



THE SOCIAL
RESEARCH CENTRE

Level 1, 262 Victoria St, Nth Melbourne Vic 3051
Phone: (03) 9236 8500 Fax: (03) 9326 4060
Toll-free phone: 1800 023 040 ABN: 91 096 153 212
www.srcentre.com.au info@srcentre.com.au

‘RE-INVIGORATION OF THE NATIONAL TOBACCO STRATEGY’ SOCIAL MARKETING ACTIVITY - TRACKING RESEARCH

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PREPARED FOR:

THE DEPARTMENT OF HEALTH AND AGEING
GPO BOX 9848
SYDNEY NSW 2001

PREPARED BY:

THE SOCIAL RESEARCH CENTRE
LEVEL 1, 262 VICTORIA STREET
NORTH MELBOURNE VIC 3051

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Executive Summary

This report presents key findings from the evaluation of the 2010 National Tobacco Campaign (NTC). This campaign, which extended the 2007 NTC, included television, cinema, magazine, radio, out-of-home and digital media advertising. It took place during the three months from 28 February to 30 May, 2010. The three month time-frame and the types of media used were similar to the 2007 NTC except that 2010 saw a significantly lower spend on the television advertising¹. The main aim of the campaign was to encourage a reduction in the uptake and prevalence of tobacco smoking by members of the target audience; that is, young Australians aged 18 to 24 years.

Evaluation of the effectiveness of the 2010 NTC involved a telephone survey with 18 to 24 year olds conducted in May-June 2010 (immediately following the 2010 NTC). Results from the 2010 survey were compared to previous surveys conducted as part of the evaluation the 2007 NTC. These included a benchmark survey in November 2006 (i.e. before the campaign was launched) and two post-campaign surveys conducted in May 2007 (immediately after the 2007 NTC) and November 2007 (8 months after the 2007 NTC). All surveys measured young people's knowledge, attitudes, intentions and behaviour with respect to the smoking of tobacco as well as their awareness of the NTC.

The 2010 survey comprised telephone interviews with 602 respondents aged 18 to 24 years. As with previous surveys, fieldwork was national in scope and included young people living in metropolitan and regional areas. To ensure sufficient interviews would be available for meaningful analysis of the survey data, quotas for the smoking status of respondents were applied. As these quotas were disproportionate to each group's representation within the total population of 18 to 24 year olds (75% of the final sample were 'smokers/recent quitters'; 25% were 'non-smokers'), adjustment weights were applied to the data before reporting of the survey results.

The key survey findings are presented below in three sections;

1. Awareness of the NTC;
2. The impact of the NTC on young people's knowledge, beliefs, intentions and behaviour with respect to the smoking of tobacco; and
3. An overview of performance against campaign objectives.

In considering these findings, consideration should be given to the communication environment in which the 2010 NTC took place. At this time, the anti-smoking advertising category experienced a relatively high degree of competitive "clutter", particularly from campaign ads developed and aired at a state level, such as *Separation*, *Cigarettes are eating you alive*, *Echo*, *What's Worse*, *Feeling Good* and *Smarter than Smoking*.

This additional activity might be expected to detract from the 2010 NTC's performance on some measures, particularly measures of advertising cut-through. Although it should be noted that similar levels of competitive activity were also in evidence during the 2007 NTC.

¹ A total of 350 TARPs were applied to the tv advertising in 2010 versus 1,210 in 2007 (TARPs provide a measure of the target audience's expected exposure to the television advertising. The more TARPs applied to an ad, the greater the chance members of the target audience will have seen the ad on one or more occasions).

Awareness of the 2010 NTC

Findings relating to awareness of the 2010 NTC include the following:

- The campaign's **salience** in the category of "*advertising that encourages people to do things to improve their health*" was 10%, the highest figure recorded to date. It is up 10 percentage points (from <1%) on the benchmark survey result and up five points on the post-campaign result in May '07.
- **Cut-through** in the anti-smoking advertising category was 18%² (versus 2% in the benchmark survey³), and was at about the same level as the 22% cut-through achieved post-campaign in May '07. It is a relatively strong result given the cluttered anti-smoking communication environment in which the NTC has operated.
- **Recognition**, a measure of the extent to which the target audience was exposed to the campaign, was very strong with 96% of respondents able to recall at least one element of the 2010 NTC following brief verbal descriptions of the campaign elements. In the June '10 survey, recognition was 74% for the television commercial (tvc), 44% for the radio advertising, 39% for the magazine ad and 57% for the out-of-home advertising.

These were all encouraging results which compared well against those of the May '07 post-campaign survey – television 88%; radio 42%; magazine 26%; out-of-home 47%. Only television was down slightly in comparison, but on less TARPs, while recognition of the magazine advertising was higher in 2010.

For the most part, there were no significant differences in recognition between regular smokers and non-smokers – non-smokers were slightly more likely to recognise the out-of-home advertising (58% versus 47% of regular smokers). Nor were there any differences between male and female regular smokers. Thus the media placement appears to have been effective in reaching the entire target audience across these four communication channels.

Amongst those who recognised the NTC tvc in the June '10 survey, the great majority felt the ad was credible (99% 'very' or 'somewhat believable') and thought provoking (83% 'very' or 'somewhat thought provoking').

A high proportion (75%) of regular smokers also thought the ad was 'very' or 'somewhat' personally relevant. However, as might be expected, non-smokers were less likely to feel this way with just 39% considering the ad 'very' or 'somewhat' relevant to them.

Message communication was appropriate. Of those respondents who recognised any component of the 2010 NTC:

- 58% described the main message in terms of the toxic content of cigarette smoke. A further nine percent referred to the contents of cigarettes, rather than of cigarette smoke.

Other message take-out also appeared appropriate for the campaign, if not specific to the primary message (i.e.: the toxic contents of cigarette smoke). These other messages included 'quit' (38%), the harmful nature of smoking (16%) and 'don't smoke' (10%).

² That is, 18% of respondents described the NTC when describing anti-smoking advertising they had recently seen or heard.

