

Alcopops Study

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

July, 2008





1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 25-27 July, 2008.
- ▶ The sample was 1,042 respondents aged 18 years and older distributed throughout Australia, as follows:
 - NSW/ACT 308
 - Victoria/Tasmania 296
 - Queensland 191
 - South Australia 125
 - Western Australia 122
- ▶ 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 among young people the Federal Government has increased the tax on Ready To Drink alcoholic drinks or so-called 'Alcopops' by 70%. Do you think this is an effective or ineffective measure to deal with binge-drinking among 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 is likely to be 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 over \$3 billion with this so-called 'Alcopops' tax, some people have suggested that it should be scrapped in favour of a wider and more comprehensive strategy to tackle binge-drinking among young people. Do you agree or disagree with this suggestion to scrap the Alcopops tax in favour of a wider and more comprehensive strategy to tackle binge-drinking among 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 among 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* B1 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	1042	522	520	104	136	355	447	677	365	704	338	363	679	467	238	337	599	443
WGHT SAMPLE (000s)	15948	7766	8182	1935	2864	4627	6522	10156	5792	10588	5360	5655	10293	7228	3708	5013	9237	6711
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1 Effective measure to deal with binge-drinking																		
TOTAL EFFECTIVE																		
Very effective	860 5%	473 6%	387 5%	119 6%	169 6%	188 4%	385 6%	518 5%	342 6%	651 6%	210 4%	315 6%	545 5%	410 6%	127 3%	323 6%	422 5%	438 7%
Somewhat effective	2353 15%	959 12%	1394 17%	306 16%	499 17%	656 14%	892 14%	1437 14%	916 16%	1536 15%	816 15%	969 17%	1384 13%	1038 14%	553 15%	762 15%	1504 16%	848 13%
**SUBTOTALS	3213 20%	1432 18%	1781 22%	426 22%	667 23%	843 18%	1276 20%	1955 19%	1258 22%	2187 21%	1026 19%	1284 23%	1929 19%	1448 20%	680 18%	1085 22%	1926 21%	1286 19%
TOTAL INEFFECTIVE																		
Somewhat ineffective	3746 23%	1611 21%	2135 26%	582 30%	647 23%	934 20%	1584 24%	2376 23%	1370 24%	2616 25%	1130 21%	1291 23%	2455 24%	1510 21%	953 26%	1282 26%	2414 26%	1332 20%
Very ineffective	8492 53%	4546 59%	3946 48%	875 45%	1539 54%	2747 59%	3331 51%	5534 54%	2958 51%	5492 52%	3001 56%	2953 52%	5540 54%	4104 57%	1993 54%	2395 48%	4597 50%	3895 58%
**SUBTOTALS	12238 77%	6157 79%	6081 74%	1457 75%	2186 76%	3680 80%	4915 75%	7910 78%	4328 75%	8107 77%	4131 77%	4244 75%	7994 78%	5614 78%	2947 79%	3678 73%	7011 76%	5227 78%
Neither/ Too early/ Don't know	497 3%	177 2%	320 4%	52 3%	11 0%	103 2%	331 5%	292 3%	205 4%	294 3%	203 4%	126 2%	370 4%	166 2%	82 2%	250 5%	299 3%	198 3%
TOTALS	15948 100%	7766 100%	8182 100%	1935 100%	2864 100%	4627 100%	6522 100%	10156 100%	5792 100%	10588 100%	5360 100%	5655 100%	10293 100%	7228 100%	3708 100%	5013 100%	9237 100%	6711 100%

GALAXY RESEARCH
TABLE 2 Standard Banner 2 *BY* B1 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	1042	308	296	191	125	122	668	374	278	243	418	376	666
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4274	3790	6431	5535	10413
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1 Effective measure to deal with binge-drinking													
TOTAL EFFECTIVE													
Very effective	860 5%	379 7%	302 7%	58 2%	28 2%	92 6%	550 6%	310 5%	282 7%	152 4%	328 5%	221 4%	639 6%
Somewhat effective	2353 15%	993 18%	778 18%	220 7%	127 10%	235 15%	1529 16%	824 13%	620 15%	507 13%	1041 16%	460 8%	1893 18%
**SUBTOTALS	3213 20%	1372 25%	1080 24%	279 9%	155 12%	327 21%	2079 21%	1133 19%	902 21%	659 17%	1369 21%	681 12%	2532 24%
TOTAL INEFFECTIVE													
Somewhat ineffective	3746 23%	1381 25%	1152 26%	664 21%	313 25%	237 15%	2326 24%	1420 23%	964 23%	975 26%	1413 22%	1192 22%	2554 25%
Very ineffective	8492 53%	2684 48%	2025 46%	2126 68%	697 56%	960 61%	5126 52%	3367 55%	2223 52%	2077 55%	3477 54%	3399 61%	5093 49%
**SUBTOTALS	12238 77%	4065 73%	3176 72%	2790 89%	1010 81%	1197 76%	7452 76%	4787 78%	3187 75%	3052 81%	4890 76%	4590 83%	7648 73%
Neither/ Too early/ Don't know	497 3%	138 2%	163 4%	57 2%	87 7%	52 3%	303 3%	194 3%	185 4%	80 2%	173 3%	264 5%	233 2%
TOTALS	15948 100%	5575 100%	4419 100%	3126 100%	1252 100%	1576 100%	9834 100%	6114 100%	4274 100%	3790 100%	6431 100%	5535 100%	10413 100%

