

McCusker Centre for Action on Alcohol and Youth

AMR National Omnibus

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



Methodology & Sample

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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...

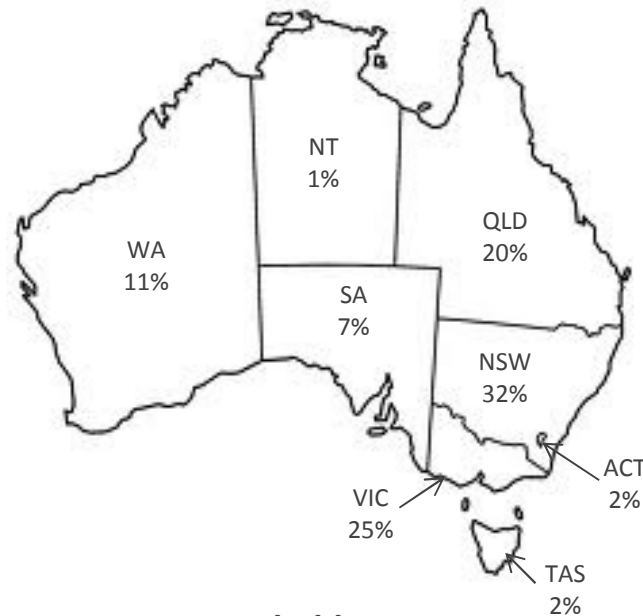
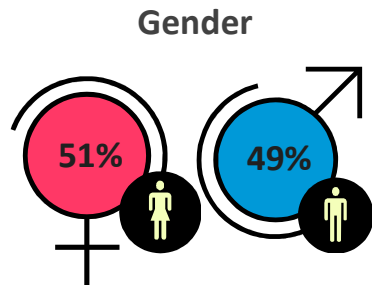
- The McCusker Centre for Action on Alcohol and Youth included seven questions focusing on The AMR Omnibus around concerns with alcohol use and alcohol-related harm
- A total of n=1,114 responses were collected from across Australia between Friday 7th June and Wednesday 12th June 2013
- Data has been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

A man's face is visible in the bottom left corner, looking upwards. The background is a dark chalkboard with several hand-drawn white circles of varying sizes, resembling thought bubbles. Four horizontal rectangular boxes with red borders are overlaid on the chalkboard. The second box from the top is red and contains the text 'Sample Demographic Profile'. The other three boxes are grey and empty.

