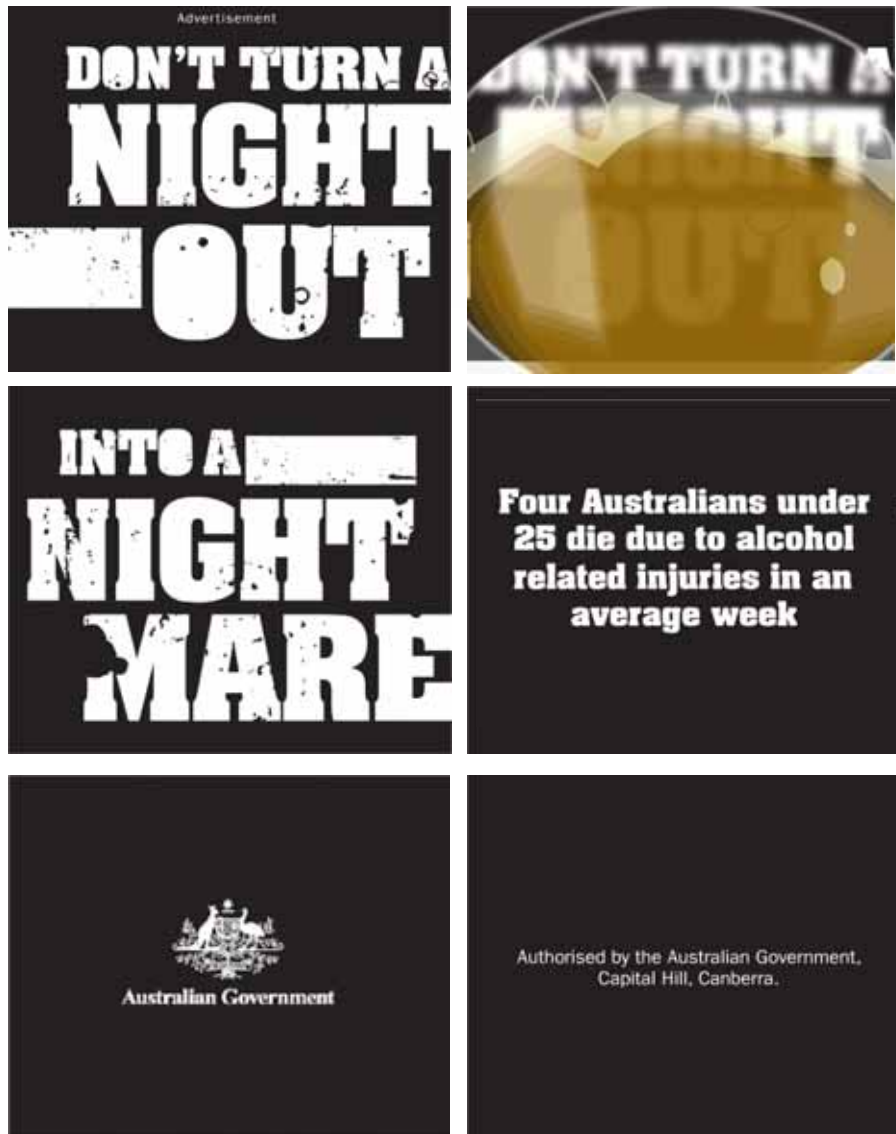


Square ad 2:



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 **the 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 my [INSERT AGE OF REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager makes about drinking.				
These ads made me think about the negative things that can happen if my [INSERT AGE OF REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager drinks too much.				
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 my [INSERT AGE OF REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager drinking too much.				
These ads made me think about the chances of my [INSERT AGE OF REFERENCE CHILD] year old [INSERT gender of REFERENCE CHILD male/female] teenager being hurt if they drink too much.				
These ads made me think about how much <b>I am</b> drinking.				
These ads made me think about how often <b>I am</b> drinking too much.				

