



Alcohol, Tobacco and other Drugs Council Tasmania

EMRS Omnibus Survey

February 2024

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METHODOLOGY



- EMRS adopted a quantitative survey methodology utilising Computer Assisted Telephone Interviewing (CATI) and a small supplementary component of face-to-face interviewing (CAPI).
- The phone survey was conducted from **15-21 February 2024** utilising EMRS' in-house call centre, ensuring high levels of quality control and that the target sample sizes, and their distribution regionally, were achieved or closely achieved with low and statistically acceptable weightings.
- The target population was based on **411,000** Tasmanian residents aged **18 years and over** (source: ABS Census, 2021). In total, a sample of **n=1,000** completed the survey, yielding overall results accurate to within **±3.10** percentage points at the **95%** confidence level.
- The sample is robust and reliable. Cross-tab analysis was carried out to ensure the robustness of the findings.
- In order to gain a sample representative of the Tasmanian adult population, quotas were put in place for **gender, age, and region**.
- Where the quotas were not achieved, **weighting** was applied to ensure results were accurate in reflecting the demographic profile of the population. Results in this report are weighted by age, gender, electorate, and past vote.
- Statistically significant results are in bold and highlighted in a dark shade of green for results that are significantly higher or red for results that is significantly lower at the 95% confidence interval.
- This survey was conducted to the market and social research ISO20252:2019 standard.

RESEARCH SAMPLE PROFILE

Table 1 – Sample size and weightings

Age	Unweighted %	Weighted %	Number
18 to 34 years	15%	25%	153
35 to 54 years	29%	32%	288
55+	56%	43%	559

Gender	Unweighted %	Weighted %	Number
Male	48%	48%	476
Female	52%	52%	524

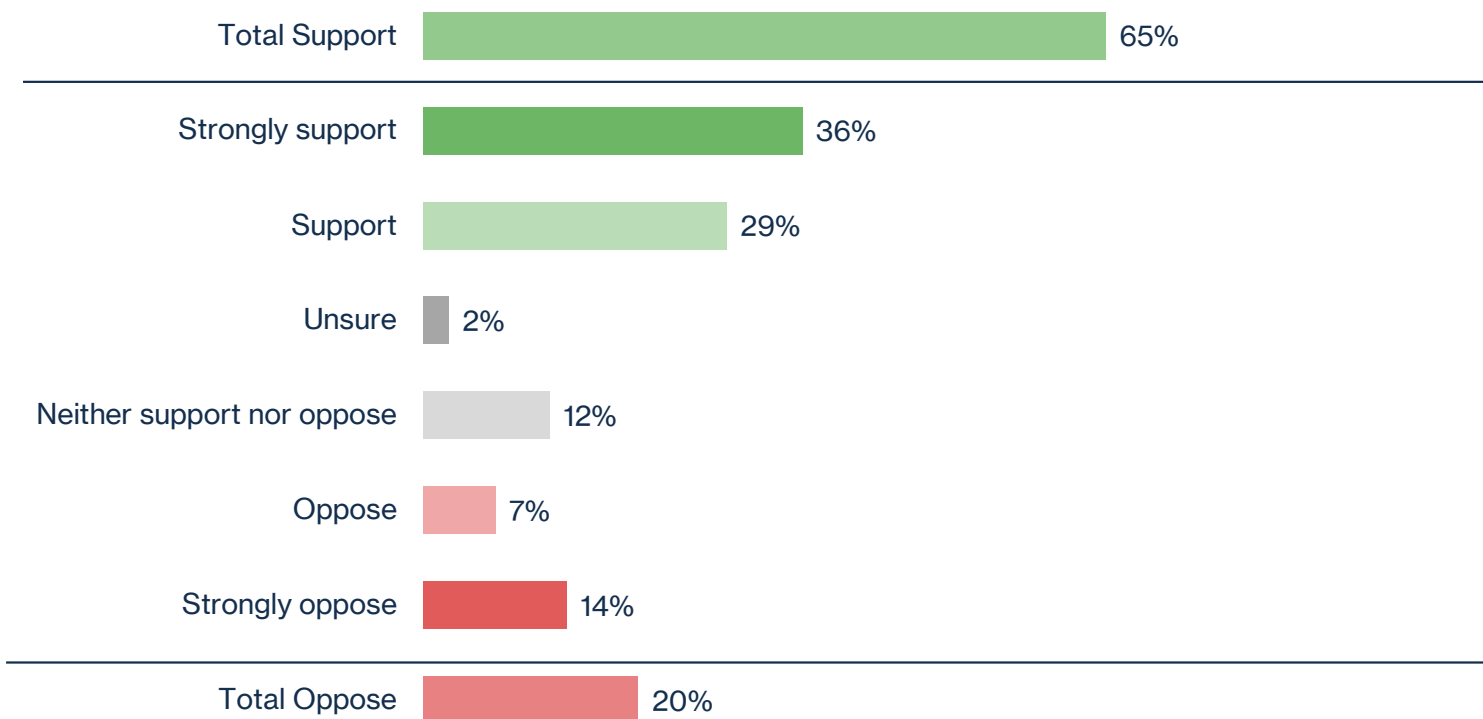
Gender	Unweighted %	Weighted %	Number
Hobart & South East	50%	51%	501
Launceston & North East	25%	28%	249
West & North West	25%	21%	250

