

B

APPENDIX B: PARENT QUESTIONNAIRE APRIL 2009

INTRODUCTION

You are invited to participate in a survey on social issues and alcohol. The research is being conducted on behalf of the Australian Government.

As with all market and social research, the information and opinions provided will be used only for research purposes. All answers will remain anonymous and confidential. Individual responses will not be reported.

This survey will take approximately 15 minutes to complete. We would like to remind you that there are no right or wrong answers - it's your own thoughts and opinions that matter. Any comments you make will not be linked to you personally, but will be reported as a group.

Please take your time in completing this questionnaire thoroughly. For most questions, you will only need to click in a tick box with your mouse. Other questions will require you to type in a response or a value.

Please read each question and follow the instructions to record your reply.

Please DO NOT USE the 'Back' and 'Forward' buttons in the browser.

Please use the buttons at the bottom of each screen.

If you would like to pause the survey to return to it later, simply close the window and click on your original link to return.

Privacy Statement

You should be aware that your name and contact details will be removed from your responses to this survey once all surveying is complete. When this has been done we will no longer be able to identify you with the responses you provided. However, for the period that your name and contact details remain with your survey responses, which will be approximately two to four weeks, you are able to contact us to request that we delete all of your information. If you wish to do this, please email surveys@ipsos.com.au

Q1 Are you the parent or guardian of any teenagers aged 13-17 living in your household?

1. Yes

2. No (Terminate)

Q2 How many children aged 13-17 years are you the parent or guardian of? [RECORD NUMBER. IF ZERO, TERMINATE.]

Q3 [IF ONLY ONE CHILD, THEY AUTOMATICALLY BECOME REFERENCE CHILD THROUGHOUT REST OF SURVEY.] What is the age and gender of this teenager? [BOX TO ENTER AGE AND A DROP DOWN TO SELECT MALE OR FEMALE]

Q4 [IF MORE THAN ONE CHILD] What is the age and gender of these teenagers aged 13-17?

[BOX TO ENTER AGE AND GENDER OF EACH CHILD]

Q5 [WHERE THERE IS AT LEAST ONE CHILD AGED 15-17 YEARS, AND FOR THOSE CASES WHERE WE ARE EITHER INVITING JUST THE CHILD TO PARTICIPATE, OR WHERE BOTH THE CHILD AND PARENT WILL PARTICIPATE] As part of this study on social issues and alcohol, the Australian Government is conducting an online survey with teenagers aged 15-17 years. The survey explores young people's attitudes and experiences with respect to alcohol, and it will take them roughly 20 to 25 minutes to complete. It will be used to evaluate health messages on this topic. It is important that we include the views of a wide range of teenagers.

Your [INSERT age of REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] has been randomly selected to take part in this research. Would you be willing to permit your [INSERT REFERENCE CHILD] year old teenager to participate in this research? Their answers will remain anonymous and confidential.

1. I allow my child to participate in the survey
2. I do not allow my child to participate in the survey

Q6a [IF ALLOWS] Thankyou. What is your [insert REFERENCE CHILDS age] year old [INSERT gender of REFERENCE CHILD male/female] teenager's first name?

Q7 Thank you. Please enter an email address for your child. The email address will only be used to provide a link to the survey and then will be deleted.

[BOX TO ENTER EMAIL ADDRESS, AND SECOND BOX TO CONFIRM EMAIL ADDRESS.]

Great, thanks. An email inviting your child to participant in this research will be sent to your child within the next few days. We will now begin the survey with you.

[REMAINING QUESTIONS ARE FOR THOSE PARENTS WHO ARE BEING INTERVIEWED]

Q8a Which of these regions best describes where you live?

Sydney	1	
Other NSW	2	
Melbourne	3	
Other Victoria	4	
Brisbane	5	
Other QLD	6	
Adelaide	7	
Other SA	8	
Perth	9	
Other WA	10	
Northern Territory	11	
Tasmania	12	
ACT	13	
Other	14	[Terminate]

Q9 What is your postcode?

■ ■ ■ ■ **Not in Australia (Terminate)**

LOGIC CHECK: PLEASE MATCH POSTCODE WITH ENTERED STATE AS PER BELOW.

- (1000 thru 1999=NSW)
- (2000 thru 2599=NSW)
- (2619 thru 2898=NSW)
- (2921 thru 2999=NSW)
- (0200 thru 0299=ACT)
- (2600 thru 2618=ACT)
- (2900 thru 2920=ACT)
- (3000 thru 3999=VIC)
- (8000 thru 8999=VIC)
- (4000 thru 4999=QLD)
- (9000 thru 9999=QLD)
- (5000 thru 5799=SA)
- (5800 thru 5999=SA)
- (6000 thru 6797=WA)
- (6800 thru 6999=WA)
- (7000 thru 7799=TAS)
- (7800 thru 7999=TAS)
- (0800 thru 0899=NT)
- (0900 thru 0999=NT)

POSTCODES ENCOMPASSING TWO STATES:

P/C	SUBURB	STATE FROM POSTCODE	ACTUAL STATE
0872	ERNABELLA	NT	SA
0872	FREGON	NT	SA
0872	INDULKANA	NT	SA
0872	MIMILI	NT	SA
0872	NGAANYATJARRA-GILES	NT	SA
0872	FGIBSON DESERT NORTH	NT	WA
0872	FGIBSON DESERT SOUTH	NT	WA

2611	BRINDABELLA	ACT	NSW
2611	URIARRA	ACT	NSW
2620	HUME	NSW	ACT
2620	KOWEN FOREST	NSW	ACT
2620	OAKS ESTATE	NSW	ACT
2620	THARWA	NSW	ACT
2620	TOP NAAS	NSW	ACT
3500	PARINGI	VIC	NSW
3585	MURRAY DOWNS	VIC	NSW
3586	MALLAN	VIC	NSW
3644	BAROOGA	VIC	NSW
3644	LALALTY	VIC	NSW
3707	BRINGENBRONG	VIC	NSW

[IF POSTCODE IS VALID AUSTRALIAN POSTCODE BUT DOES NOT MATCH Q8a, REPEAT Q8a AND Q9 ON SAME PAGE WITH FOLLOWING INSTRUCTION/ERROR MESSAGE: "The postcode you have entered is not in the state you entered. Please review your answers carefully before hitting the >> button."]

[IF POSTCODE IS NOT A VALID AUSTRALIAN POSTCODE, REPEAT Q8a AND Q9 ON SAME PAGE WITH FOLLOWING INSTRUCTION/ERROR MESSAGE: "The postcode you have entered is not a valid Australian postcode. Please review your answers carefully before hitting the >> button."]

Q10 In the **last month**, have you seen, read or heard anything **in the media**, or any **advertising**, about teenagers and the risks when drinking alcohol? (Please tick all that apply)

1. Yes, in the media (such as news reports, editorial in newspapers or magazines)
2. Yes, advertising
3. No [SKIP TO Q13]
4. Don't know [SKIP TO Q13]

Q11 In the **last month**, where did you see, read or hear about teenagers and the risks when drinking alcohol? (Please tick all that apply) [MULTIPLE RESPONSE]

1. Television
2. Radio
3. Newspaper
4. Magazine
5. Online
6. Cinema
7. Somewhere else, specify _____

Q12 Please describe what you remember seeing, reading or hearing, and what was it telling you? Write down as many details as you can remember. If you saw more than one item, please describe all the items you saw.

Open ended response

Q13 [IF Q2>1, PLEASE INCLUDE FOLLOWING TEXT. IF Q2=1, PLEASE EXCLUDE FOLLOWING TEXT: 'Your [age REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] has been randomly selected. Please think of this teenager when completing the survey.

For my [age of REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female]...[SINGLE RESPONSE]

1. I wouldn't want [INSERT gender of REFERENCE CHILD him/her] to drink at all at this age
2. I'd be happy for [INSERT gender of REFERENCE CHILD him/her] to have a few sips of alcohol occasionally
3. I wouldn't mind if [INSERT gender of REFERENCE CHILD he/she] drinks in moderation, so long as he/she doesn't get drunk
4. I think it'd be ok for [INSERT gender of REFERENCE CHILD him/her] to get drunk now and then

Q14 Do you think your [age of REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager has ever had an alcoholic drink or even part of an alcoholic drink?

1. Yes
2. No [GO TO Q16]

Q15 Do you think your [age of REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager has ever been drunk?

1. Yes
2. No
3. Don't know, but it's likely
4. Don't know, but it's unlikely

Q16 Thinking about Australian teenagers aged [reference child 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.)

0% 10 20 30 40 50 60 70 80 90 100%

No one _____ Everyone

Q17 In the **last 3 months**, have you had any discussions with your [INSERT AGE OF REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager about alcohol?

