

National Omnibus: General Population

McCusker Centre for Action on Alcohol and Youth

July 2017

Prepared By:
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Approach



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Methodology

- Australia-wide National Fortnightly Omnibus.
- Survey duration 5 minutes.
- Data collection July 19 to 23 2017.
- Total of n=1,050 completed responses.
- Data post-weighted to ABS Census statistics for Age, Gender and Metro / Regional / Remote populations across Australia.



Analysis

- Total sample results have been graphed for each question.
- Demographic subgroup profile results have also been graphed for each question.
- Statistically significant differences between subgroups at the 95% level of confidence are denoted using the following symbols:
 - Significantly HIGHER ▲
 - Significantly LOWER ▼...with [A], [B], [C], etc. indicating the sub groups that differ significantly from each other.



Sample Profile

Who We Spoke To (n=1,050)

Gender

Male	49%
Female	51%

Age

Under 25 years	9%
25-29 years	12%
30-34 years	8%
35-39 years	9%
40-49 years	20%
50-59 years	13%
60-69 years	18%
70+ years	11%

Household Status

Married	51%
Single/Never married	21%
Divorced/Separated	12%
Widowed	4%
Common law, De-facto or living with a partner	12%

Location

Within a capital city	58%
Within a major Regional city	22%
Within a rural town or its surrounds	16%
More than 5km from the nearest town	4%

Household Income

Up to \$25,000	11%
\$25,001 to \$50,000	22%
\$50,001 to \$75,000	16%
\$75,001 to \$100,000	15%
\$100,001 to \$150,000	15%
\$151,001 to \$200,000	7%
Over \$200,000	4%
Refused	10%



Sample Profile

Who We Spoke To (n=1,050)

Occupation

Professional/Managerial	40%
Sales/Clerical	26%
Technical/Skilled	17%
Unskilled/Labourer	9%
Other occupations	8%

Children Under 18yrs in Household

Yes	34%
No	66%

Number of People in Household

One	17%
Two	36%
Three	19%
Four	18%
Five or more	10%

Work From Home (If Employed)

Yes, full-time	11%
Yes, sometimes	30%
No	59%

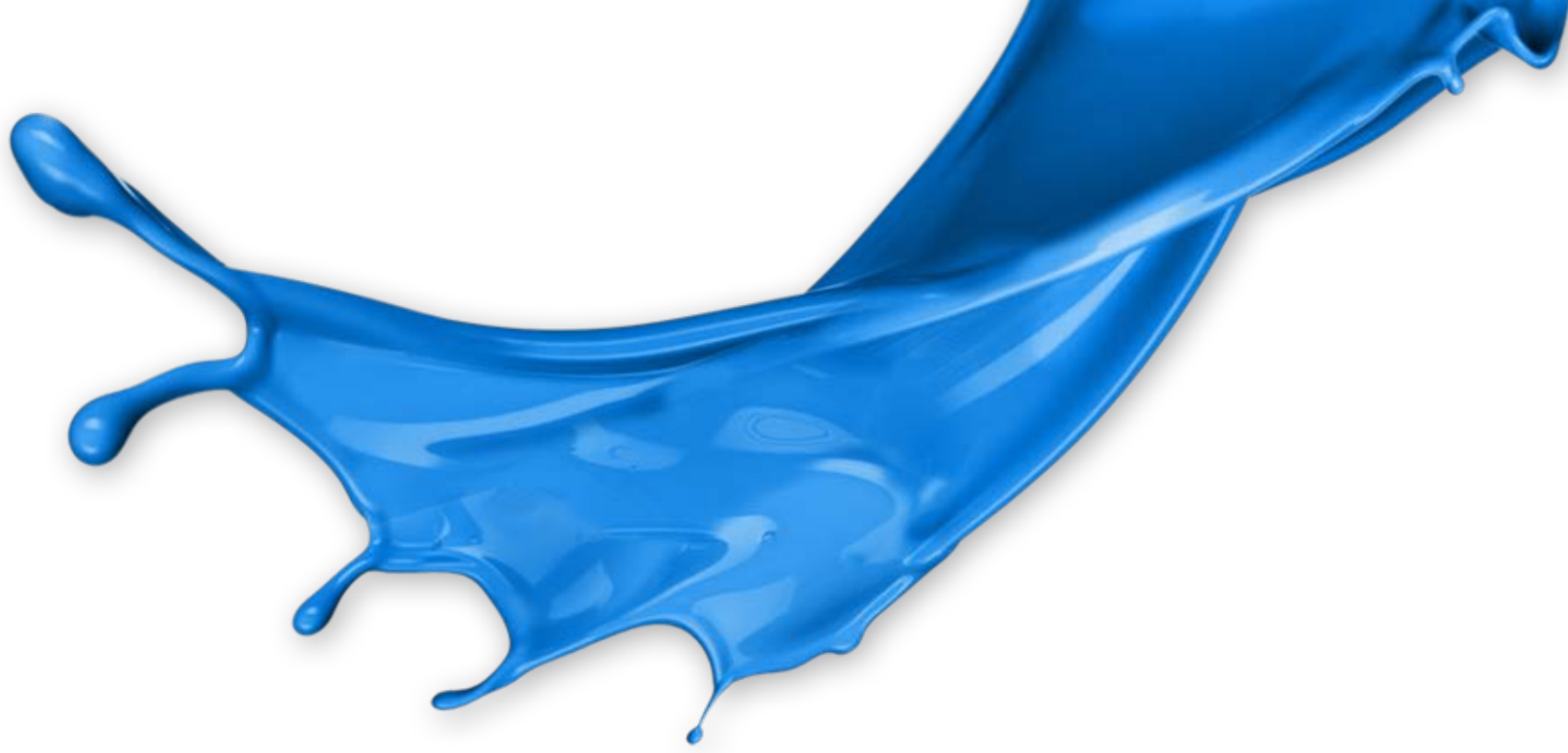
Education Level

Higher degree or post graduate diploma	14%
Bachelor degree	23%
Undergraduate diploma	6%
Associate diploma	10%
Skilled vocational	15%
Basic vocational	3%
Completed highest level of school	19%
Did not complete highest level of school	9%

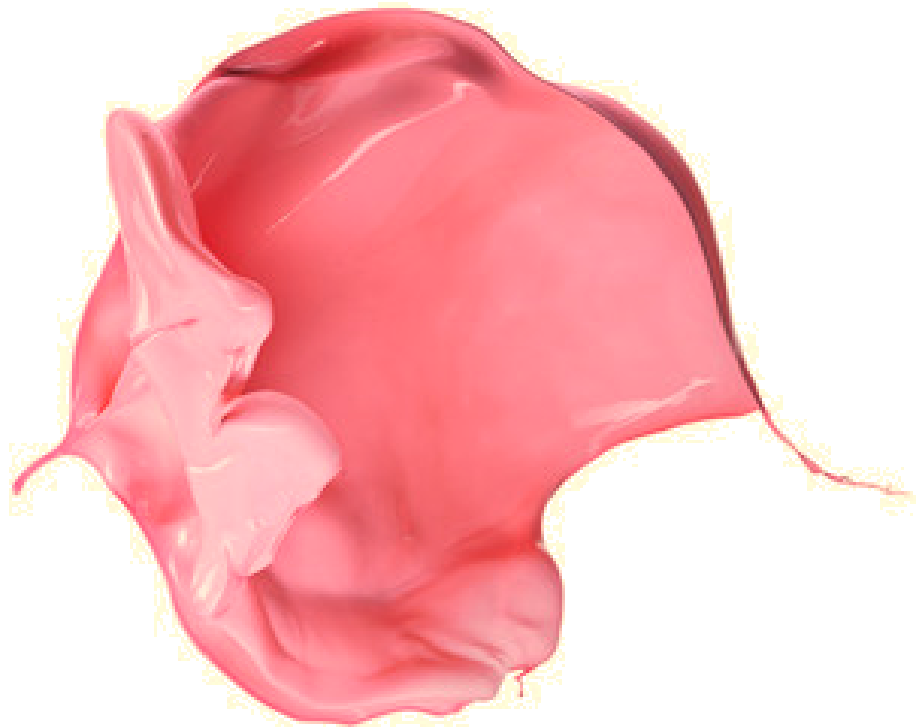
Work Outside The Home

Yes, full-time	40%
Yes, part-time	19%
No (Not employed, student, homemaker, retired, etc.)	41%