NOTE: In accordance with the specifications of the research: The percentage figures tabled here are unweighted.

Almost two thirds of Tasmanians (65%) support allowing people to test their pills or drugs at designated sites to inform them of the purity and substance.

Level of support for pill and drug testing at designated sites

Chart 1 – Support for pill and drug testing at designated sites

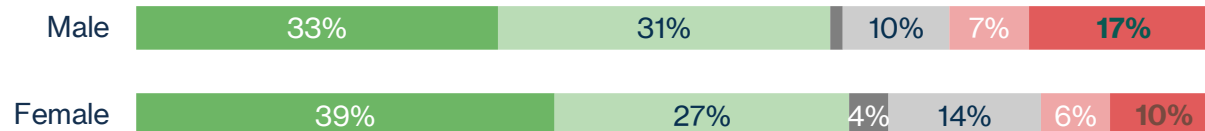


A1. How strongly do you support or oppose allowing people to test their pills/drugs at designated sites. The test will inform them of the purity and the substances the drug contains.
Base: All respondents (n=1000)

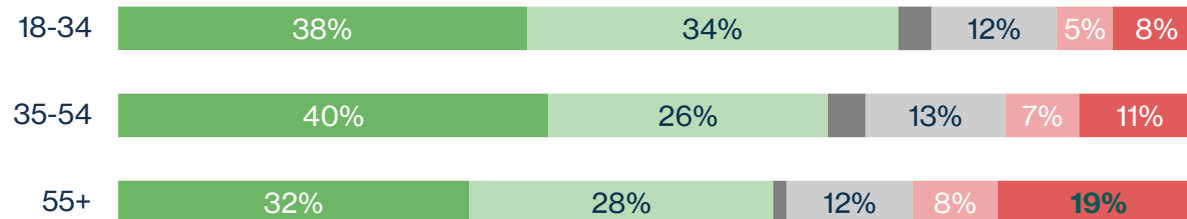
Segmented results (1)

Chart 1.1 – Support for pill and drug testing at designated sites

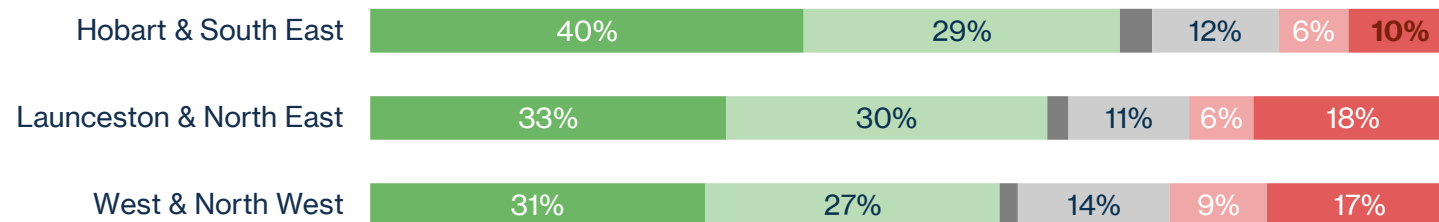
Gender



Age



Region



■ Strongly support
 ■ Support
 ■ Unsure
 ■ Neither support nor oppose
 ■ Oppose
 ■ Strongly oppose

