



Painted Dog Research

**WA Online Panel Omnibus November 2012**  
McCusker Centre for Action on Alcohol and Youth

9<sup>th</sup> November 2012

**Prepared By**

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## 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 last week of each month.
- A total of n=1,457 responses were received for the November 2012 Omnibus.
- The data is post-weighted to ABS Census (2011) statistics for Age, Gender and Metro/Regional population.
- The McCusker Centre for Action on Alcohol and Youth placed six questions onto the November 2012 Omnibus.

## ANALYSIS

- Total sample results have been graphed for each question.
- Demographic results are shown only when significant differences are evident.
- Statistically significant differences between subgroups are at the 95% level of confidence and denoted using the following symbols:
  - MORE significant ▲
  - LESS significant ▼



# Sample Profile



	Total Unweighted n=1457 %	Total Weighted n=1457 %
<b>Gender</b>		
Male	46	50
Female	54	50
<b>Age</b>		
Under 25 years	9	15
25-29 years	10	9
30-34 years	11	9
35-39 years	10	9
40-49 years	22	18
50-59 years	18	16
60-69 years	17	11
70+ years	4	13
<b>Household</b>		
Single, no children	16	18
Couple, no children	15	13
Single or Couple, with eldest child less than 12 years old	20	17
Single or Couple, with eldest child more than 12 years old	23	22
Single or Couple, with children not at home	24	27
Other	2	2
Prefer not to answer	1	1
<b>Income</b>		
Nil to \$25,000	9	11
\$25,001-\$50,000	16	20
\$50,001-\$75,000	16	16
\$75,001-\$100,000	14	13
\$100,001-\$150,000	19	16
\$150,001-\$200,000	8	6
Over \$200,000	3	3
I'd prefer not to answer	15	14

## *Question 1.1*

*“How concerned are you about **alcohol use among young people in WA?**”*



## Concern about alcohol use among young people in WA

### TOTAL - NOVEMBER 2012

### GENDER

Male (n=665)

Female (n=792)

### AGE

Under 25 (n=129)

25-29 (n=151)

30-34 (n=160)

35-39 (n=146)

40-49 (n=313)

50-59 (n=255)

60-69 (n=245)

70+ (n=58)