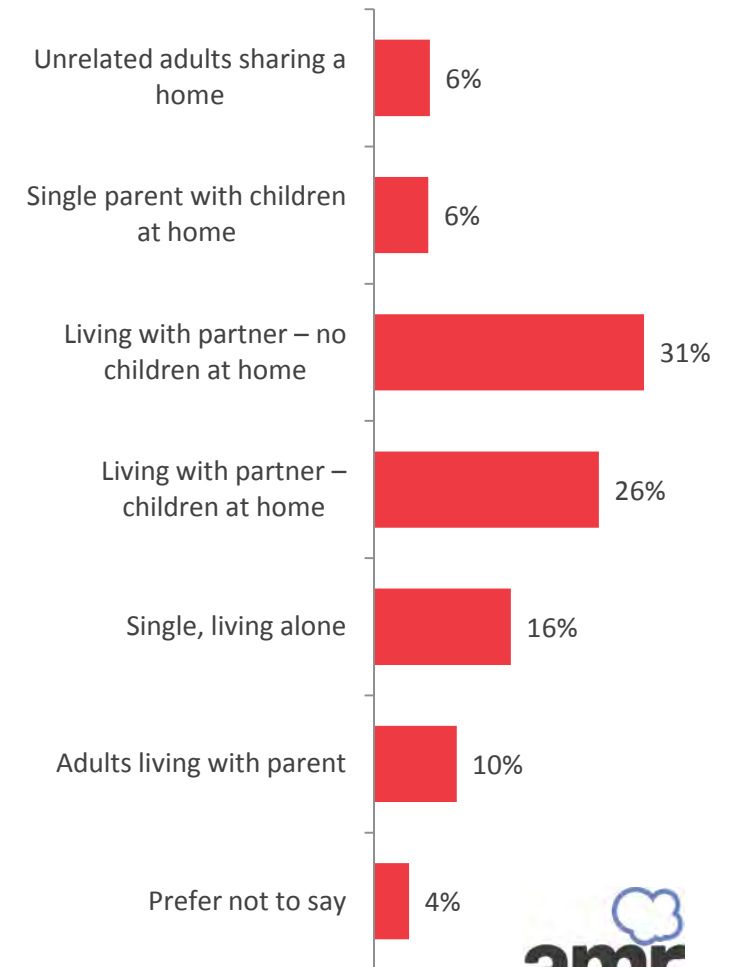
Methodology & Sample

Sample Demographic Profile

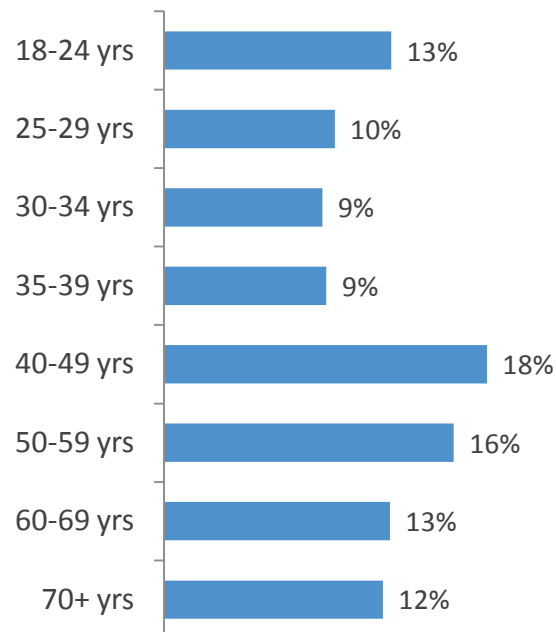
Sample Demographic Profile



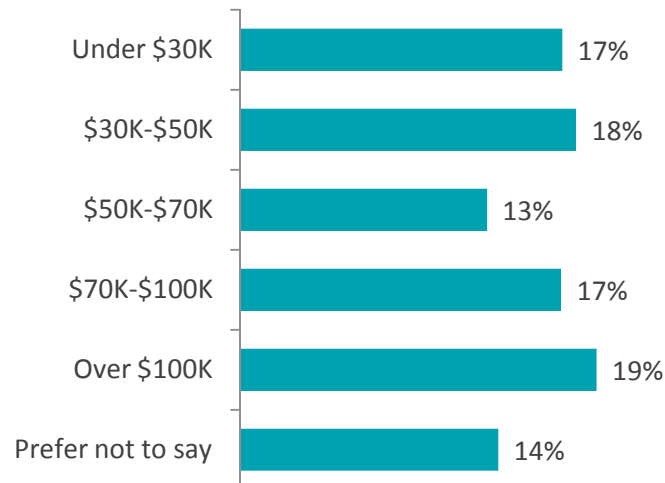
Household



Age Group



Household Income





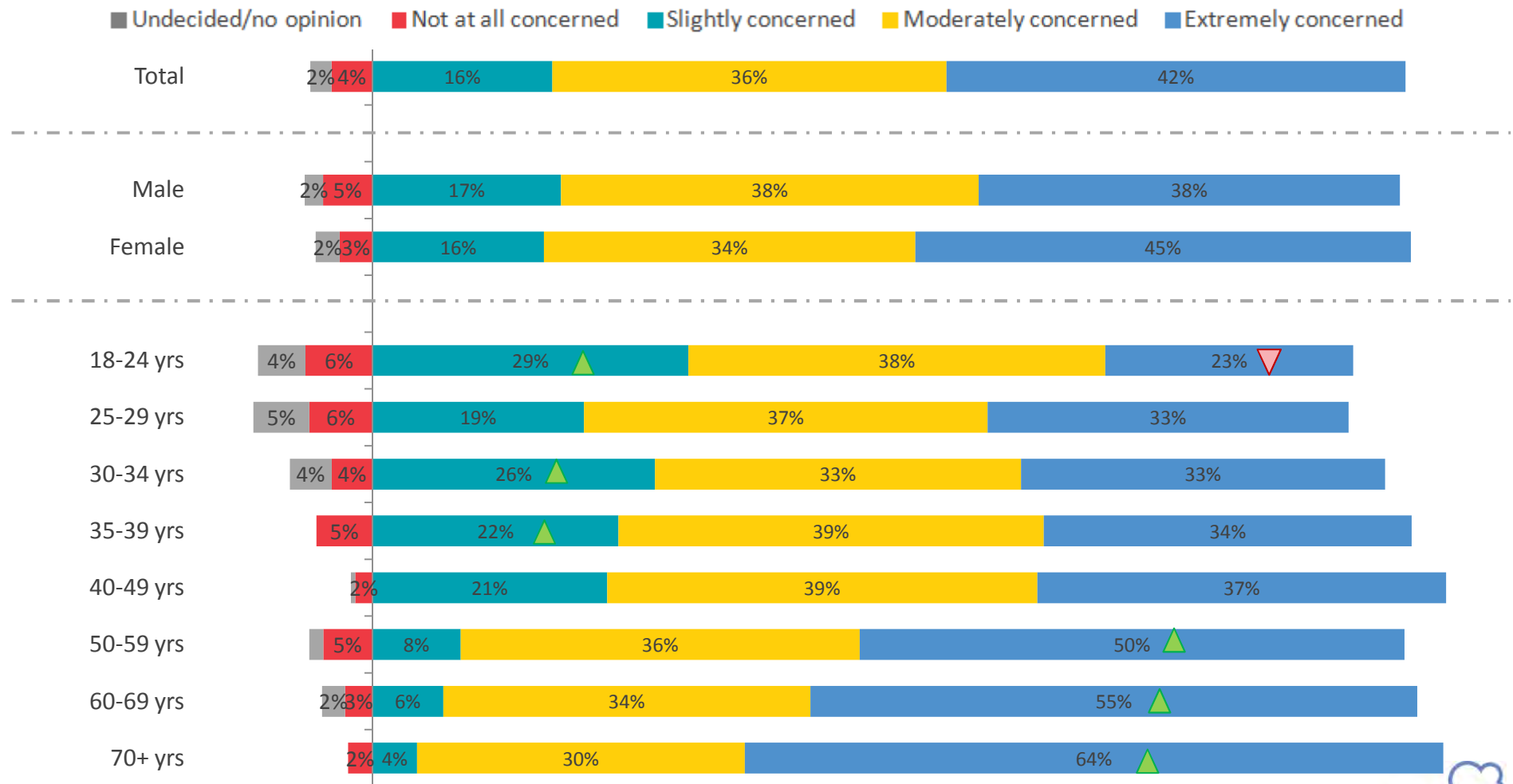
