



Painted Dog Research

WA Online Panel Omnibus: AUGUST 2016 – General Population

McCusker Centre for Action on
Alcohol and Youth

24 August 2016

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Approach




Methodology

- Previously this project was conducted via a monthly Omnibus across WA using WA's largest online panel comprising more than 50,000 active members. However, for the first time this project was conducted as a stand alone survey due to an increased number of questions.
- Survey duration was ~5mins
- The data was collected from July 29-August 3.
- A total of n=1,002 responses were received.
- The data was post-weighted to ABS Census statistics for Age, Gender and Metro / Regional population in WA.



Analysis

- Total sample results have been graphed for each question and are depicted with this icon...
- 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 ▼





Who We Spoke To (n=1,002)

Gender

Male	50%
Female	50%

Age

Under 25 years	13%
25-29 years	10%
30-34 years	9%
35-39 years	9%
40-49 years	19%
50-59 years	17%
60-69 years	12%
70+ years	11%

Household Status

Single with no children	20%
Couple with no children (never had children)	14%
Single or Couple, with eldest child less than 12 years old	18%
Single or Couple, with eldest child more than 12 years old	19%
Single or Couple, with children not at home	25%
Other	4%

Location

Perth Metro	78%
Regional WA	22%

Household Income

Up to \$25,000	11%
\$25,001 to \$50,000	18%
\$50,001 to \$75,000	16%
\$75,001 to \$100,000	15%
\$100,001 to \$150,000	15%
\$151,001 to \$200,000	6%
Over \$200,000	3%
Prefer not to answer	17%



A close-up photograph of autumn leaves in shades of orange, yellow, and red, with a soft bokeh effect in the background. A semi-transparent dark grey horizontal band is positioned across the middle of the image, serving as a background for the text.

Results – General Population

GENERAL POPULATION

Question 1

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



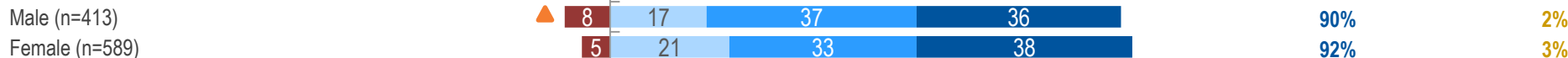
Question 1:

"How concerned are you about alcohol use among young people?"

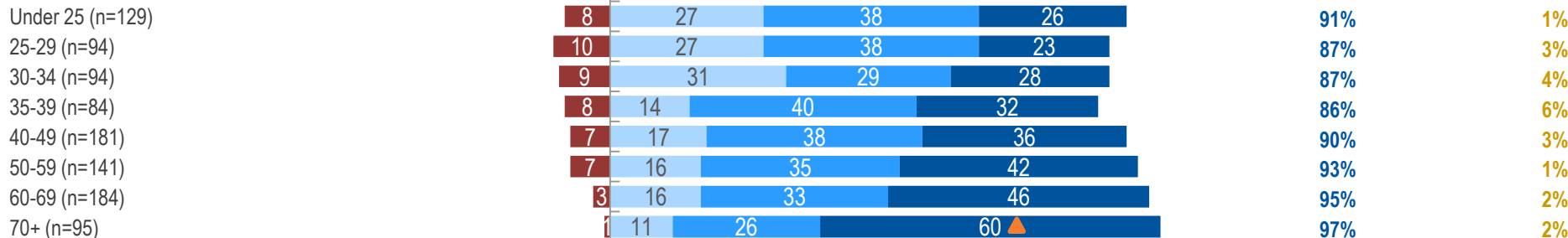


TOTAL – AUGUST 2016

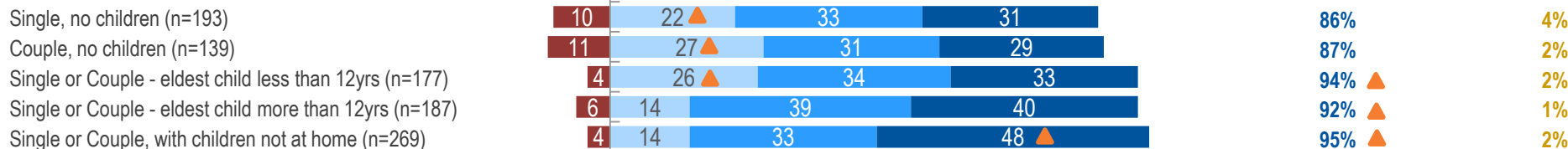
GENDER



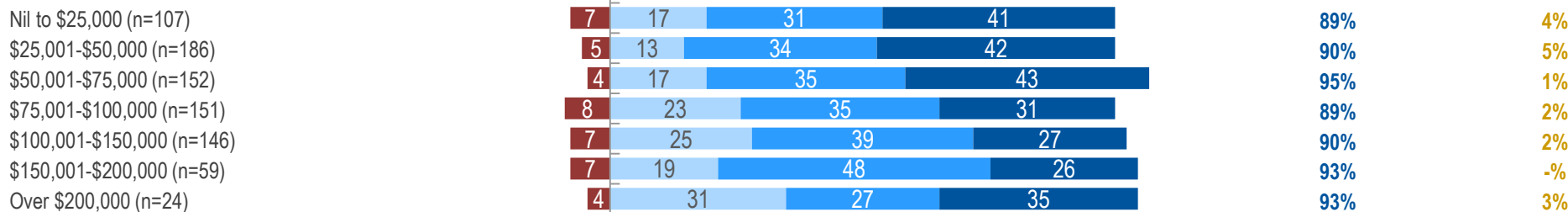
AGE



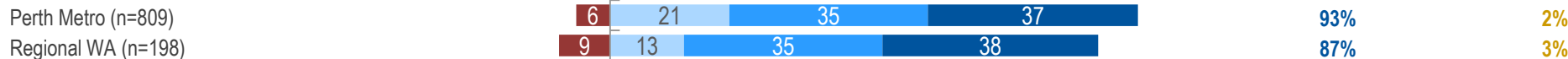
HOUSEHOLD



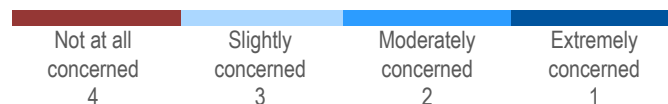
HOUSEHOLD INCOME



LOCATION



Response Scale



Percentages may not add to exactly 100% due to rounding



GENERAL POPULATION

Question 2

“What concerns you most about alcohol and young people? (range of statements presented)”



