

Setting a Minimum Price on Alcohol

Omnibus Survey Findings McCusker Centre for Action on Alcohol and Youth

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Background & Approach

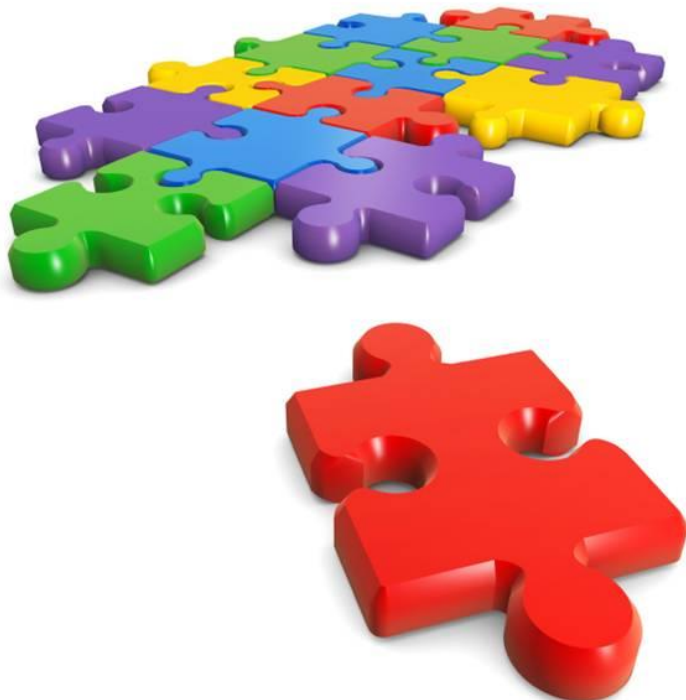


What we've done

- Five questions were placed in the monthly WA Omnibus online survey for November.
- The survey was in field 16th to 27th November 2017.
- A total sample of n=806 was achieved, representative of the WA general population.
- The data was post-weighted to ABS Census statistics for Age, Gender and Metro / Regional population in WA.
- Overall sample margin of error = $\pm 3.45\%$ at the 95% confidence interval (within the acceptable range of $\pm 5\%$)



Some analytical pointers...



Weighting

All data in this report has been post-weighted by age, gender and location proportionate to ABS Census (2016) statistics to be reflective of the WA general population.



Segment analysis

Data has been analysed at the overall level, with sub-group analysis shown where relevant. Differences between sub-groups are significant at the 95% level of confidence and indicated with stars ★ ☆



Figures

Values shown in the charts are percentages (%), unless otherwise indicated and may not always add up to 100% exactly due to rounding.



Base sizes

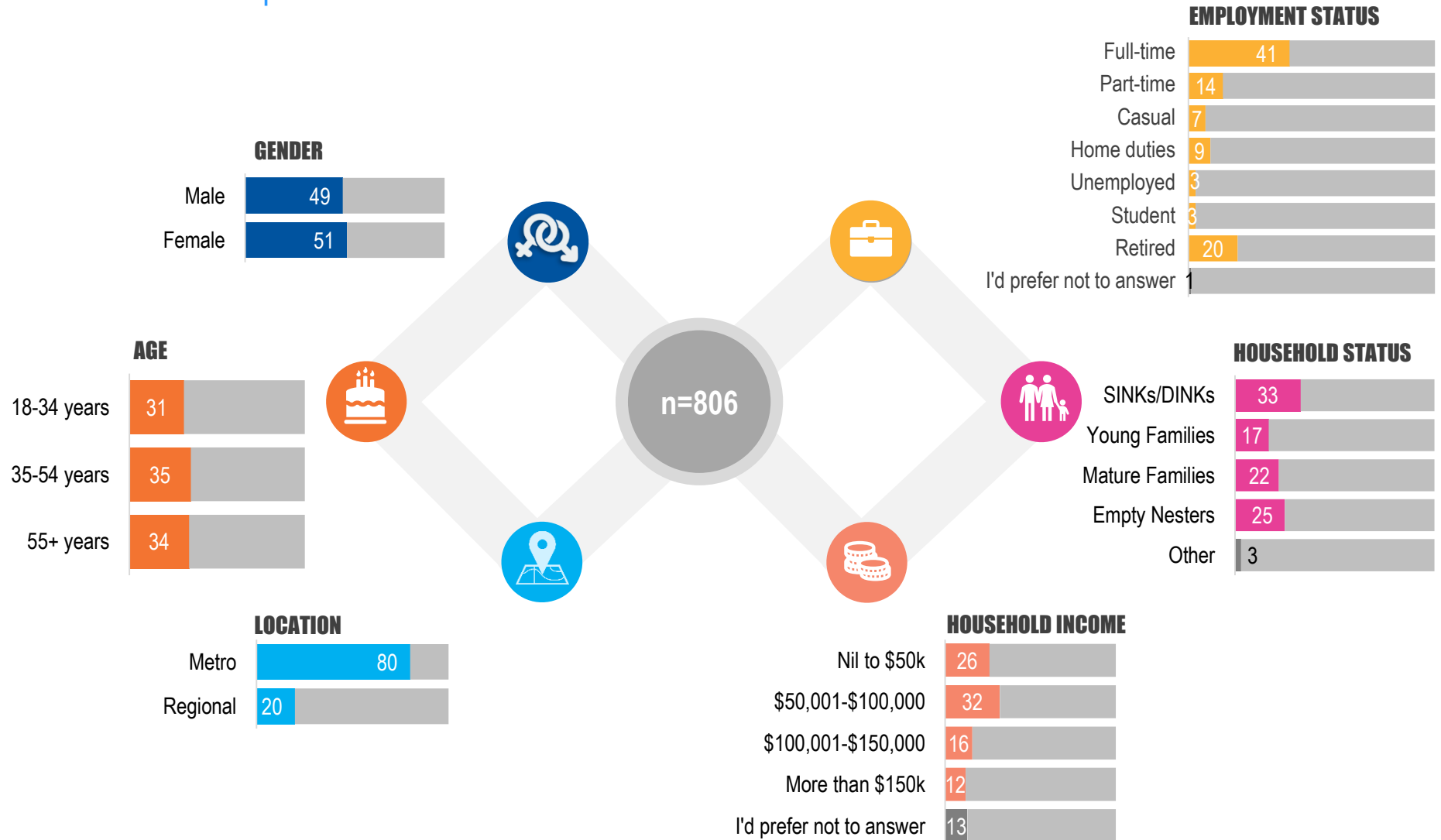
May vary due to respondents being excluded from certain questions based on segment or being randomly attributed a certain version of a question.