GALAXY RESEARCH

TABLE 3 Standard Banner 1 *BY* B2 Agree/ disagree Government should 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	1042	522	520	104	136	355	447	677	365	704	338	363	679	467	238	337	599	443
WGHT SAMPLE (000s)	15948	7766	8182	1935	2864	4627	6522	10156	5792	10588	5360	5655	10293	7228	3708	5013	9237	6711
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2 Agree/ disagree Government should scrap Alcopops tax																		
TOTAL AGREE																		
Strongly agree	9195 58%	4447 57%	4748 58%	1247 64%	1500 52%	2832 61%	3617 55%	6024 59%	3171 55%	6091 58%	3103 58%	3347 59%	5848 57%	4198 58%	2277 61%	2720 54%	5103 55%	4091 61%
Somewhat agree	3698 23%	1685 22%	2013 25%	449 23%	781 27%	986 21%	1482 23%	2322 23%	1376 24%	2350 22%	1348 25%	1346 24%	2352 23%	1724 24%	865 23%	1109 22%	2227 24%	1471 22%
**SUBTOTALS	12893 81%	6132 79%	6760 83%	1696 88%	2280 80%	3817 82%	5099 78%	8346 82%	4547 79%	8441 80%	4451 83%	4693 83%	8199 80%	5922 82%	3142 85%	3829 76%	7330 79%	5562 83%
TOTAL DISAGREE																		
Somewhat disagree	1281 8%	649 8%	633 8%	126 7%	328 11%	320 7%	508 8%	759 7%	522 9%	864 8%	418 8%	349 6%	932 9%	573 8%	231 6%	477 10%	898 10%	384 6%
Strongly disagree	1165 7%	609 8%	555 7%	96 5%	171 6%	322 7%	575 9%	674 7%	491 8%	842 8%	323 6%	379 7%	785 8%	492 7%	230 6%	443 9%	631 7%	533 8%
**SUBTOTALS	2446 15%	1258 16%	1188 15%	222 11%	499 17%	642 14%	1083 17%	1433 14%	1013 17%	1705 16%	741 14%	729 13%	1717 17%	1065 15%	461 12%	920 18%	1529 17%	917 14%
Neither/ Too early/ Don't know	609 4%	376 5%	233 3%	16 1%	85 3%	168 4%	340 5%	377 4%	232 4%	441 4%	168 3%	232 4%	377 4%	241 3%	105 3%	264 5%	377 4%	232 3%
TOTALS	15948 100%	7766 100%	8182 100%	1935 100%	2864 100%	4627 100%	6522 100%	10156 100%	5792 100%	10588 100%	5360 100%	5655 100%	10293 100%	7228 100%	3708 100%	5013 100%	9237 100%	6711 100%

GALAXY RESEARCH

TABLE 4 Standard Banner 2 *BY* B2 Agree/ disagree Government should 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	1042	308	296	191	125	122	668	374	278	243	418	376	666
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4274	3790	6431	5535	10413
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2 Agree/ disagree Government should scrap Alcopops tax													
TOTAL AGREE													
Strongly agree	9195 58%	3225 58%	2398 54%	1898 61%	707 56%	966 61%	5703 58%	3492 57%	2445 57%	2262 60%	3639 57%	3437 62%	5758 55%
Somewhat agree	3698 23%	1388 25%	1079 24%	565 18%	270 22%	397 25%	2332 24%	1366 22%	1019 24%	863 23%	1569 24%	1242 22%	2456 24%
**SUBTOTALS	12893 81%	4613 83%	3477 79%	2463 79%	977 78%	1363 86%	8035 82%	4858 79%	3464 81%	3124 82%	5207 81%	4679 85%	8214 79%
TOTAL DISAGREE													
Somewhat disagree	1281 8%	436 8%	386 9%	283 9%	102 8%	74 5%	795 8%	487 8%	278 6%	261 7%	589 9%	237 4%	1045 10%
Strongly disagree	1165 7%	333 6%	306 7%	277 9%	123 10%	126 8%	654 7%	511 8%	341 8%	322 8%	416 6%	408 7%	757 7%
**SUBTOTALS	2446 15%	769 14%	692 16%	559 18%	225 18%	201 13%	1448 15%	998 16%	619 14%	583 15%	1005 16%	645 12%	1802 17%
Neither/ Too early/ Don't know	609 4%	193 3%	250 6%	104 3%	50 4%	13 1%	351 4%	258 4%	192 4%	83 2%	219 3%	211 4%	398 4%
TOTALS	15948 100%	5575 100%	4419 100%	3126 100%	1252 100%	1576 100%	9834 100%	6114 100%	4274 100%	3790 100%	6431 100%	5535 100%	10413 100%



RESEARCH & STRATEGIC PLANNING

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