



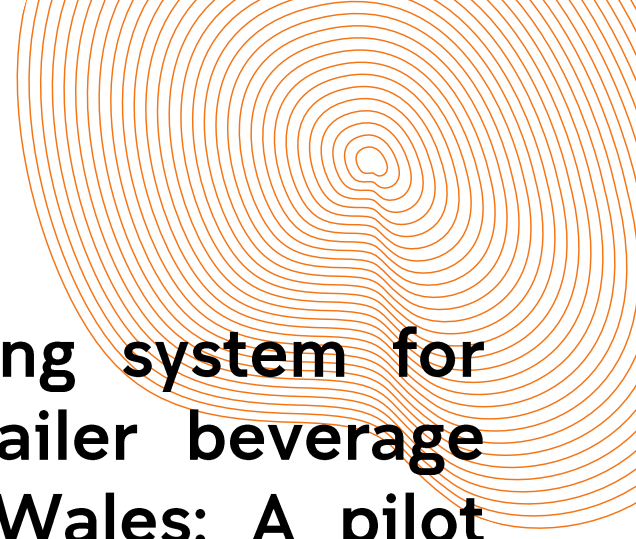
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Establishing a monitoring system for off-premise alcohol retailer beverage pricing

A PILOT STUDY



Establishing a monitoring system for off-premise alcohol retailer beverage pricing in New South Wales: A pilot study

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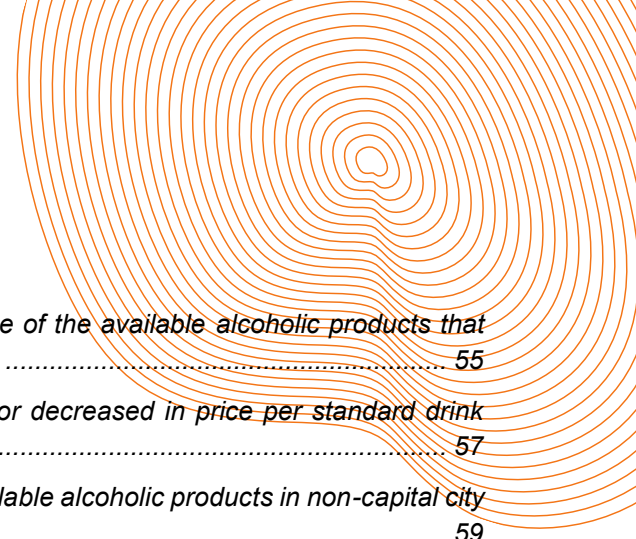
Please note that as with all statistical reports there is the potential for minor revisions to data in this report over its life. Please refer to the [online version](#).

This report was prepared by the National Drug and Alcohol Research Centre, UNSW Sydney. Please contact the following with any queries regarding this publication: drugtrends@unsw.edu.au



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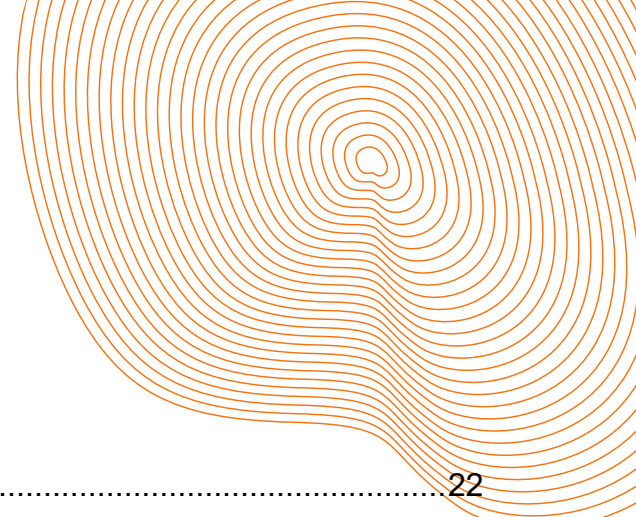
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List of Abbreviations

AWS	Amazon Web Services
COD URF	Cause of Death Unit Record File
GTIN	Global Trade Item Number
IRSAD	Index of Relative Socio-economic Advantage and Disadvantage
MUP	Minimum Unit Price
NA	Not applicable
NHMD	National Hospital Morbidity Database
NSW	New South Wales
SA3	Statistical Area 3



Declarations

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Disclosures of interest

All authors declare no competing interests.

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We acknowledge the traditional custodians of the lands on which the work for this report was undertaken. We pay our respects to Elders past, present, and emerging.



Brief Overview

NDARC developed a tool to collect the price of alcoholic beverages across three NSW locations.

A total of 82,452 listings of alcohol products were collected in July, August and September 2023. Products included beer and cider (categorised by low, mid, full and high strength), wine (categorised by size of vessel), spirits, and premixes.

Key findings:

- City locations had at least two times as many available product listings compared with the non-city location.
- Most product listings were wine across all locations (56.3% to 59.2%), followed by spirits (16.1% to 22.2%), beer and cider (12.5% to 15.4%) and premix (7.7% to 10.7%).
- Alcohol was generally cheaper in non-city areas (21.0% of products were under \$1.80 in remote areas compared to 18.0% in the capital city).
- 1 in 4 of all beer, cider and wine listings were under \$1.80 per standard drink.
- Wine products showed the greatest fluctuation in price over time.
- Wine had the greatest range in price, and the most listings under \$0.80, \$1.00, \$1.30 and \$1.50 (per standard drink) compared with other beverage types across all locations.
- Over 1 in 10 wine products ≥ 1 L in vessel size were priced at under 40c per standard drink. Wine products ≥ 2 L in vessel size (generally cask wines) were the cheapest of all identified products.
- The cheapest alcohol was a cask wine product at <30c per standard drink. This product was a 4 L cask at \$13.

Summary:

- The findings support an ongoing data collection system to inform and monitor impacts of interventions aimed at reducing alcohol use and harms.
- A future model could consider additional aspects including increased frequency of data collection on a subset of popular or core products, additional locations, triangulation with health or socio-economic data, exploration of volume purchase discounts, broader marketing and sales practices and evaluation of impacts for policy.

Executive Summary

Data on alcohol pricing were collected from the websites of five major online alcohol retailers with geographical location set at physical outlets in three locations in New South Wales (NSW) at three monthly time points from July to September 2023. Information on sales and marketing practices, including regulation adherence and harm reduction practices were also manually collected from the retailer websites in September 2023 and summarised.

The aim of this work was to determine the pricing practices and other marketing and sales practices in NSW over time and location.

This aim was addressed by answering ten research questions (RQ1-RQ10). Findings related to these questions are outlined as follows.

1. What was the number and/or range of alcoholic products available for sale across NSW, overall and by location?

- A total of 82,452 listings of available alcohol products (alcohol volume >0.5%) were collected in July, August and September 2023 across three locations in NSW.
- The majority of product listings were wine across all locations (56.3% to 59.2%), followed by spirits (16.1% to 22.2%), beer and cider (12.5% to 15.4%) and premix (7.7% to 10.7%).

- Regardless of beverage types and subtypes, city locations (i.e. capital city and other major city locations) had at least two times as many available product listings compared with the remote location.
- The majority (about 90%) of wine listings were in units (e.g., bottles or cask) >500mL to <1L in size.

2. What was the distribution in alcohol volume (%) of available alcoholic products?

- The majority (over 4 in 5) of beer and cider listings were full-strength (>3.5% and <8%).
- The majority (about 9 in 10) of wine listings had alcohol volume >11% and <15%.
- The majority (about 3 in 4) of spirits listings had alcohol volume $\geq 35\%$ and $\leq 45\%$.
- The majority (over 4 in 5) of premix product listings had alcohol volume >0.5% and <7%.

3. What was the distribution in the number of standard drinks in each unit (e.g., bottle, can or cask) of available alcoholic products?

- The median number of standard drinks per unit was similar for beer and cider, and premixes (1.3 standard drinks in a unit, e.g. bottle or can). This was followed by wine (7.9 standard drinks in

a unit) and spirits (20.5 standard drinks in a unit).

- About 7 in 10 of all beer and cider listings had >1 and ≤ 2 standard drinks in a unit.
- All low-strength and the majority (over 90%) of mid-strength beer and cider had ≤ 1 standard drink in a unit, and the majority (over 90%) of high-strength beer and cider had >2 standard drinks in a unit.
- The majority of wine listings (over 95%) had <15 standard drinks in a unit. Almost all ($>99\%$) wine listings sold in units of $\geq 3L$ in size had ≥ 30 standard drinks in a unit.
- Spirits had between 8.8 and 27.6 standard drinks in a unit, which is the widest in range compared with each of the other three the beverage types.
- Four in 5 (80%) of premix product listings had between 1 and 2 standard drinks in each unit.

4. What were the 50th (median), 10th and 90th percentiles in price per standard drink of available alcoholic products over time by location?

- The median price per standard drink of premix products were the highest (\$3.69 to \$3.72 per standard drink across time and locations), followed by spirits (\$3.07 to \$3.22 per standard drink) and then wine (\$2.41 to \$2.56 per standard drink), with beer and cider (\$2.21 to \$2.22 per standard drink) being the cheapest products.
- Wine products had the biggest range in prices compared with other products. As such, wine listings had the lowest 10th

percentile (\$0.93 to \$1.13 per standard drink) and the highest 90th percentile (\$4.75 to \$7.29 per standard drink) price per standard drink compared with other beverage types.

- Price of alcohol was generally cheaper in the remote location.

5. Did the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink change over time by location?

- A consistent trend of increase or decrease over time in price was not observed for the percentage of all available alcoholic products under the threshold of \$0.80, \$1.00, \$1.30, \$1.50 and \$1.80 per standard drink.
- The percentage of beer and cider and spirits listings with price per standard drink under \$1.80 decreased over time.
- The percentage of wine listings costing less than \$1.80 per standard drink increased over time.
- A consistent trend of increase or decrease was also not observed for spirits and premix and for the lower (i.e. \$0.80, \$1.00, \$1.30 or \$1.50) price per standard drink thresholds for all beverage types.

6. What was the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink by location?

- The percentage of available alcoholic product listings under \$0.80, \$1.00,

\$1.30, \$1.50 and \$1.80 were highest in the remote location (4.4%, 6.4%, 10.1%, 13.2% and 21.0%, respectively, of all listings) and lowest in the capital location (3.2%, 5.0%, 8.3%, 11.3% and 18.0%, respectively, of all listings).

- While the percentage of beer and cider listings under \$0.80 and \$1.00 was negligible (<0.5%), and those under \$1.30 was only around 3%, the percentage of beer and cider listings under \$1.50 and \$1.80 increased to 8.6% and 26.1%, respectively.
- About half of the high-strength beer and cider listings were under \$1.30 per standard drink.
- Wine products had the highest proportion and number of listings under \$0.80, \$1.00, \$1.30 and \$1.50 compared with the other three beverage types across all locations, ranging from 5.6%, 8.6%, 13.6% and 17.6%, respectively, in the capital city location to 7.5%, 10.8%, 16.5% and 20.4%, respectively, in the remote location. About 1 in 4 (26.1%) of available wine listings were under \$1.80 per standard drink, ranging from 25.2% of wine listings in the capital city location to 28.8% in the remote location.
- Among listings for wine in units of ≥ 1 L in size, the majority (60% or more) were under \$0.80 per standard drink, well over 80% were under \$1.30, and over 90% were under \$1.80 per standard drink.
- None or a negligible proportion of spirits or premix product listings were under \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink.

7. What was the percentage composition by beverage subtype of the available alcoholic products that were below \$0.80, \$1.30 or \$1.80 per standard drink by location?

- The majority (between 57% and 64%) of the alcoholic product listings costing <\$0.80 per standard drink were wine in units ≥ 1 L in size, while the majority (60% to 67%) of alcoholic product listings costing <\$1.30 or <\$1.80 per standard drink were wine in units <1 L in size.
- About 15% of the alcoholic product listings costing <\$1.80 per standard drink were full-strength beer. A larger percentage of listings at <\$1.30 per standard drink were high-strength beer and cider (about 3-4%) as compared with full-strength beer and cider (<3%).
- Across all locations, the alcoholic products costing <\$0.40 per standard drink were primarily wine in units ≥ 2 L in size.

8. What proportion of available alcoholic products increased or decreased in price per standard drink over time by location?

- The percentage of listings that increased in price by $\geq 1\%$ and <5% from July to August was 2.5 times (for the other major city location) to 4.0 times (for the remote location) more than the corresponding percentage of listings that decreased by $\geq 1\%$ and <5%. There were also proportionally more increases between $\geq 5\%$ and <10% as compared

with decreases of between $\geq 5\%$ and $< 10\%$ from July to August (1.6 to 2.5 times).

- A similar pattern of change was observed from July to September but not from August to September. This pattern of price change is likely a reflection of the excise duties increases on the 1st August 2023.
- Beer and cider listings had the highest percentage of products increasing in price by $\geq 1\%$ and $< 5\%$ from July to August and September ($> 20\%$ of product listings available across the two time points). This is followed by spirits and premixes with similar proportions of $> 15\%$ increasing in price by $\geq 1\%$ and $< 5\%$.
- The wine products had the least proportional increases in price from July to August and September, or most of the increases in price were offset by similar decreases in price of other wine products. Wine showed the largest fluctuation in prices over time, with the highest percentage of listings increasing or decreasing in price by $\geq 20\%$ as compared with the other three beverage types.

9. What were the differences in price per standard drink of available alcoholic products in non-capital city locations compared with capital city locations?

- The majority of product listings available in other major city and remote locations (96.2% and 94.8%, respectively) compared with the capital city location

were similar in their price per standard drink ($< 1\%$ difference).

- The median prices were generally lower for products only available in the non-capital city location as compared with products that were only available at the capital city location.

10. What information were obtained as to other sales and marketing practices?

- Information was obtained on delivery timeframe and costs, as well as information in the domains of price-based promotions, non-price-based promotions, payment options, platforms for sales and promotions, and delivery options.
- Information on policy adherence and harm reduction practices were also collected.

CONCLUSIONS

Findings from this study showed that wine products had the highest proportion and number of listings under \$0.80, \$1.00, \$1.30 and \$1.50 compared with the other three beverage types across all locations. Around 1 in 4 listings of both beer and cider, and wine were under \$1.80. Negligible numbers were under any of these prices for spirits and premix listings. Products falling under the potential MUP thresholds of \$0.80, \$1.00 or \$1.30 were typically wine, particularly of those ≥ 2 L in size, and high-strength cider.

Off-premise alcohol retailer beverage pricing in New South Wales

A pilot study



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The study collected data on **alcohol pricing** from the websites of five **major online alcohol retailers** in multiple physical locations in **New South Wales** at monthly intervals from **July to September 2023**. It assesses the **feasibility** of using retailer websites for pricing information, reports on **product availability** and **prices per standard drink**, and summarizes information on **sales practices, policy adherence, legislation compliance, and harm reduction practices** collected from the websites.

AVAILABILITY

82,452



Jul...Aug...Sep23

82,452 **listings** of available **alcohol products** were collected in July, August and September 2023 across 3 locations in NSW.

56.3% - 59.2%



Wine

16.1% - 22.2%



Spirits

12.5% - 15.4%



Beer & Cider

7.7% - 10.7%



Premix

The **majority** of product listings were **wine** across all locations, followed by spirits, beer and cider, and premix.



City locations (i.e. capital city and other major city locations) had at least **two times** as many **available product listings** compared with non-city locations.

PRICE PER STANDARD DRINK

Wine

products had the **BIGGEST RANGE** in **PRICE**



Beer & Cider

\$2.21 - \$2.22



Wine

\$2.41 - \$2.56



Spirits

\$3.07 - \$3.22



Premix

\$3.69 - \$3.72

Median prices of **premix** products were the **highest** with **beer and cider** being the **cheapest** products.



Price of **ALCOHOL** was generally **cheaper** in **REMOTE AREAS** in NSW

AVAILABLE PRODUCTS UNDER \$1.80 PER STANDARD DRINK

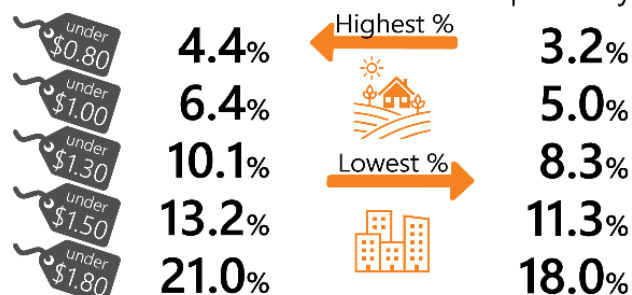
Change in proportion of available alcoholic products under \$1.80 per standard drink over time



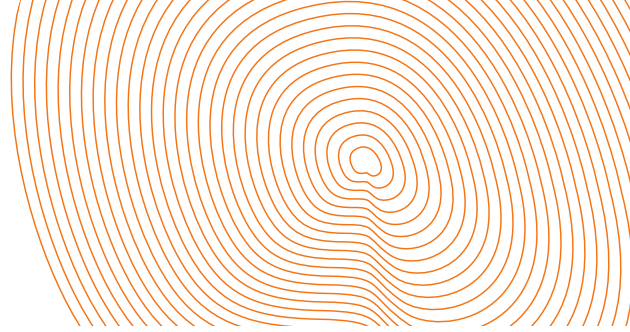
The percentage of **beer and cider**, and **spirits** listings with price per standard drink **under \$1.80 decreased** over time in NSW. The percentage of **wine** listings costing less than \$1.80 per standard drink **increased** over time, while a consistent trend was not observed for premix.

Remote NSW

Capital City



The percentage of available alcoholic product listings under **\$0.80, \$1.00, \$1.30, \$1.50 and \$1.80** were **highest** in the **remote location** in NSW and **lowest** in the **capital location**.



AVAILABLE PRODUCTS UNDER \$0.80, \$1.00, \$1.30, \$1.50 & \$1.80 PER STANDARD DRINK

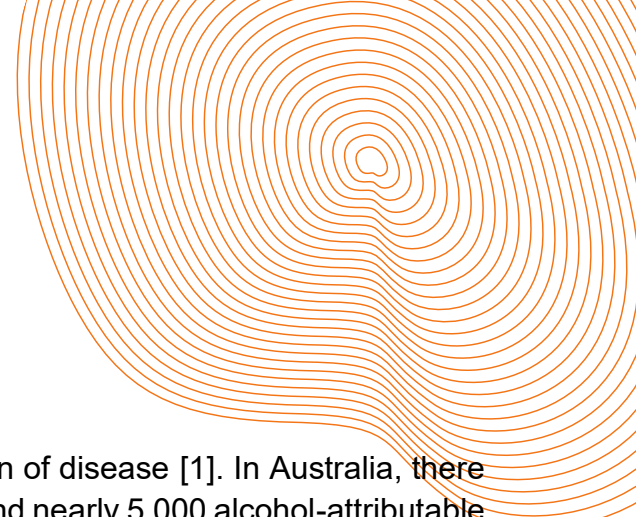


CHANGE IN PRICE PER STANDARD DRINK



DIFFERENCES BETWEEN LOCATIONS AND AUDIT OF MARKETING & REGULATORY ADHERENCE





Background

Alcohol is one of the leading risk factors for global burden of disease [1]. In Australia, there were over 100,000 alcohol-attributable hospitalisations and nearly 5,000 alcohol-attributable deaths in 2020 [2]. The annual cost of alcohol-related harms in Australia was estimated at \$67 billion in 2016 [3], far exceeding revenue from alcohol taxation.

Alcohol pricing policies and restrictions on alcohol availability are one of the most cost-effective strategies in reducing harm from alcohol use [4]. Implementation of these strategies requires knowledge of alcohol pricing and broader marketing approaches. Indeed, the World Health Organization recommend regular reviews of pricing practices to enable interventions to reduce harmful use of alcohol [5], particularly as changes in price may offset initiatives to reduce consumption.

In Australia, there is no requirement for alcohol industry to publicly collate and report on alcohol pricing practices at the product level, although some state and territory governments require reporting on wholesale sales. For this reason, knowledge of alcohol pricing practices in Australia is based predominantly on industry market data and survey data. The lack of routinely collected detailed information on pricing is a concern, being critical to inform policy.

While the majority of alcohol sales in Australia are transacted in bricks-and-mortar stores and through on-premise outlets, sale of alcohol online and through home delivery has increased in popularity [7]. This growth in online alcohol sales offers a unique opportunity to better understand alcohol pricing practices. Alcohol retailer websites typically display detailed alcohol pricing information to enable customers to check in-store availability and pricing and to transact purchases online, receiving alcohol through home delivery or collection from bricks-and-mortar storefronts. Prices displayed for the latter scenario (i.e., transacted online for collection from physical storefronts) also typically match pricing for in-store transactions. The wealth of information available on online alcohol retailer platforms can enable insights into alcohol pricing in both online and bricks-and-mortar settings, and over time, geography, and product type.

The online environment may also give insight into broader pricing and marketing approaches. Retailers use various strategies across their web interface to increase acceptability, availability, and affordability of alcohol. This can include price-based promotions (e.g., quantity-based price or delivery discounts, lowest price guarantees), non-price-based promotions (e.g., competitions, subscriptions, memberships), and easier payment and access options (e.g., payment plans, delivery services). Some retailers also offer strategies to support people in reducing their alcohol use and risk of harm (e.g., voluntary self-exclusion, links to industry-funded 'healthier drinking' information, 'block out' sales periods to avoid late-night purchasing) [8]. Alongside this, there are legislative

requirements around sale of alcohol, including age-verification compliance and Responsible Service of Alcohol requirements. Previous work by Colbert, Thornton [9] captured some of these broader aspects of online alcohol sales and marketing in a recent study, yet highlighted that website content changes rapidly, and called for study over time.

In summary, online sale of alcohol is a growing industry and presents challenges for future regulation given capacity for someone to purchase and receive alcohol without leaving their home and without any face-to-face contact. However, the online environment also offers a unique opportunity to understand and monitor alcohol pricing and broader marketing approaches, yielding information that can inform interventions to reduce acceptability, availability, and affordability of alcohol and, in turn, alcohol-related harm among Australians.

Aims

The primary goal of this project was to use data obtained from the websites of online retailers to report on pricing practices and other marketing and sales practices in New South Wales (NSW) over time and location.

Research questions

The following research questions (RQ) were explored:

1. What was the number and/or range of alcoholic products available for sale across NSW, overall and by location?
2. What was the distribution in alcohol volume (%) of available alcoholic products?
3. What was the distribution in the number of standard drinks in each unit (e.g., bottle, can or cask) of available alcoholic products?
4. What were the 50th (median), 10th and 90th percentiles in price per standard drink of available alcoholic products over time by location?
5. Did the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink change over time by location?
6. What was the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink by location?
7. What was the percentage composition by beverage subtype of the available alcoholic products that were below \$0.80, \$1.30 or \$1.80 per standard drink by location?
8. What proportion of available alcoholic products increased or decreased in price per standard drink over time by location?
9. What were the differences in price per standard drink of available alcoholic products in non-capital city locations compared with capital city locations?
10. What information were obtained as to other sales and marketing practices?



Methods

Design

Information on alcohol pricing were obtained from websites of five major online retailers selling alcohol within NSW. We aimed to obtain information on price for each retailer for stores within three distinct geographic areas and at three time points in the last week of each month starting on Wednesday.

We also undertook a mixed-methods ‘audit’ of these alcohol retailer websites to identify other aspects of marketing and sales relevant to alcohol affordability, availability and accessibility that could be studied (RQ10).

Alcohol pricing

Selection of locations

Locations were selected based on postcodes within Statistical Area Level 3 (SA3) [10]. These geographical designations were designed to have populations between 30,000 and 130,000 persons. We sampled multiple locations because the availability and price of alcohol can vary as a function of store location even within retailers.

A subset of SA3 areas within NSW with some of the highest annual crude rate of alcohol-related hospitalisations from 2018-19 to 2020-21 and of alcohol-induced deaths from 2016-2021 were purposively sampled. These data were obtained from the National Hospital Morbidity Dataset (NHMD) and the Cause of Death Unit Record File (COD-URF) held by the National Drug and Alcohol Research Centre. SA3 was derived from the usual residence of the person as coded within these collections.

Three SA3 locations were then selected in consultation with NSW Ministry of Health with the goal of achieving:

- A mixture of major city, regional and remote areas;
- A mixture of areas by index of socio-economic advantage and disadvantage (IRSAD); and
- Focus on areas with a range of retailers present.

Postcodes in the selected SA3 areas were obtained using geographical data from the Australian Bureau of Statistics [10]. As there were multiple postcodes within the selected SA3 locations, we chose the postcode area with the largest number of retailers or the most populous postcode in the region.



Selection of stores

The five retailers were selected for inclusion based on the following principles:

- Lists liquor products online including information on price, units and standard drinks; and
- Has stores in NSW.

Liquor license locations were obtained from a NSW Government database. Information was obtained on retailers that had an off-premise license with a physical store (i.e. a bottle shop or liquor store as license type). These data were used to firstly identify unique liquor stores owned by the five chosen retailer groups within the chosen postcode area. The nearest liquor store of each of the remaining retailers without a unique store, defined by the mean of the straight-line distance to the liquor stores that were unique within the chosen postcode area, was then selected. Those stores located above the threshold distance of 20km were excluded; only one store was selected per retailer per SA3 location. While we tried to ensure one store per retailer per location, three retailers did not have physical outlets at one of the chosen locations.

It is important to note that some retailers list prices separately for purchase via delivery versus collection in-store. Where possible, we sought to obtain data on pricing for both options but used the price for collection in-store for analyses in this report.

Selection of products

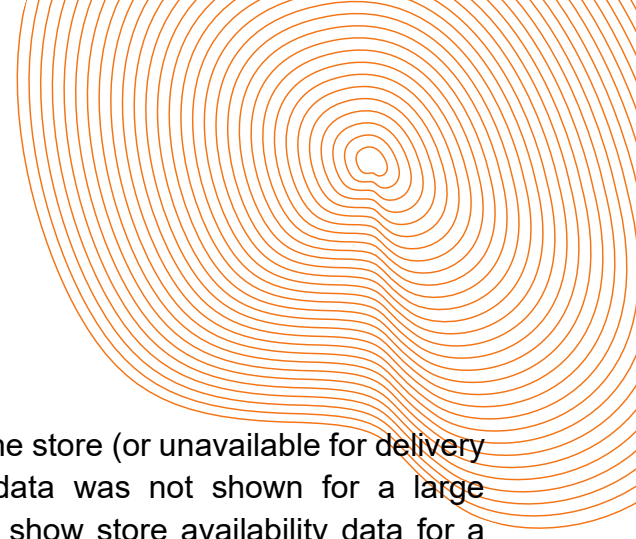
Products identified as wine, beer (including cider), spirits, and premix beverages were included in this study. Premix products were defined as packaged beverages containing alcohol which were sold mixed together (e.g., with soft drink) ready for consumption.

Data collection

Data were obtained in the last week of each month starting on Wednesday, and collated within a one-week period where possible:

- Wednesday 19th July to Friday 28th July 2023;
- Wednesday 23rd August to Friday 8th September 2023¹; and
- Wednesday 20th September to Sunday 24th September 2023.

¹ The individual listings of some of the products were missed or needed to be obtained again after a more thorough check of the data during the August 2023 data collection.



Data cleaning and exclusion criteria

The following listings were excluded:

- Products that were unavailable or out of stock in the store (or unavailable for delivery for particular retailers where store availability data was not shown for a large proportion of listings, e.g. some retailers did not show store availability data for a substantial proportion of listings at particular locations or time points);
- Exclusive products sold by suppliers through the retailer as delivery only products;
- Products identified as a price outlier (see **Table 1**);
- Kits and accessories (e.g. home brew kits, cocktail making equipment);
- Zero alcohol products (identified from the product listing title, e.g. product categories or listings where alcohol volume $\leq 0.5\%$); and
- Mixed pack products where alcohol volume or number of standard drinks varied within each unit.

Please refer to Section 1 in the Results for number of product listings excluded.

Table 1. Outlier price thresholds^a

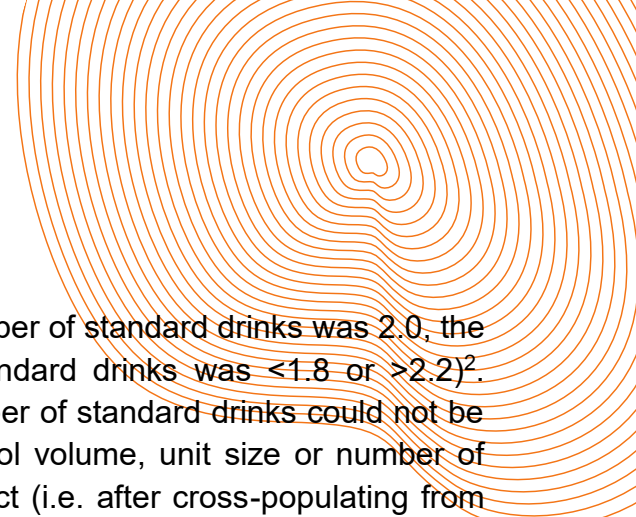
	Beverage type			
	Beer and cider	Wine	Spirits	Premix
Price per unit				
Lower threshold	\$0.25	\$0.25	\$0.25	\$0.25
Price per 100mL				
Lower threshold	\$0.20	\$0.20	\$0.20	\$0.20
Price per standard drink				
Lower threshold	\$0.60	\$0.20	\$0.60	\$0.60
Upper threshold	\$10.00	\$200	\$200	\$10.00

Note: ^aThe majority of the products exceeding the lower and upper thresholds for prices were where the pack sizes were incorrectly specified.

Cross-validation of number of standard drinks

We cross-validated number of standard drinks extracted from the product listing with alcohol volume % and unit volume using the following [formula](#): *Number of standard drinks = alcohol volume % X unit vol (L) X 0.78945*

Products were also excluded if listed and computed values for the number of standard drinks differed by >0.1 where listed number of standard drinks ≤ 1 (e.g., a product was excluded if the listed number of standard drinks was 0.9 but the computed number of standard drinks was <0.8 or >1), or differed by $>10\%$ of the listed number of standard drinks where listed



number of standard drinks >1 (e.g. where the listed number of standard drinks was 2.0, the product was excluded if the computed number of standard drinks was <1.8 or >2.2)². Products were also excluded if the listed value for number of standard drinks could not be verified. An example of this would be where the alcohol volume, unit size or number of standard drinks information were missing for the product (i.e. after cross-populating from other listings of the same product).

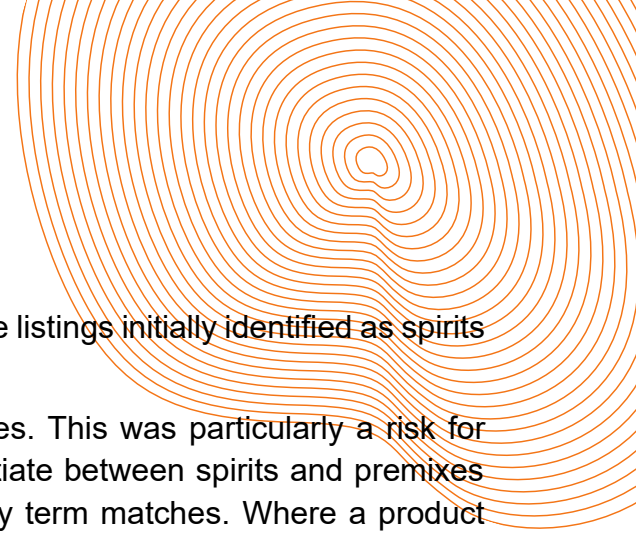
Categorisation of product listings into beverage types and subtypes

The beverage type was first determined based on the category under which a product was listed in. The following lists some of the key terms and further rules that were then used for further identifying or reclassifying beverage types from various data fields including type, style, variety, product title and brand name:

- Beer and cider: “beer”, “cider”, “pale ale”, “XPA”, “lager”, “ale”, “stout”, “IPA”, “Kolsch”, “Pilsner”
- Wine: “red wine”, “white wine”, “rose”, “champagne”, “riesling”, “cabernet”, “sauvignon”, “chardonnay”, “shiraz”, “glera”, “grenache”, “macabeo”, “malbec”, “merlot”, “moscato”, “muscat”, “pinot”, “prosecco”, “semillon”, “tempranillo”, “verdelho”, “verdejo”, “vermouth”, “sparkling”
- Spirits: “liqueur”, “whisky”, “whiskey”, “bourbon”, “brandy”, “vodka”, “tequila”, “cognac”
- Premix: “premix” (excluding if spirits was also a term in the product category because they were sometimes listed together in the same category, e.g. as “spirits & premixes”), “RTD”, “RDT” (spelling error), “seltzer”; if originally in the spirits category and in product title: “Daiquiri”, “Margarita”, “Martini”, “Mojito”, “Negroni”, “cocktail”, “Soda”, “Tonic”, “Cola”; if in brand: “vodka cruiser”, “udl”, “-196”; if originally in the spirits category, alcohol volume $<10\%$, “liqueur” not in product title and any of the following in product title: “Lemon”, “Lime”, “berry”, “fruit”, “vodka”, “rum”
- Zero-alcohol drinks (for exclusion): “zero alc”, “alcohol remove”, “alcohol free”; if alcohol volume was $\leq 0.5\%$
- Kits and accessories (for exclusion): “accessories”, “home brew”

As the type, style, varieties and product categorisation data might not sufficiently determine the categories for certain retailers and product listings, the product listing titles were also string matched for relevant beverage types. In particular, premix products were sometimes not comprehensively identified and product listing title need to be used for further

² Number of standard drinks and unit volume were mostly specified for a unit of the product. However, for some of the products where the listed and computed values for the number of standard drinks differed significantly, the number of standard drinks or unit volume was specified for the pack (e.g. 6-pack, 24-case) rather than the unit (e.g. bottle, can).



identification (e.g. the strings “martini”, “Cola” etc. of those listings initially identified as spirits were recategorised as premix products).

There could be some misclassification of beverage types. This was particularly a risk for premix products because some retailers do not differentiate between spirits and premixes and our categorisation would then rely solely on the key term matches. Where a product was identified across more than one beverage category, beer and cider was given precedence as the chosen beverage type, followed by wine, premix, then spirits (e.g., where a cider product was listed under both “beer and cider” and “wine” categories, the product was categorised as a beer and cider beverage type).

Beverage subtypes of beer and cider products defined by strength or alcohol volume (%) were based on excise duties categories³ as follows:

- Low-strength: >0.5% and ≤3% alcohol volume
- Mid-strength: >3% and ≤3.5% alcohol volume
- Full-strength: >3.5% and <8% alcohol volume
- High-strength: ≥8% alcohol volume

These beverage types and subtypes were chosen because they reflect how alcohol is currently or historically taxed.

Beverage subtypes of wine products were defined by size of the unit (or vessel, e.g. bottle, cask or pouch) as follows:

- ≤500mL
- >500mL and <1L
- ≥1L

These beverage subtypes were defined for wine because of concerns around cheap wine being sold in casks which are typically ≥1L in volume.

Data analysis

The price per standard drink was calculated for each price on the product listing as:

$$\text{Price per standard drink} = \frac{\text{Listed price}}{(\text{Number of standard drinks} \times \text{Number of units for listed price})}$$

The lowest price per standard drink was then determined for each product listing. Where there were duplicate listings, the lowest price per standard drink among the duplicates was computed after removal of outlier prices. The 10th, 50th (median) and 90th percentile of price per standard drink and the percentage of products <\$0.80, <\$1.00, <\$1.30, <\$1.50 and

³ <https://www.ato.gov.au/business/excise-on-alcohol/excise-on-beer/>
<https://www.cideraustralia.org.au/resources/regulation/>

<\$1.80 per standard drink were computed for presentation in this report, relevant to potential MUP thresholds that could be implemented.

Where possible, data are reported by time, location and beverage type and subtype. No formal statistical comparisons were undertaken. Impacts of inflation and excise tax increase on 1st August 2023 should be noted when comparing price over time.

Data with a non-zero frequency of <10 were made confidential.

Other aspects of marketing and sales

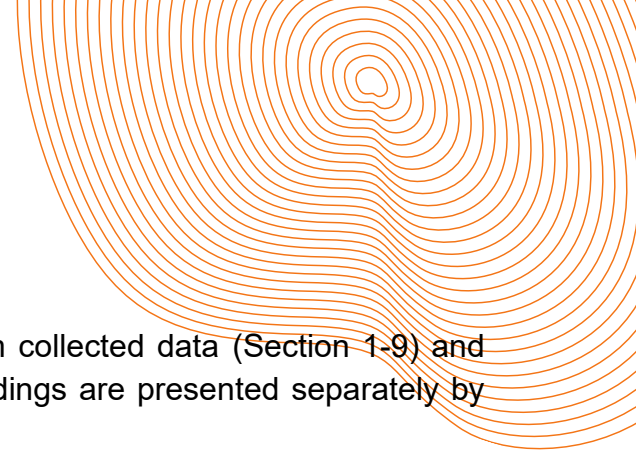
Selection of locations and stores

The same retailers were used as for the alcohol pricing work. Location was set to the capital city store for these retailers except for one of the retailers where we used the other major city store because the capital city store for this retailer did not offer pick-up service.

Data collection and analysis

An audit tool was developed following review of relevant literature and study of included retailer websites (see **Appendix A** for tool). Information was collected for domains such as price- and non-price-based promotions, payment options, platforms for promotion, delivery options, advertising of policies and legalisations, and harm reduction options.

Audit fields were disaggregated by whether they could be ascertained from information extracted for alcohol pricing (20th to 24th September 2023) or required manual inspection of websites. For the latter, a researcher reviewed the five retailer websites between 29th September to 6th October 2023.



Results

Below overviews the results from analysis of price from collected data (Section 1-9) and other aspects of marketing and sales (Section 10). Findings are presented separately by product type, location, and time point where possible.

1. What was the number and/or range of alcoholic products available for sale across NSW, overall and by location?

Of the 227,083 product URLs, 115,053 (53.9%) were accessible and available for sale (in-store and/or for delivery), and 109,015 (51.1%) remained after exclusion of ineligible listings (see Methods section for definition of availability for sale and ineligible listings).

Of the 6,038 ineligible listings available for sale:

- 2,737 listings were kits and accessories or zero-alcohol products;
- 989 listings did not have extractable information on price per unit, alcohol volume, unit size or number of standard drinks on the listing (some of these were mixed pack product with variable alcohol volume (%) in each unit);
- 2,016 listings had a listed number of standard drinks which was significantly different from the computed number of standard drinks; and
- 296 listings were price outliers, of which 272 listings were high-end outliers (e.g. ultra-premium products, incorrect or missing pack size specifications), 24 listings which cost <\$0.20 per 100mL and no listings which cost <\$0.25 per unit (e.g. bottle or can). There were no products identified with price per standard drink under the lower threshold shown in **Table 3** after removal of the listings where number of standard drinks and computed number of standard drinks were significantly different.

A total of 82,452 products listings remained after deduplication; this sample was used for analysis.

The number of product listings by time point, location and beverage type is shown in **Table 2**. The majority of the product listings were wine across all time points and locations (56.3% to 59.2%), followed by spirits (16.1% to 22.2%), beer and cider (12.5% to 15.4%) and premix (7.7% to 10.7%).

Number of available product listings by beverage subtype of beer and cider and of wine are shown in subsequent tables. Regardless of beverage type and subtype, the city locations (i.e. capital city and other major city locations) had at least two times as many available product listings compared with the remote location. There were more than three times as many wine listings and more than four times as many spirits listings available for sale in the city locations compared with the remote location.

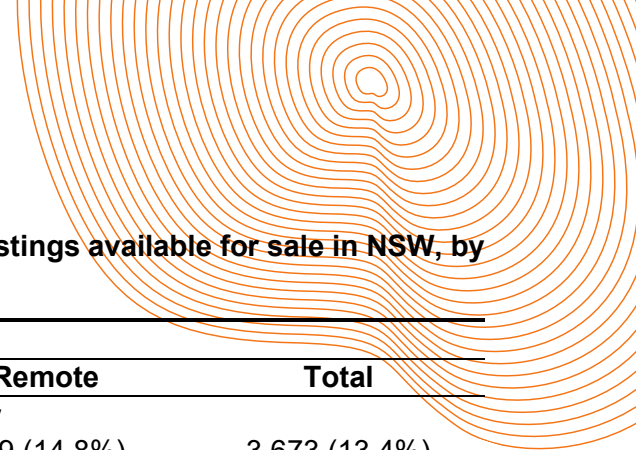


Table 2. Number (and percentage^a) of alcoholic product listings available for sale in NSW, by location, time point and beverage type

Time point	Location			Total
	Capital	Other major city	Remote	
Beer and cider				
Jul	1,521 (13.0%)	1,603 (13.4%)	549 (14.8%)	3,673 (13.4%)
Aug	1,482 (12.6%)	1,530 (12.9%)	559 (15.0%)	3,571 (13.1%)
Sep	1,490 (12.5%)	1,557 (13.0%)	600 (15.4%)	3,647 (13.1%)
Wine				
Jul	6,752 (57.8%)	6,811 (56.8%)	2,191 (59.2%)	15,754 (57.6%)
Aug	6,791 (57.9%)	6,739 (57.0%)	2,184 (58.8%)	15,714 (57.6%)
Sep	6,815 (57.2%)	6,755 (56.3%)	2,237 (57.3%)	15,807 (56.8%)
Spirits				
Jul	2,486 (21.3%)	2,615 (21.8%)	597 (16.1%)	5,698 (20.8%)
Aug	2,553 (21.8%)	2,598 (22.0%)	618 (16.6%)	5,769 (21.2%)
Sep	2,590 (21.7%)	2,660 (22.2%)	648 (16.6%)	5,898 (21.2%)
Premix				
Jul	922 (7.9%)	964 (8.0%)	361 (9.8%)	2,247 (8.2%)
Aug	902 (7.7%)	950 (8.0%)	355 (9.6%)	2,207 (8.1%)
Sep	1,016 (8.5%)	1,035 (8.6%)	416 (10.7%)	2,467 (8.9%)
Overall				
Jul	11,681 (100%)	11,993 (100%)	3,698 (100%)	27,372 (100%)
Aug	11,728 (100%)	11,817 (100%)	3,716 (100%)	27,261 (100%)
Sep	11,911 (100%)	12,007 (100%)	3,901 (100%)	27,819 (100%)

Note: ^a The percentages in brackets are of overall listings within each time point and location or of the total over all locations. The total is not unique across locations.

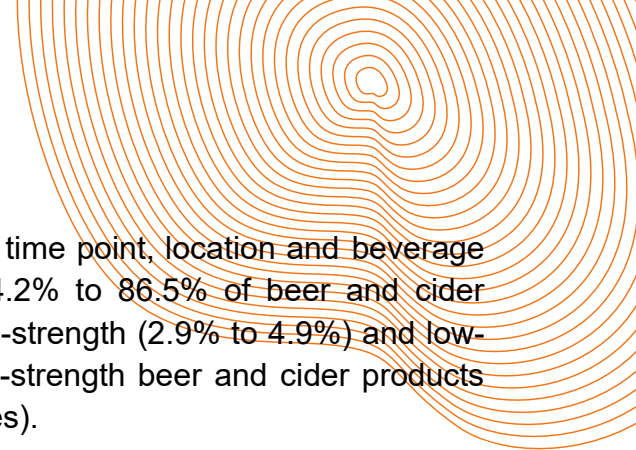


Table 3 shows the number of beer and cider listings by time point, location and beverage subtype. The majority of listings were full-strength (84.2% to 86.5% of beer and cider listings), followed by mid-strength (8.1% to 10.2%), high-strength (2.9% to 4.9%) and low-strength (1.4% to 2.2%). The large majority of the high-strength beer and cider products were ciders (this disaggregation is not shown in the tables).

Table 3. Number (and percentage^a) of beer and cider product listings available for sale in NSW, by location, time point and beverage subtype

Time point	Location			Total
	Capital	Other major city	Remote	
Low-strength (>0.5% and ≤3% alc.)				
Jul	23 (1.5%)	23 (1.4%)	10 (1.8%)	56 (1.5%)
Aug	27 (1.8%)	27 (1.8%)	12 (2.2%)	66 (1.8%)
Sep	27 (1.8%)	28 (1.8%)	11 (1.8%)	66 (1.8%)
Mid-strength (>3% and ≤3.5% alc.)				
Jul	127 (8.3%)	131 (8.2%)	55 (10.0%)	313 (8.5%)
Aug	125 (8.4%)	129 (8.4%)	56 (10.0%)	310 (8.7%)
Sep	121 (8.1%)	130 (8.3%)	61 (10.2%)	312 (8.6%)
Full-strength (>3.5% and <8% alc.)				
Jul	1,315 (86.5%)	1,371 (85.5%)	468 (85.2%)	3,154 (85.9%)
Aug	1,276 (86.1%)	1,305 (85.3%)	473 (84.6%)	3,054 (85.5%)
Sep	1,279 (85.8%)	1,324 (85.0%)	505 (84.2%)	3,108 (85.2%)
High-strength (≥8% alc.)				
Jul	56 (3.7%)	78 (4.9%)	16 (2.9%)	150 (4.1%)
Aug	54 (3.6%)	69 (4.5%)	18 (3.2%)	141 (3.9%)
Sep	63 (4.2%)	75 (4.8%)	23 (3.8%)	161 (4.4%)
Overall				
Jul	1,521 (100%)	1,603 (100%)	549 (100%)	3,673 (100%)
Aug	1,482 (100%)	1,530 (100%)	559 (100%)	3,571 (100%)
Sep	1,490 (100%)	1,557 (100%)	600 (100%)	3,647 (100%)

Note: ^a The percentages in brackets are of overall listings within each time point and location or of the total over all locations.

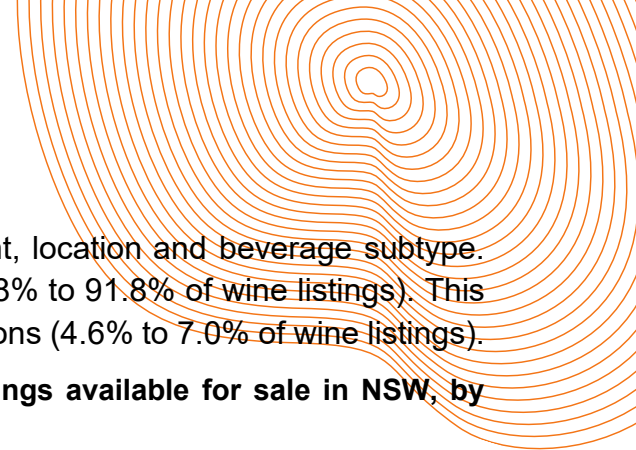


Table 4 shows the number of wine listings by time point, location and beverage subtype. The majority of listings were >500mL to <1L in size (88.8% to 91.8% of wine listings). This was followed by wine listings ≥1L in size across all locations (4.6% to 7.0% of wine listings).