Methodology & Sample

Sample Demographic Profile

Alcohol Concerns

Concern About Alcohol-Related Violence in Australia

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

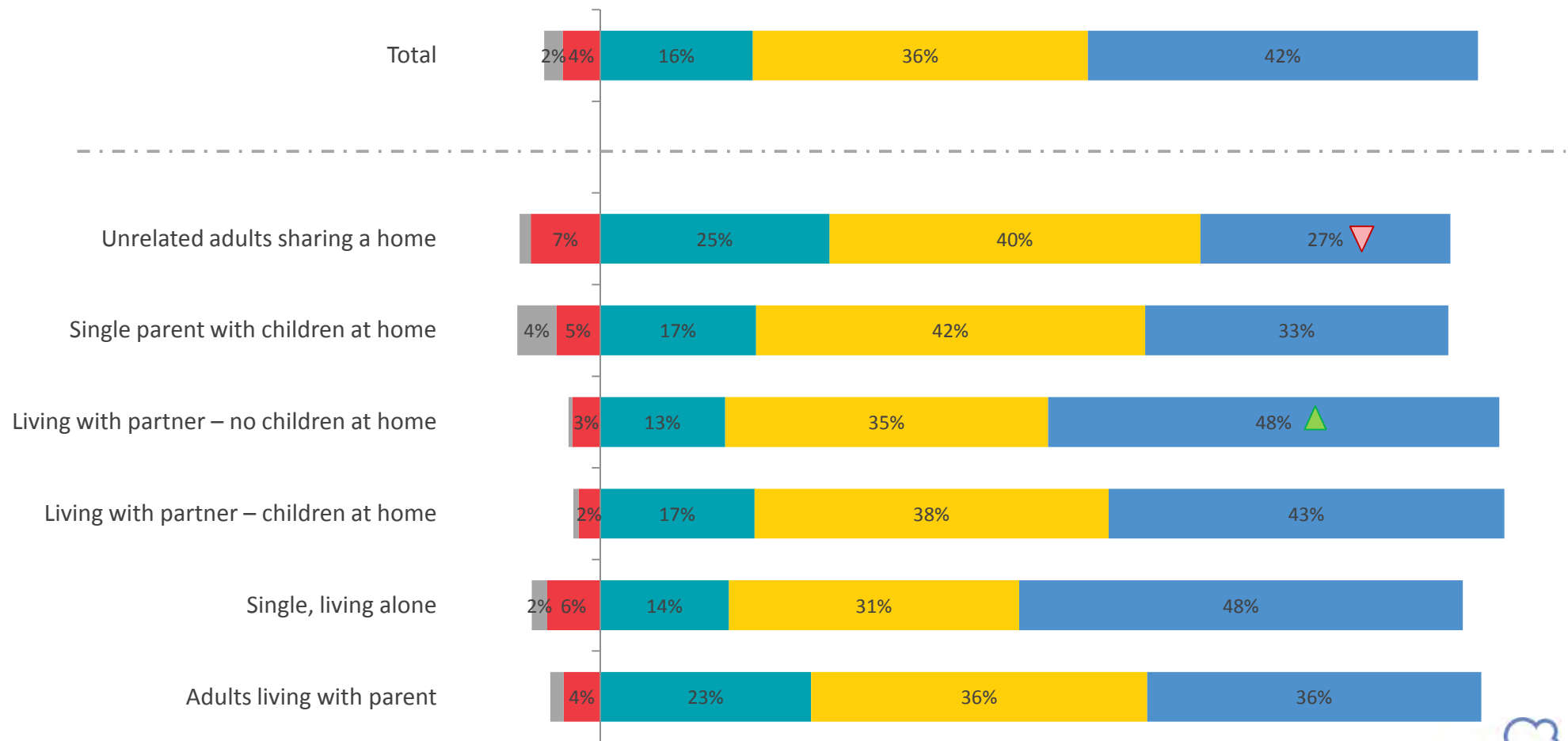


Denotes significant differences when compared to the Total Sample



