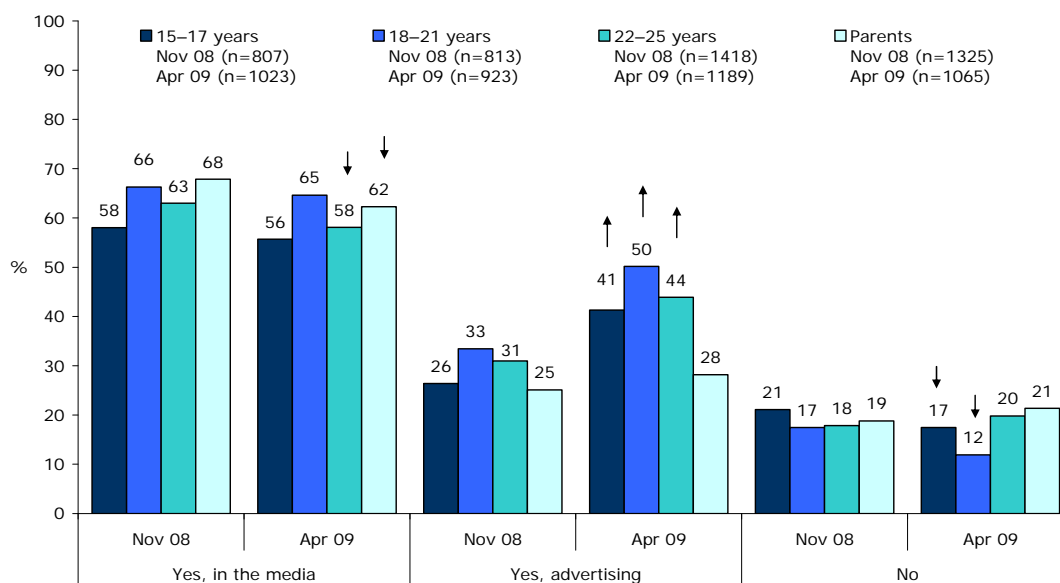


MEDIA AND ADVERTISING AWARENESS AND REACTIONS

7.1 Awareness of media and advertising about young people and alcohol

Young people aged 15–25 and parents of 13–17 year-olds were asked whether, in the month prior to the survey, they had seen, read or heard anything in the media or in any advertising about teenagers or young people and the risks when drinking alcohol. The results are shown in Figure 76, below.

Figure 76. Media and advertising awareness (15–25 year-olds and parents)



The majority of 15–17 year-olds (56%), 18–21 year-olds (65%), 22–25 year-olds (58%) and parents of 13–17 year-olds (62%) surveyed in April 2009 indicated seeing or hearing media coverage about young people and the risks of drinking alcohol (as shown in Figure 76).

There were significant differences in media and advertising awareness among participants surveyed in November 2008 and those surveyed in April 2009. There was a significant decline in the proportion of 22–25 year-olds that had seen, read or heard anything in the media about teenagers/young adults and the risks associated with drinking alcohol, (decreasing from 63% in November 2008 to 58% in April 2009, chi-square, $p=0.012$). A similar decline was observed among parents, with the proportion seeing or hearing anything in the media decreasing from 68% in November 2008 to 62% in April 2009 (chi-square, $p=0.004$). There was a significant increase in awareness of advertising about young people and the risks of alcohol from November 2008 to April 2009 among young people aged 15–25 years, increasing from 26% to 41% among 15–17 year-olds (chi-square, $p<0.001$), from 33% to 50% among 18–21 year-olds (chi-square, $p<0.001$), and from 31% to 44% among 22–25 year-olds (chi-square, $p<0.001$).

Parents' awareness of advertising did not change significantly across the two survey waves.

There was a significant decline in the proportions of 15–17 year-olds and 18–21 year-olds indicating that they had not seen or heard anything in the media or in advertising in the last month about young people and alcohol, decreasing from 21% in November 2008 to 17% in April 2009 among aged 15–17 year-olds (chi-square, $p=0.048$) and from 17% to 12% among 18–21 year-olds (chi-square, $p=0.001$).

Parents of 13–17 year-olds and 15–25 year-olds were then asked to indicate where they had seen, read or heard about young people and alcohol in the media or advertising. The results are illustrated in Figure 77 and Figure 78 (overleaf, and page 108). Both figures are based on the total samples of 15–25 year-olds and parents of 13–17 year-olds. Figure 77 shows the channels through which people saw, heard or read relevant messages in the media and Figure 78 shows the channels through which people saw, heard or read relevant messages in advertising. All sets of figures are ordered from most to least commonly mentioned channel.