### HOUSEHOLD

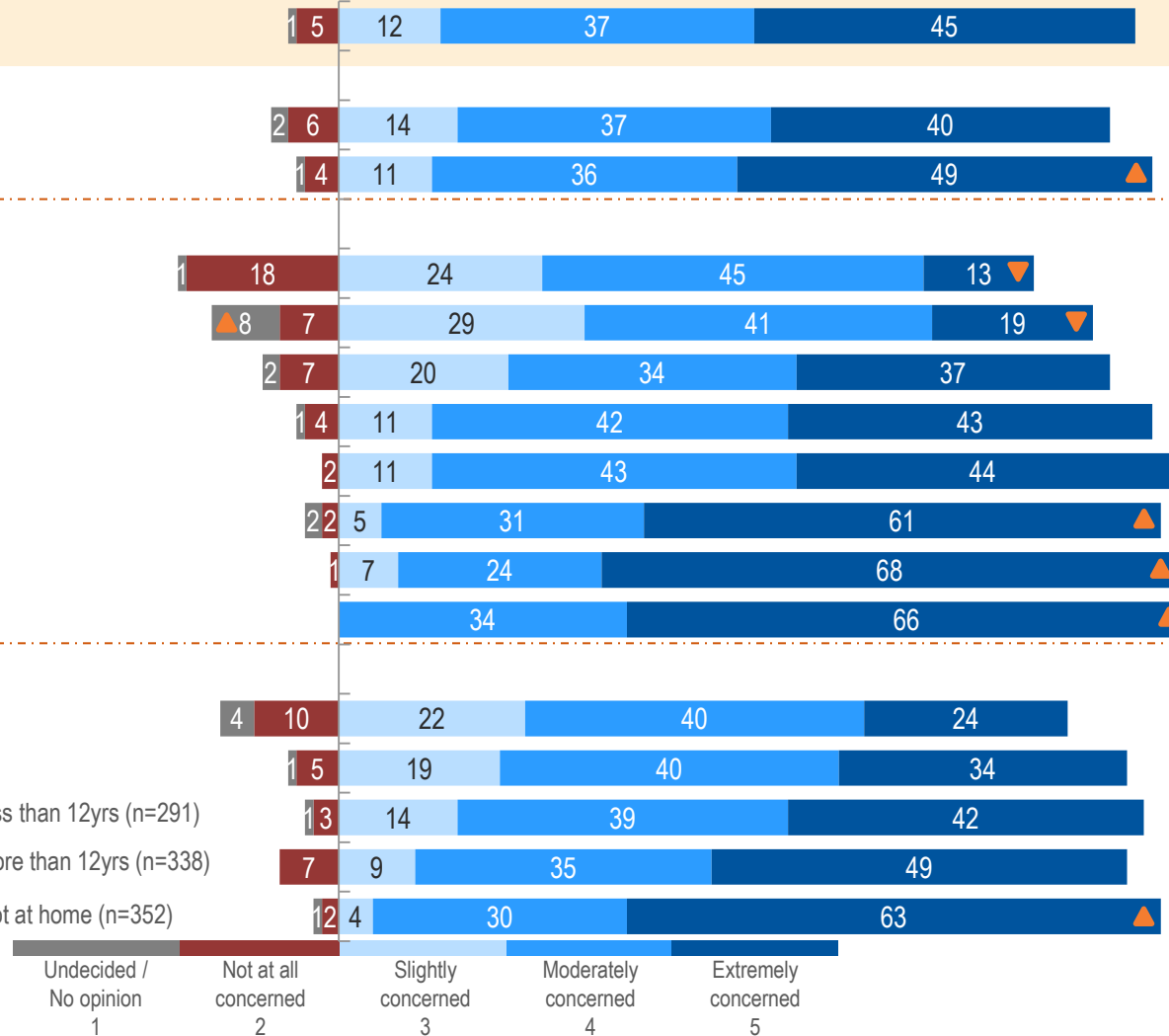
Single, no children (n=231)

Couple, no children (n=215)

Single or Couple - eldest child less than 12yrs (n=291)

Single or Couple - eldest child more than 12yrs (n=338)

Single or Couple, with children not at home (n=352)



## Question 1.2

*“How concerned are you about **alcohol-related violence in WA?**”*



### Concern about alcohol-related violence in WA

TOTAL - NOVEMBER 2012

AGE

Under 25 (n=129)

25-29 (n=151)

30-34 (n=160)