Results



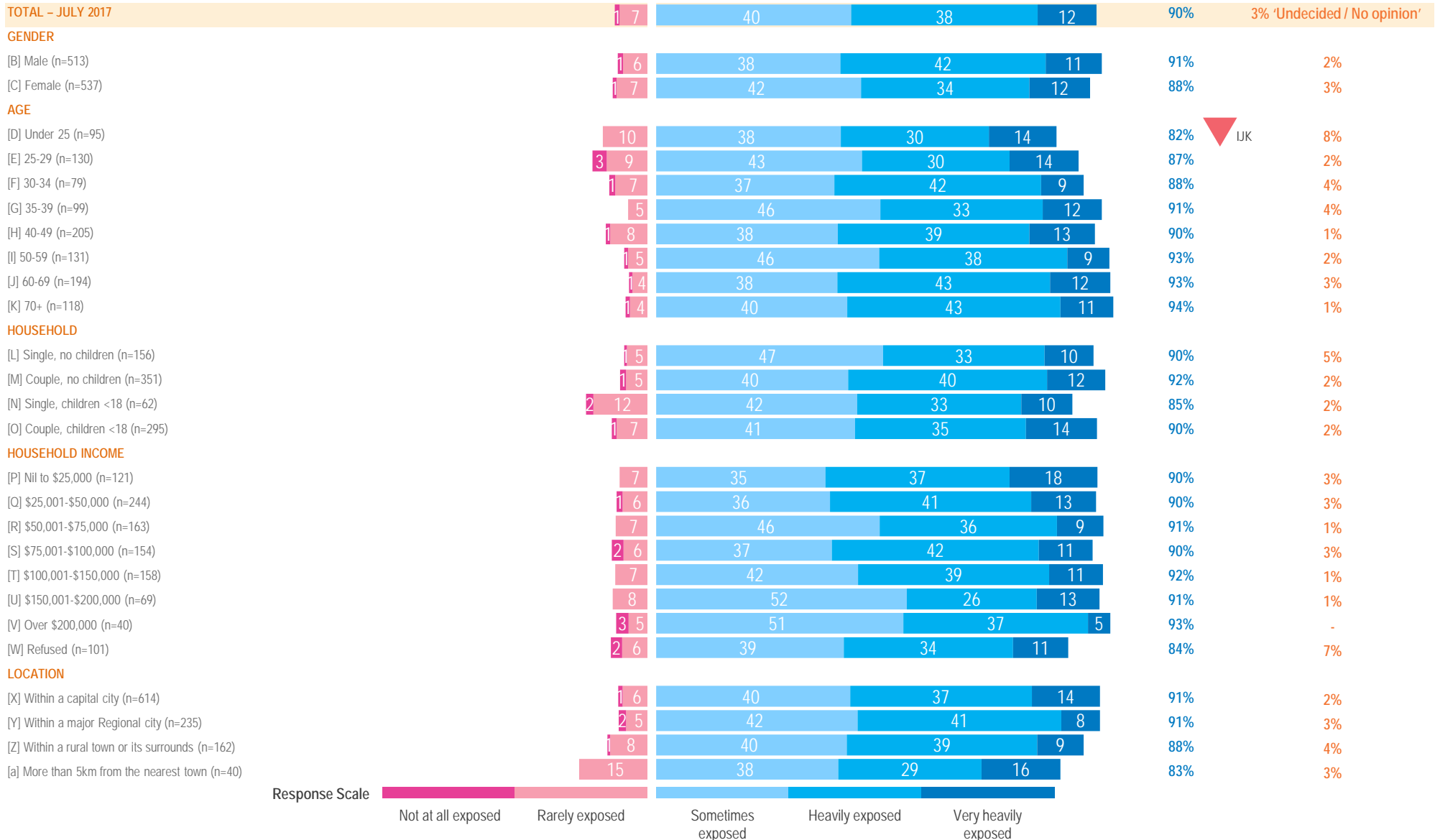
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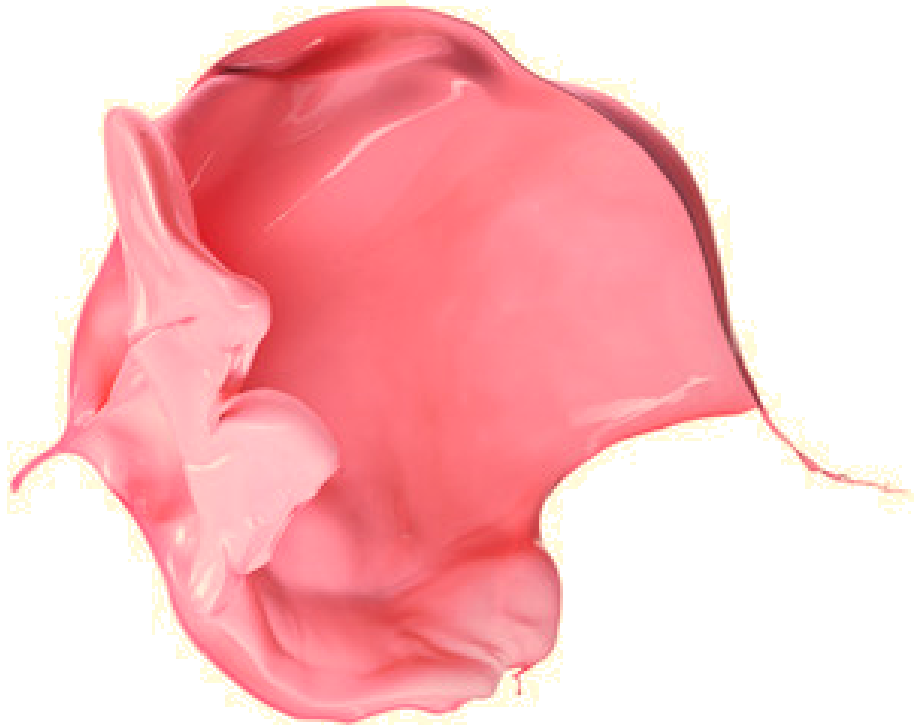
Question 1:

To what extent do you think Australian children are exposed to alcohol promotion?

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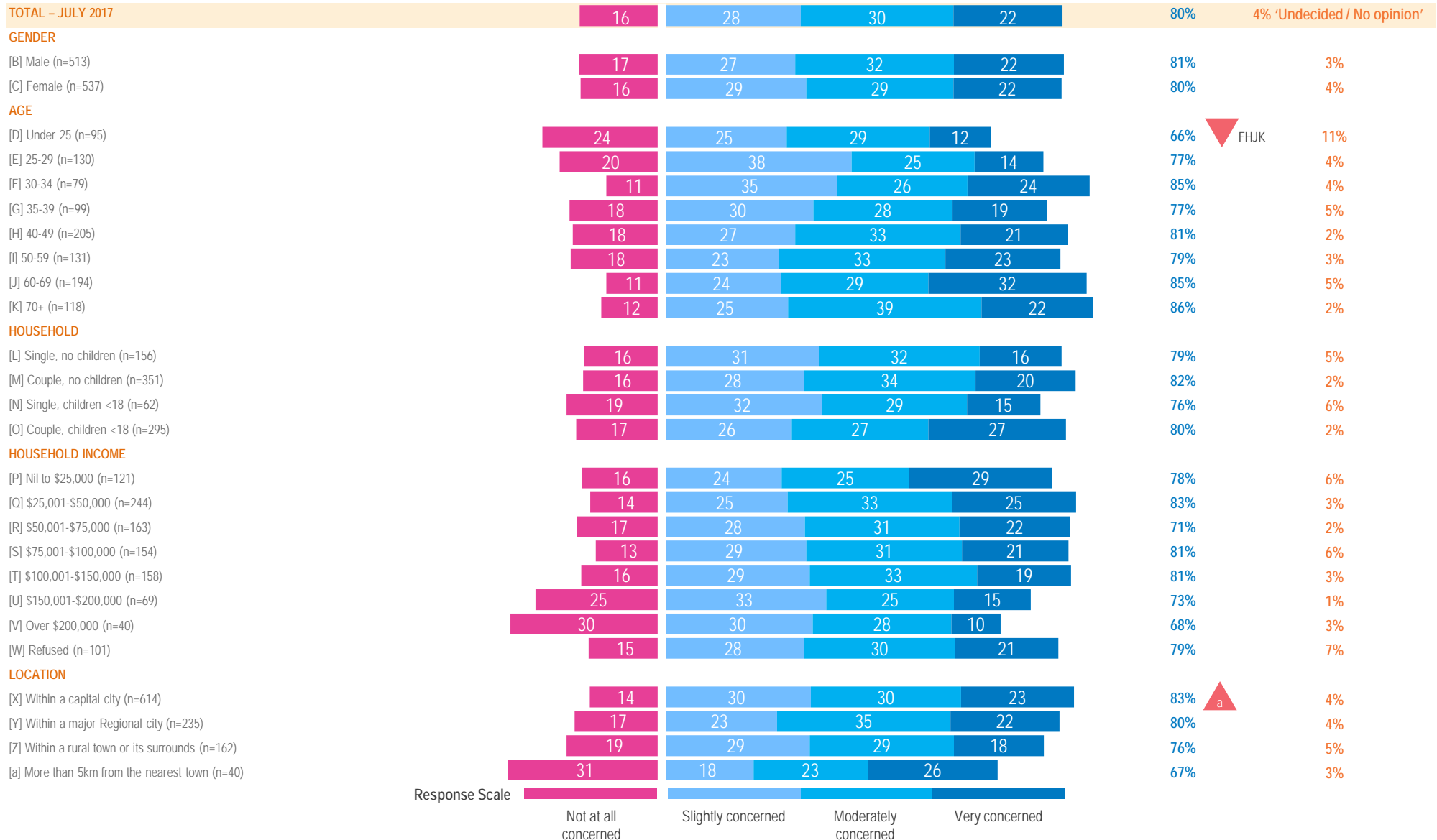
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Question 2:

To what extent are you concerned about children's current level of exposure to alcohol promotion?

