

Funding of Alcohol Harm Reduction Survey Report

Prepared for:
The Alcohol Education & Rehabilitation Foundation
September, 2008





1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Omnibus on the weekend of 12-14 September, 2008.
- ▶ The sample was 1,046 respondents aged 18 years and older distributed throughout Australia, as follows:
 - NSW/ACT 315
 - Victoria/Tasmania 295
 - Queensland 189
 - South Australia 123
 - Western Australia 124
- ▶ 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. Main Findings



Main Findings

- ▶ Overall, 43% of Australians believe the amount spent by the government supporting alcohol related issues is too little. This is a far greater percentage than the proportion who think the government spends too much (16%). The remainder feel current levels of spending are about right (30%) or are unsure (11%).
- ▶ Men (48%) are more likely than women (39%) to believe that too little is spent. Those with a household income under \$40,000 are less likely to believe too little is spent (37%) than those with household incomes of \$40-\$70,000 (43%) or over \$70,000 (46%).
- ▶ Nine in ten (89%) Australians are aware of the Rudd Government's "Alcopops Tax" on pre-mixed, ready to drink spirits. Amongst younger Australians aged 18-24 years, 83% are aware of the tax.
- ▶ When informed that there may be \$200 and \$300 million in collected taxes unallocated if the Alcopops Tax is blocked by the Senate, the majority of Australians believe this money should be spent on alcohol related issues. The most popular item is expenditure on education campaigns about the effects of drinking (84%) or spent to help people affected by excessive drinking (73%). This is far higher than the percentage who believe the money should be pooled with general government revenue (40%) or returned to consumers who kept a receipt (24%). A minority believe this money should be returned to alcohol retailers (12%) or the alcohol industry (11%).
- ▶ When informed that the alcohol industry have said they do not want the money returned to them, the majority of those who believe the money should be returned to the alcohol industry changed their mind, leaving just 5% who believe the money should be returned to the alcohol industry.



Main Findings *continued*

- ▶ Australians can see a broad range of priority areas where spending can reduce the impacts of alcohol on the community. The areas Australians are most likely to perceive as priority areas are:
 - Babies and young children affected by alcohol (90%);
 - Rehabilitation for victims of alcohol related accidents or violence (88%);
 - Young people who require alcohol rehabilitation (87%);
 - Alcohol related mental health services (86%);
 - Education campaigns about the effects of drinking (85%);
 - People of any age who require alcohol rehabilitation (84%);
 - Alcohol related hospital resources (82%); and
 - Indigenous communities (77%).

- ▶ The majority (73%) of Australians believe that money earmarked to reduce the impact of alcohol on the community should be directed towards an independent, not for profit organisation. This is far higher than the proportion who believe a government department (12%) or a community services organisation owned by the alcohol industry (11%) should be the recipient of this funding.

- ▶ Although the money collected from the Alcopops Tax may be a one off funding boost, the majority of Australians (72%) would like to see this organisation receive ongoing funding to minimise the impacts of alcohol on the community. This is higher than the proportion who would like to see the organisation run for 1-3 years (12%) or 3-5 years (12%).



Main Findings *continued*

- ▶ Once the money from the Alcopops Tax is exhausted, the majority (88%) believe this organisation should be funded through the government, either through a proportion of the alcohol taxes collected (59%) or through government grants (29%). A minority believe the organisation should be funded through charitable donations and fundraising (5%), or that the organisation should be responsible for it's own funding (4%).



3. Questionnaire

SECTION D – ASK ALL RESPONDENTS AGED 18 YEARS AND OVER

D1. Thinking now about alcohol. Alcohol related illness, injury, death and related issues cost the Australian community over \$15 billion per year. The Government currently collects \$7 billion in alcohol taxes, with an estimated \$60 million spent supporting alcohol related issues each year. In your opinion, is the amount spent supporting alcohol related issues...? **READ OUT 1-3**

Too much..... 1
 About right 2
 Or too little 3
 Don't know 4

D2. In May this year, the Rudd government introduced what has become known as the “Alcopops Tax”, that is, a tax on pre-mixed, ready to drink spirits. Before today, were you aware of the so called Alcopops Tax?