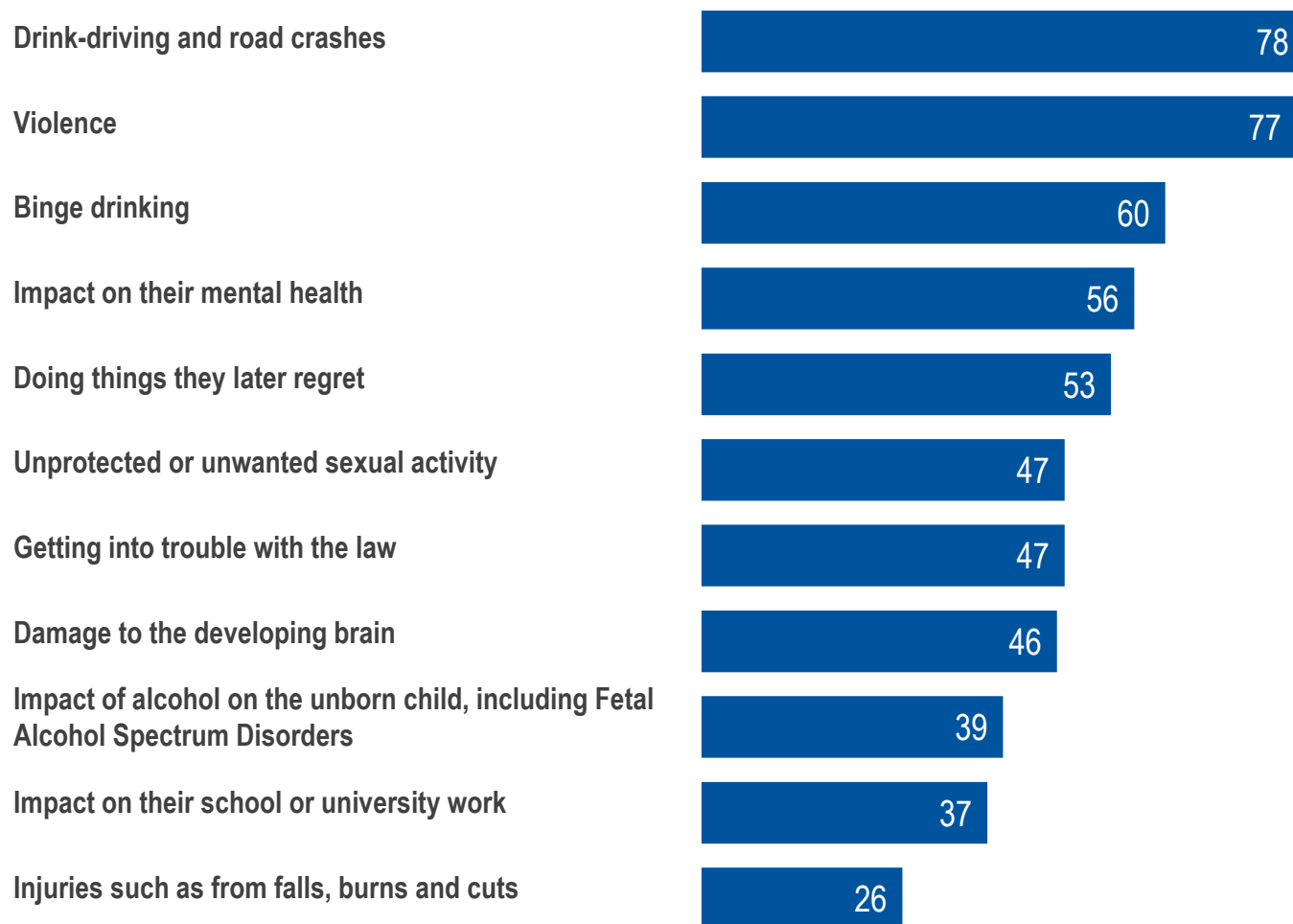
Question 2:

"What concerns you most about alcohol and young people?"



SUMMARY CHART – ALL STATEMENTS

TOTAL – AUGUST 2016



Response Scale



Yes



Question 2:

"What concerns you most about alcohol and young people?"



Drink-driving and road crashes

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes





Question 2:

“What concerns you most about alcohol and young people?”



Violence

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

"What concerns you most about alcohol and young people?"



Binge drinking

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

60

58

61

47

56

51

50

60

70

66

69

53

44

53

68

71

62

65

58

61

62

63

14

59

63

Response Scale

Yes



Question 2:

“What concerns you most about alcohol and young people?”



Impact on their mental health

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

"What concerns you most about alcohol and young people?"



Doing things they later regret

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

“What concerns you most about alcohol and young people?”



Unprotected or unwanted sexual activity

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

“What concerns you most about alcohol and young people?”



Getting into trouble with the law

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes

Percentages may not add to exactly 100% due to multiple responses.



Question 2:

“What concerns you most about alcohol and young people?”



Damage to the developing brain

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

“What concerns you most about alcohol and young people?”



Impact of alcohol on the unborn child, including Fetal Alcohol Spectrum Disorders

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

“What concerns you most about alcohol and young people?”



Impact on their school or university work

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes



Question 2:

"What concerns you most about alcohol and young people?"



Injuries such as from falls, burns and cuts

TOTAL – AUGUST 2016

GENDER

Male (n=378)

Female (n=542)

AGE

Under 25 (n=118)

25-29 (n=84)

30-34 (n=82)

35-39 (n=73)

40-49 (n=165)

50-59 (n=131)

60-69 (n=175)

70+ (n=92)

HOUSEHOLD

Single, no children (n=168)

Couple, no children (n=123)

Single or Couple - eldest child less than 12yrs (n=164)

Single or Couple - eldest child more than 12yrs (n=173)

Single or Couple, with children not at home (n=256)

HOUSEHOLD INCOME

Nil to \$25,000 (n=95)

\$25,001-\$50,000 (n=170)

\$50,001-\$75,000 (n=145)

\$75,001-\$100,000 (n=137)

\$100,001-\$150,000 (n=133)

\$150,001-\$200,000 (n=56)

Over \$200,000 (n=22)

LOCATION

Perth Metro (n=744)

Regional WA (n=176)

Response Scale

Yes

GENERAL POPULATION

Question 3

“Are governments doing enough to prevent alcohol-related harm among young people?”



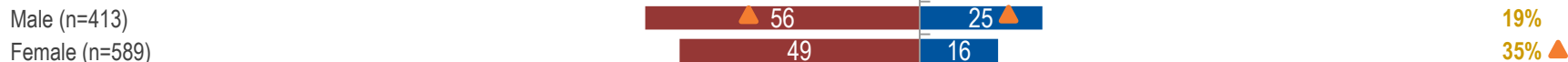
Question 3:



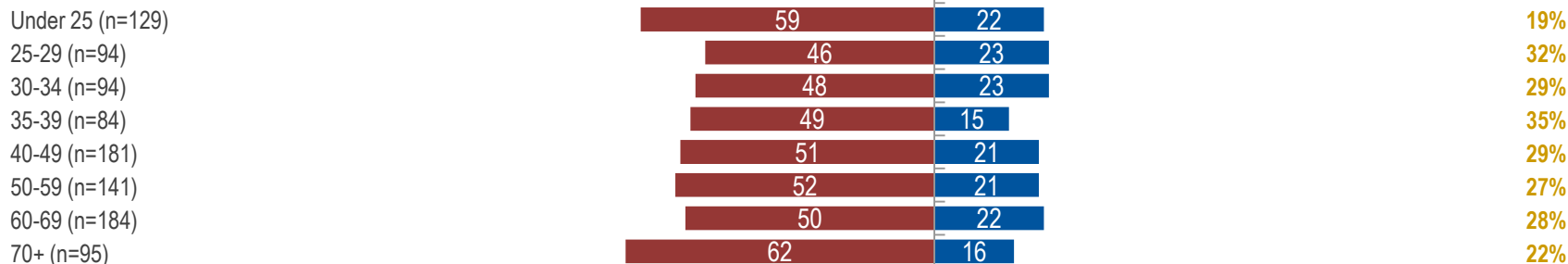
“Are governments doing enough to prevent alcohol-related harm among young people?”