Concern About Alcohol-Related Violence in Australia

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

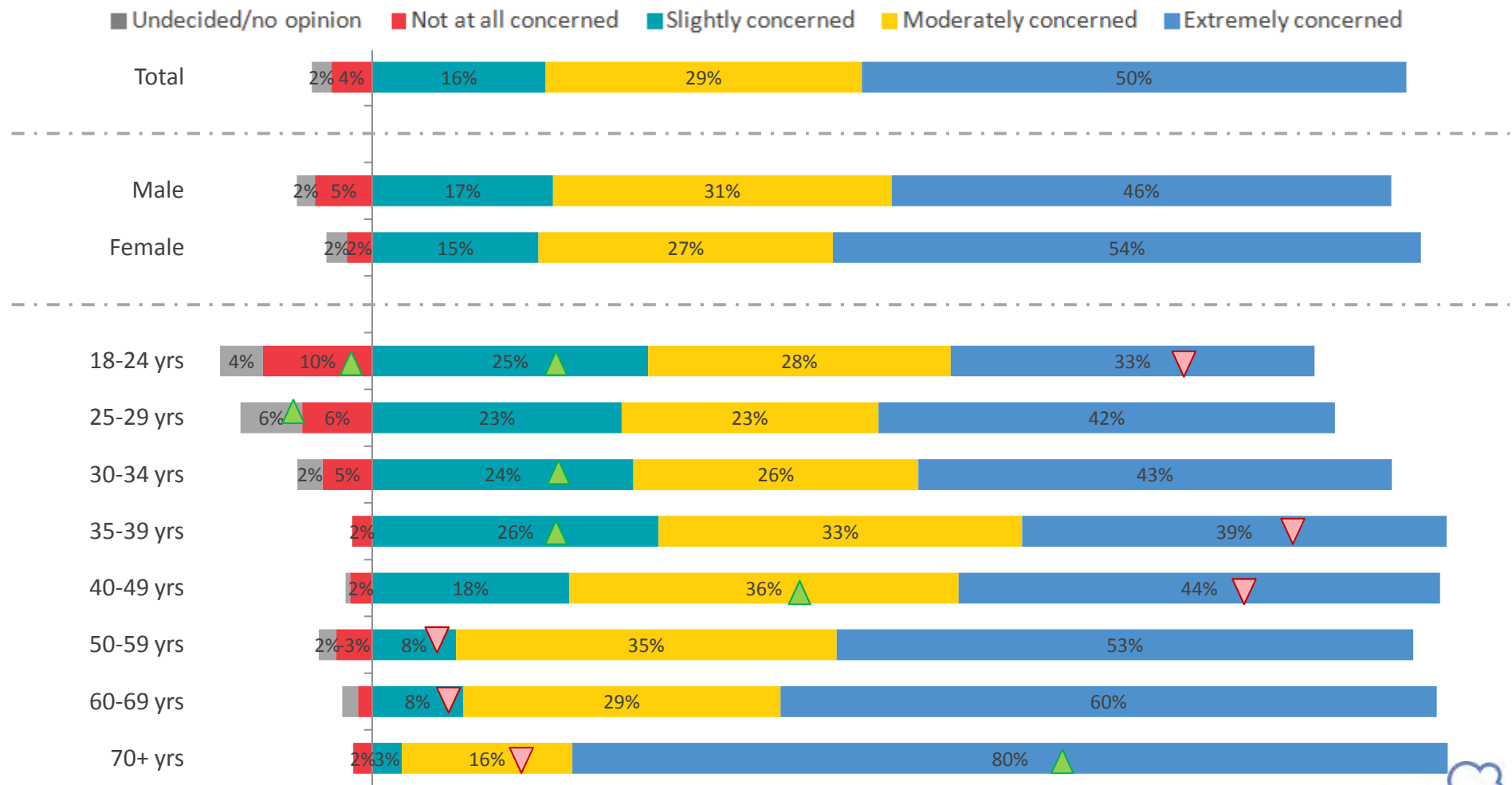


Denotes significant differences when compared to the Total Sample



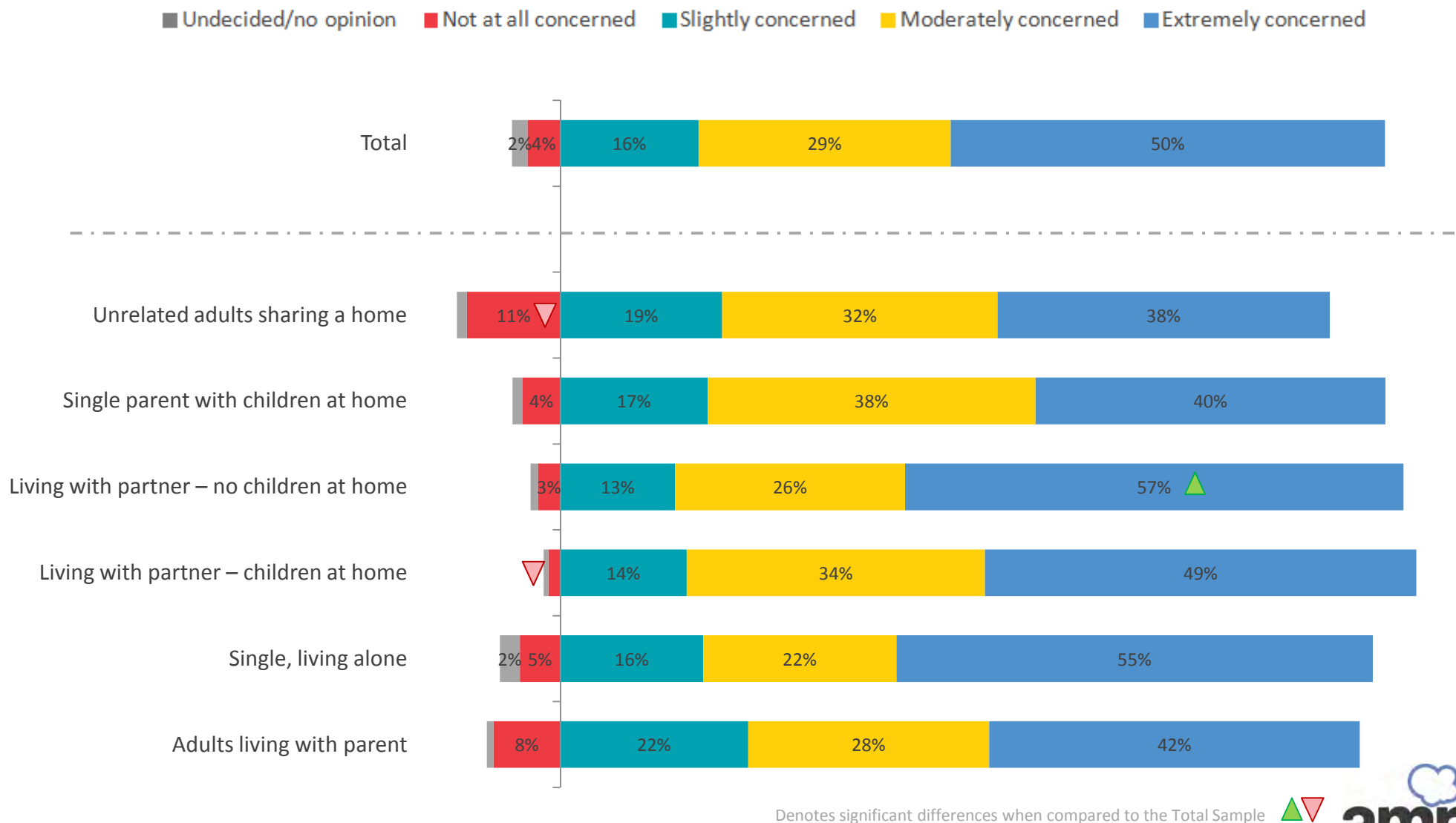
Concern About Alcohol Use Among Young People