Yes 1
 No 2
 Don't know 3

D3. If the Alcopops Tax is blocked by the Senate, this will leave between \$200 and \$300 million in collected taxes unallocated. In your opinion, should any of this tax be... ? **READ OUT AND ROTATE 1-6**

MR

Returned to consumers who kept a receipt 1
 Returned to alcohol retailers 2
 Returned to the alcohol industry 3 * D4
 Pooled with general government revenue 4
 Spent on education campaigns about the effects of drinking 5
 Spent to help people affected by excess drinking 6
 None / don't know 7

ASK IF RETURNED TO THE ALCOHOL INDUSTRY IE CODE 3 IN D3. OTHERS TO D5

D4. The alcohol industry has said they don't want the money returned. Given this, do you still believe some of this tax should be returned to the alcohol industry?

Yes 1
 No 2
 Don't know 3

ASK ALL RESPONDENTS AGED 18 YEARS AND OVER

D5. Assuming this money is to be allocated to the reduce the impacts of alcohol on the community, which of the following do you consider to be priority areas? **READ OUT AND ROTATE 1-8**

MR

Young people who require alcohol rehabilitation 1
 People of any age who require alcohol rehabilitation 2
 Alcohol related hospital resources 3
 Babies and young children affected by alcohol 4
 Indigenous communities 5
 Education campaigns about the effects of drinking 6
 Alcohol related mental health services 7
 Rehabilitation for victims of alcohol related accidents or violence ... 8
 None / don't know 9

D6. What kind of organisation do you think the money should be directed to? **READ OUT AND ROTATE 1-3**

SR

A government department 1
 A community services organisation owned by the alcohol industry 2
 An independent, not for profit organisation .3
 None / don't know 4

D7. In your opinion, should this organisation be set up to run for 1–3 years only, 3–5 years, or should the organisation be guaranteed ongoing funding?

SR

1-3 years 1 * Next
 3-5 years 2 * Sect
 Ongoing funding 3 # D8
 None / don't know 4 * Next Sect

ASK IF ONGOING FUNDING IE CODE 3 IN D7. OTHERS TO NEXT SECTION

SR

- D8. Once the money from the Alcopops Tax is exhausted, how should this organisation be funded? **READ OUT AND ROTATE 1-4**
- A portion of alcohol taxes collected 1
 - From government grants 2
 - Charitable donations and fundraising 3
 - The organisation should be responsible for finding its own funding..... 4
 - None / don't know 5



4. 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

→ **BELIEF ABOUT CURRENT SPENDING ON ALCOHOL RELATED ISSUES:**

- Believe current spending is too much
- Believe current spending is about right
- Believe current spending is too little

GALAXY RESEARCH

TABLE 1 Standard Banner 1 *BY* D1 Amount spent supporting alcohol issues

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D1 Amount spent supporting alcohol issues																		
Too much	2473 16%	1013 13%	1460 18%	403 21%	473 17%	689 15%	907 14%	1391 14%	1081 19%	1705 15%	768 16%	1034 17%	1438 14%	1075 15%	474 13%	923 18%	1249 14%	1223 18%
About right	4811 30%	2128 27%	2683 33%	686 35%	998 35%	1269 27%	1858 28%	3041 30%	1770 31%	3474 31%	1337 28%	1820 30%	2991 30%	2142 30%	1119 31%	1550 30%	2866 31%	1945 28%
Too little	6922 43%	3713 48%	3209 39%	652 34%	1203 43%	2161 46%	2907 45%	4749 46%	2173 38%	4777 43%	2145 44%	2608 44%	4314 43%	3266 46%	1697 47%	1959 38%	4114 45%	2808 41%
Don't know	1742 11%	912 12%	830 10%	205 11%	150 5%	538 12%	850 13%	1056 10%	686 12%	1166 10%	576 12%	518 9%	1224 12%	676 9%	331 9%	736 14%	887 10%	855 13%
TOTALS	15948 100%	7766 100%	8182 100%	1946 100%	2823 100%	4657 100%	6522 100%	10237 100%	5711 100%	11122 100%	4826 100%	5980 100%	9968 100%	7160 100%	3621 100%	5167 100%	9117 100%	6831 100%

