

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)





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

1. Newspaper or Street Press
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:

