McCusker Centre for Action on Alcohol & Youth

AMR National Omnibus

Presented to: Julia Stafford
8th of July, 2015
Methodology & Sample

The AMR Omnibus
- The AMR Omnibus is an online survey targeting a nationally representative sample of 1,000 respondents across Australia
- Respondents are sourced from The ORU’s online panel of over 350,000 members, with data then 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 on the AMR Omnibus, focusing on concerns with alcohol use and alcohol-related harm
- A total of n=1,098 responses were collected from across Australia between Friday 26th of June and Monday 29th June 2015
- 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:
- $30,000 & Under: 16%
- $30,001 to $50,000: 16%
- $50,001 to $70,000: 15%
- $70,001 to $100,000: 17%
- Over $100,000: 21%
- Prefer not to say: 15%

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: 18%
- Adults living with parent: 10%
- Prefer not to say: 4%

Base: Total Sample (n=1,098)
92% of Australian adults are concerned about alcohol use among young people.
Concern About Alcohol Use Among Young People in Australia

Q1 How concerned are you about alcohol use among young people in Australia?

Base: Total Sample (n=1,098)

Uncategorized responses:
- **3%** Not at all concerned
- **20%** Slightly concerned
- **40%** Moderately concerned
- **32%** Extremely concerned

- **9%** Undecided/no opinion
- **3%** Prefer not to say

**Total**

- **9%** Not at all concerned
- **45%** Slightly concerned
- **24%** Moderately concerned
- **27%** Extremely concerned

- **8%** Undecided/no opinion
- **17%** Prefer not to say

**Unrelated adults sharing a home**

- **1%** Not at all concerned
- **19%** Slightly concerned
- **45%** Moderately concerned
- **24%** Extremely concerned

- **9%** Undecided/no opinion
- **3%** Prefer not to say

**Single parent with children at home**

- **1%** Not at all concerned
- **17%** Slightly concerned
- **46%** Moderately concerned
- **27%** Extremely concerned

- **8%** Undecided/no opinion
- **1%** Prefer not to say

**Living with partner – no children at home**

- **2%** Not at all concerned
- **19%** Slightly concerned
- **39%** Moderately concerned
- **35%** Extremely concerned

- **5%** Undecided/no opinion
- **1%** Prefer not to say

**Living with partner – children at home**

- **2%** Not at all concerned
- **20%** Slightly concerned
- **42%** Moderately concerned
- **33%** Extremely concerned

- **3%** Undecided/no opinion
- **1%** Prefer not to say

**Single, living alone**

- **1%** Not at all concerned
- **16%** Slightly concerned
- **37%** Moderately concerned
- **38%** Extremely concerned

- **7%** Undecided/no opinion
- **1%** Prefer not to say

**Adults living with parent**

- **7%** Not at all concerned
- **30%** Slightly concerned
- **36%** Moderately concerned
- **22%** Extremely concerned

- **5%** Undecided/no opinion
- **1%** Prefer not to say

**Prefer not to say**

- **5%** Not at all concerned
- **36%** Slightly concerned
- **32%** Moderately concerned
- **23%** Extremely concerned

- **4%** Undecided/no opinion
- **1%** Prefer not to say
There is near universal concern about alcohol-related violence.

Base: Total Sample (n=1,098)
Q2 How concerned are you about alcohol-related violence in Australia?
Concern About Alcohol-related Violence in Australia

Q2 How concerned are you about alcohol-related violence in Australia?

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

Base: Total Sample (n=1,098)
Methodology & Sample

Sample Demographic Profile

Alcohol Concerns

Government Involvement & Legal Controls
Should Reducing Harm from Alcohol be a Priority Issue for Governments?

70% believe alcohol-related harm should be a priority issue for governments.

Base: Total Sample (n=1,098)
Q3 Do you think reducing harm from alcohol should be a priority issue for governments?
Should Reducing Harm from Alcohol be a Priority Issue for Governments?

Base: Total Sample (n=1,098)
Q3 Do you think reducing harm from alcohol should be a priority issue for governments?
Are Governments Doing Enough to Prevent Alcohol Related Harm?

