



Painted Dog Research

WA Online Panel Omnibus January 2014
McCusker Centre for Action on Alcohol and Youth

6th February 2014

Prepared By
Chris Batini – Principal



APPROACH

- A monthly Omnibus is conducted across WA using WA's largest online panel comprising more than 50,000 active members.
- The data is collected across the third week of each month.
- A total of n=1,016 responses were received for the January 2014 omnibus.
- The data was post-weighted to ABS Census statistics for Age, Gender and Metro / Regional population in WA.
- The McCusker Centre for Action on Alcohol and Youth placed **seven questions** onto the January 2014 Omnibus.

ANALYSIS

- Total sample results have been graphed for each question.
- Demographic subgroup 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 ▼



Sample Profile



	Total Unweighted n=1,016 %	Total Weighted n=1,016 %
Gender		
Male	44	50
Female	56	50
Age		
Under 25 years	6	16
25-29 years	6	9
30-34 years	11	9
35-39 years	6	9
40-49 years	25	18
50-59 years	21	16
60-69 years	19	12
70+ years	6	11
Household		
Single, no children	15	19
Couple, no children	14	16
Single or Couple, with eldest child less than 12 years old	17	16
Single or Couple, with eldest child more than 12 years old	24	21
Single or Couple, with children not at home	28	24
Other	2	2
Prefer not to answer		2
Income		
Nil to \$25,000	9	10
\$25,001-\$50,000	15	15
\$50,001-\$75,000	18	19
\$75,001-\$100,000	14	13
\$100,001-\$150,000	19	18
\$150,001-\$200,000	8	8
Over \$200,000	4	4
I'd prefer not to answer	13	13

Preface

Last week the WA government released the report of its independent review of the Liquor Control Act. We would like your opinion in relation to some of the recommendations.

Question 1

One of these recommendations is to implement extensive education campaigns targeting cultural change around alcohol use.

“To what extent do you support or oppose this recommendation?”

Question 1:



“One of these recommendations is to implement extensive education campaigns targeting cultural change around alcohol use. To what extent do you support or oppose this decision?”

TOTAL – JANUARY 2014

GENDER

Male (n=508)

Female (n=507)

AGE

Under 25 (n=174)

25-29 (n=95)

30-34 (n=88)

35-39 (n=91)

40-49 (n=184)

50-59 (n=160)

60-69 (n=117)

70+ (n=107)

HOUSEHOLD

Single, no children (n=198)

Couple, no children (n=163)

Single or Couple eldest child less than 12yrs (n=163)

Single or Couple eldest child more than 12yrs (n=216)

Single or Couple, with children not at home (n=246)

HOUSEHOLD INCOME

Nil to \$25,000 (n=99)

\$25,001-\$50,000 (n=153)

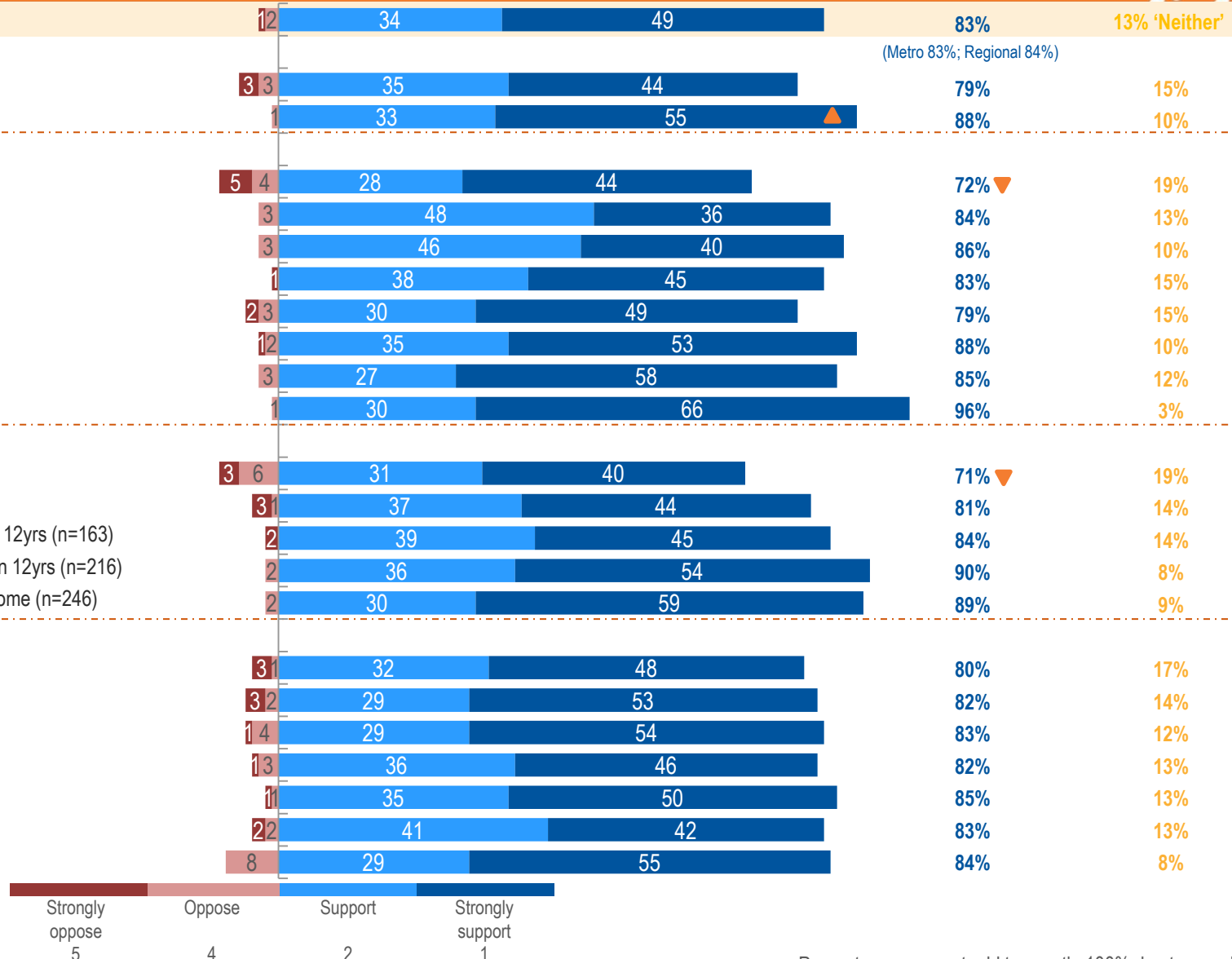
\$50,001-\$75,000 (n=189)

\$75,001-\$100,000 (n=133)

\$100,001-\$150,000 (n=186)

\$150,001-\$200,000 (n=79)

Over \$200,000 (n=41)



Question 2

Another recommendation is to make it easier for people to play a role in the liquor licensing process where applications affect them or their communities.

“To what extent do you support or oppose this recommendation?”

Question 2:



“Another recommendation is to make it easier for people to play a role in the liquor licensing process where applications affect them or their communities. To what extent do you support or oppose this decision?”

TOTAL – JANUARY 2014

GENDER

Gender	Strongly oppose	Oppose	Support	Strongly support	Total Support	Neither
Male (n=508)	1	6	42	28	70%	23%
Female (n=507)	2	41	33		74%	24%

(Metro 71%; Regional 76%)

AGE

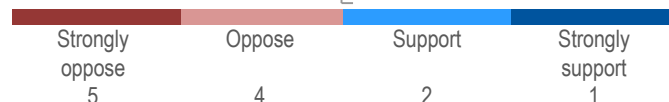
Under 25 (n=174)	2	4	38	16	54% ▼	40%
25-29 (n=95)	1	9	35	29	64%	26%
30-34 (n=88)	9	33	33		66%	25%
35-39 (n=91)	1	4	47	25	72%	23%
40-49 (n=184)	1	4	48	28	76%	19%
50-59 (n=160)	1	2	39	37	76%	21%
60-69 (n=117)	2	41	38		79%	20%
70+ (n=107)	1	43	44		87%	11%

HOUSEHOLD

Single, no children (n=198)	2	8	42	23	65%	25%
Couple, no children (n=163)	1	5	38	30	68%	26%
Single or Couple eldest child less than 12yrs (n=163)	6	46	24		70%	25%
Single or Couple eldest child more than 12yrs (n=216)	1	43	31		74%	24%
Single or Couple, with children not at home (n=246)	1	2	40	39	79%	19%

HOUSEHOLD INCOME

Nil to \$25,000 (n=99)	3	46	26		72%	24%
\$25,001-\$50,000 (n=153)	2	46	35		81%	17%
\$50,001-\$75,000 (n=189)	4	35	32		67%	28%
\$75,001-\$100,000 (n=133)	1	6	43	28	71%	22%
\$100,001-\$150,000 (n=186)	1	3	39	32	71%	25%
\$150,001-\$200,000 (n=79)	2	4	46	30	76%	18%
Over \$200,000 (n=41)	1	14	41	34	75%	10%



Percentages may not add to exactly 100% due to rounding.