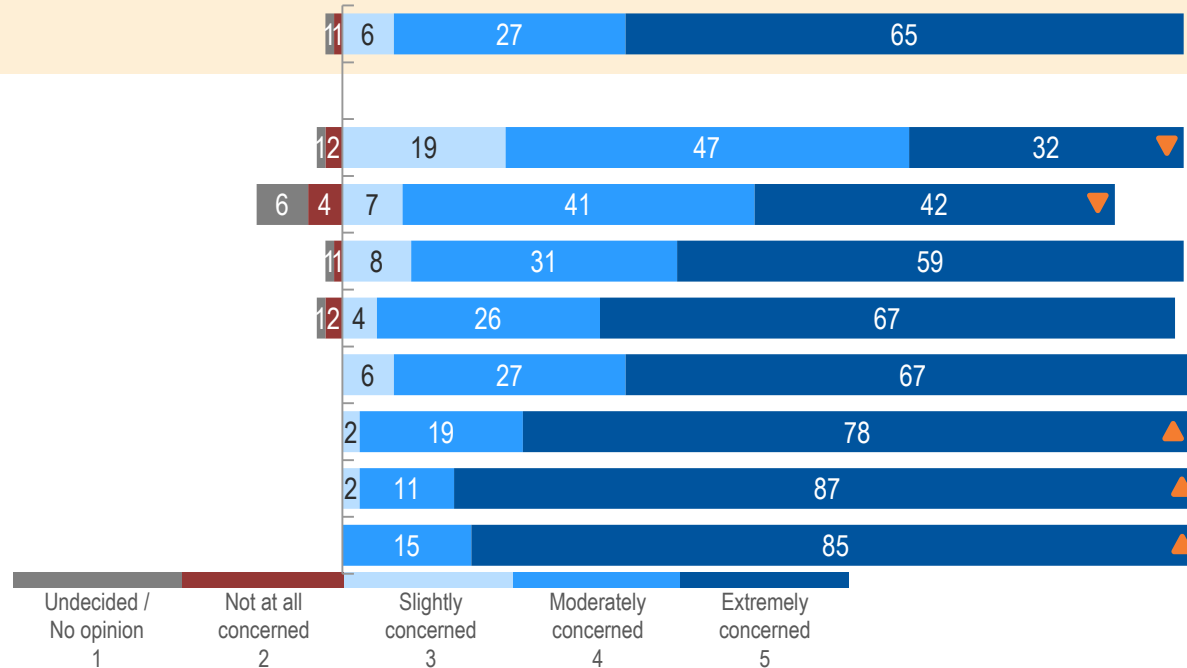
35-39 (n=146)

40-49 (n=313)

50-59 (n=255)

60-69 (n=245)

70+ (n=58)





## Concern about alcohol-related violence in WA

### TOTAL - NOVEMBER 2012



### HOUSEHOLD

Single, no children (n=231)



Couple, no children (n=215)



Single or Couple - eldest child less than 12yrs (n=291)



Single or Couple - eldest child more than 12yrs (n=338)



Single or Couple, with children not at home (n=352)



### INCOME

Nil to \$25,000 (n=130)



\$25,001 to \$50,000 (n=239)



\$50,001 to \$75,000 (n=229)



\$75,001 to \$100,000 (n=205)



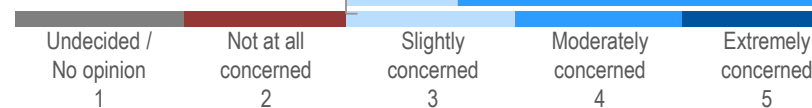
\$100,001 to \$150,000 (n=279)



\$150,001 to \$200,000 (n=112)



Over \$200,000 (n=48)





## *Question 2*

*“Do you think that governments are doing enough to prevent alcohol-related harm?”*