TOTAL – AUGUST 2016

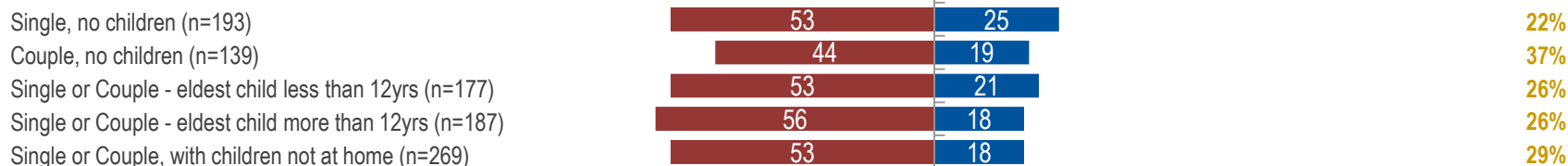
GENDER



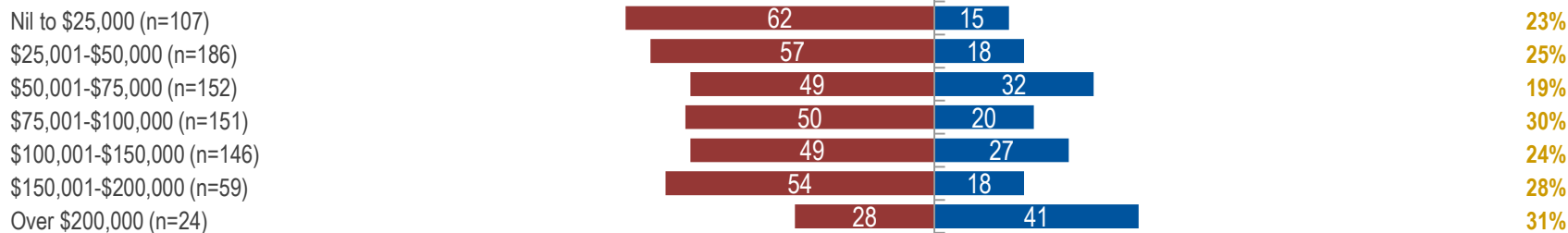
AGE



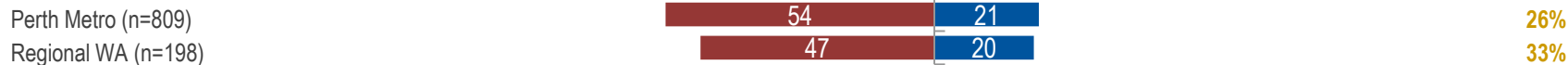
HOUSEHOLD



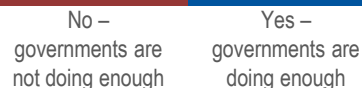
HOUSEHOLD INCOME



LOCATION



Response Scale



Percentages may not add to exactly 100% due to rounding

GENERAL POPULATION

Question 4

“How much do you think children and young people are exposed to alcohol advertising and sponsorship?”



Question 4:

"How much do you think children and young people are exposed to alcohol advertising and sponsorship?"



TOTAL – AUGUST 2016

GENDER

Male (n=413)

Female (n=589)

AGE

Under 25 (n=129)

25-29 (n=94)

30-34 (n=94)

35-39 (n=84)

40-49 (n=181)

50-59 (n=141)

60-69 (n=184)

70+ (n=95)

HOUSEHOLD

Single, no children (n=193)

Couple, no children (n=139)

Single or Couple - eldest child less than 12yrs (n=177)

Single or Couple - eldest child more than 12yrs (n=187)

Single or Couple, with children not at home (n=269)

HOUSEHOLD INCOME

Nil to \$25,000 (n=107)

\$25,001-\$50,000 (n=186)

\$50,001-\$75,000 (n=152)

\$75,001-\$100,000 (n=151)

\$100,001-\$150,000 (n=146)

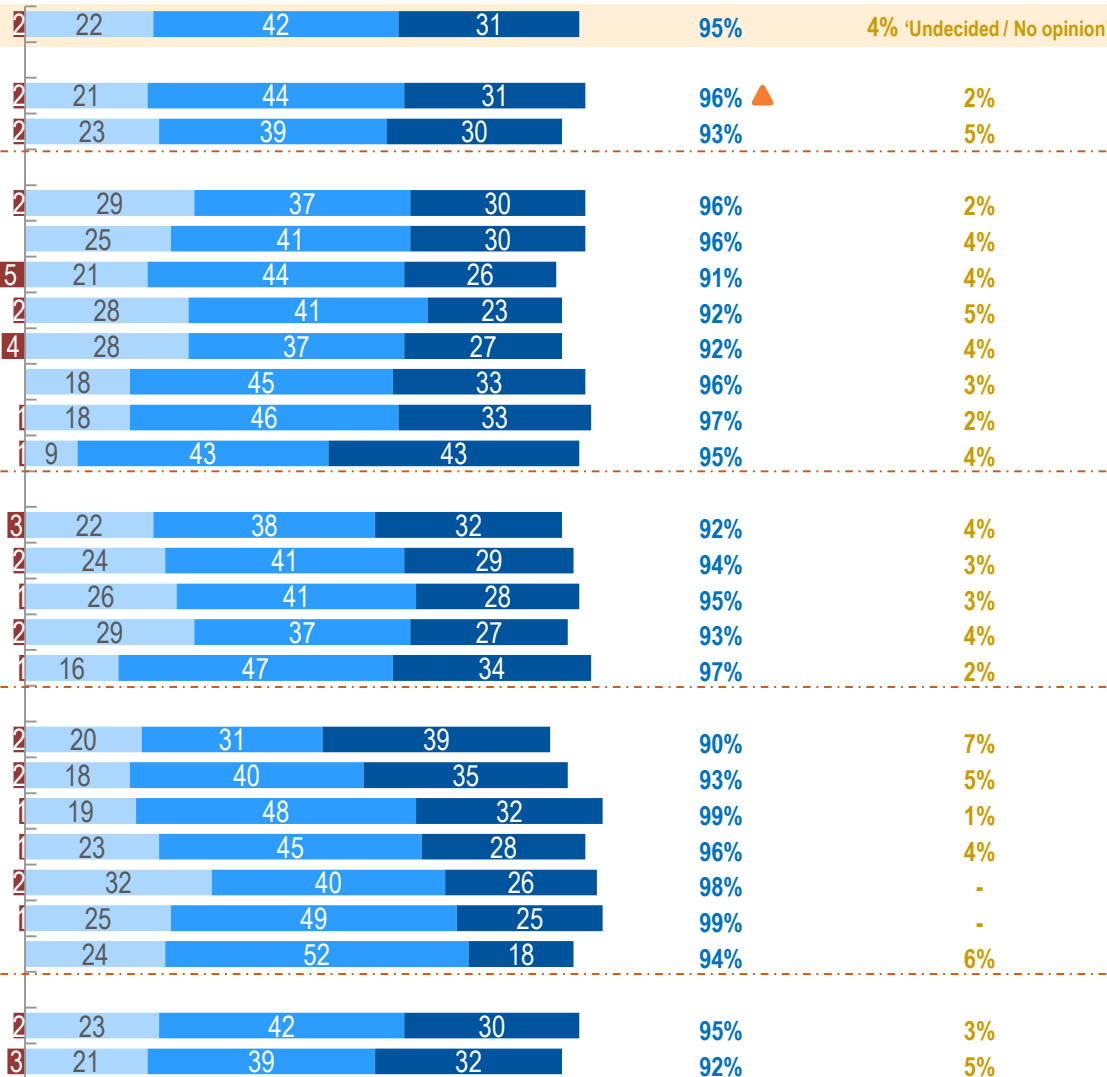
\$150,001-\$200,000 (n=59)

Over \$200,000 (n=24)

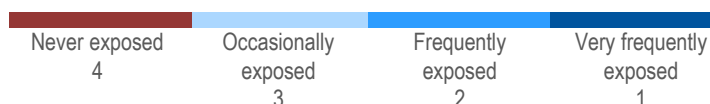
LOCATION

Perth Metro (n=809)

Regional WA (n=198)