³ As the NTC had not been launched at Nov '06, this 2% refers to descriptions which mentioned the toxicity of tobacco smoke.

Overall, this assessment suggests that most campaign awareness measures have returned to the levels achieved in May '07. The only exception was prompted recognition of the television advertising although the lower figure here is readily accounted for by the application of considerably fewer TARPs during the 2010 NTC.

Impact of the 2010 NTC

In assessing the 2010 NTC's impact on 18 to 24 year olds, the following appear relevant:

- In the June '10 survey three percent of respondents claimed to have learned something new about the toxic nature of tobacco smoke during the last six months. This is down from seven percent in May '07 and suggests that the NTC may not be delivering a great deal of 'new news' any more, at least insofar as most 18 to 24 year olds are concerned.
- Further to this issue, almost all respondents acknowledged the association of smoking with mouth and throat cancer (99%), gangrene (96%) and harm to unborn babies (98%). There was also near universal acceptance that tobacco smoke is toxic (98%) and that smoking is addictive (96%). However, except for the association with gangrene (up 8 percentage points from the benchmark), there has been no change since the benchmark survey on any of these measures. It seems unlikely that 18 to 24 year olds will consider messages relating to any of these issues as being especially 'new'.

As a result of seeing the 2010 NTC:

- Most non-smokers thought they would either 'not take up smoking' (52%) or that they would 'discourage others from smoking' (35%), while
- Almost six out of 10 regular smokers (57%) thought they would quit or try to quit.
- Amongst regular smokers, the June '10 survey results showed more who had tried to quit in the four months before being interviewed (19% benchmark versus 28% post-campaign); that is during the campaign period. This represented a return to the encouraging level (also 28%) seen after the 2007 NTC.

Those regular smokers who, in the June '10 survey, recalled the NTC message about the toxic nature of cigarette smoke were;

- More likely than other regular smokers to think they would become ill if they continued to smoke (26% thought they were 'certain' to become ill versus 15% of other regular smokers);
- More likely to think they would quit smoking as a result of seeing the campaign (65% versus 43% of other regular smokers);
- More likely to have discussed smoking and health at home in the last 12 months (74% had done so versus 59% of other regular smokers) and, less encouragingly given the lack of any health benefit, more likely to have switched to a lower tar brand of cigarettes (44% versus 31%).

Thus, in terms of campaign impact there were indications that the NTC was associated with some positive changes in young people's knowledge and beliefs, intentions and behaviour with respect to smoking.

Overview of the 2010 NTC

With respect to the 2010 NTC's achievement of its main objectives, the following are noteworthy.

- Firstly, if the campaign is to have any effect then its target audience must have been exposed to it. Certainly most 18 to 24 year olds had seen the 2010 NTC with total campaign recognition at 96%, a figure which compares favourably against the 1+ reach target of 95%.
- The 2010 NTC also appeared to deliver on its key message communication objectives. Amongst those who recognised the advertising, recall of key messages was as follows:
 - The *toxicity of tobacco smoke* was mentioned by 58% in June '10 with nine percent mentioning something about the content of cigarettes (rather than smoke);
 - The *quit smoking* message was at 38%; and
 - Messages relevant to the *negative health consequences of smoking* were recalled by 16% of those who recognised any advertising from the 2010 NTC.
- In terms of 18 to 24 year olds' awareness and attitudes towards the negative health consequences of smoking, between November '06 and June '10 there was an increase in the proportion aware that smoking causes gangrene (up from 88% to 96%) while regular smokers who recalled the NTC's toxicity message were more likely to think they would become ill if they continued to smoke (26% 'certain' versus 15% of those who did not recall this message).
- Insofar as target audience intentions to quit or to remain a non-smoker were concerned;
- As a result of seeing the campaign 52% percent of non-smokers claimed 'they would not smoke', while fifty-seven percent of regular smokers claimed they would quit or try to quit.

Finally, in relation to target audience **behaviour**:

- Those regular smokers who recalled the campaign's message about the toxicity of tobacco smoke were more likely to have discussed smoking and health at home;
- More regular smokers had been subjected to pressure to quit from someone at home (61% in June '10 versus 51% in November '06); and
- Between November '06 and June '10 the proportion of regular smokers who had attempted to quit in the previous four months increased from 19% to 28% (as it did following the 2007 NTC).

Thus, the NTC seems to have met its objectives in relation to reach and message communication and also appears to have influenced the target audience's awareness of, and attitudes towards, the negative health consequences of smoking, intentions to quit or remain a non-smoker and the quitting behaviour of regular smokers. However, there are also indications that the campaign is not delivering much in the way of 'new news' to 18 to 24 year olds. This has the potential to detract to some degree from its future effectiveness and consideration of a 'fresh' campaign may be timely.

1 Introduction and Objectives

1.1 Background

In October 2009, the Australian Government committed to a range of measures under the National Partnership Agreement on Preventive Health (NPAPH). These measures included developmental work for the \$61 million Tobacco Social Marketing Campaign which is intended to run during the period 2010 to 2013. In advance of this campaign, and while the developmental work is taking place, the Minister approved the immediate implementation of social marketing activities under the National Tobacco Strategy as a bridging measure.

This bridging activity is funded under the *Re-invigorating the National Tobacco Strategy Social Marketing Activity* measure with communications based on the campaign 'When you smoke you inhale over 4,000 chemicals'. This campaign (referred to as the National Tobacco Campaign or NTC) was first used in December 2006 and primarily targeted young people aged 12 to 24 years. Its broad aim was to increase awareness and salience of the health effects of smoking and, more implicitly, of the negative social consequences of smoking behaviour amongst young people in this age group. Smoker parents formed a secondary target audience for the campaign because of their potential to influence the attitudes and behaviour of their children towards smoking. The first flight of the campaign included television, cinema, magazine, radio, outdoor and on-line advertising, with activity occurring during the period between 26 December 2006 to the end of March 2007.