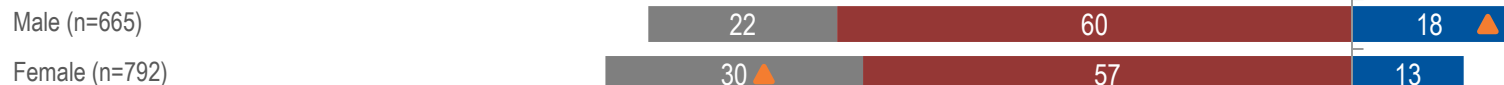


### Do you think that governments are doing enough to prevent alcohol-related harm?

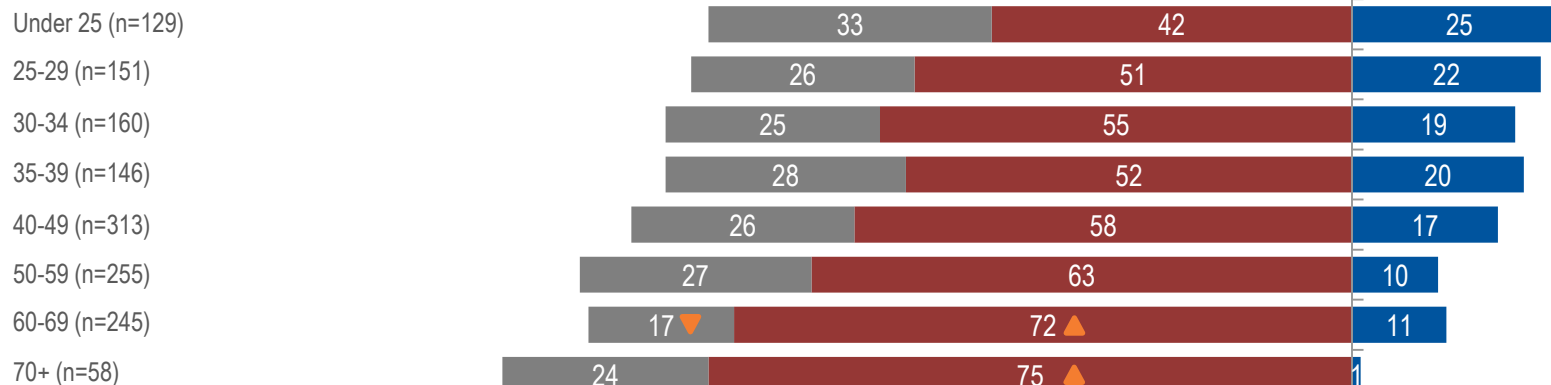
**TOTAL - NOVEMBER 2012**



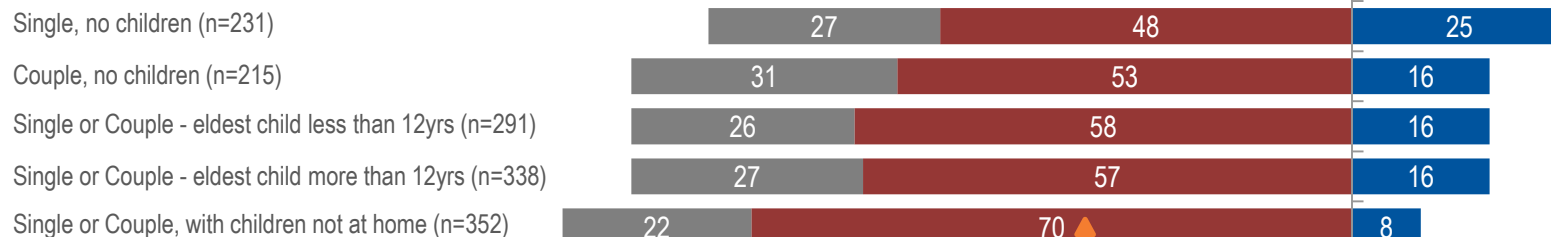
**GENDER**



**AGE**



**HOUSEHOLD**



### Question 3.1

*“To what extent do you support or oppose legal controls to reduce young people’s exposure to alcohol advertising?”*



### Support for legal controls to reduce young people's exposure to alcohol advertising

**TOTAL - NOVEMBER 2012**

**GENDER**

Male (n=665)

Female (n=792)

**AGE**

Under 25 (n=129)

25-29 (n=151)

30-34 (n=160)

35-39 (n=146)

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60-69 (n=245)