Figure 77. Media channels (15–25 year-olds and parents)

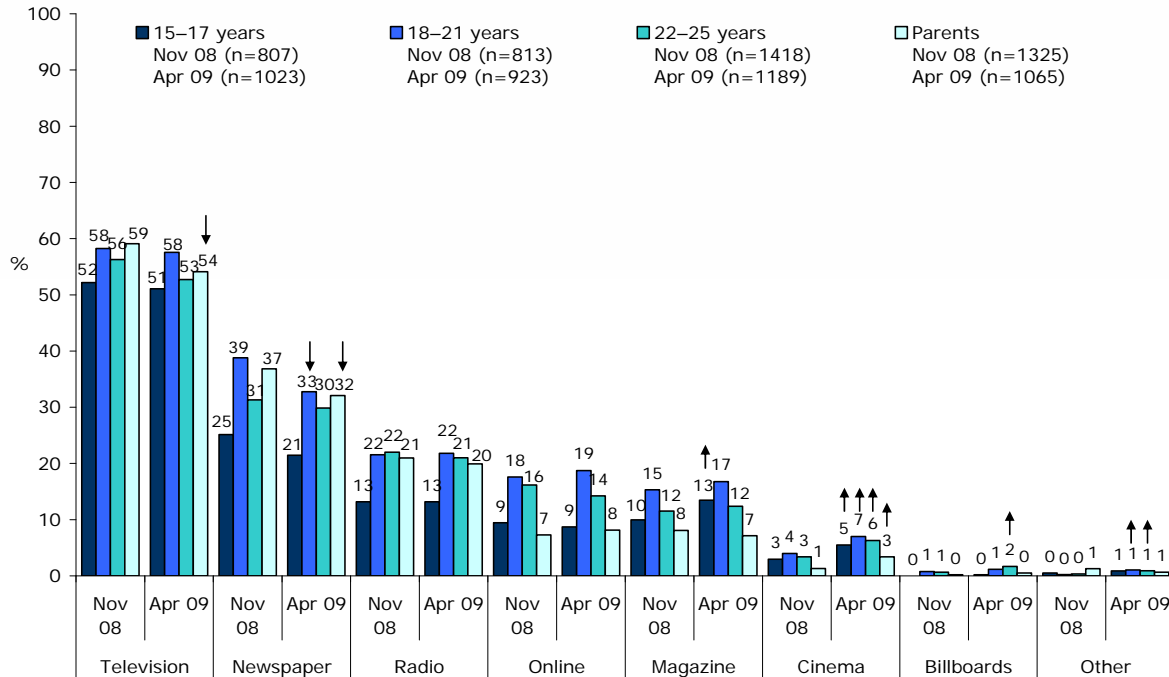


Figure 77 shows the proportions of 15–25 year-olds and parents of 13–17 year-olds that saw, read or heard media messages about young people and alcohol via different channels. The media channel with the highest reach was television, with more than half of each sample group (between 51% and 58%) exposed to media messages about alcohol and young people via this medium. There was a significant decline from November 2008 to April 2009 in the proportion of parents recalling seeing something in the media about young people and alcohol on television (decreasing from 59% to 54%, chi-square, $p=0.014$). There was also a significant decrease in the proportion of 18–21 year-olds and parents seeing media commentary about young people and alcohol in the newspaper (decreasing from 39% in November 2008 to 33% in April 2009 among 18–21 year-olds, chi-square, $p=0.010$; and from 37% to 32% among parents, chi-square, $p=0.015$).

The proportion of 15–17 year-olds who saw media messages about young people and alcohol in a magazine increased significantly from 10% in November 2008 to 13% in April 2009 (chi-square, $p=0.024$).

There were significant increases from November 2008 to April 2009 among all groups in the proportions that recalled media messages about young people and alcohol at the cinema, increasing from 3% to 5% of 15–17 year-olds (chi-square, $p=0.011$), from 4% to 7% of 18–21 year-olds (chi-square, $p=0.006$), from 3% to 6% of 22–25 year-olds (chi-square, $p=0.001$).

and from 1% to 3% of parents (chi-square, $p=0.001$). It is unclear whether these participants were referring to messages in films or to cinema advertising.

