

A Study to Evaluate the
Attitudes of Tasmanians
towards the Greyhound
Racing Industry

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November 2023



Analysis of the Greyhound Study Findings

Research Objectives & Methodology

- The study was undertaken to acquire a better understanding of how the Greyhound racing industry is perceived by Tasmanians, and to measure the extent of participation by Tasmanians in Greyhound racing.
- Fieldwork was undertaken by EMRS, Tasmania’s leading polling and research organisation. It was conducted among a sample of n=500 respondents. Half the sample were interviewed using Computer Assisted Telephone Interviewing (CATI) and half by means of an online survey administered among consumer panels, members of which are selected using random probability sampling procedures to reflect the Tasmanian demography.
- Respondents affiliated with dog racing and breeding, animal welfare and horse racing were screened out of the sample.
- The sample yields a margin of error of $\pm 4.38\%$ at the 95% confidence level. To put this into context, the Newspoll national omnibus study uses a sample of around n=1500, representing the entire Australian population of about 26 million people. The Guardian Essential Poll has a national sample of around n=1000. The latter produces a margin of error of between 3% and 4%.
- Interviewing was undertaken in mid October, 2023.

How popular is Greyhound Racing?

Thinking about the last 12 months, which of the following professionally organised events have you attended in person?

Now thinking about greyhound racing, how likely or unlikely are you to attend a race in the next 12 months?

- Only 1% attended a Greyhound Race in the previous year. Only 4% are likely to place a bet on a Greyhound race either online or in person in the next 12 months. 89% are very unlikely to do so, and a further 4% claimed they would be somewhat unlikely to do so.

Thinking about the last 12 months, which of the following professionally organised events have you attended in person?

| | % | n |
|------------------------|-----|-----|
| AFL game | 19% | 87 |
| Horse race | 4% | 20 |
| Motor Sport | 7% | 26 |
| Tennis game | 2% | 11 |
| Greyhound race | 1% | 5 |
| Soccer game | 6% | 29 |
| Cricket game | 11% | 51 |
| Basketball game | 7% | 35 |
| None of these | 64% | 331 |

Now thinking about greyhound racing, how likely or unlikely are you to attend a race in the next 12 months?

| | % | n |
|------------------------------------|-----|-----|
| Very likely | 1% | 5 |
| Somewhat likely | 2% | 10 |
| Neither likely nor unlikely | 3% | 10 |
| Somewhat unlikely | 9% | 34 |
| Very unlikely | 84% | 438 |
| I don't know | 1% | 3 |

And how likely are you to place a bet, online or in person, on a greyhound race in the next 12 months?

| | % | n |
|------------------------------------|-----|-----|
| Very likely | 1% | 5 |
| Somewhat likely | 3% | 14 |
| Neither likely nor unlikely | 3% | 9 |
| Somewhat unlikely | 4% | 17 |
| Very unlikely | 89% | 453 |
| I don't know | 0% | 2 |

How do Tasmanians feel about the Greyhound Racing Industry in Tasmania?

To what extent do you support or oppose the greyhound racing industry in Tasmania?

- Roughly one in ten (11%) supports it (3% 'strongly'; 8% 'somewhat'). Roughly three in five (62%) oppose it. (46% 'strongly' and 16% 'somewhat').

To what extent do you support or oppose the greyhound racing industry in Tasmania?

| | % | n |
|-----------------------------------|-----|-----|
| Strongly Support | 3% | 18 |
| Somewhat support | 8% | 35 |
| Neither support nor oppose | 25% | 126 |
| Somewhat oppose | 16% | 74 |
| Strongly oppose | 46% | 240 |
| Don't know | 2% | 7 |

- The industry enjoys the support of one in five Liberal Party supporters (25%) and only one in twenty (6%) Labor supporters. Roughly a third of Liberal Supporters (35%) and 17% of Labor supporters are uncommitted.
- Support is lowest among the supporters of The Greens (2%) and little higher among supporters of Independents (10%).

| Column % | Liberal Party (n=130) | Labor Party (n=115) | Greens (n=80) | Independent (n=85) |
|-----------------------------------|--------------------------|------------------------|------------------|-----------------------|
| Strongly Support | 5% | 2% | 0% | 4% |
| Somewhat support | 15% | 4% | 2% | 6% |
| Neither support nor oppose | 35% | 17% | 11% | 13% |
| Somewhat oppose | 17% | 17% | 18% | 18% |
| Strongly oppose | 24% | 59% | 69% | 59% |
| Don't know | 3% | 0% | 0% | 0% |

Why do you say that?