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**HOUSEHOLD**

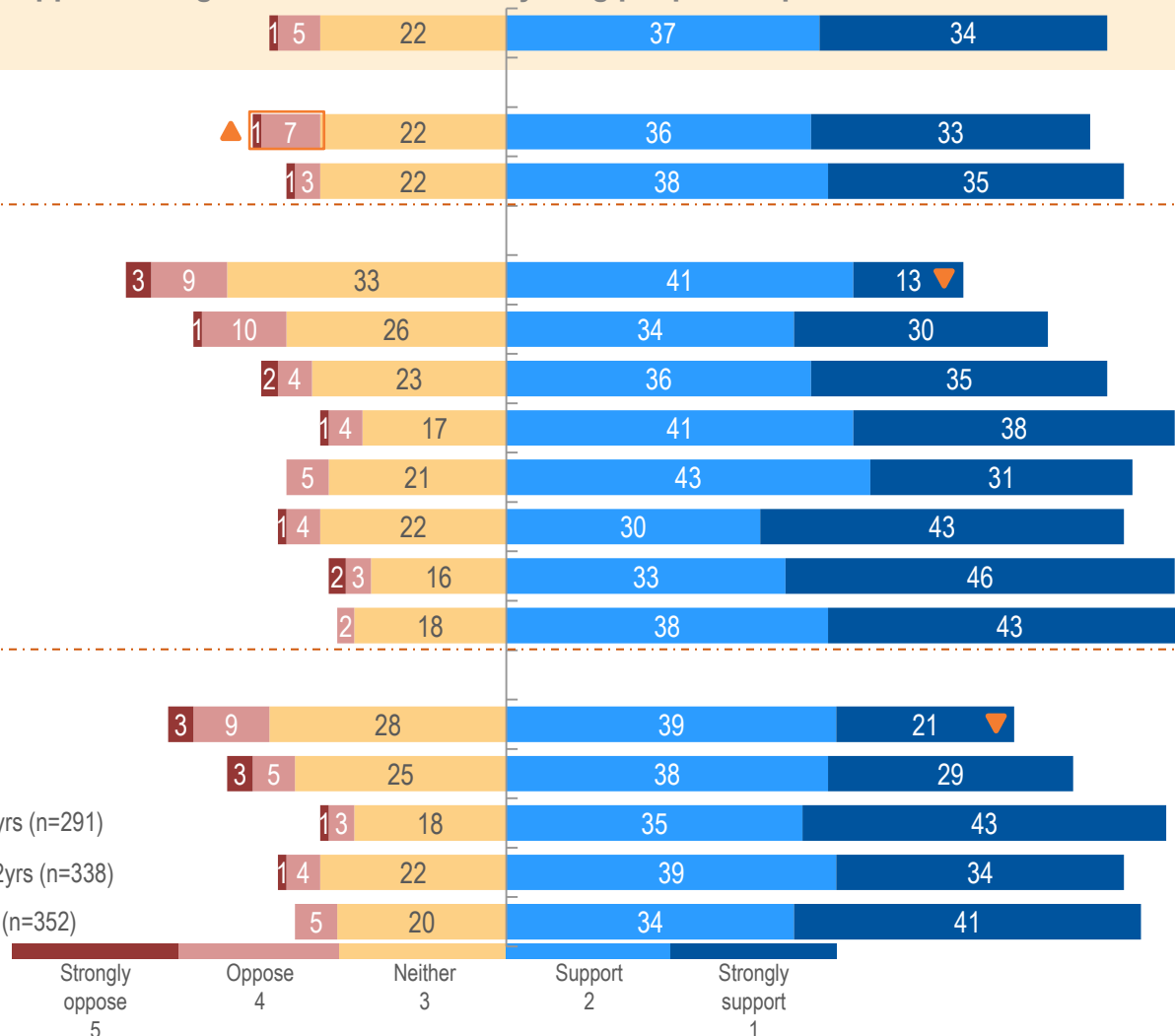
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Single or Couple - eldest child less than 12yrs (n=291)

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Single or Couple, with children not at home (n=352)