GALAXY RESEARCH

TABLE 2 Standard Banner 2 *BY* D1 Amount spent supporting alcohol issues

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K- \$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D1 Amount spent supporting alcohol issues																
Too much	2473 16%	918 16%	645 15%	590 19%	134 11%	185 12%	1430 15%	1042 17%	865 20%	494 15%	830 13%	1062 19%	1411 14%	2473 100%		
About right	4811 30%	1606 29%	1300 29%	1004 32%	353 28%	548 35%	3117 32%	1694 28%	1234 29%	1009 31%	2105 33%	1623 29%	3188 31%		4811 100%	
Too little	6922 43%	2575 46%	1932 44%	1154 37%	572 46%	689 44%	4201 43%	2721 45%	1614 37%	1393 43%	2937 46%	2224 39%	4699 46%			6922 100%
Don't know	1742 11%	476 9%	542 12%	377 12%	194 15%	154 10%	1085 11%	657 11%	613 14%	358 11%	511 8%	727 13%	1015 10%			
TOTALS	15948 100%	5575 100%	4419 100%	3126 100%	1252 100%	1576 100%	9834 100%	6114 100%	4326 100%	3254 100%	6383 100%	5636 100%	10312 100%	2473 100%	4811 100%	6922 100%

GALAXY RESEARCH
TABLE 5 Standard Banner 1 *BY* D3 Collected Alcopop Tax allocation
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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D3 Collected Alcopop Tax allocation																		
Returned to consumers who kept a receipt	3900 24%	1972 25%	1927 24%	665 34%	931 33%	805 17%	1498 23%	2433 24%	1467 26%	2671 24%	1229 25%	1455 24%	2445 25%	1816 25%	705 19%	1378 27%	2196 24%	1703 25%
Returned to alcohol retailers	1870 12%	1043 13%	827 10%	528 27%	326 12%	306 7%	711 11%	1096 11%	774 14%	1171 11%	699 14%	777 13%	1094 11%	834 12%	348 10%	688 13%	1005 11%	866 13%
Returned to the alcohol industry	1725 11%	956 12%	769 9%	466 24%	384 14%	298 6%	576 9%	1087 11%	638 11%	1096 10%	629 13%	700 12%	1025 10%	761 11%	322 9%	642 12%	922 10%	803 12%
Pooled with general government revenue	6373 40%	3326 43%	3047 37%	1102 57%	1264 45%	1721 37%	2285 35%	3866 38%	2506 44%	4310 39%	2063 43%	2296 38%	4077 41%	2975 42%	1489 41%	1908 37%	3668 40%	2705 40%
Spent on education campaigns about the effects of drinking	13354 84%	6184 80%	7170 88%	1669 86%	2480 88%	3789 81%	5416 83%	8543 83%	4810 84%	9422 85%	3931 81%	5021 84%	8332 84%	5843 82%	3232 89%	4279 83%	7572 83%	5782 85%
Spent to help people affected by excess drinking	11627 73%	5262 68%	6365 78%	1376 71%	2114 75%	3680 79%	4458 68%	7484 73%	4144 73%	8205 74%	3422 71%	4499 75%	7128 72%	5251 73%	2802 77%	3574 69%	6748 74%	4879 71%
None/ Don't know	454 3%	218 3%	236 3%		36 1%	142 3%	277 4%	312 3%	142 2%	307 3%	147 3%	128 2%	326 3%	131 2%	85 2%	238 5%	225 2%	229 3%
TOTALS	39303 246%	18961 244%	20342 249%	5806 298%	7535 267%	10741 231%	15221 233%	24822 242%	14481 254%	27183 244%	12120 251%	14876 249%	24427 245%	17611 246%	8983 248%	12709 246%	22337 245%	16966 248%