Sample Profile

Who We Spoke To

The sample contains a representative spread of gender, age, and location proportionate to the WA general population. An even spread of incomes, employment statuses and household situations was also achieved.



General Attitudes

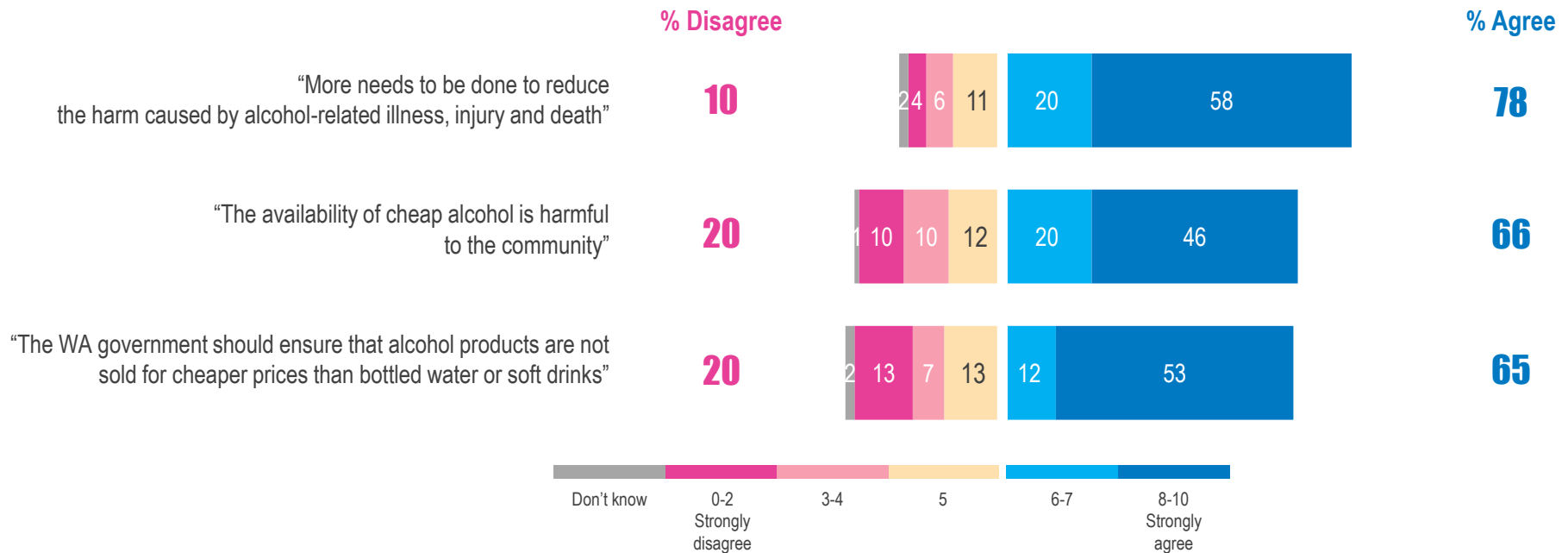


What are the community's attitudes towards alcohol-related harm and the sale of cheap alcohol?



The majority of the community agrees more needs to be done about alcohol related harm and the sale of cheap alcohol.

At least two thirds of the community agree with each of the statements provided, with half agreeing strongly.





