

Of Substance Alcohol survey

Prepared for Trevor Fearnley & Jenny Tinworth
Adpartners on behalf of *Of Substance*
9th January 2008





1. Sample & Methodology



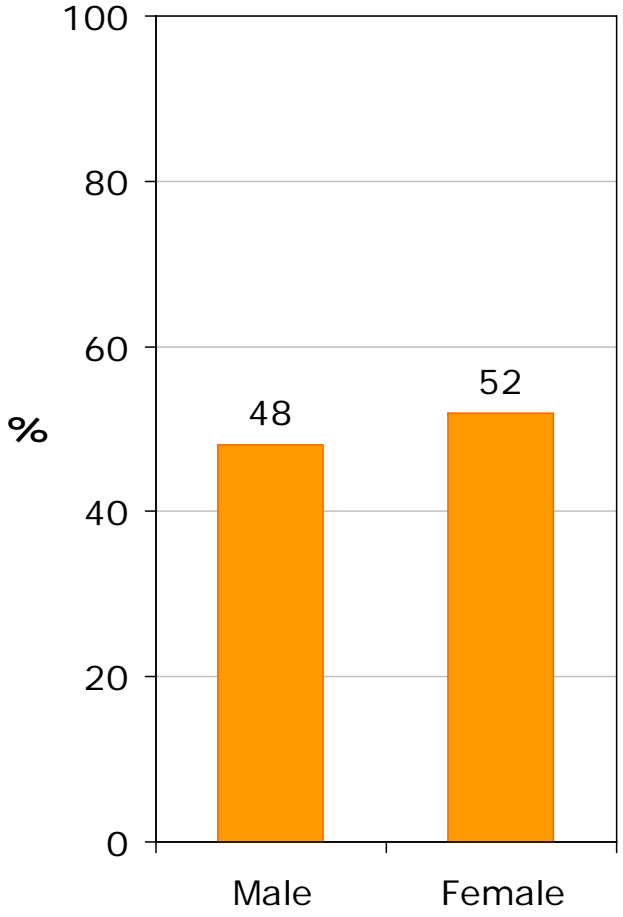
Sample and methodology

- ▶ This fieldwork for this study was conducted over 19th – 20th December, 2007
- ▶ Method was an online survey
 - Quotas on age (18 – 69), gender and area
 - Data post-weighted to reflect the Australian population
- ▶ The sample was n = 1054 respondents
- ▶ The figures shown in the following summary charts report on the total sample
 - For sub-samples (e.g. gender, age and area), figures are available via the full tables

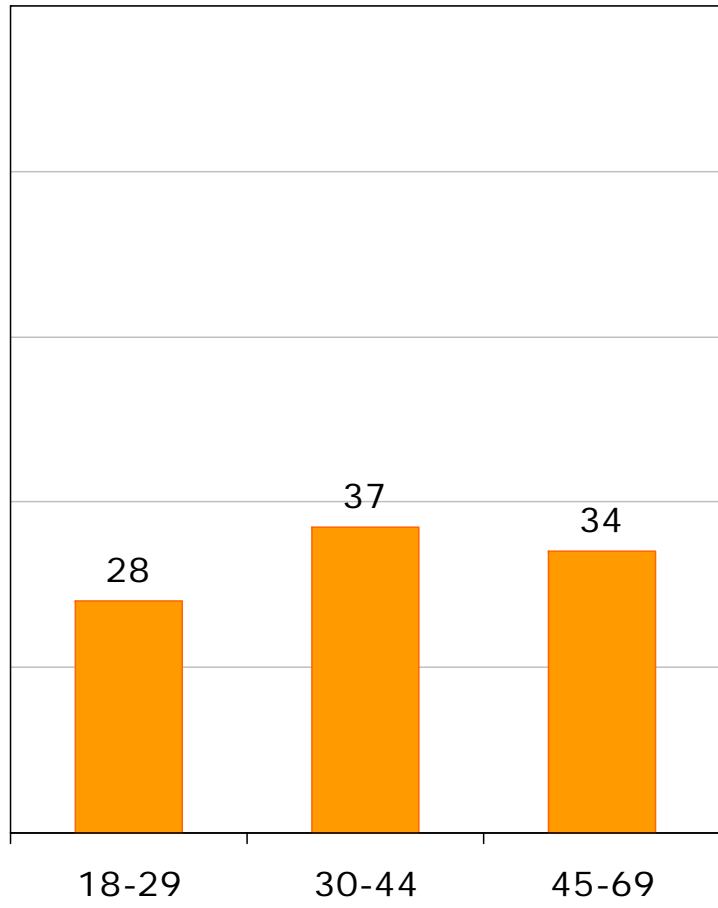


The sample: gender, age and area

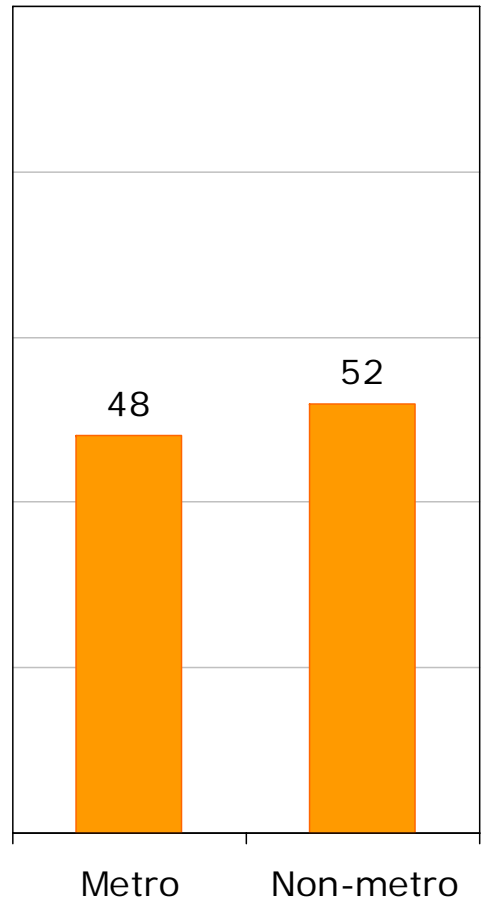
Gender



Age



Area

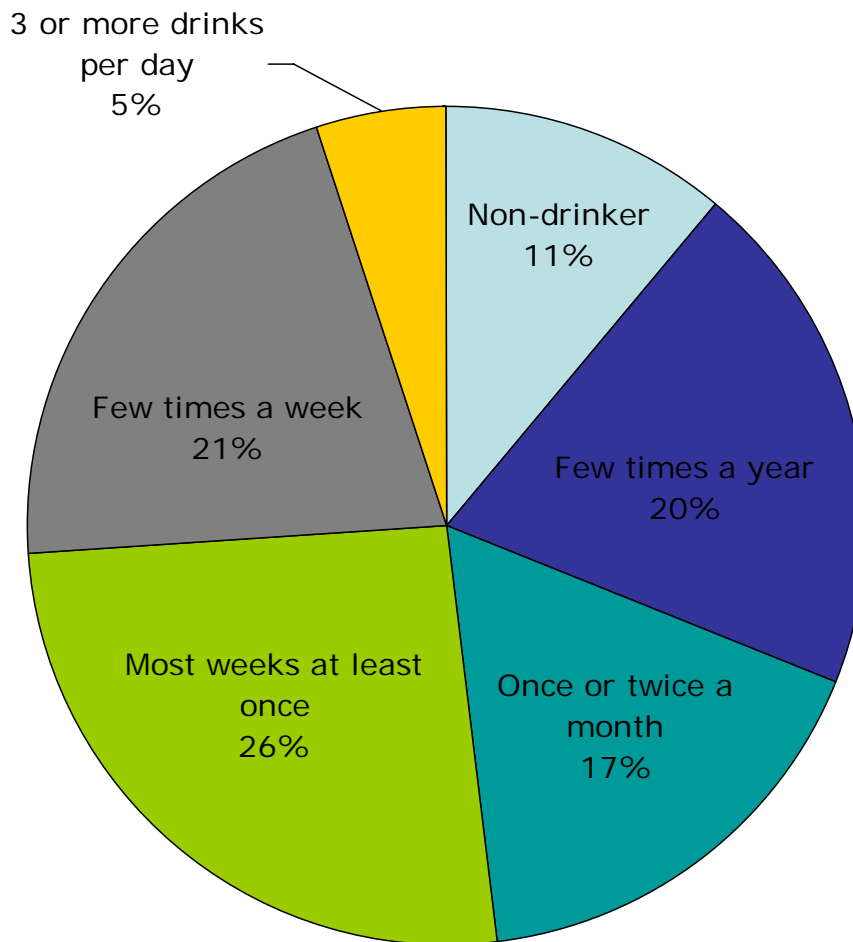


▶ The raw sample above has been post-weighted to reflect the Australian population



The sample: Alcohol consumption (claimed)

S5. Which of the following best describes you, in relation to alcohol?