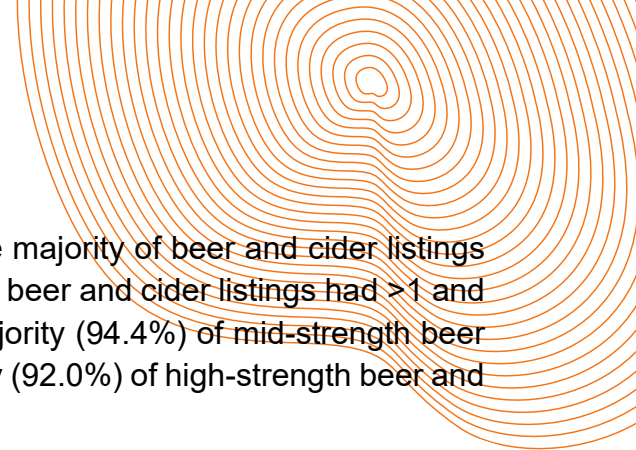
Table 4. Number (and percentage^a) of wine product listings available for sale in NSW, by beverage subtype and location

Time point	Location			Total
	Capital	Other major city	Remote	
≤500mL				
Jul	254 (3.8%)	246 (3.6%)	96 (4.4%)	596 (3.8%)
Aug	242 (3.6%)	231 (3.4%)	90 (4.1%)	563 (3.6%)
Sep	250 (3.7%)	241 (3.6%)	94 (4.2%)	585 (3.7%)
>500mL to <1L				
Jul	6,185 (91.6%)	6,234 (91.5%)	1,945 (88.8%)	14,364 (91.2%)
Aug	6,224 (91.7%)	6,176 (91.6%)	1,943 (89.0%)	14,343 (91.3%)
Sep	6,254 (91.8%)	6,184 (91.5%)	1,986 (88.8%)	14,424 (91.3%)
≥1L				
Jul	313 (4.6%)	331 (4.9%)	150 (6.8%)	794 (5.0%)
Aug	325 (4.8%)	332 (4.9%)	151 (6.9%)	808 (5.1%)
Sep	311 (4.6%)	330 (4.9%)	157 (7.0%)	798 (5.0%)
Overall				
Jul	6,752 (100.0%)	6,811 (100.0%)	2,191 (100.0%)	15,754 (100.0%)
Aug	6,791 (100.0%)	6,739 (100.0%)	2,184 (100.0%)	15,714 (100.0%)
Sep	6,815 (100.0%)	6,755 (100.0%)	2,237 (100.0%)	15,807 (100.0%)

Note. ^a The percentages in brackets are of overall listings within each time point and location or of the total over all locations.

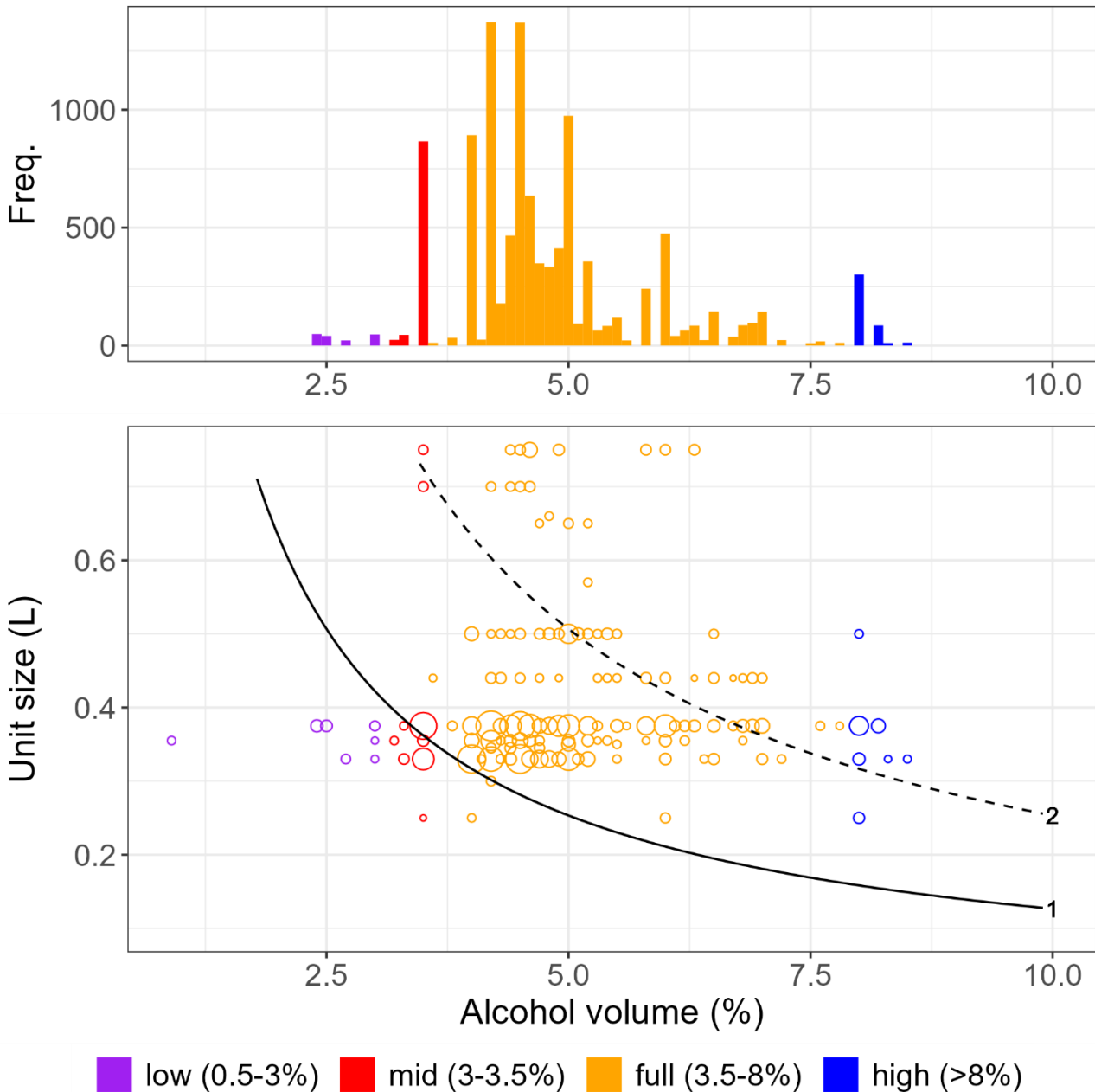
2. What was the distribution in alcohol volume (%) of available alcoholic products?

The figures in this section show the distribution in alcohol volume (%) of product listings available for sale aggregated over the three time points. Data points with <10 product listings were also excluded in the figures. Note, however, that the numbers and percentages reported in the text in this section were based on the whole dataset (i.e. they include those data points with <10 product listings). The top panel of each figure shows the distribution in a histogram for alcohol volume (%) while the bottom panel shows the scatterplot of unit size (L) against alcohol volume (%) for the product listings in each beverage type.

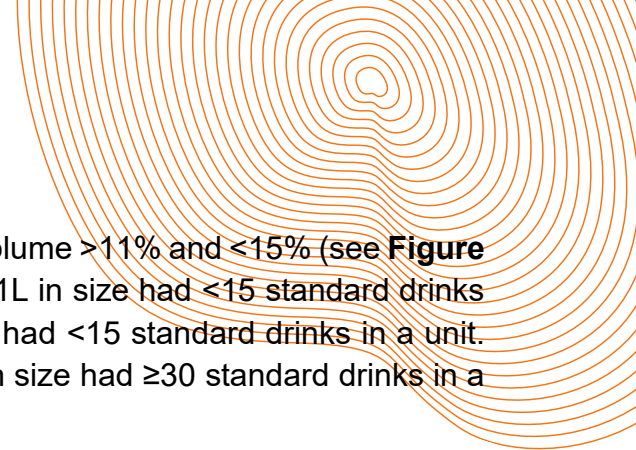


Beer and cider. As reported in the previous section, the majority of beer and cider listings were full-strength (**Figure 1**). About 7 in 10 (72.3%) of all beer and cider listings had >1 and ≤ 2 standard drinks in a unit. All low-strength and the majority (94.4%) of mid-strength beer and cider had ≤ 1 standard drink in a unit, and the majority (92.0%) of high-strength beer and cider had >2 standard drinks in a unit.

Figure 1. Distribution of alcohol volume (%) and unit size (L) of beer and cider product listings available for sale in NSW

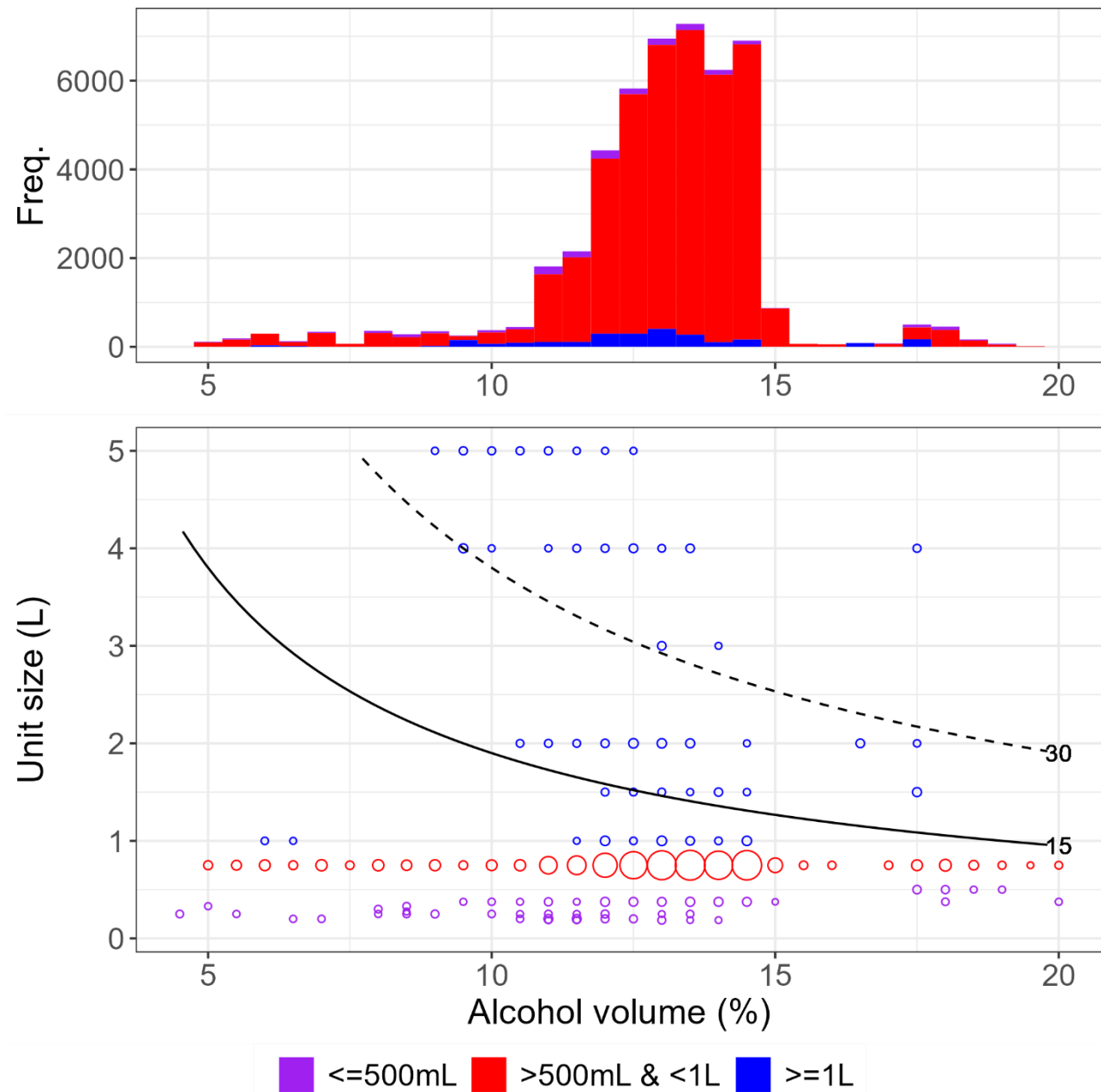


Note: Alcohol volume was rounded to the nearest 0.1% because the majority of beer and cider products report alcohol volume that were already rounded to the nearest 0.1%. Data points with <10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The curves in the plots indicate where the number of standard drinks were 1 (solid) and 2 (dashed). The product listings under the solid line had <1 standard drinks in a unit (e.g. bottle or can), those between the solid and the dashed lines had between 1 and 2 standard drinks in a unit, and those above the dashed line had >2 standard drinks in a unit.

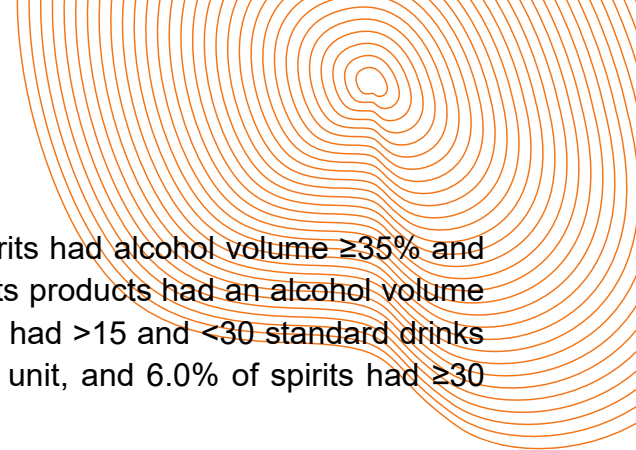


Wine. The majority of wine listings (89.5%) had alcohol volume >11% and <15% (see **Figure 2**). All wine listings sold in units (e.g. bottle or cask) of <1L in size had <15 standard drinks in a unit. In fact, the majority (96.4%) of all wine listings had <15 standard drinks in a unit. Almost all the wine listings (99.3%) sold in units of ≥3L in size had ≥30 standard drinks in a unit.

Figure 2. Distribution of alcohol volume (%) of wine products available for sale in NSW

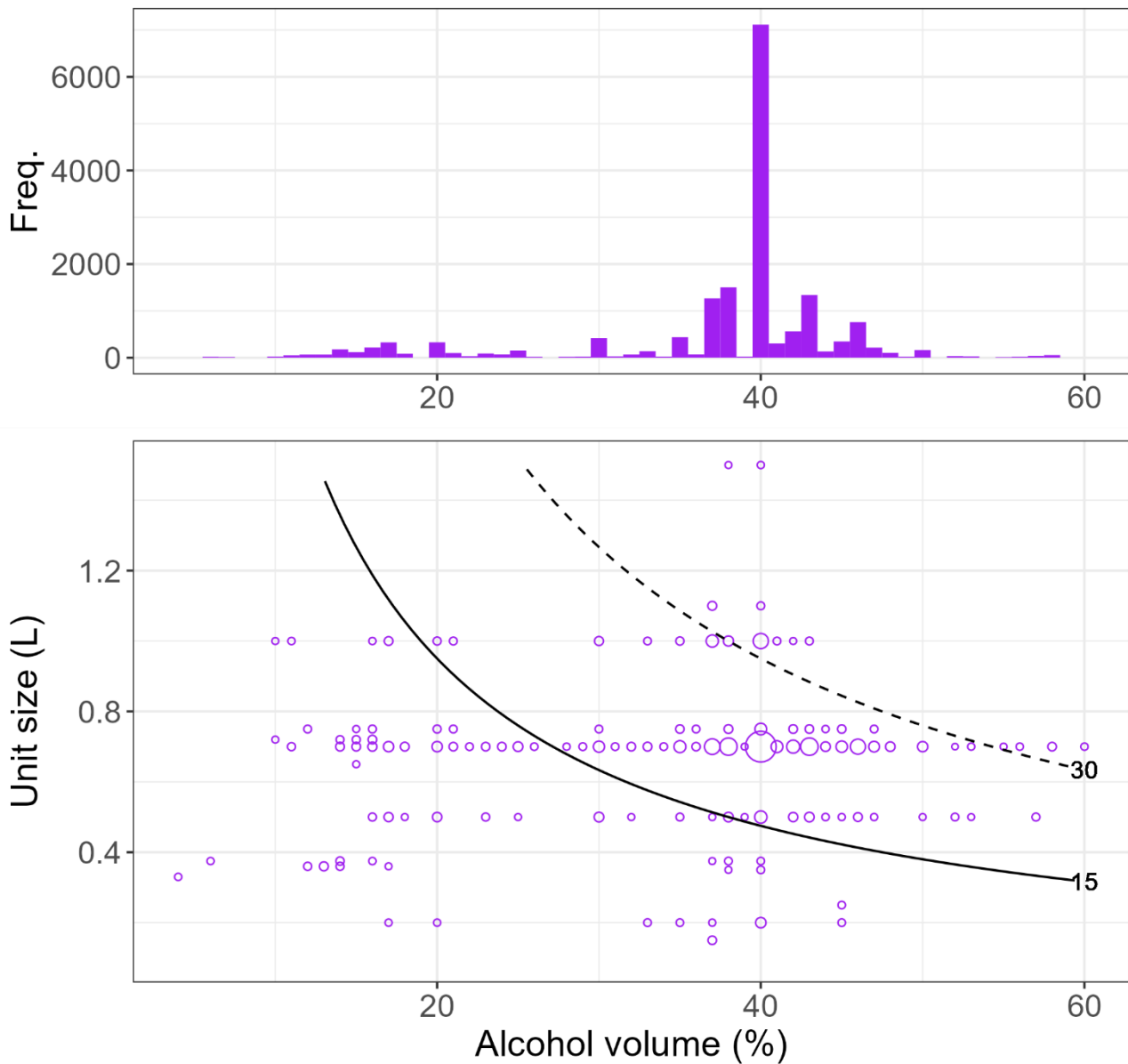


Note: Alcohol volume was rounded to the nearest 0.5% because the majority of wine products report alcohol volume that were already rounded to the nearest 0.5%. Data points with <10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The curves in the plots indicate where the number of standard drinks were 15 (solid) and 30 (dashed). The product listings under the solid line had <15 standard drinks in a unit (e.g. bottle or cask), those between the solid and the dashed lines had between 15 and 30 standard drinks in a unit, and those above the dashed line had >30 standard drinks in a unit.

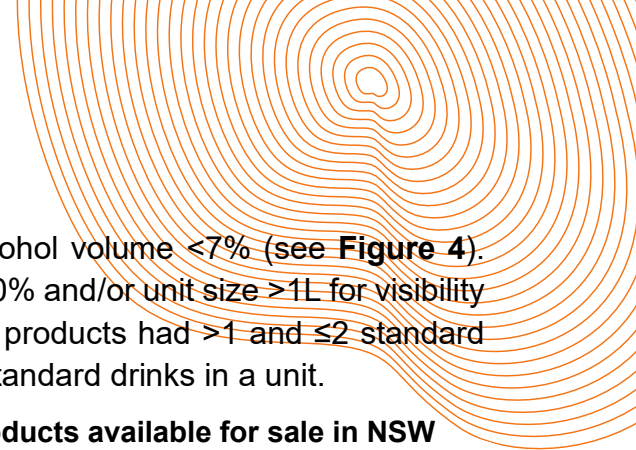


Spirits and premix. About 3 in 4 (75.5%) listings of spirits had alcohol volume $\geq 35\%$ and $\leq 45\%$ (see **Figure 3**). In fact, about 4 in 10 (41.0%) spirits products had an alcohol volume of 40%. About three-quarters (77.2%) of spirits products had >15 and <30 standard drinks in a unit, 16.7% of spirits had ≤ 15 standard drinks in a unit, and 6.0% of spirits had ≥ 30 standard drinks in a unit.

Figure 3. Distribution of alcohol volume (%) of spirit products available for sale in NSW

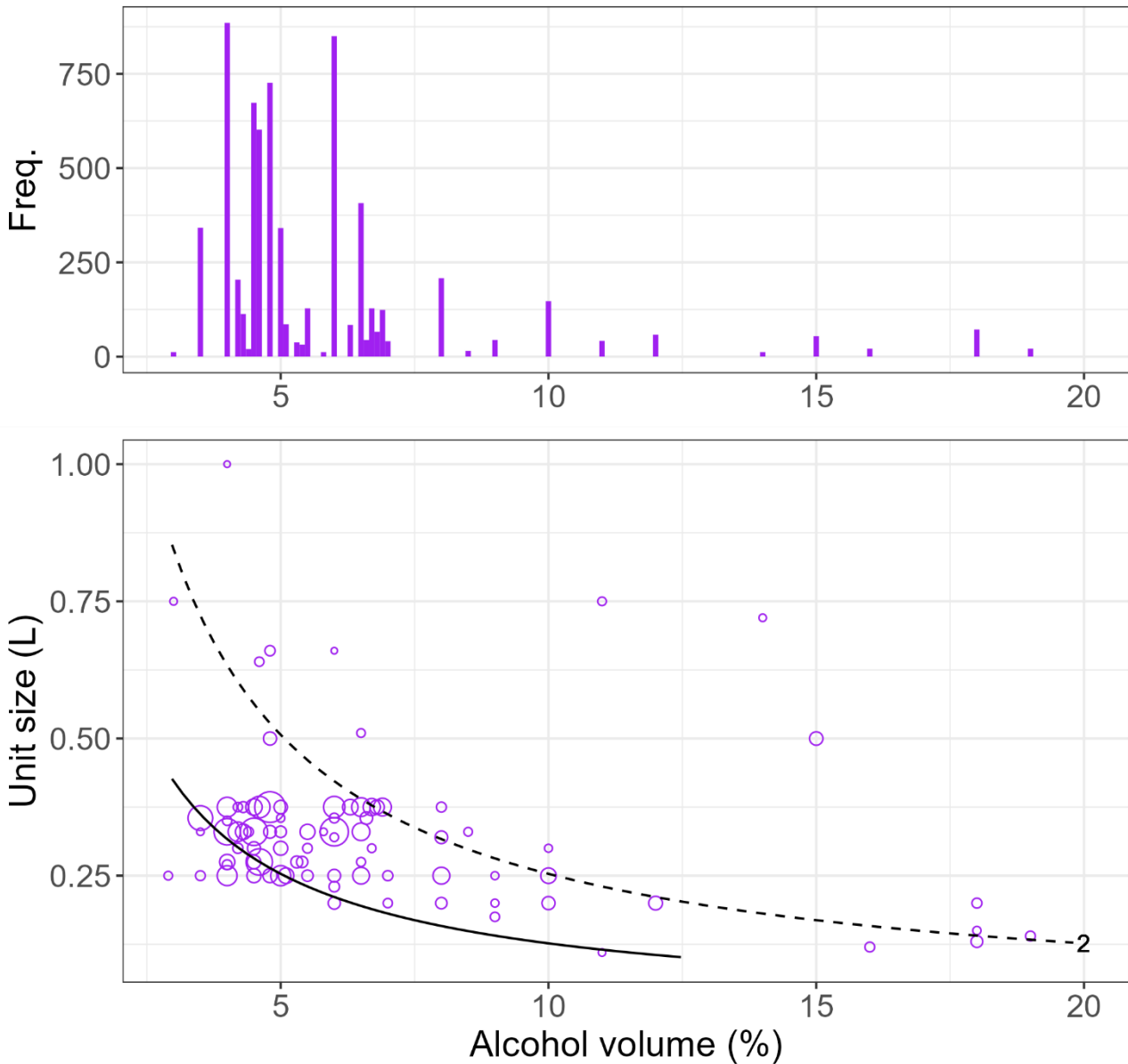


Note: Alcohol volume was rounded to the nearest integer percentage (1%) because the majority of spirits products report alcohol volume that were already rounded to the nearest 1%. Data points with <10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The curves in the plots indicate where the number of standard drinks were 15 (solid) and 30 (dashed). The product listings under the solid line had <15 standard drinks in a unit (e.g. bottle or cask), those between the solid and the dashed lines had between 15 and 30 standard drinks in a unit, and those above the dashed line had >30 standard drinks in a unit.



The majority (87.1%) of premix product listings had alcohol volume $<7\%$ (see **Figure 4**). Data were censored for products with alcohol volume $>20\%$ and/or unit size $>1\text{L}$ for visibility of data in **Figure 4**. About two-thirds (64.9%) of premix products had >1 and ≤ 2 standard drinks in a unit, and about one-quarter (27.7%) had ≤ 1 standard drinks in a unit.

Figure 4. Distribution of alcohol volume (%) of premix products available for sale in NSW



Note: Alcohol volume was rounded to the nearest 0.1% because the majority of premix products report alcohol volume that were already rounded to the nearest 0.1%. Further to that, premix products with $>10\%$ alcohol volume were rounded to the nearest integer because of sparsity of data. Data points with <10 listings were excluded. Data was censored for products with alcohol volume $>20\%$ and/or unit size $>1\text{L}$ for visibility of data in the plots. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The curves in the plots indicate where the number of standard drinks were 1 (solid) and 2 (dashed). The product listings under the solid line had <1 standard drinks in a unit (e.g. bottle or can), those between the solid and the dashed lines had between 1 and 2 standard drinks in a unit, and those above the dashed line had >2 standard drinks in a unit.