There was also a significant increase in the proportion of 22–25 year-olds indicating having seen media relating to alcohol and young people on billboards from 1% to 2% (chi-square, $p=0.001$).

Figure 78. Advertising channels (15–25 year-olds and parents)

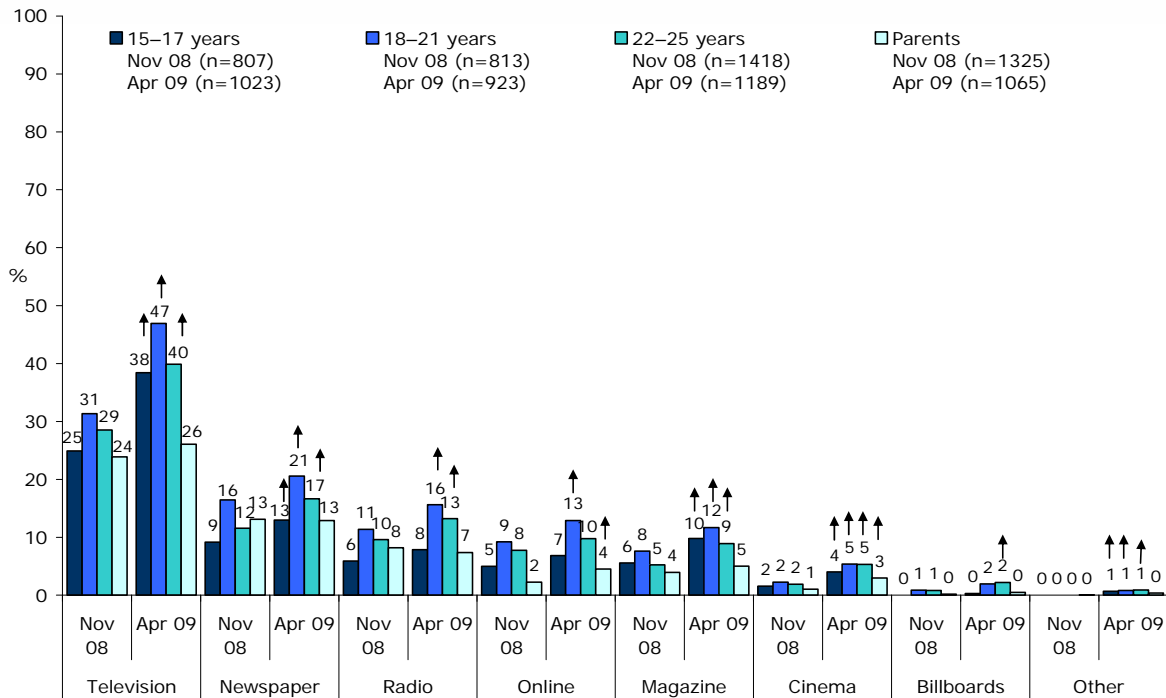


Figure 78 shows the proportions of 15–25 year-olds and parents of 13–17 year-olds that saw, read or heard advertising about young people and the risks associated with drinking alcohol through various channels. The largest proportions of 15–17 year-olds (38%), 18–21 year-olds (47%), 22–25 year-olds (40%) and parents (26%) recalled seeing advertising about young people and alcohol on television in April 2009.

There were significant increases from November 2008 to April 2009 in the proportions of 15–25 year-olds recalling seeing advertising about young people and alcohol on television (increasing from 25% to 38% among 15–17 year-olds, chi-square, $p<0.001$; from 31% to 47% among 18–21 year-olds, chi-square, $p<0.001$; and from 29% to 40% among 22–25 year-olds, chi-square, $p<0.001$). There were also significant increases in the proportions of 15–25 year-olds who saw advertising about young people and alcohol in the newspaper (increasing from 9% in November 2008 to 13% in April 2009 among 15–17 year-olds, chi-square, $p=0.011$; from 16% to 21% among 18–21 year-olds, chi-square, $p=0.027$; and from 12% to 17% among 22–25 year-olds, chi-square, $p<0.001$).

Young people aged 18–21 years and 22–25 years were more likely to recall hearing advertising about young people and alcohol on the radio in April 2009 than in November 2008, increasing from 11% to 16% among 18–21 year-olds (chi-square, $p=0.010$), and from 10% to 13% among 22–25 year-olds (chi-square, $p=0.004$).