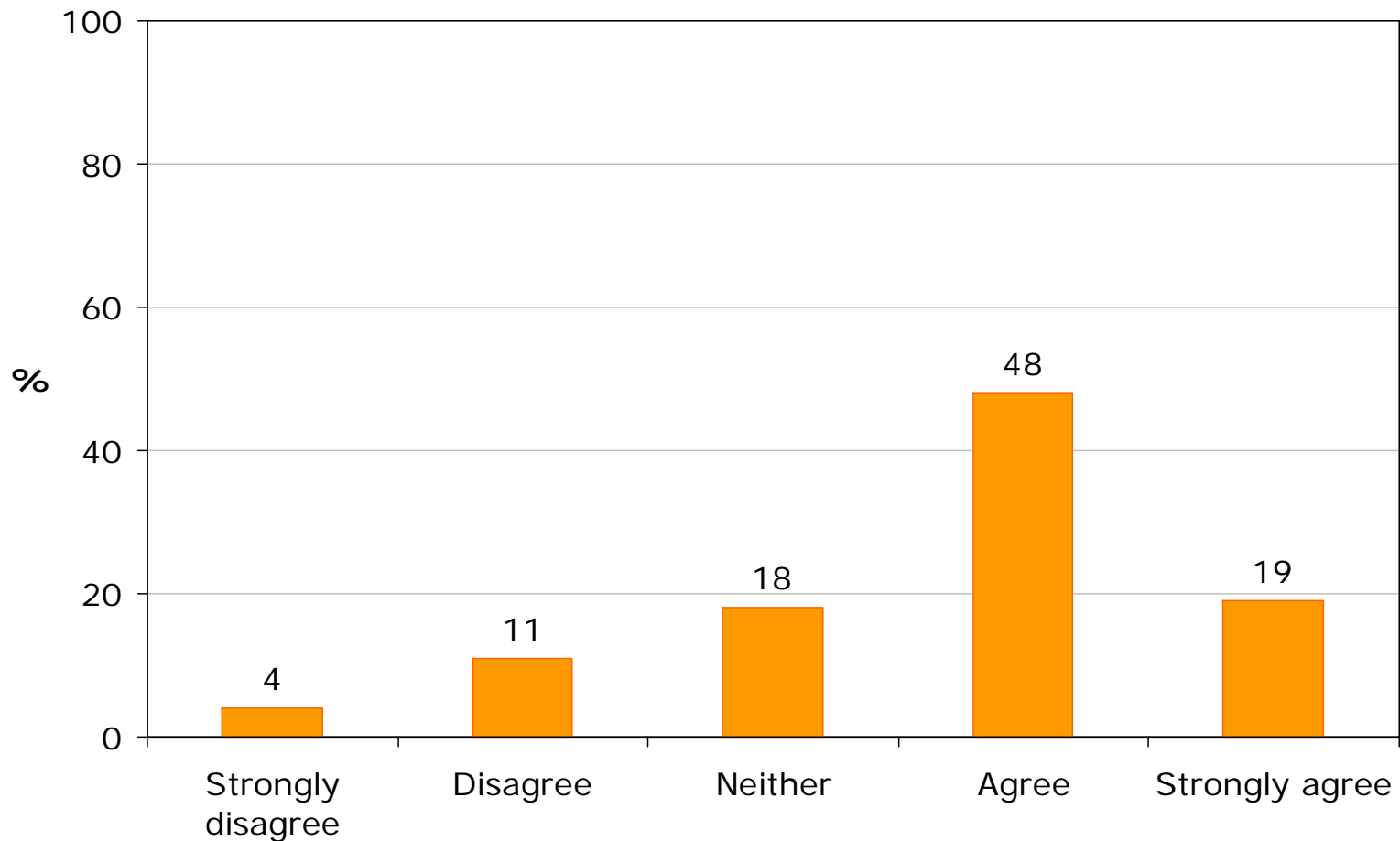


2. General issues relating to alcohol



Agreement with "Alcohol is a drug"

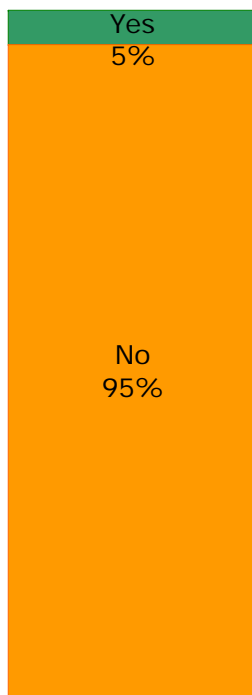
Q1. Would you agree or disagree with the following statement: 'Alcohol is a drug'?



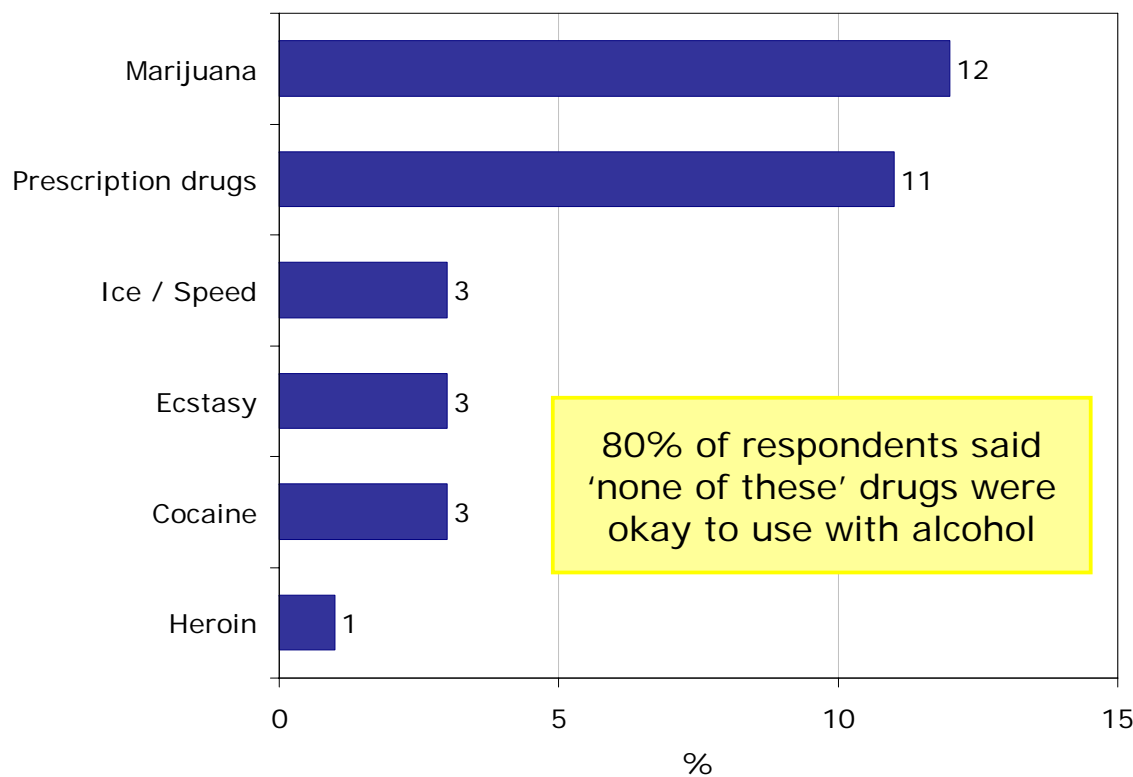


Mixing alcohol with drugs

Q2. Do you consider it is safe to mix drugs with alcohol?