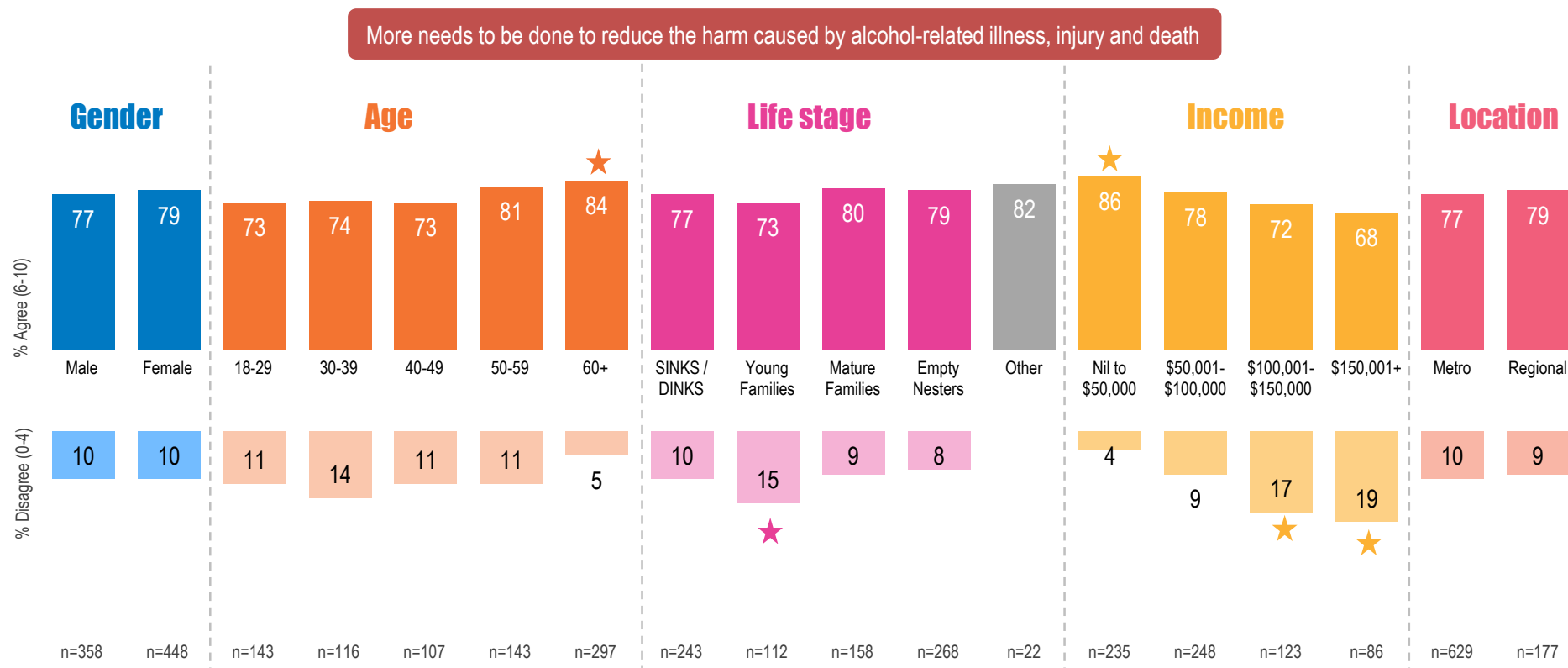
Which segments of the community agree with these statements, and which do not?



Older age groups and low-income households are most likely to support each of the statements shown.

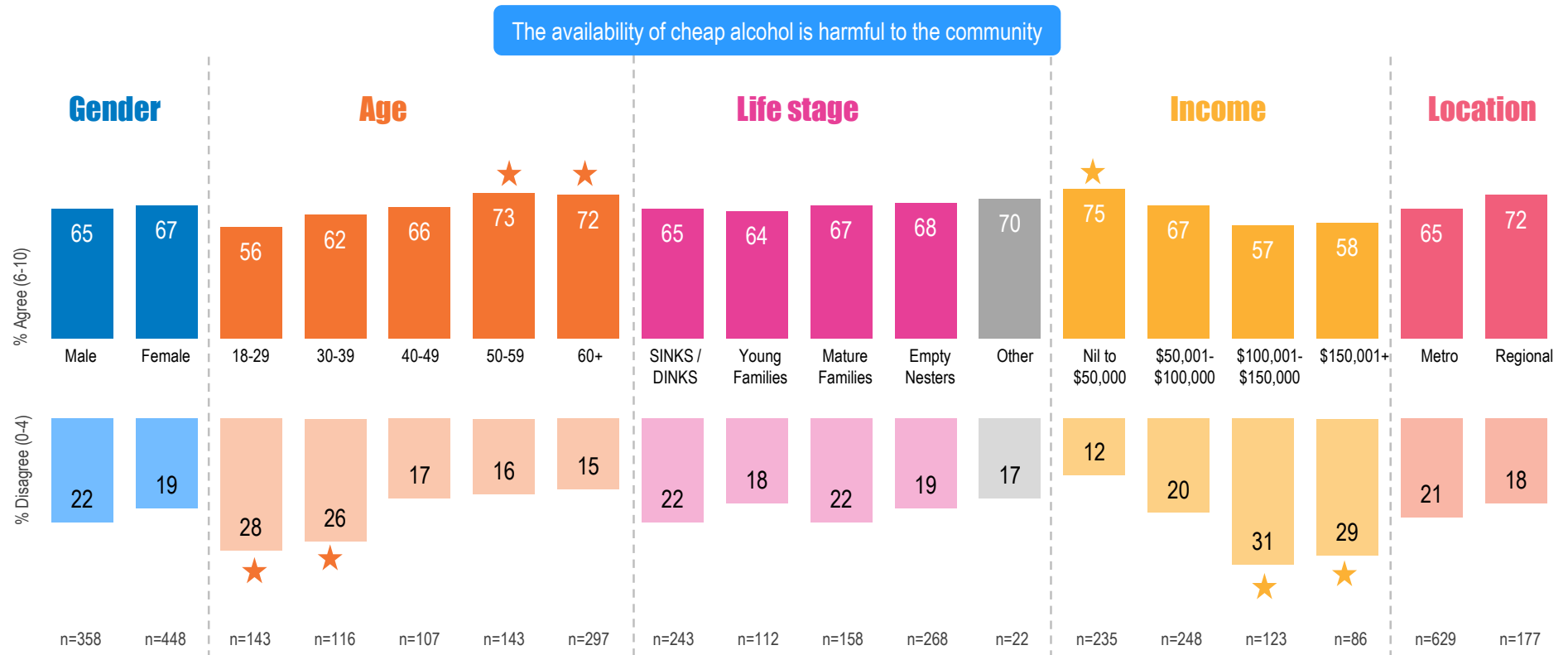
Who is most likely to agree?

Those aged 60+ are significantly more likely than those aged 18-49 to agree that more needs to be one to reduce the harm caused by alcohol-related illness, injury and death. Households earning under \$50,000 are also more likely than those on higher incomes to agree.