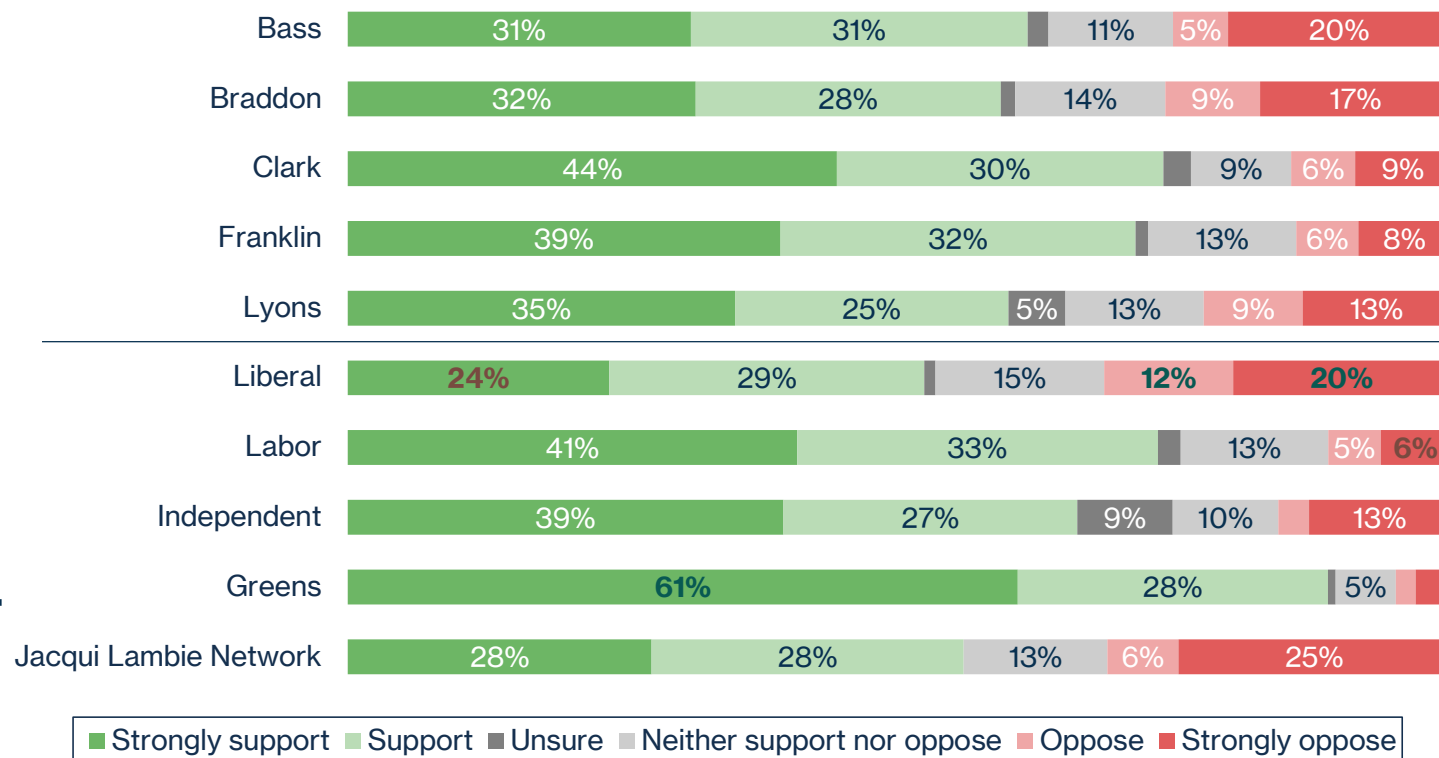
A1. How strongly do you support or oppose allowing people to test their pills/drugs at designated sites. The test will inform them of the purity and the substances the drug contains.
 Base: All respondents (n=1000)