In response to recent evidence⁴ that smoking amongst 12 to 17 year olds was at a long-term low and that smoking prevalence is highest among people in their twenties, the latest (2010) phase of the NTC primarily⁵ targeted 18 to 24 year olds. Campaign activity again included television, radio, outdoor, cinema and digital media and sought to reinforce preventive health messages about smoking, and to drive traffic to the website www.australia.gov.au/quitnow. The 2010 NTC was launched on 28 February 2010 and ran until 30 May 2010.

Figure 1.1 summarises the campaign media activity. As shown, the NTC included television (a total of 350 TARPs⁶ applied in an initial two week flight followed by a 'week on/week off' pulse pattern over the next 10 weeks) and cinema advertising, as well as radio, magazine, out-of-home and on-line digital components.

There were several differences between the 2010 and the earlier 2007 implementation of the campaign. Specifically:

- Considerably fewer TARPs were applied to the television advertising in 2010 – at 350 versus 1,210, the 2010 TARP weight was just under 30% of that used in 2007;

⁴ Australian Secondary Schools Alcohol and Drug Survey, (2008)

⁵ Smoker parents from non-English speaking backgrounds were a secondary audience targeted via a print ad placed in Arabic, Chinese, Greek, Italian and Vietnamese language newspapers for two weeks commencing 28 Feb 2010.

⁶ Target Audience Rating Points (TARPs) provide a measure of the target audience's expected exposure to the television advertising. The more TARPs applied to an ad, the greater the chance members of the target audience will have seen the ad on one or more occasions.

- The 2010 television advertising only used a 30 second execution compared with 2007 when a 45 second version of the ad was used for the first two weeks;
- Different flying patterns were used in 2010 – two weeks of 100 TARPs followed by a ‘week on/week off’ pulse pattern using 50 TARPS in each of the on-air weeks. This contrasts with the pattern used in 2007 which saw an initial two weeks of 260 TARPs, a four week break and then an eight week flight of 950 TARPs in total. Radio was also flighted differently being used during the television ‘off weeks’ in 2010 compared with two bursts of two and four weeks in 2007.
- Finally 2010 saw more use of cinema and less use of out-of-home advertising than did 2007.

While not shown below, there was also a magazine ad targeted at smoker parents in non-English press. This ad ran in parallel with the NTC and was in press for two weeks commencing 28 February, 2010.

Figure 1.1: NTC media plan (2010)

DETAILS	FEBRUARY				MARCH				APRIL				MAY				
	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30
National TV (Metro/Regional) 30 sec tv				50	50		50		50		50		50		50		
Cinema (Metro/Regional)																	
Magazines Consumer																	
Radio (Metro/Regional)																	
Out-of-Home Shopping Centres Transit Street Furniture																	
Digital Various sites																	

1.2 Campaign objectives

The key objective of the campaign was to contribute to a reduction in the uptake and prevalence of smoking among the primary target audience, namely Australians aged 18-24 years. In particular, it encourages them “to reject smoking”.

A number of more specific objectives were set in the areas of knowledge, attitude, intentions and behaviour with respect to the smoking of tobacco and various measures were taken in these areas in the benchmark and in the three post-campaign surveys.

1.3 Campaign context

As part of the evaluation of this campaign's effectiveness, benchmark⁷ and post-campaign telephone surveys were conducted amongst people in the 18 to 24 years age group. This report presents the key findings from those surveys.

In considering these findings, consideration should be given to the media environment in which the campaign took place. The anti-smoking category experienced a relatively high degree of competitive "clutter" from advertising and promotional activity which took place prior to and during the 2010 NTC. More specifically, this additional activity included:

- "What's Worse",
- "Everybody Knows",
- "Echo",
- "Voice Within"
- "Sponge" (new version),
- "Cigarettes are eating you alive",
- "Cigarettes are eating your kids alive",
- "Separation",
- "Bubble Wrap",
- "Feeling Good" campaign ("Marie", "Ruth" and "Sonia"),
- "Best Intentions",
- "Nobody Smokes Here Anymore",
- "Who Will You Leave Behind",
- "Sugar Sugar",
- "Zita",
- "Parents", and
- "Smarter than Smoking" campaign.

Thus, as was the case in 2007, the 2010 NTC was on air during a period of significant anti-smoking communication activity. Due to the competition it creates for category "share of mind"⁸, this additional activity might be expected to detract from the measured cut-through obtained for the NTC.

⁷ The benchmark measure was taken as part of the National Tobacco Survey in Nov/Dec 2006

⁸ Here "share of mind" refers to the proportion of those who recall the NTC when asked to think about any recent anti-smoking advertising they have seen or heard.

1.4 Research objectives

The primary aim of the evaluation was to assess the effectiveness of the 2010 NTC and to measure, amongst young people aged 18 to 24 years, knowledge, beliefs, intentions and behaviour with respect to the smoking of tobacco.

In line with the campaign's communication objectives, the research assessed;

- The level of campaign awareness;
- Attitudes regarding prevention and/or cessation behaviour; and
- Intentions to reject and/or to quit smoking.

2 Methodology

2.1 Introduction

This section summarises key elements of the research methodology used for the June 2010 post-campaign survey including the approach to data collection, the survey implementation, the final sample structure and the data weighting procedures.

2.2 Overview of methodology

The research consisted of a national telephone survey of young people aged 18 to 24 years; that is the primary target audience for the latest phase of the NTC⁹. Fieldwork took place between 27 May and 29 June 2010; that is during the four weeks immediately following the completion of the campaign. The survey was the fourth used in evaluating the NTC with the others being:

- A benchmark survey conducted as part of the 2006 National Tobacco Survey (NTS) between November 2006, prior to the launch of the NTC; and
- Two post-campaign surveys the first of which took place in the period April/May 2007 (immediately after the NTC was completed) and the second in November 2007 (approximately eight months after the 2007 NTC activity was completed) as part of the 2007 NTS.

Data collection methodology

Interviews were conducted by telephone using Computer Assisted Telephone Interviewing (CATI) technology. A Random Digit Dialling (RDD) sample frame was used in order to provide the most representative coverage of the target population.