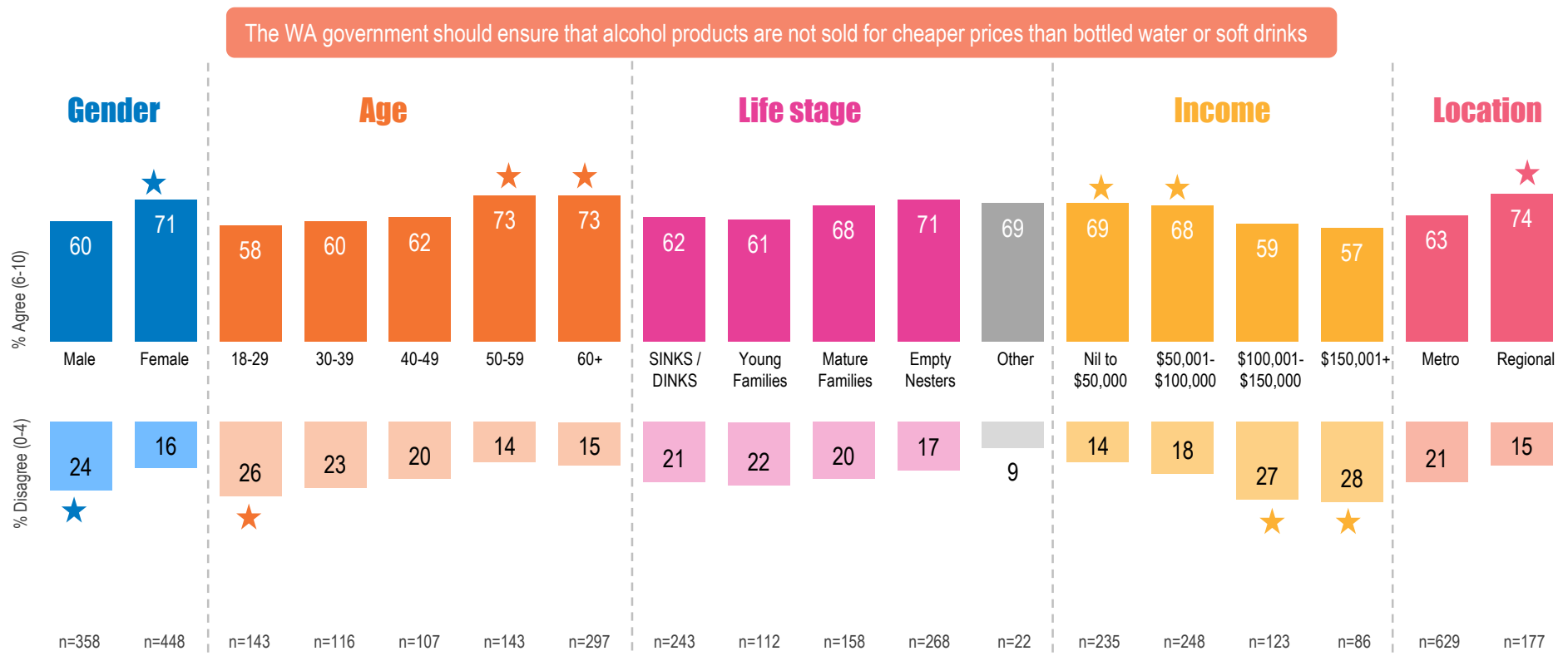
Who is most likely to agree?

Agreement with the statement, 'The availability of cheap alcohol is harmful to the community' is also more common in older age groups (50 years +), and lower-income households.



Who is most likely to agree?

Likewise, support for the WA government ensuring alcohol products are not sold too cheaply is also particularly strong in older age groups and low income households. However, favourability toward this particular statement is also driven by regional residents, females and mid-income households.





**Support for a
minimum price**

Respondents read the following information...



A policy option being considered in WA to reduce alcohol-related harm is a minimum price for alcohol. In other places, minimum pricing has significantly reduced alcohol-related traffic offences, violence, hospital admissions and deaths.

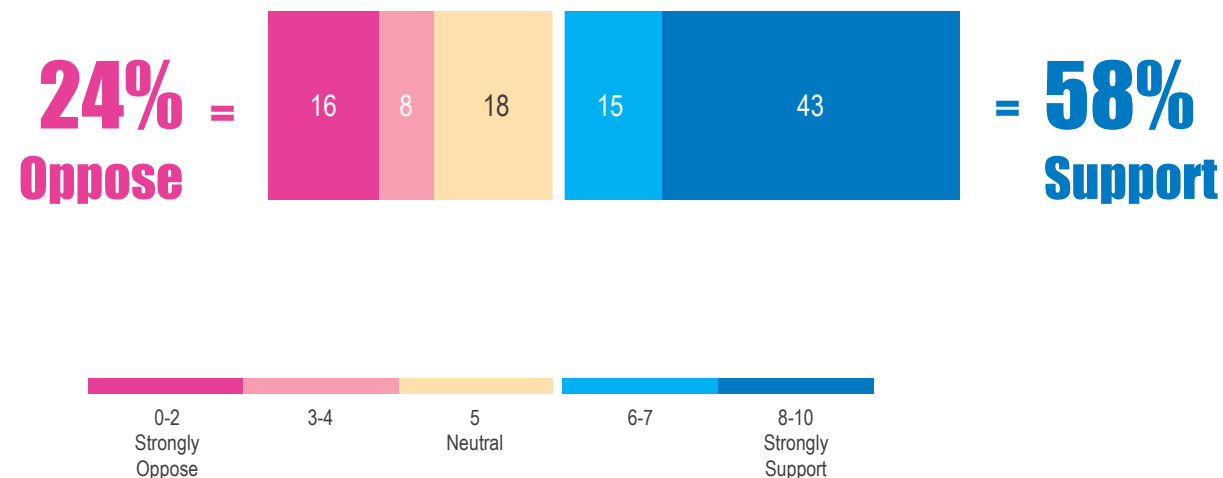
A minimum price would set a floor price per standard drink below which alcohol cannot be sold. A minimum price would increase the price of only the cheapest alcohol products, particularly cheap bottled wine and cask wine. It is possible that a minimum price could be set between \$1 and \$1.50 per standard drink.

