

## Newspoll results - alcopops and tobacco taxes

Survey conducted nationally, by telephone, among a sample of 1202 people aged 18 years and over. Fieldwork was conducted over the period September 5-7, 2008, by fully trained and personally briefed interviewers.

**Thinking now about the taxes on various goods. Would you personally be in favour or against an increase in tax on cigarettes and other tobacco products?**

	TOTAL	MALE	FEMALE	18-34	35-49	50+
Strongly in favour	59	57	61	63	57	57
Somewhat in favour	14	16	12	15	16	12
<b>TOTAL IN FAVOUR</b>	<b>73</b>	<b>73</b>	<b>73</b>	<b>78</b>	<b>74</b>	<b>69</b>
Somewhat against	8	7	9	7	9	8
Strongly against	14	14	14	12	11	18
<b>TOTAL AGAINST</b>	<b>22</b>	<b>22</b>	<b>23</b>	<b>19</b>	<b>20</b>	<b>26</b>
Neither \ don't know	5	5	5	3	7	6

#Please note - components may not add correctly due to rounding!

\* A total of 73% of Australian adults aged 18+ are in favour of an increase in tax on cigarettes and other tobacco products, with 22% against.

\* Those aged 18-34 (78%) are significantly more likely to be in favour than those aged 50+ (69%)

**Thinking again about cigarettes and other tobacco products. Would you personally be in favour or against an increase in the tax on cigarettes and other tobacco products if most of the extra tax is used for health programs to help prevent diseases such as heart disease and cancer?**

	TOTAL	MALE	FEMALE	18-34	35-49	50+
Strongly in favour	76	72	80	77	76	75
Somewhat in favour	12	14	10	14	13	9
<b>TOTAL IN FAVOUR</b>	<b>88</b>	<b>85</b>	<b>90</b>	<b>92</b>	<b>89</b>	<b>83</b>
Somewhat against	3	4	2	3	3	3
Strongly against	7	8	7	4	6	12
<b>TOTAL AGAINST</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>14</b>
Neither \ don't know	2	4	1	2	2	3

#Please note - components may not add correctly due to rounding!

\* The proportion of Australian adults in favour of an increase in tax on cigarettes and other tobacco products increases to 88% in the context of most of the extra tax being used for health programs to help prevent diseases such as heart disease and cancer. Those strongly in favour increases from 59% to 76%.

\* Females (90%) are more likely than males (85%) to be in favour of an increase in the tax, given the specific context of most of the extra tax funding health programs.

\* Those aged 18-34 (92%) and 35-49 (89%) are significantly more likely than those aged 50+ (83%) to be in favour of an increase, again, given the specific context.

**Thinking now about alco-pops, that is, pre-packaged spirits such as vodka or bourbon mixed with soft drinks. Would you personally be in favour or against an increase in tax on alco-pops to bring it in line with the tax on normal spirits?**

	TOTAL	MALE	FEMALE	18-34	35-49	50+
Strongly in favour	35	31	40	28	31	44
Somewhat in favour	22	23	21	25	27	16
<b>TOTAL IN FAVOUR</b>	<b>57</b>	<b>54</b>	<b>60</b>	<b>53</b>	<b>58</b>	<b>60</b>
Somewhat against	13	13	14	15	15	11
Strongly against	23	28	19	28	21	22
<b>TOTAL AGAINST</b>	<b>37</b>	<b>41</b>	<b>33</b>	<b>42</b>	<b>36</b>	<b>33</b>
Neither \ don't know	6	6	7	5	6	7

#Please note - components may not add correctly due to rounding!

\* Although a majority of 57% are in favour of an increase in tax on alco-pops to bring it in line with the tax on normal spirits, a significant minority, 37% are against it.

\* Females (60%) are more likely than males (54%) to be in favour of an increase in the tax.

\* Those aged 18-34 (42%) are more likely to be against an increase in the tax than those aged 50+ (33%).

**Now thinking about how any increased tax on these things might be spent. Would you personally be in favour or against an increase in the tax on alco-pops if most of the extra tax is used for health programs to help prevent diseases such as heart disease and cancer?**

	TOTAL	MALE	FEMALE	18-34	35-49	50+
Strongly in favour	66	60	72	62	63	72
Somewhat in favour	17	19	16	21	21	12
<b>TOTAL IN FAVOUR</b>	<b>84</b>	<b>79</b>	<b>88</b>	<b>83</b>	<b>83</b>	<b>84</b>
Somewhat against	6	7	4	7	7	3
Strongly against	8	11	6	8	6	10
<b>TOTAL AGAINST</b>	<b>14</b>	<b>17</b>	<b>10</b>	<b>15</b>	<b>13</b>	<b>13</b>
Neither \ don't know	3	4	2	2	4	3

#Please note - components may not add correctly due to rounding!

\* The number in favour of an increase in tax on alcopops jumps to 84% if most of the extra tax would be used for health programs to help prevent diseases such as heart disease and cancer, with only 14% against.

\* Females (88%) are again more likely than males (79%) to support an increase in the tax on alco-pops, in this context.