- The overwhelming reason behind opposition relates to animal cruelty / welfare:

| | |
|--|-----|
| Animal cruelty and / or abuse: | 25% |
| Animals are mistreated: | 8% |
| Concern for animal welfare: | 10% |
| Disinterest / Don't care: | 17% |
| Gambling / Irresponsible Profiteering: | 10% |

How do Tasmanians feel about the funding that the government provides to the industry?

Do you agree or disagree with the statement: *"Each year, the Tasmanian government provides approximately \$6 million of funding to the Tasmanian greyhound racing industry. Which of the following best describes how you feel about this support?"*

- Almost three quarters (74%) are opposed (55% 'very' and 19% 'somewhat'). 15% are in favour (3% 'very' and 12% 'somewhat').

Each year, the Tasmanian government provides approximately \$6 million of funding to the Tasmanian greyhound racing industry. Which of the following best describes how you feel about this support?

| | % | n |
|---------------------------|-----|-----|
| Strongly in favour | 3% | 17 |
| Somewhat in favour | 12% | 58 |
| Somewhat oppose | 19% | 91 |
| Strongly oppose | 55% | 283 |
| I don't know | 11% | 51 |

- Whilst 25% of those intending to vote Liberal support the funding (7% 'strongly' and 21% 'somewhat'), a little more than half (52%) are opposed (30% 'strongly' and 22% 'somewhat'). Labor supporters are significantly (89%) more opposed to the funding (70% 'strongly' and 30% 'somewhat').
- One in five Liberal supporters (20%) and one in twenty Labor supporters (5%) 'don't know' whether they support the funding.

- Those intending to vote for The Greens or for an Independent were most opposed (88% and 85% respectively).

| Column % | The Liberal Party (n=130) | The Labor Party (n=115) | The Greens (n=80) | An independent (n=85) |
|--------------------|---------------------------|-------------------------|-------------------|-----------------------|
| Strongly in favour | 7% | 3% | 0% | 2% |
| Somewhat in favour | 21% | 5% | 5% | 11% |
| Somewhat oppose | 22% | 17% | 10% | 24% |
| Strongly oppose | 30% | 70% | 78% | 61% |
| I don't know | 20% | 5% | 7% | 3% |

Do you agree or disagree with the statement: *"The government should stop funding greyhound racing because it's cruel."*

- Roughly three in five (62%) agree with this statement: (43% 'strongly' and 9% 'somewhat'). Roughly one in five (21%) disagree (8% 'strongly' and 13% 'somewhat').

The government should stop funding greyhound racing because it's cruel

| | % | n |
|----------------------------|-----|-----|
| Strongly agree | 43% | 217 |
| Somewhat agree | 9% | 97 |
| Neither agree nor disagree | 15% | 70 |
| Somewhat disagree | 13% | 64 |
| Strongly disagree | 8% | 43 |
| I don't know | 2% | 9 |

- Respondents were probed on why they either supported or opposed funding being given to the Greyhound industry.
- 6% cited 'general disapproval' but, again, the main reason for opposing the funding relates to animal welfare:

| | |
|-------------------------------------|-----|
| Animal cruelty: | 20% |
| Animals are mistreated: | 8% |
| General concern for animal welfare: | 6% |
- A quarter (26%) argued that taxpayer money should be put to other uses or, specifically, that it ought to be spent on health, education or housing.
- One in ten (9%) cited the problem of gambling / irresponsible profiteering.

Do you agree or disagree with the statement: *“The government should stop funding greyhound racing because taxpayer money is better spent on other things.”*

- Almost eight out of ten (79%) agree (62% ‘strongly’ and 17% ‘somewhat’). One in ten (11% disagree) 5% ‘strongly’ and 6% ‘somewhat’).