After reading this information, 3 in 5 say they would support a minimum price on alcohol.



There is majority support for a minimum price on alcohol.

Around 3 in 5 of the overall WA community would support the introduction of a minimum price on alcohol, including 2 in 5 (43%) who 'strongly' support it. However, a quarter (24%) of Western Australians would oppose the move.

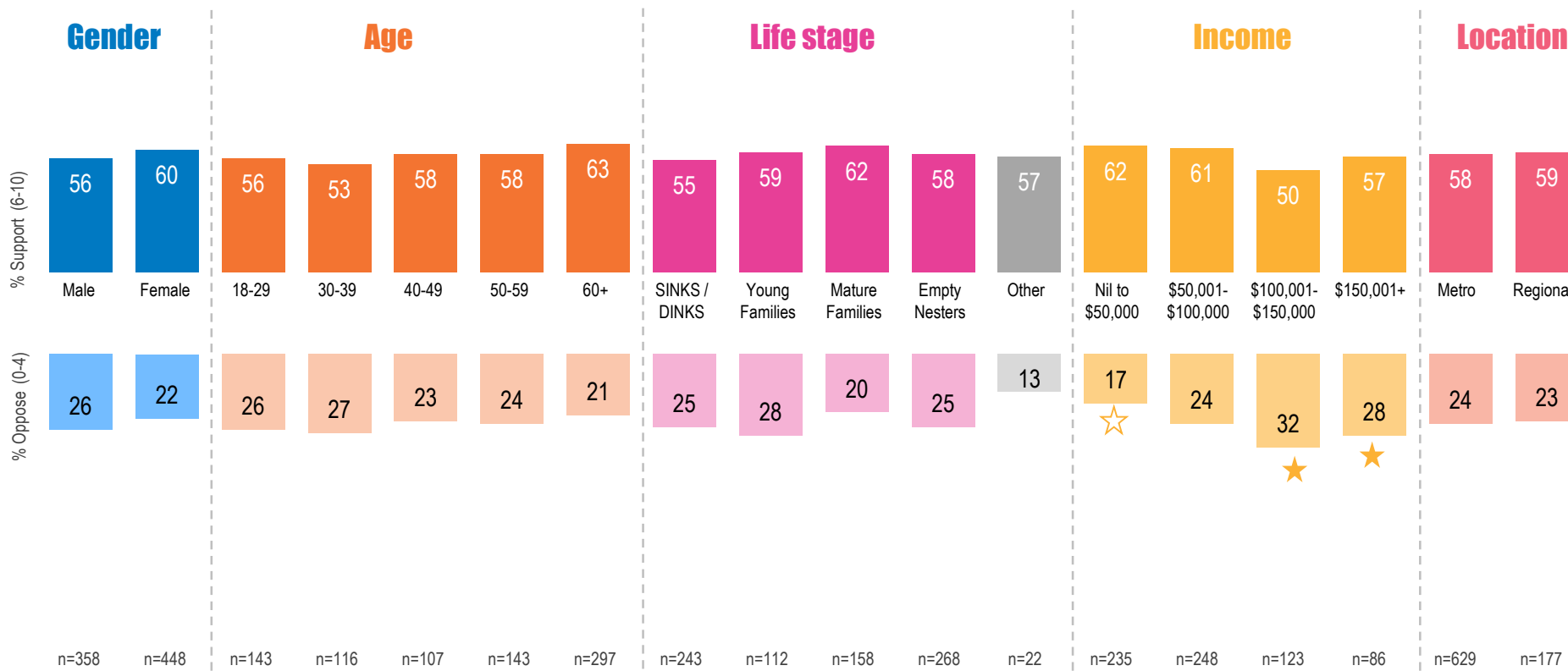


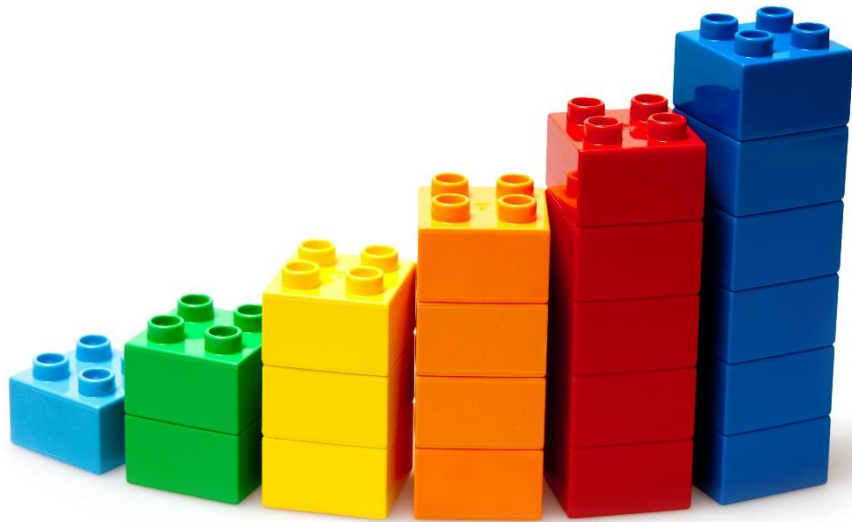


Who is likely to support vs. oppose a minimum price?