3. What was the distribution in the number of standard drinks in each unit (e.g., bottle, can or cask) of available alcoholic products?

The tables and figures in this section show data from alcoholic product listings available for sale aggregated over the three time points and locations. **Table 5** shows the median and 10th and 90th percentiles in number of standard drinks in one unit (e.g. bottle, can, cask or pouch) of the product. The median number of standard drinks per unit was similar for beer and cider, and premixes (1.3 standard drinks in a unit, e.g. bottle or can). This is followed by wine (7.9 standard drinks in a unit) and spirits (20.5 standard drinks in a unit).

Table 5. Median (and 10th and 90th percentiles) number of standard drinks in one unit (e.g. bottle, can, cask or pouch) of alcoholic products available for sale in NSW, by beverage type and subtype

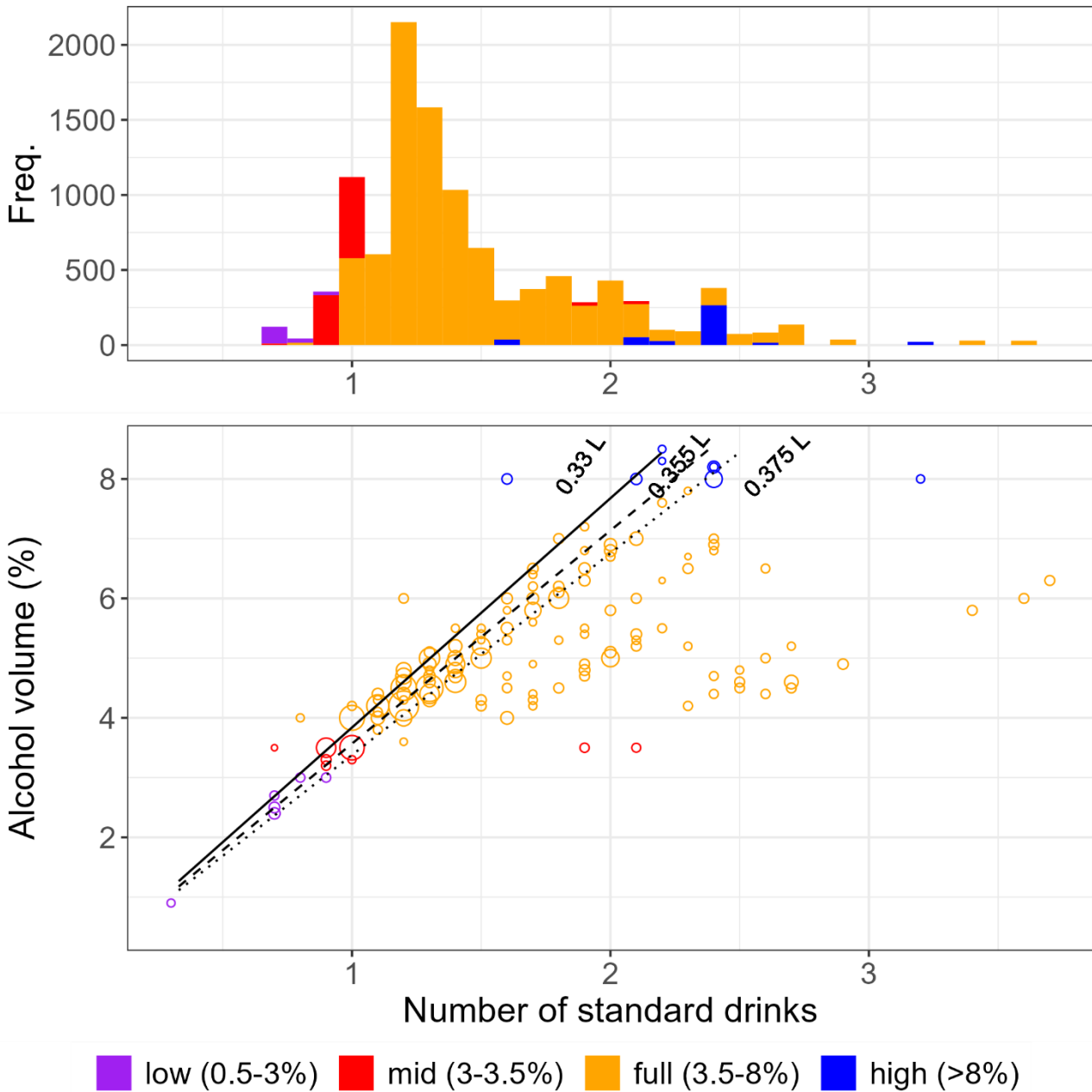
Beverage type	Median number of standard drinks (10 th and 90 th percentiles)
Beer and cider	1.3 (1.0, 2.1)
Low-strength (>0.5% & ≤3% alc.)	0.7 (0.5, 0.9)
Mid-strength (>3% & ≤3.5% alc.)	1.0 (0.9, 1.0)
Full-strength (>3.5% & <8% alc.)	1.3 (1.1, 2.0)
High-strength (≥8% alc.)	2.4 (2.1, 2.9)
Wine	7.9 (6.5, 8.6)
≤500mL	2.9 (1.7, 5.6)
>500mL & <1L	7.8 (6.8, 8.6)
≥1L	20.5 (10.3, 41.4)
Spirits	22.1 (8.8, 26.6)
Premix	1.3 (1.0, 2.0)
Overall	7.7 (1.3, 22.1)

Note: Data were aggregated over the three time points and locations.

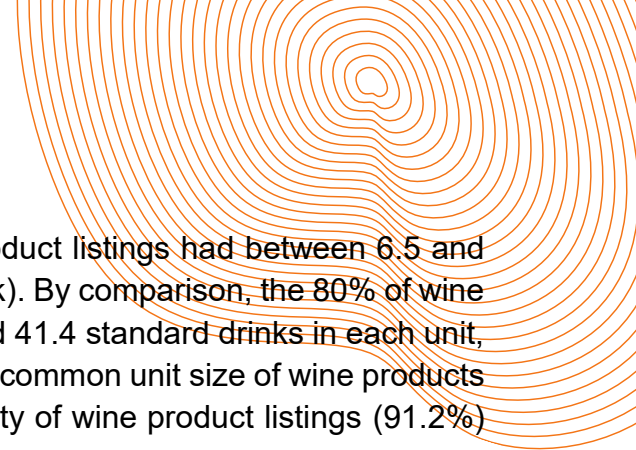
Beer and cider. It can be seen from **Table 5** and **Figure 5** that 80% of beer and cider product listings had between 1.0 and 2.1 standard drinks (i.e. the 10th and 90th percentiles, respectively) in each unit (e.g. cans and bottles). All low-strength and the majority (over 90%) of mid-strength beer and cider had ≤1 standard drink in a unit. By contrast, over 90% of high-strength beer and cider product listings had >2 standard drinks in each unit. The most common unit size of beer and cider products were 330mL, 355mL and 375mL (**Figure 5**). The majority of beer and cider products (84.1%) were in units (e.g. cans or bottles) between 330mL and 375mL in size. Most of the remaining beer and cider products (14.9%) were in units >375mL in size.



Figure 5. Distribution of number of standard drinks of beer and cider product listings available for sale in NSW (n=10,656)

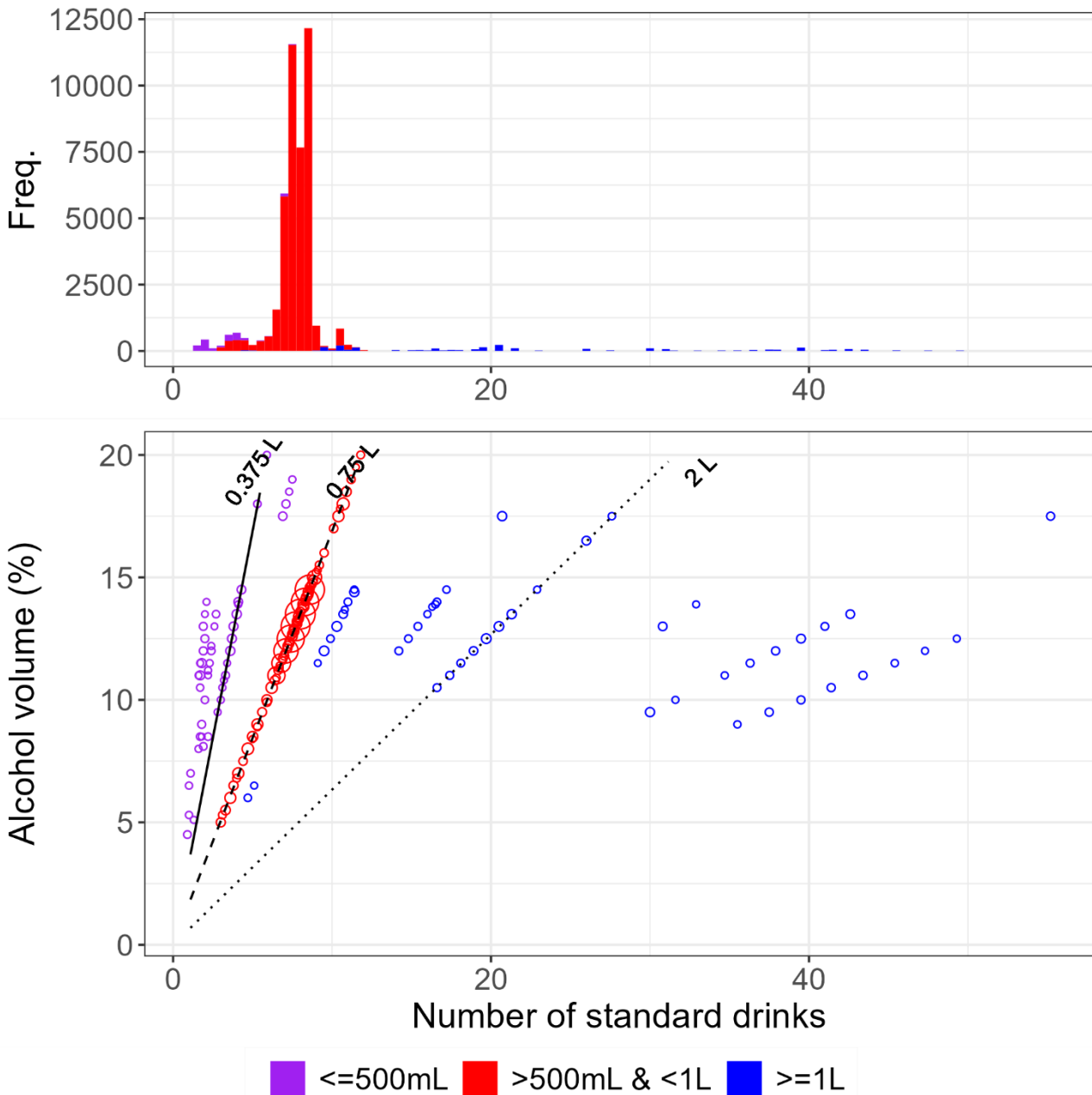


Note: Data points with <10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The three most common unit sizes, 330mL (solid), 355mL (dashed) and 375mL (dotted) are indicated by the lines in the plots.

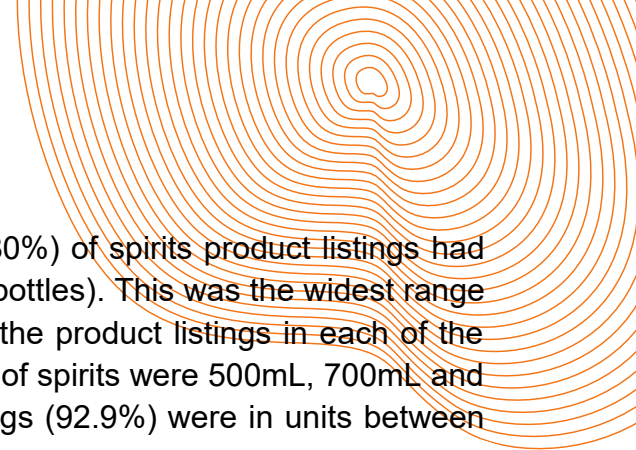


Wine. Table 5 and Figure 6 show that 80% of wine product listings had between 6.5 and 8.6 standard drinks in each unit (e.g. cans, bottles or cask). By comparison, the 80% of wine product listings in units $\geq 1\text{L}$ in size had between 10.3 and 41.4 standard drinks in each unit, with a median of 20.5 standard drinks in a unit. The most common unit size of wine products were 375mL, 750mL and 2L (Figure 6). The vast majority of wine product listings (91.2%) were in 750mL bottles.

Figure 6. Distribution of number of standard drinks of wine product listings available for sale in NSW (n=46,896)

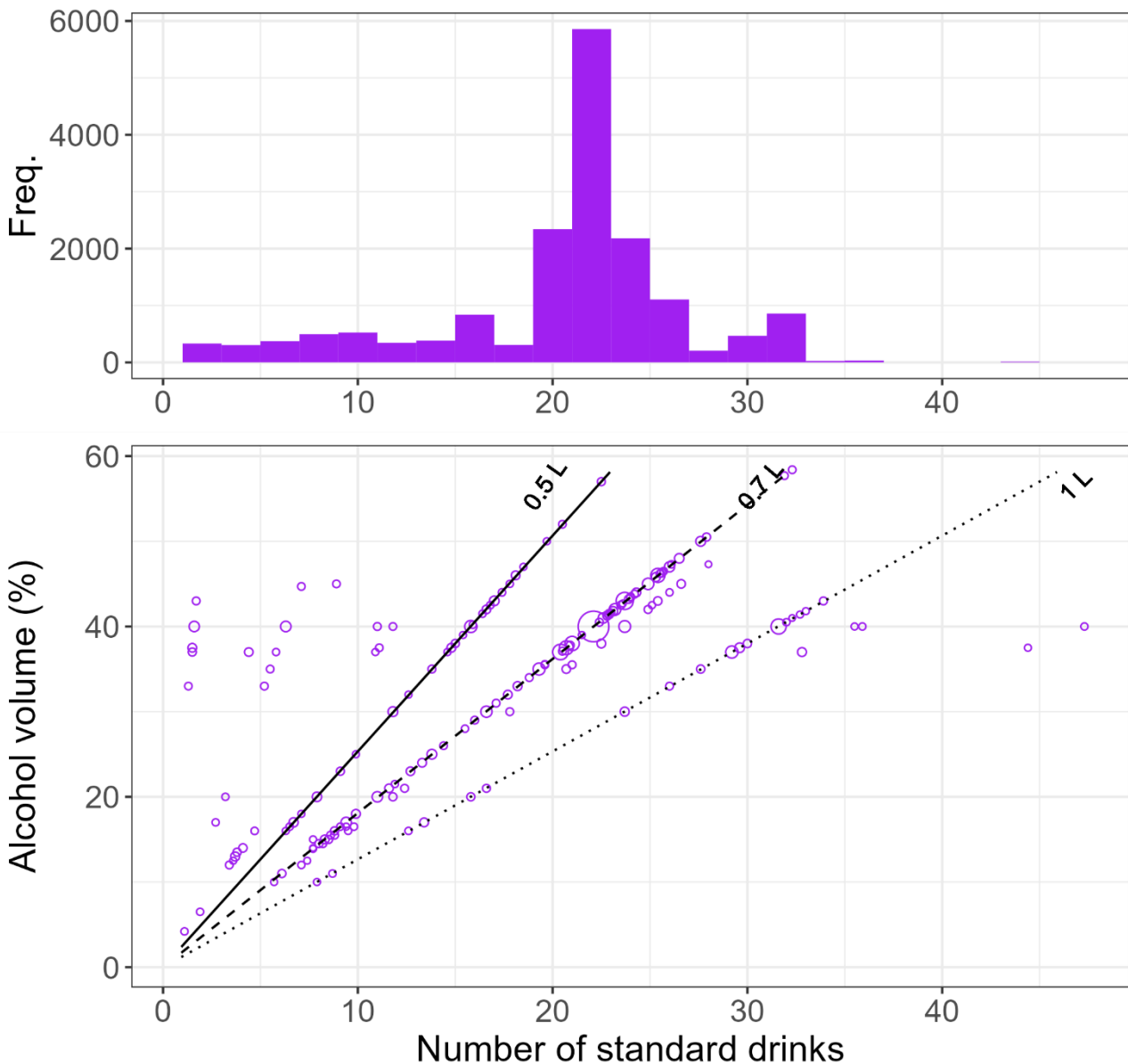


Note: Data points with < 10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The three most common unit sizes, 375mL (solid), 750mL (dashed) and 2L (dotted) are indicated by the lines in the plots.



Spirits and premix. Table 5 shows that the majority (80%) of spirits product listings had between 8.8 and 26.6 standard drinks in each unit (e.g. bottles). This was the widest range in number of standard drinks (in a unit) compared with the product listings in each of the other three beverage types. The most common unit size of spirits were 500mL, 700mL and 1L (Figure 7). More than 9 in 10 of spirits product listings (92.9%) were in units between 500mL and 1L in size.

Figure 7. Distribution of number of standard drinks of spirits product listings available for sale in NSW (n=16,134)



Note: Data points with <10 listings were excluded. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The three most common unit sizes, 500mL (solid), 700mL (dashed) and 1L (dotted) are indicated by the lines in the plots.

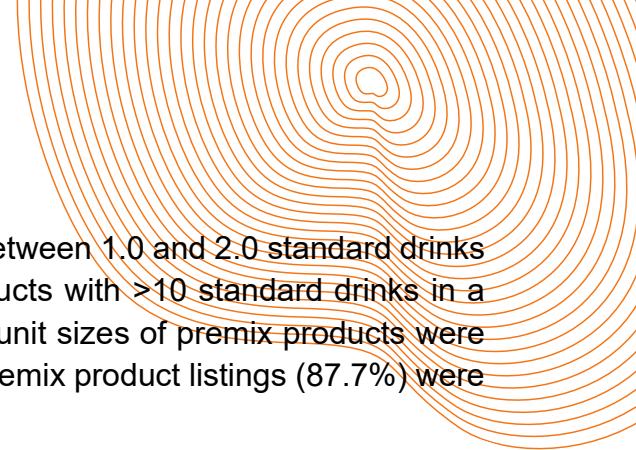
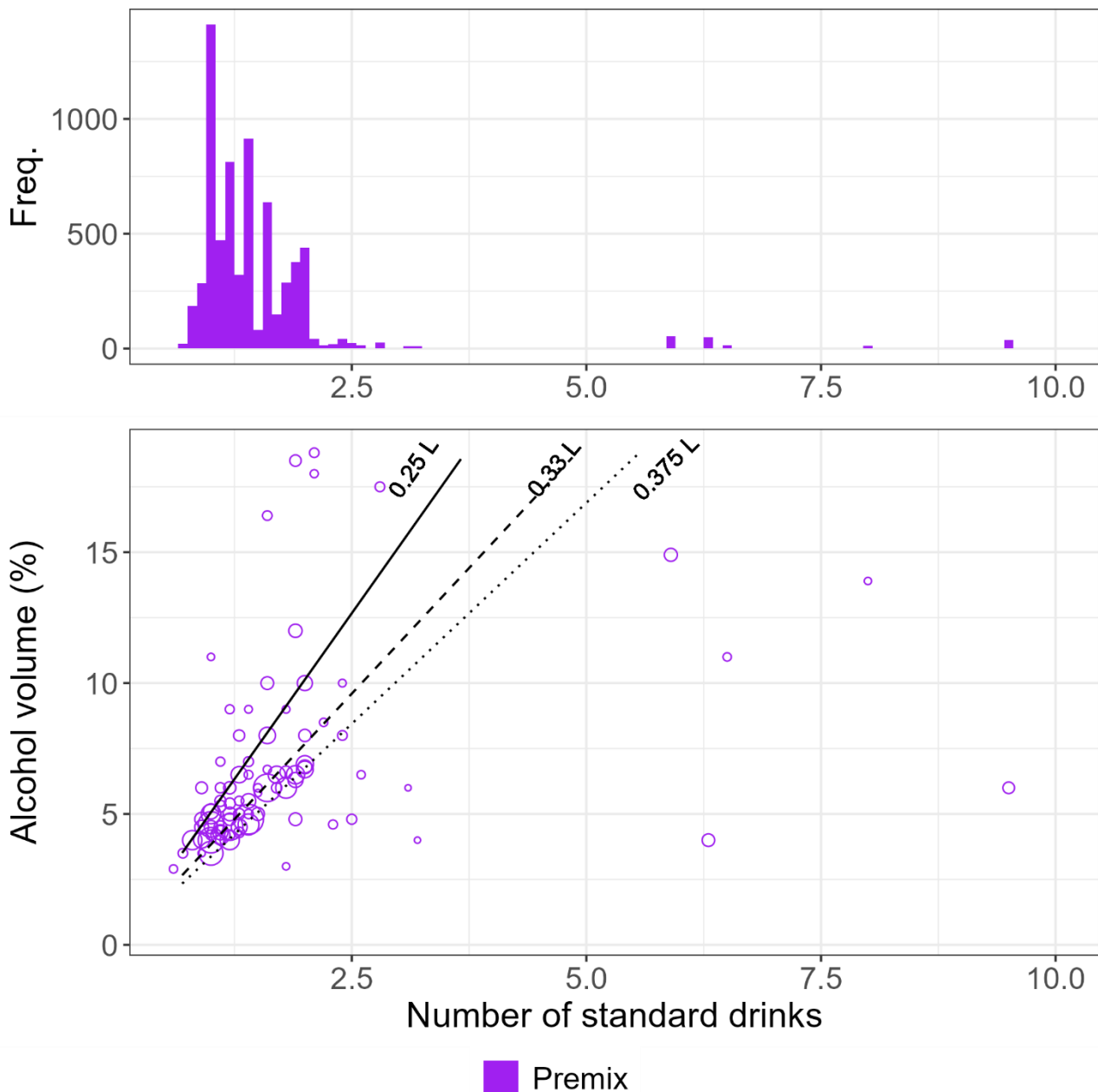
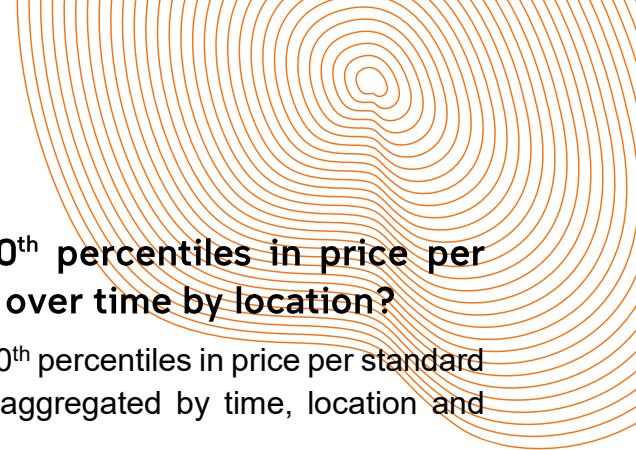


Table 5 shows that 80% of premix product listings had between 1.0 and 2.0 standard drinks in each unit (e.g. bottles). Data were censored for products with >10 standard drinks in a unit for visibility of data in **Figure 8**. The most common unit sizes of premix products were 250mL, 330mL and 375mL (**Figure 8**). The majority of premix product listings (87.7%) were in units between 250mL and 375mL in size.

Figure 8. Distribution of number of standard drinks of premix product listings available for sale in NSW (n=6,652)



Note: Data points with <10 listings were excluded. Data were also censored for products with number of standard drinks >10 for visibility of data in the plots. The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels. The three most common unit sizes, 250mL (solid), 330mL (dashed) and 375mL (dotted) are indicated by the lines in the plots.



4. What were the 50th (median), 10th and 90th percentiles in price per standard drink of available alcoholic products over time by location?

