

McCusker Centre for Action on Alcohol & Youth

AMR National Omnibus



Presented to: Julia Stafford
8th of July, 2015





Methodology & Sample

Sample Demographic Profile

Alcohol Concerns

Government Involvement & Legal Controls

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: ▲ ▼



Methodology & Sample

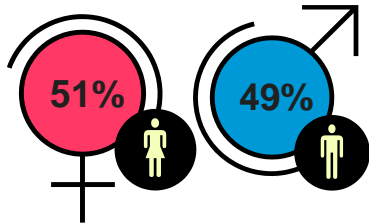
Sample Demographic Profile

Alcohol Concerns

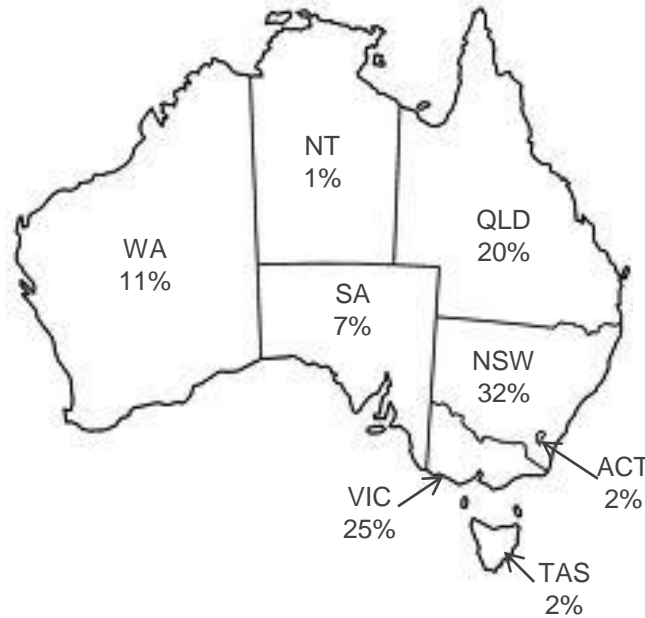
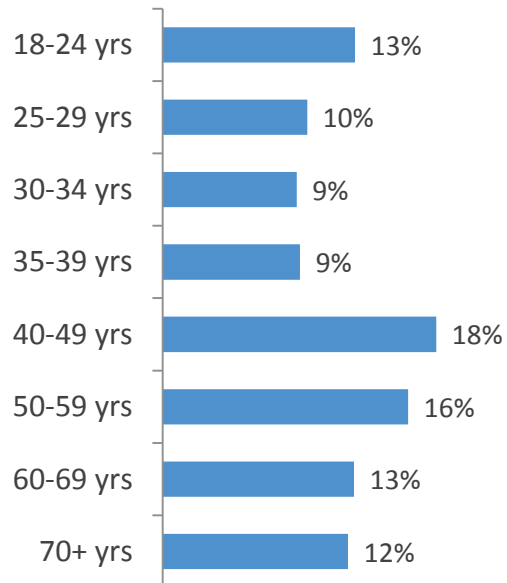
Government Involvement & Legal Controls

Sample Demographic Profile

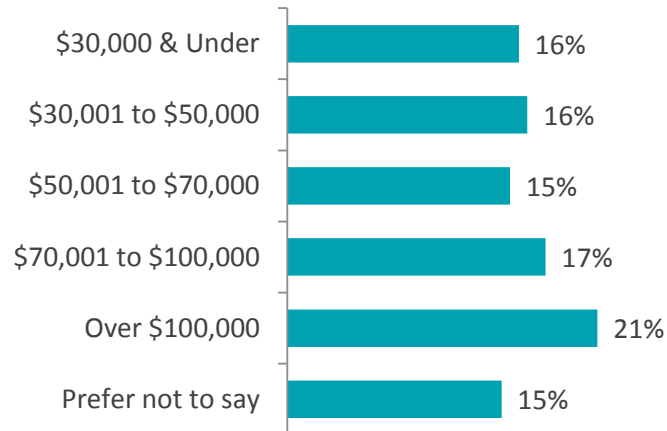
Gender



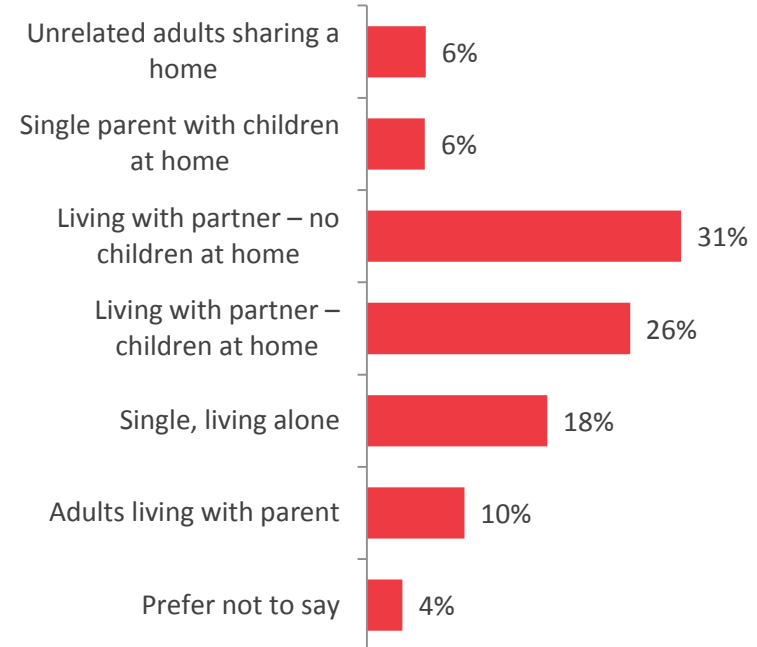
Age Group



Household Income



Household



A person is running on a beach at sunset, holding an umbrella. The sun is low on the horizon, creating a bright reflection on the wet sand. The sky is a mix of orange, yellow, and blue. The person is in the foreground, running towards the right. The umbrella is open and dark. The overall scene is peaceful and scenic.