Support is mostly consistent across the community.

No differences of note were found between groups, apart from those on higher household incomes (\$100k +) being more likely than those on lower incomes (nil to \$50k) to oppose a minimum price.





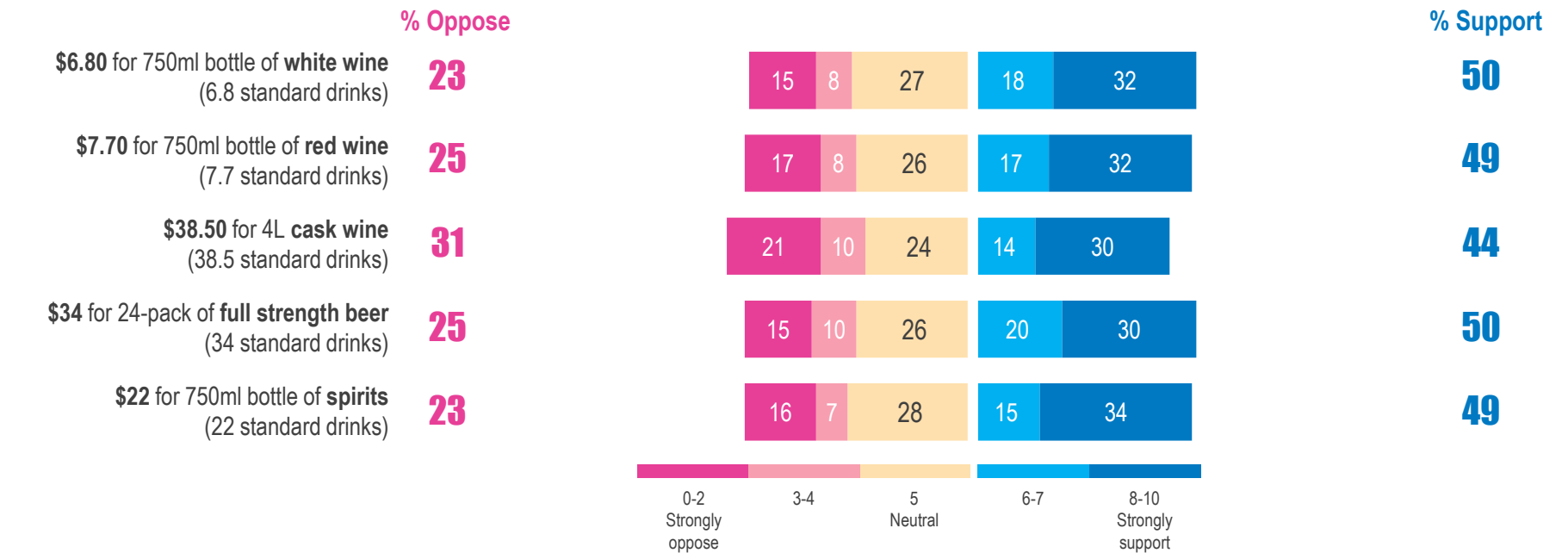
**What about when we
show actual potential
minimum prices?**

Average support is consistent regardless of whether the minimum price is set at \$1, \$1.25 or \$1.50 per standard drink.



Support at \$1 per standard drink

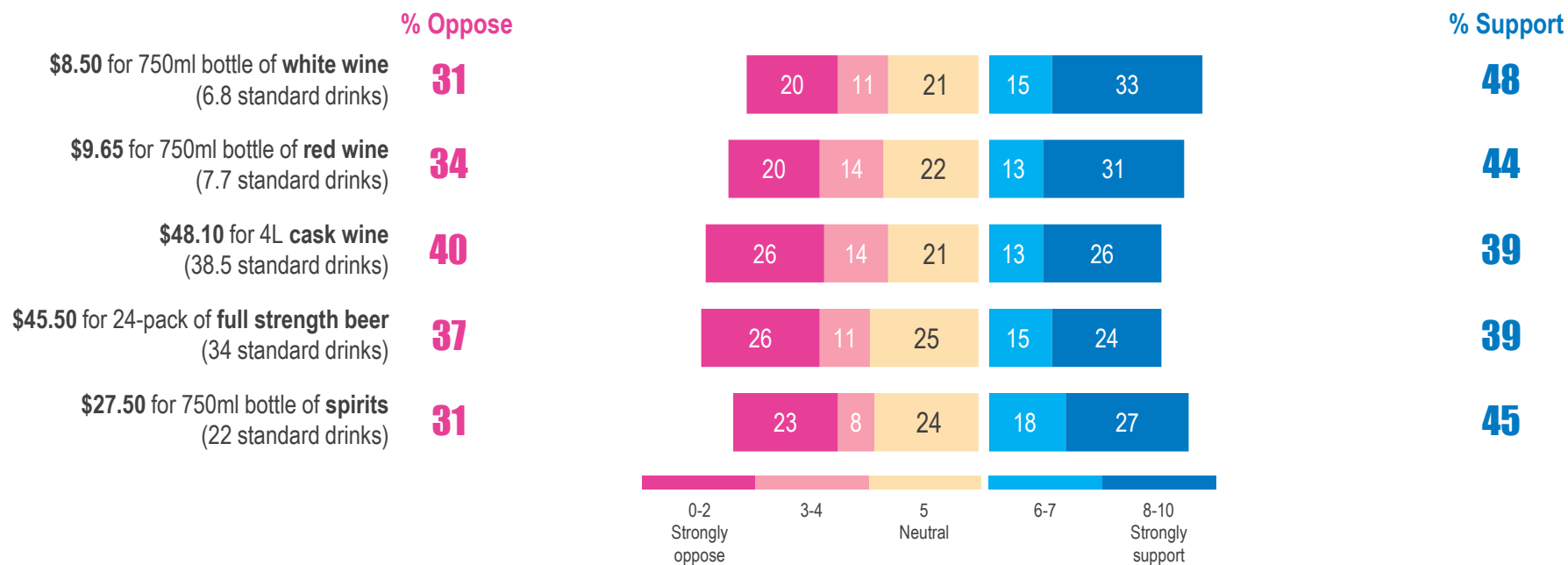
Across all alcohol products, approximately half the community supports a minimum price of \$1 per standard drink, while a further 1 in 4 are indifferent on the matter.