Segmented results (2)

Chart 1.2 – Support for pill and drug testing at designated sites

Electorate

Vote preference



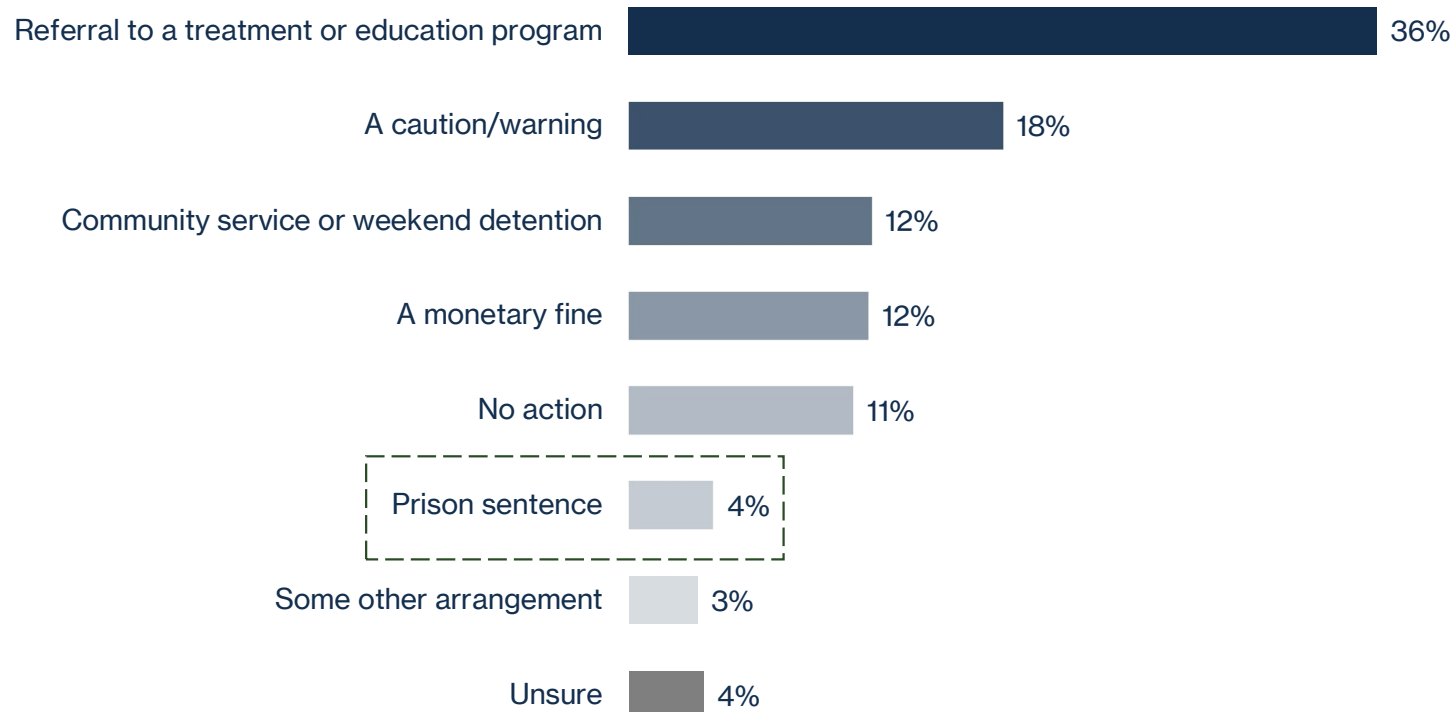
A1. How strongly do you support or oppose allowing people to test their pills/drugs at designated sites. The test will inform them of the purity and the substances the drug contains.
 Base: All respondents (n=1000)

85% of Tasmanians believe there should be some form of penalty for drug possession, however only 4% believe that a prison sentence is the best action to take.

Referral to a treatment or education program (36%) is the most commonly believed best action for people found with small quantities of illicit drugs for personal use.

Attitudes towards penalties for those found with a small quantity of illicit drugs

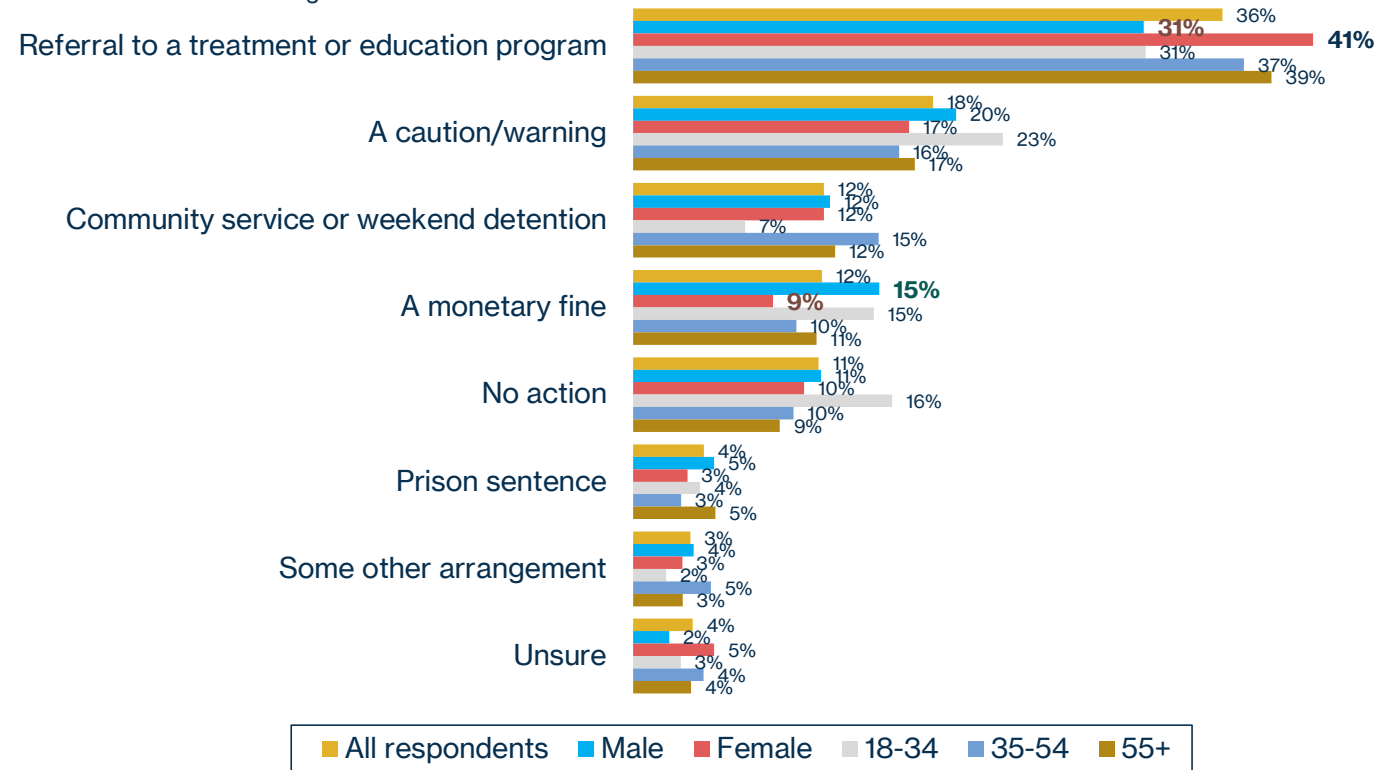
Chart 2 – Attitudes towards penalties for individuals found with a small quantity of illicit drugs



A2. What single action best describes what you think should happen to anyone found in possession of small quantities of illicit drugs for personal use?
 Base: All respondents (n=1000)

Segmented results (1)