Methodology & Sample

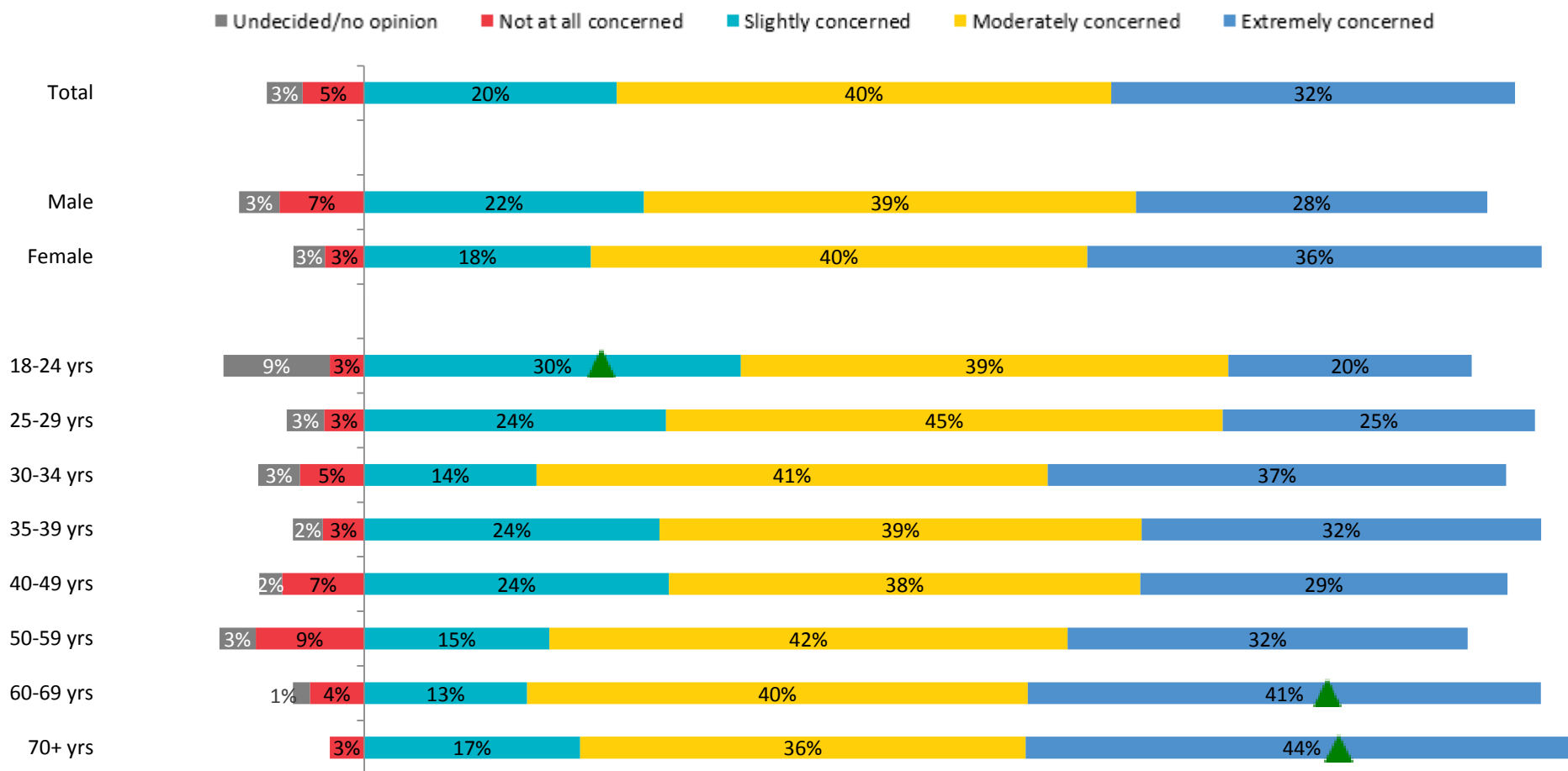
Sample Demographic Profile

Alcohol Concerns

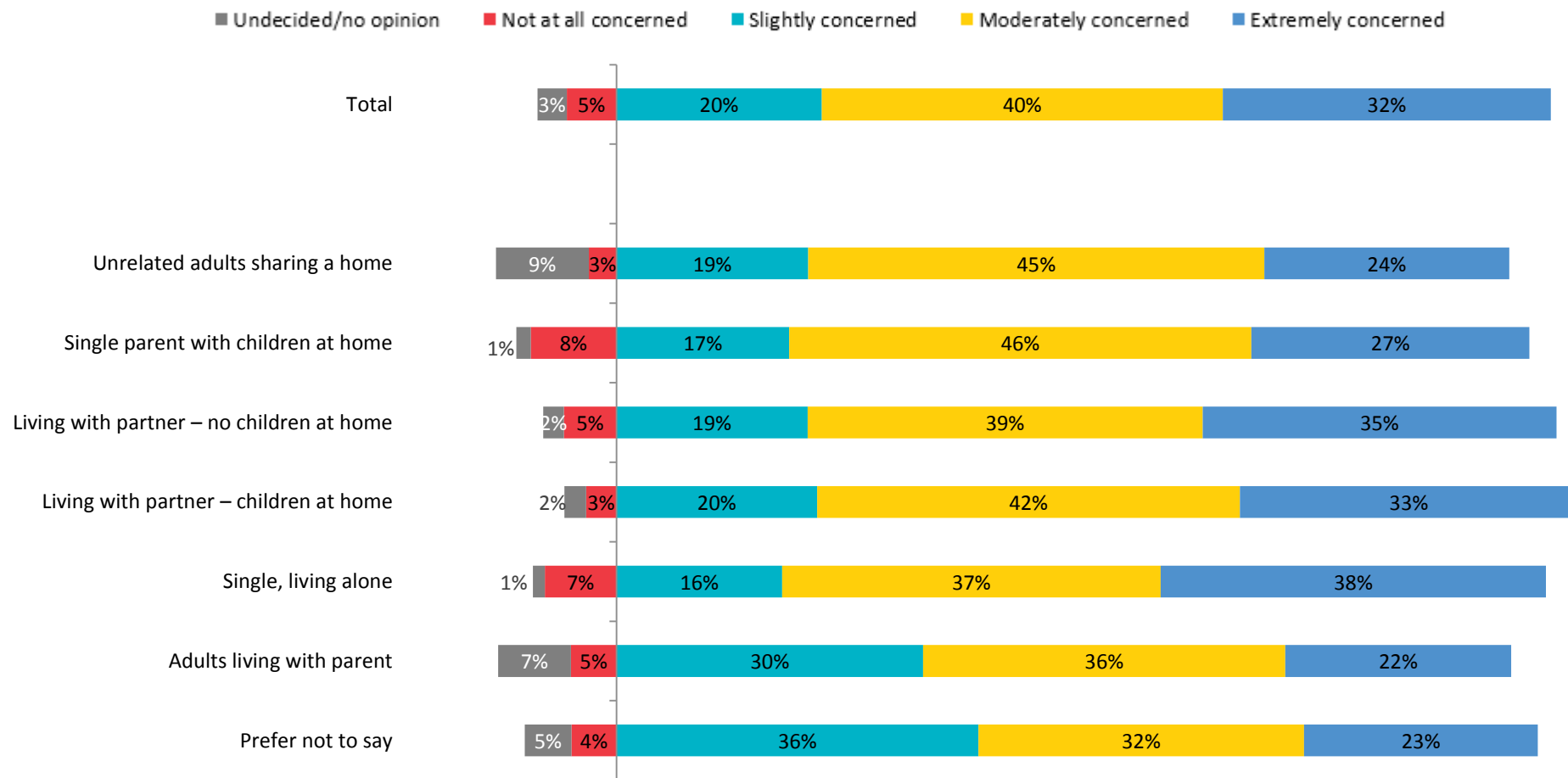
Government Involvement & Legal Controls

Concern About Alcohol Use Among Young People in Australia

92% of Australian adults are concerned about alcohol use among young people.