Response Scale



Percentages may not add to exactly 100% due to rounding

GENERAL POPULATION

Question 5

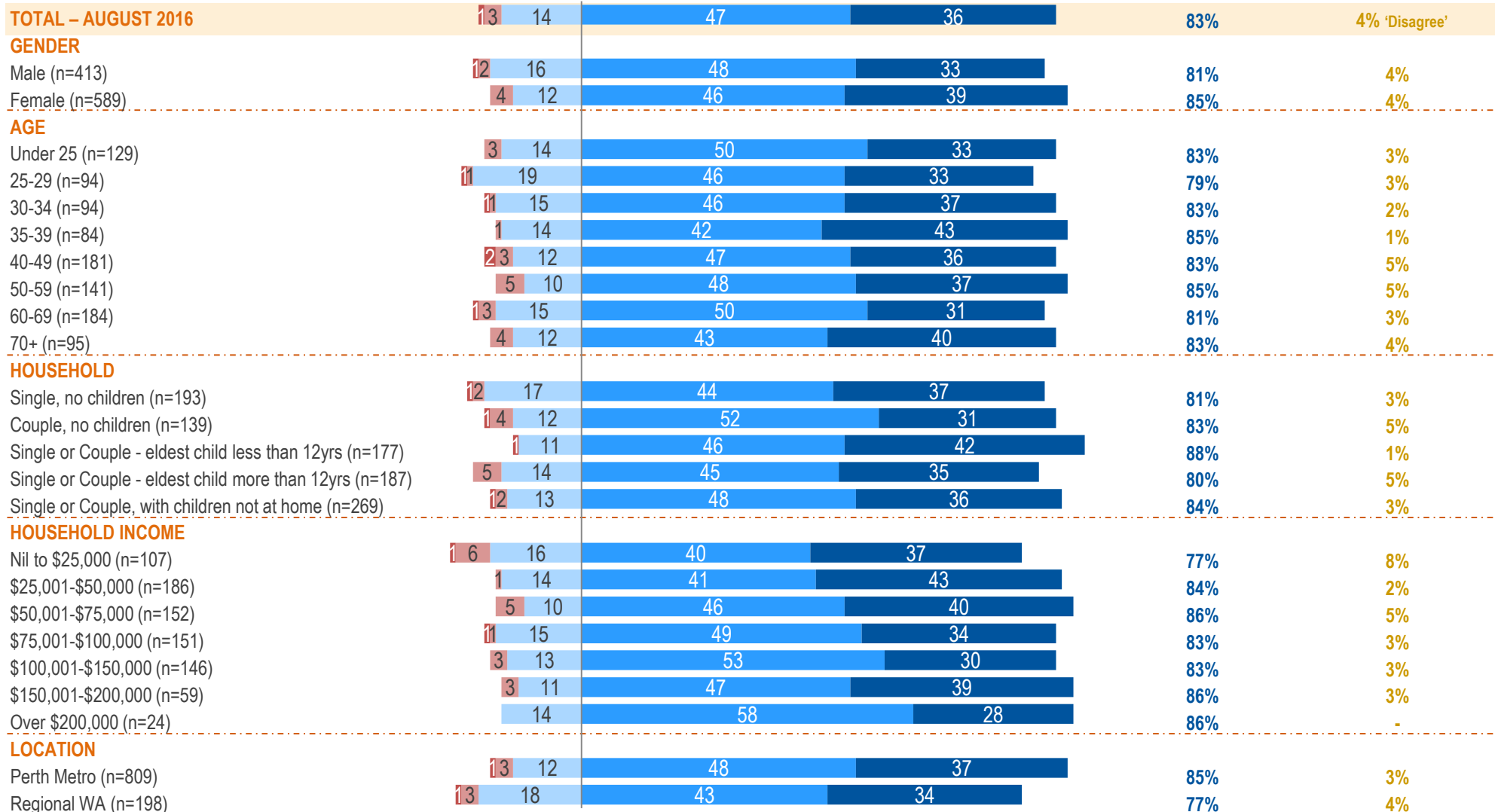
“To what extent do you agree or disagree that parents’ own drinking influences their children’s drinking behaviour?”



Question 5:



"To what extent do you agree or disagree that parents' own drinking influences their children's drinking behaviour?"



Response Scale



Percentages may not add to exactly 100% due to rounding

GENERAL POPULATION

Question 6

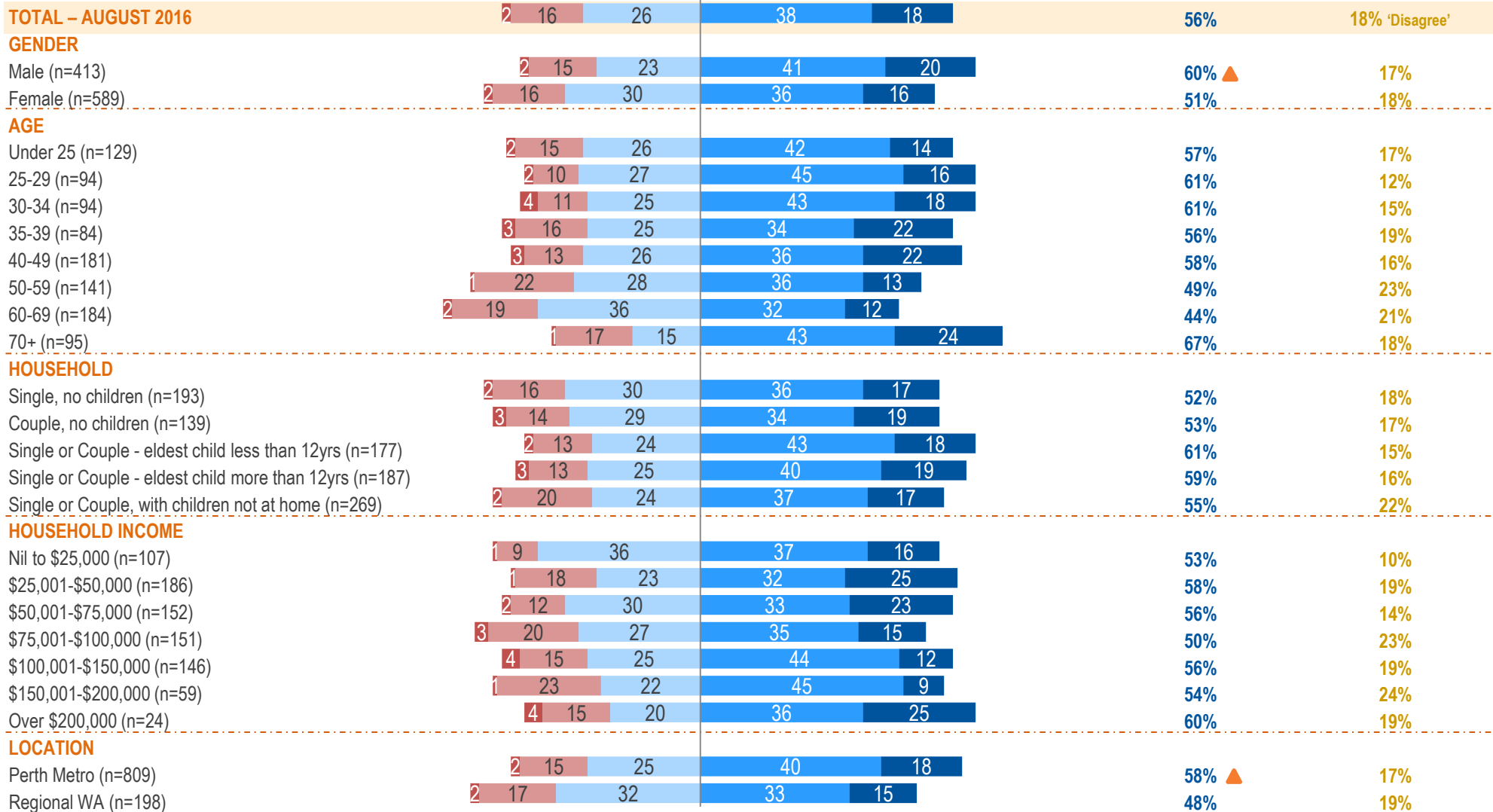
“To what extent do you agree or disagree that parents who limit their children’s access to alcohol reduce the likelihood of their child’s drinking?”



Question 6:



"To what extent do you agree or disagree that parents who limit their children's access to alcohol reduce the likelihood of their child's drinking?"