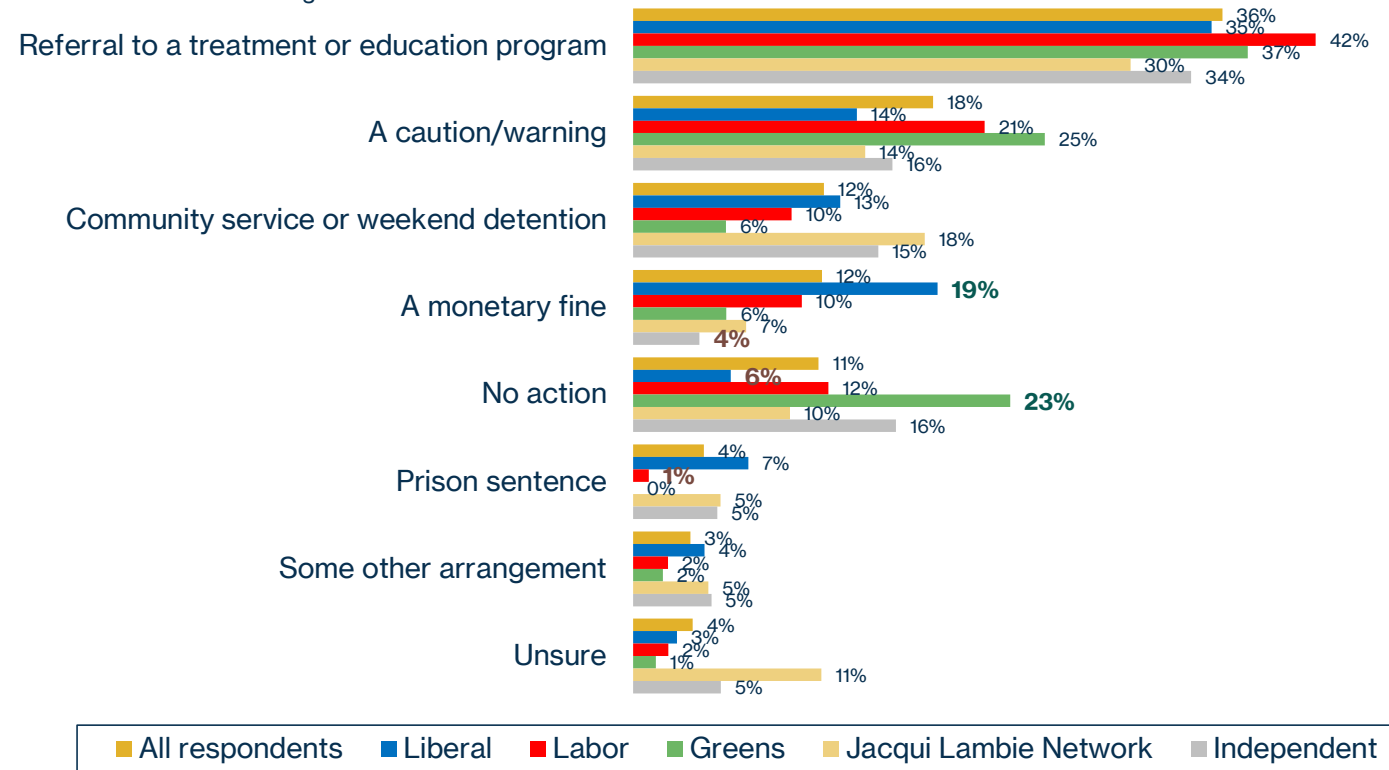
Chart 2.1 – Attitudes towards penalties for individuals found with a small quantity of illicit drugs



A2. What single action best describes what you think should happen to anyone found in possession of small quantities of illicit drugs for personal use?
Base: All respondents (n=1000)

Segmented results (2)

Chart 2.2 – Attitudes towards penalties for individuals found with a small quantity of illicit drugs



A2. What single action best describes what you think should happen to anyone found in possession of small quantities of illicit drugs for personal use?

Base: Results exclude respondents who indicated that they were 'unsure', 'declined to answer' or would vote for some other minor party (n=945)



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