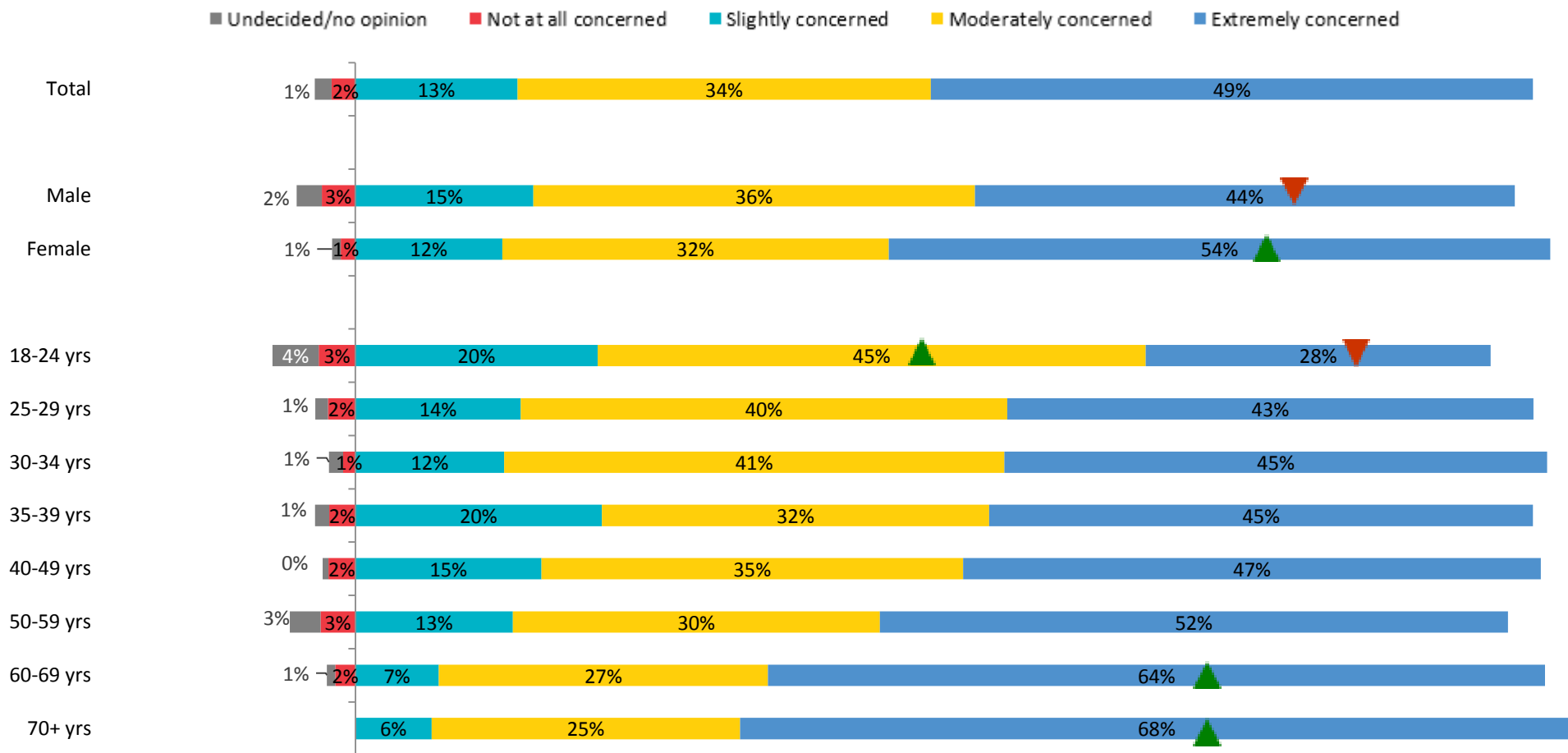


Concern About Alcohol Use Among Young People in Australia

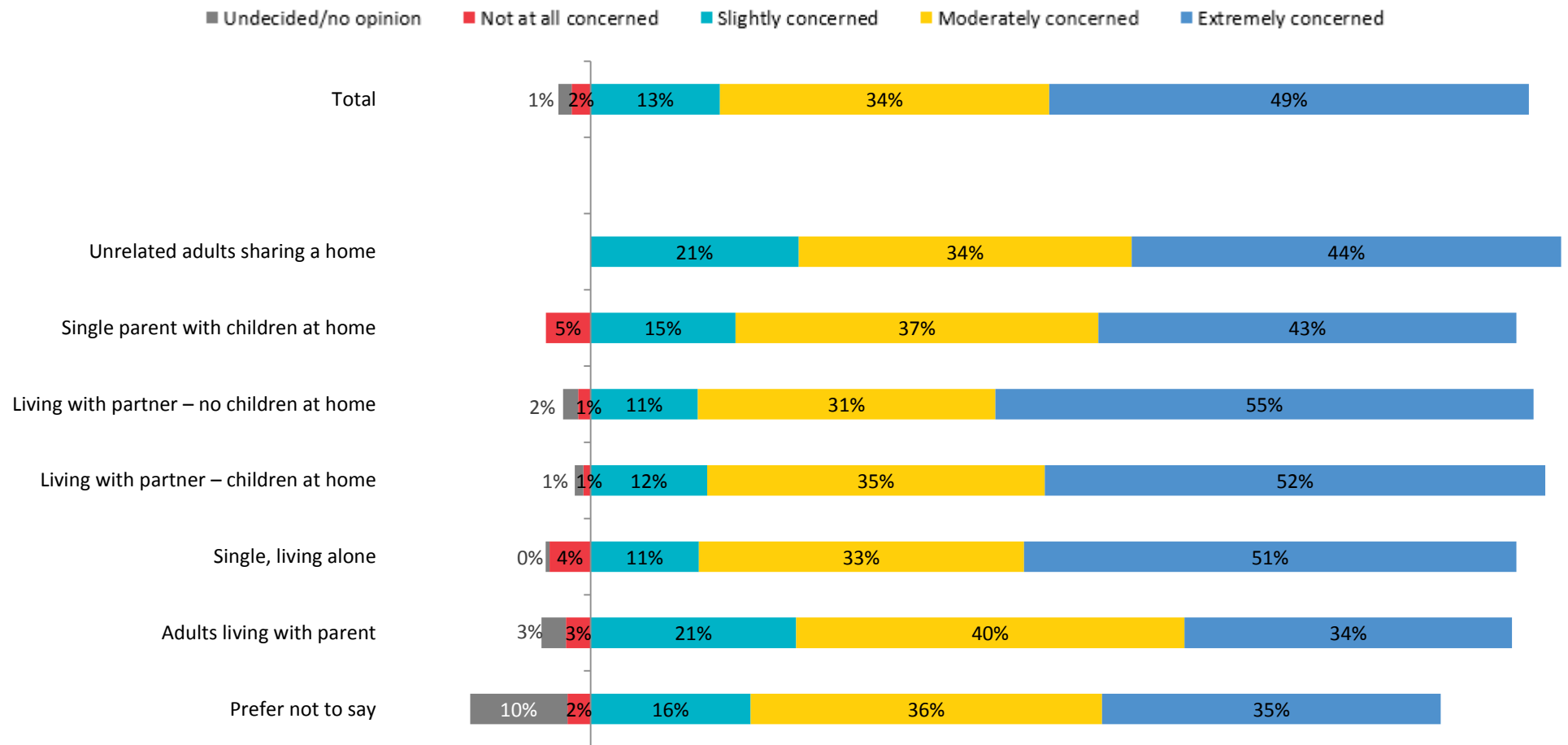


Concern About Alcohol-related Violence in Australia

There is near universal concern about alcohol-related violence.



Concern About Alcohol-related Violence in Australia





Methodology & Sample

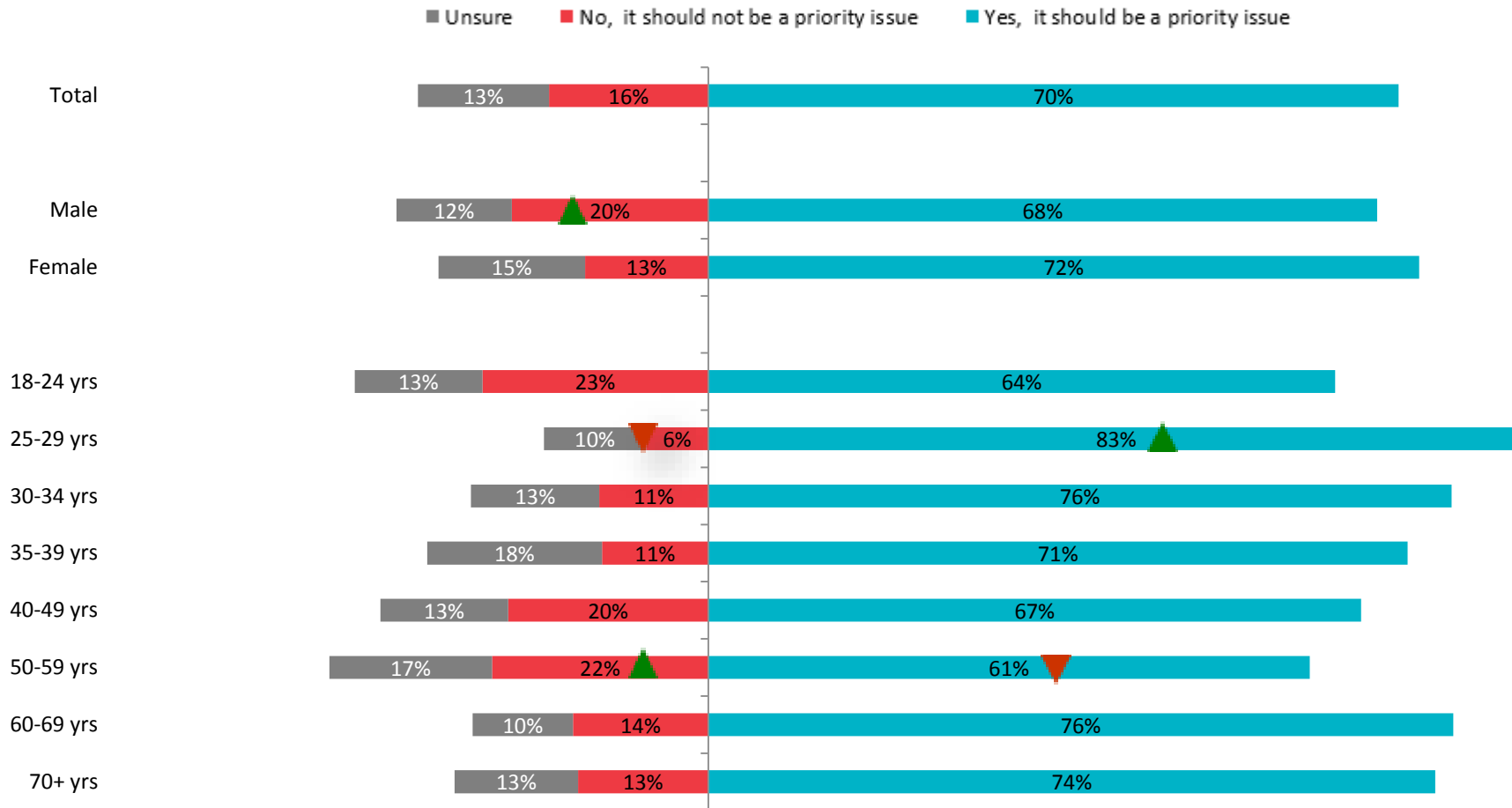
Sample Demographic Profile

Alcohol Concerns

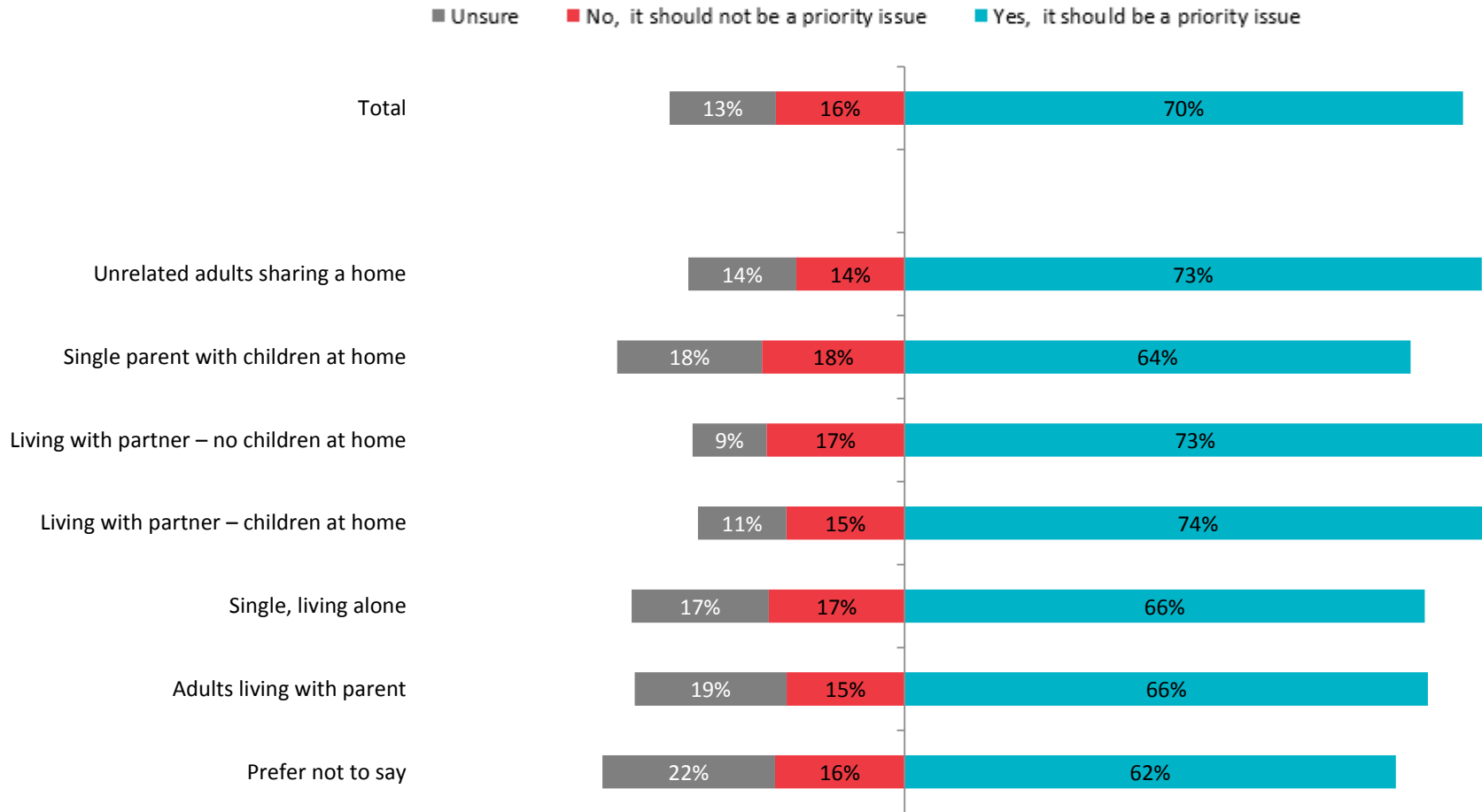
Government Involvement & Legal Controls

Should Reducing Harm from Alcohol be a Priority Issue for Governments?