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



Denotes significant differences when compared to the Total Sample

Concern About Alcohol Use Among Young People





Methodology & Sample

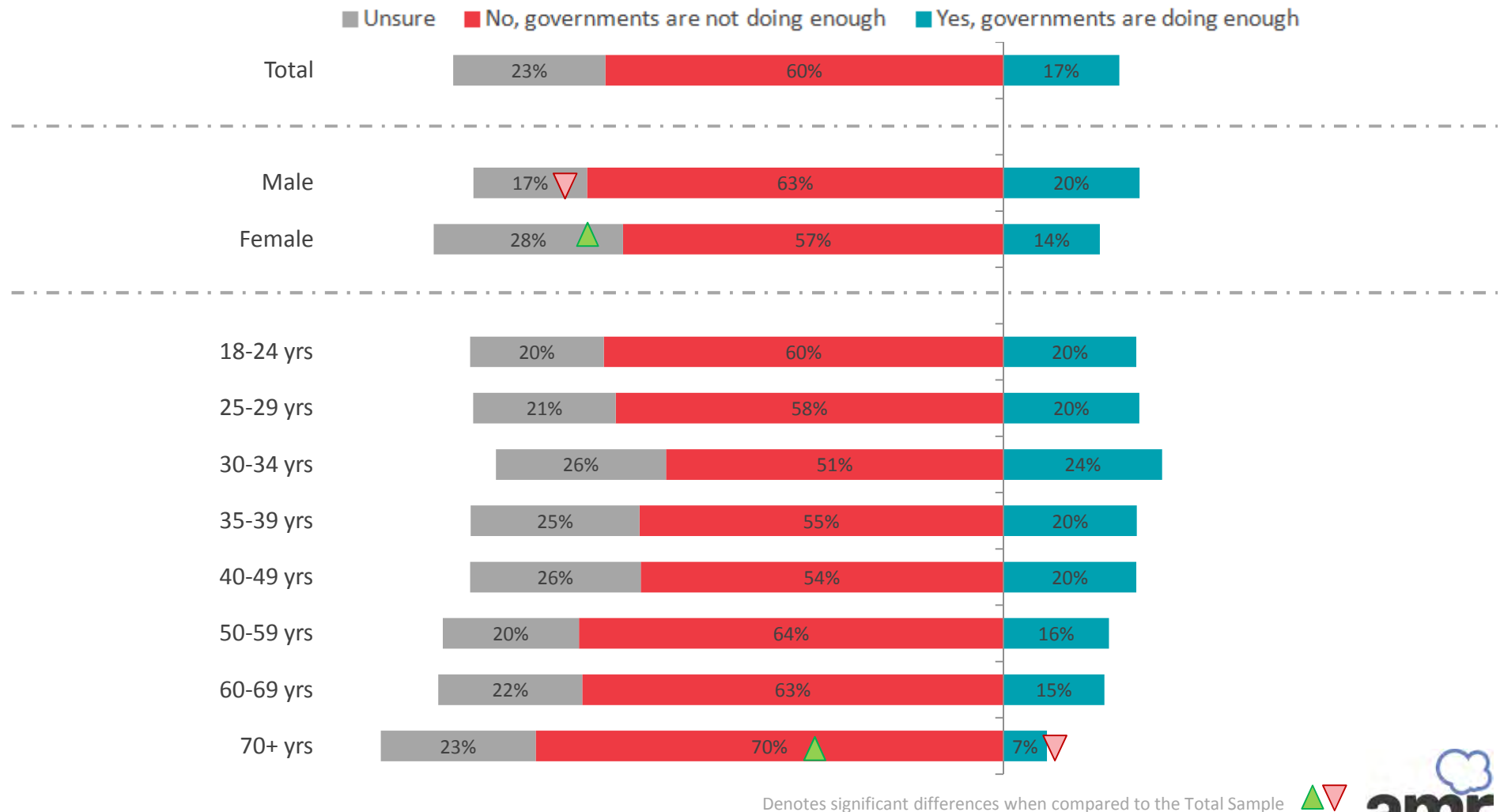
Sample Demographic Profile

Alcohol Concerns

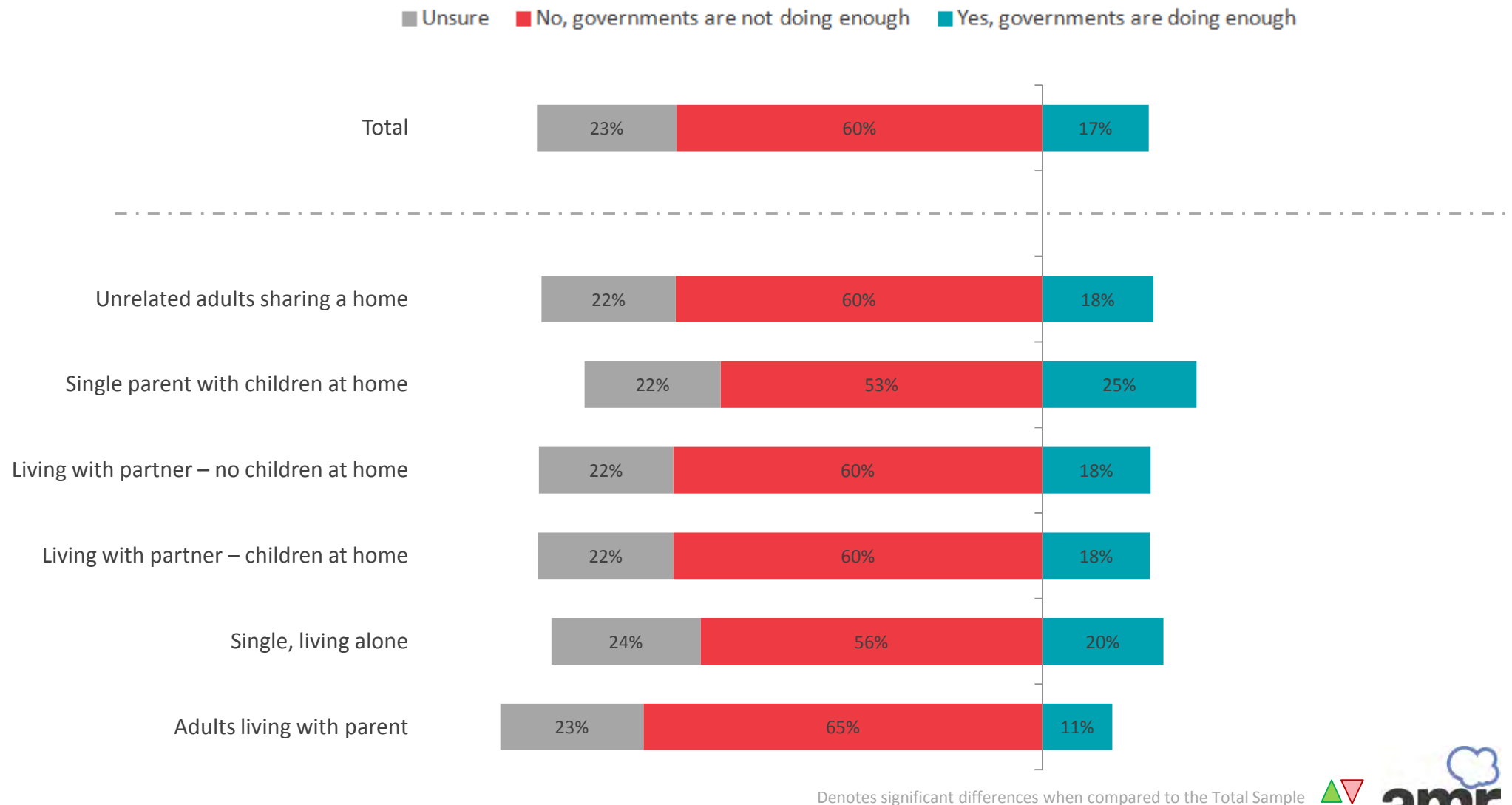
Government Involvement & Legal Controls

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.

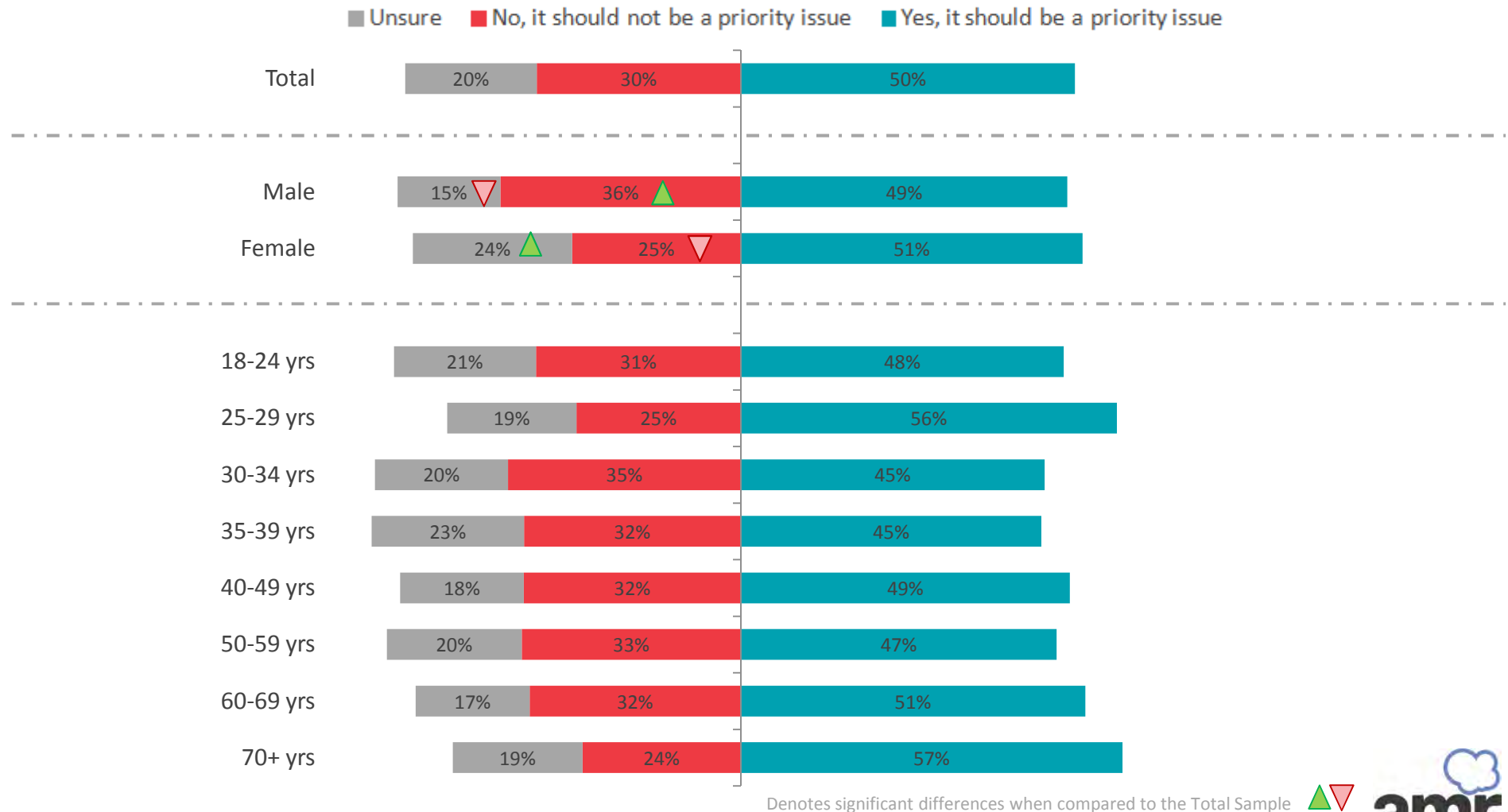


Are Governments Doing Enough to Prevent Alcohol Related Harm?

