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# Does price affect the distance people are willing to travel to purchase alcohol? A study into the effect of price on distances travelled to purchase alcohol

Free public seminar with

**Dr Michelle Hobday**

*National Drug Research Institute, Curtin University*

Wednesday, 22 October 2014 @ 1.00pm

National Drug Research Institute Seminar Room  
Curtin University Health Research Campus,  
Level 2, 10 Selby Street, Shenton Park, WA

An extensive body of research has investigated the associations between the availability of alcohol, consumption levels and alcohol-related harms. However, there is little research investigating how far consumers are prepared to travel to purchase alcohol. This presentation outlines the results of an online survey conducted in Australian capital cities that explored the factors affecting where consumers purchase alcohol, how far they would travel to purchase alcohol from different licensed outlet types and whether price discounting affected these choices. The potential implications of the findings on alcohol policy will be discussed.

*Michelle Hobday is a Research Fellow in the Alcohol Policy Research Team at the National Drug Research Institute at Curtin University. Formerly a physiotherapist in her native South Africa, she completed a Master in Public Health in Durban, South Africa in 2009. After relocating to Perth in 2010, she began a PhD in alcohol epidemiology at NDRI, which she completed in March 2014. In her thesis, Michelle explored the effects of alcohol availability on alcohol-related injuries presenting at EDs in Perth. This seminar will focus on one aspect of her thesis, the relationship between the price of alcohol and the distance people are willing to travel to purchase alcohol.*

**RSVP to (08) 9266 1600 or [ndri@curtin.edu.au](mailto:ndri@curtin.edu.au) by Friday 17 October, 2014.**