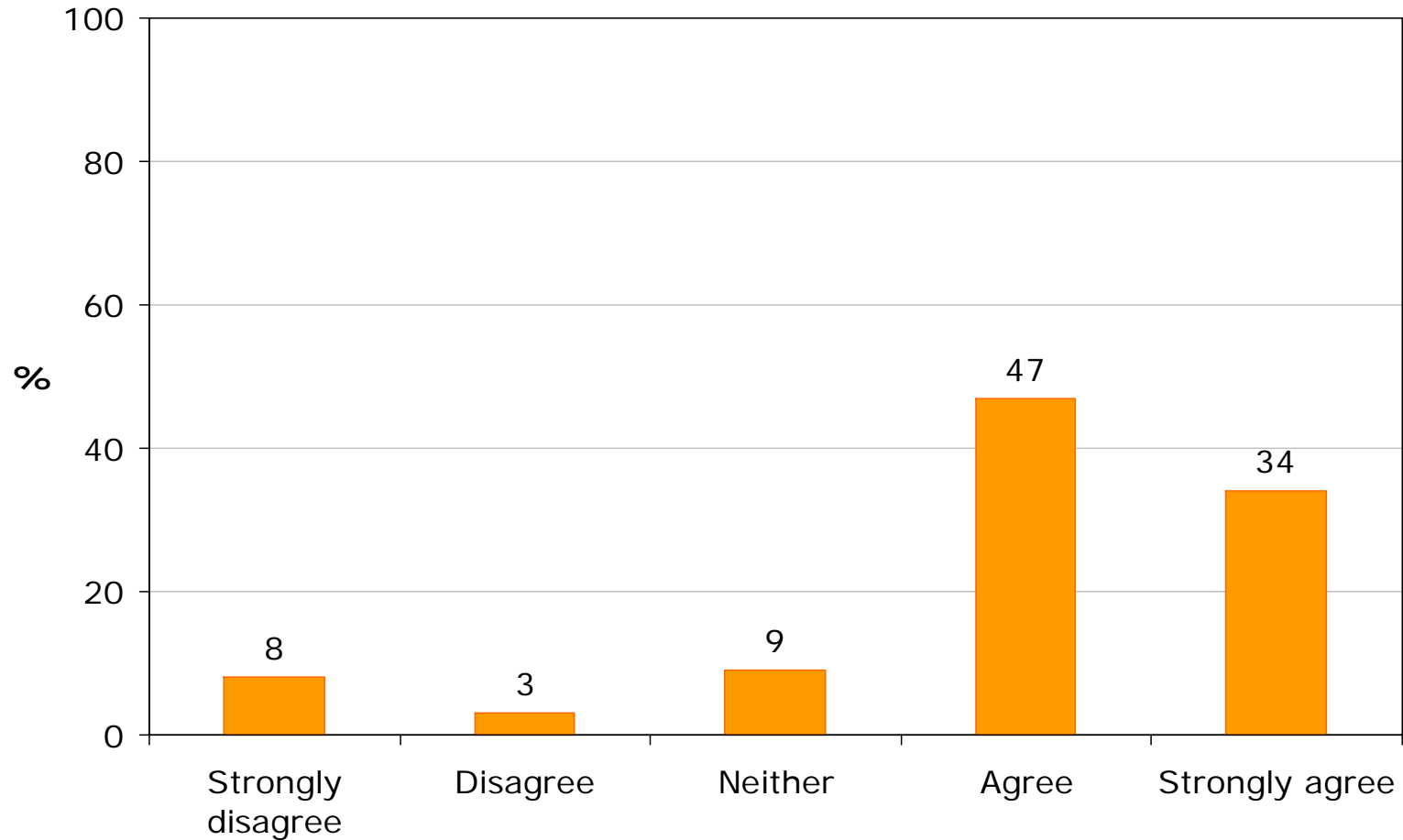


Q3. Although it may not be safe, which of these drugs do you think are okay to use with alcohol?



Pre-mix drinks attractive to young people

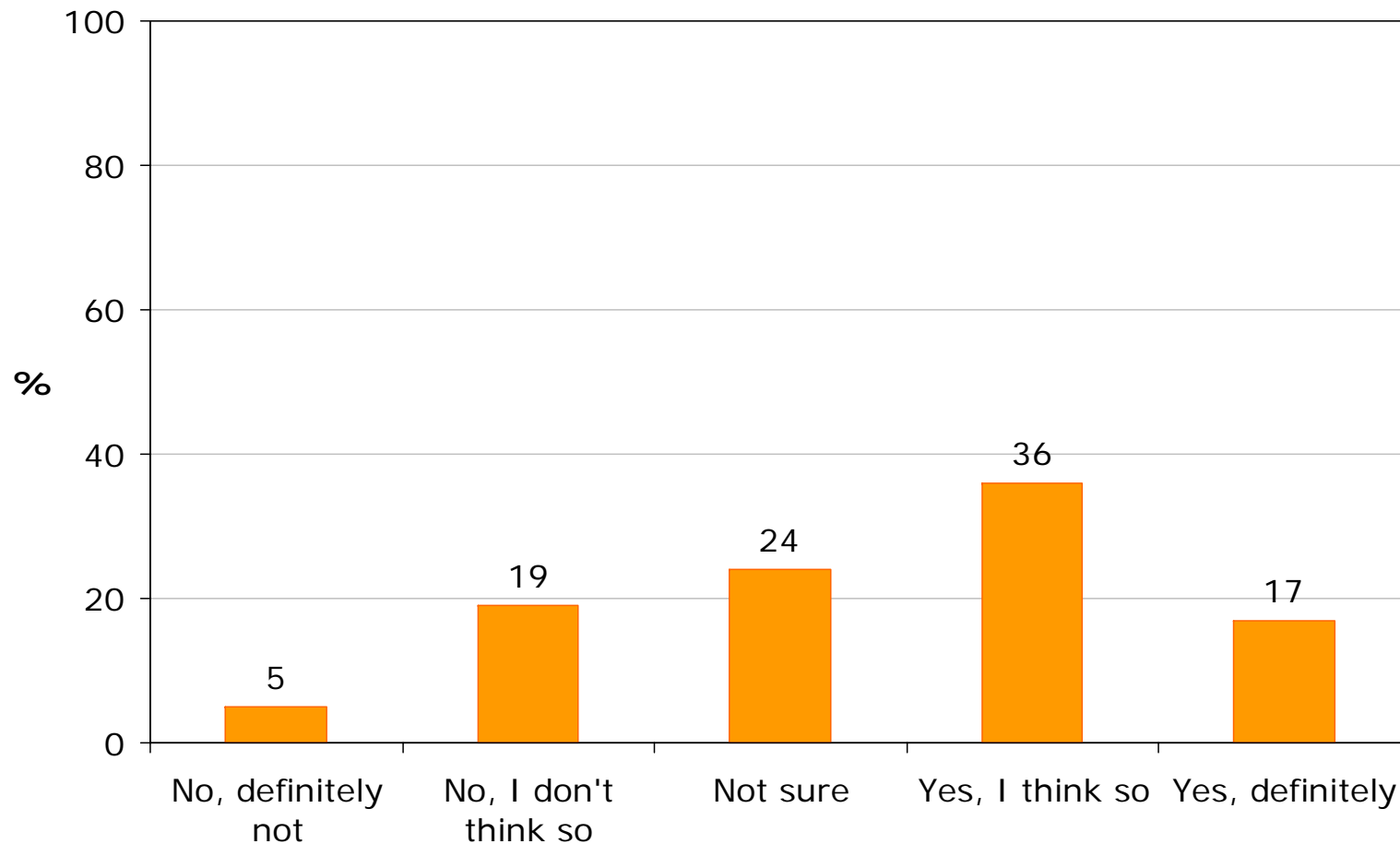
Q4. Do you agree or disagree with the following statement: 'Pre-mix drinks / RTDs make alcohol more attractive to young people'?





