



VAADA Conference

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Preliminary findings from a Victorian Statewide survey
on community attitudes to alcohol policy

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Introduction

- * Community Attitude survey on alcohol first in a series of surveys to be undertaken by VicHealth
- * Alcohol currently a “hot topic”
- * Important to gauge what the public think about alcohol policy
- * Monitor the shifting “social zeitgeist”

Methodology

Broad consultation

- * External stakeholders
- * Steering Committee
- * On-line survey alcohol stakeholders

Methodology

- * Random sample 1500 across Victoria
- * CATI (Computer Assisted Telephone interviewing)
- * Telephone numbers generated using random digit dialling
- * Survey has been piloted and tested
- * Currently in the field 3rd Feb to 16th March

Subject areas of survey

- * Regulating the physical availability of alcohol
- * Taxation and pricing
- * Altering the drinking context
- * Regulation and promotion
- * Education and persuasion
- * Drinking habits
- * Demographics

Responses

- * As of 16th Feb – 863 responses
- * High response rate in the order of 90%
- * Everyone has an opinion on alcohol
- * Data collected in rural and metropolitan areas proportional to size
- * Preliminary indication of emerging trends

AIHW policy questions

	2004	2007
Increase the price of alcohol	20.9	24.1
Increasing tax on alcohol to pay for health, education and treatment of alcohol related problems	38.6	41.3
Increasing the number of alcohol free public events	63.3	62.5
Serving only low-alcohol beverages at sporting events	60.3	60.1
Banning alcohol sponsorship at sporting events	46.1	48.5
Restricting of late night trading of alcohol	51.9	58.0

VicHealth questions on taxation

- * The tax rate should be set according to how much alcohol the product contains
- * The tax rate should be highest for alcoholic products that cause the most problems
- * The government should set a minimum selling prices for alcoholic beverages sold in bottles or other containers to ensure that alcohol is not cheaper than bottled water or soft drink
- * An additional tax should be levied on alcohol products to fund more alcohol treatment and education programs

Alcohol at sporting events

Type of alcohol available at underage, local adult or major sporting events

- * Full strength alcohol drinks
- * ONLY low alcohol drinks
- * No alcohol AT ALL

Alcohol sponsorship

Do you agree or disagree that alcohol sponsorship should be banned at:

- * Under age sporting events
- * Local adult sporting events
- * Major sporting events

Late night trading

- * Closing time hotels, bars and night clubs
- * Closing time of packaged liquor outlets

Other questions

- * Outlet density
- * Whether alcohol retailers should be required to release their sales figures on the quantity and type of alcohol sold
- * Where alcohol should be sold
- * Secondary supply laws
- * Regulation of alcohol advertising

Other questions

- * Information on standardized labels
- * Views on education and persuasion programs
- * Respondents drinking and smoking habits
- * How much people smoke when they drink
- * Low carb beers
- * Health effects of drinking alcohol
- * Demographics

Conclusion

- * The aim of this community attitude survey is to provide some indication where public tolerances lie in relation to alcohol policy
- * Social and political climate is receptive to addressing harms created by excessive alcohol consumption
- * Evidence based research such as this provides valuable information to feed to policy makers