GALAXY RESEARCH
TABLE 6 Standard Banner 2 *BY* D3 Collected Alcopop Tax allocation
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D3 Collected Alcopop Tax allocation																
Returned to consumers who kept a receipt	3900 24%	1304 23%	1095 25%	835 27%	357 29%	309 20%	2567 26%	1332 22%	1051 24%	876 27%	1389 22%	1451 26%	2448 24%	771 31%	1215 25%	1564 23%
Returned to alcohol retailers	1870 12%	521 9%	693 16%	369 12%	132 11%	155 10%	1077 11%	793 13%	444 10%	553 17%	592 9%	658 12%	1213 12%	296 12%	654 14%	706 10%
Returned to the alcohol industry	1725 11%	554 10%	468 11%	403 13%	163 13%	138 9%	998 10%	727 12%	512 12%	439 13%	616 10%	632 11%	1093 11%	281 11%	603 13%	705 10%
Pooled with general government revenue	6373 40%	2217 40%	1688 38%	1269 41%	433 35%	765 49%	4147 42%	2226 36%	1613 37%	1332 41%	2703 42%	2133 38%	4240 41%	1108 45%	2301 48%	2310 33%
Spent on education campaigns about the effects of drinking	13354 84%	4440 80%	3821 86%	2646 85%	1052 84%	1395 88%	8307 84%	5046 83%	3678 85%	2889 89%	5264 82%	4728 84%	8626 84%	1842 74%	4009 83%	6211 90%
Spent to help people affected by excess drinking	11627 73%	3677 66%	3347 76%	2310 74%	1051 84%	1242 79%	7256 74%	4371 71%	3083 71%	2556 79%	4681 73%	4020 71%	7607 74%	1323 54%	3373 70%	5810 84%
None/ Don't know	454 3%	232 4%	67 2%	107 3%	18 1%	29 2%	267 3%	187 3%	207 5%	40 1%	66 1%	150 3%	304 3%	127 5%	84 2%	101 1%
TOTALS	39303 246%	12945 232%	11179 253%	7939 254%	3206 256%	4033 256%	24620 250%	14683 240%	10587 245%	8684 267%	15311 240%	13773 244%	25530 248%	5748 232%	12239 254%	17407 251%

GALAXY RESEARCH
TABLE 9 Standard Banner 1 *BY* D5 Consider alcohol priority area
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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D5 Consider alcohol priority area																		
Young people who require alcohol rehabilitation	13880 87%	6476 83%	7403 90%	1677 86%	2359 84%	4038 87%	5806 89%	8795 86%	5084 89%	9688 87%	4192 87%	5329 89%	8551 86%	5975 83%	3317 92%	4587 89%	7947 87%	5933 87%
People of any age who require alcohol rehabilitation	13372 84%	6173 79%	7199 88%	1711 88%	2309 82%	3968 85%	5384 83%	8396 82%	4976 87%	9410 85%	3962 82%	5190 87%	8182 82%	5881 82%	3267 90%	4224 82%	7717 85%	5655 83%
Alcohol related hospital resources	13006 82%	6300 81%	6706 82%	1677 86%	2318 82%	3770 81%	5241 80%	8369 82%	4636 81%	8961 81%	4044 84%	4864 81%	8141 82%	5822 81%	2968 82%	4216 82%	7406 81%	5600 82%
Babies and young children affected by alcohol	14355 90%	6787 87%	7569 93%	1913 98%	2612 93%	4154 89%	5676 87%	9006 88%	5349 94%	10055 90%	4301 89%	5518 92%	8837 89%	6446 90%	3368 93%	4541 88%	8295 91%	6061 89%
Indigenous communities	12357 77%	5682 73%	6675 82%	1536 79%	2315 82%	3547 76%	4960 76%	7769 76%	4588 80%	8533 77%	3824 79%	4633 77%	7724 77%	5414 76%	2974 82%	3969 77%	7168 79%	5189 76%
Education campaigns about the effects of drinking	13621 85%	6387 82%	7234 88%	1707 88%	2353 83%	3929 84%	5631 86%	8752 85%	4868 85%	9562 86%	4059 84%	5120 86%	8500 85%	6010 84%	3200 88%	4410 85%	7783 85%	5838 85%
Alcohol related mental health services	13762 86%	6474 83%	7288 89%	1733 89%	2392 85%	3962 85%	5675 87%	8656 85%	5105 89%	9602 86%	4160 86%	5126 86%	8636 87%	6015 84%	3319 92%	4428 86%	7958 87%	5804 85%
Rehabilitation for victims of alcohol related accidents or violence	13999 88%	6645 86%	7354 90%	1846 95%	2370 84%	4219 91%	5565 85%	8986 88%	5013 88%	9788 88%	4211 87%	5419 91%	8580 86%	6250 87%	3281 91%	4467 86%	8068 88%	5931 87%
None/ Don't know	214 1%	83 1%	131 2%		98 3%	60 1%	55 1%	171 2%	42 1%	135 1%	78 2%	74 1%	140 1%	84 1%	8 0%	122 2%	84 1%	130 2%

GALAXY RESEARCH
TABLE 9 (CONT.)