Response Scale

Strongly disagree
5

Disagree
4

Neither
3

Agree
2

Strongly agree
1

Percentages may not add to exactly 100% due to rounding

GENERAL POPULATION

Question 7

“To what extent do you support or oppose...? (range of statements presented)”

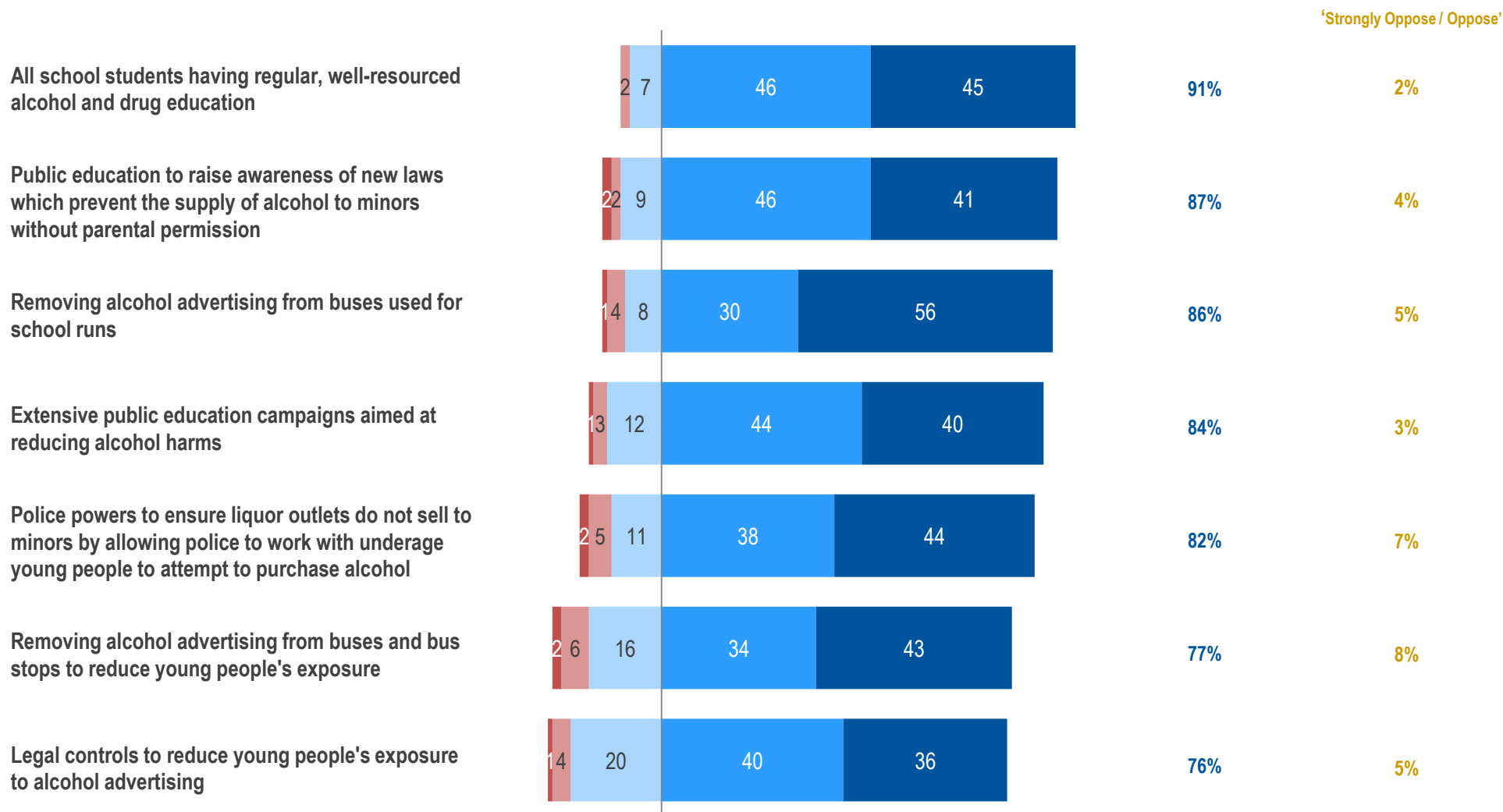


Question 7:

"To what extent do you support or oppose...?"



SUMMARY CHART – ALL STATEMENTS



Response Scale



Percentages may not add to exactly 100% due to rounding

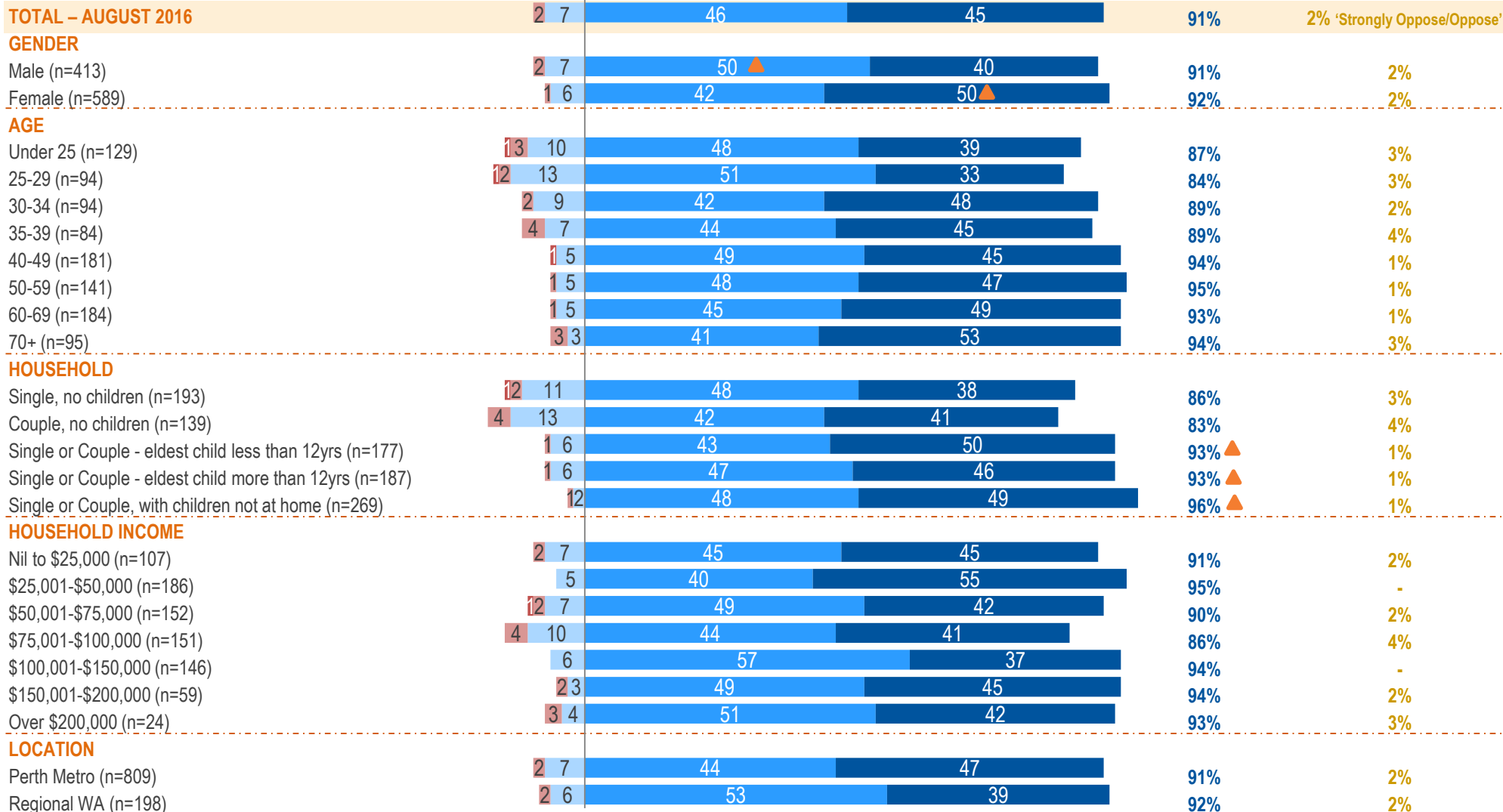


Question 7:

"To what extent do you support or oppose...?"