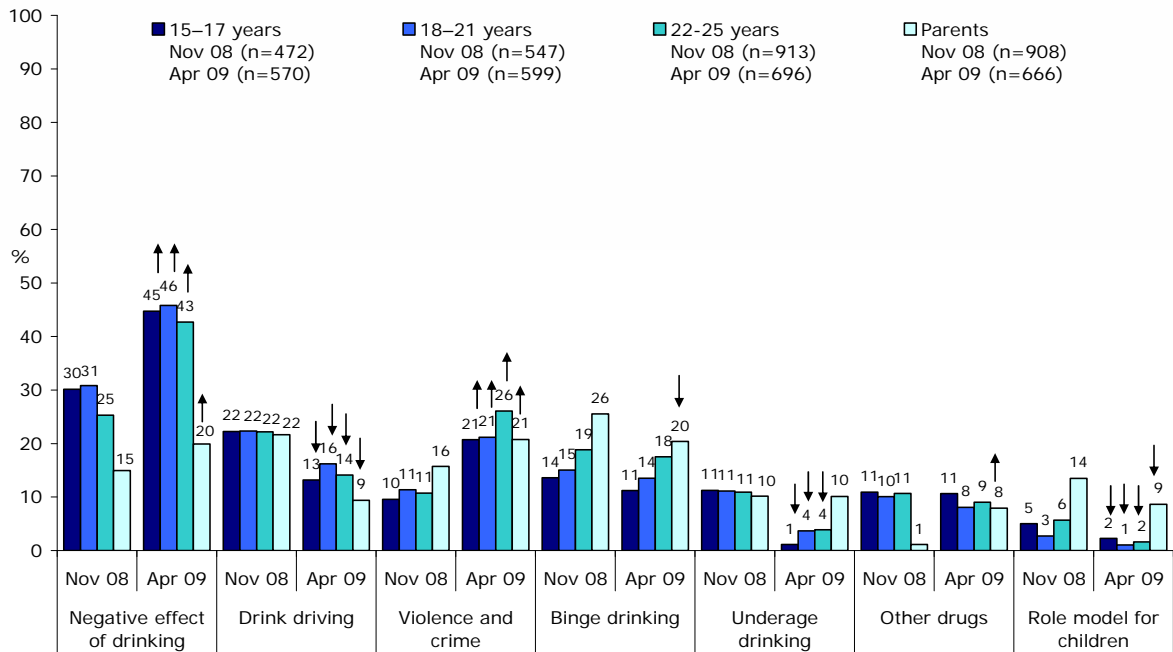
Young people aged 18–21 years and parents of 13–17 year-olds were more likely to recall seeing advertising about young people and alcohol online in April 2009 than in November 2008 (increasing from 9% to 13% among 18–21 year-olds, chi-square, $p=0.015$; and from 2% to 4% among parents, chi-square, $p=0.002$).

Significant increases were also found in the proportions of 15–25 year-olds seeing advertising about young people and alcohol in a magazine, increasing significantly from 6% in November 2008 to 10% in April 2009 among 15–17 year-olds (chi-square, $p=0.001$), from 8% to 12% among 18–21 year-olds (chi-square, $p=0.005$), and from 5% to 9% among 22–25 year-olds (chi-square, $p<0.001$).

The proportions of 15–25 year-olds and parents of 13–17 year-olds that had encountered advertising about young people and the risks when drinking alcohol at the cinema also increasing significantly, from 2% in November 2008 to 5% in April 2009 among 15–17 year-olds (chi-square, $p=0.003$), from 2% to 5% among 18–21 year-olds (chi-square, $p=0.001$), from 2% to 5% among 22–25 year-olds (chi-square, $p<0.001$) and from 1% to 3% among parents (chi-square, $p=0.001$). Young people aged 22–25 years were more likely to recall seeing relevant advertising messages on billboards in April 2009 than in November 2008 (2%, compared with 1%, chi-square, $p=0.008$).

Young people aged 15–25 years and parents of 13–17 year-olds who had seen, read or heard anything in the media or advertising about young people and alcohol were asked to recall the main message of this media or advertising. The results are illustrated in Figure 79 to Figure 82 (overleaf, and pages 111 to 115). Figure 79 and Figure 80 show the main recalled media messages and Figure 81 and Figure 82 show the main recalled advertising messages. Responses within charts are ordered from most to least commonly recalled message.