The tables in this section show the median and 10th and 90th percentiles in price per standard drink of alcoholic product listings available for sale disaggregated by time, location and product type.

Information for beer and cider and wine subtypes are shown subsequently.

Overall, **Table 6** shows that:

- In terms of median prices, premix products were the most expensive (\$3.62 to \$3.75 per standard drink across time and locations), followed by spirits (\$3.07 to \$3.22 per standard drink) and then wine (\$2.40 to \$2.57 per standard drink), with beer and cider being the cheapest products (\$2.12-\$2.27);
- Wine products had the biggest range in prices (as indicated by the difference between the 10th and the 90th percentile prices) compared with other products. In other words, wine listings had the lowest 10th percentile and the highest 90th percentile price per standard drink compared with other beverage types. This means that while the median price of wine products was higher than beer and cider products across all locations and time points, the 10th percentile price for wine products was consistently lower than for beer and cider products;
- While the median price of wine products was lower than spirits and premix products across the city locations and corresponding time points, the 90th percentile price of wine products was higher than spirits and premix products even after excluding ultra-premium products, a large proportion of which comprises wine products. However, this was not seen in the remote location where the premix products had the highest 90th percentile price;
- Price of alcohol was generally cheaper in more remote areas in NSW; and
- Price per standard drink generally increased over time for beer and cider, spirits and premix products but not for wine.

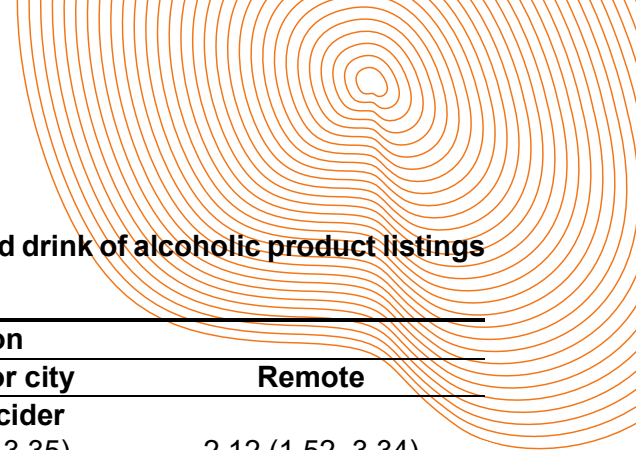
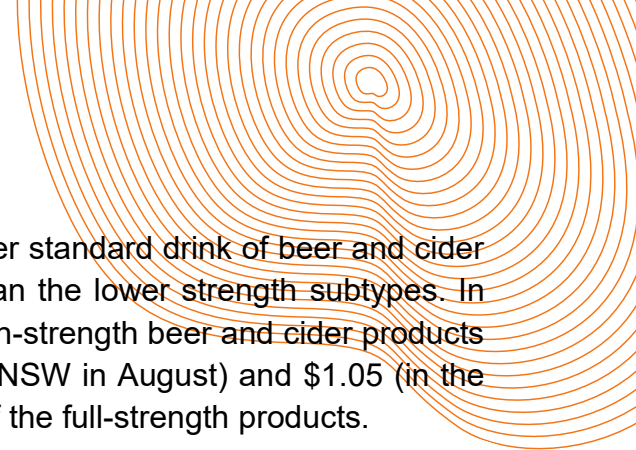


Table 6. The 50th (10th and 90th) percentile price per standard drink of alcoholic product listings available for sale in NSW, by location and beverage type

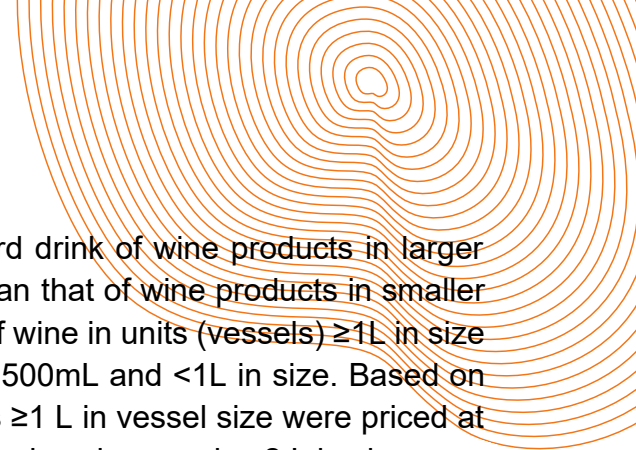
Time	Location		
	Capital	Other major city	Remote
		Beer and cider	
Jul	2.19 (1.52, 3.33)	2.20 (1.52, 3.35)	2.12 (1.52, 3.34)
Aug	2.21 (1.53, 3.33)	2.21 (1.52, 3.37)	2.16 (1.55, 3.50)
Sep	2.27 (1.55, 3.44)	2.23 (1.51, 3.41)	2.24 (1.53, 3.65)
		Wine	
Jul	2.57 (1.07, 6.87)	2.50 (1.04, 6.25)	2.43 (0.96, 4.75)
Aug	2.56 (1.10, 7.29)	2.47 (1.04, 6.40)	2.41 (0.93, 4.82)
Sep	2.56 (1.13, 7.25)	2.47 (1.07, 6.42)	2.40 (0.96, 4.85)
		Spirits	
Jul	3.17 (2.14, 5.42)	3.18 (2.15, 5.56)	3.03 (2.12, 4.62)
Aug	3.19 (2.24, 5.45)	3.17 (2.23, 5.56)	3.05 (2.23, 4.84)
Sep	3.30 (2.25, 5.66)	3.27 (2.25, 5.82)	3.12 (2.20, 4.92)
		Premix	
Jul	3.68 (2.71, 5.56)	3.62 (2.72, 5.50)	3.68 (2.80, 5.23)
Aug	3.72 (2.75, 5.63)	3.72 (2.71, 5.50)	3.72 (2.81, 5.63)
Sep	3.75 (2.78, 5.75)	3.72 (2.71, 5.63)	3.75 (2.80, 5.56)
		Overall	
Jul	2.77 (1.43, 5.67)	2.75 (1.41, 5.53)	2.60 (1.35, 4.74)
Aug	2.78 (1.40, 5.84)	2.73 (1.38, 5.59)	2.62 (1.25, 4.85)
Sep	2.84 (1.43, 5.94)	2.75 (1.38, 5.69)	2.65 (1.33, 4.90)



Beer and cider. Table 7 shows that the median price per standard drink of beer and cider products in the higher strength subtypes were lower than the lower strength subtypes. In particular, the median price per standard drink of the high-strength beer and cider products were between \$0.63 (in the other major city location of NSW in August) and \$1.05 (in the remote location in NSW in September) lower than that of the full-strength products.

Table 7. The 50th (10th and 90th) percentile price per standard drink of beer and cider product listings available for sale in NSW, by location and beverage type

Time	Location		
	Capital	Other major city	Remote
Low-strength (>0.5% and ≤3% alc.)			
Jul	2.55 (1.63, 3.18)	2.55 (1.63, 3.30)	2.73 (1.65, 3.82)
Aug	2.76 (1.80, 4.77)	2.66 (1.80, 4.77)	2.73 (1.79, 3.49)
Sep	2.66 (1.82, 4.20)	2.71 (1.77, 4.62)	2.86 (2.04, 3.33)
Mid-strength (>3% and ≤3.5% alc.)			
Jul	2.20 (1.67, 3.54)	2.27 (1.67, 3.60)	2.22 (1.68, 3.62)
Aug	2.27 (1.73, 3.62)	2.29 (1.73, 3.72)	2.26 (1.74, 3.92)
Sep	2.31 (1.73, 3.69)	2.30 (1.74, 3.64)	2.29 (1.73, 3.70)
Full-strength (>3.5% and <8% alc.)			
Jul	2.21 (1.55, 3.33)	2.22 (1.55, 3.33)	2.13 (1.53, 3.33)
Aug	2.23 (1.57, 3.30)	2.22 (1.55, 3.33)	2.15 (1.56, 3.41)
Sep	2.27 (1.57, 3.44)	2.25 (1.56, 3.40)	2.24 (1.55, 3.65)
High-strength (≥8% alc.)			
Jul	1.20 (1.01, 2.74)	1.58 (1.01, 3.50)	1.41 (1.00, 2.06)
Aug	1.20 (1.01, 2.44)	1.59 (1.00, 3.20)	1.22 (1.00, 2.15)
Sep	1.23 (1.01, 3.09)	1.23 (1.01, 3.04)	1.20 (1.01, 2.25)



Wine. Table 8 shows that the median price per standard drink of wine products in larger units (or vessels such as bottles or casks) were lower than that of wine products in smaller units. In particular, the median price per standard drink of wine in units (vessels) $\geq 1\text{L}$ in size were approximately \$2 lower than that of wine in units $>500\text{mL}$ and $<1\text{L}$ in size. Based on the 90th percentile in Table 8, over 1 in 10 wine products $\geq 1\text{L}$ in vessel size were priced at under 40c per standard drink. These were primarily cask wines in vessels $\geq 2\text{L}$ in size.

Table 8. The 50th (10th and 90th) percentile price per standard drink of wine product listings available for sale in NSW, by location and beverage type

Time	Location		
	Capital	Other major city	Remote
	$\leq 500\text{mL}$		
Jul	3.13 (2.11, 11.05)	3.13 (2.08, 10.91)	3.06 (2.14, 7.53)
Aug	3.05 (1.96, 9.80)	3.05 (1.97, 9.57)	2.82 (2.04, 5.81)
Sep	3.08 (2.00, 10.96)	3.06 (1.96, 10.96)	2.97 (2.02, 6.91)
	$>500\text{mL}$ and $<1\text{L}$		
Jul	2.61 (1.27, 6.87)	2.56 (1.25, 6.25)	2.50 (1.30, 4.81)
Aug	2.61 (1.28, 7.44)	2.52 (1.25, 6.41)	2.50 (1.20, 4.86)
Sep	2.61 (1.30, 7.39)	2.50 (1.25, 6.50)	2.47 (1.27, 4.91)
	$\geq 1\text{L}$		
Jul	0.63 (0.37, 1.75)	0.62 (0.37, 1.70)	0.62 (0.38, 1.54)
Aug	0.62 (0.37, 1.82)	0.60 (0.35, 1.70)	0.62 (0.37, 1.26)
Sep	0.59 (0.37, 1.82)	0.58 (0.35, 1.67)	0.61 (0.38, 1.45)

5. Did the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink change over time by location?

This section presents results for proportion of products that were below a certain price (\$0.80, \$1.00, \$1.30, \$1.50 and \$1.80) per standard drink over time. Table 9 shows that the percentage of price per standard drink under the threshold minimum of \$0.80, \$1.00, \$1.30, \$1.50 and \$1.80 for all available alcoholic products appeared to fluctuate across the locations and a consistent trend of increase or decrease over time was not observed.

Table 10 shows that the percentage of beer and cider, and spirits listings with price per standard drink under \$1.80 decreased over time. The proportion of wine listings costing less than \$1.80 per standard drink increased over time.

A consistent trend of increase or decrease in percentage of listings under \$0.80, \$1.00, \$1.30 or \$1.50 per standard drink was not observed. Figure 9 shows a more detailed breakdown of percentage of listings under \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 over time by both location and beverage type.

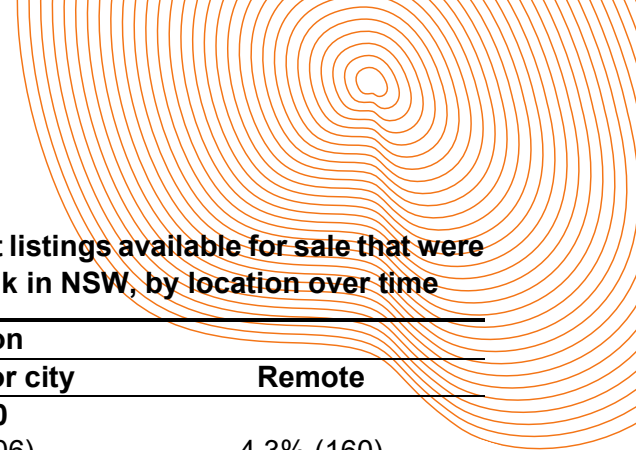


Table 9. The percentage (and number) of alcoholic product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink in NSW, by location over time

Time	Location		
	Capital	Other major city	Remote
	<\$0.80		
Jul	3.2% (374)	3.4% (406)	4.3% (160)
Aug	3.2% (380)	3.5% (408)	4.5% (167)
Sep	3.2% (384)	3.5% (421)	4.3% (169)
	<\$1.00		
Jul	5.1% (596)	5.3% (632)	6.3% (234)
Aug	5.1% (599)	5.4% (635)	6.5% (242)
Sep	4.9% (580)	5.1% (615)	6.3% (244)
	<\$1.30		
Jul	8.3% (971)	8.5% (1,020)	9.3% (345)
Aug	8.5% (995)	8.9% (1,054)	11.4% (423)
Sep	8.0% (956)	8.7% (1,039)	9.5% (370)
	<\$1.50		
Jul	11.1% (1,301)	11.5% (1,378)	12.6% (465)
Aug	11.5% (1,345)	12.2% (1,446)	14.4% (534)
Sep	11.2% (1,336)	12.0% (1,446)	12.8% (498)
	<\$1.80		
Jul	18.3% (2,138)	18.9% (2,270)	20.9% (773)
Aug	18.0% (2,108)	19.1% (2,255)	21.6% (801)
Sep	17.9% (2,128)	19.2% (2,311)	20.5% (799)

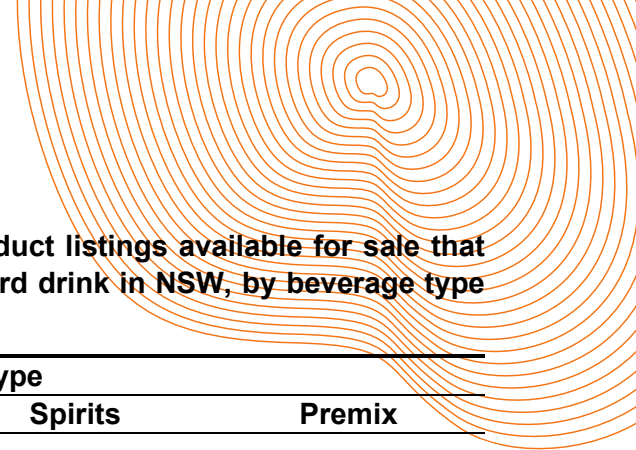
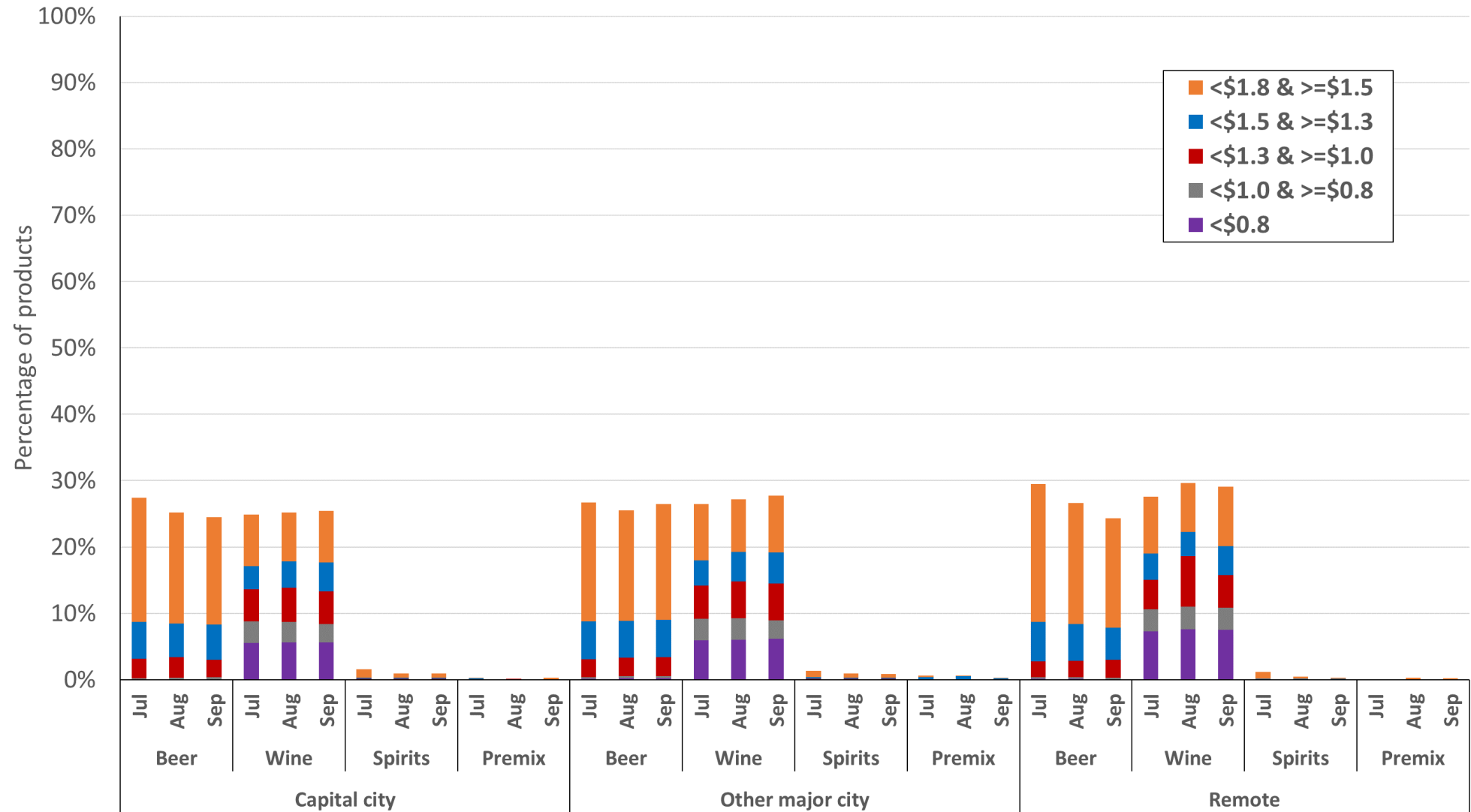


Table 10. The percentage (and number) of alcoholic product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink in NSW, by beverage type over time

Time	Beverage Type			
	Beer and cider	Wine	Spirits	Premix
			<\$0.80	
Jul	0.1% (<10)	5.9% (936)	0.0% (0)	0.0% (0)
Aug	0.2% (<10)	6.0% (949)	0.0% (0)	0.0% (0)
Sep	0.1% (<10)	6.1% (970)	0.0% (0)	0.0% (0)
			<\$1.00	
Jul	0.3% (12)	9.2% (1,450)	0.0% (0)	0.0% (0)
Aug	0.4% (15)	9.3% (1,460)	<0.1% (<10)	0.0% (0)
Sep	0.4% (16)	9.0% (1,422)	<0.1% (<10)	0.0% (0)
			<\$1.30	
Jul	3.1% (113)	14.1% (2,214)	0.1% (<10)	0.1% (<10)
Aug	3.3% (117)	14.9% (2,346)	0.1% (<10)	0.1% (<10)
Sep	3.2% (116)	14.2% (2,240)	0.1% (<10)	0.1% (<10)
			<\$1.50	
Jul	8.8% (322)	17.8% (2,797)	0.3% (19)	0.3% (<10)
Aug	8.7% (309)	19.1% (2,994)	0.3% (16)	0.3% (<10)
Sep	8.5% (311)	18.7% (2,950)	0.3% (16)	0.1% (<10)
			<\$1.80	
Jul	27.4% (1,007)	25.9% (4,084)	1.4% (81)	0.4% (<10)
Aug	25.6% (914)	26.7% (4,190)	0.9% (52)	0.4% (<10)
Sep	25.3% (923)	27.0% (4,260)	0.8% (48)	0.3% (<10)



Figure 9. Percentage of available product listings below \$0.80, \$1.00, \$1.30, \$1.50 and \$1.80 per standard drink in NSW over time by beverage type





6. What was the proportion of available alcoholic products that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink by location?

The tables and figures in this section show data from alcoholic product listings available for sale aggregated over the three time points.

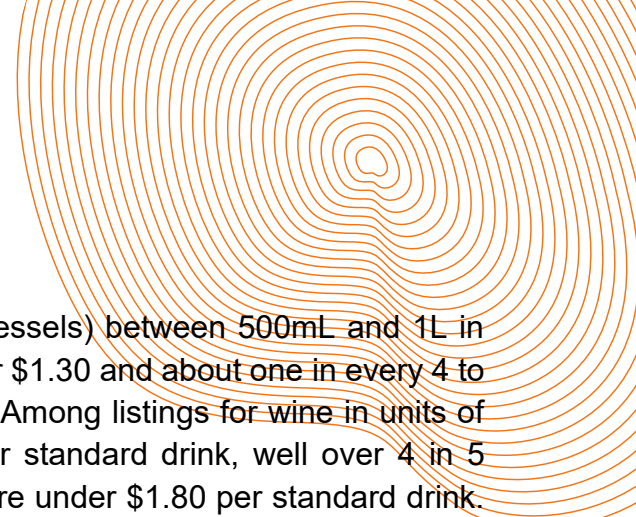
Table 11 shows the proportion of alcoholic product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80, by beverage type and overall, across locations. The proportion of alcoholic product listings under \$0.80, \$1.00, \$1.30, \$1.50 and \$1.80 were highest in the remote location (4.4%, 6.4%, 10.1%, 13.2% and 21.0%, respectively, of all listings) and lowest in the capital location (3.2%, 5.0%, 8.3%, 11.3% and 18.0%, respectively, of all listings). However, we note that there were more than two times as many listings under these prices in the city locations (i.e. capital and other major city locations) compared with the remote location.

Beer and cider. While the percentage of beer and cider listings under \$0.80 and \$1.00 was negligible (<0.5%), and those under \$1.30 was only around 3%, the percentage of beer and cider listings under \$1.50 and \$1.80 increased to 8.6% and 26.1% (i.e. about 1 in 4), respectively, of all beer and cider listings.

Table 12 shows that while none of low-strength and mid-strength beer and cider products were under \$1.30 per standard drink, 15.0% of the low and mid-strength beer and cider listings were under \$1.80 per standard drink. Of the full-strength beer and cider listings, negligible numbers were under \$0.80 or \$1.00, and only 1.3% were under \$1.30 per standard drink; this increased to about 25.4% or every 1 in 4 listings of full-strength beer and cider were priced under \$1.80 per standard drink. Half (50.0%) of the high-strength products were under \$1.30 per standard drink. The histograms of beer and cider prices per standard drink stacked by beverage subtype in the top panels in **Figure 10** show that a large proportion of the beer and cider listings at <\$1.30 per standard drink comprises high-strength products. In fact, of beer and cider listings at <\$1.30 per standard drink, 65.3% were high-strength beer and cider products. Over 80% of beer and cider listings under \$1.80 per standard drink were full-strength products.

Wine. Wine products had the highest proportion and number of listings under \$0.80, \$1.00, \$1.30 and \$1.50 compared with the other three beverage types across all locations, ranging between 5.6%, 8.6%, 13.6% and 17.6%, respectively, in the capital city location to 7.5%, 10.8%, 16.5% and 20.4%, respectively, in the remote location. About 1 in 4 wine listings (26.1%) were under \$1.80 per standard drink, ranging from 25.2% of wine listings in the capital city location to 28.8% in the remote location.

Table 13 shows that none of the listings of wine in units (vessels) of ≤500mL in size were under \$1.00, and very few were under \$1.30 per standard drink; this increased to 5.7% or about every 1 in 20 listings of wine in units (vessels) of ≤500mL being under \$1.80 per



standard drink. Only 2.7% of listings of wine in units (vessels) between 500mL and 1L in size were under \$0.80, about 1 in 10 (10.9%) were under \$1.30 and about one in every 4 to 5 (23.7%) listings were under \$1.80 per standard drink. Among listings for wine in units of $\geq 1L$ in size, the majority (70.1%) were under \$0.80 per standard drink, well over 4 in 5 (86.3%) were under \$1.30, and over 9 in 10 (91.4%) were under \$1.80 per standard drink. The histograms of wine prices per standard drink stacked by beverage subtype in the top panels in **Figure 11** show that a large proportion (58.9%) of wine listings at $< \$0.80$ per standard drink were in units $\geq 1L$ in size. Of wine listings costing less than \$1.30 per standard drink, the majority (69.3%) were in units between 500mL and 1L in size. About 4 in 5 (81.7%) wine listings under \$1.80 per standard drink were in units between 500mL and 1L in size. The bottom panels in **Figure 11** show that the cheapest wine products were in units $\geq 2L$ in size.

