

Alcopops Tax Survey

Prepared for:
The Distilled Spirits Industry Council
of Australia (DSICA)

January, 2009





1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 16-18 January, 2009.
- ▶ The sample was 1,058 respondents aged 18 years and older distributed throughout Australia, as follows:
 - NSW/ACT 316
 - Victoria/Tasmania 302
 - Queensland 188
 - South Australia 124
 - Western Australia 128
- ▶ Interviews were conducted using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. All interviewers were personally trained and briefed on the requirements of the study.
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



2. Questionnaire

SECTION A – ASK RESPONDENTS AGED 18+. OTHERS GO TO NEXT SECTION

A1. Thinking now about some recent issues. To address binge-drinking amongst young people the Federal Government has increased the tax on Ready to Drink alcoholic drinks or so-called 'alcopops' by 70%. This tax has now been in place for 9 months. From what you have seen, read or heard, do you think this has been an effective or ineffective measure to actually solve binge-drinking amongst young people?

IF EFFECTIVE Is that very effective or somewhat effective?

IF INEFFECTIVE Is that very ineffective or somewhat ineffective?

IF NEITHER Well, as a best guess, do you think it has been effective or ineffective?

Very effective 1
Somewhat effective 2
Somewhat ineffective ... 3
Very ineffective 4
Neither/ Too
early/ Don't know 5

A2. Even though the Government will collect approximately \$1.7 billion with this so-called 'alcopops' tax, some people have suggested that it should be scrapped or voted down by the Australian Senate in favour of a wider and more comprehensive strategy to tackle binge-drinking amongst young people. Do you agree or disagree with this suggestion that the Australian Senate should effectively scrap or vote down the 'alcopops tax' in favour of a wider and more comprehensive strategy to tackle binge-drinking amongst young people?

IF AGREE Is that strongly agree or somewhat agree?

IF DISAGREE Is that strongly disagree or somewhat disagree?

IF NEITHER If you had to choose, would you agree or disagree with the suggestion to scrap the alcopops tax in favour of a wider and more comprehensive strategy to tackle binge-drinking amongst young people?

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4
Neither/ Too
early/ Don't know 5



3. Detailed Tabular Findings

Tables

▶ **The tables of findings are set out such that they include the following details:**

1 BASE: Wght Sample (000's):

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

2 WEIGHTS:

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

3 FILTERS (Where applicable):

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

4 RESPONDENTS:

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



▶ **Each question has been analysed by a series of demographic variables as follows:**

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50 years or older

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **MAIN GROCERY BUYER:**

- Yes/Shared
- No

→ **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household



Tables ... continued

→ WORK STATUS:

- Working full-time
- Working part-time
- Not working

→ SOCIO-ECONOMIC STATUS:

- *Occupation of the main income earner of the household:*
 - White collar (professional/senior management, upper white collar, lower white collar)
 - Blue collar (upper blue collar, lower blue collar)

→ LOCATION:

- NSW / ACT
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia

→ CAPITAL CITY:

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia



Tables ... *continued*

→ **HOUSEHOLD INCOME:**

- Under \$40,000
- \$40,000 - \$69,999
- \$70,000 plus

→ **HIGHEST LEVEL OF SCHOOLING:**

- Below Year 12
- Year 12

GALAXY RESEARCH
TABLE 1 Standard Banner 1 *BY* A1 Effective measure to deal with binge-drinking
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.	
		Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes /Shared	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1058	521	537	114	148	347	449	642	416	739	319	350	708	494	237	327	572	486
WGHT SAMPLE (000s)	16228	7902	8326	1997	2830	4765	6636	9695	6533	11357	4871	5352	10876	7622	3771	4835	8949	7279
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A1 Effective measure to deal with binge-drinking																		
TOTAL EFFECTIVE																		
Very effective	291 2%	129 2%	162 2%	40 2%	35 1%	108 2%	108 2%	121 1%	170 3%	250 2%	41 1%	137 3%	154 1%	147 2%	28 1%	115 2%	129 1%	162 2%
Somewhat effective	1657 10%	885 11%	772 9%	160 8%	258 9%	571 12%	667 10%	1076 11%	580 9%	1213 11%	443 9%	542 10%	1114 10%	761 10%	393 10%	503 10%	1004 11%	653 9%
**SUBTOTALS	1948 12%	1014 13%	933 11%	200 10%	293 10%	679 14%	775 12%	1197 12%	750 11%	1463 13%	484 10%	679 13%	1268 12%	908 12%	421 11%	618 13%	1133 13%	815 11%
TOTAL INEFFECTIVE																		
Somewhat ineffective	5898 36%	2406 30%	3492 42%	862 43%	1273 45%	1639 34%	2124 32%	3698 38%	2200 34%	3972 35%	1926 40%	2185 41%	3713 34%	2657 35%	1580 42%	1661 34%	3284 37%	2614 36%
Very ineffective	6829 42%	3666 46%	3163 38%	874 44%	976 34%	2103 44%	2877 43%	3963 41%	2866 44%	4649 41%	2180 45%	2178 41%	4651 43%	3635 48%	1354 36%	1840 38%	3668 41%	3161 43%
**SUBTOTALS	12727 78%	6072 77%	6655 80%	1736 87%	2249 79%	3742 79%	5000 75%	7661 79%	5067 78%	8621 76%	4106 84%	4363 82%	8364 77%	6293 83%	2934 78%	3501 72%	6952 78%	5775 79%
Neither/ Too early/ Don't know	1553 10%	815 10%	738 9%	61 3%	288 10%	344 7%	860 13%	837 9%	716 11%	1272 11%	281 6%	309 6%	1244 11%	421 6%	416 11%	716 15%	864 10%	689 9%
TOTALS	16228 100%	7902 100%	8326 100%	1997 100%	2830 100%	4765 100%	6636 100%	9695 100%	6533 100%	11357 100%	4871 100%	5352 100%	10876 100%	7622 100%	3771 100%	4835 100%	8949 100%	7279 100%

GALAXY RESEARCH
TABLE 2 Standard Banner 2 *BY* A1 Effective measure to deal with binge-drinking
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	1058	316	302	188	124	128	676	382	305	230	406	366	692
WGHT SAMPLE (000s)	16228	5675	4494	3182	1273	1604	10007	6221	4701	3602	6196	5385	10843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A1 Effective measure to deal with binge-drinking													
TOTAL EFFECTIVE													
Very effective	291 2%	145 3%	39 1%	51 2%	9 1%	47 3%	131 1%	159 3%	80 2%	148 4%	32 1%	64 1%	227 2%
Somewhat effective	1657 10%	716 13%	393 9%	240 8%	96 8%	212 13%	1010 10%	646 10%	384 8%	483 13%	595 10%	310 6%	1347 12%
**SUBTOTALS	1948 12%	861 15%	432 10%	290 9%	105 8%	259 16%	1142 11%	806 13%	464 10%	631 18%	627 10%	374 7%	1574 15%
TOTAL INEFFECTIVE													
Somewhat ineffective	5898 36%	2082 37%	1604 36%	1127 35%	536 42%	548 34%	3852 38%	2046 33%	1668 35%	1293 36%	2366 38%	1781 33%	4118 38%
Very ineffective	6829 42%	2100 37%	2034 45%	1547 49%	567 45%	581 36%	3960 40%	2870 46%	1936 41%	1367 38%	2794 45%	2646 49%	4183 39%
**SUBTOTALS	12727 78%	4183 74%	3638 81%	2674 84%	1104 87%	1128 70%	7812 78%	4916 79%	3604 77%	2660 74%	5160 83%	4427 82%	8301 77%
Neither/ Too early/ Don't know	1553 10%	631 11%	423 9%	217 7%	64 5%	217 14%	1054 11%	499 8%	632 13%	310 9%	409 7%	585 11%	968 9%
TOTALS	16228 100%	5675 100%	4494 100%	3182 100%	1273 100%	1604 100%	10007 100%	6221 100%	4701 100%	3602 100%	6196 100%	5385 100%	10843 100%