All school students having regular, well-resourced alcohol and drug education



Response Scale



Percentages may not add to exactly 100% due to rounding

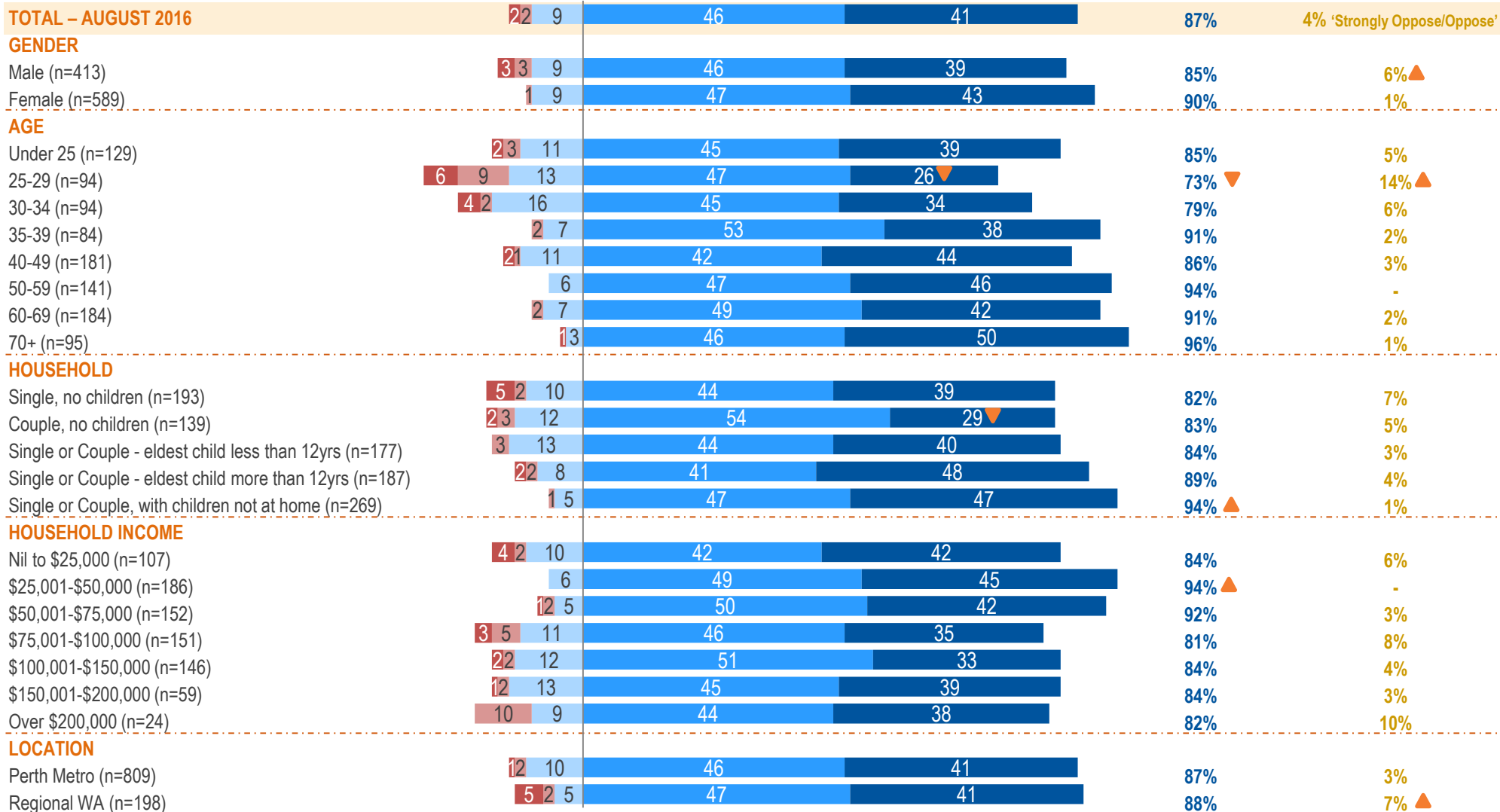


Question 7:

"To what extent do you support or oppose...?"



Public education to raise awareness of new laws which prevent the supply of alcohol to minors without parental permission



Response Scale



Percentages may not add to exactly 100% due to rounding

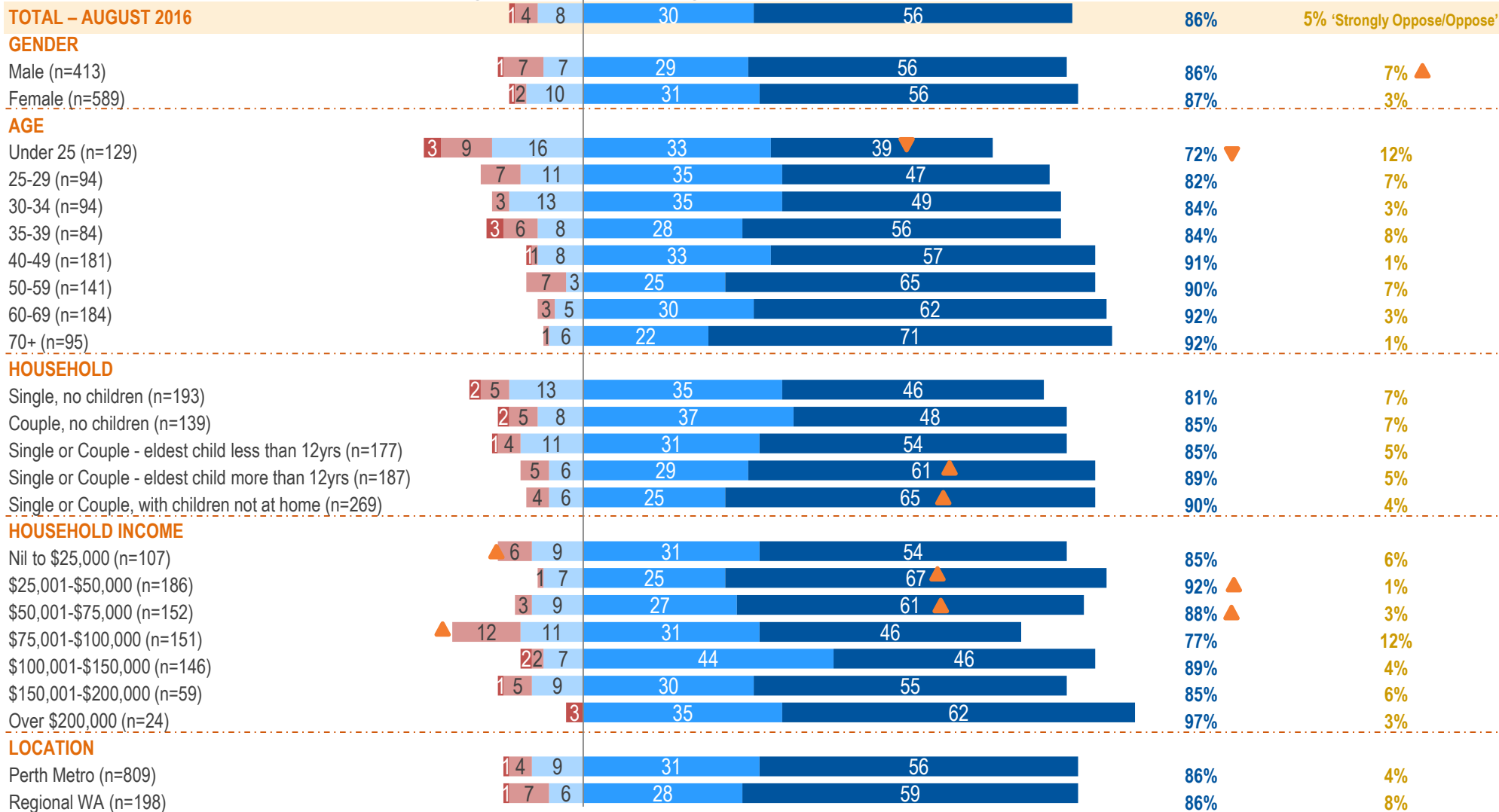


Question 7:

"To what extent do you support or oppose...?"



Removing alcohol advertising from buses used for school runs



Response Scale



Percentages may not add to exactly 100% due to rounding



Question 7:

"To what extent do you support or oppose...?"