Standard Banner 1 *BY* D5 Consider alcohol priority area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D5 Consider alcohol priority area																		
TOTALS	108565	51007	57558	13800	19125	31647	43993	68901	39664	75733	32831	41274	67291	47897	25703	34965	62425	46140
	681%	657%	703%	709%	677%	680%	675%	673%	695%	681%	680%	690%	675%	669%	710%	677%	685%	675%

GALAXY RESEARCH
TABLE 10 Standard Banner 2 *BY* D5 Consider alcohol priority area
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D5 Consider alcohol priority area																
Young people who require alcohol rehabilitation	13880 87%	4582 82%	3935 89%	2810 90%	1113 89%	1439 91%	8506 86%	5374 88%	3962 92%	2845 87%	5443 85%	5011 89%	8869 86%	1910 77%	4255 88%	6322 91%
People of any age who require alcohol rehabilitation	13372 84%	4450 80%	3771 85%	2690 86%	1084 87%	1377 87%	8266 84%	5106 84%	3718 86%	2817 87%	5309 83%	4836 86%	8536 83%	1683 68%	4130 86%	6220 90%
Alcohol related hospital resources	13006 82%	4235 76%	3854 87%	2534 81%	1067 85%	1316 84%	8043 82%	4962 81%	3604 83%	2823 87%	5086 80%	4607 82%	8399 81%	1675 68%	4031 84%	6073 88%
Babies and young children affected by alcohol	14355 90%	4897 88%	3959 90%	2898 93%	1185 95%	1416 90%	8920 91%	5436 89%	3950 91%	2928 90%	5749 90%	5070 90%	9285 90%	2167 88%	4480 93%	6325 91%
Indigenous communities	12357 77%	4115 74%	3616 82%	2416 77%	956 76%	1254 80%	7866 80%	4491 73%	3447 80%	2504 77%	4972 78%	4238 75%	8119 79%	1584 64%	3754 78%	5757 83%
Education campaigns about the effects of drinking	13621 85%	4502 81%	3912 89%	2676 86%	1137 91%	1394 88%	8480 86%	5141 84%	3701 86%	2901 89%	5421 85%	4854 86%	8767 85%	1804 73%	4063 84%	6405 93%
Alcohol related mental health services	13762 86%	4650 83%	3951 89%	2668 85%	1107 88%	1386 88%	8561 87%	5200 85%	3807 88%	2851 88%	5461 86%	4963 88%	8799 85%	1746 71%	4324 90%	6332 91%
Rehabilitation for victims of alcohol related accidents or violence	13999 88%	4742 85%	3964 90%	2760 88%	1153 92%	1380 88%	8494 86%	5505 90%	3835 89%	3017 93%	5603 88%	4940 88%	9059 88%	2011 81%	4190 87%	6394 92%
None/ Don't know	214 1%	128 2%	28 1%	16 1%	11 1%	29 2%	151 2%	63 1%	17 0%	16 1%	101 2%	33 1%	180 2%	102 4%	28 1%	34 0%

GALAXY RESEARCH
TABLE 10 (CONT.) Standard Banner 2 *BY* D5 Consider alcohol priority area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	Too much	About right	Too little	
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D5 Consider alcohol priority area																
TOTALS	108565	36300	30989	21469	8814	10991	67287	41278	30041	22703	43144	38552	70013	14682	33256	49862
	681%	651%	701%	687%	704%	697%	684%	675%	694%	698%	676%	684%	679%	594%	691%	720%

GALAXY RESEARCH
TABLE 11 Standard Banner 1 *BY* D6 Kind of organisation money should be directed to
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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D6 Kind of organisation money should be directed to																		
A government department	1985 12%	1060 14%	925 11%	396 20%	297 11%	553 12%	739 11%	1243 12%	742 13%	1245 11%	740 15%	663 11%	1322 13%	969 14%	484 13%	531 10%	1149 13%	836 12%
A community services organisation owned by the alcohol industry	1805 11%	682 9%	1123 14%	219 11%	437 15%	589 13%	560 9%	1226 12%	579 10%	1283 12%	522 11%	811 14%	994 10%	755 11%	395 11%	655 13%	863 9%	942 14%
An independent, not for profit organisation	11573 73%	5757 74%	5816 71%	1284 66%	2004 71%	3381 73%	4905 75%	7526 74%	4047 71%	8208 74%	3365 70%	4403 74%	7170 72%	5209 73%	2668 74%	3696 72%	6853 75%	4720 69%
None/ Don't know	585 4%	267 3%	319 4%	47 2%	86 3%	134 3%	319 5%	242 2%	343 6%	386 3%	199 4%	104 2%	481 5%	226 3%	74 2%	285 6%	251 3%	334 5%
TOTALS	15948 100%	7766 100%	8182 100%	1946 100%	2823 100%	4657 100%	6522 100%	10237 100%	5711 100%	11122 100%	4826 100%	5980 100%	9968 100%	7160 100%	3621 100%	5167 100%	9117 100%	6831 100%

GALAXY RESEARCH
TABLE 12 Standard Banner 2 *BY* D6 Kind of organisation money should be directed to
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K- \$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D6 Kind of organisation money should be directed to																
A government department	1985 12%	711 13%	595 13%	347 11%	104 8%	228 14%	1255 13%	730 12%	448 10%	267 8%	991 16%	565 10%	1420 14%	199 8%	730 15%	778 11%
A community services organisation owned by the alcohol industry	1805 11%	508 9%	492 11%	434 14%	99 8%	272 17%	1109 11%	696 11%	422 10%	480 15%	651 10%	883 16%	922 9%	396 16%	602 13%	559 8%
An independent, not for profit organisation	11573 73%	4169 75%	3122 71%	2288 73%	994 79%	1000 63%	7086 72%	4487 73%	3216 74%	2402 74%	4612 72%	3983 71%	7590 74%	1712 69%	3376 70%	5413 78%
None/ Don't know	585 4%	187 3%	210 5%	57 2%	56 4%	76 5%	384 4%	201 3%	239 6%	105 3%	128 2%	205 4%	380 4%	165 7%	103 2%	172 2%
TOTALS	15948 100%	5575 100%	4419 100%	3126 100%	1252 100%	1576 100%	9834 100%	6114 100%	4326 100%	3254 100%	6383 100%	5636 100%	10312 100%	2473 100%	4811 100%	6922 100%

GALAXY RESEARCH
TABLE 13 Standard Banner 1 *BY* D7 Length of time organisation should run
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	1046	523	523	108	116	375	447	680	366	737	309	393	653	477	226	343	595	451
WGHT SAMPLE (000s)	15948	7766	8182	1946	2823	4657	6522	10237	5711	11122	4826	5980	9968	7160	3621	5167	9117	6831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D7 Length of time organisation should run																		
1-3 years	1905 12%	1170 15%	735 9%	227 12%	277 10%	397 9%	1003 15%	1263 12%	642 11%	1366 12%	539 11%	517 9%	1388 14%	834 12%	261 7%	811 16%	1006 11%	899 13%
3-5 years	1846 12%	961 12%	885 11%	192 10%	342 12%	645 14%	666 10%	1140 11%	706 12%	1159 10%	687 14%	652 11%	1194 12%	894 12%	472 13%	480 9%	1311 14%	535 8%
Ongoing funding	11494 72%	5199 67%	6295 77%	1448 74%	2086 74%	3390 73%	4570 70%	7396 72%	4098 72%	8174 73%	3319 69%	4603 77%	6891 69%	5044 70%	2773 77%	3677 71%	6383 70%	5111 75%
None/ Don't know	703 4%	436 6%	268 3%	78 4%	118 4%	224 5%	283 4%	439 4%	265 5%	423 4%	280 6%	209 3%	495 5%	388 5%	116 3%	199 4%	418 5%	286 4%
TOTALS	15948 100%	7766 100%	8182 100%	1946 100%	2823 100%	4657 100%	6522 100%	10237 100%	5711 100%	11122 100%	4826 100%	5980 100%	9968 100%	7160 100%	3621 100%	5167 100%	9117 100%	6831 100%