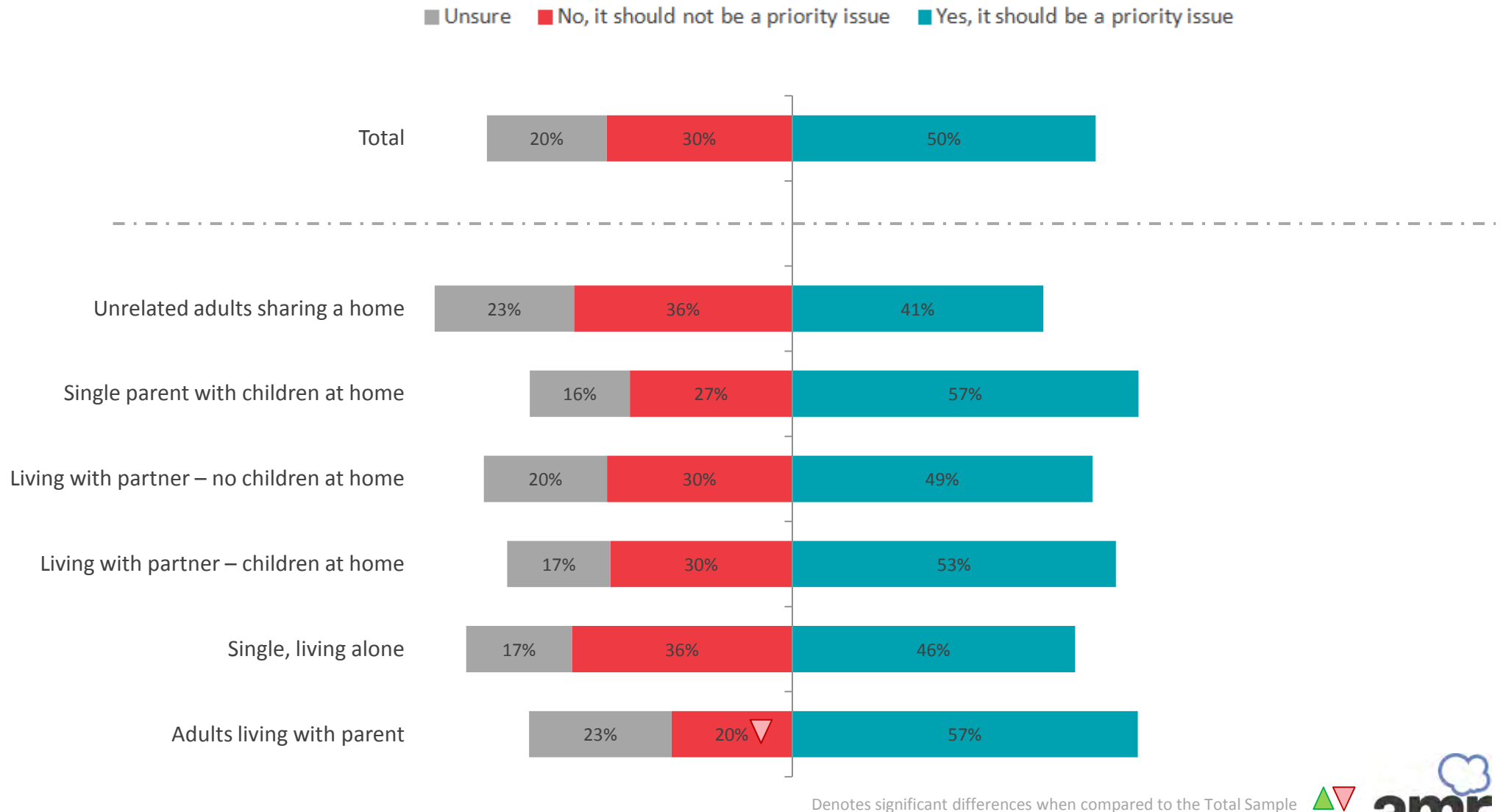


Should Reducing Harm from Alcohol be a Priority Issue in the 2013 Federal Election?