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

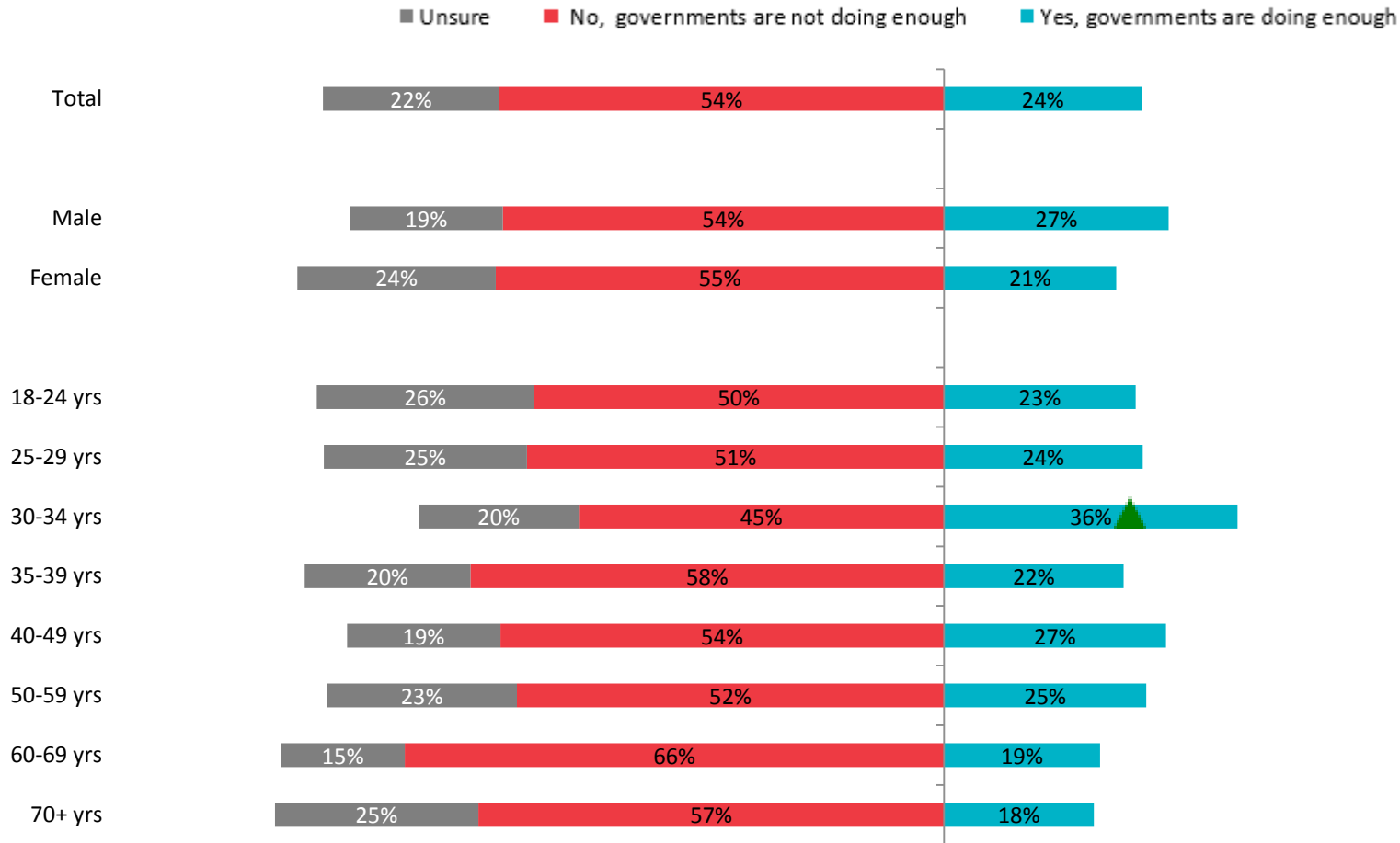


Should Reducing Harm from Alcohol be a Priority Issue for Governments?

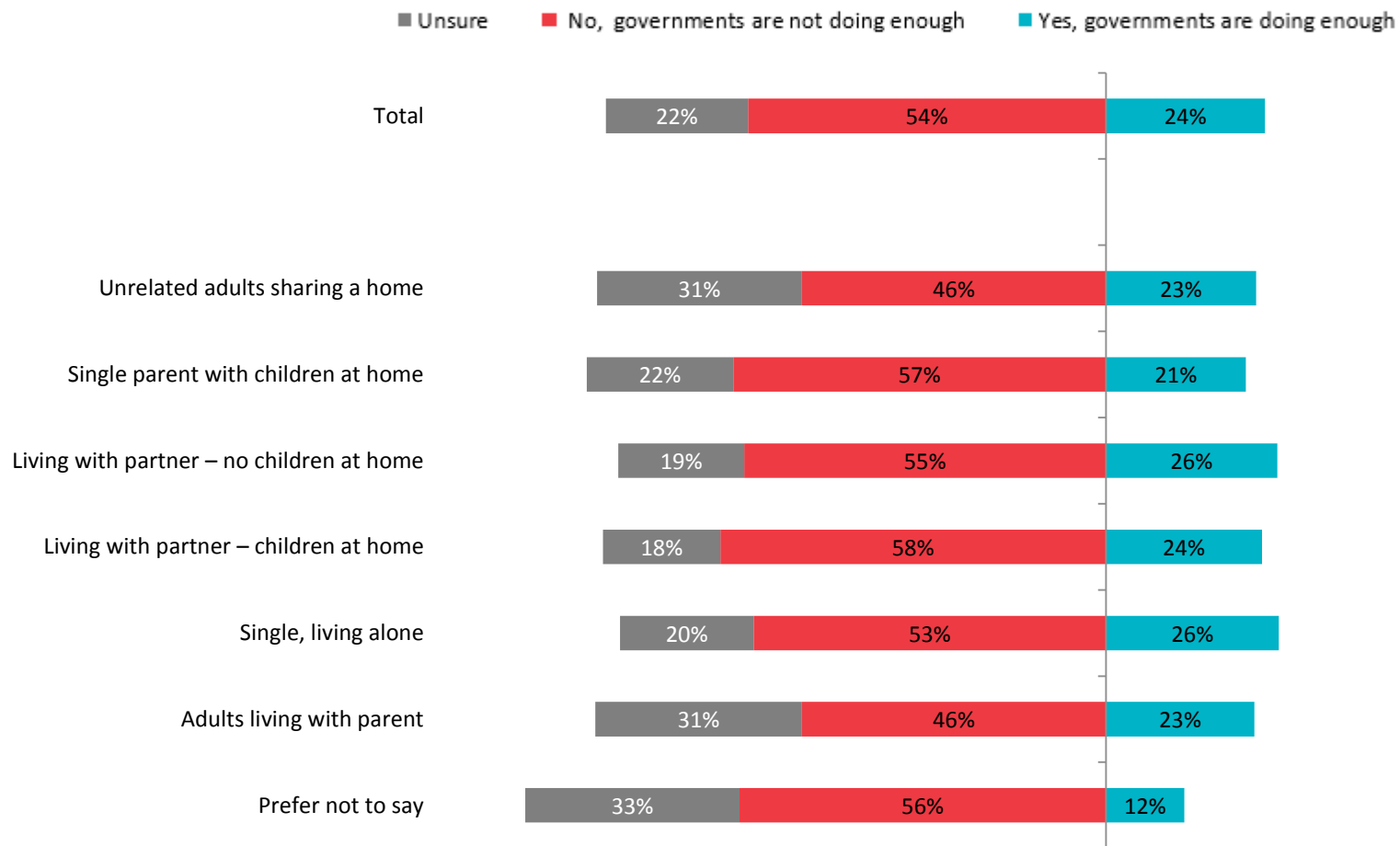


Are Governments Doing Enough to Prevent Alcohol Related Harm?

Over half of respondents believe governments are not doing enough

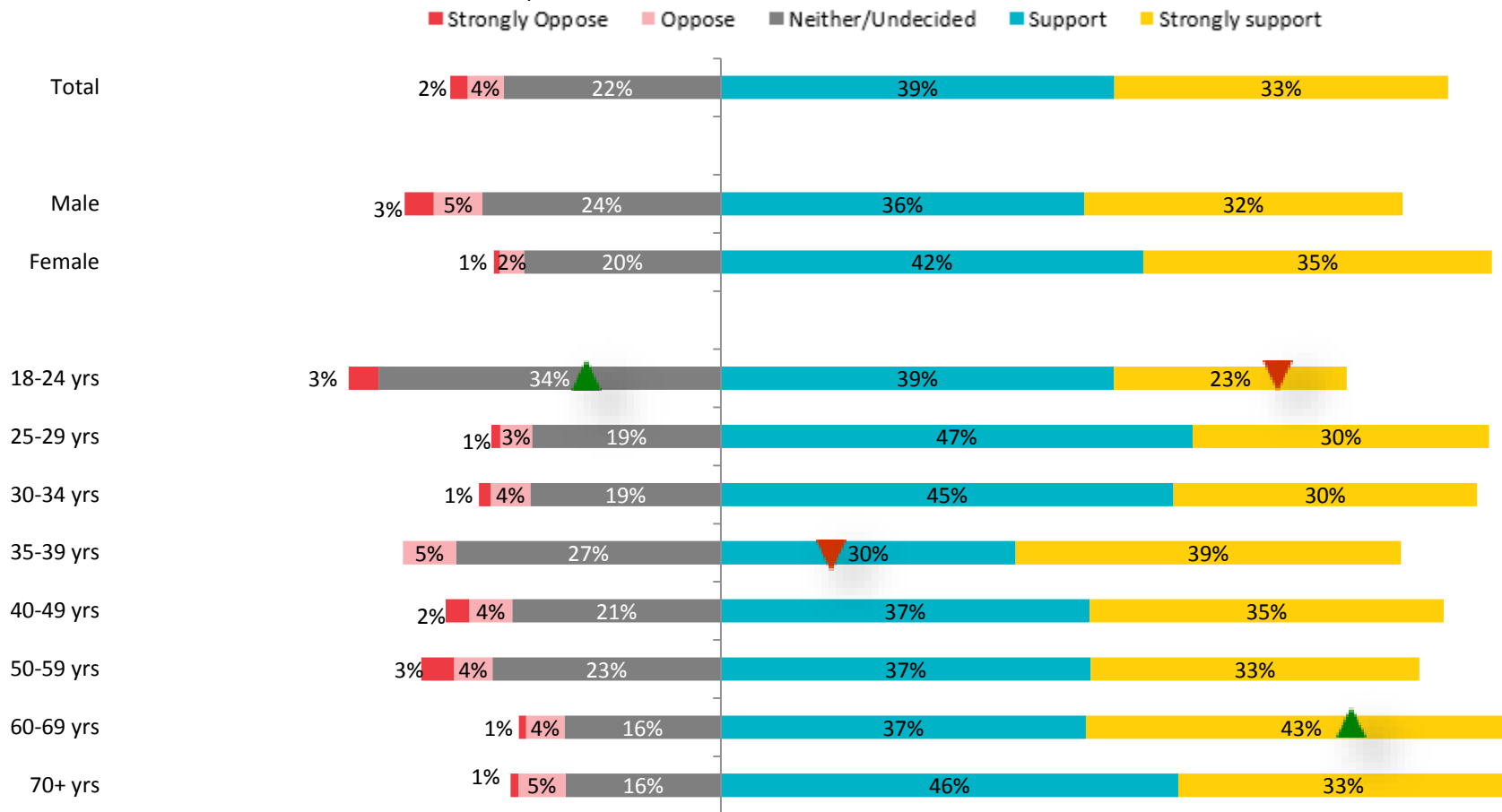


Are Governments Doing Enough to Prevent Alcohol Related Harm?

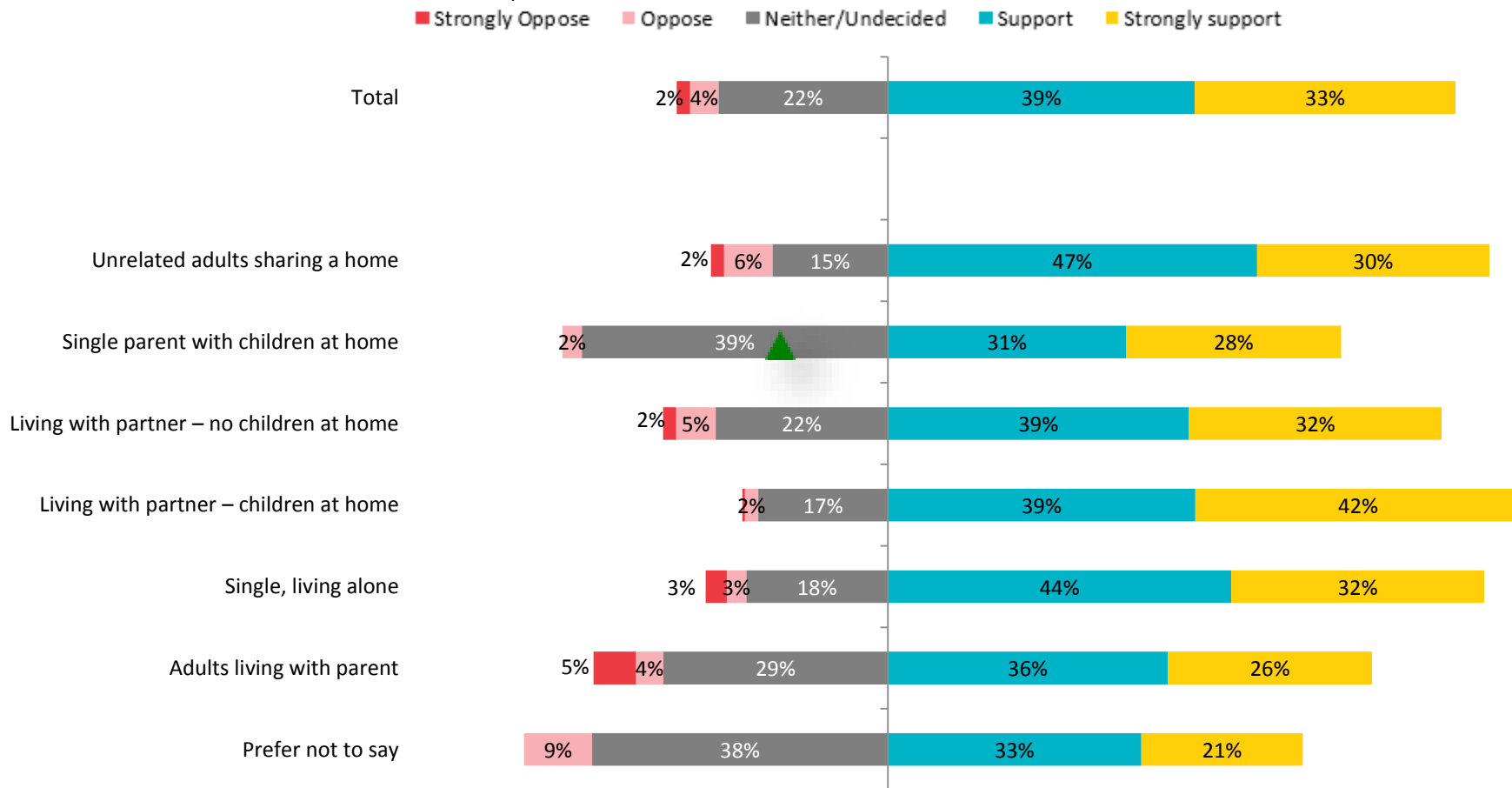


Support for Legal Controls to Reduce Young People's Exposure to Advertising

72% support legal controls to reduce young people's exposure to alcohol advertising