## Question 3.2

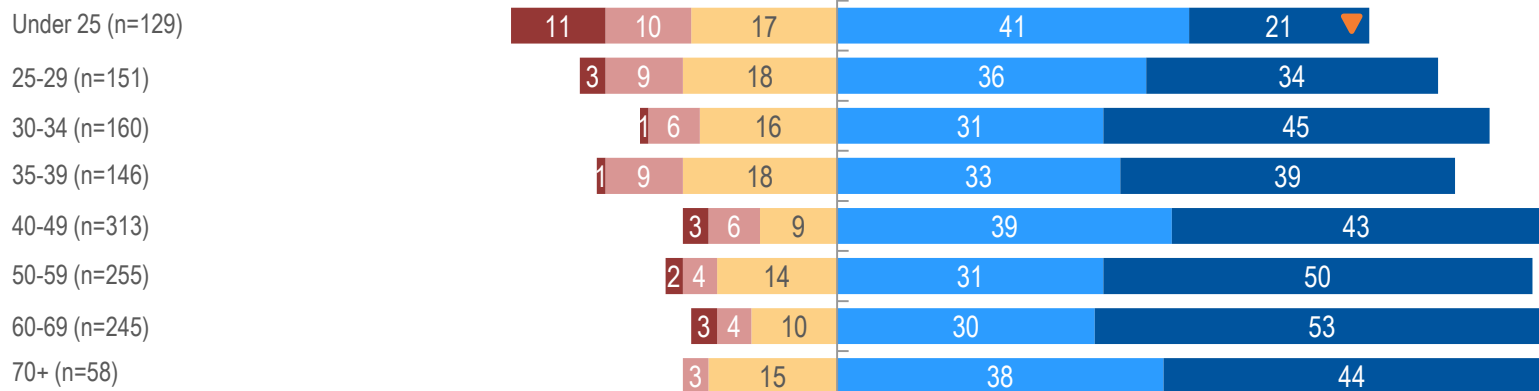
*“To what extent do you support or oppose **additional police powers to ensure liquor outlets do not sell to minors by allowing police to work with under-age young people to attempt to purchase alcohol?**”*



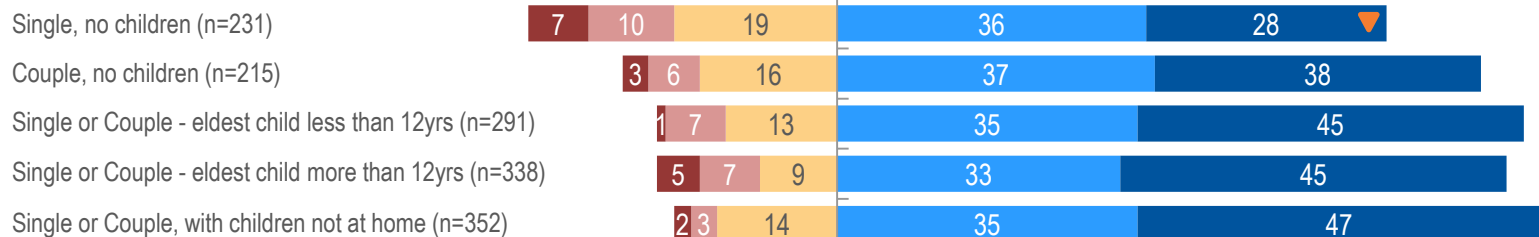
### Support for additional police powers to ensure liquor outlets do not sell to minors

**TOTAL - NOVEMBER 2012**

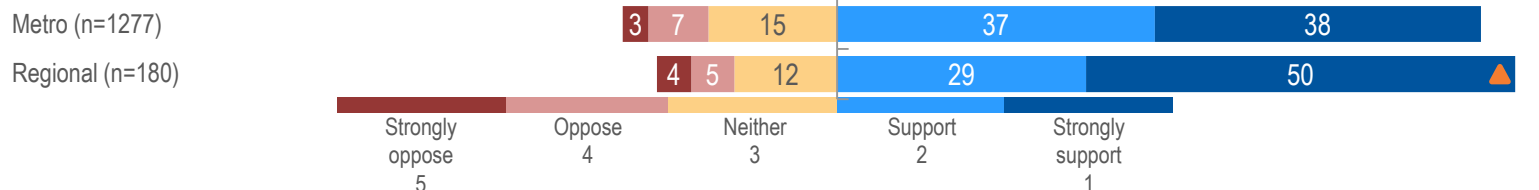
**AGE**



**HOUSEHOLD**



**LOCATION**





Hunt Smarter.