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

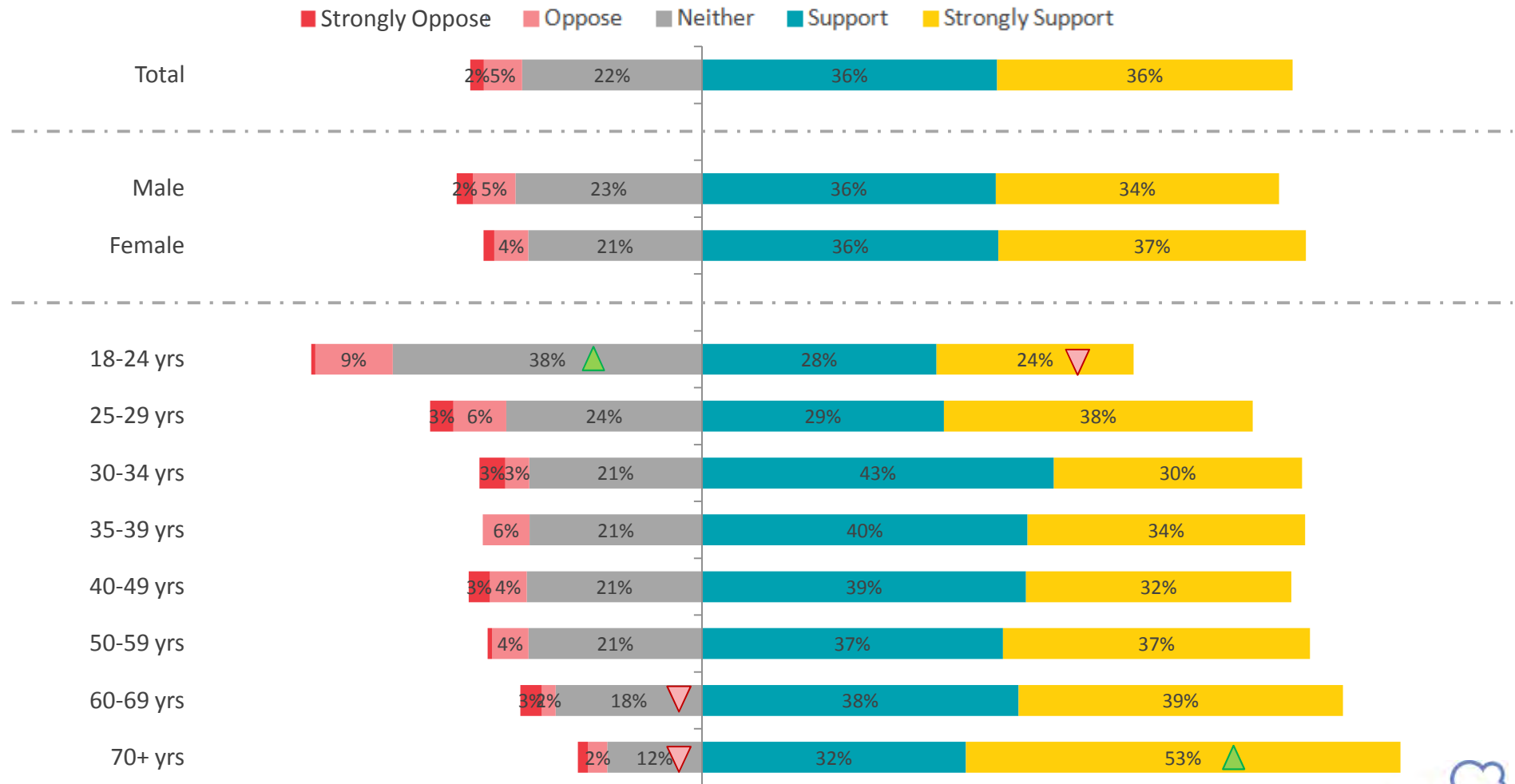


Should Reducing Harm from Alcohol be a Priority Issue in the 2013 Federal Election?



Support for Legal Controls to Reduce Young People's Exposure to Alcohol Advertising

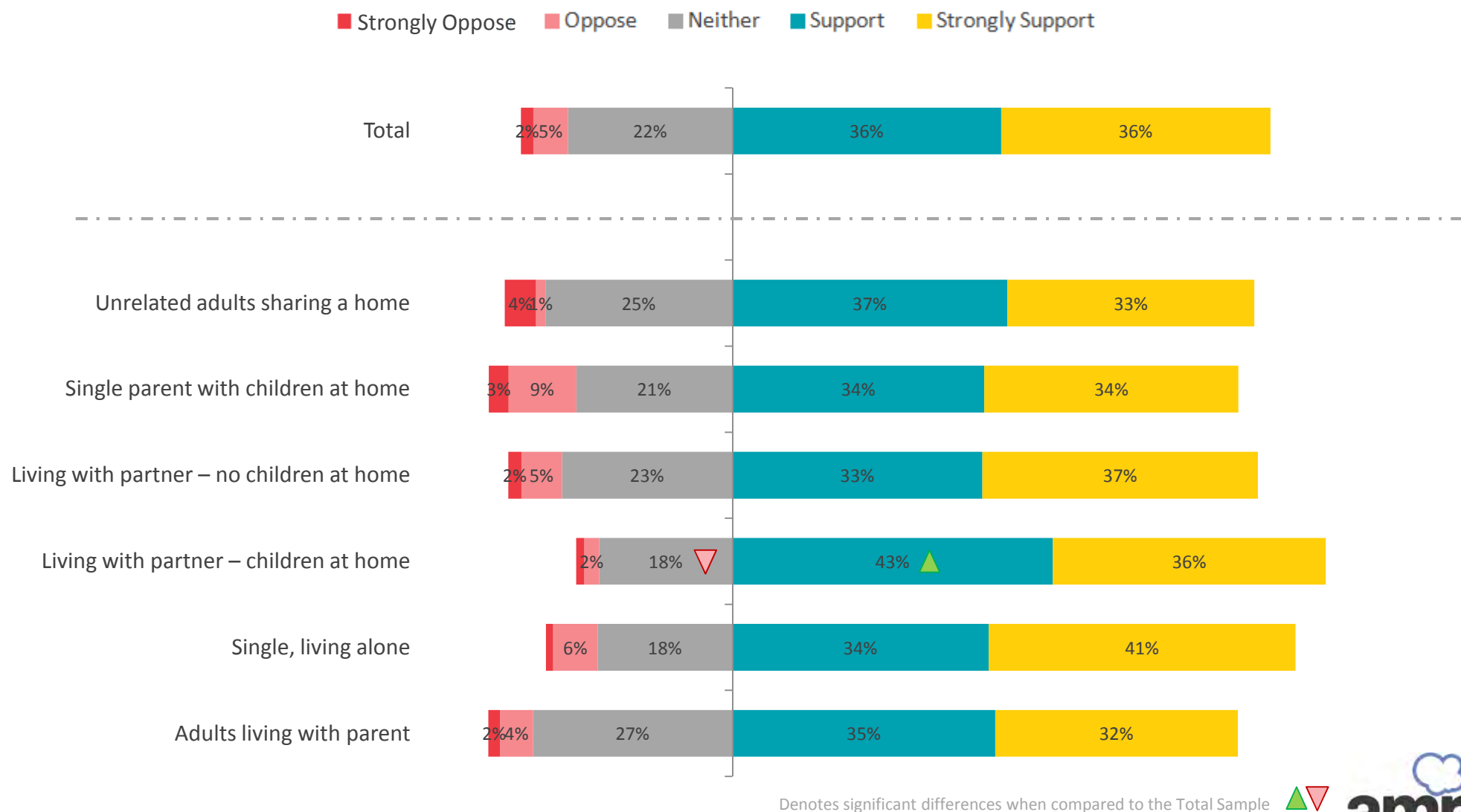
72% support legal controls to reduce young people's exposure to alcohol advertising. 7% oppose. 22% neutral.



