

**A Tasmanian AFL Bid
Public Opinion Poll June 2008
Prepared for AFL Bid Reference Group**

EMRS conducted a poll of 1,000 Tasmanian adults between June 18 and June 20 2008. 500 adults were interviewed in the South, 280 in the North and North West and 220 in the North West and West.

They were asked two questions

- 1. Do you support Tasmania having a football team in the AFL like every other State?**

- 2. If Tasmania has a team in the AFL would you support it by,**
 - (a) Considering becoming a member,**
 - (b) Attending games in Tasmania**
 - (c) Attending interstate games.**

The results are as follows,

Question 1

48% support Tasmania having a football team in the AFL
42% do not support having a team in the AFL
11% are unsure.

Question 2.1

23% would consider becoming a member
69% would not
4% were unsure, and
4% say "it depends".

Question 2.2

41% say they would attend games in Tasmania,
51% would not attend games,
2% are unsure,
7% say "it depends".

Question 2.3

15% say that they would support the team by attending interstate games,
75% would not,
3% are unsure and
8% say that "it depends".

SEGMENTATION OF THE RESPONSES TO THE QUESTIONS

The following tables segment the responses to the questions by some key demographic variables.

TABLE 1 – SUPPORT FOR A TASMANIAN TEAM IN THE AFL
(percentage of respondents in segment)

Segments	In favour	Against	Unsure
<i>State</i>	48	42	11
<i>Region</i>			
North & NE	43	46	11
North West	39	51	10
South	55	35	11
<i>Gender</i>			
Male	50	41	9
Female	46	42	12
<i>Age group</i>			
18-24 years	67	21	12
35-34 years	49	42	8
35-44 years	53	36	11
45-54 years	42	45	13
55-69 years	43	46	10
70+ years	46	47	8
<i>Household Situation</i>			
Single never married	53	35	12
Couple no children	51	41	9
Family all children under 16 years	51	37	12
Family, child over 16 at home	46	43	10
Married, no children at home	42	48	10
Widowed	51	41	8
Sole parent	55	41	5
Separated or divorced	47	39	14
<i>Employment status</i>			
Employed full time, self employed	51	39	11
Employed part time	46	42	12
Engaged in home duties	46	44	10
Retired or on a pension	44	46	10
Looking for work	63	29	8
A student	61	31	8
<i>Household Income</i>			
Under \$20,000	48	41	11
\$20,000 and under \$40,000	48	44	9
\$40,000 and under \$60,000	49	37	14
\$60,000 and under \$80,000	48	42	10
\$80,000 and over	49	40	11

TABLE 2 – CONSIDERING BECOMING A MEMBER
(percentage of respondents in segment)

Segments	Would consider	Would not consider	Unsure	It depends
State	23	69	4	4
<i>Region</i>				
North & NE	24	70	3	3
North West	25	69	4	2
South	22	68	4	5
<i>Gender</i>				
Male	27	65	4	4
Female	20	72	4	4
<i>Age group</i>				
18-24 years	38	51	5	7
35-34 years	29	66	2	4
35-44 years	30	63	4	4
45-54 years	21	71	5	3
55-69 years	17	75	6	3
70+ years	15	78	2	4
<i>Household</i>				
Single never married	22	65	7	6
Couple no children	28	65	4	4
Family all children under 16 years	28	66	3	3
Family, child over 16 at home	26	66	4	4
Married, no children at home	17	75	4	4
Widowed	13	78	4	5
Sole parent	41	55	5	0
Separated or divorced	25	69	3	3
<i>Employment status</i>				
Employed full time, self employed	31	63	3	4
Employed part time	19	73	6	2
Engaged in home duties	24	71	3	3
Retired or on a pension	16	74	5	5
Looking for work	33	63	0	4
A student	33	61	3	3
<i>Household Income</i>				
Under \$20,000	18	72	6	4
\$20,000 and under \$40,000	23	69	3	5
\$40,000 and under \$60,000	27	65	3	4
\$60,000 and under \$80,000	25	69	2	4
\$80,000 and over	28	66	4	2

TABLE 3 – ATTENDING HOME GAMES
(percentage of respondents in segment)

Segments	Attend games in Tasmania	Would not attend games in Tasmania	Unsure	It depends
State	41	51	2	7
<i>Region</i>				
North & NE	39	52	1	8
North West	45	50	1	5
South	40	51	2	6
<i>Gender</i>				
Male	47	45	1	7
Female	35	57	2	6
<i>Age group</i>				
18-24 years	61	29	5	5
35-34 years	51	44	1	5
35-44 years	53	38	1	7
45-54 years	39	51	2	8
55-69 years	30	61	2	7
70+ years	23	71	0	6
<i>Household</i>				
Single never married	42	51	2	5
Couple no children	41	51	3	6
Family all children under 16 years	52	39	2	7
Family, child over 16 at home	48	44	0	8
Married, no children at home	32	61	2	5
Widowed	20	72	1	7
Sole parent	50	36	0	14
Separated or divorced	38	54	1	7
<i>Employment status</i>				
Employed full time, self employed	53	40	1	6
Employed part time	37	50	3	10
Engaged in home duties	47	49	0	4
Retired or on a pension	26	67	2	5
Looking for work	50	46	0	4
A student	58	31	0	11
<i>Household Income</i>				
Under \$20,000	28	62	3	7
\$20,000 and under \$40,000	36	58	1	5
\$40,000 and under \$60,000	50	43	0	7
\$60,000 and under \$80,000	51	42	1	6
\$80,000 and over	48	43	3	6

TABLE 4 – ATTENDING INTERSTATE GAMES
(percentage of respondents in segment)

Segments	attend games interstate	Would not attend interstate games	Unsure	It depends
State	15	75	3	8
<i>Region</i>				
North & NE	14	79	1	7
North West	18	72	2	8
South	15	74	4	8
<i>Gender</i>				
Male	16	73	3	8
Female	15	76	2	7
<i>Age group</i>				
18-24 years	24	57	7	13
35-34 years	25	69	0	6
35-44 years	17	70	3	10
45-54 years	16	75	2	7
55-69 years	12	78	3	7
70+ years	4	91	0	5
<i>Household</i>				
Single never married	12	76	4	8
Couple no children	19	71	3	8
Family all children under 16 years	19	71	2	9
Family, child over 16 at home	19	69	2	10
Married, no children at home	14	76	3	6
Widowed	3	92	1	4
Sole parent	23	77	0	0
Separated or divorced	8	79	4	8
<i>Employment status</i>				
Employed full time, self employed	21	67	2	10
Employed part time	14	74	4	9
Engaged in home duties	15	78	0	7
Retired or on a pension	9	84	3	4
Looking for work	8	71	4	17
A student	25	64	0	11
<i>Household Income</i>				
Under \$20,000	8	84	4	4
\$20,000 and under \$40,000	12	79	3	6
\$40,000 and under \$60,000	19	69	1	12
\$60,000 and under \$80,000	20	71	3	5
\$80,000 and over	21	66	2	11