

3. Yes, 2-3 times
4. Yes, 4-5 times
5. Yes, 6 or more times

QE5. 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				

QE6. (ASK THOSE WHO HAVE SEEN TVC2) Where did you see this particular ad? (Please tick all that apply) (RANDOMISE. ACCEPT MULTIPLES)

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

QE7. ROTATE RADIO EXECUTIONS

Please listen to this radio ad.

When the ad has finished please enter the 4 digit number on your screen and then click the >> button to continue. If you can't hear anything please enter the code 0000.

[FLASH ID FINISHED VERSION RADIO AD 1 – ARREST]

[FLASH – This sound file will only play ONCE. Please ensure your speakers are switched on and the volume turned up. When you are ready, please press the play button below.]

[IF 0000 ENTERED, SKIP TO QE7a. IF CODE OTHER THAN DEFINED CODE ENTERED SKIP TO QE7a]

Before today, had you heard this ad?

1. Yes
2. ...No
3. ...Unable to hear this ad on my computer.

[IF 3 in QE7, GO TO QE7a. ELSE, GO TO QE8

QE7a. The following is a description of a radio ad:

A policeman is talking to a clearly drunk young man.

Policeman: "The Paramedics have just informed me that your mate Simon hasn't made it"

Young man: "[Drunken mumbling...] this can't be happening"

Policeman: "You're clearly under the influence of alcohol and you are going to have to come with me to the police station"

Young man: "What! Why?"

Policeman: "Because you are under arrest mate and I need you to listen to me very carefully"

Young man: "But it was an accident, we just had a few drinks, I didn't think I punched him that hard"

Policeman: "You don't have to say or do anything but I will...(fades)"

Voice over: **"Four Australians aged between 18-25 die due to alcohol related injuries in an average week. Don't turn a night out into a nightmare."**

Before today, had you heard this ad?

1. Yes
2. No

QE8. ROTATE RADIO EXECUTIONS

Please listen to this radio ad.

When the ad has finished please enter the 4 digit number on your screen and then click the >> button to continue. If you can't hear anything please enter the code 0000.

[FLASH ID FINISHED VERSION RADIO AD 2 – EMERGENCY ROOM]

[FLASH – This sound file will only play ONCE. Please ensure your speakers are switched on and the volume turned up. When you are ready, please press the play button below.]

[IF 0000 ENTERED, SKIP TO QE8a. IF CODE OTHER THAN DEFINED CODE ENTERED SKIP TO QE8a]

Before today, had you heard this ad?

1. Yes
2. ...No
3. ...Unable to hear this ad on my computer.

[IF 3 in QE8, GO TO QE8a. ELSE, GO TO QE9

QE8a. The following is a transcript of a radio ad:

A ring tone is heard through a telephone, and a middle-aged mother answers. The dialler is a clearly distressed young man.

Mother: "Hello?"

Young man: "Mrs Parker, it's Jack."

Mother: "Jack? Do you know what time it is?"

Young man: "Leo and me... we're at hospital."

Mother: "Hospital? What do you mean?"

Young man: "We were just having a few drinks and..."

Mother: "What do you mean having a few drinks?"

Young man: "Doctor says you'd better come in."

Mother: "Jack, what's happened to Leo?"

Young man: "Please just hurry."

Voice Over: **"Seventy Australians aged under 25 will be hospitalised due to alcohol caused assault in an average week, don't turn a night out into a nightmare."**

Before today, had you heard this ad?

1. Yes
2. No

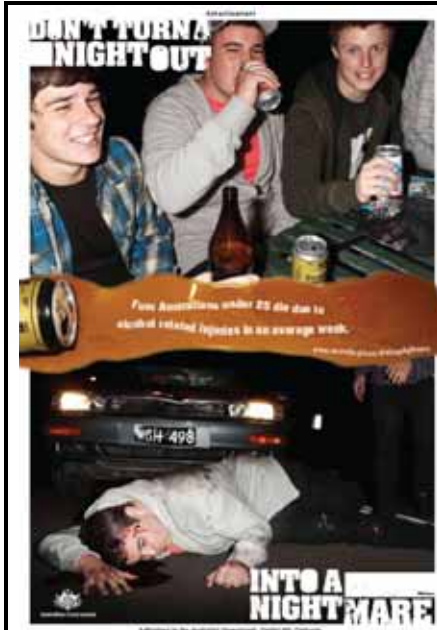
QE9. PRINT/AMBIENT/ONLINE

(Show all print/ambient ads)

There are four print ads, two on this page, and two on the next page Please scroll down to ensure you can see both ads on this page. Before today, which of these ads had you seen?

RANDOMISE ORDER

1. Pedestrian Accident (horizontal and vertical)
2. Party Bushes (horizontal and vertical)
3. Pub Fight (horizontal and vertical)
4. Coffee table (horizontal and vertical)



□ I've seen this ad before today.



□ I've seen this ad before today.



QE10. (FOR EACH SELECTED) Where did you see this ad? (Please tick all that apply)
 (RANDOMISE. ACCEPT MULTIPLES)

1. Newspaper or Street Press