Question 3

The report recommends implementing regulations to restrict alcohol promotional activity which is likely to impact on children.

“To what extent do you support or oppose this recommendation?”

Question 3:



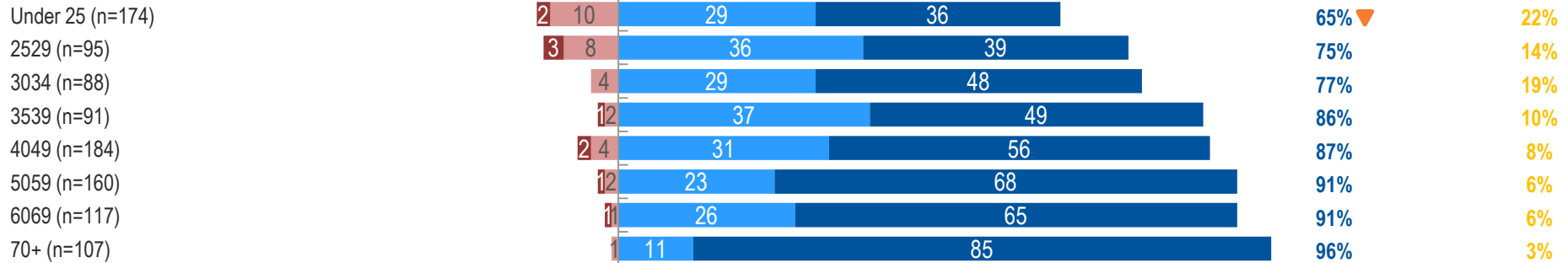
“The report recommends implementing regulations to restrict alcohol promotional activity which is likely to impact on children. To what extent do you support or oppose this recommendation?”

TOTAL – JANUARY 2014

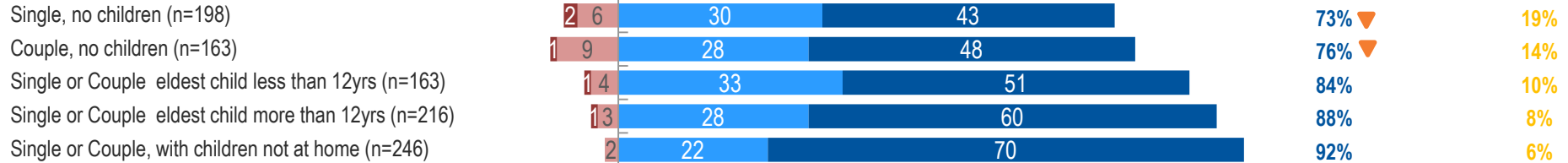
GENDER



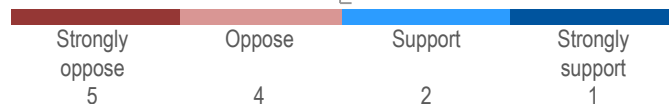
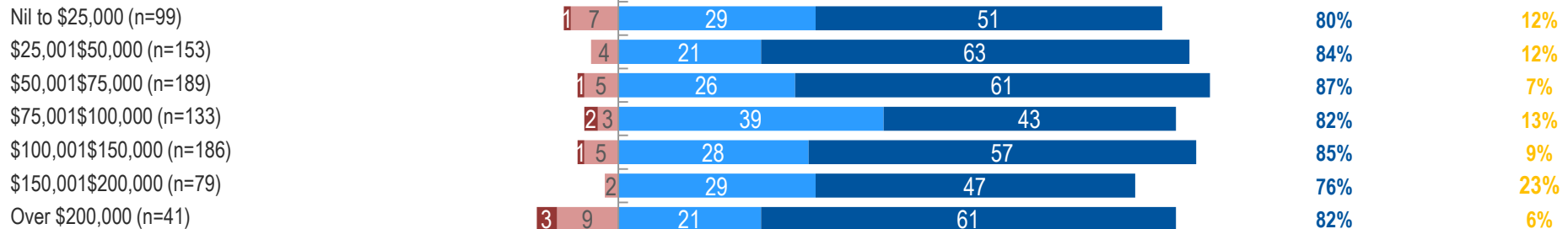
AGE



HOUSEHOLD



HOUSEHOLD INCOME



Percentages may not add to exactly 100% due to rounding.