Awareness of guidelines

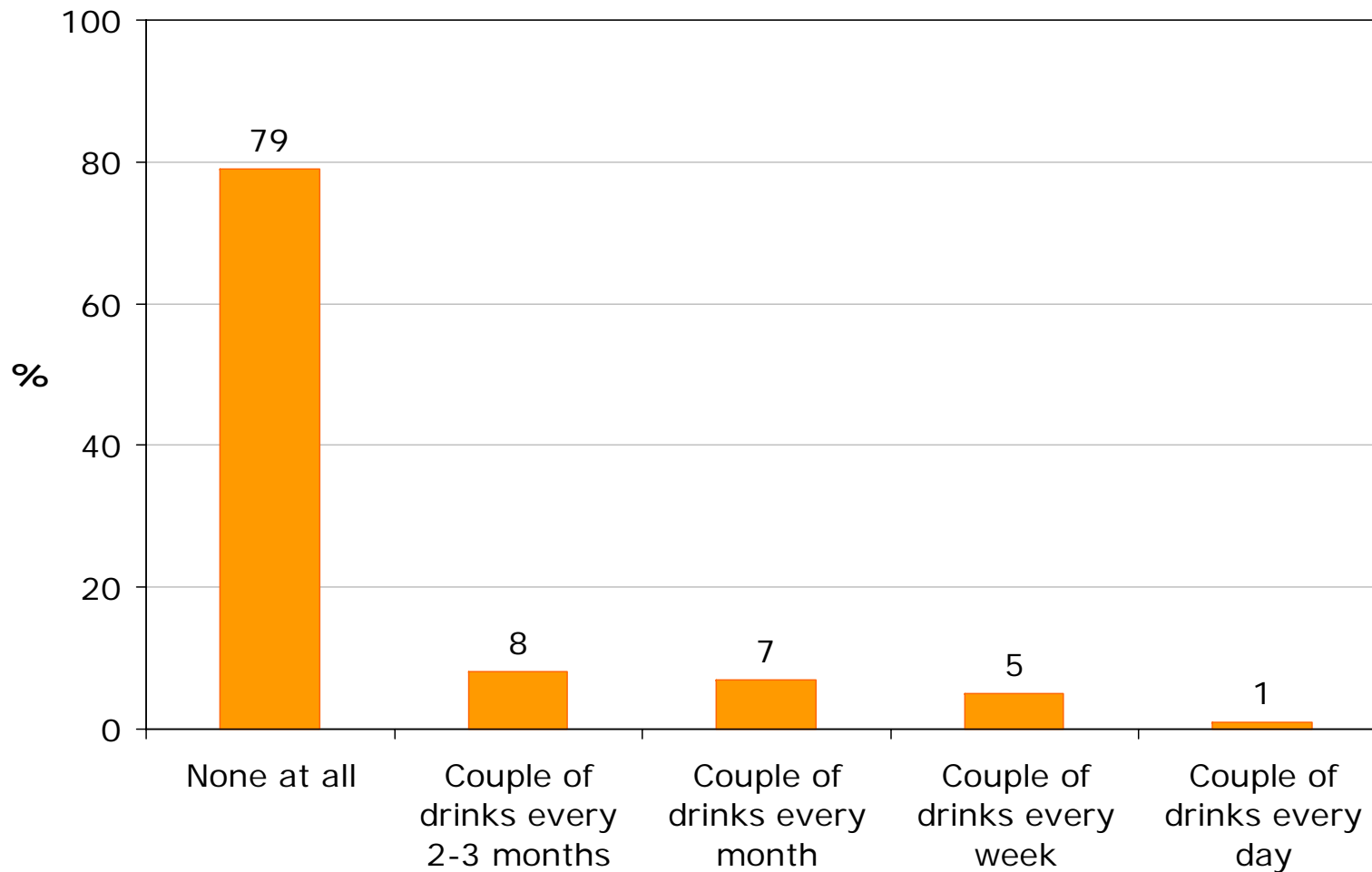
Q5. *Have you seen or heard anything about the National Alcohol Guidelines, which outline recommended consumption levels?*





Alcohol during pregnancy

Q6. *What is the maximum amount of alcohol that you consider acceptable for a pregnant woman to consume?*

