

2. Magazine
3. Posters (e.g. at a bus stop or shopping centre panel)
4. On the side of a bus or inside a bus, train, tram or ferry
5. Avant Cards
6. Other (Please specify)

QE11. (SHOW ONE SQUARE AND ONE HORIZONTAL PRELEGAL ONLINE BANNER ADS.) Before today, had you seen either of these online banner ads?

1. Yes
2. No
3. Unable to view online banner ads

[IF 3 in QE11, GO TO QE11a. ELSE, GO TO QE12.]



QE11a. The following are stills from two animated online ads.

[DISPLAY STILLS FROM ONE SQUARE AND ONE HORIZONTAL PRELEGAL ONLINE BANNER ADS
– EITHER SQUARE 1 AND HORIZONTAL 2, OR SQUARE 2 AND HORIZONTAL 1 - RANDOMISE]

Square ad 1:



Square ad 2:

<p>Advertisement</p> <p>DON'T TURN A NIGHT OUT</p>	
<p>INTO A NIGHT MARE</p>	<p>Four Australians under 25 die due to alcohol related injuries in an average week</p>
 <p>Australian Government</p>	<p>Authorised by the Australian Government, Capital Hill, Canberra.</p>

Horizontal ad 1:



Horizontal ad 2:



Before today, had you seen either of these online banner ads?

1. Yes
2. No

QE13. (ASK OF THOSE WHO RECALL SEEING ANY ADS) Now, thinking about **all these ads you've seen or heard before today**, please rate your agreement with the following...

RANDOMISE	Strongly agree	Agree	Disagree	Strongly disagree
These ads made me think about the choices I make about drinking.				
These ads made me think about the negative things that can happen if I drink too much.				
These ads made me think about how drinking too much can ruin a good night out.				
These ads made me think about whether getting drunk is just harmless fun.				
These ads made me think about the acceptability of drinking too much.				
These ads made me think about the harm to others that could result from me drinking too much.				
These ads made me think about my chances of being hurt if I drink too much.				
These ads made me think about how much I am drinking.				
These ads made me think about how often I am drinking too much.				

QE14. (ASK OF THOSE WHO RECALL SEEING ANY ADS) Still, thinking about **all these ads you've seen before today**. In response to these ads, would you say you have:

1. Reduced your drinking
2. Increased your drinking
3. Made no change to your drinking

QE15 (ASK OF THOSE WHO RECALL SEEING ANY ADS) Has seeing these ads prompted you to...

RANDOMISE	YES	NO
Talk with your friends about the negative consequences of drinking.		
Talk with your friends about strategies to avoid the negative consequences of drinking.		

Talk with your parents about the negative consequences of drinking.		
Talk with your parents about strategies to avoid the negative consequences of drinking.		

DEMOGRAPHICS

Q40 Now some questions about you. Do you identify as **Aboriginal** or **Torres Strait Islander** descent?

1. No
2. Yes, Aboriginal
3. Yes, Torres Strait Islander
4. Yes, both Aboriginal and Torres Strait Islander

Q41 What is the main language spoken at home?

English	
Arabic (including Lebanese)	
Cantonese	
German	
Greek	
Italian	
Mandarin	
Serbian/Croatian	
Spanish	
Turkish	
Vietnamese	
Yugoslavian	
Other Asian Language	
Other European Language	
Other (Specify)	

Q42 Do you speak another language at home?

1. No (GO TO Q44)

2. Yes

Q43 [IF YES AT Q42] What other languages are spoken at home?

English	
Arabic (including Lebanese)	
Cantonese	
German	
Greek	
Italian	
Mandarin	
Serbian/Croatian	
Spanish	
Turkish	
Vietnamese	
Yugoslavian	
Other Asian Language	
Other European Language	
Other (Specify)	

Q44 Thinking about this year (2009), are you **studying** at school, university, TAFE or elsewhere?

1. Yes, full time
2. Yes, part time
3. No (GO TO Q46)

Q45 Where have you been studying this year?

1. Secondary school (years 7 to 12)
2. At technical school, commercial college or TAFE
3. At university or Institute of Technology
4. Other (specify)_____

Q46 What is the highest qualification that you have obtained?

1. No formal schooling
2. Year 9 or below
3. Year 10 or equivalent
4. Year 12 or equivalent
5. Trade certificate
6. Non-trade certificate
7. Associate Diploma

8. Undergraduate Diploma
9. Bachelor Degree
10. Master's Degree, Postgraduate Degree or Postgraduate Diploma
11. Doctorate

Q47 Are you currently in paid employment?

1. Yes, full time
2. Yes, part time
3. Yes, casual
4. No, I'm looking for work full time
5. No, I'm looking for work part time
6. No, I'm not looking for a paid job
7. No, I'm unable to work

Q48 Which of the following would best describe your household?

1. I live with my parent/s
2. I live alone
3. I live alone with my partner
4. I live with my partner and child(ren)
5. I am a single parent and live with my child(ren)
6. I share a house/apartment with friends/ others
7. Other household type

Q49 Was anyone else present at all when you were completing this questionnaire? *(Please tick that apply)*

1. No (CLOSE)
2. Yes, spouse or partner
3. Yes, parent(s)
4. Yes, older relative (e.g. aunt, grandparent)
5. Yes, child(ren) aged 0 – 5
6. Yes, child(ren) aged 6 – 17
7. Yes, child(ren) aged 18 or more
8. Yes, friend/peer/close-age sibling (brother or sister)

9. Yes, neighbour

10. Other

Thank you for completing this survey.

Please click on the >> button below to submit your answers, and receive xx points.

Please allow up to 7 days from our survey completion for points to be added to your account.