Figure 79. Most commonly recalled media messages (15–25 year-olds and parents who encountered media about young people and alcohol)



Young people aged 15–25 years surveyed in April 2009 most commonly recalled encountering media messages about the negative effect of drinking in the last month, with 45% of 15–17 year-olds, 46% of 18–21 year-olds and 43% of 22–25 year-olds who had seen relevant media recalling this as the message, as shown in Figure 79. The proportions of 15–25 year-olds and parents of 13–17 year olds who had seen relevant media recalling the negative effect of drinking as the main message increased significantly between November 2008 and April 2009, from 30% to 45% among 15–17 year-olds (chi-square, $p < 0.001$), from 31% to 46% among 18–21 year-olds (chi-square, $p < 0.001$), from 25% to 43% among 22–25 year-olds (chi-square, $p < 0.001$), and from 15% to 20% among parents (chi-square, $p = 0.012$).

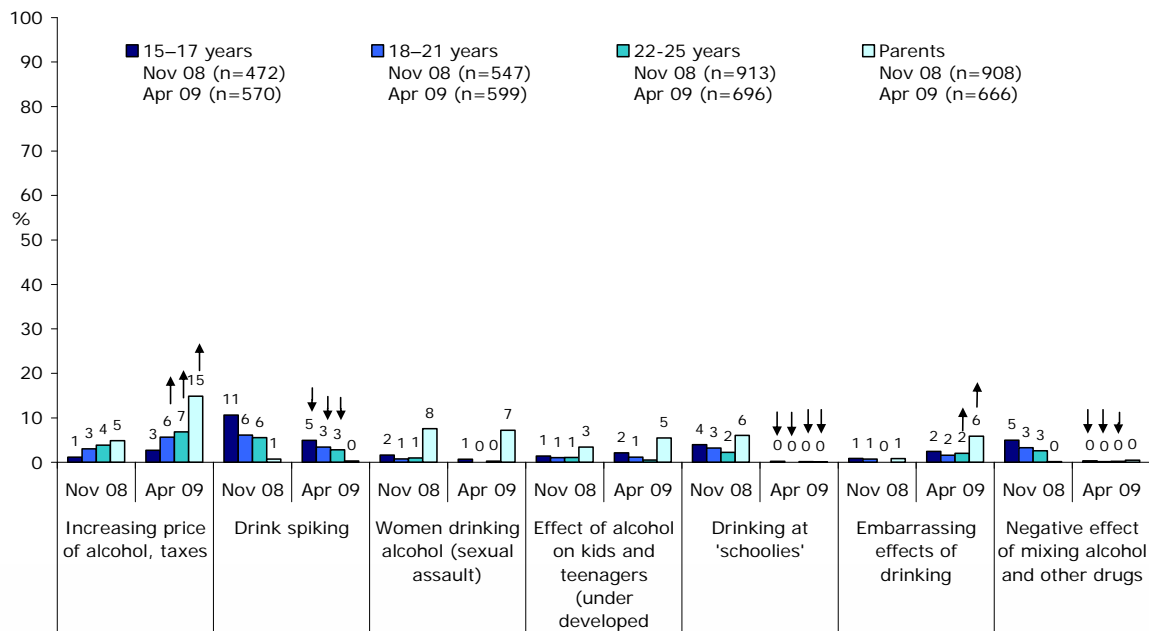
Recall of messages about drink driving decreased significantly, from 22% of those in each age group who had seen relevant media in November 2008, to 13% of 15–17 year-olds (chi-square, $p < 0.001$), 16% of 18–21 year-olds (chi-square, $p = 0.009$), 14% of 22–25 year-olds (chi-square, $p < 0.001$), and 9% of parents (chi-square, $p < 0.001$) who had seen such media in April 2009. The recall of media messages about violence and crime also increased significantly over the two survey waves, from 10% to 21% among 15–17 year-olds (chi-square, $p < 0.001$), 11% to 21% among 18–21 year-olds (chi-square, $p < 0.001$), 11% to 26% among 22–25 year-olds (chi-square, $p < 0.001$), and 16% to 21% among parents (chi-square, $p = 0.011$) who had seen media about young people and alcohol.