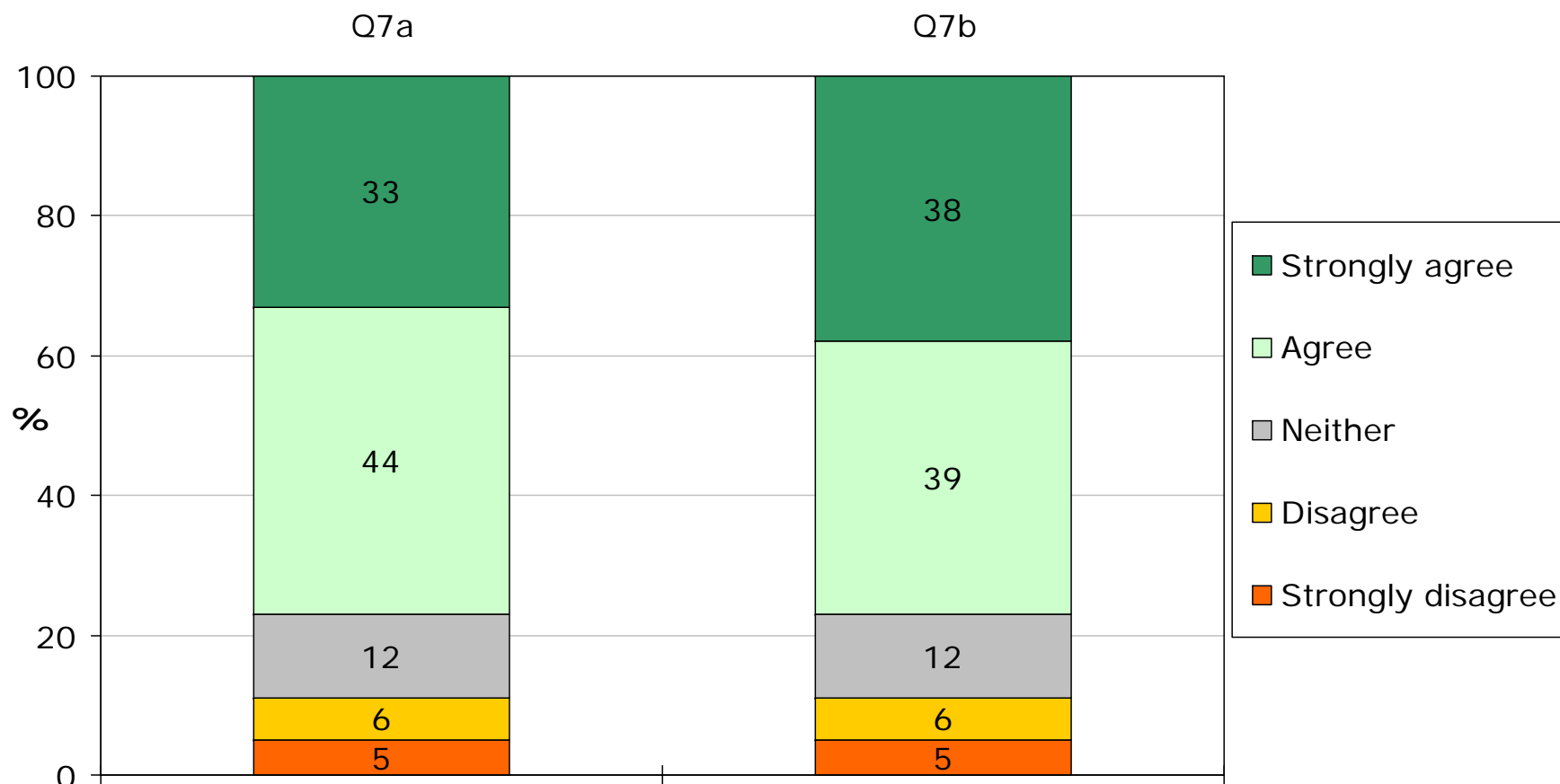




Advertising of alcohol

Q7. *How strongly do you agree or disagree...*

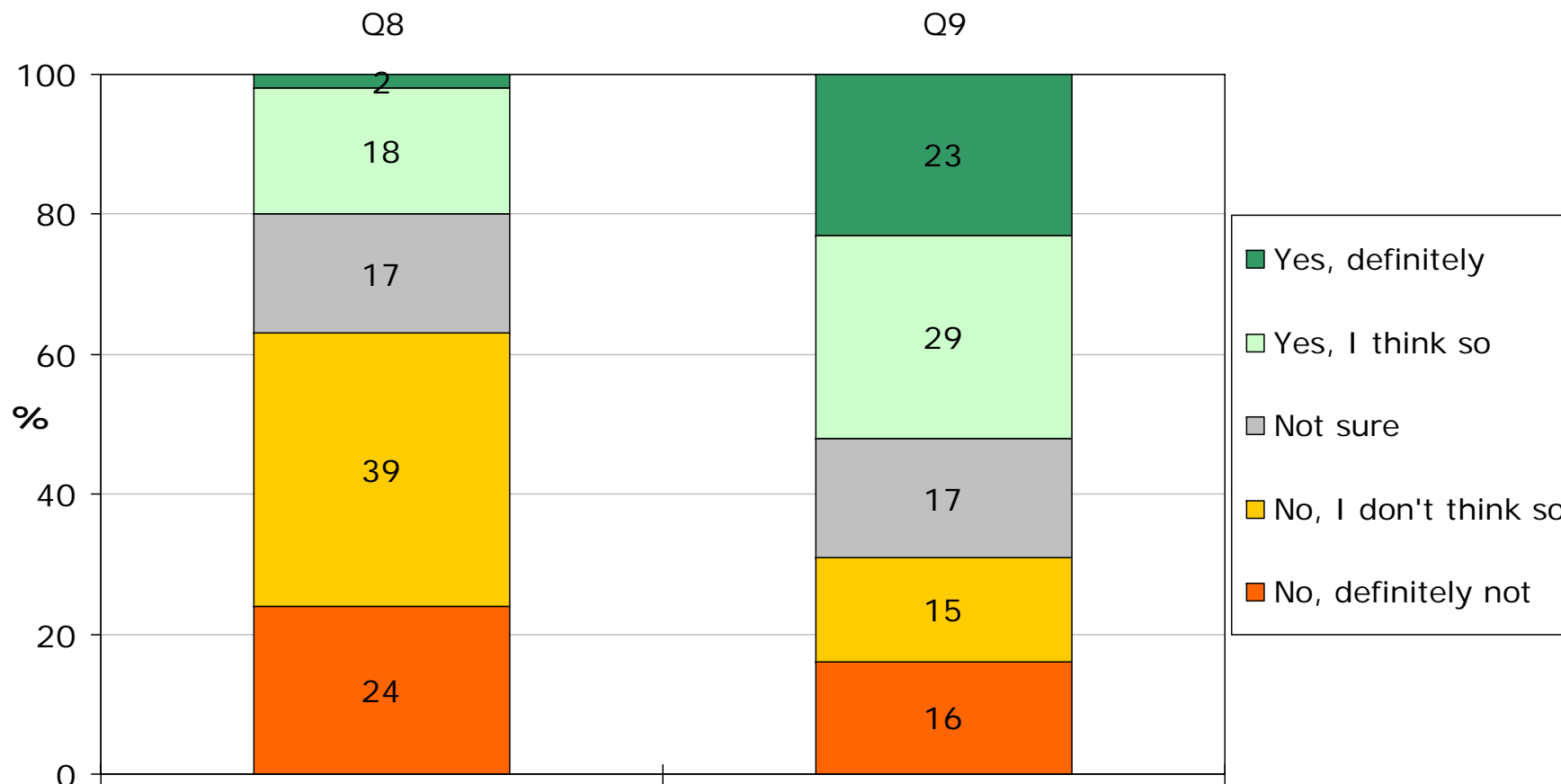
- a) *Alcohol advertising should be reviewed by an independent authority before appearing in the media like TV and press.*
- b) *Alcohol advertising should be restricted to locations, publications, and times that are less likely to be seen by people under 18 years of age.*





Public education and levy

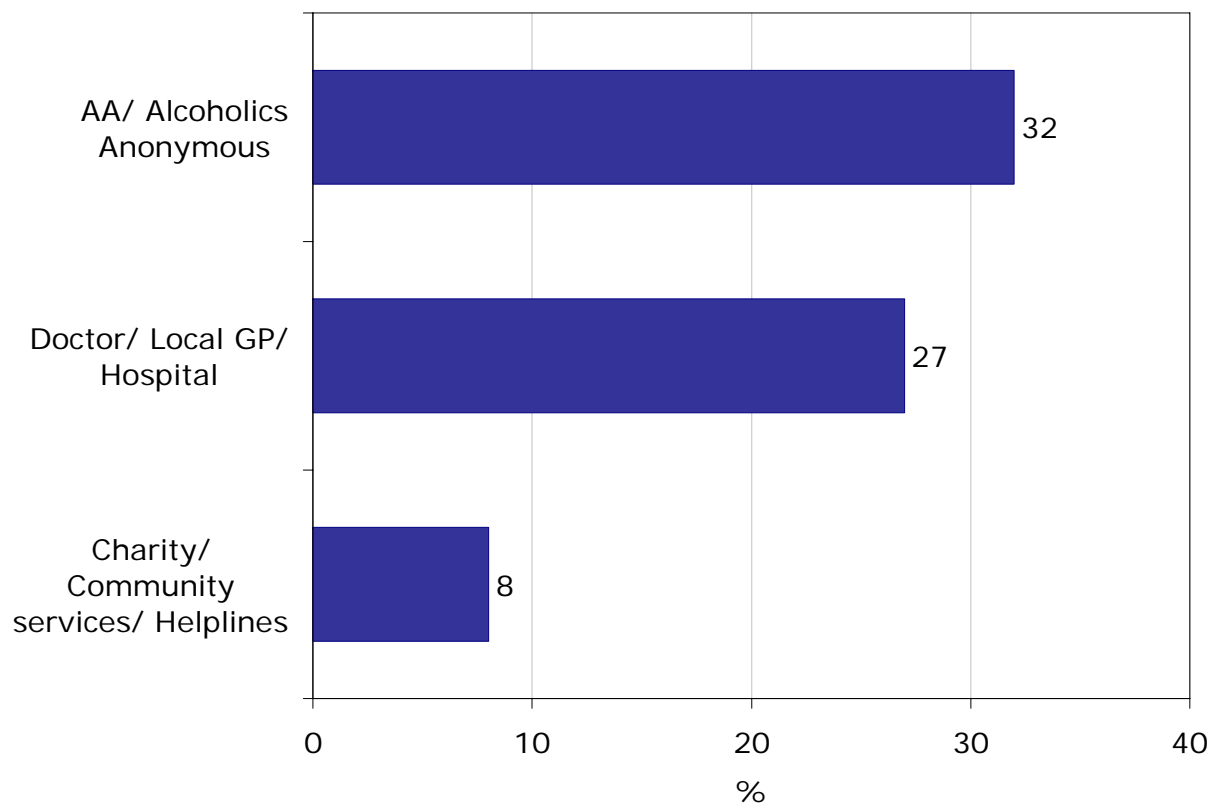
- Q8. *Do you think there are enough national public education campaigns about the potential dangers of excessive alcohol consumption?*
- Q9. *Would you support an additional charge (say around 2% or 10 cents) being levied on alcohol products to help fund alcohol treatment and prevention services?*





Where to seek assistance

Q10. Who or where would you go to get help if you, a family member or friend had a problem with alcohol?



Other mentions included:
church, counsellor, family
and friends, Salvation Army,
and the internet