GALAXY RESEARCH

TABLE 14 Standard Banner 2 *BY* D7 Length of time organisation should run

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	1046	315	295	189	123	124	670	376	283	218	412	376	670	147	308	464
WGHT SAMPLE (000s)	15948	5575	4419	3126	1252	1576	9834	6114	4326	3254	6383	5636	10312	2473	4811	6922
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D7 Length of time organisation should run																
1-3 years	1905 12%	750 13%	485 11%	279 9%	155 12%	237 15%	1310 13%	595 10%	531 12%	414 13%	668 10%	775 14%	1130 11%	294 12%	730 15%	606 9%
3-5 years	1846 12%	579 10%	484 11%	403 13%	95 8%	285 18%	1066 11%	780 13%	367 8%	403 12%	802 13%	510 9%	1336 13%	347 14%	543 11%	829 12%
Ongoing funding	11494 72%	4048 73%	3242 73%	2319 74%	928 74%	956 61%	6932 70%	4562 75%	3235 75%	2322 71%	4601 72%	4145 74%	7349 71%	1768 72%	3355 70%	5236 76%
None/ Don't know	703 4%	198 4%	208 5%	124 4%	74 6%	99 6%	526 5%	177 3%	193 4%	115 4%	313 5%	206 4%	497 5%	63 3%	183 4%	251 4%
TOTALS	15948 100%	5575 100%	4419 100%	3126 100%	1252 100%	1576 100%	9834 100%	6114 100%	4326 100%	3254 100%	6383 100%	5636 100%	10312 100%	2473 100%	4811 100%	6922 100%

GALAXY RESEARCH
TABLE 16 Standard Banner 2 *BY* D8 Source of funding for organisation after Alcopops Tax exhausted
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area
FILTERS: D7 Length of time organisation should run(Ongoing funding)

	Total	State				Capital City		Household Income			Schooling		Amount Spent			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12 Year 12	Too much	About right	Too little		
RESPONDENTS	748	226	219	140	90	73	472	276	211	158	291	272	476	100	213	354
WGHT SAMPLE (000s)	11494	4048	3242	2319	928	956	6932	4562	3235	2322	4601	4145	7349	1768	3355	5236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
D8 Source of funding for organisation after Alcopops Tax exhausted																
A portion of alcohol taxes collected	6740 59%	2326 57%	1931 60%	1382 60%	593 64%	508 53%	4077 59%	2663 58%	1596 49%	1403 60%	3188 69%	2104 51%	4636 63%	777 44%	1932 58%	3615 69%
From government grants	3301 29%	1072 26%	945 29%	695 30%	252 27%	338 35%	1967 28%	1334 29%	1136 35%	574 25%	1039 23%	1393 34%	1908 26%	605 34%	994 30%	1258 24%
Charitable donations and fundraising	583 5%	221 5%	198 6%	125 5%	27 3%	11 1%	388 6%	195 4%	199 6%	182 8%	154 3%	262 6%	321 4%	194 11%	140 4%	201 4%
The organisation should be responsible for finding its own funding	496 4%	244 6%	54 2%	84 4%	40 4%	75 8%	303 4%	193 4%	152 5%	122 5%	113 2%	210 5%	286 4%	130 7%	164 5%	103 2%
None/ Don't know	373 3%	184 5%	114 4%	34 1%	16 2%	24 3%	196 3%	176 4%	153 5%	40 2%	106 2%	175 4%	197 3%	61 3%	124 4%	59 1%
TOTALS	11494 100%	4048 100%	3242 100%	2319 100%	928 100%	956 100%	6932 100%	4562 100%	3235 100%	2322 100%	4601 100%	4145 100%	7349 100%	1768 100%	3355 100%	5236 100%



RESEARCH & STRATEGIC PLANNING

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