The proportion of parents who had encountered media about young people and alcohol recalling the main message of this media to be about binge drinking decreased significantly from 26% in November 2008 to 20% in April 2009 (chi-square, $p=0.018$). The proportion of 15–25 year-olds who had encountered relevant media recalling the message to be about underage drinking also decreased significantly from November 2008 to April 2009, from 11% to 1% among 15–17 year-olds (chi-square, $p<0.001$), from 11% to 4% among 18–21 year-olds (chi-square, $p<0.001$), and from 11% to 4% among 22–25 year-olds (chi-square, $p<0.001$).

There was a significant increase in the proportion of parents recalling media about young people and alcohol who then indicated the main message of this media to be about drugs other than alcohol, from 1% in November 2008 to 8% in April 2009 (chi-square, $p<0.001$).

Recall of messages about being a role model for children decreased significantly from November 2008 to April 2009, from 5% to 2% among 15–17 year-olds (chi-square, $p=0.026$), from 3% to 1% among 18–21 year-olds (chi-square, $p=0.045$), from 6% to 2% among 22–25 year-olds (chi-square, $p<0.001$), and from 14% to 9% among parents (chi-square, $p=0.003$) who had encountered media about young people and alcohol in the month prior to being surveyed.

Figure 80. Less commonly recalled media messages (15–25 year-olds and parents who encountered media about young people and alcohol)



As illustrated in Figure 80, there was a significant increase between November 2008 and April 2009 in the proportions of 18–21 year-olds, 22–25 year-olds and parents of 13–17 year-olds who encountered media relating to young people and alcohol in the month preceding the

survey recalling the main message of this media to be the increasing prices of alcohol or taxes. Among 18–21 year-olds, this proportion increased from 3% to 6% (chi-square, $p=0.032$); among 22–25 year-olds, this proportion increased from 4% to 7% (chi-square, $p=0.011$); and among parents this proportion increased from 5% to 15% (chi-square, $p<0.001$).

Among 15–17 year-olds encountering relevant media, recall of messages about drink spiking decreased significantly from 11% in November 2008 to 5% in April 2009 (chi-square, $p=0.001$). Likewise, recall of this media message among 18–21 year-olds decreased significantly from 6% to 3% (chi-square, $p=0.036$), and from 6% to 3% among 22–25 year-olds (chi-square, $p=0.012$).

Among 15–25 year-olds and parents of 13–17 year-olds encountering relevant media, recall of messages about drinking at 'schoolies' decreased significantly from November 2008 to April 2009, decreasing from 4% to 0% for 15–17 year-olds (chi-square, $p<0.001$), from 3% to 0% for 18–21 year-olds (chi-square, $p<0.001$), from 2% to 0% for 22–25 year-olds (chi-square, $p<0.001$), and from 6% to 0% for parents (chi-square, $p<0.001$).

Recall of media messages about the embarrassing effects of drinking alcohol increased significantly over the two survey waves from 0% to 2% among 22–25 year-olds (chi-square, $p<0.001$), and from 1% to 6% among parents (chi-square, $p<0.001$) who encountered relevant media in the month prior to being surveyed.

Young people aged 15–17 years, 18–21 years and 22–25 years who encountered media about young people and alcohol in April 2009 did not recall the main message to be about the negative effect of mixing alcohol and other drugs, a significant decrease for each of these age groups from November 2008 when 5% of 15–17 year-olds (chi-square, $p<0.001$), 3% of 18–21 year-olds (chi-square, $p<0.001$), and 3% of 22–25 year-olds (chi-square, $p<0.001$) who encountered relevant media recalled the message to be such.

Figure 81. Most commonly recalled advertising messages (15–25 year-olds and parents who encountered advertising about young people and alcohol)