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Response Scale

Not at all concerned Slightly concerned Moderately concerned Very concerned



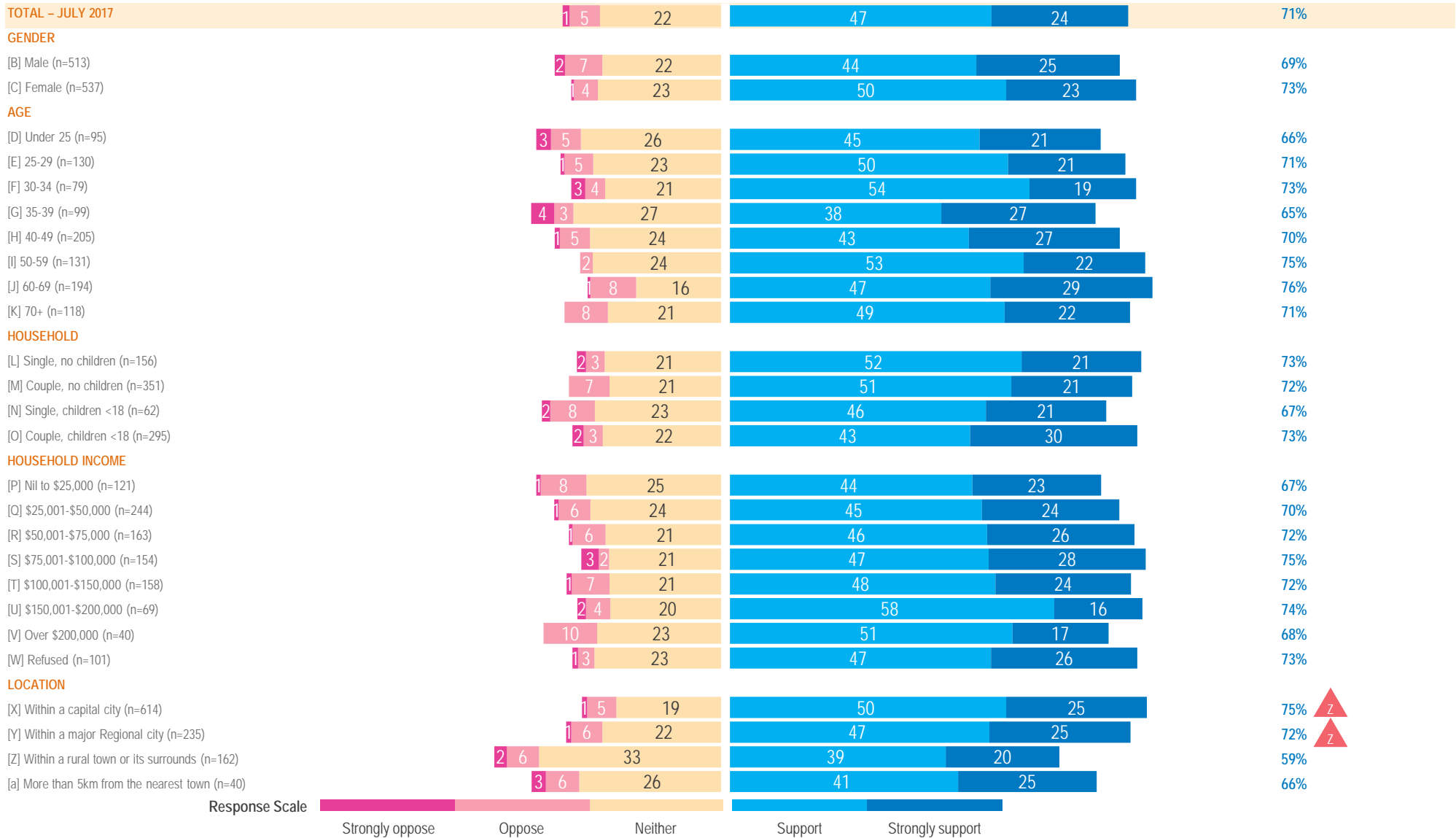
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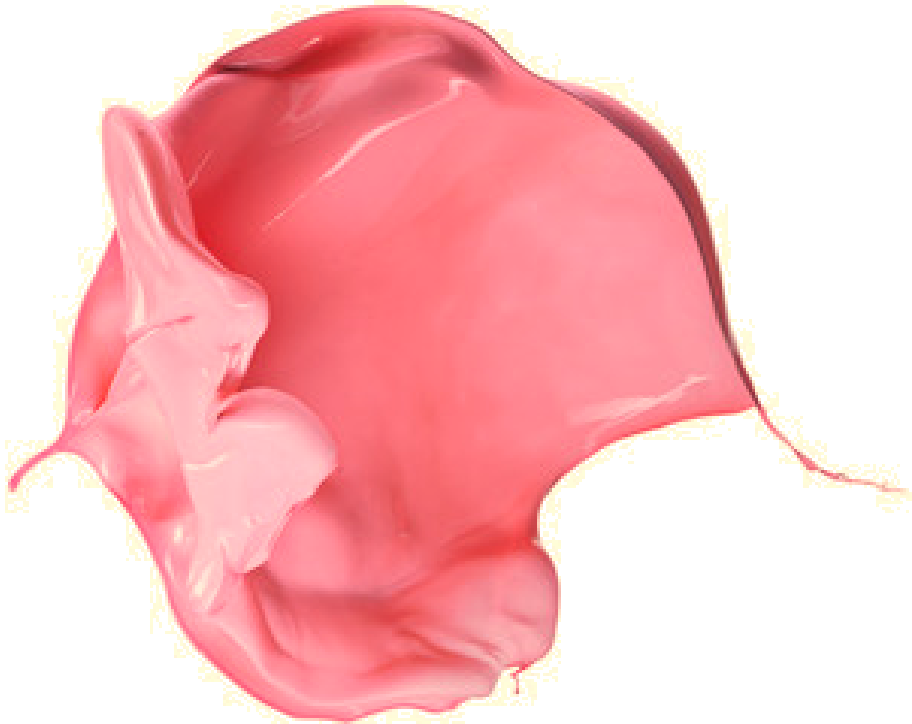
Question 3:

Do you support or oppose using legal controls to reduce children's exposure to alcohol promotion?