Question 4

The report also recommends implementing regulations to restrict promotional activity that could encourage the irresponsible consumption of alcohol.

“To what extent do you support or oppose this recommendation?”

Question 4:



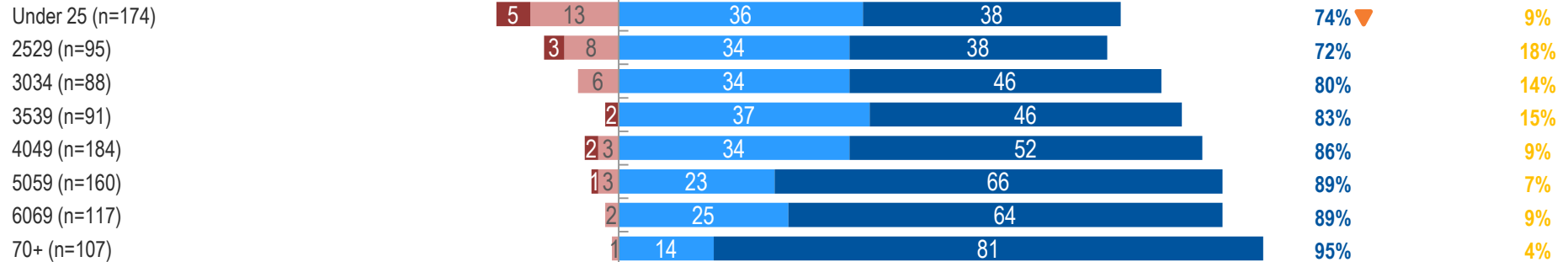
“The report also recommends implementing regulations to restrict promotional activity that could encourage the irresponsible consumption of alcohol. To what extent do you support or oppose this recommendation?”

TOTAL – JANUARY 2014

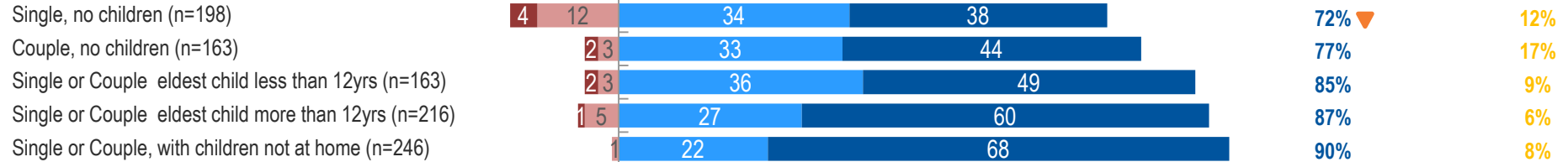
GENDER



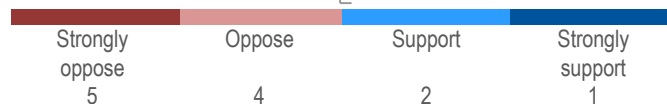
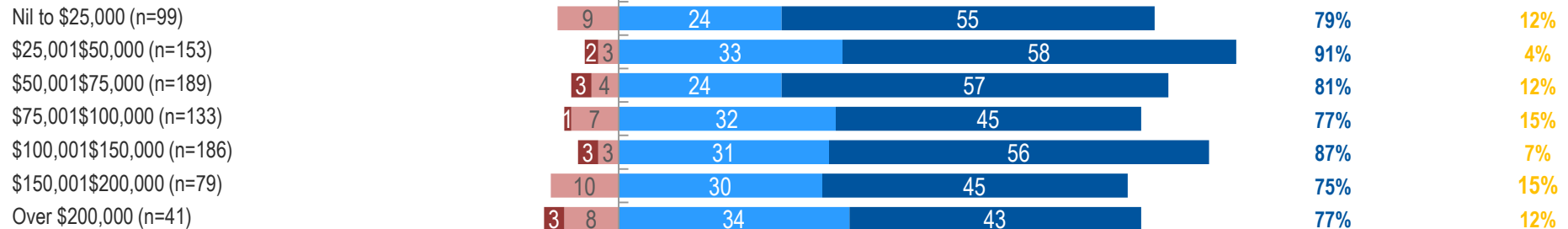
AGE



HOUSEHOLD



HOUSEHOLD INCOME



(Metro 83%; Regional 87%)

Percentages may not add to exactly 100% due to rounding.