Over half of respondents believe governments are not doing enough enough

<table>
<thead>
<tr>
<th></th>
<th>Unsure</th>
<th>No, governments are not doing enough</th>
<th>Yes, governments are doing enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>22%</td>
<td>54%</td>
<td>24%</td>
</tr>
<tr>
<td>Male</td>
<td>19%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td>Female</td>
<td>24%</td>
<td>55%</td>
<td>21%</td>
</tr>
<tr>
<td>18-24 yrs</td>
<td>26%</td>
<td>50%</td>
<td>23%</td>
</tr>
<tr>
<td>25-29 yrs</td>
<td>25%</td>
<td>51%</td>
<td>24%</td>
</tr>
<tr>
<td>30-34 yrs</td>
<td>20%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>35-39 yrs</td>
<td>20%</td>
<td>58%</td>
<td>22%</td>
</tr>
<tr>
<td>40-49 yrs</td>
<td>19%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td>50-59 yrs</td>
<td>23%</td>
<td>52%</td>
<td>25%</td>
</tr>
<tr>
<td>60-69 yrs</td>
<td>15%</td>
<td>66%</td>
<td>19%</td>
</tr>
<tr>
<td>70+ yrs</td>
<td>25%</td>
<td>57%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Base: Total Sample (n=1,098)
Q4 Do you think that governments are doing enough to prevent alcohol-related harm?
<table>
<thead>
<tr>
<th>Family Type</th>
<th>Unsure</th>
<th>No, governments are not doing enough</th>
<th>Yes, governments are doing enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>22%</td>
<td>54%</td>
<td>24%</td>
</tr>
<tr>
<td>Unrelated adults sharing a home</td>
<td>31%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Single parent with children at home</td>
<td>22%</td>
<td>57%</td>
<td>21%</td>
</tr>
<tr>
<td>Living with partner – no children at home</td>
<td>19%</td>
<td>55%</td>
<td>26%</td>
</tr>
<tr>
<td>Living with partner – children at home</td>
<td>18%</td>
<td>58%</td>
<td>24%</td>
</tr>
<tr>
<td>Single, living alone</td>
<td>20%</td>
<td>53%</td>
<td>26%</td>
</tr>
<tr>
<td>Adults living with parent</td>
<td>31%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>33%</td>
<td>56%</td>
<td>12%</td>
</tr>
</tbody>
</table>
72% support legal controls to reduce young people’s exposure to alcohol advertising
Support for Legal Controls to Reduce Young People’s Exposure to Advertising

Q5 Do you support or oppose legal controls to reduce young people’s exposure to alcohol advertising?

Base: Total Sample (n=1,098)

- **Strongly Oppose**: Red
- **Oppose**: Pink
- **Neither/Undecided**: Grey
- **Support**: Teal
- **Strongly support**: Yellow

**Total**
- Strongly Oppose: 2%
- Oppose: 4%
- Neither/Undecided: 22%
- Support: 39%
- Strongly support: 33%

**Unrelated adults sharing a home**
- Strongly Oppose: 2%
- Oppose: 6%
- Neither/Undecided: 15%
- Support: 47%
- Strongly support: 30%

**Single parent with children at home**
- Strongly Oppose: 2%
- Oppose: 39%
- Neither/Undecided: 31%
- Support: 28%

**Living with partner – no children at home**
- Strongly Oppose: 2%
- Oppose: 5%
- Neither/Undecided: 22%
- Support: 39%
- Strongly support: 32%

**Living with partner – children at home**
- Strongly Oppose: 2%
- Oppose: 17%
- Neither/Undecided: 39%
- Support: 42%

**Single, living alone**
- Strongly Oppose: 3%
- Oppose: 3%
- Neither/Undecided: 18%
- Support: 44%
- Strongly support: 32%

**Adults living with parent**
- Strongly Oppose: 5%
- Oppose: 4%
- Neither/Undecided: 29%
- Support: 36%
- Strongly support: 26%

**Prefer not to say**
- Strongly Oppose: 9%
- Oppose: 38%
- Neither/Undecided: 33%
- Support: 21%
74% believe alcohol commercials should be phased out during sports broadcasts

Support for Phasing Out TV Commercials for Alcohol During Sports Broadcasts

Base: Total Sample (n=1,098)
Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people: Phasing out TV commercials for alcohol during sports broadcasts?
### Support for Phasing Out TV Commercials for Alcohol During Sports Broadcasts

#### Base: Total Sample (n=1,098)

Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people: Phasing out TV commercials for alcohol during sports broadcasts?

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly Oppose</th>
<th>Oppose</th>
<th>Neither/Undecided</th>
<th>Support</th>
<th>Strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2%</td>
<td>6%</td>
<td>19%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Unrelated adults sharing a home</td>
<td>4%</td>
<td>11%</td>
<td>14%</td>
<td>49%</td>
<td>22%</td>
</tr>
<tr>
<td>Single parent with children at home</td>
<td>8%</td>
<td>25%</td>
<td>26%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Living with partner – no children at home</td>
<td>1%</td>
<td>8%</td>
<td>18%</td>
<td>33%</td>
<td>39%</td>
</tr>
<tr>
<td>Living with partner – children at home</td>
<td>1%</td>
<td>3%</td>
<td>20%</td>
<td>33%</td>
<td>44%</td>
</tr>
<tr>
<td>Single, living alone</td>
<td>3%</td>
<td>5%</td>
<td>14%</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>Adults living with parent</td>
<td>5%</td>
<td>6%</td>
<td>21%</td>
<td>41%</td>
<td>27%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>2%</td>
<td>44%</td>
<td>30%</td>
<td>24%</td>
<td></td>
</tr>
</tbody>
</table>
Support for Phasing Out Promotion of Alcohol through Sports Sponsorship

69% support phasing out the promotion of alcohol through sports sponsorship

**MCAAY**
McCusker Centre for Action on Alcohol and Youth

**amr**
Research directions that matter

Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people:
- Phasing out the promotion of alcohol through sports sponsorship