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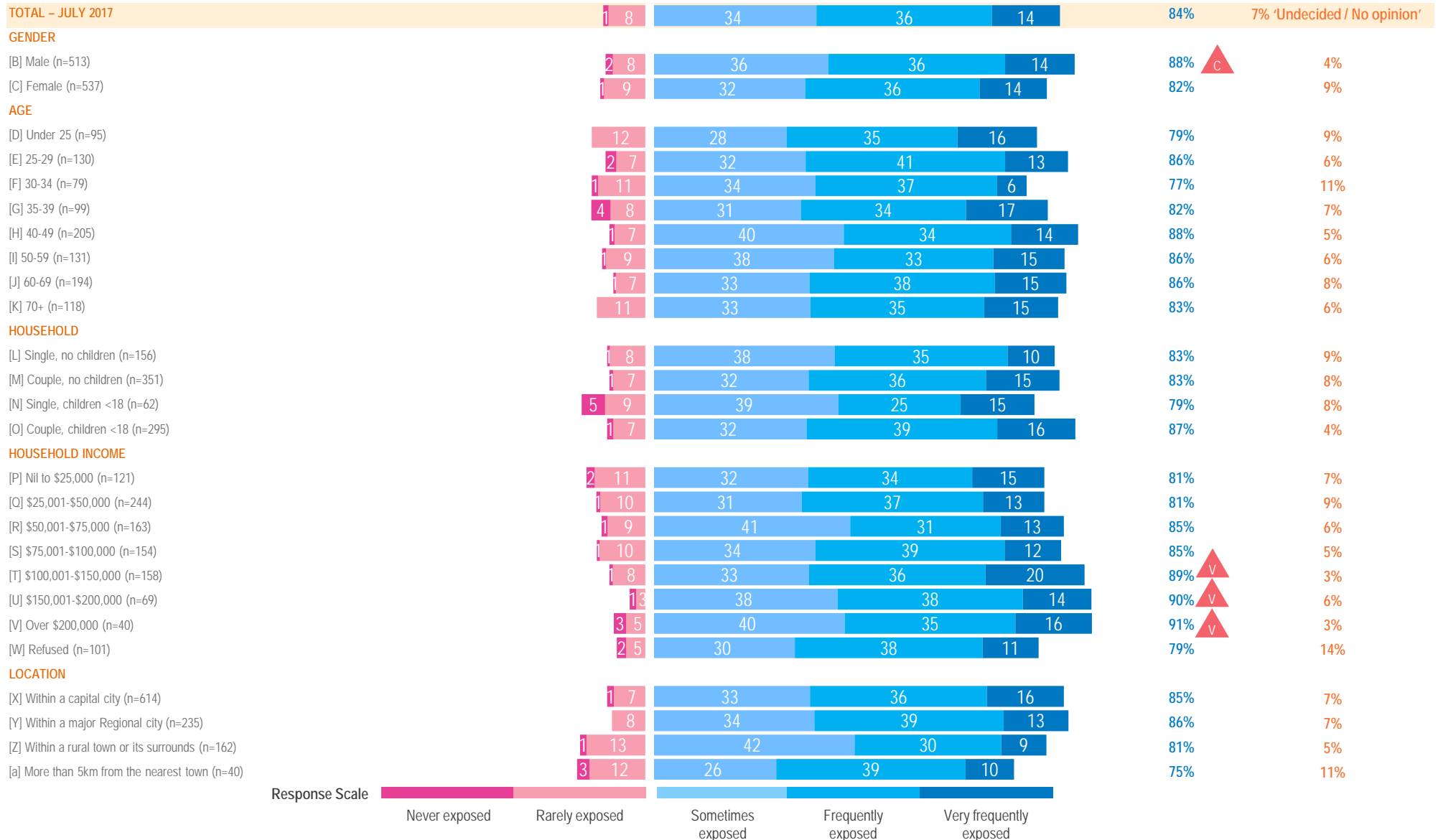
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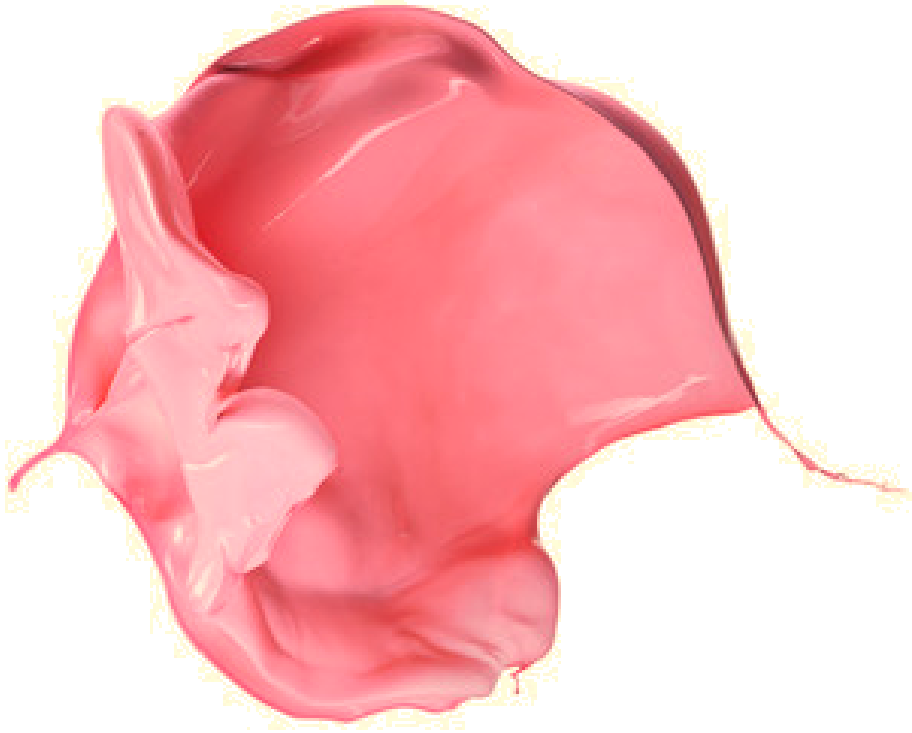
Question 4:

Thinking just about sport, how frequently do you think children who watch sport on TV are exposed to alcohol promotion?

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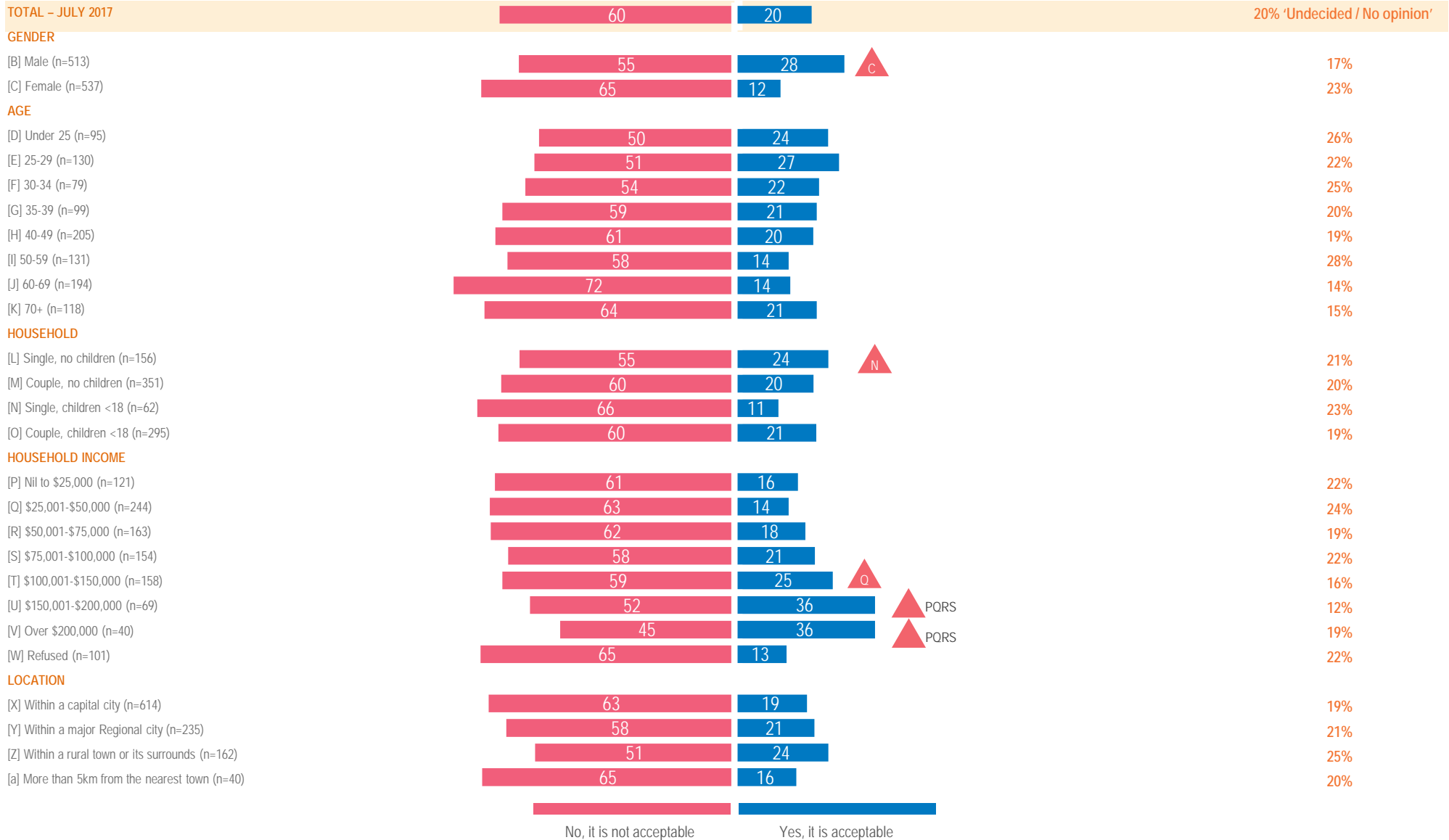
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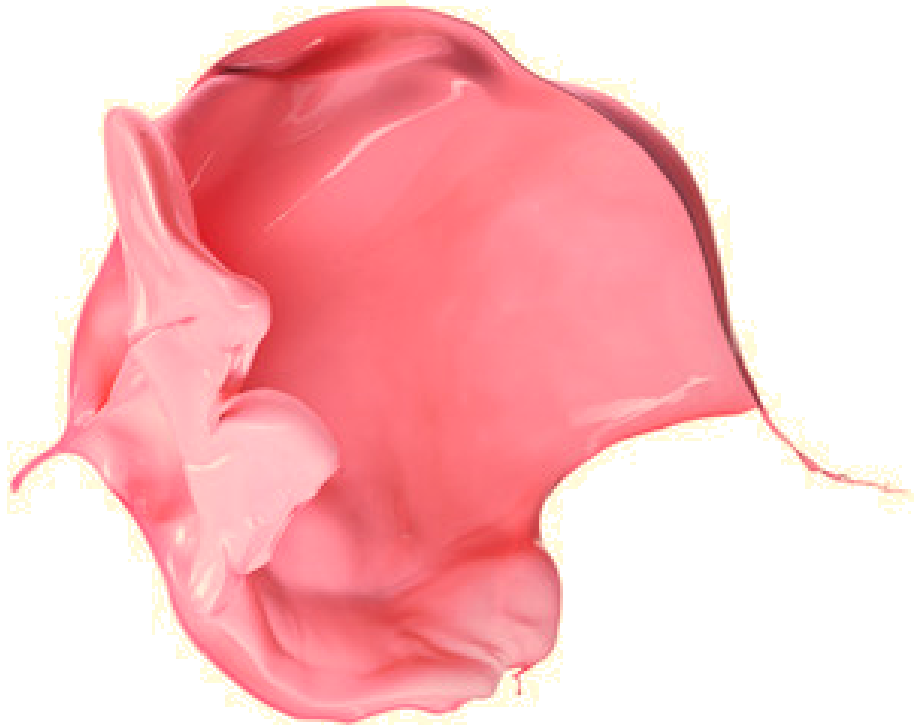
Question 5:

Do you think it is acceptable for alcohol to be promoted in connection with sport?

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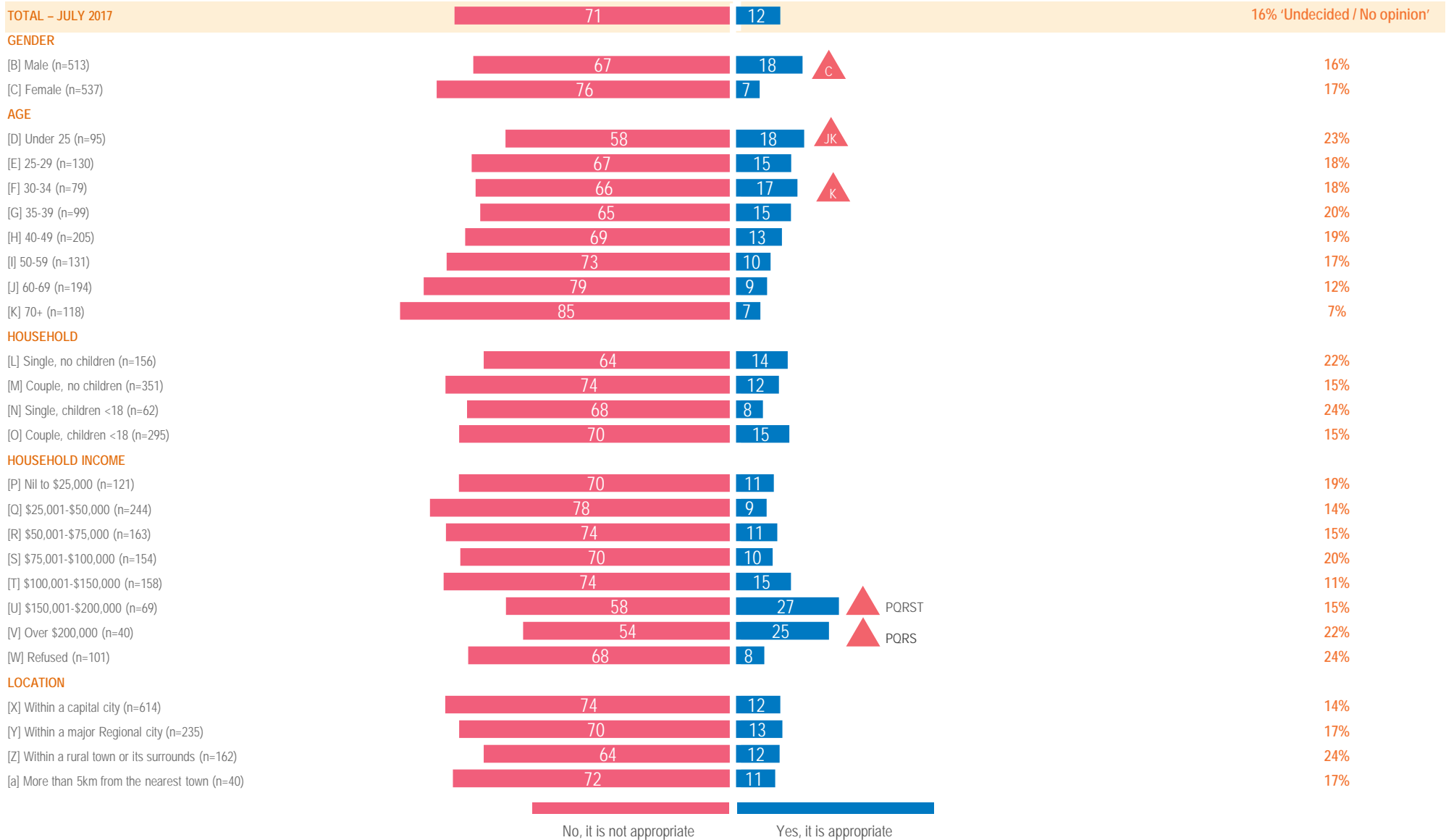
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Question 6:

Do you think it is appropriate for alcohol ads to feature sport stars that are popular with children?

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Do you think it is appropriate for alcohol ads to feature sport stars that are popular with children?



No, it is not appropriate

Yes, it is appropriate



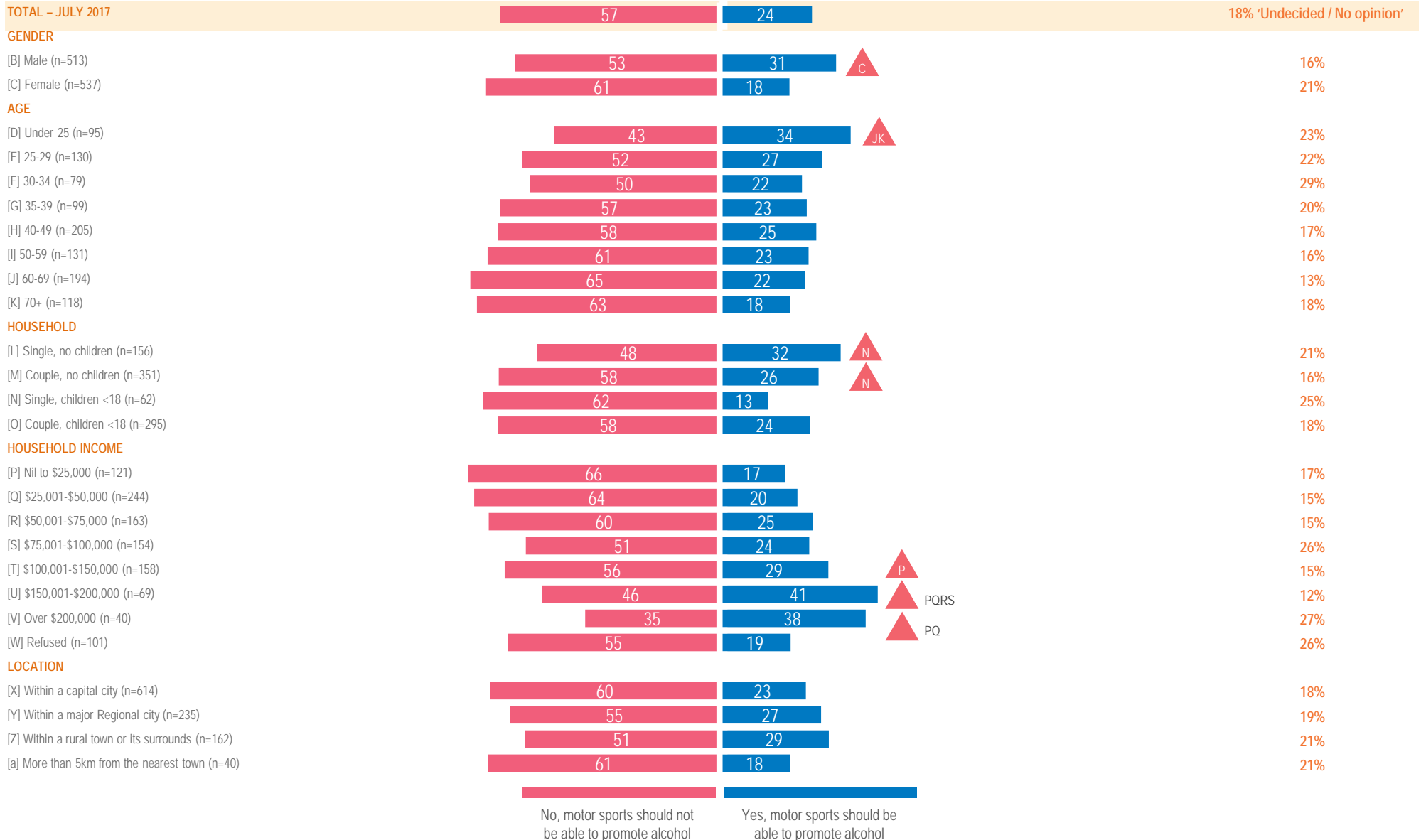
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Question 7:

Do you think motor sports should be able to promote alcohol, such as having alcohol brand sponsors?

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No, motor sports should not be able to promote alcohol

Yes, motor sports should be able to promote alcohol



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Question 8:

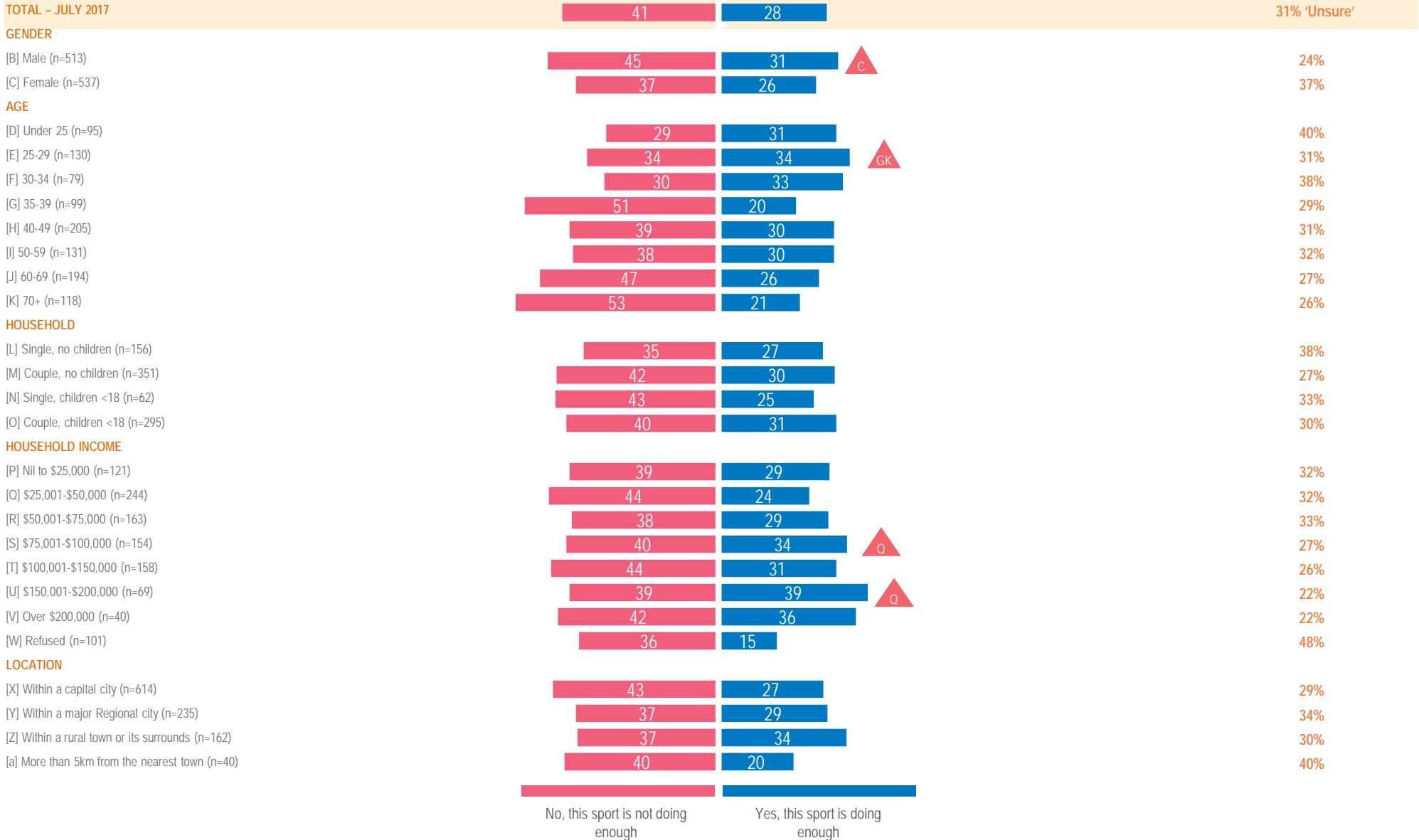
Are popular sports such as AFL, NRL and cricket doing enough to promote healthy messages to the community?