29% could not name anyone

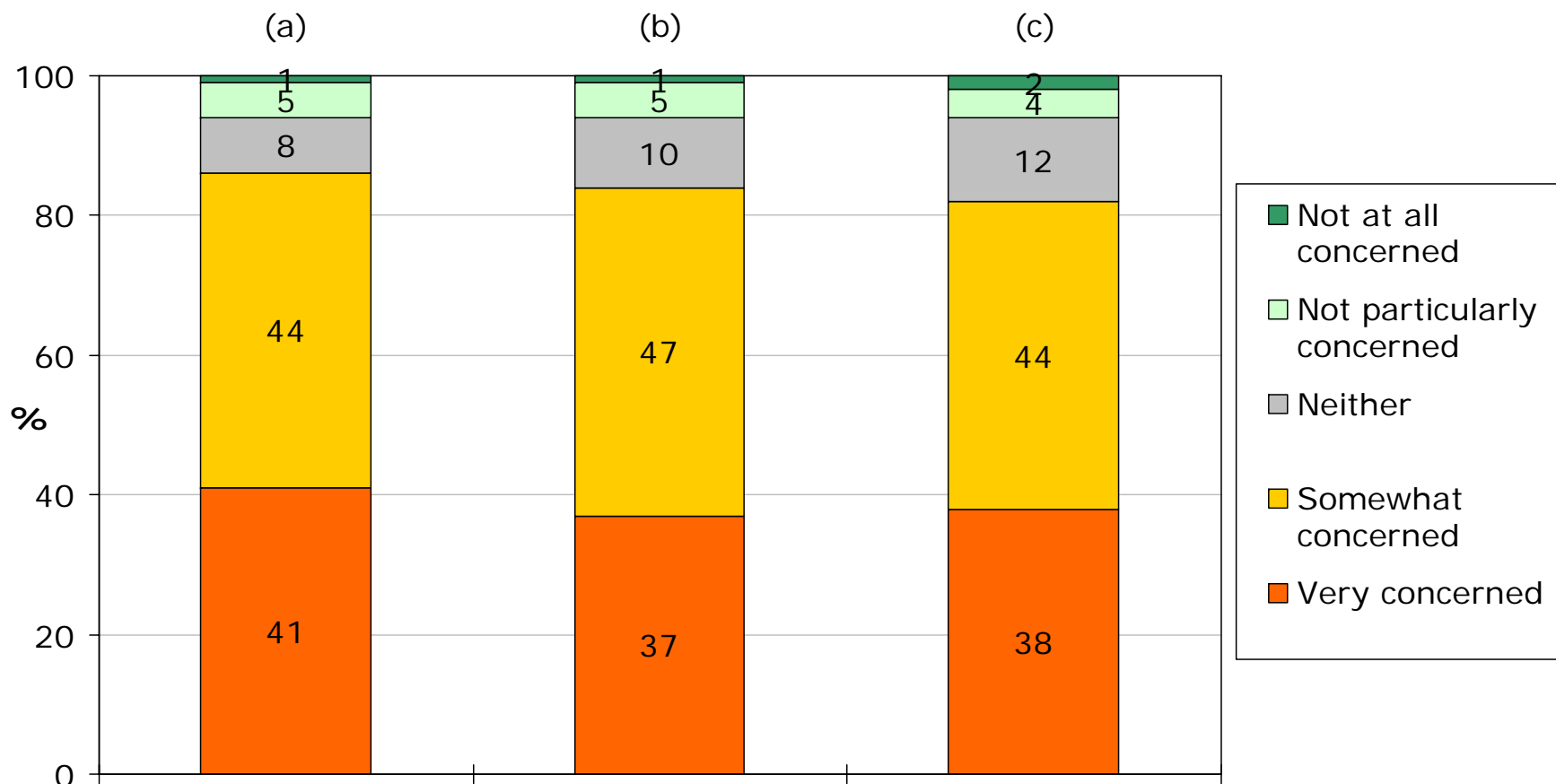


3. Concerns about alcohol consumption



Effects of drinking on the community

- Q11. Thinking about the general effects of alcohol consumption on the community, do you have any concerns about each of the following?
- a) Drinking and the threat to personal safety
 - b) Drinking and damage to property
 - c) Drinking and the workload for police and emergency service staff on alcohol-related matters

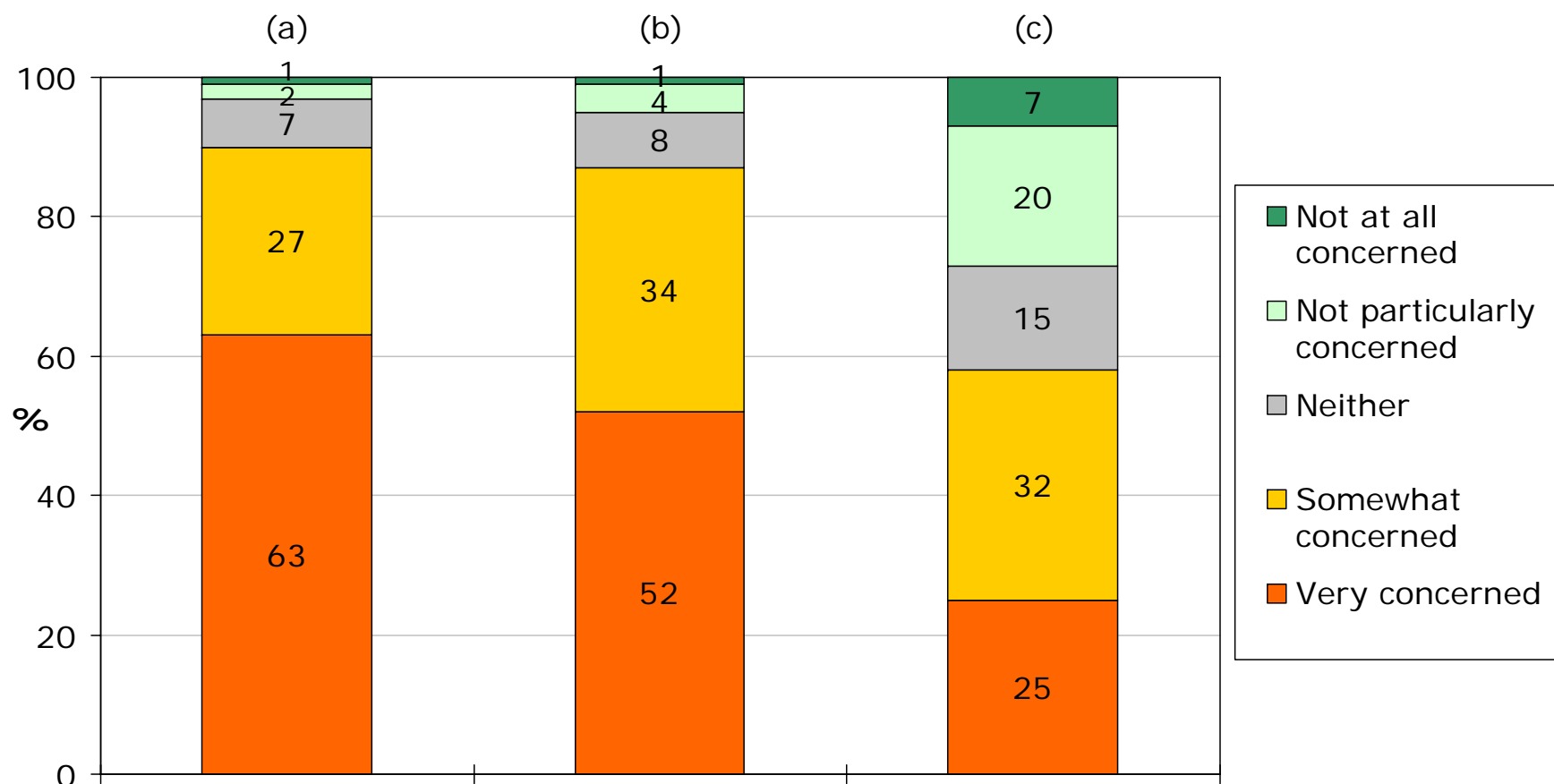




Concern about underage drinking

Q12. How concerned are you about underage drinking (i.e. people under 18 years) in each of the following situations?