The government should stop funding greyhound racing because taxpayer money is better spent on other things

| | % | n |
|-----------------------------------|-----|-----|
| Strongly agree | 62% | 310 |
| Somewhat agree | 17% | 78 |
| Neither agree nor disagree | 8% | 37 |
| Somewhat disagree | 6% | 38 |
| Strongly disagree | 5% | 31 |
| I don’t know | 1% | 6 |

Do you agree or disagree with the statement: *“The greyhound racing industry should look for other funding than using taxpayer money”.*

- Almost eight out of ten (79%) agree (52% ‘strongly’ and 27% ‘somewhat’). One in ten (9% disagree) 5% ‘strongly’ and 6% ‘somewhat’).

The greyhound racing industry should look for other funding than using taxpayer money’?

| | % | n |
|-----------------------------------|-----|-----|
| Strongly agree | 52% | 262 |
| Somewhat agree | 27% | 124 |
| Neither agree nor disagree | 10% | 54 |
| Somewhat disagree | 5% | 29 |
| Strongly disagree | 4% | 24 |
| I don’t know | 2% | 7 |

- The Greens and Independent supporters are most likely to agree that the industry should look for funding elsewhere (97% and 87% respectively). Labor supporters are not far behind (84%). Liberal supporters are significantly less likely to agree, BUT the statement is still supported by a majority (almost two thirds) of Liberal supporters (64%).

| Column % | Liberal Party (n=130) | Labor Party (n=115) | The Greens (n=80) | Independent (n=85) |
|-----------------------------------|--------------------------|------------------------|----------------------|-----------------------|
| Strongly agree | 37% | 67% | 81% | 71% |
| Somewhat agree | 27% | 17% | 16% | 16% |
| Neither agree nor disagree | 12% | 6% | 1% | 3% |
| Somewhat disagree | 12% | 6% | 1% | 3% |
| Strongly disagree | 11% | 2% | 0% | 6% |
| I don’t know | 1% | 1% | 1% | 0% |

How do Tasmanians feel about those asking the government to stop the funding?

Do you agree or disagree with the statement: *“The people asking the government to stop giving money to greyhound racing are just fringe groups who don’t speak for most Tasmanians.”*

- Most (55%) disagree (34% ‘strongly’ and 21% ‘somewhat’). A quarter (25%) agree – 9% ‘strongly’ and 16% ‘somewhat’. 7% ‘don’t know’.

The people asking the government to stop giving money to greyhound racing are just fringe groups who don’t speak for most Tasmanians

| | % | n |
|-----------------------------------|-----|-----|
| Strongly agree | 9% | 55 |
| Somewhat agree | 16% | 79 |
| Neither agree nor disagree | 13% | 63 |
| Somewhat disagree | 21% | 94 |
| Strongly disagree | 34% | 174 |
| I don’t know | 7% | 35 |

To what extent is “jobs in regional areas” an issue?

Do you agree or disagree with the statement: *“The government should continue to fund greyhound racing because it provides jobs in regional areas.”*

- Approximately three in five (61%) disagree with this statement (41% ‘strongly’ and 20% ‘somewhat’). Roughly one in five (21%) agree (5% ‘strongly’ and 18% ‘somewhat’). 3% ‘don’t know’.

The government should continue to fund greyhound racing because it provides jobs in regional areas

| | % | n |
|-----------------------------------|-----|-----|
| Strongly agree | 5% | 31 |
| Somewhat agree | 18% | 87 |
| Neither agree nor disagree | 12% | 51 |
| Somewhat disagree | 20% | 96 |
| Strongly disagree | 41% | 220 |
| I don’t know | 3% | 15 |

- Disagreement is strongest among supporters of The Greens and Independents (79% and 78% respectively).
- Seven in ten Labor supporters (71%) disagree.
- Liberal supporters are significantly more likely to agree (46%) that the government should continue to fund greyhound racing because it provides jobs in regional areas, but almost two in five (38%) disagree, and a further 16% are uncommitted.