Denotes significant differences when compared to the Total Sample

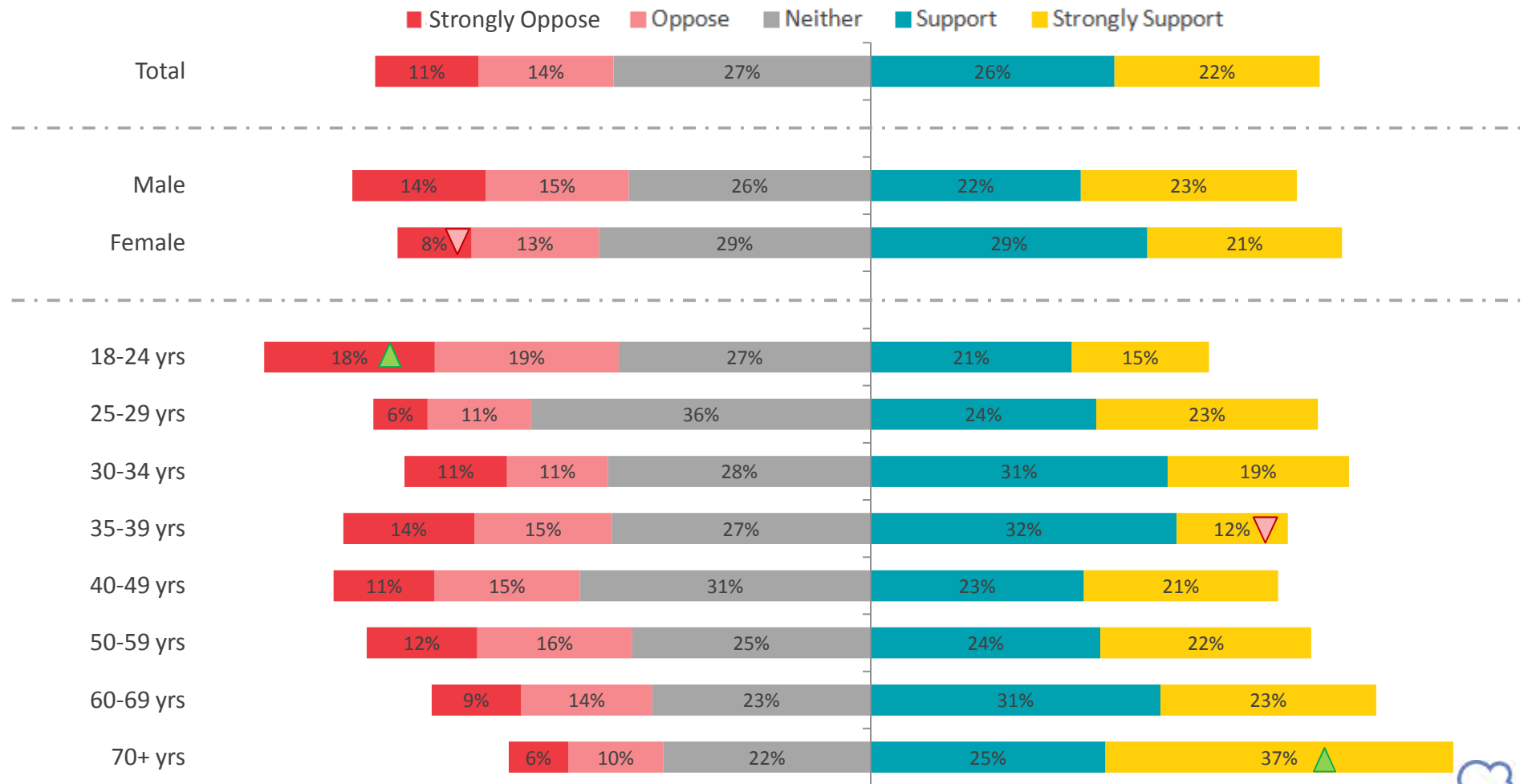


Support for Legal Controls to Reduce Young People's Exposure to Alcohol Advertising



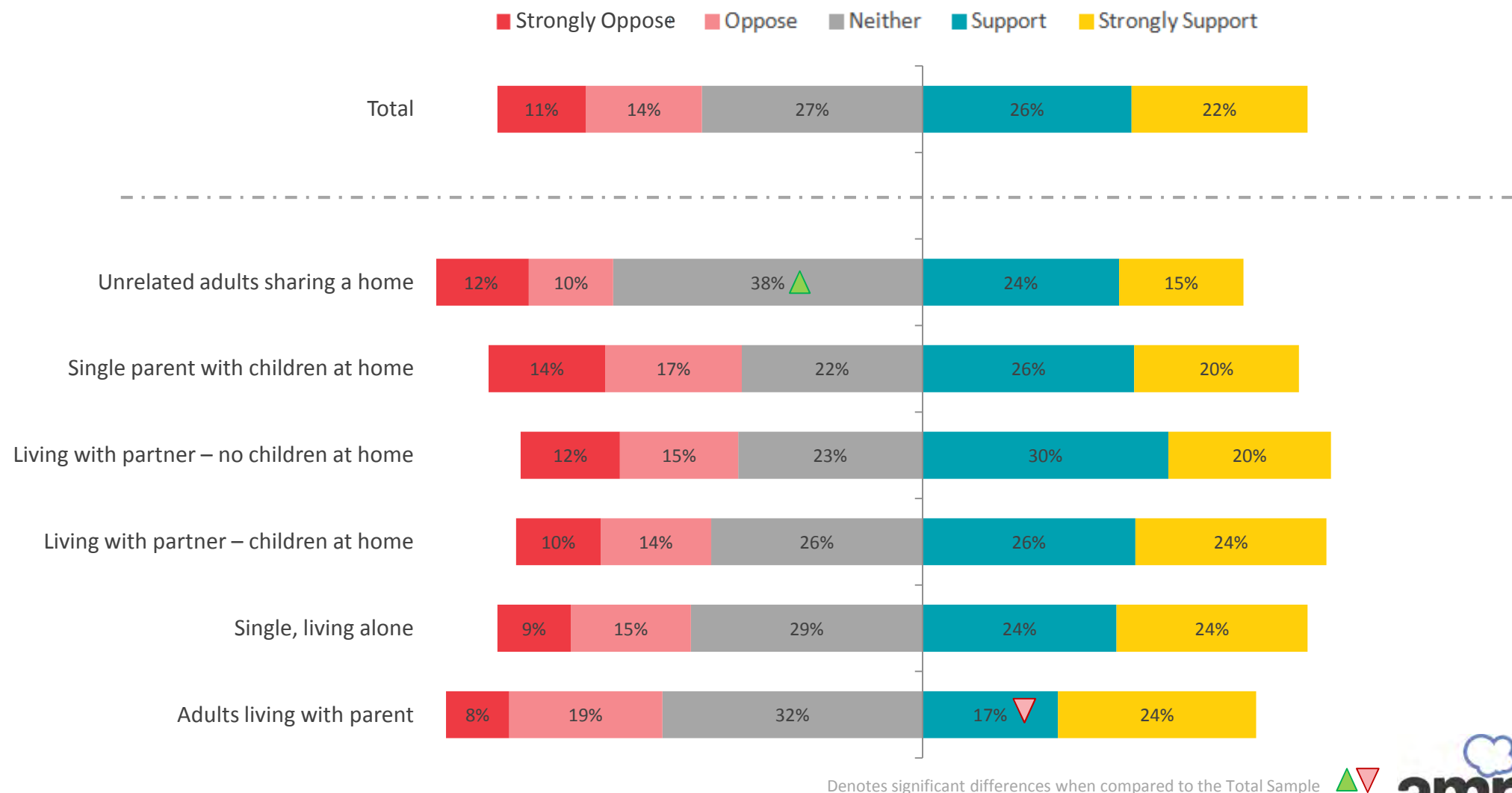
Support for Taxing Alcohol Products in Proportion to the Volume of Alcohol they Contain

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



Denotes significant differences when compared to the Total Sample

Support for Taxing Alcohol Products in Proportion to the Volume of Alcohol they Contain





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