Sample structure

Quotas were used to control the number of interviews undertaken in geographic areas and for smoking status subgroups. These quotas were disproportionate to each group's natural representation within the population and were used to ensure sufficient interviews would be available to support meaningful statistical analysis of subgroups, particularly those based on smoking behaviour.

Questionnaire design

The questionnaire was developed collaboratively by the Department of Health and Ageing and the Social Research Centre from a draft instrument provided by the Department. The initial version used in the benchmark survey followed the design used in previous implementations of the NTS¹⁰ with appropriate modifications to obtain pre-launch recognition measures for the NTC.

The questionnaire for the May '07 and June '10 post-campaign surveys was tailored to meet the specific needs of the NTC evaluation (and hence was of shorter duration than the benchmark version) while the November '07 measure was taken as part of the 2007 NTS.

⁹ Note that the first phase of the campaign was more broadly targeted at young people aged 12-24 years.

¹⁰ National Tobacco Survey

Survey implementation

As the questionnaire was unchanged from the May '07 survey there was no formal pilot test. However, only a relatively small number of interviews were undertaken on the first two nights of interviewing ($n=18$) so that the accuracy of the questionnaire and effectiveness of the survey administration procedures could be confirmed. The average interview length was just over 13 minutes.

Achieved sample

The final samples achieved for the benchmark and the three post-campaign surveys by geographic distribution and smoking status are shown in Table 2.1.

Table 2.1: Benchmark Survey: Final sample structure (unweighted data)

Interviews	NSW/ ACT	VIC	QLD	SA/NT	WA	TAS	Total
Benchmark Survey (Nov '06)							
18-24 year old smokers	75	74	75	75	75	76	450
18-24 year old non-smokers	25	25	25	25	25	25	150
Total interviews (Benchmark)	100	99	100	100	100	101	600
Post-campaign Survey (May '07)							
18-24 year old smokers	49	48	45	47	43	46	278
18-24 year old non-smokers	17	19	22	20	19	20	117
Total interviews	66	67	67	67	62	66	395
Post-campaign Survey (Nov '07)							
18-24 year old smokers	75	76	75	75	75	75	451
18-24 year old non-smokers	27	25	25	27	25	25	154
Total interviews	102	101	100	102	100	100	605
Post-campaign Survey (Jun '10)							
18-24 year old smokers	75	75	75	75	75	75	450
18-24 year old non-smokers	25	26	26	25	25	25	152
Total interviews	100	101	101	100	100	100	602

Base: All 18-24 year old respondents from each survey.

Data weighting

Due to the disproportionate nature of the sample quotas used, a two stage adjustment weighting was applied to the survey data before reporting. Firstly, weighting was used to align the data with Australian Bureau of Statistics 2006 Census counts for the population of 18 to 24 year olds in each of the geographic locations shown in Table 2.1.

Following this, an adjustment weight was applied to align the proportion of smokers/recent quitters with the incidence reported for this age group in the 2008 National Tobacco Survey.

Unless indicated otherwise, the survey estimates presented in this report are based on weighted survey data.

Analysis

This report includes results that have been tested for statistical significance to facilitate the identification of trends or relationships within the data. Z-tests of proportions have been run using 95% confidence levels.

Where results are described as being different from each other (that is, as showing an increase or decrease from an earlier survey or as being higher or lower than the total sample or a different sample subgroup), they differ at this 95% level of statistical significance.

3 Survey Results

3.1 Campaign Awareness

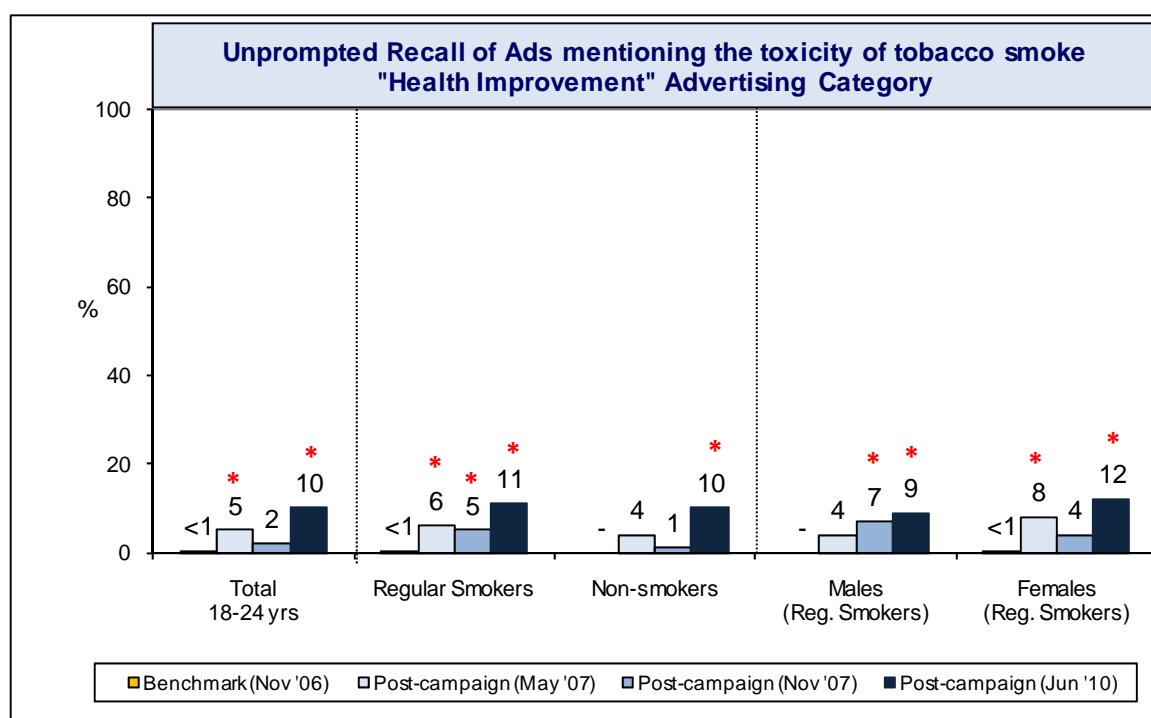
3.1.1 Salience of tobacco advertising relative to other health issues

Respondents were asked if they had seen or heard any recent advertising that encouraged people to do things to improve their health. Those who said “yes” were asked what the topic had been. Following the 2010 NTC, 42% of all respondents mentioned anti-smoking advertising of some type, slightly higher than the benchmark result of 32%.

