McCusker Centre for Action on Alcohol and Youth

AMR National Omnibus

Delivered to: Julia Stafford, Executive Officer
13th June 2013
Methodology & Sample
Methodology & Sample

The AMR Omnibus...

- The AMR Omnibus is an online survey conducted on a fortnightly basis targeting a nationally representative sample of 1,000 respondents across Australia.
- Respondents are sourced from The ORU’s online panel of over 200,000 active members and data is post-weighted by gender, age and state in-line with ABS 2011 Census information.

The McCusker Centre for Action on Alcohol and Youth Sample and Analysis...

- The McCusker Centre for Action on Alcohol and Youth included seven questions focusing on The AMR Omnibus around concerns with alcohol use and alcohol-related harm.
- A total of n=1,114 responses were collected from across Australia between Friday 7th June and Wednesday 12th June 2013.
- Data has been analysed by gender, age and household structure and significant differences are indicated using the following symbols: ▲▼
Sample Demographic Profile

Gender

51% Female
49% Male

Age Group

18-24 yrs: 13%
25-29 yrs: 10%
30-34 yrs: 9%
35-39 yrs: 9%
40-49 yrs: 18%
50-59 yrs: 16%
60-69 yrs: 13%
70+ yrs: 12%

Household Income

Under $30K: 17%
$30K-$50K: 18%
$50K-$70K: 13%
$70K-$100K: 17%
Over $100K: 19%
Prefer not to say: 14%

Household

Unrelated adults sharing a home: 6%
Single parent with children at home: 6%
Living with partner – no children at home: 31%
Living with partner – children at home: 26%
Single, living alone: 16%
Adults living with parent: 10%
Prefer not to say: 4%

Base: Total Sample (n=1,114)
Concern About Alcohol-Related Violence in Australia

94% show some concern about alcohol-related violence in Australia. The level of concern increases with age.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Undecided/no opinion</th>
<th>Not at all concerned</th>
<th>Slightly concerned</th>
<th>Moderately concerned</th>
<th>Extremely concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2%</td>
<td>16%</td>
<td>36%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>2%</td>
<td>5%</td>
<td>17%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Female</td>
<td>2%</td>
<td>3%</td>
<td>16%</td>
<td>34%</td>
<td>45%</td>
</tr>
<tr>
<td>18-24 yrs</td>
<td>4%</td>
<td>6%</td>
<td>29%</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>25-29 yrs</td>
<td>5%</td>
<td>6%</td>
<td>19%</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>30-34 yrs</td>
<td>4%</td>
<td>4%</td>
<td>26%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>35-39 yrs</td>
<td>5%</td>
<td>2%</td>
<td>22%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>40-49 yrs</td>
<td>2%</td>
<td>2%</td>
<td>21%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>50-59 yrs</td>
<td>5%</td>
<td>8%</td>
<td>36%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>60-69 yrs</td>
<td>2%</td>
<td>3%</td>
<td>34%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>70+ yrs</td>
<td>2%</td>
<td>3%</td>
<td>30%</td>
<td>64%</td>
<td></td>
</tr>
</tbody>
</table>

Denotes significant differences when compared to the Total Sample

Q1 - How concerned are you about alcohol-related violence in Australia? Base: Total Sample (n=1,114)
Concern About Alcohol-Related Violence in Australia

- **Total Sample (n=1,114)**

  - Undecided/no opinion: 2%
  - Not at all concerned: 4%
  - Slightly concerned: 16%
  - Moderately concerned: 36%
  - Extremely concerned: 42%

- **Unrelated adults sharing a home**
  - Undecided/no opinion: 7%
  - Not at all concerned: 25%
  - Slightly concerned: 40%
  - Moderately concerned: 27%
  - Extremely concerned: 2%

- **Single parent with children at home**
  - Undecided/no opinion: 4%
  - Not at all concerned: 5%
  - Slightly concerned: 17%
  - Moderately concerned: 42%
  - Extremely concerned: 33%

- **Living with partner – no children at home**
  - Undecided/no opinion: 3%
  - Not at all concerned: 13%
  - Slightly concerned: 35%
  - Moderately concerned: 48%
  - Extremely concerned: 48%

- **Living with partner – children at home**
  - Undecided/no opinion: 2%
  - Not at all concerned: 17%
  - Slightly concerned: 38%
  - Moderately concerned: 43%
  - Extremely concerned: 43%

- **Single, living alone**
  - Undecided/no opinion: 2%
  - Not at all concerned: 6%
  - Slightly concerned: 14%
  - Moderately concerned: 31%
  - Extremely concerned: 48%

- **Adults living with parent**
  - Undecided/no opinion: 4%
  - Not at all concerned: 23%
  - Slightly concerned: 36%
  - Moderately concerned: 36%
  - Extremely concerned: 36%

*Q1 - How concerned are you about alcohol-related violence in Australia? Base: Total Sample (n=1,114)*

Denotes significant differences when compared to the Total Sample.
Concern About Alcohol Use Among Young People

Concern is high about alcohol use among young people. The level of concern increases with age.