Spirits and premix. Very few spirits listings were under \$1.00, \$1.30 or \$1.50, and only about 1% of spirits listings in the city locations (capital cities and other major city locations) were under \$1.80. Negligible numbers of premixes were under \$1.30, \$1.50 or \$1.80. None of the spirits listings were under \$0.80, and none of the premix listings were under \$0.80 or \$1.00. The histograms in **Figure 12** and **Figure 13** show the distribution of prices per standard drink for spirits and premix, respectively.

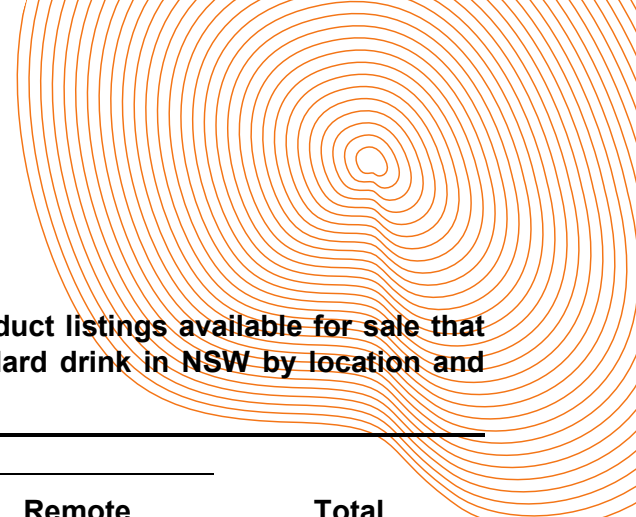


Table 11. The percentage (and number) of alcoholic product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink in NSW by location and beverage type

Price per standard drink	Location			Total
	Capital	Other major city	Remote	
Beer and cider				
<\$0.80	0.1% (<10)	0.2% (<10)	0.1% (<10)	0.1% (14)
<\$1.00	0.3% (15)	0.5% (22)	0.4% (<10)	0.4% (43)
<\$1.30	3.2% (143)	3.3% (154)	2.9% (49)	3.2% (346)
<\$1.50	8.5% (383)	8.9% (417)	8.3% (142)	8.6% (942)
<\$1.80	25.7% (1,156)	26.2% (1,231)	26.8% (457)	26.1% (2,844)
Wine				
<\$0.80	5.6% (1,135)	6.0% (1,226)	7.5% (494)	6.0% (2,855)
<\$1.00	8.6% (1,760)	9.2% (1,858)	10.8% (714)	9.2% (4,332)
<\$1.30	13.6% (2,767)	14.5% (2,944)	16.5% (1,089)	14.4% (6,800)
<\$1.50	17.6% (3,573)	18.8% (3,816)	20.4% (1,352)	18.5% (8,741)
<\$1.80	25.2% (5,123)	27.1% (5,509)	28.8% (1,902)	26.5% (12,534)
Spirits				
<\$0.80	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.00	0.0% (0)	<0.1% (<10)	0.0% (0)	0.0% (<10)
<\$1.30	0.1% (<10)	0.2% (12)	0.0% (0)	0.1% (21)
<\$1.50	0.3% (22)	0.3% (26)	0.2% (<10)	0.3% (51)
<\$1.80	1.2% (88)	1.0% (81)	0.6% (12)	1.0% (181)
Premix				
<\$0.80	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.00	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.30	0.1% (<10)	0.1% (<10)	0.0% (0)	0.1% (6)
<\$1.50	0.1% (<10)	0.4% (11)	0.0% (0)	0.2% (15)
<\$1.80	0.2% (<10)	0.5% (15)	0.2% (<10)	0.3% (24)
Overall				
<\$0.80	3.2% (1,138)	3.4% (1,235)	4.4% (496)	3.5% (2,869)
<\$1.00	5.0% (1,775)	5.3% (1,882)	6.4% (720)	5.3% (4,377)
<\$1.30	8.3% (2,922)	8.7% (3,113)	10.1% (1,138)	8.7% (7,173)
<\$1.50	11.3% (3,982)	11.9% (4,270)	13.2% (1,497)	11.8% (9,749)
<\$1.80	18.0% (6,374)	19.1% (6,836)	21.0% (2,373)	18.9% (15,583)

Note: Data were aggregated over the three time points.

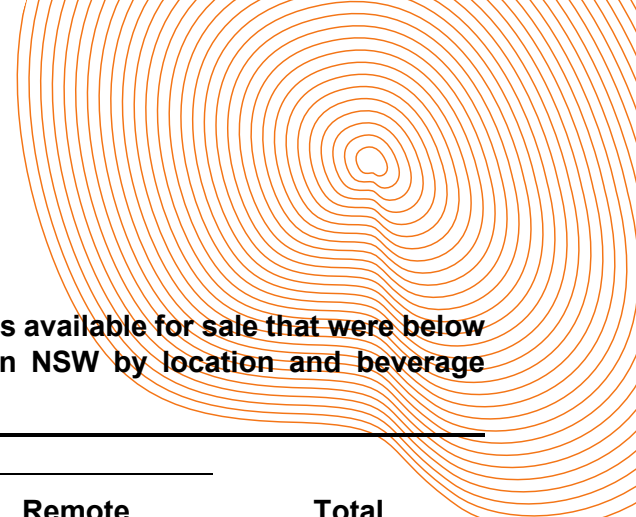


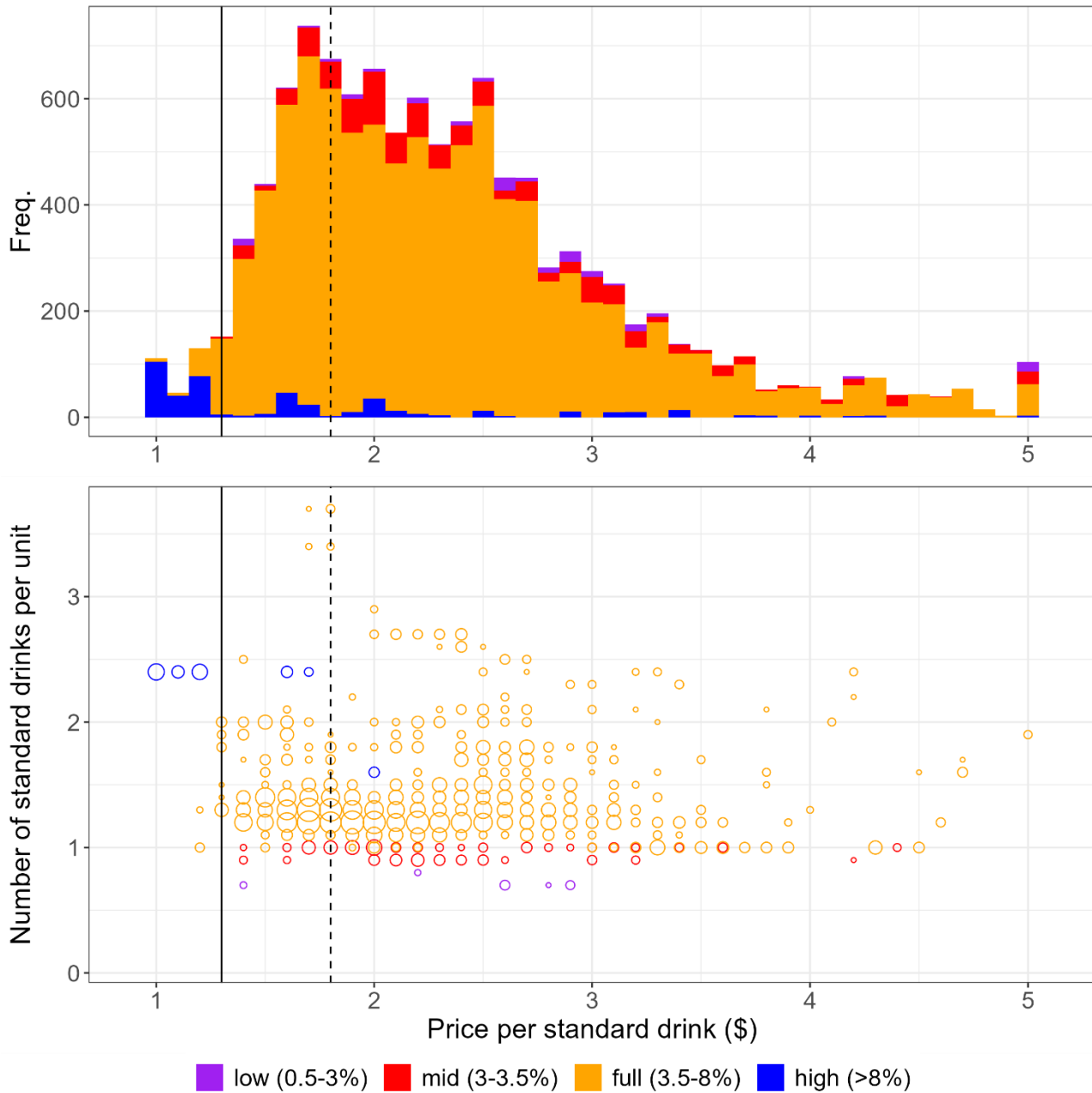
Table 12. The percentage of beer and cider product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink in NSW by location and beverage subtype

Price per standard drink	Location			Total
	Capital	Other major city	Remote	
Low and mid-strength (>0.5% and ≤3.5% alc.)^a				
<\$0.80	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.00	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.30	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.50	4.0% (18)	3.8% (18)	4.4% (<10)	4.0% (45)
<\$1.80	15.1% (68)	15.2% (71)	14.1% (29)	15.0% (168)
Full-strength (>3.5% and <8% alc.)				
<\$0.80	0.0% (0)	<0.1% (<10)	0.0% (0)	<0.1% (<10)
<\$1.00	0.0% (0)	0.1% (<10)	0.0% (0)	<0.2% (<10)
<\$1.30	1.3% (50)	1.3% (51)	1.3% (19)	1.3% (120)
<\$1.50	7.0% (272)	7.2% (289)	7.1% (103)	7.1% (664)
<\$1.80	24.9% (965)	25.4% (1,015)	26.9% (389)	25.4% (2,369)
High-strength (≥8% alc.)				
<\$0.80	1.7% (<10)	3.6% (<10)	3.5% (<10)	2.9% (13)
<\$1.00	8.7% (15)	9.0% (20)	10.5% (<10)	9.1% (41)
<\$1.30	53.8% (93)	46.4% (103)	52.6% (30)	50.0% (226)
<\$1.50	53.8% (93)	49.5% (110)	52.6% (30)	51.5% (233)
<\$1.80	71.1% (123)	65.3% (145)	68.4% (39)	67.9% (307)

Note: Data were aggregated over the three time points. ^a The low-strength and mid-strength beer and cider subtypes were combined because of small numbers.



Figure 10. Distribution of price per standard drink of beer and cider product listings available for sale in NSW stacked by beverage subtype according to alcohol volume and against number of standard drinks per unit



Note: Data points with <10 listings were excluded in the bottom plot. Products costing >\$5 per standard drink were aggregated into the bar for \$5 in the histogram in the top panels and excluded from the bottom panels. The vertical lines denote where the prices per standard drink were \$1.30 (solid) and \$1.80 (dashed). The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels.

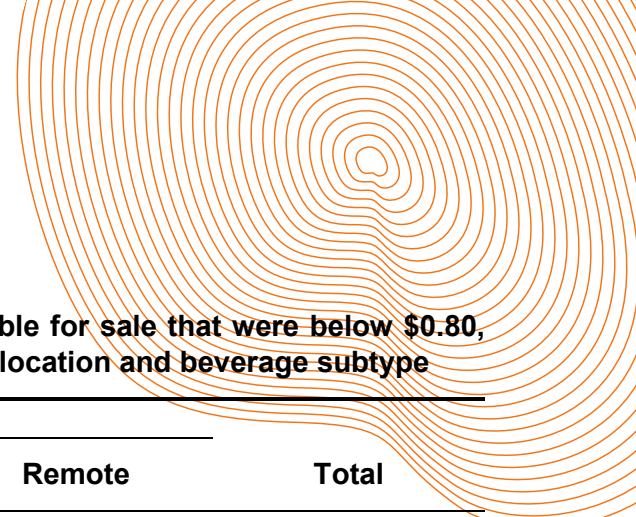
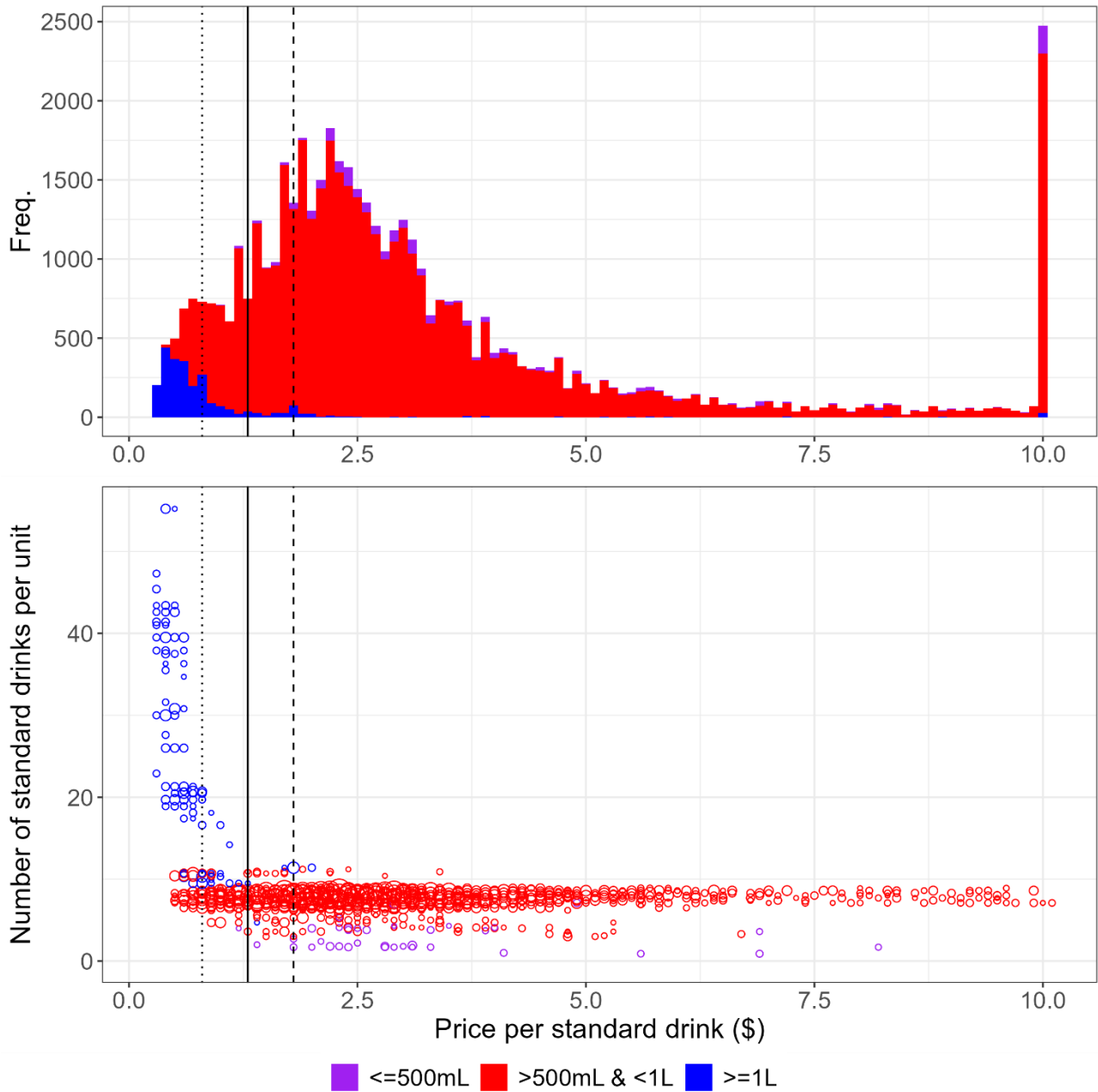


Table 13. The percentage of wine product listings available for sale that were below \$0.80, \$1.00, \$1.30, \$1.50 or \$1.80 per standard drink in NSW by location and beverage subtype

Price per standard drink	Location			Total
	Capital	Other major city	Remote	
	≤500mL			
<\$0.80	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.00	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<\$1.30	0.8% (<10)	1.4% (10)	1.4% (<10)	1.1% (20)
<\$1.50	2.0% (15)	2.5% (18)	1.4% (<10)	2.1% (37)
<\$1.80	5.6% (42)	6.3% (45)	4.3% (12)	5.7% (99)
	>500mL and <1L			
<\$0.80	2.5% (471)	2.8% (525)	3.0% (177)	2.7% (1,173)
<\$1.00	5.3% (993)	5.6% (1,048)	5.8% (338)	5.5% (2,379)
<\$1.30	10.5% (1,952)	11.2% (2,080)	11.5% (677)	10.9% (4,709)
<\$1.50	14.6% (2,726)	15.7% (2,923)	15.9% (932)	15.3% (6,581)
<\$1.80	22.6% (4,227)	24.5% (4,560)	24.8% (1,455)	23.7% (10,242)
	≥1L			
<\$0.80	70.0% (664)	70.6% (701)	69.2% (317)	70.1% (1,682)
<\$1.00	80.8% (767)	81.6% (810)	82.1% (376)	81.4% (1,953)
<\$1.30	85.2% (809)	86.0% (854)	89.1% (408)	86.3% (2,071)
<\$1.50	87.7% (832)	88.1% (875)	90.8% (416)	88.5% (2,123)
<\$1.80	90.0% (854)	91.0% (904)	95.0% (435)	91.4% (2,193)



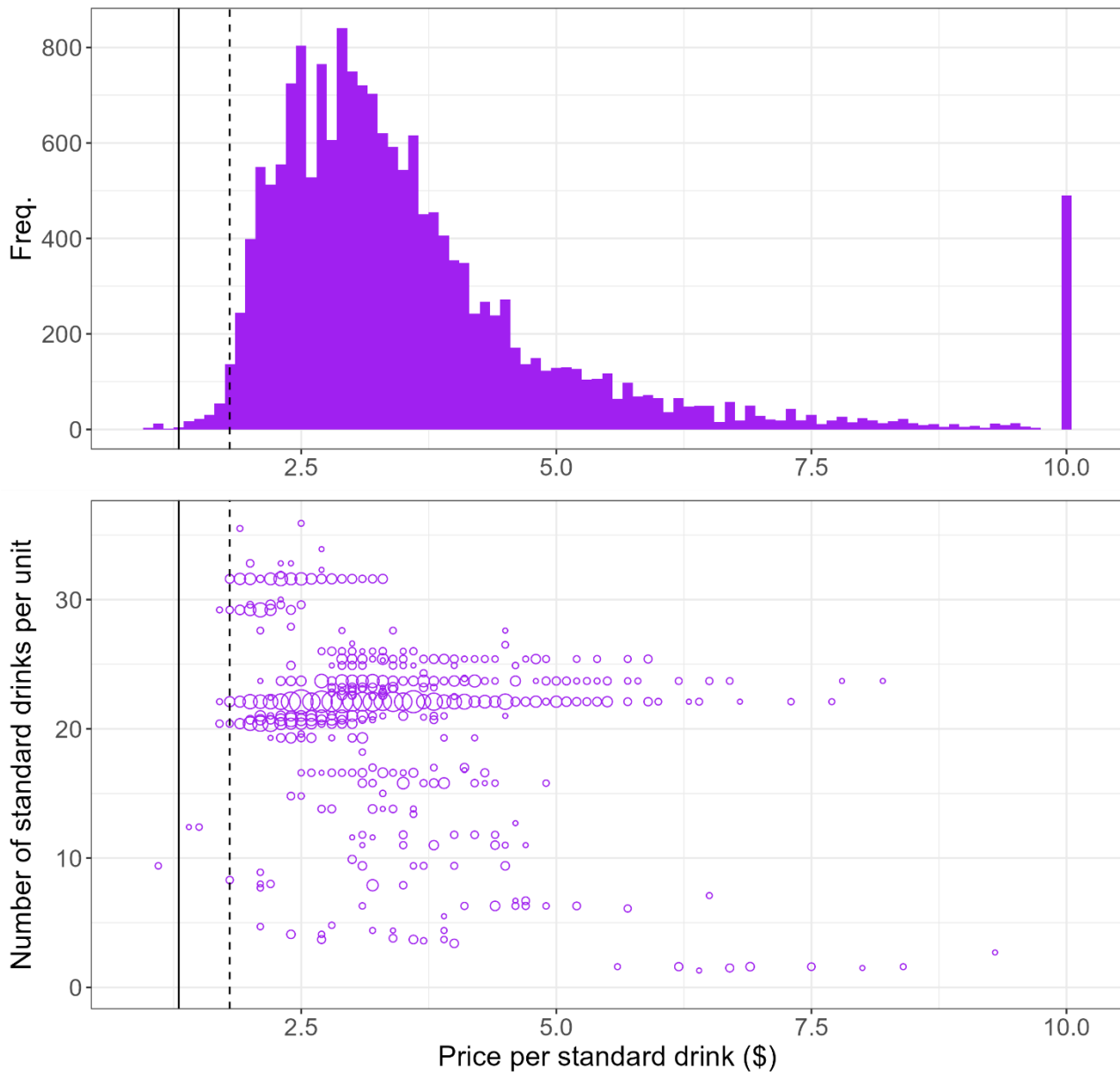
Figure 11. Distribution of price per standard drink of wine products available for sale stacked by beverage subtype and against unit size



Note: Data points with <10 listings were excluded in the bottom plot. Products costing >\$10 per standard drink were aggregated into the bar for \$10 in the histogram in the top panels and excluded from the bottom panels. The vertical lines denote where the price per standard drink were \$0.80 (dotted), \$1.30 (solid) and \$1.80 (dashed). The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels.