Q5a. Below are some examples of **average minimum prices** across common alcohol products if a minimum price was set at **\$1 per standard drink**. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=267 *Respondents randomly shown one of three potential price points (\$1 / \$1.25 / \$1.50) to prevent bias effects.

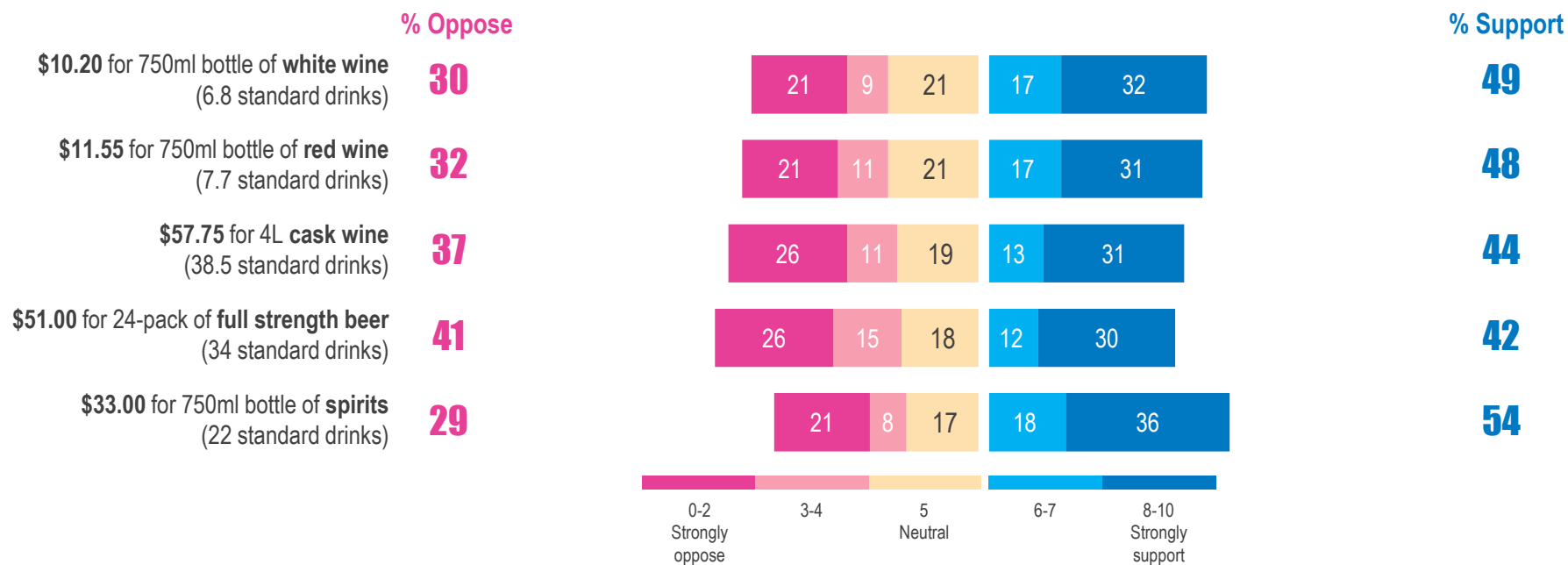
Support at \$1.25 per standard drink

Support drops slightly for an average minimum price of \$1.25 across drinks, particularly for cask wine and full strength beer where opposition vs support becomes relatively equal.