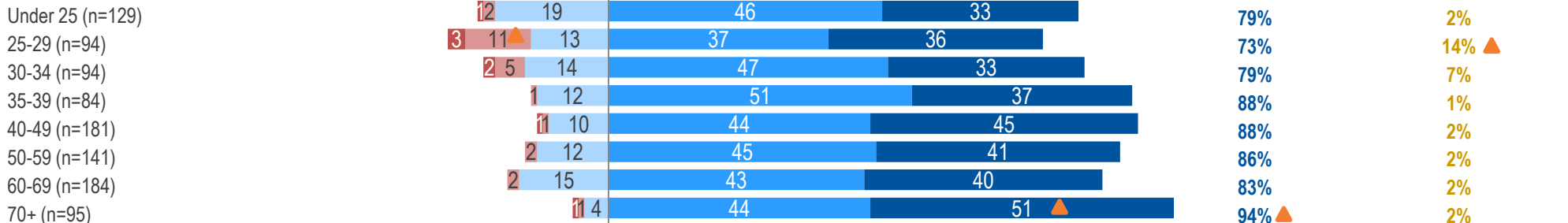
Extensive public education campaigns aimed at reducing alcohol harms

TOTAL – AUGUST 2016

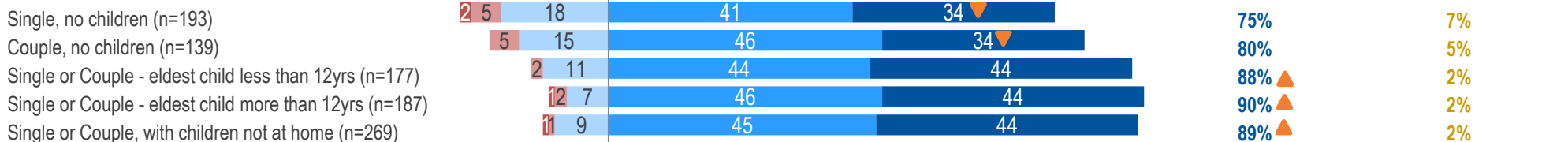
GENDER



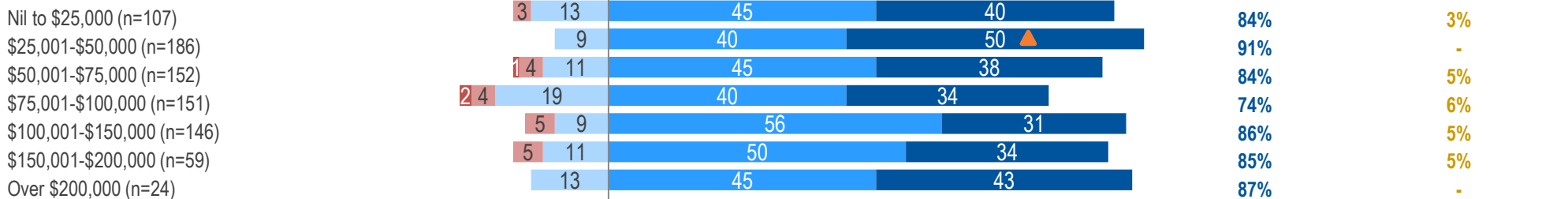
AGE



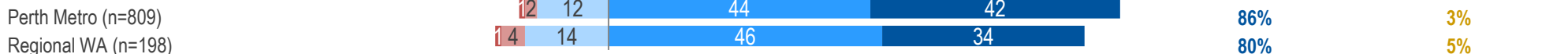
HOUSEHOLD



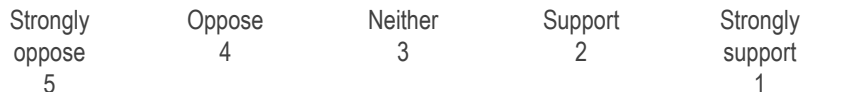
HOUSEHOLD INCOME



LOCATION



Response Scale



Percentages may not add to exactly 100% due to rounding

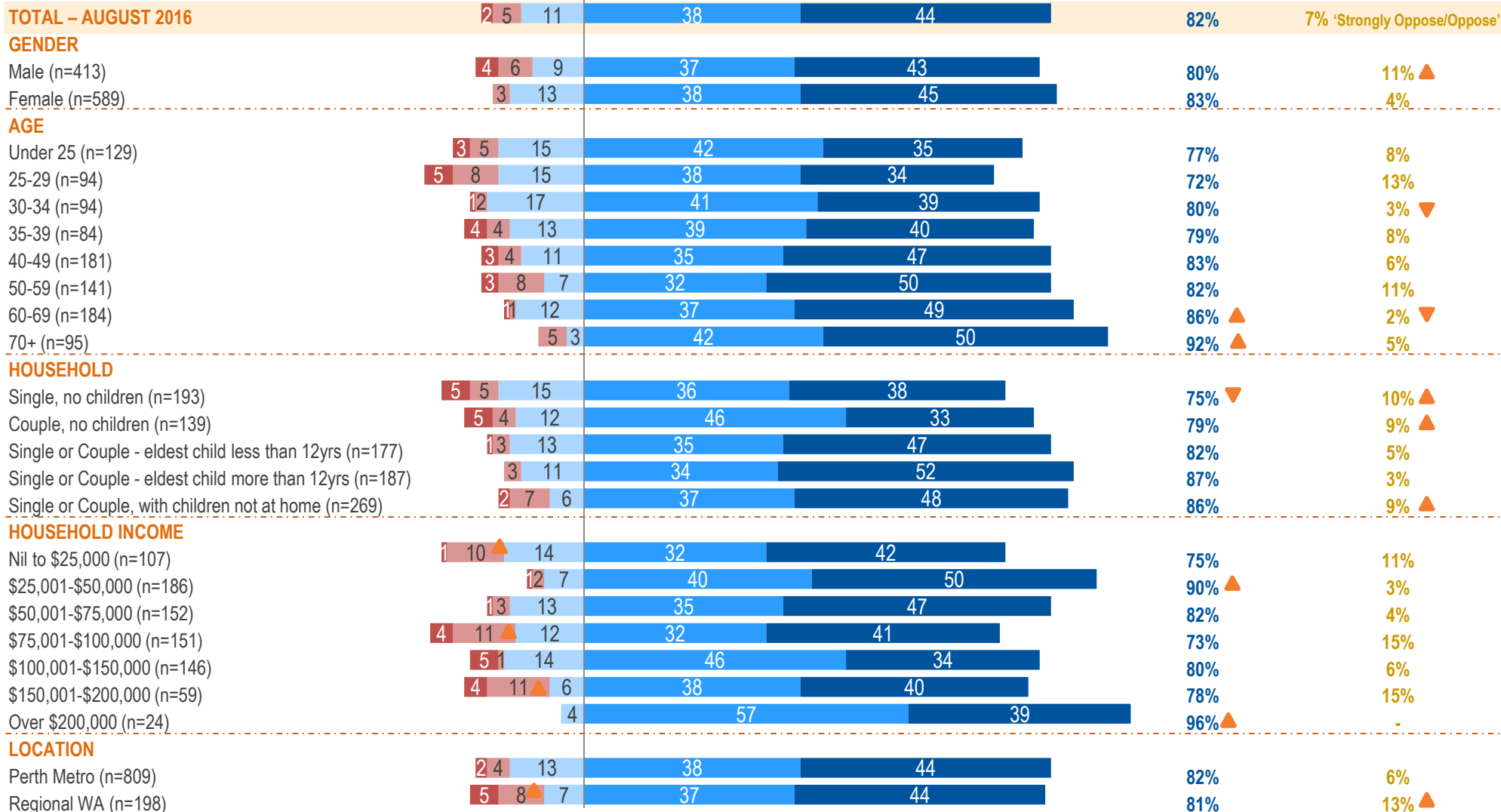


Question 7:

"To what extent do you support or oppose...?"