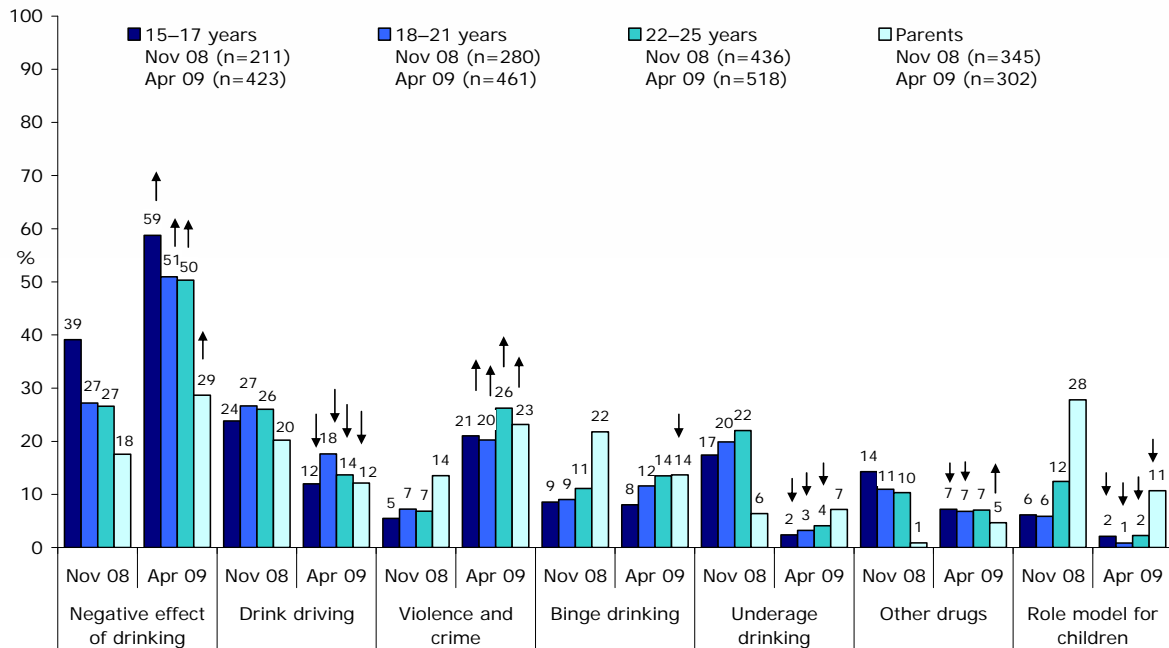


Figure 81 displays the seven advertising messages most frequently recalled by 15–25 year-olds and parents of 13–17 year-olds who indicated they had seen, read or heard advertisements about young people and the risks of drinking alcohol in the month prior to being surveyed. Among 15–17 year-olds, 18–21 year-olds, 22–25 year-olds and parents, the negative effect of drinking was the most commonly recalled advertising message encountered in the month prior to the April 2009 survey, with more than half of 15–17 year-olds, 18–21 year-olds and 22–25 year-olds, and three in ten parents who encountered relevant advertising recalling this as the message. The proportions within each group recalling this advertising message in April 2009 were significantly larger than the corresponding proportions in November 2009; increasing from 39% to 59% among 15–17 year-olds (chi-square, $p < 0.001$), from 27% to 51% among 18–21 year-olds (chi-square, $p < 0.001$), from 27% to 50% among 22–25 year-olds (chi-square, $p < 0.001$) and from 18% to 29% among parents (chi-square, $p = 0.001$).

Recall of advertising messages about violence and crime associated with young people and alcohol consumption increased significantly across survey waves, from 5% to 21% among 15–17 year-olds (chi-square, $p < 0.001$), from 7% to 20% among 18–21 year-olds (chi-square, $p < 0.001$), from 7% to 26% among 22–25 year-olds (chi-square, $p < 0.001$) and from 14% to 23% among parents (chi-square, $p = 0.002$) who encountered relevant advertising in the month prior to the survey.

There were significant decreases from November 2008 to April 2009 in the proportions of 15–25 year-olds and parents recalling advertisements involving drink driving, decreasing from 24%

to 12% of 15–17 year-olds (chi-square, $p<0.001$), from 27% to 18% of 18–21 year-olds (chi-square, $p=0.003$), from 26% to 14% of 22–25 year-olds (chi-square, $p<0.001$) and from 20% to 12% of parents (chi-square, $p=0.007$) who encountered relevant advertising.

Among parents of 13–17 year-olds who had seen, read or heard advertisements about young people and alcohol in the month prior to being surveyed, there was a significant decrease in the proportion mentioning binge drinking as the main message, from 22% in November 2008 to 14% in April 2009 (chi-square, $p=0.007$).

There was a significant decrease in recall of advertising messages about underage drinking amongst 15–25 year-olds who had encountered any relevant advertising in the last month, decreasing from 17% to 2% of 15–17 year-olds (chi-square, $p<0.001$), from 20% to 3% of 18–21 year-olds (chi-square, $p<0.001$), and from 22% to 4% of 22–25 year-olds (chi-square, $p<0.001$).

The proportions of 15–17 year-olds and 18–21 year-olds encountering relevant advertising that then recalled the message to be about drugs other than alcohol decreased significantly across survey waves, from 14% to 7% among 15–17 year-olds (chi-square, $p=0.010$), from 11% to 7% among 18–21 year-olds (chi-square, $p=0.041$), and increased significantly among parents, from 1% to 5% among parents (chi-square, $p=0.005$).

Recall of advertising messages about being a role model for children decreased significantly across survey waves, from 6% to 2% of 15–17 year-olds (chi-square, $p=0.019$), from 6% to 1% of 18–21 year-olds (chi-square, $p<0.001$), from 12% to 2% of 22–25 year-olds (chi-square, $p<0.001$) and from 28% to 11% of parents (chi-square, $p<0.001$) who had encountered advertising about young people and alcohol in the month prior to the survey.

Figure 82. Less commonly recalled advertising messages (15–25 year-olds and parents who encountered advertising about young people and alcohol)

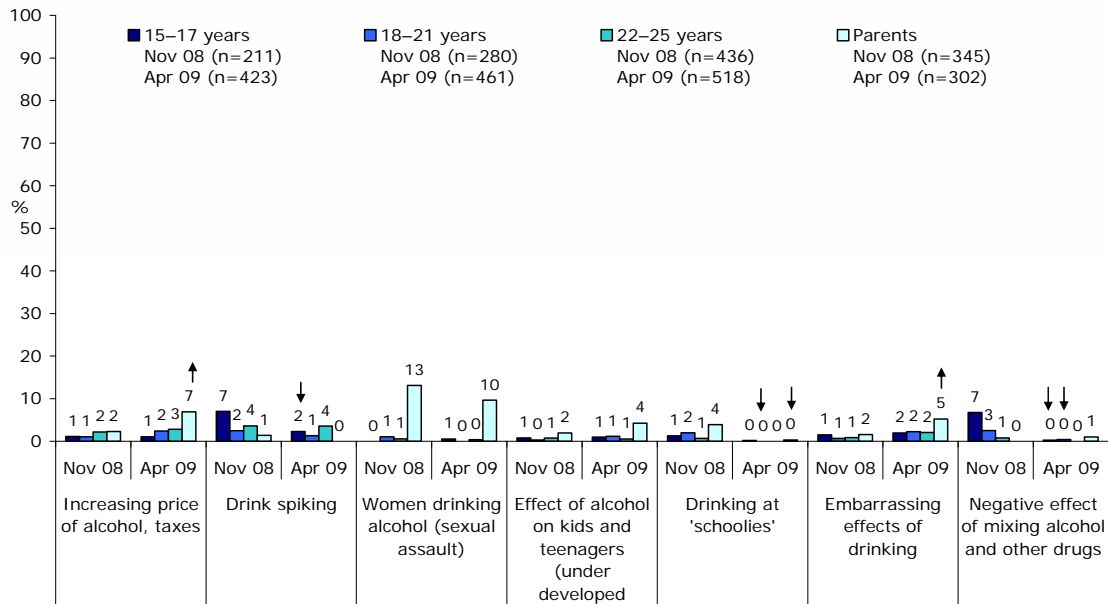


Figure 82 shows the seven least frequently recalled advertising messages by 15–25 year-olds and parents of 13–17 year-olds who recalled encountering any advertising about young people and alcohol in the month prior to being surveyed, and indicates some significant differences between responses in November 2008 and April 2009. Among parents, recall of advertising messages about the increasing prices of alcohol or taxes increased significantly, from 2% to 7% (chi-square, $p=0.007$). Fewer 15–17 year-olds in April 2009 recalled advertising messages about drink spiking, decreasing from 7% in November 2008 to 2% in April 2009 (chi-square, $p=0.008$). The proportions of 18–21 year-olds and parents recalling advertising messages about drinking at 'schoolies' decreased significantly between November 2008 and April 2009 (from 2% to 0% among 18–25 year-olds, chi-square, $p=0.003$; and from 4% to 0% among parents, chi-square, $p=0.002$). A larger proportion of parents recalled advertising messages about the embarrassing effects of drinking in April 2009 than in November 2008, (5%, compared with 2%, chi-square, $p=0.013$). Fewer 15–17 year-olds and 18–21 year-olds recalled advertising about the negative effect of mixing alcohol and other drugs in April 2009 than did so in November 2008, (0%, compared with 7% for 15–17 year-olds, chi-square, $p<0.001$; 0%, compared with 3% for 18–21 year-olds, chi-square, $p=0.031$).