QE14. (ASK OF THOSE WHO RECALL SEEING ANY ADS) Still, thinking about **the ads you've seen or heard 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. (IF SEEN ANY ADS) And what, if any, of these things have you done in response to these ads? Please answer in respect of your [INSERT AGE OF REFERENCE CHILD] year old [INSERT GENDER OF REFERENCE CHILD male/female] teenager. [PROVIDE SPACE FOR YES/NO FOR EACH] (Randomise)

1. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about the negative consequences of drinking
2. Talked with [INSERT GENDER OF CHILD him/her] about not drinking
3. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about strategies to avoid the negative consequences of drinking
4. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about drinking only with parental supervision
5. Set a good example and demonstrated responsible drinking
6. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about being responsible and drinking in moderation
7. Kept an eye on [INSERT GENDER OF REFERENCE CHILD him/her]; know who [INSERT GENDER OF REFERENCE CHILD he/she] goes out with and where [INSERT GENDER OF REFERENCE CHILD he/she] goes
8. Prevented [INSERT GENDER OF REFERENCE CHILD him/her] from going to places where there will be alcohol
9. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about INSERT GENDER OF REFERENCE CHILD his/her] ability to buy and/or access alcohol
10. Talked with [INSERT GENDER OF REFERENCE CHILD him/her] about activities which do not involve drinking

Q24 What is your current age? (i.e. the age you turned at your last birthday)

Q25 Are you ...

1. Male
2. Female

Q26 Which of the following would best describe your household?

1. Couple with children/child
2. Single parent with children/child
3. Sharing house/apartment with friends (non related adults)
4. Other household type, please specify

Q27 What is the highest qualification that you have obtained? (Mark one response only)

1. Year 9 or below
2. Year 10 or equivalent
3. Year 12 or equivalent
4. Trade certificate
5. Non-trade certificate
6. Associate Diploma
7. Undergraduate
8. Bachelor Degree
9. Master's Degree, Postgraduate Degree or Postgraduate Diploma
10. Doctorate

Q28 Are you now 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 part time work
6. No, I'm not looking for a paid job
7. No, I'm unable to work

Q29 What is the combined annual income for your household, before tax, from all sources?  
(Mark one response only)

1. \$145,600 or more (\$2,800 or more/week)
2. \$104,000 – \$145,599 (\$2,000 – \$2,799/week)
3. \$83,200 – \$103,999 (\$1,600 – \$1,999/week)
4. \$67,600 – \$83,199 (\$1,300 – \$1,599/week)
5. \$52,000 – \$67,599 (\$1,000 – \$1,299/week)
6. \$41,600 – \$51,999 (\$800 – \$999/week)
7. \$31,200 – \$41,599 (\$600 – \$799/week)
8. \$20,800 – \$31,199 (\$400 – \$599/week)
9. \$13,000 – \$20,799 (\$250 – \$399/week)
10. \$7,800 – \$12,999 (\$150 – \$249/week)
11. \$1 – \$7,799 (\$1 – \$149/week)
12. Nil Income
13. Negative Income
97. Prefer not to say
99. Don't know

Q30. [Ask if reference child is aged 13-14 years AND parent has at least one child 15-17 yrs].  
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.

[RANDOMLY SELECT CHILD 15-17 yrs FROM INFORMATION PROVIDED IN Q3].

Your (insert age of selected 15-17 year old) year old [insert gender of selected 15-17 year old male/female] has been randomly selected to take part in this research. Would you be willing to permit your (insert randomly selected 15-17 yr old) to participate in this research? Their answers will remain anonymous and confidential. **[IF PARENT HAS MORE THAN ONE CHILD THIS AGE AND GENDER ASK TO THINK OF THE ELDEST OF THESE CHILDREN].**

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

Q31 [IF ALLOWS] Thankyou. What is your [insert of selected 15-17 year olds age] year old [INSERT gender of selected 15-17 year old male/female] teenager's first name?

Q32 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.

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

**Thanks, an email inviting your child to participate in this research will be sent to your child within the next few days.**

**That's the end of the survey. Thank you for participating. Your answers will assist the Australian Government to evaluate its alcohol and young people campaign.**

#### **ALTERNATIVE INTRODUCTION**

Your family is 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.

Your part in this survey will take no more than a minute to complete. We have already spoken to a number of parents of teenagers aged 15-17 and now wish to obtain parental approval to send a survey link to teenagers directly.

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](mailto:surveys@ipsos.com.au)

Q1 Are you the parent or guardian of any teenagers aged 15-17 living in your household?

1. Yes
2. No (Terminate)

Q2 How many children aged 15-17 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? [PROVIDE A BOX TO ENTER AGE AND A DROP DOWN TO SELECT MALE OR FEMALE]

1. Male
2. Female

Q4 [IF MORE THAN ONE CHILD] What is the age and gender of these teenagers aged 15-17?

[PROVIDE 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.

I allow my child to participate in the survey

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.

[PROVIDE 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.**