

## SUMMARY RESULTS ALCOPOPS SURVEY

### Introduction & methodology

An on-line sample survey to gauge people's views on alcopops was conducted by the Social Research Centre and Research Now between 26 February and 3 March, 2009. In total 507 people from Victoria, aged 18 years and over completed the survey.

***All the questions have been analysed and weighted according to gender, age and rural versus metropolitan region.***

#### Results:

##### *Gender*

	Number	%
Male	247	49
Female	260	51
Total	507	100

##### *Age*

	Number	%
18-24	69	14
25-34	100	20
35-44	86	17
45-54	84	16
55+	168	33
Total	507	100

##### *Rural/Metropolitan breakdown*

	Number	%
Melbourne.	382	75
Rural	125	25
Total	507	100

### *Alcohol is a serious issue*

- 86% of respondents either agree or strongly agree that alcohol is a serious issue for the community

### *Who drinks pre-mixed drinks*

- 87% of respondents stated that pre-mixed drinks are most likely to be drunk by people under 18 years.
- 88% of respondents either strongly agree (51%) or agree (37%) that pre-mixed drinks makes alcohol more attractive to young people.
- 85% of respondents either strongly agree (47%) or agree (38%) that the sweet taste of some alcohol products increases the risk of underage drinking.
- 69% of respondents either strongly agree (32%) or agree (37%) that the low price of some alcohol products increases the risk of underage drinking.

### *Respondents' drinking habits*

- 86% of respondents had drunk an alcoholic drink in the last 12 months. This is representative of the Australian average.

### *Those who drink alcopops*

- 225 respondents had drunk an alcopop in the last 12 months.
- Two-thirds of the 18-24 year olds who participated in this survey had drunk alcopops over the last 12 months.

### *Marketing and advertising of alcoholic beverages*

- 83% of respondents either strongly agree (43%) or agree (40%) that the way some alcohol products are named and packaged increases the risk of underage drinking.
- 82% of respondents either strongly agree (41%) or agreed (41%) that the way some alcohol products are advertised increases the risk of underage drinking.