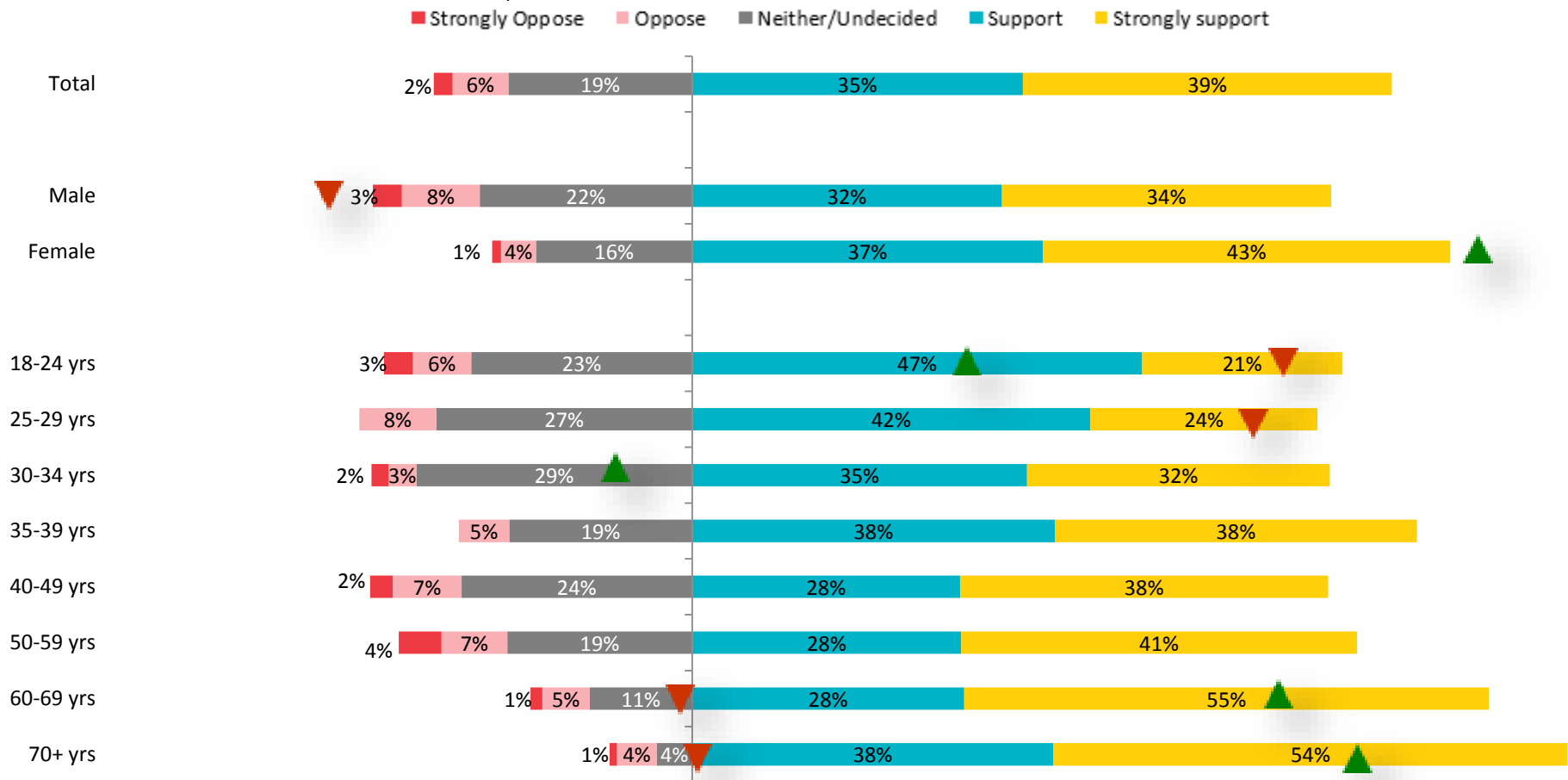


Support for Legal Controls to Reduce Young People's Exposure to Advertising



Support for Phasing Out TV Commercials for Alcohol During Sports Broadcasts

74% believe alcohol commercials should be phased out during sports broadcasts

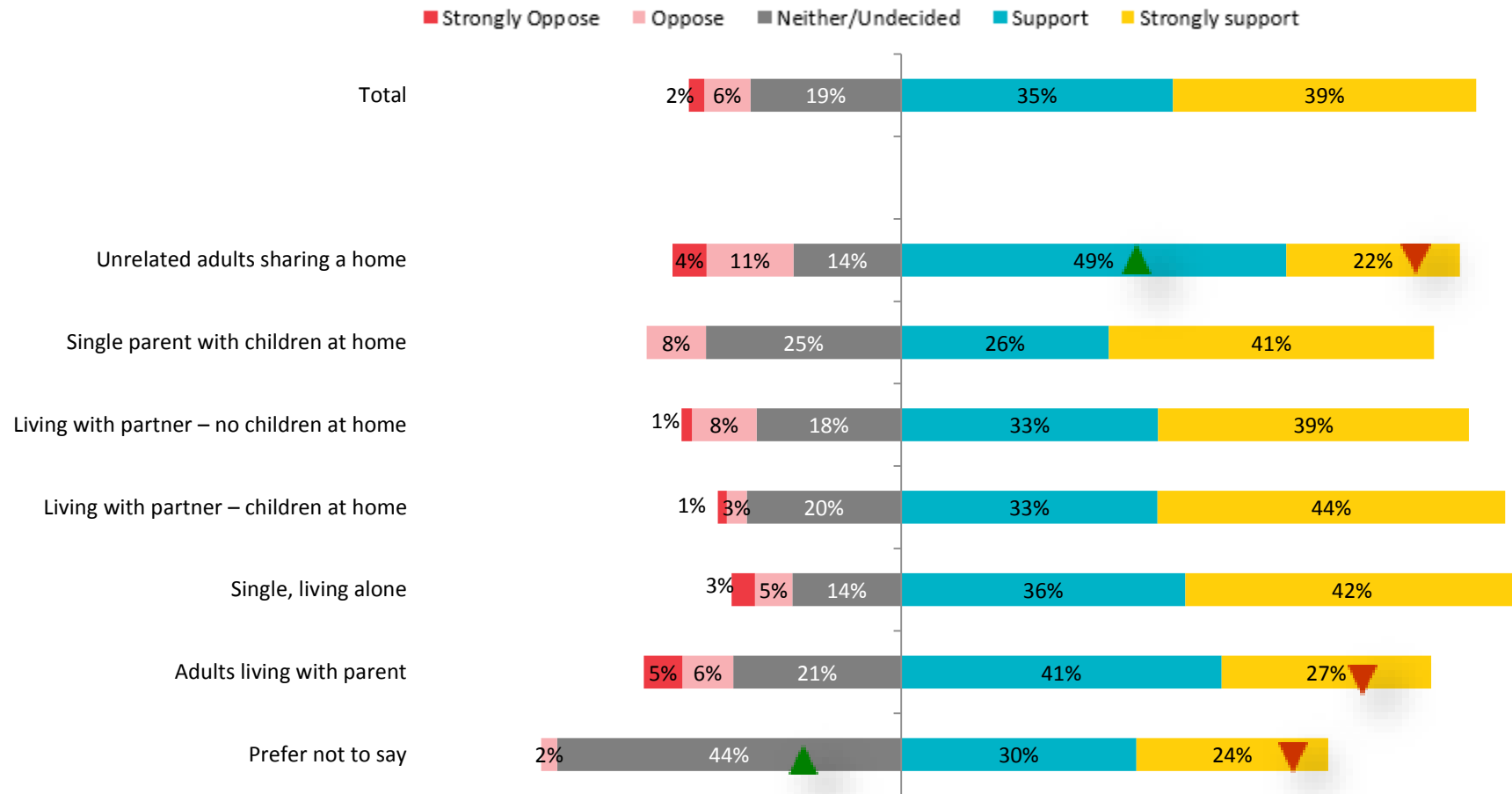


Base: Total Sample (n=1,098)

Q6 Do you support or oppose the following measures to reduce alcohol-related harm among young people:

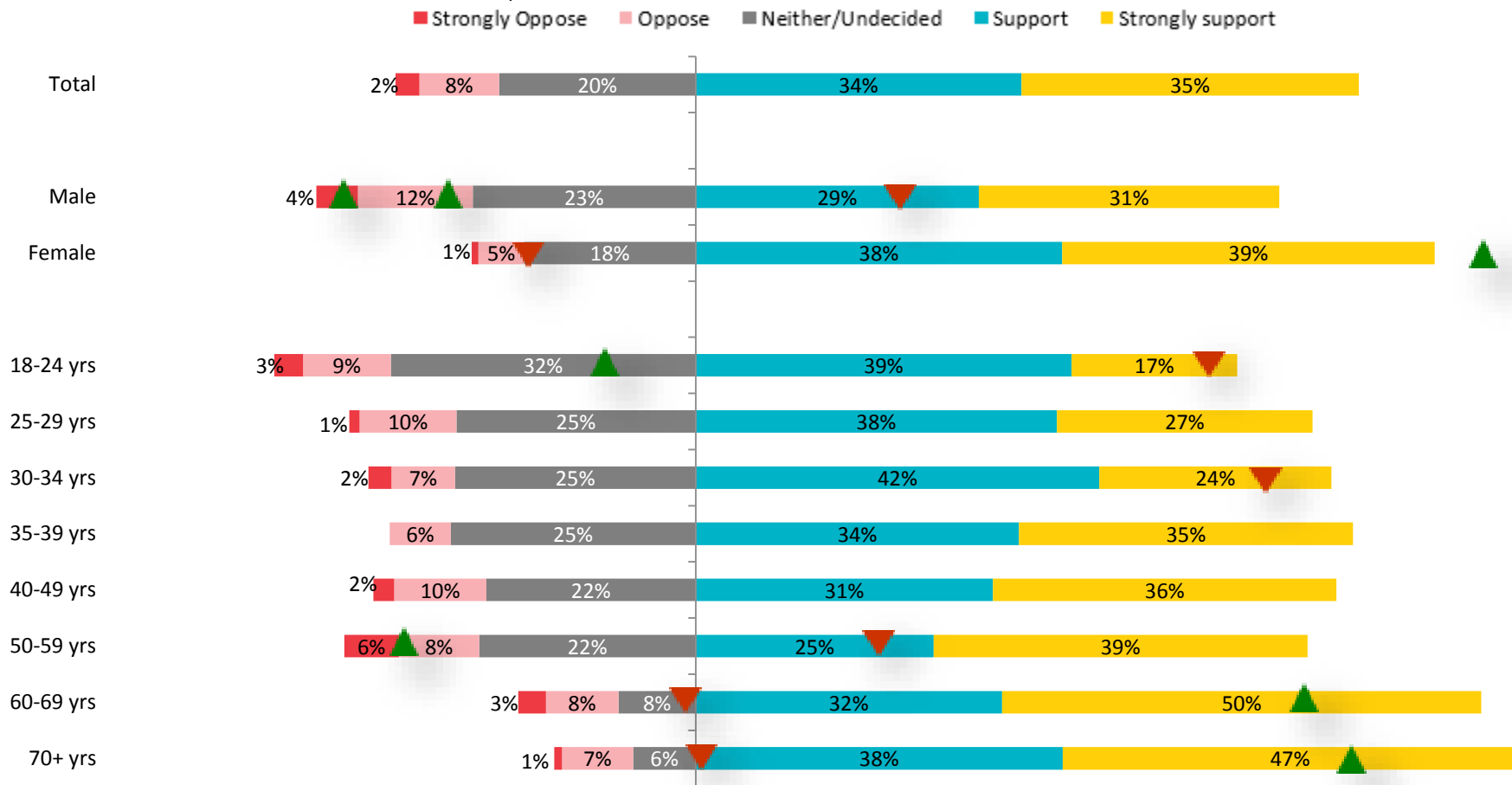
- Phasing out TV commercials for alcohol during sports broadcasts?