Figure 3.1.1 shows the proportion of all respondents who specifically described advertising that could be coded to the 2010 NTC. It is evident that;

- The proportion of 18 to 24 year olds who mentioned NTC advertising (10%) was significantly higher in June 2010 than in the Benchmark survey (<1%). It was also slightly higher than in the May (5%) and November (2%) 2007 post-campaign surveys.
- At June 2010, there were no significant differences in recall of NTC advertising between regular smokers (11%) and non-smokers (10%) or between male (9%) and female (12%) regular smokers.

Figure 3.1.1: Recall of NTC in the category of “Health Improvement” advertising



Base: All respondents (see Appendix 1 for subgroup sample sizes)

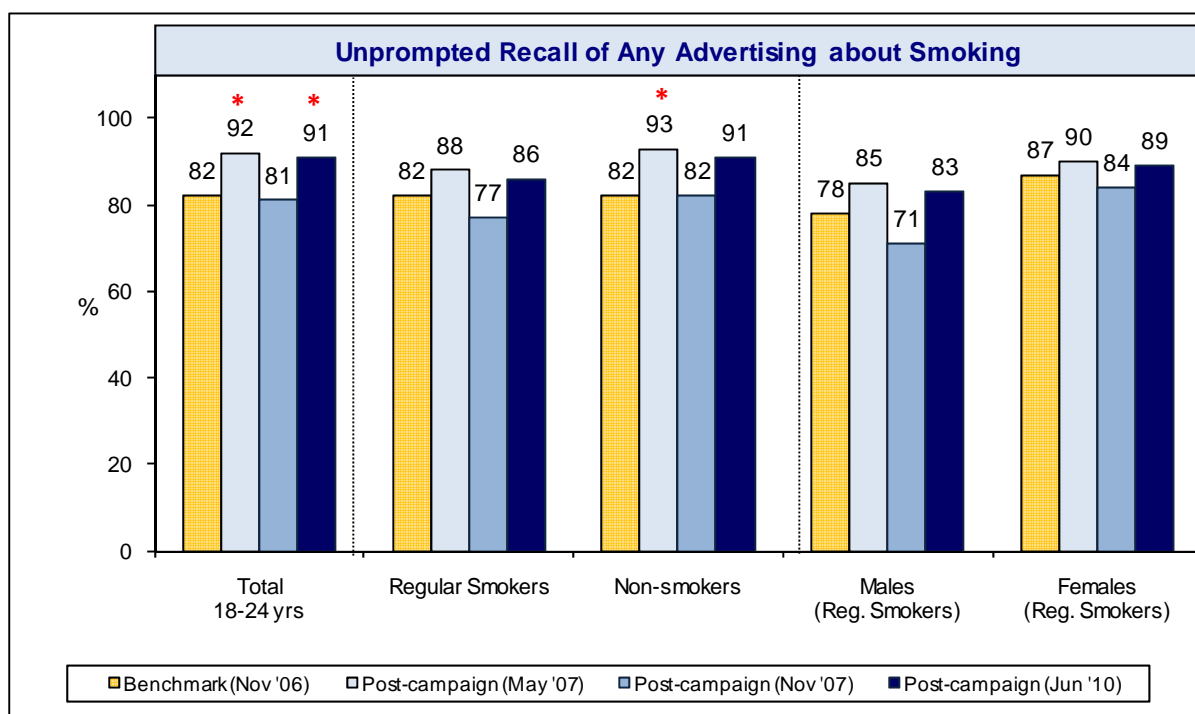
* Result is significantly different from that of the Benchmark ($p < 0.05$)

3.1.2 Unprompted Recall of Advertising about Smoking

Respondents were also asked whether they had recently seen, read or heard any advertising campaigns about smoking. The results are summarised in Figure 3.1.2a.

- In the benchmark survey, 82% of 18 to 24 year olds had recently seen, read or heard anti-smoking advertising. In June 2010, this had increased to 91%, comparable with the figure of 92% obtained immediately post-campaign in May 2007.
- In June 2010 there were no significant differences in recall of anti-smoking advertising between regular smokers (86%) and non-smokers (91%), although male regular smokers were slightly less likely than average to recall anti-smoking advertising (83% versus 91% for the total sample).

Figure 3.1.2a: Unprompted recall of campaigns about smoking



Base: All respondents (see Appendix 1 for subgroup sample sizes)

* Result is significantly different from that of the Benchmark ($p < 0.05$)

Those respondents who recalled any anti-smoking advertising were asked where they had seen, read or heard it. From Table 3.1.2a it is evident that, in June 2010, most respondents had either seen this advertising on television (86%) or cigarette packs (10%) or had heard it on the radio (13%).

Few changes were evident between the benchmark and June 2010 surveys apart from:

- A slight increase in the proportion who mentioned seeing advertising about smoking on outdoor billboards (up 6 points to 9%); and
- A decrease in the proportion who said they had seen advertising on cigarette packs (down 9 points to 10%). Mention of advertising on cigarette packs was also markedly lower than the 30% recorded in November 2007. This results is not surprising given the 2007 media activity was within a year of graphic health warnings being introduced to cigarette packs.

Table 3.1.2a: Where campaigns about smoking were seen, read or heard

<i>Where campaigns were seen or heard</i>	Bench- mark Nov '06 (n=492) %	Post- campaign May '07 (n=352) %	Post- campaign Nov '07 (n=460) %	Post- campaign Jun '10 (n=512) %
<i>Base: Seen/Heard advertising about smoking</i>				
Where seen				
Television advertising	84	86	87	86
Other television program	7	6	4	5
Cinema advertising	2	2	1	1
Radio advertising	12	9	18	13
Other radio program	5	2	2	5
Magazines	10	6	6	7
Newspapers	8	9	9	9
Sides of buses/trams	6	6	6	9
Shopping centres	4	3	6	2
Outdoor billboards	3	9 [#]	11 [#]	9 [#]
Cigarette packs	19	23	30 [#]	10 [#]
Other response	6	8	5	5

Base: Respondents who had seen advertising about smoking

[#] Result is significantly different from that of the Benchmark (p<0.05)

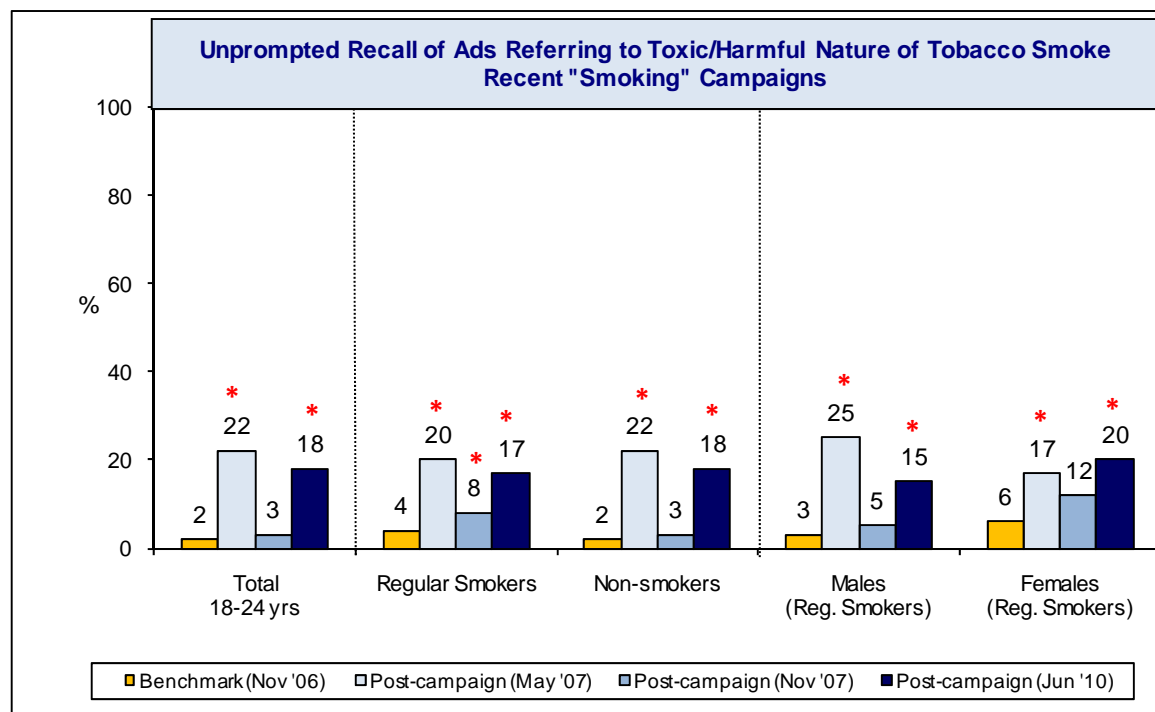
Specific Advertising Recall (Cut-Through)

Respondents were also asked to describe the advertising they recalled about smoking. Figure 3.1.2b shows the proportion of the total sample who gave a description that could be coded to the content of the NTC. Overall;

- Eighteen percent of respondents spontaneously recalled this advertising in the June '10 survey, an increase of 16 points on the two percent who described advertising about the toxicity of tobacco smoke in the benchmark. It is also markedly higher than the November '07 result (3%) (taken 8 months after the 2007 NTC finished) and is comparable to May '07 (22%) despite the use of fewer TARPs in 2010.
- The June '10 results show no significant differences in spontaneous recall of the campaign between regular smokers and non-smokers. Nor were there any significant differences between male and female regular smokers, despite the slightly higher recall of anti-smoking advertising overall amongst females.

Apart from the NTC advertising, there was also significant mention of "mouth cancer" (14% - probably driven mainly by the "cigarettes are eating you alive" advertising) and "gangrene" (14%) even though this ad has not been on air for some time. It is possible this recall has been reinforced by the use of visuals from both these ads in the NTC advertising and health warning on cigarette packs.

Figure 3.1.2b: Advertising which referred to the toxic/harmful nature of tobacco smoke



Base: All respondents (see Appendix 1 for subgroup sample sizes)
* Result is significantly different from that of the Benchmark ($p < 0.05$)

3.1.3 Recognition and Message Communication of the NTC Advertising

This section of the report evaluates prompted recognition and message communication for the four key components of the 2010 NTC; the television/cinema commercial; the radio advertising; the magazine advertising; and the out-of-home advertising used on buses and in shopping centres.