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AFL

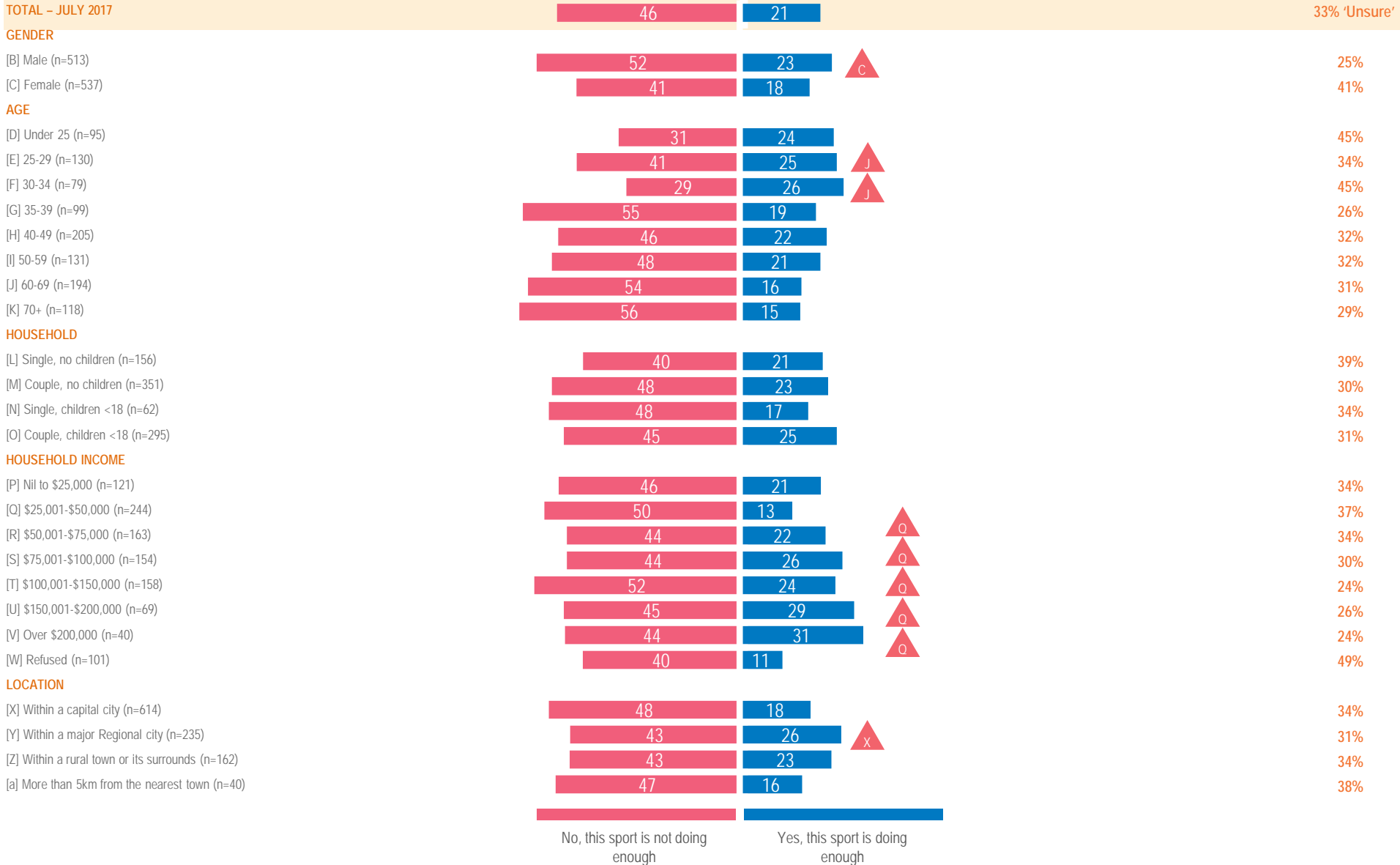




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NRL

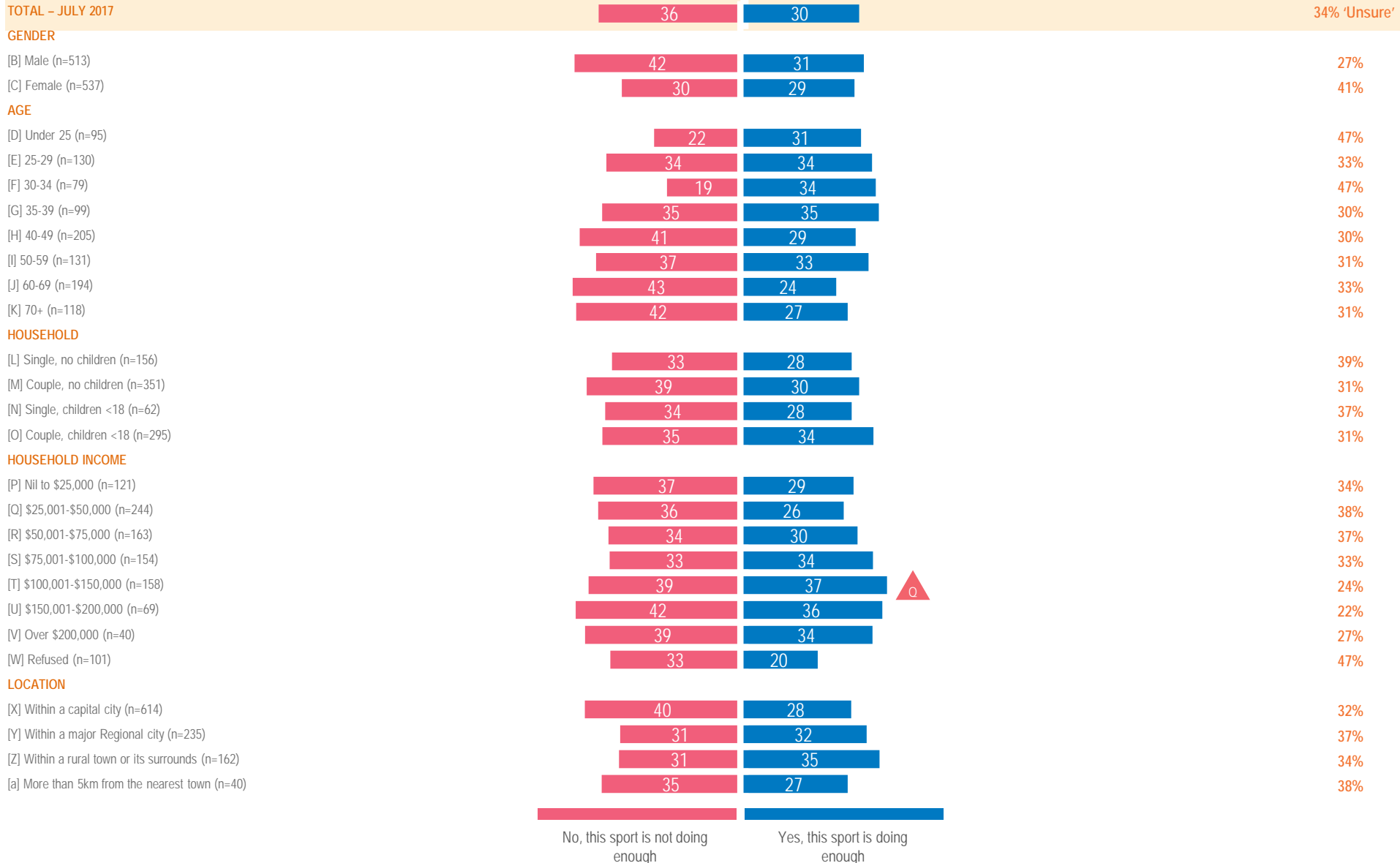


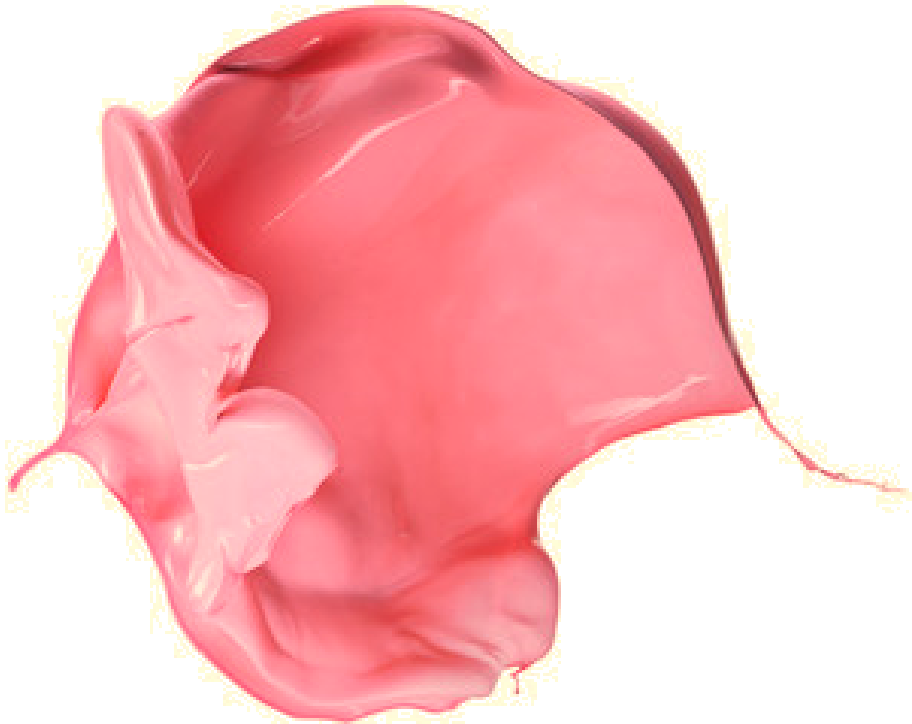


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Cricket





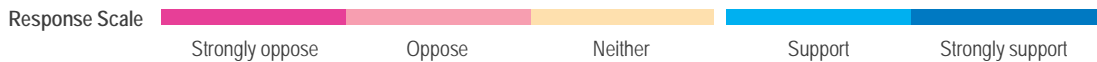
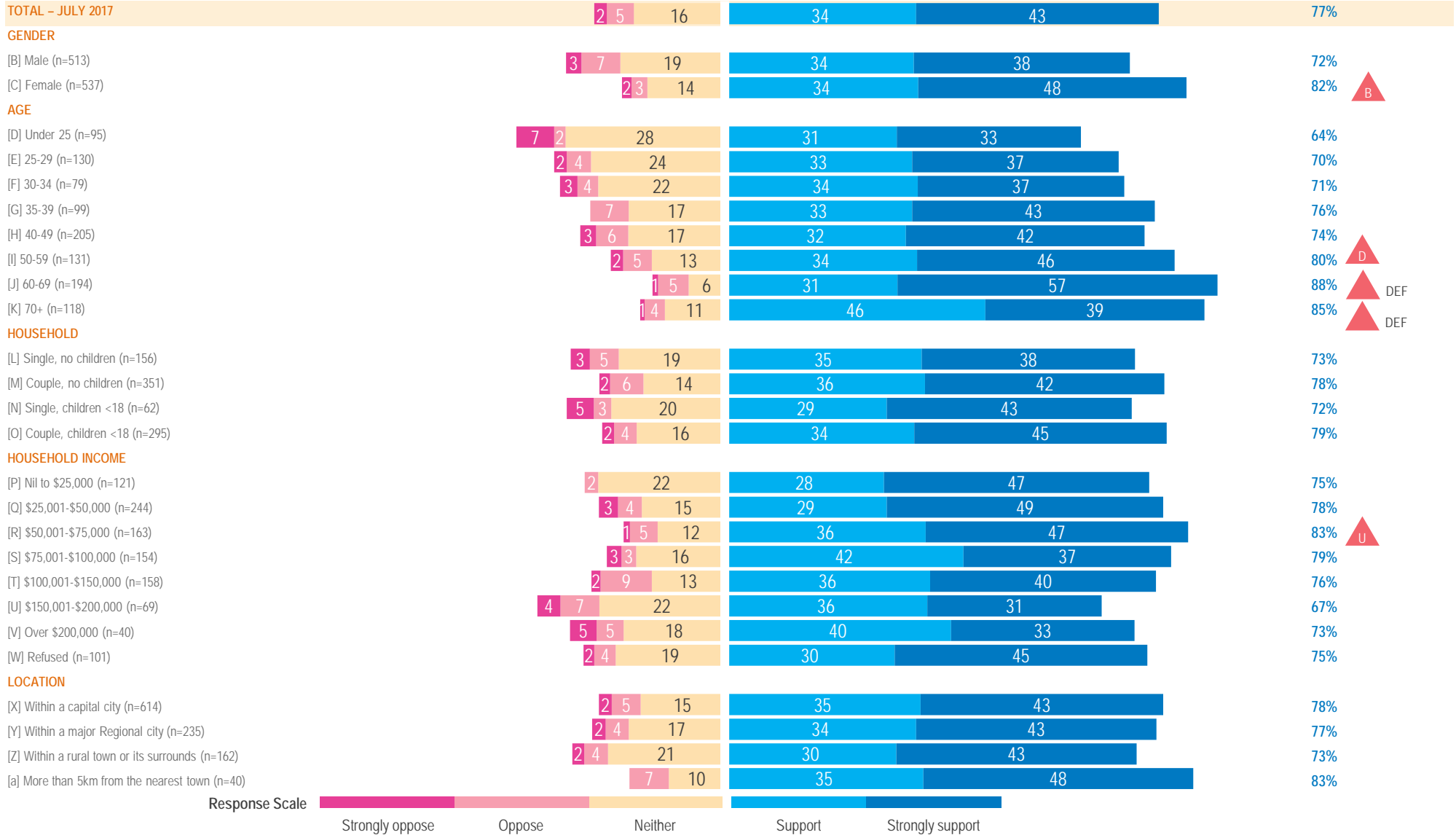
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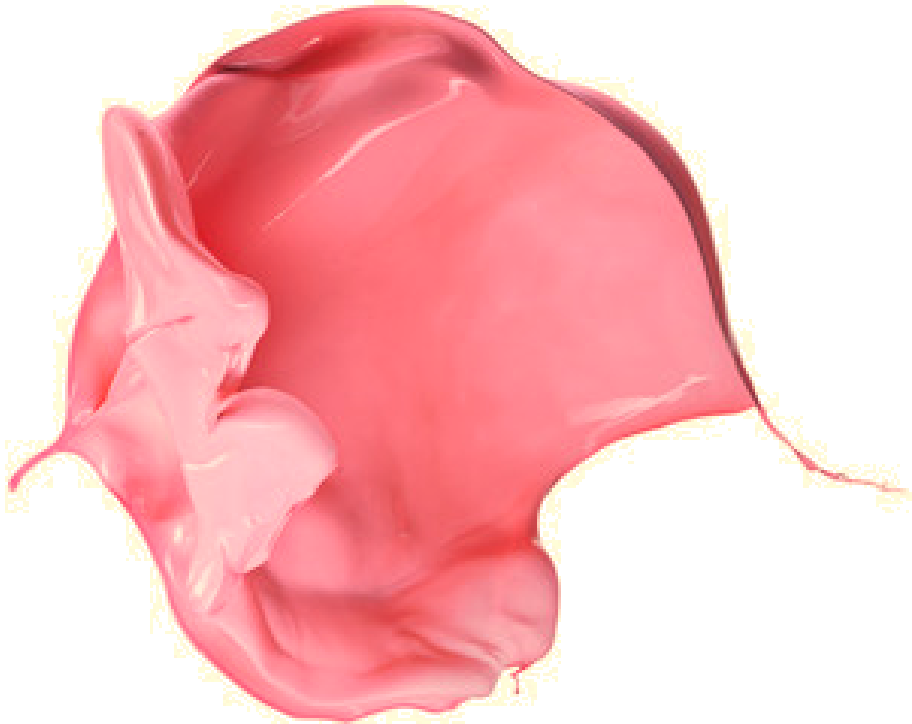
Question 9:

Do you support or oppose phasing out TV commercials for alcohol during sports broadcasts in children's viewing times?

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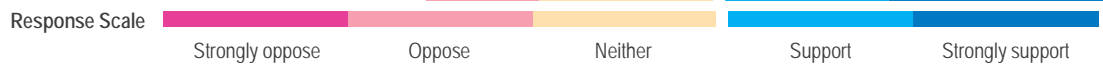
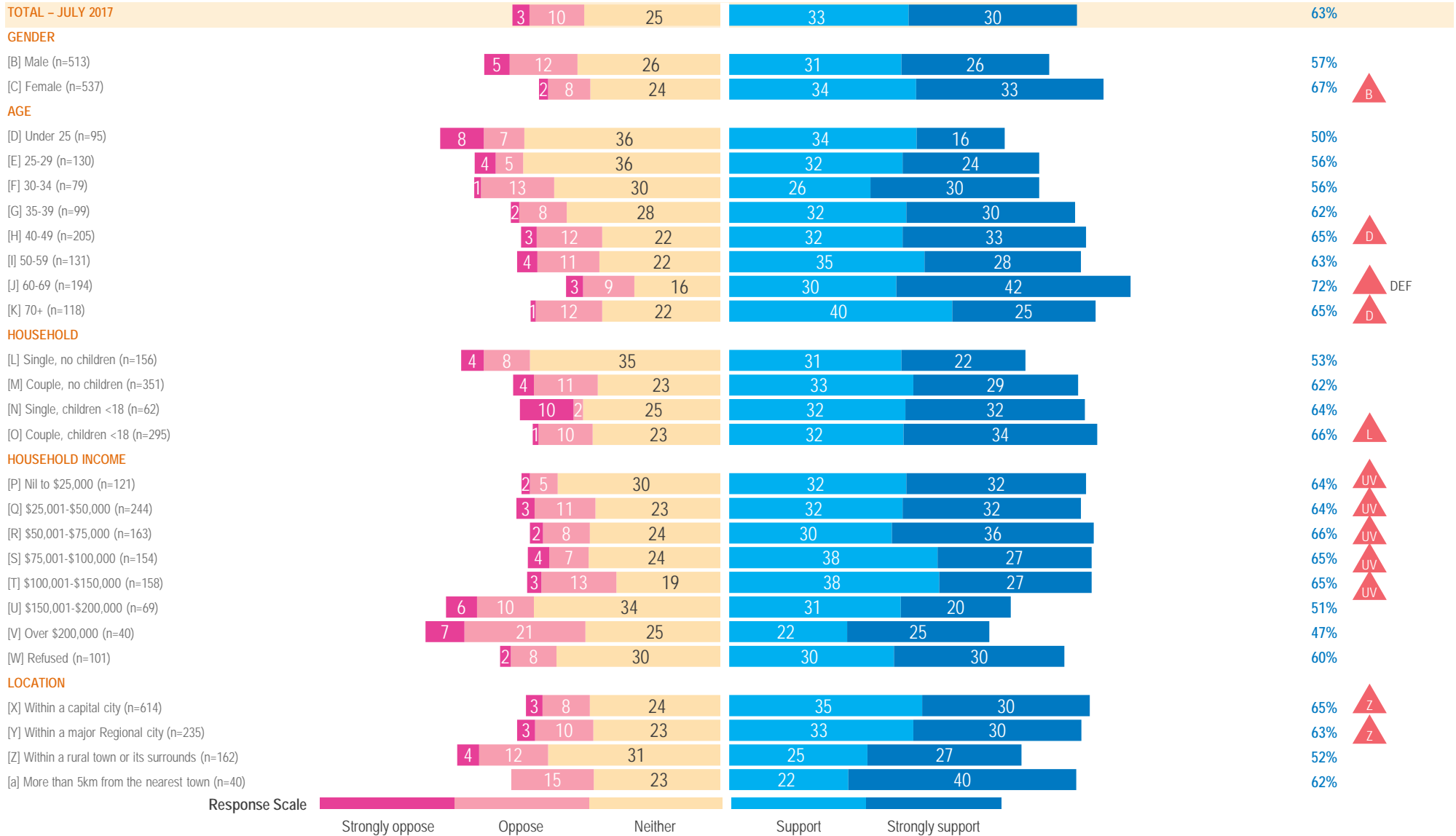
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Question 10:

Do you support or oppose phasing out the promotion of alcohol through sports sponsorship?

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Hunt Smarter.



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