1. Yes
2. No [SKIP TO Q20]

3. Can't Say/Don't remember [SKIP TO Q20]

Q18 [IF YES AT Q17] What in particular prompted that/those discussion/s with your [insert age of REFERENCE CHILD] year old [insert gender of reference child male/female] teenager? Please tick all that apply (RANDOMISE. ACCEPT MULTIPLES)

1. Teenager was going to parties, or to a place where there was alcohol
2. Just general discussion
3. Teenager's friends/peers are allowed to drink
4. I saw something on TV or the news
5. Caught, noticed and/or found out your teenager was drinking
6. Teenager asked for a drink
7. Teenager was offered a drink in my presence
8. Advertising on television/ series of ads
9. Other (specify)

Q19 In this/these discussion/s, what did you talk about with your [insert age of reference person] year old [insert gender reference child male/female] teenager? Please tick all that apply (RANDOMISE. ACCEPT MULTIPLES)

1. The dangers, hazards and harmful effects of alcohol
2. The legal drinking age or that they are not old enough to drink
3. Don't drink too much
4. Be careful and responsible if you are drinking
5. Not to drink
6. Don't drink and drive
7. Don't be a passenger in a car where the driver has been drinking
8. The risk of being vulnerable to violence and injury
9. How you can still have a good time without drinking too much
10. Having confidence to make your own choices and resist peer pressure
11. Other (specify)

Q20 Over the last 3 months, have you provided your [INSERT AGE OF REF CHILD] year old [INSERT gender of REFERENCE CHILD male/female]] teenager with... (Please record an answer on every line.)

[RANDOMISE]

	Yes	No
alcohol at home, on a special occasion?	1	2
alcohol at home on everyday occasions, such as over an evening meal?	1	2
alcohol for a party or other social event where there is adult supervision?	1	2

alcohol for a party or other social event where there is **no** 1 2
adult supervision?

Q21 If your [age of REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager drank too much alcohol, how likely or unlikely do you think it is that they would ...(randomise)

	Very unlikely	Unlikely	Likely	Very likely
1. become violent and aggressive				
2. have sex they later regret or wished they hadn't had				
3. forget where they were and what they did				
4. seriously hurt or injure themselves				
5. get into a serious argument				
6. get into trouble with the police				
7. be verbally abused or threatened				
8. be shoved, hit or assaulted				
9. [IF REFERENCE CHILD FEMALE] accidentally get pregnant [IF REFERENCE CHILD MALE] accidentally get someone pregnant				
10. do things that made them feel embarrassed or humiliated				
11. catch an STD/STI through unprotected sex				
12. be photographed in an embarrassing situation				

Q22 We would now like to ask you some questions about yourself. The following shows the number of standard drinks for different types of alcohol, for different sized containers.



Q23a In the **last 3 months**, how often have you had **11 or more standard drinks** in a single day? (If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section.)

1. Not in the last 3 months
2. Less often than one day a month
3. About 1 day a month
4. 2-3 days a month
5. 1-2 days a week
6. 3-4 days a week
7. 5-6 days a week
8. Every day

Q23b In the **last 3 months**, how often have you had **7-10 standard drinks (but no more)** in a single day? (If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section.)

1. Not in the last 3 months
2. Less often than one day a month
3. About 1 day a month
4. 2-3 days a month
5. 1-2 days a week

6. 3-4 days a week
7. 5-6 days a week
8. Every day

Q23c In the **last 3 months**, how often have you had **5-6 standard drinks (but no more)** in a single day? (If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section.)

1. Not in the last 3 months
2. Less often than one day a month
3. About 1 day a month
4. 2-3 days a month
5. 1-2 days a week
6. 3-4 days a week
7. 5-6 days a week
8. Every day

Q23d In the **last 3 months**, how often have you had **3-4 standard drinks (but no more)** in a single day? (If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section.)

1. Not in the last 3 months
2. Less often than one day a month
3. About 1 day a month
4. 2-3 days a month
5. 1-2 days a week
6. 3-4 days a week
7. 5-6 days a week
8. Every day

Q23e In the **last 3 months**, how often have you had **1-2 standard drinks (but no more)** in a single day? (If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section.)

1. Not in the last 3 months
2. Less often than one day a month
3. About 1 day a month
4. 2-3 days a month
5. 1-2 days a week
6. 3-4 days a week
7. 5-6 days a week
8. Every day

[LOGIC CHECK FOR Q23a-Q23e: IF R8 IN ANY ONE QUESTION, THEN ONLY R1 SHOULD BE CHECKED IN ALL OTHERS. IF THIS IS NOT THE CASE, DISPLAY REPEAT OF QUESTIONS Q23a-Q23e ON ONE PAGE, PRECEDED BY THE FOLLOWING TEXT]

The combination of answers you have given is not possible. If you answer 'Every day' for one of the questions in this section, you must answer 'Not in the last three months' for the other questions in this section. Please review your answers carefully before hitting the next button.

Campaign evaluation

ROTATE TVCs

Next we are going to show you a full television commercial.

[SHOW FLASH ID TVC1 – 15–17]

When the commercial 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 TV Commercial on this computer

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

QE1a. These images are still frames from a TV commercial.

[SHOW STILLS FROM TVC1]