Question 5

Another recommendation is to enhance the objectives of the WA Liquor Control Act to include minimising harm or ill health in the community related to alcohol.

“To what extent do you support or oppose this recommendation?”

Question 5:



“Another recommendation is to enhance the objectives of the WA Liquor Control Act to include minimising harm or ill health in the community related to alcohol. To what extent do you support or oppose this recommendation?”

TOTAL – JANUARY 2014

GENDER

Male (n=508)

Female (n=507)

AGE

Under 25 (n=174)

25-29 (n=95)

30-34 (n=88)

35-39 (n=91)

40-49 (n=184)

50-59 (n=160)

60-69 (n=117)

70+ (n=107)

HOUSEHOLD

Single, no children (n=198)

Couple, no children (n=163)

Single or Couple eldest child less than 12yrs (n=163)

Single or Couple eldest child more than 12yrs (n=216)

Single or Couple, with children not at home (n=246)

HOUSEHOLD INCOME

Nil to \$25,000 (n=99)

\$25,001-\$50,000 (n=153)

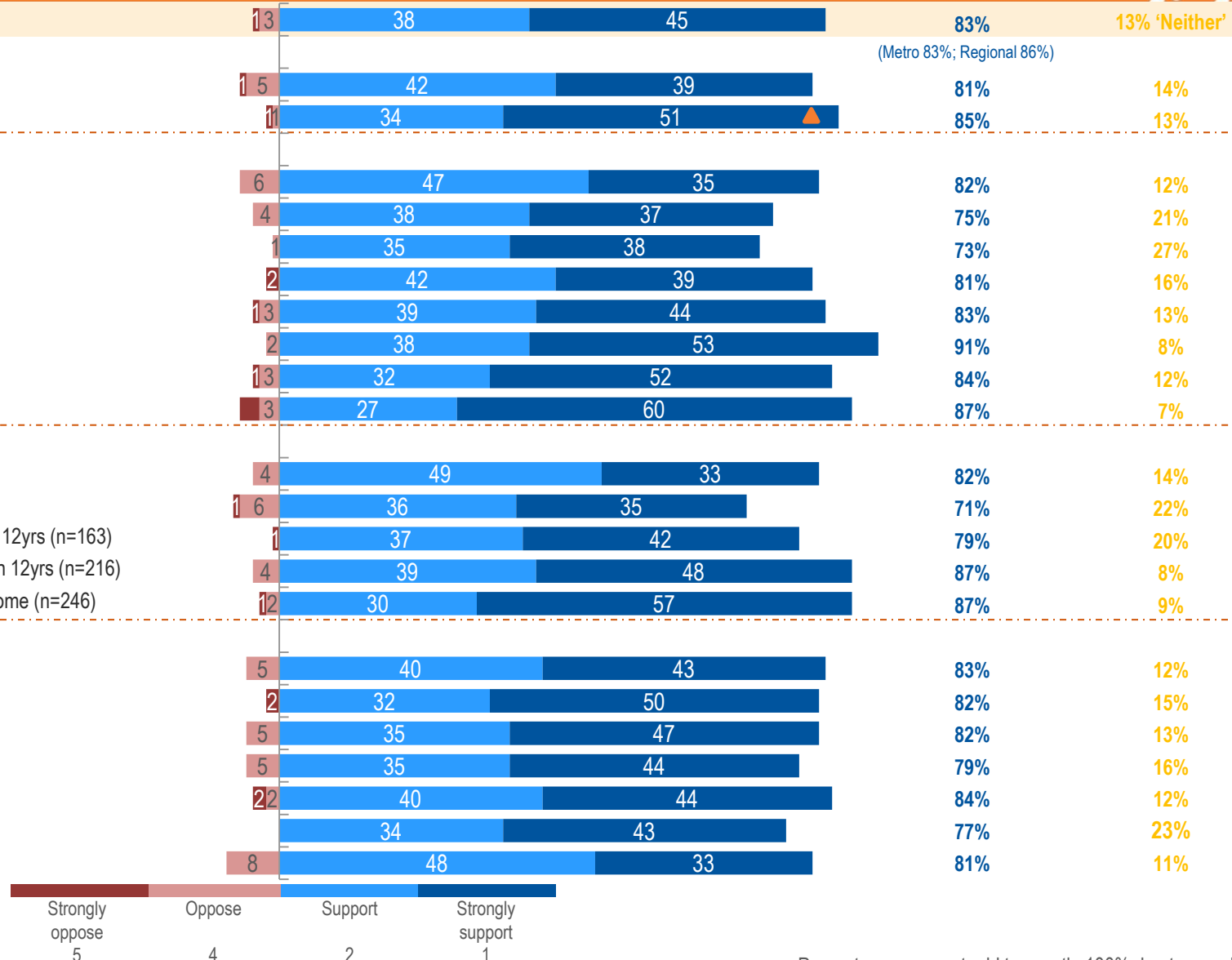
\$50,001-\$75,000 (n=189)

\$75,001-\$100,000 (n=133)

\$100,001-\$150,000 (n=186)

\$150,001-\$200,000 (n=79)

Over \$200,000 (n=41)



Question 6

Another recommendation is to make it a criminal offence to deliver liquor purchased online to juveniles.

“To what extent do you support or oppose this recommendation?”

Question 6:



“Another recommendation is to make it a criminal offence to deliver liquor purchased online to juveniles. To what extent do you support or oppose this recommendation?”

TOTAL – JANUARY 2014

GENDER

Male (n=508)

Female (n=507)

AGE

Under 25 (n=174)

25-29 (n=95)

30-34 (n=88)

35-39 (n=91)

40-49 (n=184)

50-59 (n=160)

60-69 (n=117)

70+ (n=107)

HOUSEHOLD

Single, no children (n=198)

Couple, no children (n=163)

Single or Couple eldest child less than 12yrs (n=163)

Single or Couple eldest child more than 12yrs (n=216)

Single or Couple, with children not at home (n=246)

HOUSEHOLD INCOME

Nil to \$25,000 (n=99)

\$25,001-\$50,000 (n=153)

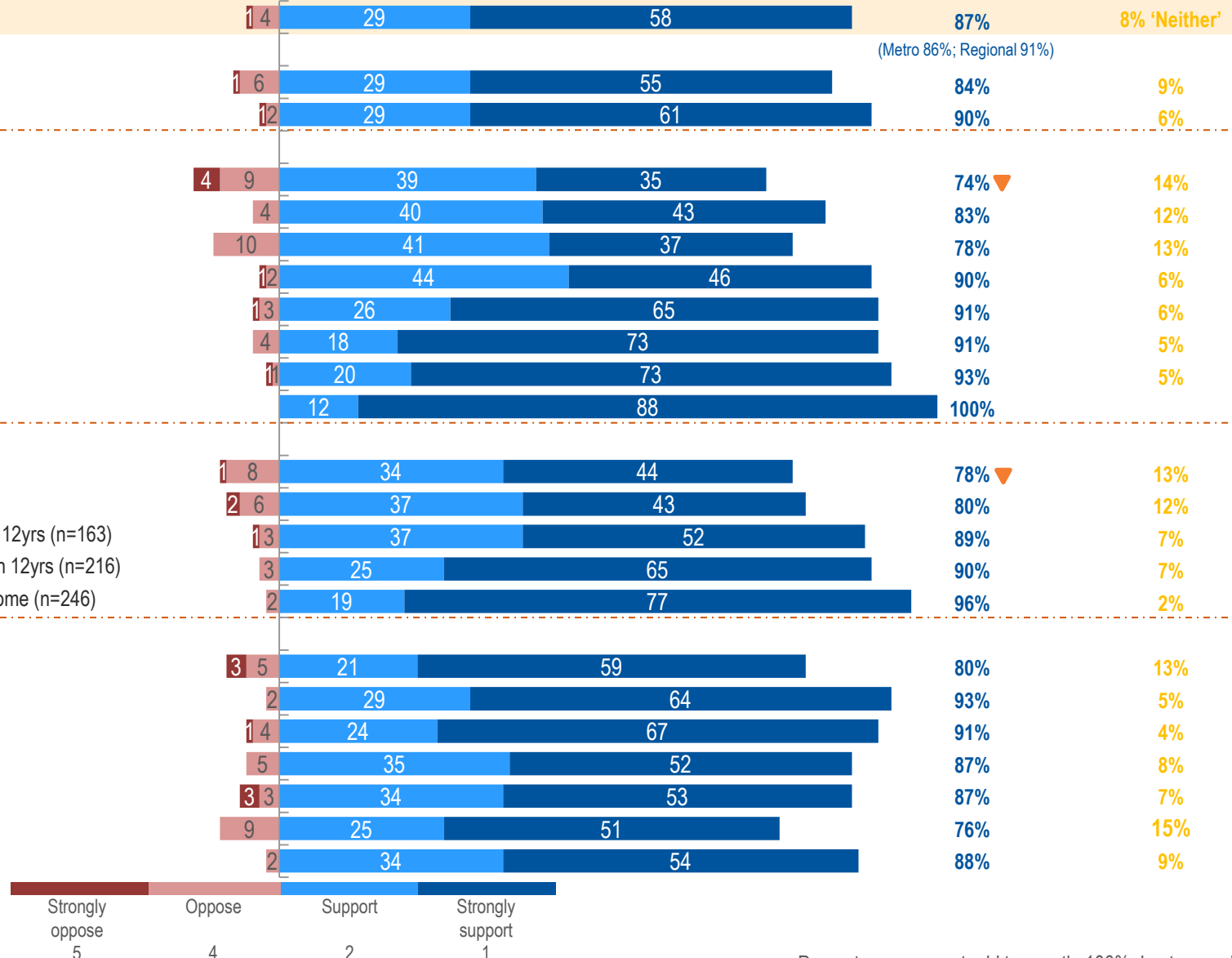
\$50,001-\$75,000 (n=189)