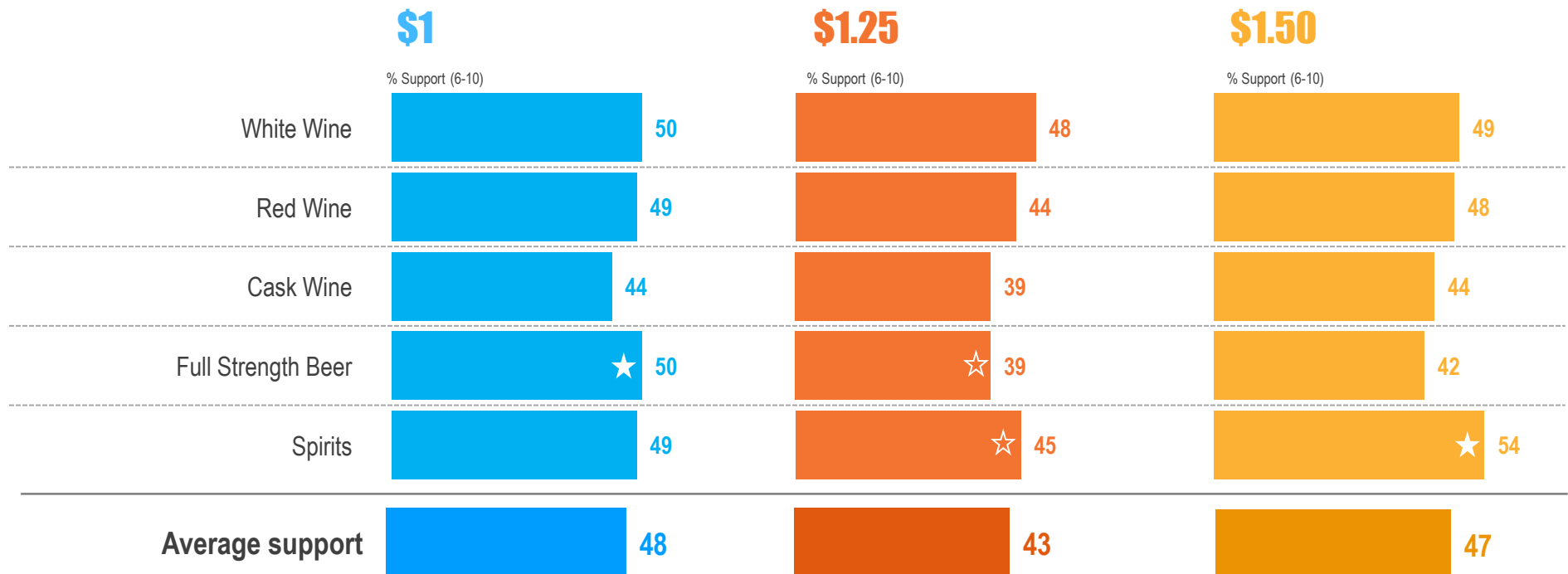
Support at \$1.50 per standard drink

Community support for a minimum price of \$1.50 per standard drink is relatively the same as it is for \$1.25 per standard drink. Again, support for this minimum price on cask wine and full-strength beer is more polarised than for other products.



Comparison of support across price points

There are a couple of product-specific differences in support for each minimum price; however, on average there are no significant differences in support for each potential price point.



Q5a. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=267

Q5b. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1.25 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=288

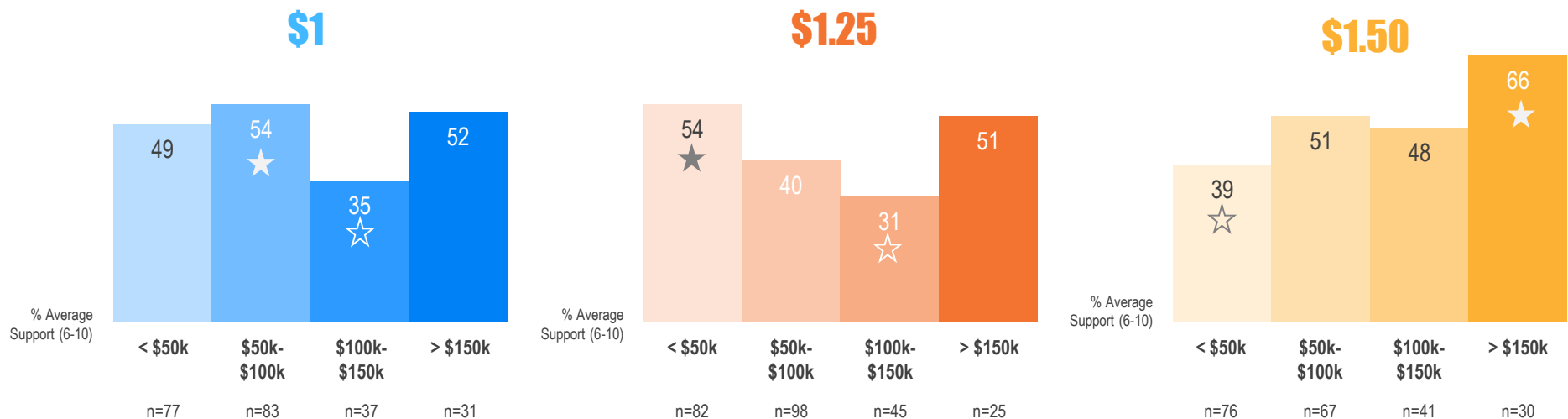
Q5c. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1.50 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=251

While low incomes earners are broadly supportive of a minimum price on alcohol, their support wanes when the price reaches \$1.50 per standard drink.



Average support by income levels

Households on low incomes (<\$50k p.a.) are just as, if not more supportive of a minimum alcohol price than those on higher incomes at \$1 or \$1.25 per standard drink. However, at \$1.50 per standard drink this changes, with high-income (\$150k+) households holding significantly more support.



Q5a. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=267

Q5b. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1.25 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=288

Q5c. Below are some examples of average minimum prices across common alcohol products if a minimum price was set at \$1.50 per standard drink. To what extent do you support or oppose these average minimum prices across each of these products? Base: n=251

Key Insights





The community support is there.

Three quarters of the community agree that more needs to be done to reduce alcohol-related harm, while two thirds agree that the availability of cheap alcohol contributes to this and that the WA government should ensure alcohol products are not sold more cheaply than bottled water or soft drinks.

Furthermore, there is majority support for legislation that sets a minimum price on alcohol, with 3 in 5 in favour of this and a further 1 in 5 feeling indifferent on the topic.

Support also isn't contingent on income – in fact, low income earners are more supportive of a minimum price on alcohol than higher income earners.



Support is consistent across price points.

When shown actual product prices, between 43% and 48% of the community supports a minimum price on alcohol regardless of the price being \$1, \$1.25 or \$1.50 per standard drink.

Low incomes earners, while broadly supportive of a minimum price on alcohol, are on average less supportive when the price reaches \$1.50 per standard drink.

Hunt Smarter.



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