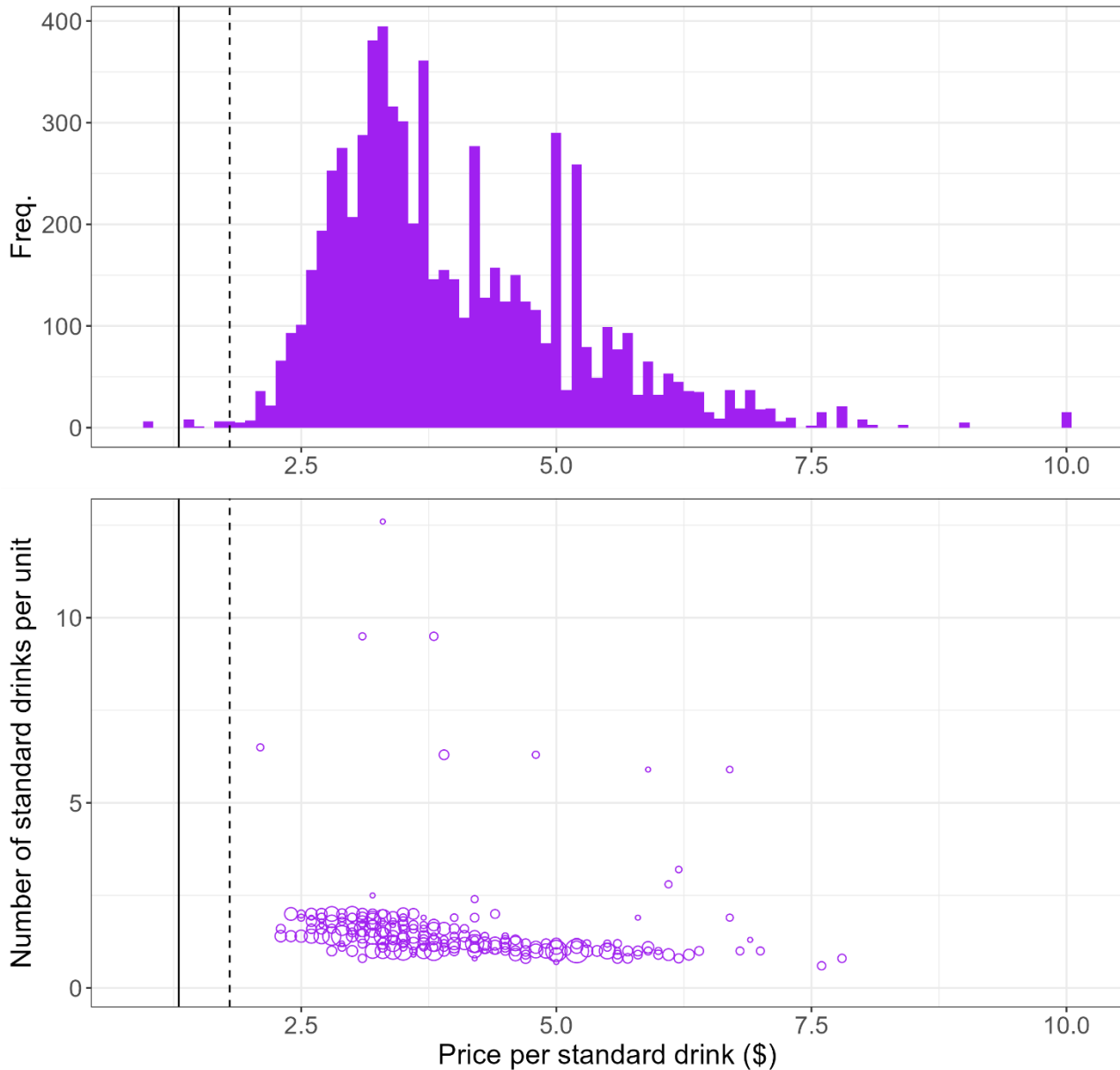
Figure 12. Distribution of price per standard drink of spirit products available for sale in NSW



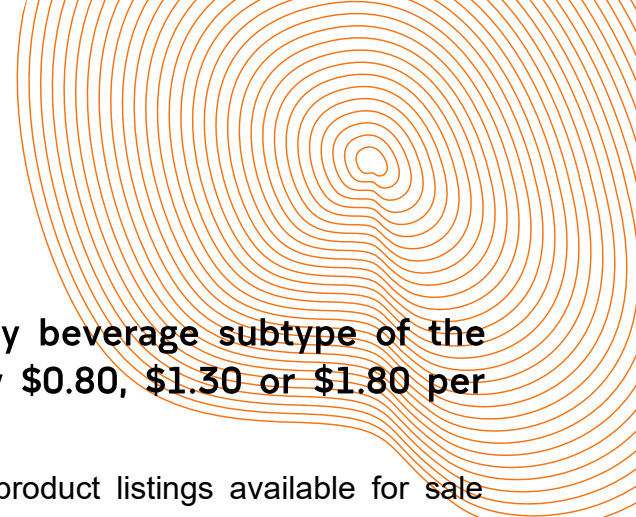
Note: Data points with <10 listings were excluded in the bottom plot. Products costing >\$10 per standard drink were aggregated into the bar for \$10 in the histogram in the top panels and excluded from the bottom panels. The vertical lines denote where the price per standard drink were \$1.30 (solid) and \$1.80 (dashed). The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels.



Figure 13. Distribution of price per standard drink of premix products available for sale in NSW and against number of standard drinks per unit.



Note: Data points with <10 listings are excluded in the bottom plot. Products costing >\$10 per standard drink were aggregated into the bar for \$10 in the histogram in the top panels and excluded from the bottom panels. The vertical lines denote where the price per standard drink were \$1.30 (solid) and \$1.80 (dashed). The size of the bubbles is proportional to the number of product listings for the data point in the scatterplots in the bottom panels.



7. What was the percentage composition by beverage subtype of the available alcoholic products that were below \$0.80, \$1.30 or \$1.80 per standard drink by location?

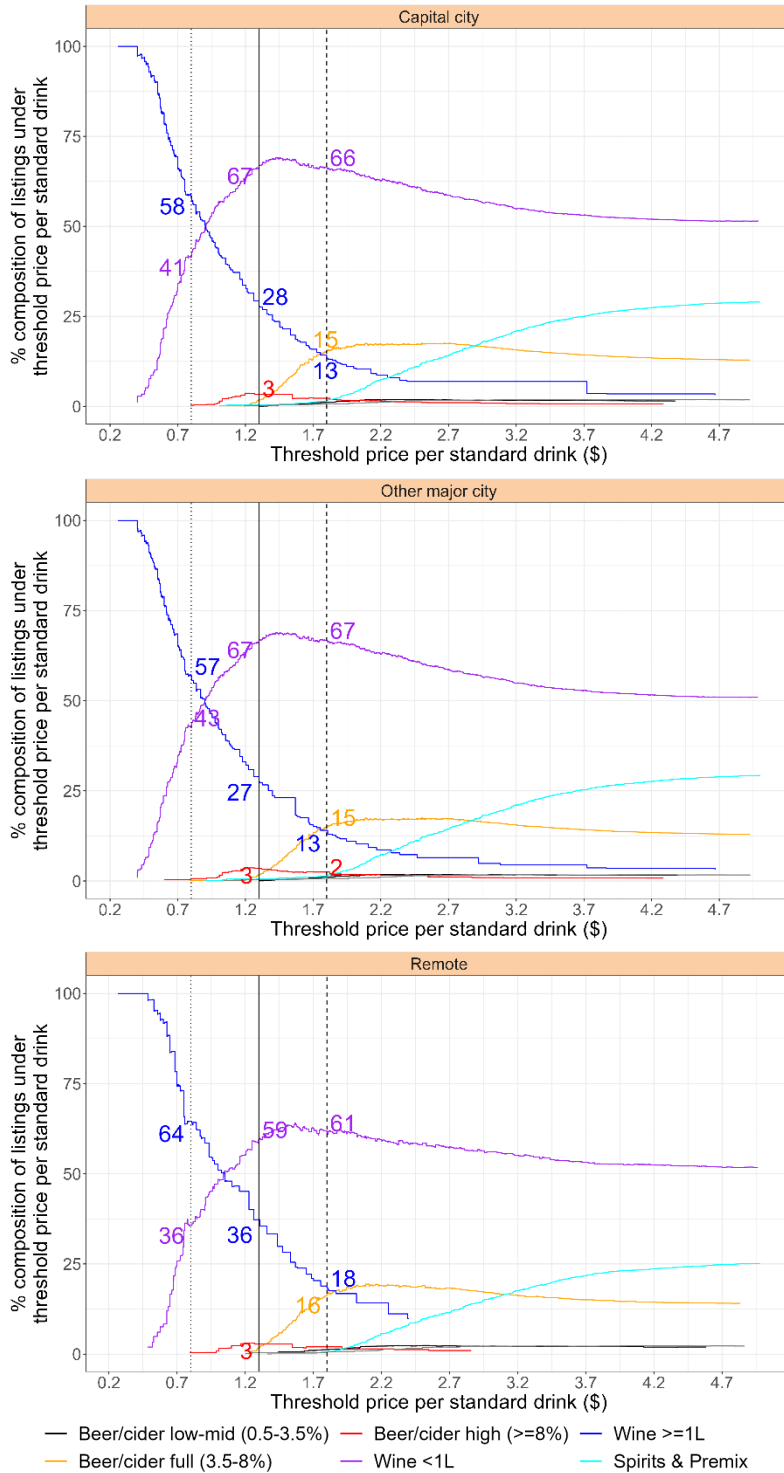
The figures in this section show data from alcoholic product listings available for sale aggregated over the three time points.

Across all locations, the alcoholic products costing <\$0.40 per standard drink were primarily wine in units ≥ 2 L⁴ in size (**Figure 14**). The majority (between 57% and 64%) of the alcoholic product listings costing <\$0.80 per standard drink were wine in units ≥ 1 L in size, while the majority (59% to 67%) of alcoholic product listings costing <\$1.30 or <\$1.80 per standard drink were wine in units <1 L in size.

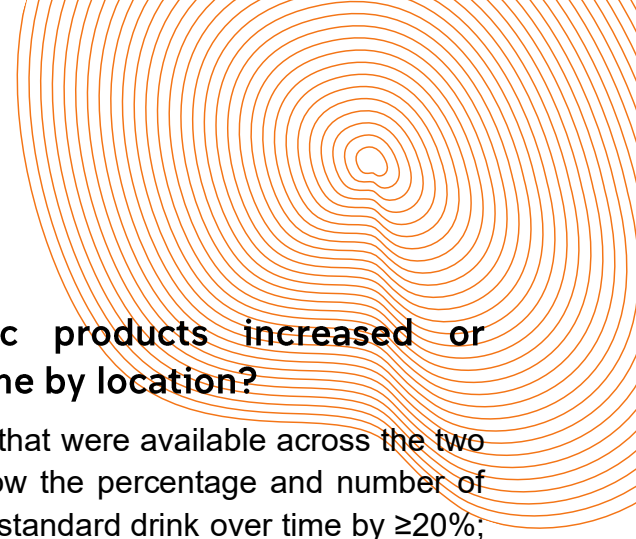
About 15% of the alcoholic product listings costing <\$1.80 per standard drink were full-strength beer and cider, and only a small proportion (<2%) of listings <\$1.30 were full-strength. A larger percentage of listings at <\$1.30 per standard drink were high-strength beer and cider (about 3%) as compared with full-strength beer and cider.

⁴ While the figure legends only indicate wines ≥ 1 L in size as the beverage subtype, further analysis of data indicate that all the wine products costing <\$0.40 per standard drink were in vessels ≥ 2 L in size.

Figure 14. Percentage composition of alcoholic product listings under a threshold price per standard drink by beverage subtype in NSW



Note: Percentages >2% at the <\$0.80, <\$1.30 and \$1.80 per standard drink threshold are reported in the figure. Low-strength and mid-strength beer and cider, and spirits and premix were combined into a single category because of their small number and percentage of listings at the lower prices per standard drink. The figure is truncated at \$5 per standard drink for visibility. Note that the percentages of all beverage subtypes at each threshold price point adds up to 100%. For example, 58% and 41% of beverage listings under the threshold price of \$0.80 per standard drink in the capital city were wine >=1L and wine <1L, respectively.



8. What proportion of available alcoholic products increased or decreased in price per standard drink over time by location?

The results in this section are based on product listings that were available across the two time points in comparison. **Table 14** and **Table 15** show the percentage and number of product listings that decreased or increased in price per standard drink over time by $\geq 20\%$; $\geq 10\%$ and $< 20\%$; $\geq 5\%$ and $< 10\%$; $\geq 1\%$ and $< 5\%$; and $< 1\%$ (i.e. minimal or no change). They show change over time from July to August, from August to September, and from July to September. **Table 14** shows this change for each location, and **Table 15** shows this change for each beverage type aggregated across locations.

The proportion of listings that increased in price by $\geq 1\%$ and $< 5\%$ from July to August was 2.5 times (for the other major city location) to 4.0 times (for the remote location) more than the corresponding proportion of listings that decreased by $\geq 1\%$ and $< 5\%$ (**Table 14**).

Similarly, listings that increased in price by $\geq 1\%$ and $< 5\%$ from July to September was 2.7 to 4.7 times more than the corresponding proportion of listings that decreased by $\geq 1\%$ and $< 5\%$. There were also proportionally more increases of $\geq 5\%$ and $< 10\%$ (as compared with decreases of $\geq 5\%$ and $< 10\%$) from July to August (1.6 to 2.5 times) and from July to September (1.6 to 2.0 times). However, this was not seen in the price changes from August to September. This pattern of price change is likely a reflection of excise duties increases on the 1st August 2023.

Table 15 shows that the wine products had the least proportional increases in price from July to August as well as from July to September, or most of the increases in price were offset by similar decreases in price of other wine products. Beer and cider listings had the highest percentage of products increasing in price by $\geq 1\%$ and $< 5\%$ from July to August and September ($> 20\%$ of product listings available across the two time points). This was followed by spirits and premixes with similar proportions of $> 15\%$ increasing in price by $\geq 1\%$ and $< 5\%$. Interestingly, wine showed the largest fluctuation in prices over time, with the highest percentage of listings increasing or decreasing in price by $\geq 20\%$ as compared with the other three beverage types.

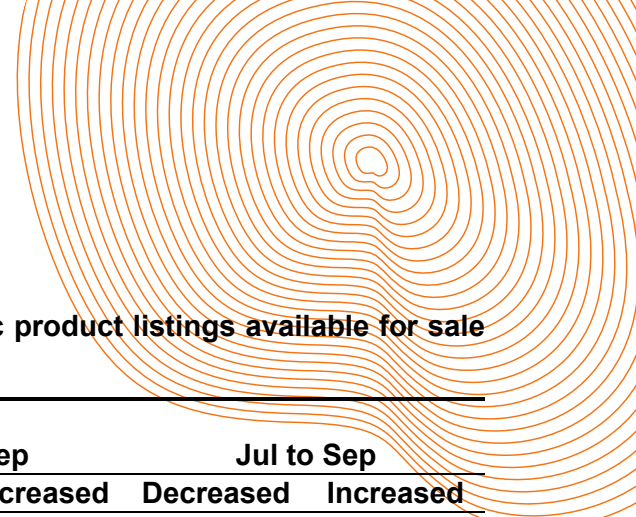


Table 14. Change in price per standard drink of alcoholic product listings available for sale in NSW by time point and location

% change ^a	Jul to Aug		Time Aug to Sep		Jul to Sep	
	Decreased	Increased	Decreased	Increased	Decreased	Increased
	Capital city (n=10,995)		Capital city (n=11,269)		Capital city (n=10,823)	
≥20%	8.8% (967)	7.6% (833)	7.4% (835)	8.2% (923)	6.8% (740)	6.8% (739)
≥10% & <20%	7.4% (814)	7.8% (857)	7.8% (881)	8.7% (982)	7.1% (766)	8.5% (920)
≥5% & <10%	4.7% (516)	7.9% (874)	4.3% (479)	5.4% (604)	5.0% (546)	8.3% (893)
≥1% & <5%	3.5% (385)	9.7% (1,068)	3.0% (340)	3.0% (340)	3.6% (385)	9.8% (1,057)
<1%	42.6% (4,681)		52.2% (5,885)		44.1% (4,777)	
	Other major city (n=11,151)		Other major city (n=11,360)		Other major city (n=11,000)	
≥20%	8.1% (900)	6.8% (759)	7.2% (814)	7.8% (888)	7.0% (774)	6.4% (709)
≥10% & <20%	9.8% (1093)	7.4% (826)	7.7% (872)	8.4% (958)	9.1% (1006)	8.1% (893)
≥5% & <10%	4.8% (539)	7.5% (840)	4.0% (459)	5.4% (608)	5.0% (546)	8.1% (892)
≥1% & <5%	3.6% (404)	9.1% (1,015)	2.9% (330)	3.1% (357)	3.5% (381)	9.3% (1,018)
<1%	42.8% (4,775)		53.5% (6,074)		43.5% (4,781)	
	Remote (n=3,476)		Remote (n=3,599)		Remote (n=3,495)	
≥20%	14.7% (510)	12.1% (420)	11.7% (421)	13.9% (500)	9.7% (339)	9.9% (345)
≥10% & <20%	5.8% (203)	7.5% (261)	6.8% (244)	7.9% (283)	4.8% (167)	8.0% (278)
≥5% & <10%	2.8% (96)	7.0% (243)	3.3% (118)	3.4% (122)	3.4% (120)	6.8% (237)
≥1% & <5%	2.4% (84)	9.7% (337)	2.1% (76)	1.5% (55)	2.1% (74)	9.9% (346)
<1%	38.0% (1,322)		49.5% (1,780)		45.5% (1,589)	

Note: ^a Percentage change was based on the lesser of the price at the two time points (i.e. the minimum of the two prices was used as the denominator). In other words, if there was an increase in price, the price at the first time point was used as the denominator. Conversely, if there was a decrease in price, the price at the second time point was used as the denominator.

Table 15. Change in price per standard drink of alcoholic product listings available for sale in NSW by time point and category

% change ^a	Time					
	Jul to Aug		Aug to Sep		Jul to Sep	
	Decreased	Increased	Decreased	Increased	Decreased	Increased
	Beer and cider					
	(n=3,324)		(n=3,230)		(n=3,097)	
≥20%	2.9% (95)	3.4% (113)	2.5% (81)	2.0% (65)	3.6% (112)	3.4% (104)
≥10% & <20%	4.3% (142)	6.3% (210)	2.9% (93)	3.4% (111)	4.0% (125)	7.7% (237)
≥5% & <10%	5.8% (194)	11.6% (385)	5.9% (190)	5.3% (171)	5.9% (184)	11.5% (356)
≥1% & <5%	6.9% (231)	22.9% (761)	5.9% (192)	6.3% (204)	7.0% (218)	25.2% (781)
<1%	35.9% (1,193)		65.7% (2,123)		31.6% (980)	
	Wine					
	(n=14,972)		(n=15,302)		(n=14,876)	
≥20%	13.4% (2,001)	10.4% (1,561)	10.7% (1,633)	10.9% (1,670)	9.9% (1,473)	7.2% (1,068)
≥10% & <20%	8.8% (1,324)	7.4% (1,104)	7.1% (1,081)	7.4% (1,130)	7.1% (1,063)	6.3% (942)
≥5% & <10%	3.5% (529)	4.6% (688)	3.3% (501)	4.2% (636)	3.2% (477)	4.9% (735)
≥1% & <5%	1.6% (245)	2.3% (346)	1.9% (293)	1.8% (283)	1.6% (239)	2.7% (406)
<1%	47.9% (7,174)		52.8% (8,075)		57.0% (8,473)	
	Spirits					
	(n=5,284)		(n=5,587)		(n=5,317)	
≥20%	3.5% (187)	4.3% (227)	4.6% (256)	7.7% (431)	3.0% (161)	8.3% (439)
≥10% & <20%	9.4% (498)	8.7% (460)	10.8% (603)	14.4% (802)	11.4% (608)	12.8% (683)
≥5% & <10%	6.5% (341)	11.2% (591)	3.9% (218)	7.5% (420)	7.2% (384)	13.1% (699)
≥1% & <5%	5.5% (292)	17.7% (935)	3.1% (172)	3.5% (194)	3.9% (208)	17.0% (902)
<1%	33.2% (1,753)		44.6% (2,491)		23.2% (1,233)	
	Premix					
	(n=2,042)		(n=2,109)		(n=2,028)	
≥20%	4.6% (94)	5.4% (111)	4.7% (100)	6.9% (145)	5.3% (107)	9.0% (182)
≥10% & <20%	7.1% (146)	8.3% (170)	10.4% (220)	8.5% (180)	7.1% (143)	11.3% (229)
≥5% & <10%	4.3% (87)	14.3% (293)	7.0% (147)	5.1% (107)	8.2% (167)	11.4% (232)
≥1% & <5%	5.1% (105)	18.5% (378)	4.2% (89)	3.4% (71)	8.6% (175)	16.4% (332)
<1%	32.2% (658)		49.8% (1,050)		22.7% (461)	

Note: ^a Percentage change was based on the lesser of the price at the two time points (i.e. the minimum of the two prices was used as the denominator). In other words, if there was an increase in price, the price at the first time point was used as the denominator. Conversely, if there was a decrease in price, the price at the second time point was used as the denominator.

9. What were the differences in price per standard drink of available alcoholic products in non-capital city locations compared with capital city locations?

Table 16 shows that the majority of all product listings available across both the non-capital city locations and the capital city location were similar or identical in price, i.e. <1% difference in price for 96.2% and 94.8% of product listings in other major city and remote locations, respectively, compared with the capital city location. However, a greater proportion of beer and cider products were cheaper in the remote location as compared with the capital city location.

Table 16. Difference in price per standard drink of alcoholic product listings available for sale in non-capital city locations compared with the capital city location in NSW^a

% change ^a	Comparison location			
	Other major city		Remote	
	Lower	Higher	Lower	Higher
	Beer and cider			
	(n=4,100)		(n=1,488)	
≥20%	1.3% (55)	1.7% (71)	2.1% (31)	1.9% (28)
≥10% & <20%	1.0% (41)	0.8% (32)	1.5% (22)	0.9% (13)
≥5% & <10%	1.0% (41)	0.9% (35)	2.1% (31)	1.5% (22)
≥1% & <5%	1.1% (47)	0.9% (36)	4.4% (65)	2.6% (39)
<1%	91.3% (3,742)		83.1% (1,237)	
	Wine			
	(n=17,372)		(n=5,714)	
≥20%	0.4% (74)	0.3% (50)	0.2% (13)	1.1% (60)
≥10% & <20%	0.3% (49)	0.3% (59)	0.1% (<10)	0.8% (44)
≥5% & <10%	0.1% (26)	0.3% (56)	0.0% (<10)	0.3% (15)
≥1% & <5%	0.1% (19)	0.2% (33)	0.3% (19)	0.0% (<10)
<1%	97.9% (17,006)		97.2% (5,555)	
	Spirits			
	(n=6,786)		(n=1,769)	
≥20%	0.7% (45)	0.7% (48)	0.0% (0)	0.3% (<10)
≥10% & <20%	0.4% (29)	0.5% (34)	0.1% (<10)	0.2% (<10)
≥5% & <10%	0.4% (28)	0.5% (31)	0.2% (<10)	0.2% (<10)
≥1% & <5%	0.6% (39)	0.4% (29)	0.1% (<10)	0.3% (<10)
<1%	95.8% (6,503)		98.5% (1,743)	
	Premix			
	(n=2,514)		(n=905)	
≥20%	1.4% (36)	0.8% (20)	0.8% (<10)	2.1% (19)
≥10% & <20%	0.9% (22)	0.5% (13)	0.4% (<10)	1.0% (<10)
≥5% & <10%	0.6% (15)	0.9% (22)	0.2% (<10)	1.5% (14)
≥1% & <5%	0.5% (13)	0.9% (22)	0.3% (<10)	2.0% (18)
<1%	93.5% (2,351)		91.6% (829)	
	Overall			
	(n=30,772)		(n=9,876)	
≥20%	0.7% (210)	0.6% (189)	0.5% (51)	1.1% (112)
≥10% & <20%	0.5% (141)	0.4% (138)	0.3% (32)	0.7% (69)
≥5% & <10%	0.4% (110)	0.5% (144)	0.4% (39)	0.6% (55)
≥1% & <5%	0.4% (118)	0.4% (120)	0.9% (89)	0.7% (65)
<1%	96.2% (29,602)		94.8% (9,364)	

Note: ^a Comparison was based on product listings available for sale across both the non-capital city location in comparison and the capital city location. Data were aggregated over the three time points.

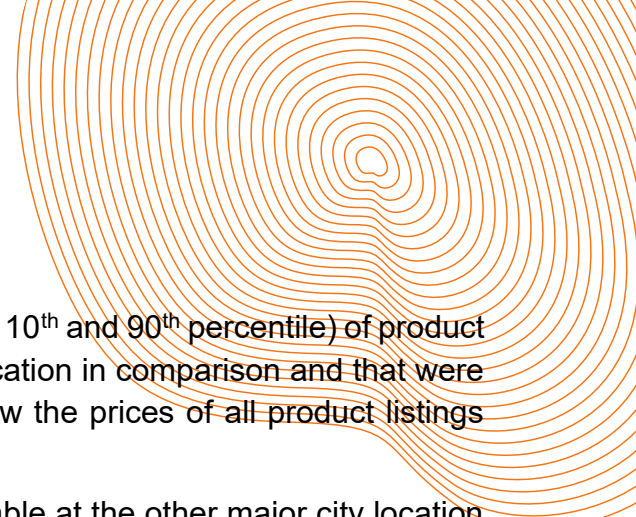


Table 17 shows the median price per standard drink (and 10th and 90th percentile) of product listings that were only available at the non-capital city location in comparison and that were only available at the capital city location. They also show the prices of all product listings available at each location.