\$75,001-\$100,000 (n=133)

\$100,001-\$150,000 (n=186)

\$150,001-\$200,000 (n=79)

Over \$200,000 (n=41)



Question 7

And finally the report recommends that higher risk sales outlets should pay extra for licenses to help fund community education on alcohol.

“To what extent do you support or oppose this recommendation?”

Question 7:



“And finally the report recommends that higher risk sales outlets should pay extra for licenses to help fund community education on alcohol. To what extent do you support or oppose this recommendation?”

TOTAL – JANUARY 2014

GENDER

Male (n=508)	7	20	23	23	46%	26%
Female (n=507)	2	18	24	26	50%	30%

AGE

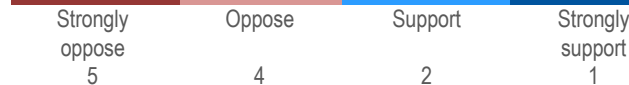
Under 25 (n=174)	2	31	26	16	42%	26%
25-29 (n=95)	3	22	20	29	49%	26%
30-34 (n=88)	3	20	26	26	52%	25%
35-39 (n=91)	4	21	33	7	40%	34%
40-49 (n=184)	13	16	18	24	42%	29%
50-59 (n=160)	3	12	22	33	55%	30%
60-69 (n=117)	6	17	23	25	48%	29%
70+ (n=107)		10	26	34	60%	28%

HOUSEHOLD

Single, no children (n=198)	3	24	21	22	43%	31%
Couple, no children (n=163)	5	33	22	18	40%	22%
Single or Couple eldest child less than 12yrs (n=163)	8	16	27	22	49%	27%
Single or Couple eldest child more than 12yrs (n=216)	4	15	26	27	53%	28%
Single or Couple, with children not at home (n=246)	6	12	22	29	51%	30%

HOUSEHOLD INCOME

Nil to \$25,000 (n=99)	2	15	20	30	50%	33%
\$25,001-\$50,000 (n=153)	3	23	22	23	45%	29%
\$50,001-\$75,000 (n=189)	7	11	25	27	52%	30%
\$75,001-\$100,000 (n=133)	5	19	26	25	51%	26%
\$100,001-\$150,000 (n=186)	7	21	25	24	49%	23%
\$150,001-\$200,000 (n=79)	6	26	22	15	37%	31%
Over \$200,000 (n=41)	7	38	15	25	40%	15%



(Metro 50%; Regional 39%)



Hunt Smarter.