Police powers to ensure liquor outlets do not sell to minors by allowing police to work with underage young people to attempt to purchase alcohol



Response Scale

Strongly
oppose

Oppose
4

Neither
3

Support
2

Strongly
support
1

Percentages may not add to
exactly 100% due to rounding

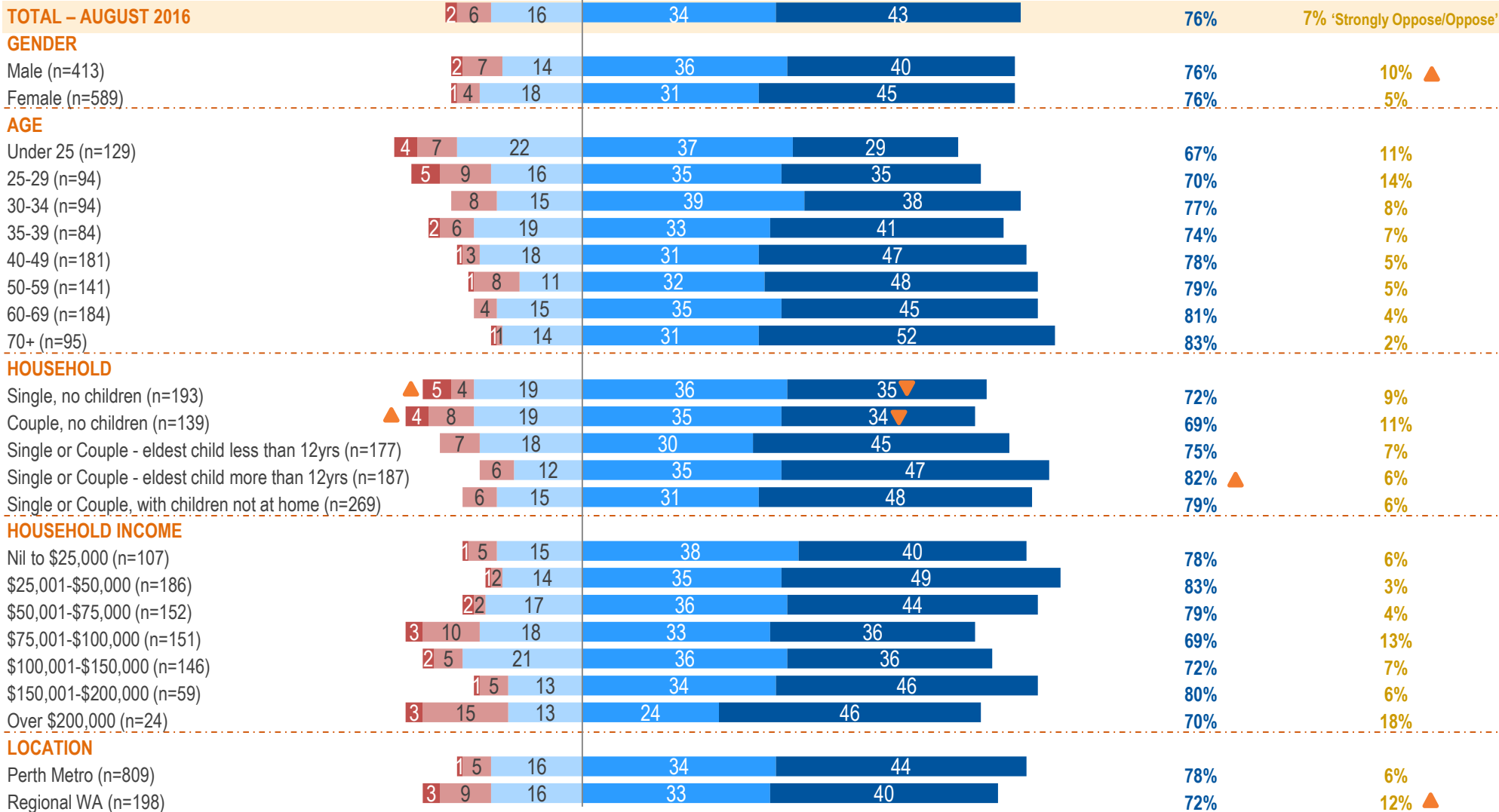


Question 7:

"To what extent do you support or oppose...?"



Removing alcohol advertising from buses and bus stops to reduce young people's exposure



Response Scale



Percentages may not add to exactly 100% due to rounding

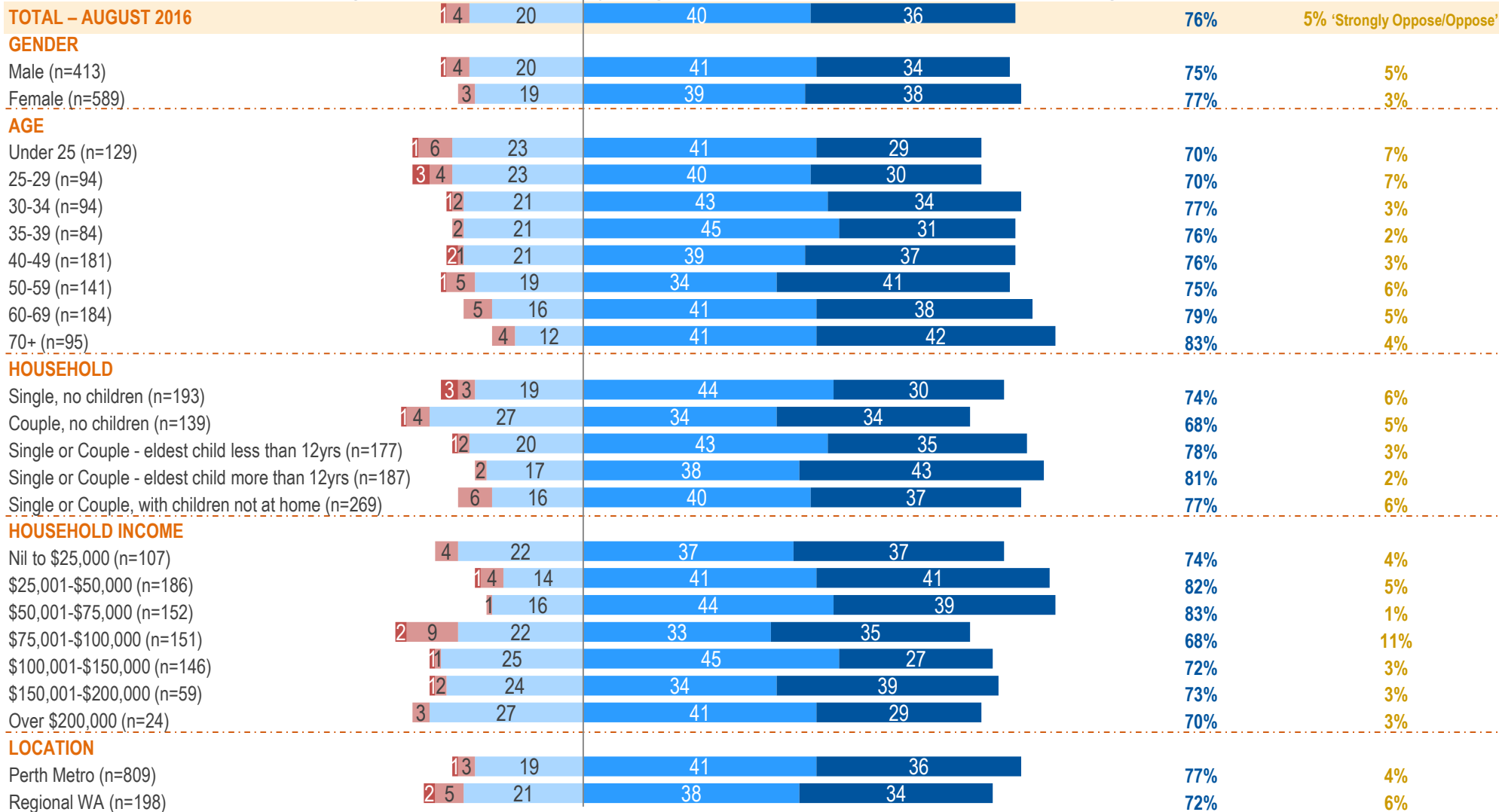


Question 7:

"To what extent do you support or oppose...?"



Legal controls to reduce young people's exposure to alcohol advertising



Response Scale



Percentages may not add to exactly 100% due to rounding



Hunt Smarter.