The median price of those products that were only available at the other major city location and at the remote location were generally lower than that of products that were only available at the capital city location (**Table 17**). Note, however, that the median price of all products available at each location were quite similar (**Table 17**) given the prices of the majority of product listings were very similar or identical (<1% difference) even though the difference in prices of specific subset of products may be larger.

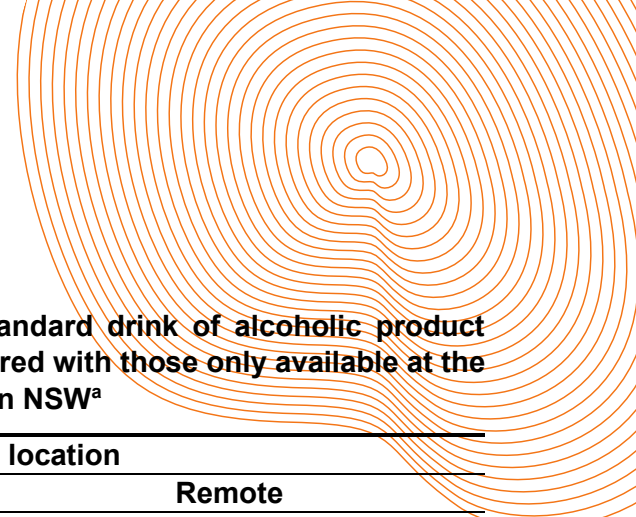
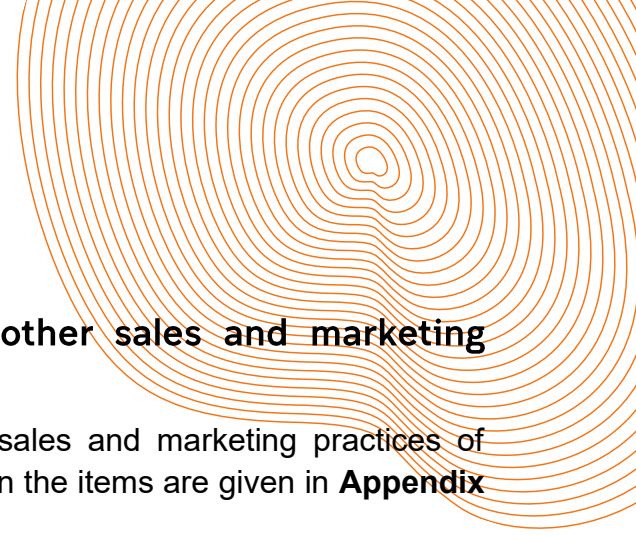


Table 17. Median (10th and 90th percentile) price per standard drink of alcoholic product listings available only in non-capital city locations compared with those only available at the capital city location, and of all alcoholic product listings in NSW^a

Availability	Comparison location			
	Other major city		Remote	
	N	Median (10 th & 90 th pct.)	N	Median (10 th & 90 th pct.)
Beer and cider				
Only at location				
Comparison	590	2.29 (1.54, 3.55)	220	2.24 (1.60, 3.95)
Capital city	393	2.47 (1.67, 3.50)	3005	2.24 (1.54, 3.33)
All available				
Comparison	4,690	2.21 (1.52, 3.37)	1,708	2.17 (1.52, 3.50)
Capital city	4,493	2.22 (1.53, 3.36)	4,493	2.22 (1.53, 3.36)
Wine				
Only at location				
Comparison	2,933	2.89 (1.14, 10.45)	898	2.42 (0.79, 4.29)
Capital city	2,986	3.75 (1.75, 22.75)	14,644	2.64 (1.16, 8.43)
All available				
Comparison	20,305	2.47 (1.04, 6.35)	6,612	2.41 (0.95, 4.82)
Capital city	20,358	2.56 (1.10, 7.15)	20,358	2.56 (1.10, 7.15)
Spirits				
Only at location				
Comparison	1,087	3.48 (2.34, 7.36)	94	3.00 (2.12, 4.35)
Capital city	843	3.71 (2.47, 6.01)	5,860	3.28 (2.22, 5.67)
All available				
Comparison	7,873	3.21 (2.20, 5.66)	1,863	3.07 (2.17, 4.81)
Capital city	7,629	3.23 (2.20, 5.49)	7,629	3.23 (2.20, 5.49)
Premix				
Only at location				
Comparison	435	3.70 (2.58, 5.40)	227	3.71 (2.81, 5.38)
Capital city	326	4.42 (2.81, 6.31)	1,935	3.75 (2.71, 5.75)
All available				
Comparison	2,949	3.68 (2.71, 5.50)	1,132	3.72 (2.80, 5.54)
Capital city	2,840	3.75 (2.75, 5.67)	2,840	3.75 (2.75, 5.67)
Overall				
Only at location				
Comparison	5,045	3.07 (1.46, 8.16)	1,439	2.65 (1.23, 4.63)
Capital city	4,548	3.61 (1.87, 14.90)	25,444	2.87 (1.47, 6.33)
All available				
Comparison	35,817	2.75 (1.39, 5.61)	11,315	2.63 (1.30, 4.83)
Capital city	35,320	2.79 (1.43, 5.81)	35,320	2.79 (1.43, 5.81)

Note: ^a Data were aggregated over the three time points.



10. What information were obtained as to other sales and marketing practices?

Summary of number of retailers engaging in various sales and marketing practices of interest are detailed in **Table 18** and **Table 19**. Details on the items are given in **Appendix A**.

Additional information on delivery processes were collected, showing that time from order to available for collection was typically 30-60 minutes for click and collect order. Minimum delivery windows were typically within two hours (in some instances within 60 minutes) within major city areas. Cost for minimum delivery window was typically between \$9 and \$15 in major city areas. It is important to note that some retailers offered multiple delivery options with different time windows for delivery and associated pricing.

It should also be caveated that this study could not assess whether practices detailed on the website around delivery and in-store engagement (e.g., assessment of customer intoxication by delivery drivers) were enacted in situ.

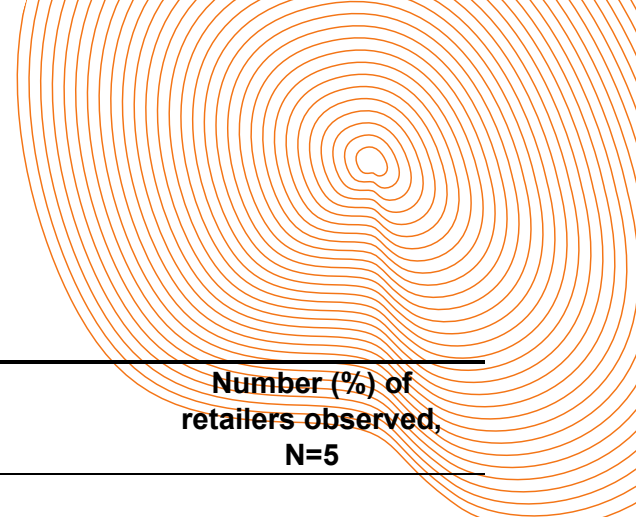


Table 18. Sales and marketing practices of retailers

Domain (item)	Number (%) of retailers observed, N=5
Price-based promotions	
Multi-buy discounts (e.g., buy two packs for a discounted price)	5 (100%)
Customer membership option	4 (80%)
- Membership points	3 (60%)
- Membership discounted price	2 (40%)
Discounted/free delivery at a spend threshold	3 (60%)
Offer to price match/beat relative to competitors	2 (40%)
Subscription boxes sale (e.g., mixed box of wine at cheaper price)	1 (20%)
Student/pensioner discount	0 (0%)
Discounts/reimbursement with refer a friend	0 (0%)
Non-price-based promotions	
Competitions for customers	5 (100%)
Products available to purchase online only	3 (60%)
Gifts for customers with some purchases	4 (80%)
Payment options	
Require registered account for purchase	1 (20%)
'Buy now, pay later' (e.g., AfterPay, ZipPay) payment options	0 (0%)
Platforms for sales/promotion	
Social media	5 (100%)
Subscriber newsletter	5 (100%)
App	3 (60%)
Delivery	
Available for delivery	5 (100%)
Need for ID to receive delivery	5 (100%)
Delivery drivers will assess for intoxication	5 (100%)
Name of purchaser must match person receiving delivery	4 (80%)
Need person physically present to receive delivery	4 (80%)
Minimum spend for delivery	3 (60%)
Time windows delivery is not available	3 (60%)
Designated dry zones where they cannot deliver	3 (60%)

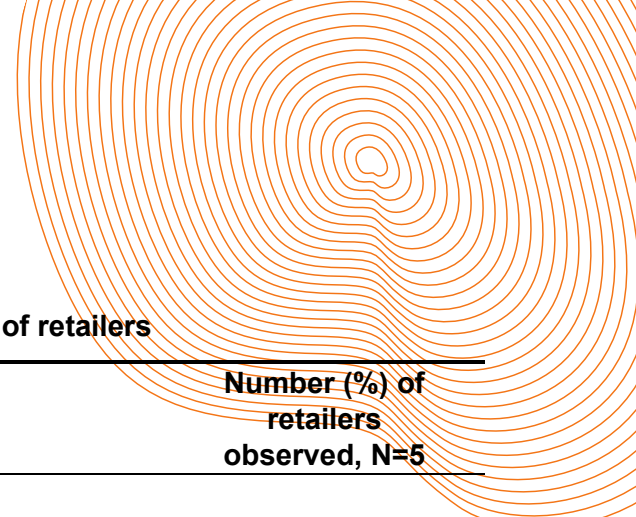


Table 19. Policy adherence and harm reduction practices of retailers

Domain	Number (%) of retailers observed, N=5
Policies/legislation	
Display warning about purchasing alcohol under a certain age	5 (100%)
Require age verification at purchase	5 (100%)
Display information on liquor acts	5 (100%)
Display information on Responsible Service of Alcohol	5 (100%)
Display information on laws about supplying/purchasing alcohol	5 (100%)
Display information on how/when/to whom alcohol can be delivered	5 (100%)
Display information on retailer standards (e.g., alcohol industry guidelines)	5 (100%)
Harm reduction	
Display information on how to reduce harms from drinking	5 (100%)
Display information on where to seek help with problematic alcohol use	5 (100%)
Display information on risks of using alcohol while pregnant	5 (100%)
Offer option for self-exclusion from online purchasing	5 (100%)
Offer option for self-exclusion from in person purchasing	2 (40%)



Conclusions

Data collected for the current study yielded important insights on alcohol pricing practices in NSW.

Analyses showed that the median price per standard drink of premix products were the highest, followed by spirits and then wine, with beer and cider being the cheapest products. Wine products had the biggest range in prices.

This picture of pricing is notable given the composition of wine, beer and cider sold. Most beer and cider listings were full-strength (between >3.5% and <8% alcohol by volume); these products typically comprised >2 standard drinks in a unit (i.e., per bottle, can). The majority of wine listings had alcohol volume >11% and <15% and contained ≤15 standard drinks in a unit, although all wine listings sold in units of ≥3L in size had ≥30 standard drinks in a unit.

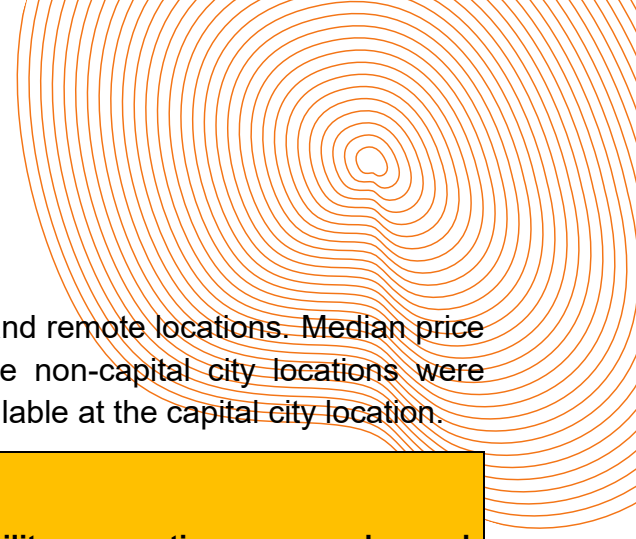
When considering potential MUP thresholds, wine products had the highest proportion and number of listings under \$0.80, \$1.00, \$1.30 and \$1.50 compared with the other three beverage types across all locations. A large proportion (about half) of all high-strength beer and ciders were also under \$1.30 even though there were only a small number of listings of high-strength beer and cider. Around 1 in 4 listings of both beer and cider and wine were under \$1.80. None or a negligible proportion of spirits or premix product listings were under \$1.80 per standard drink.

Our analysis of the subset of products under the lower MUP thresholds indicate that about 6 in 10 products falling under the \$0.80 thresholds were wine listings sold in units of ≥1L in size. Indeed, alcohol product listings identified costing <\$0.40 per standard drink were primarily wine in units ≥2L. At the \$1.30 MUP threshold, about 59-67% of all alcohol products were wine listings sold in units of <1L in size.

The above analysis of MUP thresholds by beverage type indicate that the products impacted by a MUP threshold of \$1.30 or less were more likely to be products that were exempt from excise duties in Australia, i.e. ciders and ginger beer with alcohol volume ≥8%, and wines. At the higher MUP thresholds of \$1.50 and \$1.80, other products, such as full-strength beer and cider, were also impacted.

There was variation in these prices over time, with increases observed from July to August and September. Increases were most evident for beer and cider listings, followed by spirits and premix listings. This was likely in part a reflection of the increase in excise duties on 1st August 2023.

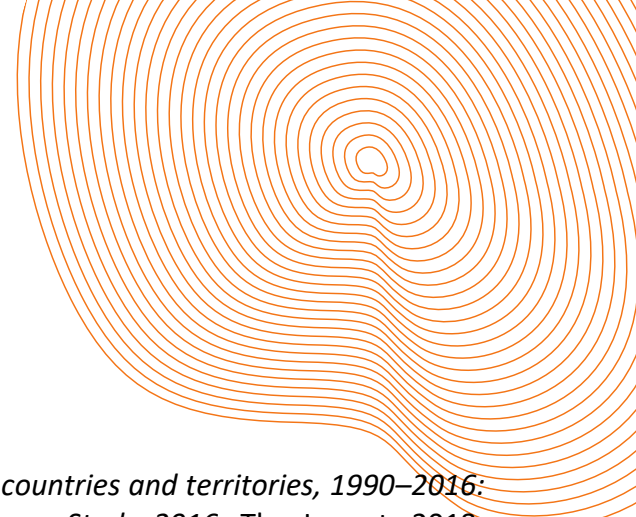
There was also variation in pricing and product availability over geography. Alcohol prices were relatively similar when comparing the same products across remoteness areas. However, there were at least twice as many product listings available for sale at the capital



city or other major city location compared with regional and remote locations. Median price of alcohol for products that were only available at the non-capital city locations were generally lower than that for products that were only available at the capital city location.

Overall, the findings from this study:

- **Highlight variation in alcohol pricing and availability across time, geography, and product type; and**
- **Reinforce that introduction of various MUP thresholds at \$1.30 and below would more likely impact the products that are not subject to excise duties, typically high-strength cider and ginger beer, and wines.**



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Appendices

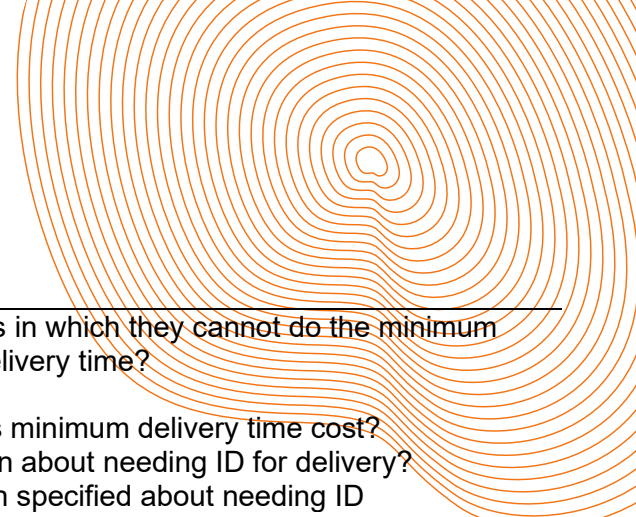
Appendix A. Marketing Audit Tool

Domain (Item)	Item question & instruction
Product Range	
Number of products	Skip - obtain from scraping
Availability of non-alcohol/carbonated food and beverage products	Are you able to buy non-alcohol/carbonated food and beverage products (e.g., chips, lollies) through the alcohol retailer website?
FUP: Availability of non-alcohol/carbonated food and beverage products details	If yes to previous question, detail types of products sold. If no, leave blank
Buying groceries with alcohol	Can you click to buy bread and milk with alcohol (e.g., through supermarket outlet)?
Price based promotions	
Price guarantee	Do they have price matching or price beating guarantee?
FUP: Price guarantee	If they beat, how much do they guarantee to beat it by?
Subscription box	Do they offer subscription boxes (i.e., box of wines sent to a person every month)?
FUP1: Subscription box timing	How often are subscription boxes sent?
FUP2: Subscription box delivery	Are subscription boxes delivered free or discounted?
FUP3: Subscription box quantity	How much alcohol do subscription boxes contain?
Membership	Do they offer membership?
FUP: Membership benefits	If membership, what benefits do they offer members? Can copy and paste
FUP: Membership benefits points	Do members accrue points for purchasing?
FUP: Member price offer	Do they offer special pricing for members only on specific products?
Online only price offers - store-wide	Do they offer store-wide online only price promotions (e.g. promo codes)?
Online only price offers - specific products	Are there online only price offers for specific products?
Multi-buy discounts	Do they offer price discounts if you buy greater quantity of alcohol?
Discounted delivery	Do they offer discounted/free delivery at a spend threshold?
FUP: Discounted delivery price	If yes, at what spend do people get discounted/free delivery?
Student or pensioner discounts	Do they offer student or pensioner discounts?
Refer a friend	Do they offer discounts/reimbursement for referring a friend?



Event/gifting promotions and options

Calendar-based promotions	Are there promotions for special months/events such as footy/AFL/NRL grand final, Mother's Day, Father's Day, Black Friday, Christmas, dry July, Oktoberfest?
FUP: Where are these promotions on the website?	(e.g. top banner of the home page, articles on the website)
Gifting promotions and options	Are there gifting promotions and options on the site?
FUP: Dedicated page on gifts	Is there a dedicated page or portal for purchasing gifts?
FUP: Gifting packages	Do they offer gifting packages (e.g. hamper)?
FUP: Store-specific gift cards	Do they offer store-specific gift cards?
FUP: Other gifting promotions	(E.g. articles on website about gifting)
Other non-price based promotion	
Online only products	Do they offer products only available to buy online and not in store?
Competitions	Are there competitions advertised on the website? E.g., buy X and enter prize to win Y
Gift with purchase	Do they advertise gifts with purchase of alcohol? E.g., Buy X and receive a free Y.
Payment options	
Credit card	Can you pay for alcohol by credit card?
PayPal	Can you pay for alcohol by PayPal?
Buy now pay later	Can you pay for alcohol using buy now pay later (e.g., AfterPay, ZipPay)?
FUP: Buy now pay later details	What means of buy now pay later do they offer (E.g., AfterPay, ZipPay)?
Gift cards	Can you pay for alcohol by gift cards?
Registered account	Do you have to have a registered account to purchase alcohol?
Details of purchase pick up	What personal details do you have to provide to purchase for pick up/collect in store (e.g., name, address, DOB)
Details of purchase delivery	What personal details do you have to provide to purchase for delivery (e.g., name, address, DOB)
Means of receiving alcohol	
Available for pick up	Can alcohol be purchased for pick up in store
FUP: Alcohol pick up timeframe	In what minimum timeframe is alcohol available for pick up instore?
Available for delivery	Can alcohol be purchased for delivery?
FUP: Minimum spend for delivery	Is there a minimum spend for delivery?
FUP: Amount for delivery	How much does delivery cost?
FUP: Free delivery	Is there an amount of spend at which they get free delivery
FUP: Minimum spend for free delivery	Is there a minimum spend for free delivery?
FUP: Minimum spend for free delivery details	What is the minimum spend for free delivery?
FUP: Minimum time in which it can be delivered	What is the minimum time in which they promise delivery?



FUP: Minimum time
FUP: Minimum delivery
time cost
FUP: Delivery ID
FUP: Delivery ID details
FUP: Delivery name-
matched
FUP: Delivery name-
matched details

FUP: Delivery attended
FUP: Delivery attended
details
FUP: Delivery
assessment of
intoxication
FUP: Delivery
assessment of
intoxication details

FUP: Delivery block out
periods
FUP: Delivery block out
periods detail
FUP: Delivery
dry/prescribed zones
FUP: Delivery
dry/prescribed zones
detail

Policies/legislation

Age warning
FUP: age warning details
Age verification
FUP: Age verification
timing
FUP: age verification type
Liquor Act
FUP: Liquor Act details
Responsible Service of
Alcohol
FUP: Responsible
Service of Alcohol details
Notices about laws on
supply/purchase
FUP: Notices about laws
on supply/purchase
details
Notices around laws on
delivery

Do they specify time windows in which they cannot do the minimum delivery time?

How much does this minimum delivery time cost?
Is there any information about needing ID for delivery?

Copy in information specified about needing ID
Needing to match the person's name of the order with the person receiving the order?

Copy in information specified about name matching
Is there any information about needing to have someone physically present to receive the order?

Copy in information specified about name matching

Do they specify that delivery drivers will assess for intoxication?

Details about assessing for intoxication

Do they specify time period(s) in which they do not deliver alcohol?

What is that timeframe?

Do they specify areas they will not deliver to as designed dry zones or similar?

What are those areas? Dry Zone

Do they have a warning about purchasing under a certain age?
What does it say?

Do they do an age verification (i.e., enter in date of birth)?

At what stage do they do this?

Do you have to enter your DOB or just tick a box to say 18+

Do they link to the liquor acts?

Copy in text they provide

Do they make reference to Responsible Service of Alcohol?

What do they say about RSA?

Do they give any information on laws around supplying/purchasing alcohol

Copy in information they give

Do they give any information on laws around who/when/how alcohol can be delivered?



<p>FUP: Notices around laws on delivery details</p>	<p>Copy in information they give</p> <p>Do they link to retail standards (e.g., alcohol industry guidelines on safer promotion of alcohol)?</p>
<p>Retail standards FUP: Retail standards details</p>	<p>Copy in information they give</p>
<p>Harm reduction</p>	
<p>Self-exclusion online FUP: Self-exclusion personal information</p>	<p>Do they have a self-exclusion option where you can enter details to be excluded from purchasing products online?</p> <p>What personal information do they collect for self-exclusion?</p> <p>Do they have a self-exclusion option where you can enter details to be excluded from purchasing products in-store?</p>
<p>Self-exclusion in store Harm reduction information FUP: Harm reduction information details</p>	<p>Do they give information about how to reduce harms of alcohol (including DrinkWise)?</p> <p>Copy details of harm reduction information</p> <p>Do they give information on where to seek help with problematic alcohol use?</p>
<p>Help-seeking FUP: Help-seeking</p>	<p>Copy details of help seeking information</p>
<p>Pregnancy warnings FUP: Pregnancy warnings details</p>	<p>Do they have warnings about using alcohol while pregnant?</p> <p>Copy details of pregnancy information</p>
<p>Access</p>	
<p>App</p>	<p>Do they have an app</p>
<p>Social media</p>	<p>Do they have social media accounts?</p>
<p>FUP: Social media details</p>	<p>What social media accounts do they have?</p>
<p>Newsletter</p>	<p>Do they have a subscriber newsletter?</p>

FUP: **Follow-up**