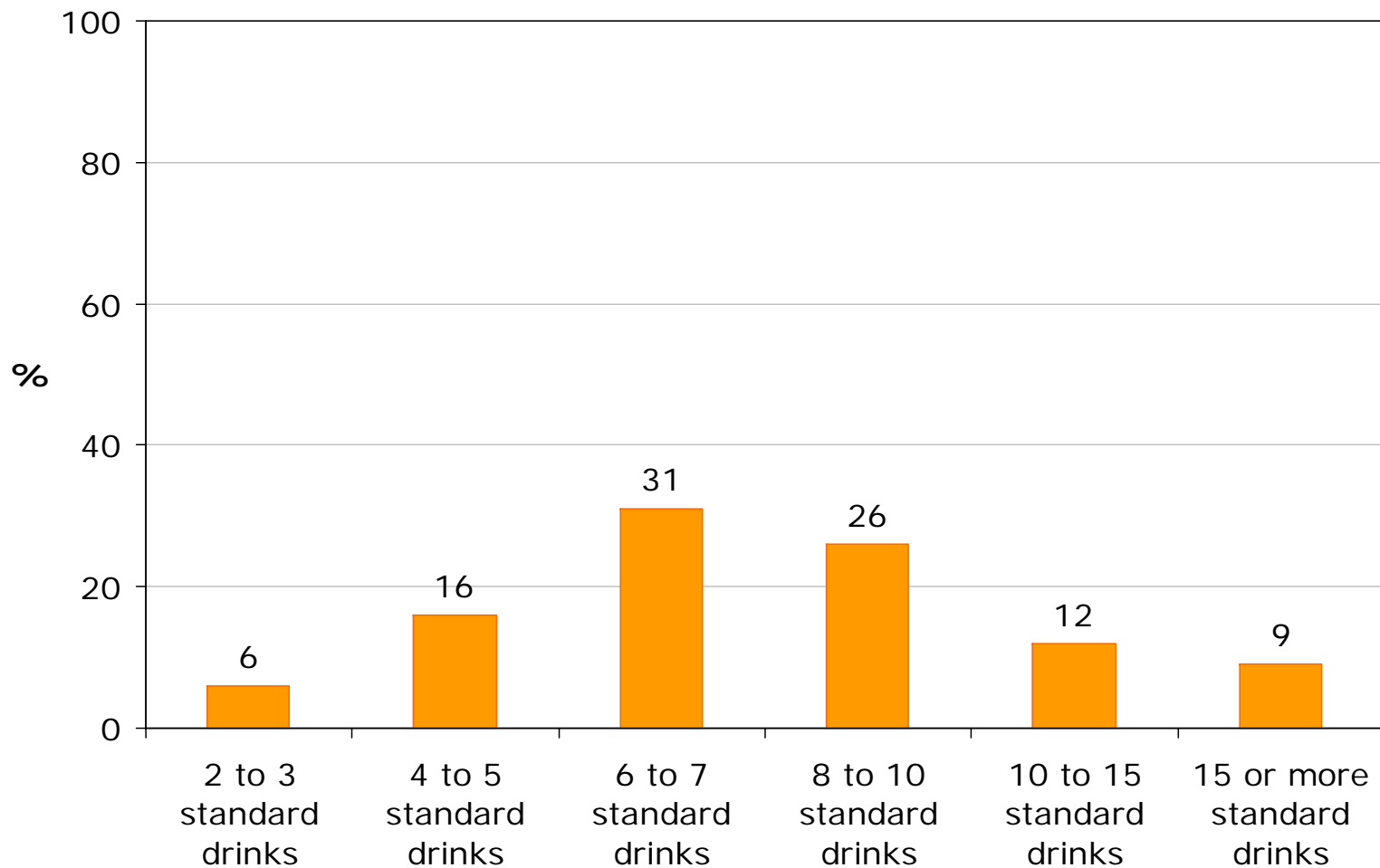
- a) Without any parental permission or supervision
- b) With parental permission, but without supervision (i.e. parents not present when drinking takes place)
- c) With parental permission and supervision (i.e. parents are present when drinking takes place)





Binge drinking

Q13. Consuming how many standard drinks in one occasion would you consider as binge drinking?



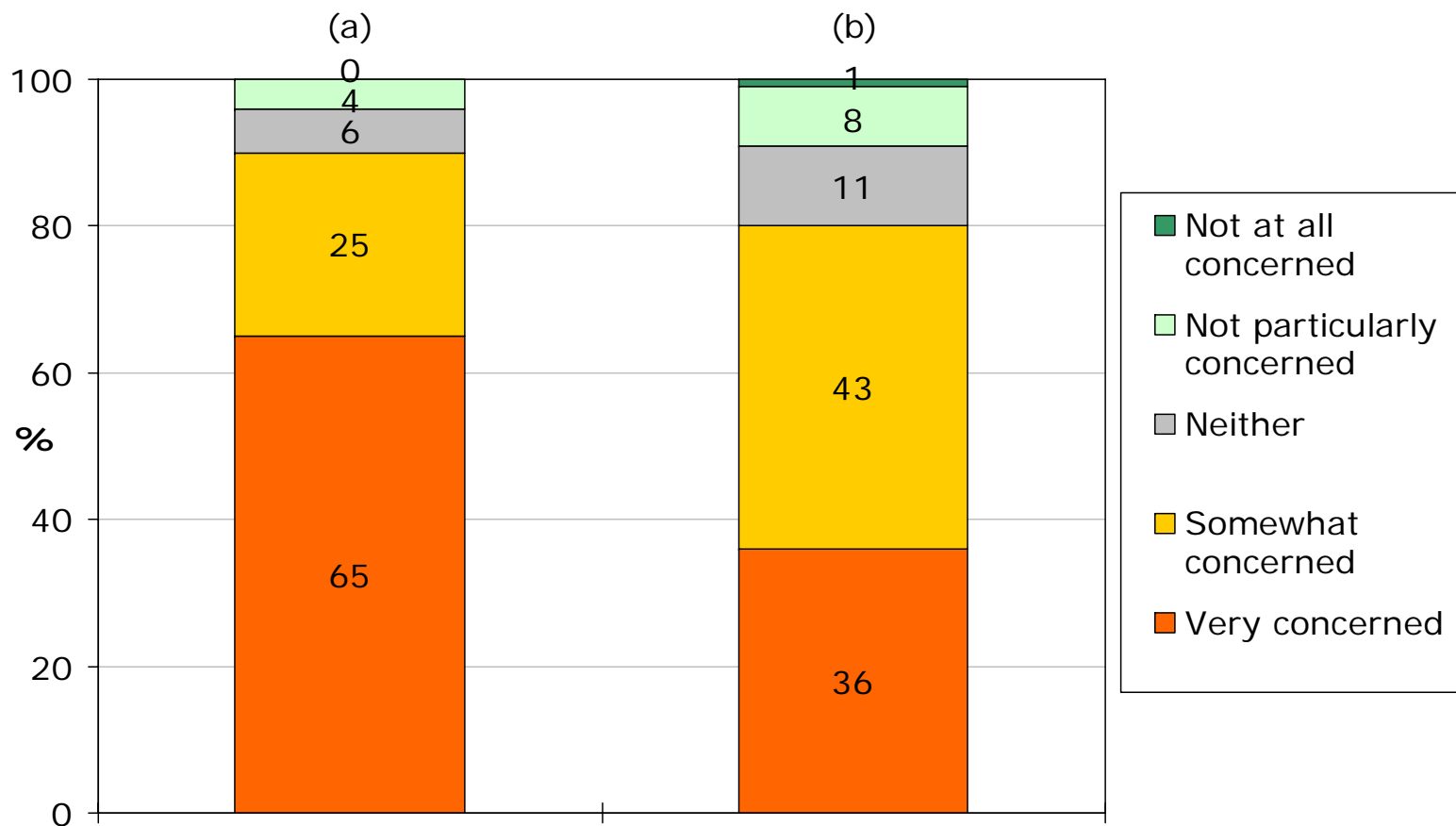


Concern about binge drinking

Q14. How concerned are you about binge drinking among:

a) Underage drinkers (i.e. people under 18 years)?

b) Young drinkers over the legal age of drinking (18-29 years)?

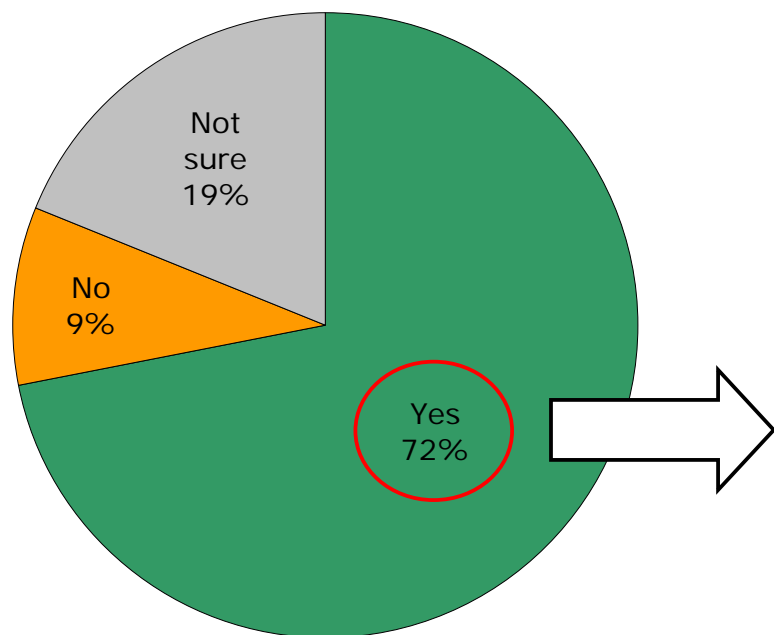




Long-term effects of binge drinking

Q15. Would you say you are aware of any long-term health effects from binge drinking?

Q15b. What is one of those long-term health effects?