- “Jobs in regional areas” does not appear to be a driving factor for supporting the industry even amongst the more conservative voters.

| Column % | Liberal Party (n=130) | Labor Party (n=115) | The Greens (n=80) | Independent (n=85) |
|----------------------------|--------------------------|------------------------|----------------------|-----------------------|
| Strongly agree | 10% | 3% | 2% | 6% |
| Somewhat agree | 35% | 12% | 6% | 9% |
| Neither agree nor disagree | 16% | 10% | 6% | 5% |
| Somewhat disagree | 17% | 21% | 18% | 22% |
| Strongly disagree | 21% | 50% | 61% | 56% |
| I don't know | 1% | 4% | 7% | 2% |

Is this POTENTIALLY a vote-changing issue?

Do you agree or disagree with the statement: *“I would consider changing my vote to support a party that promised to stop funding the greyhound racing industry in Tasmania.”*

A Note of Caution

The answer to this question merely reflects the extent to which most Tasmanians oppose the industry and should not be construed as an accurate assessment of whether this issue would indeed affect voting intention, to the extent claimed.

Cognizance is taken of the relative lack of context. So, in an election environment the promise of a new hospital or school, for example, would quite possibly affect how this question was answered.

- 45% agreed (21% ‘strongly’ and 24% ‘somewhat’). 22% disagreed (18% ‘strongly’ and ‘14% ‘somewhat’).

I would consider changing my vote to support a party that promised to stop funding the greyhound racing industry in Tasmania

| | % | n |
|----------------------------|-----|-----|
| Strongly agree | 21% | 113 |
| Somewhat agree | 24% | 109 |
| Neither agree nor disagree | 22% | 103 |
| Somewhat disagree | 14% | 67 |
| Strongly disagree | 18% | 102 |
| I don't know | 2% | 6 |

Having heard the arguments for and against, how do Tasmanians feel about the industry?

“Having now heard these arguments, to what extent do you support or oppose the greyhound racing industry in Tasmania?”

- The industry is opposed by 63% (47% ‘strongly’ and 16% ‘somewhat’). Support remains among 17% of the population (‘It’s ‘strongly’ supported by 4% and ‘somewhat’ supported by a further 13%).

- The North, and particularly the West and North West are significantly more supportive than Hobart and the South East; and
- men are significantly more in favour of the industry than women.

Having now heard these arguments, to what extent do you support or oppose the greyhound racing industry in Tasmania?

Region....

| Column % n | Hobart and South-East | Launceston and North East | West and North West |
|----------------------------|--------------------------|---------------------------------|------------------------|
| Strongly Support | 1% | 6% | 7% |
| Somewhat support | 9% | 15% | 21% |
| Neither support nor oppose | 14% | 23% | 26% |
| Somewhat oppose | 19% | 13% | 13% |
| Strongly oppose | 55% | 42% | 32% |
| Don't know | 1% | 1% | 0% |

Gender....

| Column % | Male | Female |
|----------------------------|------|--------|
| Strongly Support | 5% | 2% |
| Somewhat support | 18% | 9% |
| Neither support nor oppose | 23% | 16% |
| Somewhat oppose | 15% | 18% |
| Strongly oppose | 38% | 55% |
| Don't know | 1% | 0% |

Voting Intention...

Before they hear all the arguments for and against

| Column % | Liberal Party (n=130) | Labor Party (n=115) | The Greens (n=80) | Independent (n=85) |
|----------------------------|--------------------------|------------------------|----------------------|-----------------------|
| Strongly Support | 5% | 2% | 0% | 4% |
| Somewhat support | 15% | 4% | 2% | 6% |
| Neither support nor oppose | 35% | 17% | 11% | 13% |
| Somewhat oppose | 17% | 17% | 18% | 18% |
| Strongly oppose | 24% | 59% | 69% | 59% |
| Don't know | 3% | 0% | 0% | 0% |

After they hear all the arguments for and against.

| Column % | Liberal Party (n=130) | Labor Party (n=115) | The Greens (n=80) | Independent (n=85) |
|-----------------------------------|--------------------------|------------------------|----------------------|-----------------------|
| Strongly Support | 8% | 2% | 0% | 5% |
| Somewhat support | 26% | 8% | 1% | 10% |
| Neither support nor oppose | 26% | 9% | 8% | 10% |
| Somewhat oppose | 17% | 21% | 15% | 17% |
| Strongly oppose | 23% | 59% | 73% | 58% |
| Don't know | 1% | 1% | 3% | 0% |