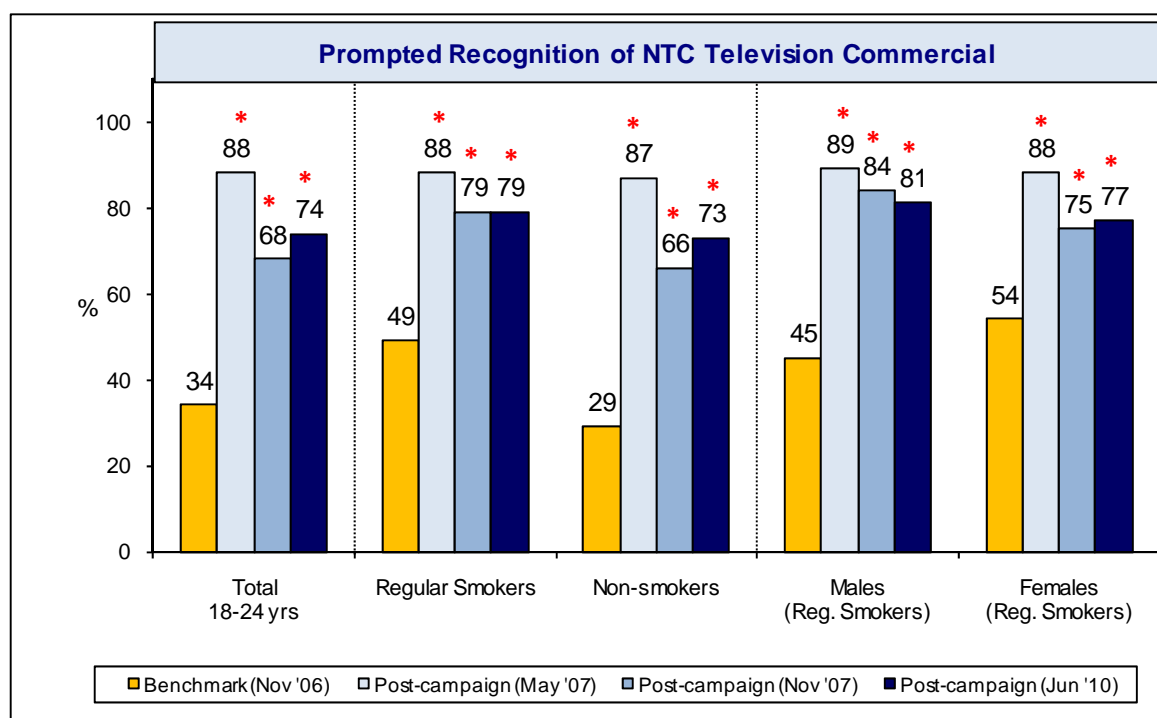
The NTC Television Commercial (tvc)

Prompted recognition

All respondents were read a brief description¹¹ of the NTC tvc and were then asked if they recalled seeing it on television or in the cinema. Results are shown in Figure 3.1.3a;

- In June '10, 74% of 18 to 24 year olds recognised the ad from the description provided, well above the benchmark figure of 34% but lower than the 88% recorded in May 2007, again a probable reflection of the lower TARP weight applied in 2010.

Figure 3.1.3a Recognition of the NTC tvc



Base: All respondents (see Appendix 1 for subgroup sample sizes)

* Result is significantly different from that of the Benchmark (p<0.05)

- While there was no significant difference in the results for regular smokers (79%) and non-smokers (73%), it is worth noting that the result for non-smokers, for whom this ad is probably less relevant, is 14 percentage points lower than in May 2007. By comparison, the result amongst regular smokers, for whom the ad appears more relevant, is only down nine percentage points.

¹¹ "The first scene opens on a young woman in her lounge room and then cuts to a close up as she raises a cigarette to her mouth. As she lights the cigarette its shape changes into a glass tube and we see several scenes of what is happening as she smokes. Towards the end of the ad we hear the woman inhaling. We then see a series of health warnings that appear on cigarette packs"

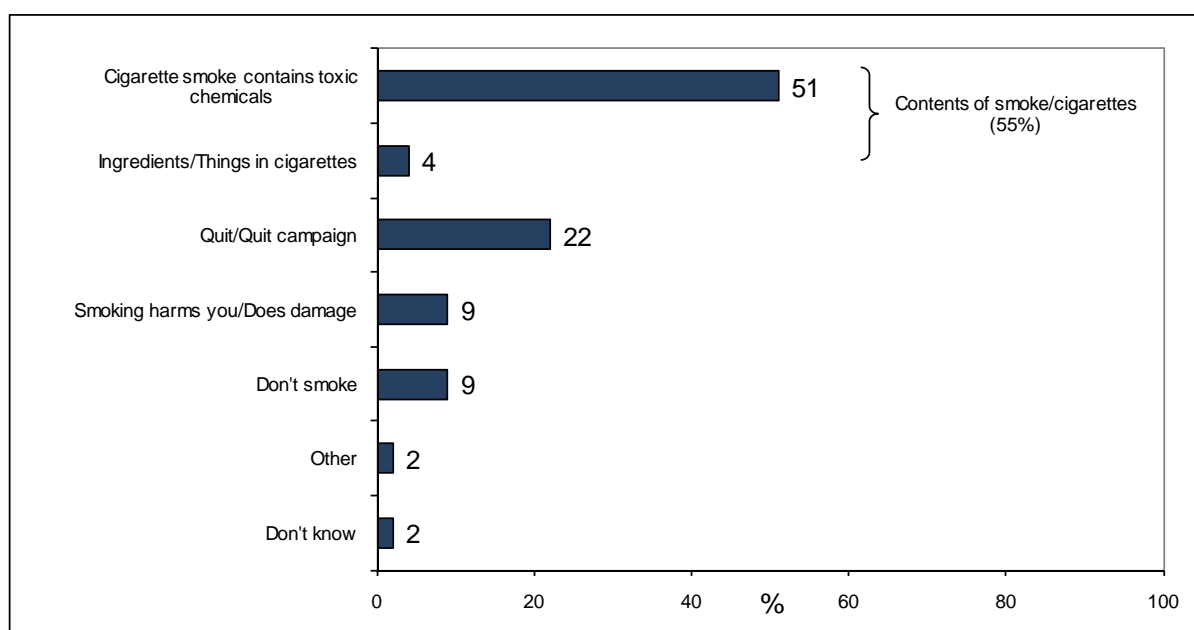
Message communication

Those who recognised the tvc were asked what they thought the main message had been.

- In the June '10 survey, 51% of those who recognised the tvc referred to the primary message of the toxic or harmful contents of cigarette smoke. A further 4% mentioned the harmful ingredients to be found in cigarettes (rather than in cigarette smoke). These results are comparable to May '07 (51% and 6% respectively).
- Twenty-two percent felt the ad's main message was encouraging people to quit smoking, a response that was in-line with the closing tag but also probably reflects the significant presence of state based anti-smoking advertising during 2010. A further nine percent gave responses relating to the "harm/damage" that smoking can do perhaps reflecting, to at least some degree, the "gangrene", "mouth cancer" and "harms unborn babies" graphics used in the ad.

