

Public Attitudes Towards Alcohol Policy in Mexico

Vital Strategies Fact Sheet (August 2024)
Reset Poll Results – Mexico



Background

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

Research Methodology

A nationally representative survey was conducted using random-digit dialing to perform telephone interviews with adults aged 18 years and older. The sample included

1,006 people. Data was collected between the 9th to the 19th of April, 2024. Fieldwork was implemented by research agency Thinks Insight & Strategy, with assistance from their local research partners.

Key Findings

Alcohol Use And Prevalence

- Alcohol is responsible for more than 40,000 deaths in Mexico each year *
- 53% of adult men consume alcohol. 27% are considered heavy episodic or binge drinkers. *
- 35% of women consume alcohol. *
- Among people who consumed alcohol in the past year, beer is the most popular alcoholic beverage. 75% drink beer, 29% drink tequila, and 28% drink wine.

*WHO, 2024. All other data is from RESET Alcohol initiative, Public Opinion Poll Results on Alcohol Consumption in Mexico, 2024.

Alcohol Availability

- 87% say alcohol is easy to buy.
- 75% say alcohol sold online makes it easy for those who are underage to buy it.
- 60% consider alcohol relatively inexpensive.

Concerns Related To Alcohol Use

97% of Mexicans are concerned about the violence against women caused by alcohol use.

- Overall, alcohol consumption is considered to be a major or moderate problem in Mexico by 94% of the population. 61% see it as a major problem.
- 68% of women see alcohol use as a major problem. compared to 52% of men.
- 60% believe that Mexicans are unaware of the health harms of alcohol.

Consuming alcohol is seen as having a severe negative impact on public health:

- 99% said alcohol increases the risk of liver diseases.
- 98% said alcohol increases the risk of violence against women/domestic violence.
- 96% said alcohol increases the risk of falls and injuries.
- 94% said alcohol increases the risk of crashes and road injuries.
- 91% said alcohol increases the risk of homicides.
- 89% said alcohol increases the risk of child abuse.
- 71% said alcohol increases cancers.

Support For Government Action

There is majority support for government action in Mexico with nearly 60% saying they would support a price increase on alcoholic beverages.

- 84% support warning labels on alcoholic products
- 83% of Mexicans say that their support for taxes on alcohol would increase if revenue was directed toward social goods, particularly education or healthcare.

- 75% agree policy measures to reduce alcohol consumption would benefit both those who drink alcohol and those who do not.
- 70% see addressing the problems associated with alcohol as a government responsibility.
- 69% support reducing the hours that people can buy or consume alcohol.
- 69% support restricting advertising on TV, radio and social media.
- 67% believe current alcohol laws are poorly enforced.
- 65% are in favor of reducing the number of places people can buy or consume alcohol.

Protecting Youth

There is clear support for policy that addresses underaged drinking.

- 96% say educating children and youth about the risks of alcohol is important.
- 76% of people express concern about their children's potential alcohol use in the future, with women being particularly concerned (62% expressed strong concern compared to 53% of men).
- 67% support raising the legal drinking age.

Industry Accountability

- 76% say exposure to alcohol advertising encourages youth initiation.
- 71% agree alcohol advertising can encourage youths to believe it is a desirable or glamorous to consume alcohol.
- 65% say alcohol companies shouldn't advertise nor should they sponsor events for youth such as sporting events or concerts.
- 61% don't believe the alcohol industry can be trusted to tell the truth about the harms of alcohol.
- 59% believe that the alcohol industry should take responsibility for the harm caused by alcohol.