Q2 - How concerned are you about alcohol use among young people in Australia? Base: Total Sample (n=1,114)
Q2 - How concerned are you about alcohol use among young people in Australia? Base: Total Sample (n=1,114)

Concern About Alcohol Use Among Young People

- Undecided/no opinion
- Not at all concerned
- Slightly concerned
- Moderately concerned
- Extremely concerned

Total
- 2% Undecided/no opinion
- 16% Not at all concerned
- 29% Slightly concerned
- 50% Moderately concerned
- 50% Extremely concerned

Unrelated adults sharing a home
- 11% Undecided/no opinion
- 19% Not at all concerned
- 32% Slightly concerned
- 38% Moderately concerned
- 9% Extremely concerned

Single parent with children at home
- 4% Undecided/no opinion
- 17% Not at all concerned
- 38% Slightly concerned
- 40% Moderately concerned
- 9% Extremely concerned

Living with partner – no children at home
- 3% Undecided/no opinion
- 13% Not at all concerned
- 26% Slightly concerned
- 57% Moderately concerned
- 5% Extremely concerned

Living with partner – children at home
- 1% Undecided/no opinion
- 14% Not at all concerned
- 34% Slightly concerned
- 49% Moderately concerned
- 6% Extremely concerned

Single, living alone
- 2% Undecided/no opinion
- 16% Not at all concerned
- 22% Slightly concerned
- 55% Moderately concerned
- 5% Extremely concerned

Adults living with parent
- 8% Undecided/no opinion
- 22% Not at all concerned
- 28% Slightly concerned
- 42% Moderately concerned
- 5% Extremely concerned

Denotes significant differences when compared to the Total Sample
Are Governments Doing Enough to Prevent Alcohol Related Harm?

60% do not feel that governments are doing enough to prevent alcohol-related harm. 17% think that governments are doing enough. 23% are unsure.

Q3 - Do you think that governments are doing enough to prevent alcohol-related harm? Base: Total Sample (n=1,114)
Are Governments Doing Enough to Prevent Alcohol Related Harm?

Q3 - Do you think that governments are doing enough to prevent alcohol-related harm? Base: Total Sample (n=1,114)
Should Reducing Harm from Alcohol be a Priority Issue in the 2013 Federal Election?

50% agree that reducing harm from alcohol should be a priority issue in the 2013 Federal Election. 30% disagree. 20% are unsure.

Q4 - Do you think reducing harm from alcohol should be a priority issue in the 2013 Federal Election? Base: Total Sample (n=1,114)
Q4 - Do you think reducing harm from alcohol should be a priority issue in the 2013 Federal Election?  

Base: Total Sample (n=1,114)
Support for Legal Controls to Reduce Young People’s Exposure to Alcohol Advertising

- **72%** support legal controls to reduce young people’s exposure to alcohol advertising. 7% oppose. 22% neutral.

**Q5** - Do you support or oppose legal controls to reduce young people’s exposure to alcohol advertising? Base: Total Sample (n=1,114)

Denotes significant differences when compared to the Total Sample.
Support for Legal Controls to Reduce Young People’s Exposure to Alcohol Advertising

Q5 - Do you support or oppose legal controls to reduce young people’s exposure to alcohol advertising? Base: Total Sample (n=1,114)

Denotes significant differences when compared to the Total Sample.
Support for Taxing Alcohol Products in Proportion to the Volume of Alcohol they Contain

Almost half (48%) support this measure. 25% oppose. 27% neutral.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly Oppose</th>
<th>Oppose</th>
<th>Neither</th>
<th>Support</th>
<th>Strongly Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>11%</td>
<td>14%</td>
<td>27%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Male</td>
<td>14%</td>
<td>15%</td>
<td>26%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Female</td>
<td>8%</td>
<td>13%</td>
<td>29%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>18-24 yrs</td>
<td>18%</td>
<td>19%</td>
<td>27%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>25-29 yrs</td>
<td>6%</td>
<td>11%</td>
<td>36%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>30-34 yrs</td>
<td>11%</td>
<td>11%</td>
<td>28%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>35-39 yrs</td>
<td>14%</td>
<td>15%</td>
<td>27%</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>40-49 yrs</td>
<td>11%</td>
<td>15%</td>
<td>31%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>50-59 yrs</td>
<td>12%</td>
<td>16%</td>
<td>25%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>60-69 yrs</td>
<td>9%</td>
<td>14%</td>
<td>23%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>70+ yrs</td>
<td>6%</td>
<td>10%</td>
<td>22%</td>
<td>25%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Denotes significant differences when compared to the Total Sample

Q6 - Do you support or oppose changing Australia’s alcohol tax system so alcohol products are taxed in proportion to the volume of alcohol they contain? Base: Total Sample (n=1,114)
Q6 - Do you support or oppose changing Australia’s alcohol tax system so alcohol products are taxed in proportion to the volume of alcohol they contain? Base: Total Sample (n=1,114)