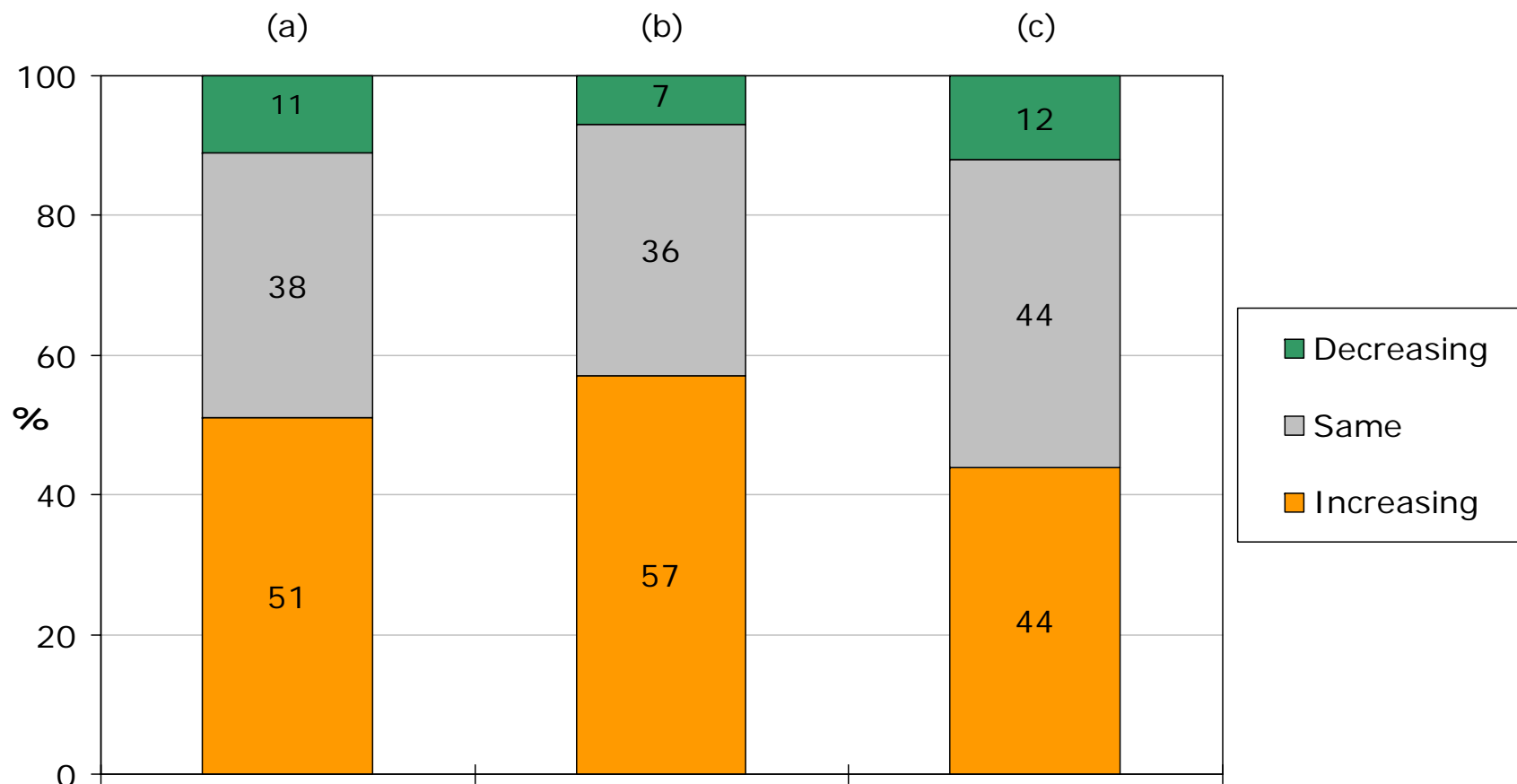
Health effect mentioned (Multiple response)	%
Liver disease/damage	54
Brain damage/ Dead brain cells	28
Mental health/ Memory loss/ Concentration	14
Health/heart disease	12
Kidney failure/damage	7
Health problems (unspecified)	3
Don't know	4



Drinking and driving

Q16. Do you think drinking and driving over the legal blood alcohol limit is increasing or decreasing amongst the following groups?

- a) P-plate drivers (including both red and green P-plates)
- b) Young drivers aged up to 25 years with a full licence
- c) Drivers over 25 years with a full licence

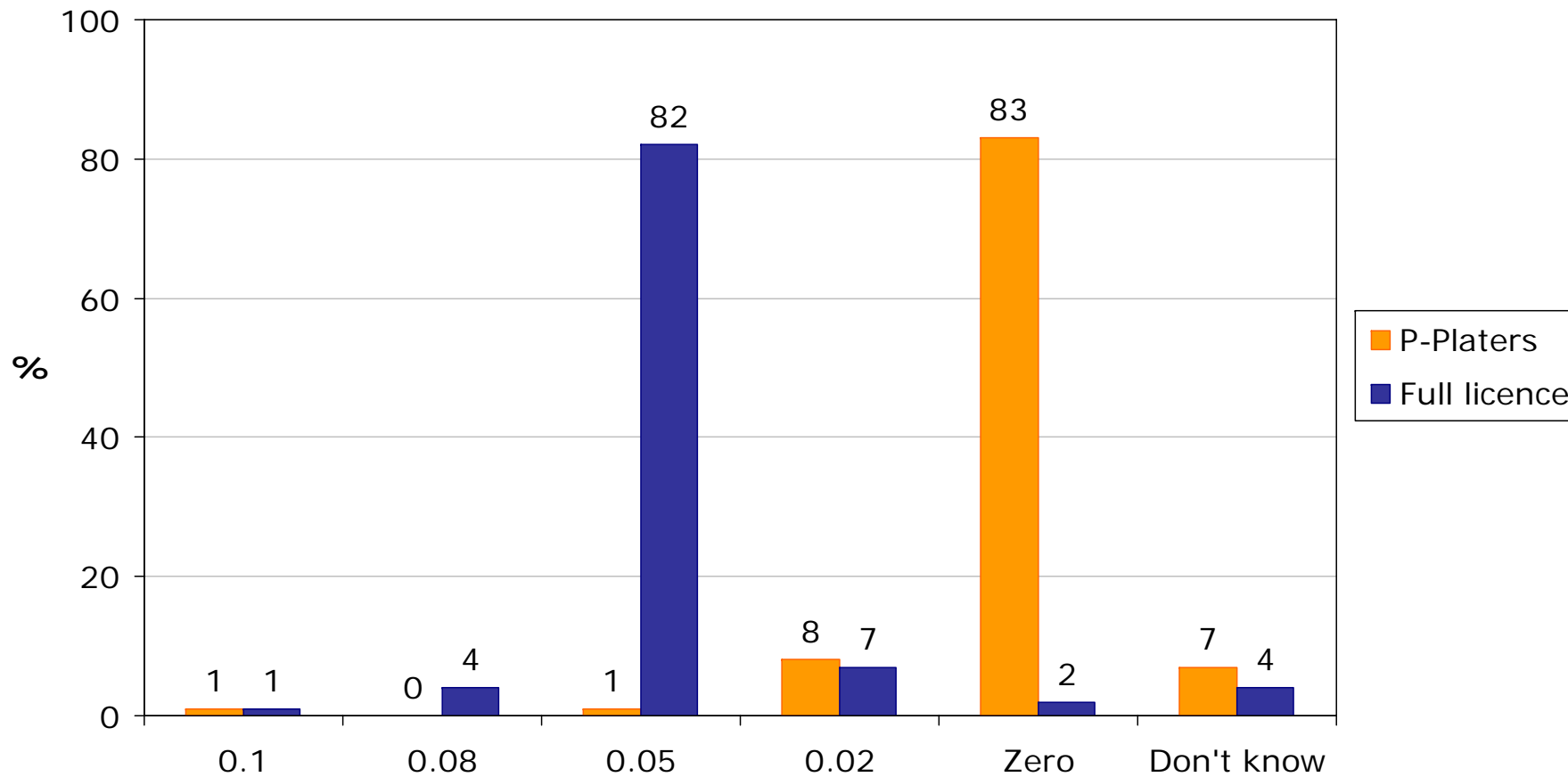




Legal BAC for driving

Q17. Which of the following is the legally allowable blood alcohol level for P-platers?

Q18. Which of the following is the legally allowable blood alcohol level for fully licenced drivers?





RESEARCH & STRATEGIC PLANNING

For any questions
or comments, please
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