

4. Brothers/ sisters
5. Boyfriend/ girlfriend/ partner
6. Other family members
7. Other, specify

Q38 What did you talk about? *(Please tick all that apply)* (RANDOMISE. ACCEPT MULTIPLES)

1. The dangers, hazards and harmful effects of alcohol
2. How alcohol can ruin a good night out
3. The importance of not drinking too much
4. Being careful and responsible if you are drinking
5. The risk of being vulnerable to violence and injury
6. How you can still have a good time without drinking too much
7. Things done whilst drunk that were regretted later
8. Things done whilst drunk that were embarrassing or humiliating
9. Injuries sustained whilst drunk
10. Other, specify

Q39 Thinking about everyone in Australia your age, what percentage do you think would have got drunk in the last two weeks? (Please move the sliding bar across the line below. If your browser displays buttons, please select the appropriate button.) [SLIDE RULER]

0% 10 20 30 40 50 60 70 80 90 100%
 No one _____ Everyone

Campaign evaluation

ROTATE TVCs

Next we are going to show you a full advertisement.

[SHOW FLASH ID TVC1 – 15-17]

When the advertisement has finished please enter the 4 digit number on your screen and then click the >> button to continue. If you can't view the commercial enter 0000.

[IF 0000 ENTERED, SKIP TO QE4a. IF CODE OTHER THAN DEFINED CODE ENTERED SKIP TO QE4a]

QE1. Before today, had you seen this particular ad?

1. No [SKIP TO QE4]
2. Yes, once
3. Yes, 2-3 times
4. Yes, 4-5 times
5. Yes, 6 or more times
6. Unable to view advertisement on this computer

[IF 6 IN QE1, GO TO QE1a. ELSE GOT TO QE2]

QE1a. These images are still frames from an advertisement.
[SHOW STILLs FROM TVC1]



Before today, had you seen this particular ad?

1. No [SKIP TO QE4]
2. Yes, Once
3. Yes, 2-3 times

4. Yes, 4-5 times
5. Yes, 6 or more times

QE2. Please rate your agreement with the following...

RANDOMISE	Strongly agree	Agree	Disagree	Strongly disagree
The ad was believable				
The ad was relevant to me				
The ad was confronting				
The ad was attention-grabbing				
The ad was informative				

QE3. (ASK THOSE WHO HAVE SEEN TVC1) Where did you see this particular ad before today? (Please tick all that apply) (RANDOMISE. ACCEPT MULTIPLES)

1. Television
2. Movies
3. Internet
4. Other (Please specify) _____

ROTATE TVCs

Next we are going to show you a full advertisement.

[SHOW FLASH ID TVC2 – 18-25]

When the advertisement has finished please enter the 4 digit number on your screen and then click the >> button to continue. If you can't view the commercial enter 0000.

[IF 0000 ENTERED, SKIP TO QE4a. IF CODE OTHER THAN DEFINED CODE ENTERED SKIP TO QE4a]

QE4. Before today, had you seen this particular ad?

1. No [SKIP TO QE7]
2. Yes, Once
3. Yes, 2-3 times
4. Yes, 4-5 times
5. Yes, 6 or more times
6. Unable to view advertisement on this computer

[IF 6 IN QE1, GO TO QE1a. ELSE GOT TO QE2]

QE4a. These images are still frames from an advertisement.

[SHOW STILLS FROM TVC2]



Before today, had you seen this particular ad?

1. No [SKIP TO QE7]
2. Yes, Once