Base: Total Sample (n=1,098)
Support for Phasing Out Promotion of Alcohol through Sports Sponsorship

Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people - Phasing out the promotion of alcohol through sports sponsorship

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly Oppose</th>
<th>Oppose</th>
<th>Neither/Undecided</th>
<th>Support</th>
<th>Strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2%</td>
<td>8%</td>
<td>20%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Unrelated adults sharing a home</td>
<td>4%</td>
<td>13%</td>
<td>20%</td>
<td>38%</td>
<td>24%</td>
</tr>
<tr>
<td>Single parent with children at home</td>
<td>11%</td>
<td>32%</td>
<td>24%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Living with partner – no children at home</td>
<td>2%</td>
<td>10%</td>
<td>17%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Living with partner – children at home</td>
<td>2%</td>
<td>4%</td>
<td>14%</td>
<td>33%</td>
<td>40%</td>
</tr>
<tr>
<td>Single, living alone</td>
<td>3%</td>
<td>8%</td>
<td>16%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Adults living with parent</td>
<td>6%</td>
<td>10%</td>
<td>24%</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>8%</td>
<td>40%</td>
<td>25%</td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Total Sample (n=1,098)
Over three-quarters of people support restricting alcohol advertising to late at night.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly Oppose</th>
<th>Oppose</th>
<th>Neither/Undecided</th>
<th>Support</th>
<th>Strongly Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2%</td>
<td>5%</td>
<td>18%</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Male</td>
<td>3%</td>
<td>6%</td>
<td>20%</td>
<td>40%</td>
<td>31%</td>
</tr>
<tr>
<td>Female</td>
<td>1%</td>
<td>4%</td>
<td>16%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>18-24 yrs</td>
<td>3%</td>
<td>4%</td>
<td>29%</td>
<td>41%</td>
<td>24%</td>
</tr>
<tr>
<td>25-29 yrs</td>
<td>2%</td>
<td>10%</td>
<td>24%</td>
<td>40%</td>
<td>24%</td>
</tr>
<tr>
<td>30-34 yrs</td>
<td>3%</td>
<td>2%</td>
<td>20%</td>
<td>45%</td>
<td>31%</td>
</tr>
<tr>
<td>35-39 yrs</td>
<td>1%</td>
<td>4%</td>
<td>17%</td>
<td>41%</td>
<td>36%</td>
</tr>
<tr>
<td>40-49 yrs</td>
<td>2%</td>
<td>4%</td>
<td>19%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>50-59 yrs</td>
<td>3%</td>
<td>5%</td>
<td>18%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>60-69 yrs</td>
<td>1%</td>
<td>4%</td>
<td>8%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>70+ yrs</td>
<td>4%</td>
<td>11%</td>
<td>41%</td>
<td>44%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Total Sample (n=1,098)
Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people:
- Limiting alcohol advertising on TV to late night programming only?
Support for Limiting Alcohol Advertising on TV to Late Night Programming Only

Base: Total Sample (n=1,098)
Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people:
- Limiting alcohol advertising on TV to late night programming only?

- Strongly Oppose
- Oppose
- Neither/Undecided
- Support
- Strongly support

Total
2% 5% 18% 40% 36%

Unrelated adults sharing a home
3% 8% 12% 53% 24%

Single parent with children at home
4% 29% 31% 36%

Living with partner – no children at home
1% 4% 18% 42% 34%

Living with partner – children at home
2% 3% 14% 40% 42%

Single, living alone
2% 7% 13% 37% 40%

Adults living with parent
5% 4% 31% 34% 26%

Prefer not to say
6% 35% 34% 26%
Half of adult Australians support changing the alcohol tax system; almost a third are undecided; 20% are opposed.
Support for Changing Australia’s Alcohol Tax System According to Content

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Strongly Oppose</th>
<th>Oppose</th>
<th>Neither/Undecided</th>
<th>Support</th>
<th>Strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>8%</td>
<td>12%</td>
<td>30%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Unrelated adults sharing a home</td>
<td>15%</td>
<td>7%</td>
<td>39%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Single parent with children at home</td>
<td>11%</td>
<td>9%</td>
<td>32%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Living with partner – no children at home</td>
<td>7%</td>
<td>13%</td>
<td>29%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Living with partner – children at home</td>
<td>6%</td>
<td>14%</td>
<td>27%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Single, living alone</td>
<td>11%</td>
<td>11%</td>
<td>26%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Adults living with parent</td>
<td>8%</td>
<td>16%</td>
<td>34%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5%</td>
<td>7%</td>
<td>40%</td>
<td>32%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Base: Total Sample (n=1,098)*

Q7 Do you support or oppose changing Australia’s alcohol tax system so alcohol products are taxed according to their alcohol content?
This project was carried out in compliance with ISO 20252

Authors:

Mary Forgie
Mary.Forgie@amrmelbourne.com.au
P: +61 3 8638 2182

Miki Oravec
Miki.Oravec@amrmelbourne.com.au
P: +61 3 8695 3503