Support for Phasing Out TV Commercials for Alcohol During Sports Broadcasts

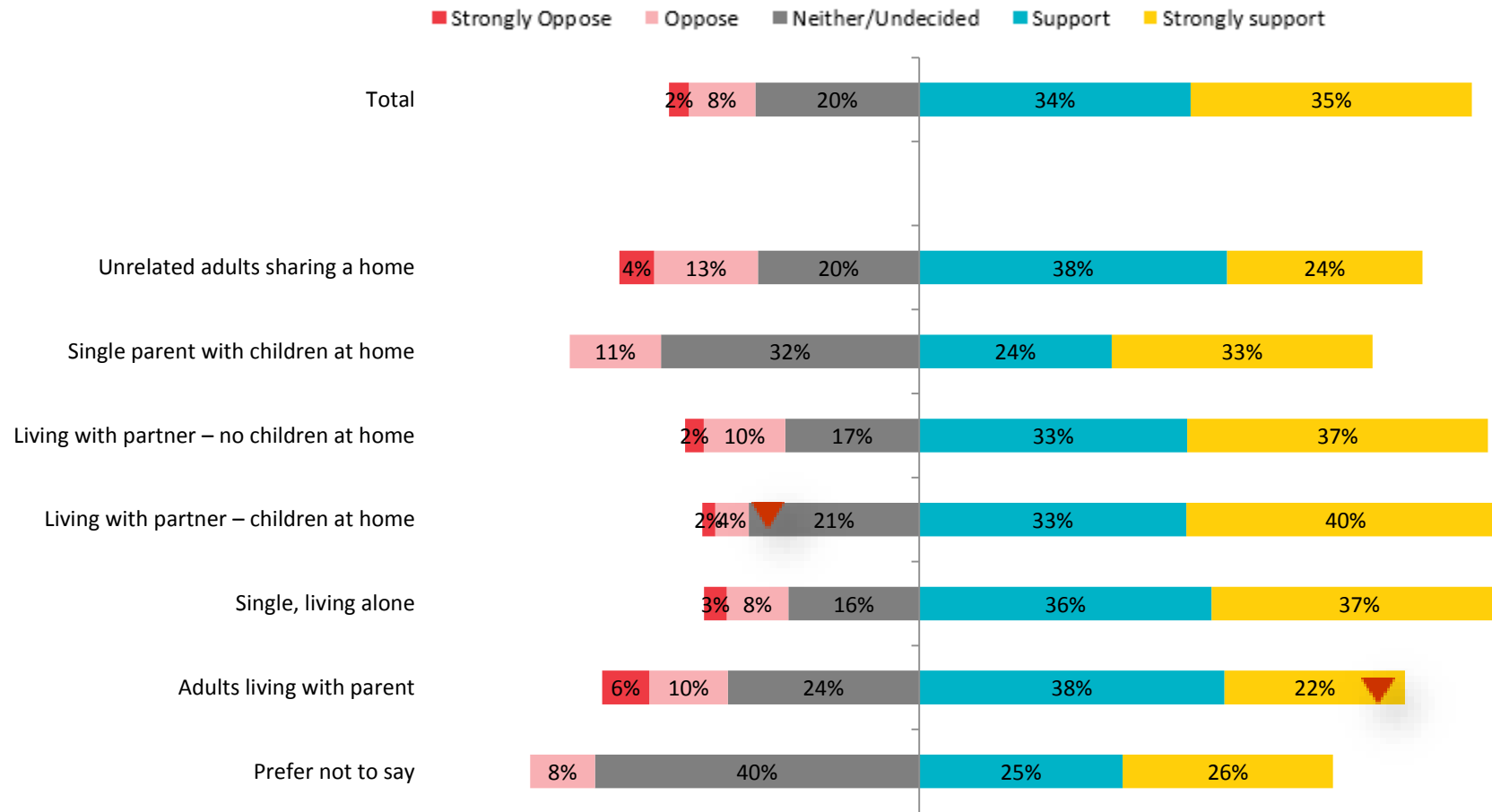


Support for Phasing Out Promotion of Alcohol through Sports Sponsorship

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

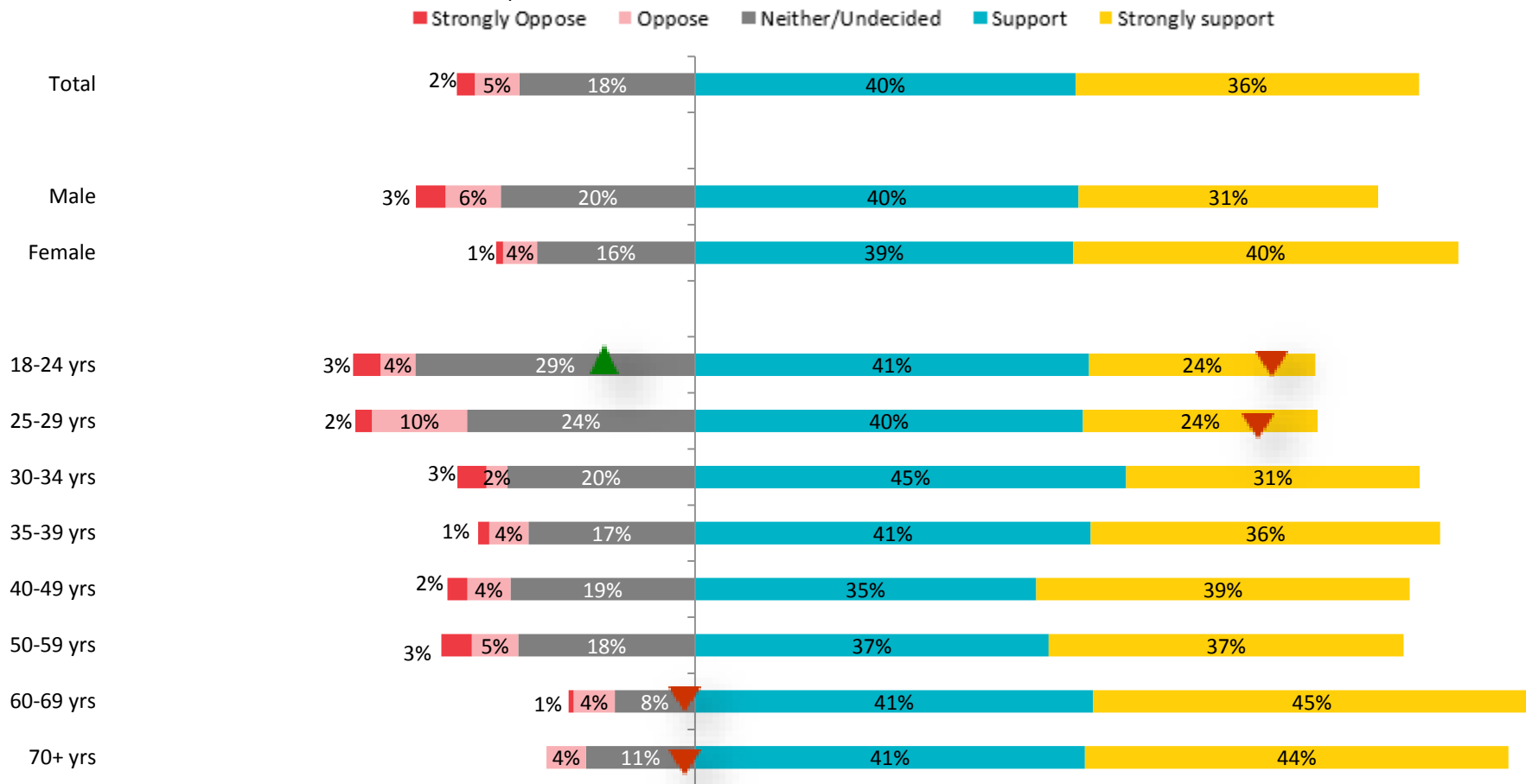


Support for Phasing Out Promotion of Alcohol through Sports Sponsorship

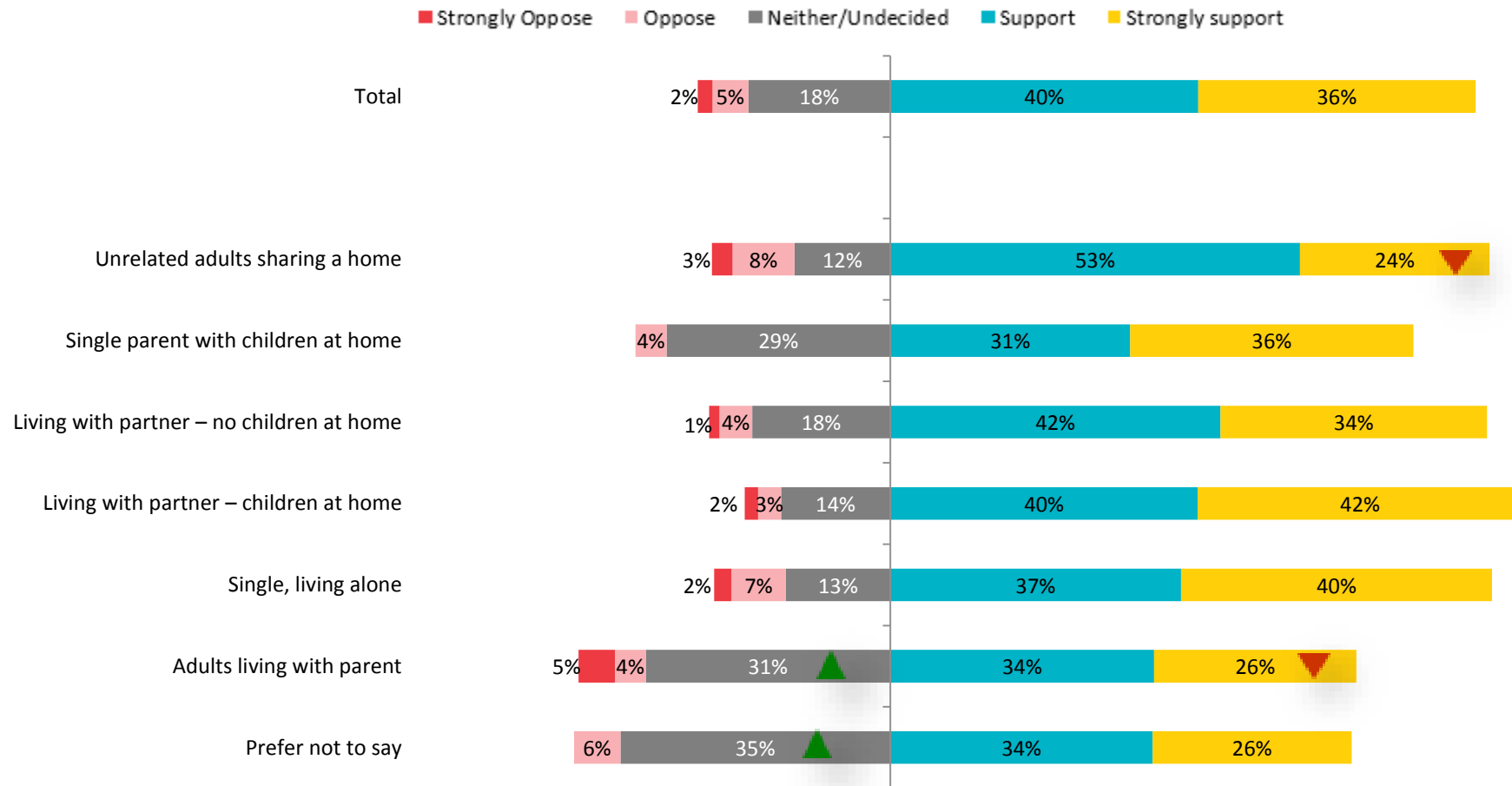


Support for Limiting Alcohol Advertising on TV to Late Night Programming Only