GALAXY RESEARCH
TABLE 3 Standard Banner 1 *BY* A2 Agree/ disagree to scrap Alcopops tax
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.	
		Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes /Shared	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1058	521	537	114	148	347	449	642	416	739	319	350	708	494	237	327	572	486
WGHT SAMPLE (000s)	16228	7902	8326	1997	2830	4765	6636	9695	6533	11357	4871	5352	10876	7622	3771	4835	8949	7279
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A2 Agree/ disagree to scrap Alcopops tax																		
TOTAL AGREE																		
Strongly agree	8265 51%	4200 53%	4064 49%	899 45%	1373 49%	2503 53%	3490 53%	4984 51%	3281 50%	5811 51%	2454 50%	2771 52%	5494 51%	4242 56%	1682 45%	2341 48%	4759 53%	3506 48%
Somewhat agree	4262 26%	1828 23%	2434 29%	746 37%	911 32%	1093 23%	1513 23%	2512 26%	1751 27%	2788 25%	1475 30%	1512 28%	2751 25%	1849 24%	1361 36%	1052 22%	2261 25%	2001 27%
**SUBTOTALS	12527 77%	6029 76%	6499 78%	1645 82%	2284 81%	3596 75%	5002 75%	7495 77%	5032 77%	8599 76%	3928 81%	4282 80%	8245 76%	6091 80%	3043 81%	3393 70%	7019 78%	5508 76%
TOTAL DISAGREE																		
Somewhat disagree	1612 10%	686 9%	926 11%	197 10%	349 12%	559 12%	508 8%	913 9%	699 11%	1333 12%	279 6%	532 10%	1081 10%	861 11%	302 8%	449 9%	856 10%	756 10%
Strongly disagree	1181 7%	788 10%	394 5%	101 5%	65 2%	324 7%	690 10%	753 8%	428 7%	673 6%	509 10%	280 5%	902 8%	505 7%	149 4%	528 11%	656 7%	525 7%
**SUBTOTALS	2794 17%	1474 19%	1320 16%	298 15%	414 15%	883 19%	1198 18%	1666 17%	1127 17%	2006 18%	788 16%	812 15%	1982 18%	1366 18%	451 12%	977 20%	1512 17%	1281 18%
Neither/ Too early/ Don't know	907 6%	400 5%	507 6%	54 3%	132 5%	286 6%	435 7%	534 6%	373 6%	752 7%	155 3%	258 5%	649 6%	165 2%	277 7%	465 10%	418 5%	489 7%
TOTALS	16228 100%	7902 100%	8326 100%	1997 100%	2830 100%	4765 100%	6636 100%	9695 100%	6533 100%	11357 100%	4871 100%	5352 100%	10876 100%	7622 100%	3771 100%	4835 100%	8949 100%	7279 100%

GALAXY RESEARCH

TABLE 4 Standard Banner 2 *BY* A2 Agree/ disagree to scrap Alcopops tax

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	1058	316	302	188	124	128	676	382	305	230	406	366	692
WGHT SAMPLE (000s)	16228	5675	4494	3182	1273	1604	10007	6221	4701	3602	6196	5385	10843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A2 Agree/ disagree to scrap Alcopops tax													
TOTAL AGREE													
Strongly agree	8265 51%	2758 49%	2097 47%	1841 58%	755 59%	814 51%	5011 50%	3254 52%	2336 50%	1833 51%	3212 52%	2960 55%	5305 49%
Somewhat agree	4262 26%	1530 27%	1341 30%	661 21%	345 27%	385 24%	2674 27%	1588 26%	1201 26%	956 27%	1666 27%	1352 25%	2910 27%
**SUBTOTALS	12527 77%	4289 76%	3438 76%	2501 79%	1101 86%	1199 75%	7685 77%	4842 78%	3536 75%	2789 77%	4879 79%	4312 80%	8215 76%
TOTAL DISAGREE													
Somewhat disagree	1612 10%	662 12%	442 10%	272 9%	90 7%	146 9%	974 10%	638 10%	443 9%	394 11%	689 11%	477 9%	1136 10%
Strongly disagree	1181 7%	437 8%	325 7%	223 7%	36 3%	161 10%	749 7%	432 7%	343 7%	269 7%	440 7%	291 5%	891 8%
**SUBTOTALS	2794 17%	1099 19%	767 17%	495 16%	126 10%	307 19%	1723 17%	1070 17%	786 17%	663 18%	1128 18%	768 14%	2026 19%
Neither/ Too early/ Don't know	907 6%	288 5%	290 6%	186 6%	46 4%	98 6%	598 6%	309 5%	379 8%	150 4%	189 3%	306 6%	601 6%
TOTALS	16228 100%	5675 100%	4494 100%	3182 100%	1273 100%	1604 100%	10007 100%	6221 100%	4701 100%	3602 100%	6196 100%	5385 100%	10843 100%



RESEARCH & STRATEGIC PLANNING

For any questions or
comments, please contact
David Briggs at Galaxy
Research.

P (02) 8572 6800