Over three-quarters of people support restricting alcohol advertising to late at night.

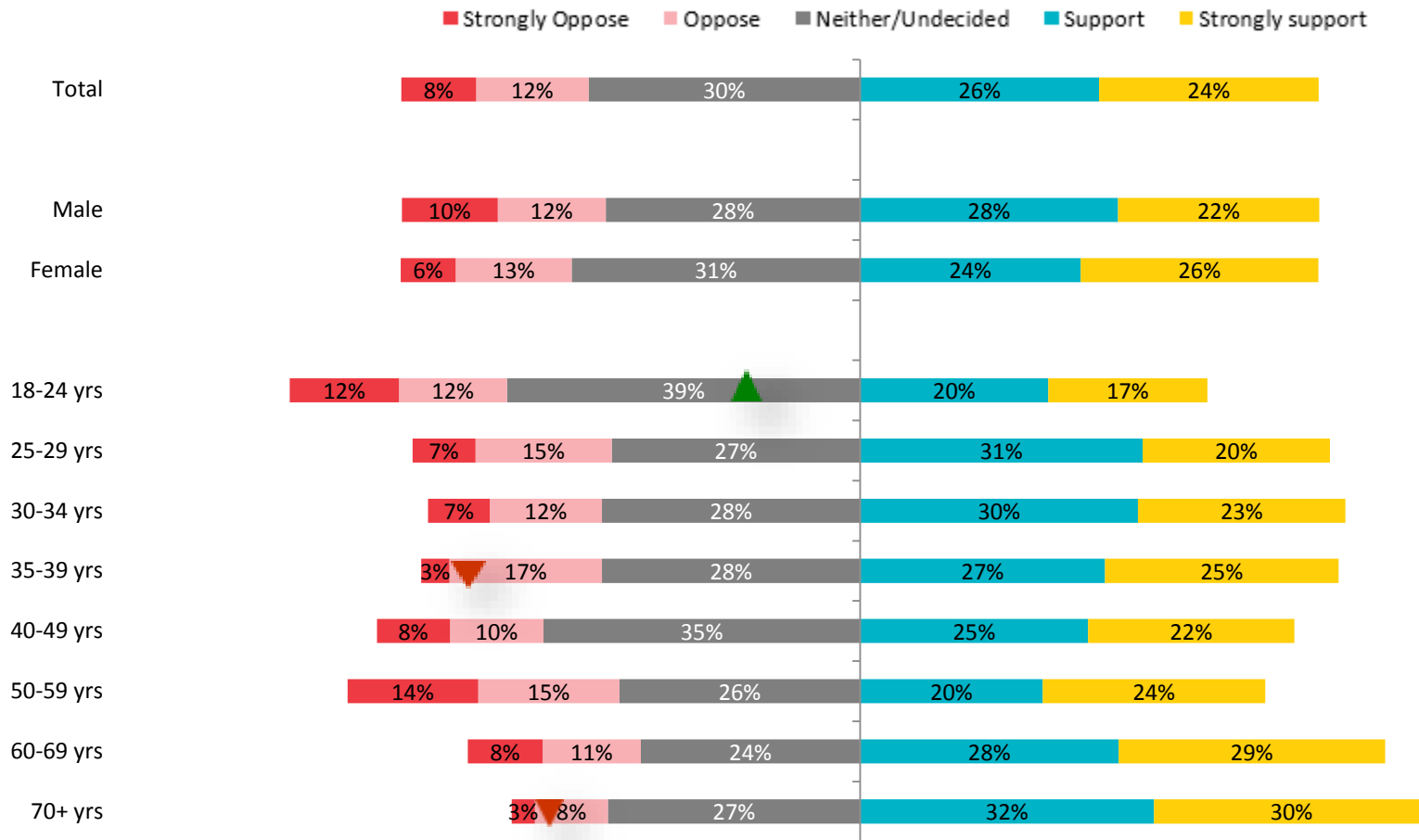


Support for Limiting Alcohol Advertising on TV to Late Night Programming Only

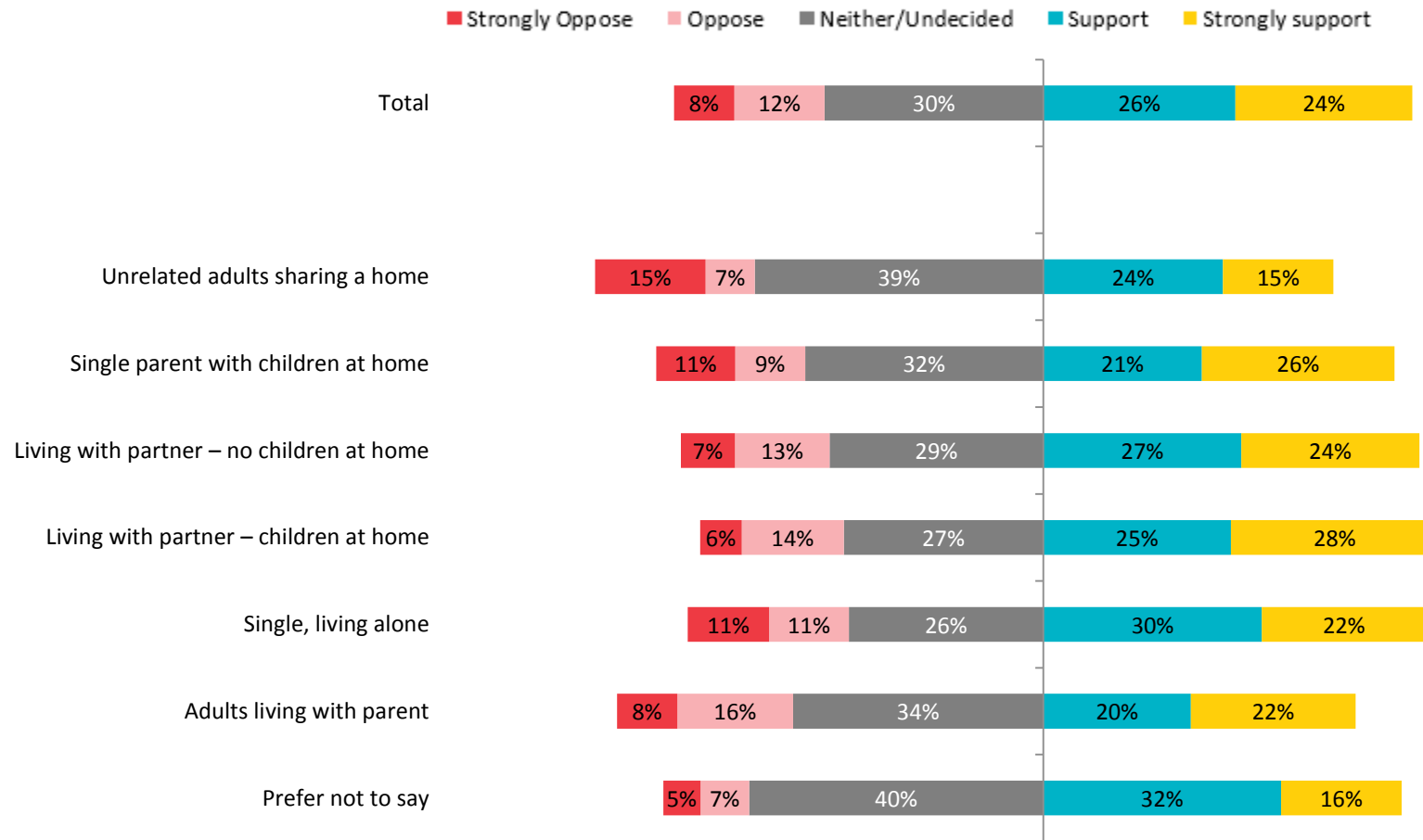


Support for Changing Australia's Alcohol Tax System According to Content

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





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This project was carried out in compliance with ISO 20252