Overall, and as in both 2007 surveys, message take-out appeared to be consistent with the executional content and with campaign's broad communication objectives.

Figure 3.1.3b: Message take out from the NTC tvc (2010)



Base: All respondents who recognised the NTC tvc (n=461)

NTC tvc cognitive measures

Those who recognised the tvc were also asked if they felt the ad was thought provoking, credible and personally relevant. Table 3.1.3a shows the results.

- Virtually all those who recognised the ad thought it was credible. Regular smokers were slightly less likely to see the ad in this way but, even amongst this group, 91% thought the tvc was at least “somewhat believable”.
- Most (83%) also considered the ad to be “somewhat” or “very thought provoking”, although regular smokers (67%) were less likely than non-smokers (86%) to hold this view.
- Finally, a relatively high proportion (75%) of regular smokers considered the ad to be “somewhat” or “very relevant” with regular smokers significantly more likely to feel this way than non-smokers (39% “at all relevant”). Encouragingly, there was no significant difference in the proportion of male and female regular smokers who considered the tvc to be “at all relevant”. This is in contrast to the situation in May '07 when females were more likely to consider the ad personally relevant raising some concerns about the exclusive use of female talent in the tvc.

Table 3.1.3a: Cognitive measures of the NTC tvc (2010)

Extent to which TVC was	Recognised NTYC TVC (n=461)	Smoking Status		Regular Smokers	
		Regular Smoker (n=319)	Non- Smoker (n=111)	Male (n=186)	Female (n=133)
THOUGHT PROVOKING	%	%	%	%	%
Very thought provoking	25	18	26	15	22
Somewhat thought provoking	58	49	60	49	49
Net: At all thought provoking	83	67	86[#]	65	71
CREDIBLE					
Very believable	57	39	60	38	40
Somewhat believable	42	52	40	53	52
Net: At all believable	99	91	100[#]	91	91
PERSONALLY RELEVANT					
Very relevant to you	10	30	6	33	25
Somewhat relevant to you	36	45	34	40	52
Net: At all relevant to you	46	75	39[#]	73	77

Base: All respondents who recognised the NTC tvc (June 2010)

[#] Result is significantly different from that for Regular Smokers (p<0.05).

The NTC Radio Commercials

Prompted recognition

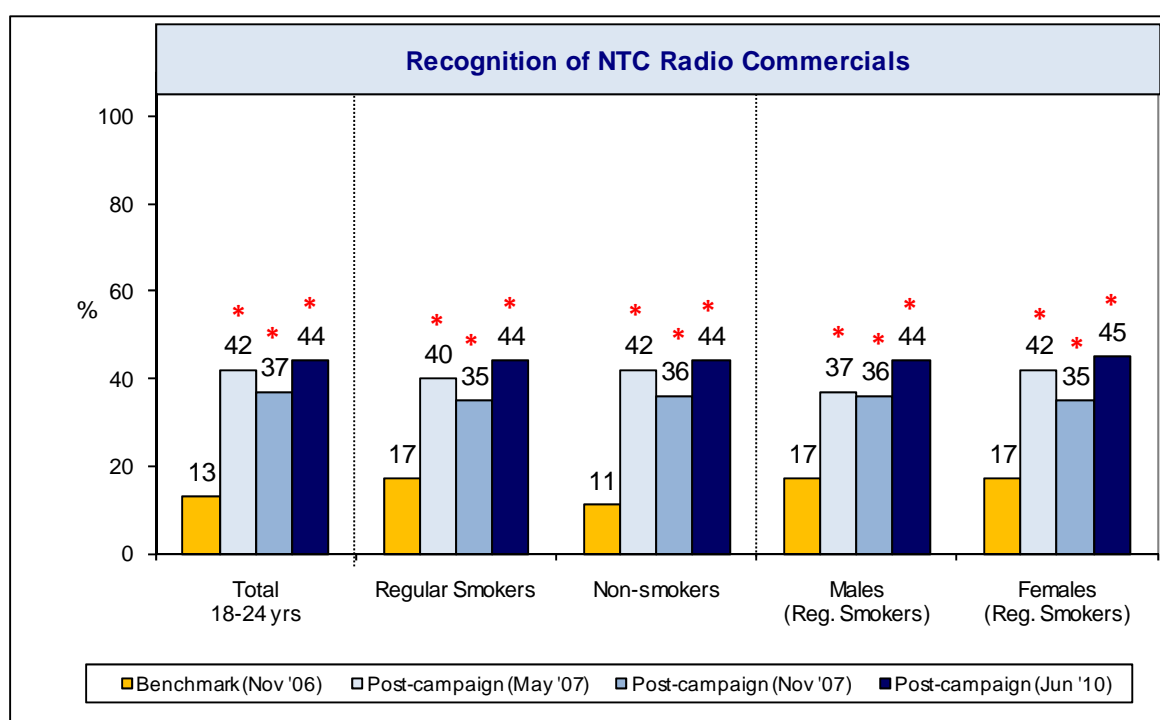
Following a verbal description of the NTC radio commercial¹², all respondents were asked if they had heard this advertising. As shown in Figure 3.1.3c;

- In June '10, recognition reached 44% for the total sample, well ahead of the benchmark figure of 13%.

This was a strong result and was evident across subgroups based on smoking status (44% amongst both regular smokers and non-smokers) and gender (44% amongst male regular smokers and 45% amongst females).

- In addition, it is noteworthy that amongst regular smokers there was a significant increase in recognition of the radio advertising between the November '07 and June '10 results (35% versus 44%) suggesting this component of the campaign recovered well from the slight decay evident after eight months off air in November '07.

Figure 3.1.3c: Recognition of the NTC radio advertising



Base: All respondents (see Appendix 1 for subgroup sample sizes)

* Result is significantly different from that of the Benchmark ($p < 0.05$)

¹² There was a radio advertisement about smoking that you may have heard recently. It talks about different chemical names and household products. Do you recall hearing this advertisement?

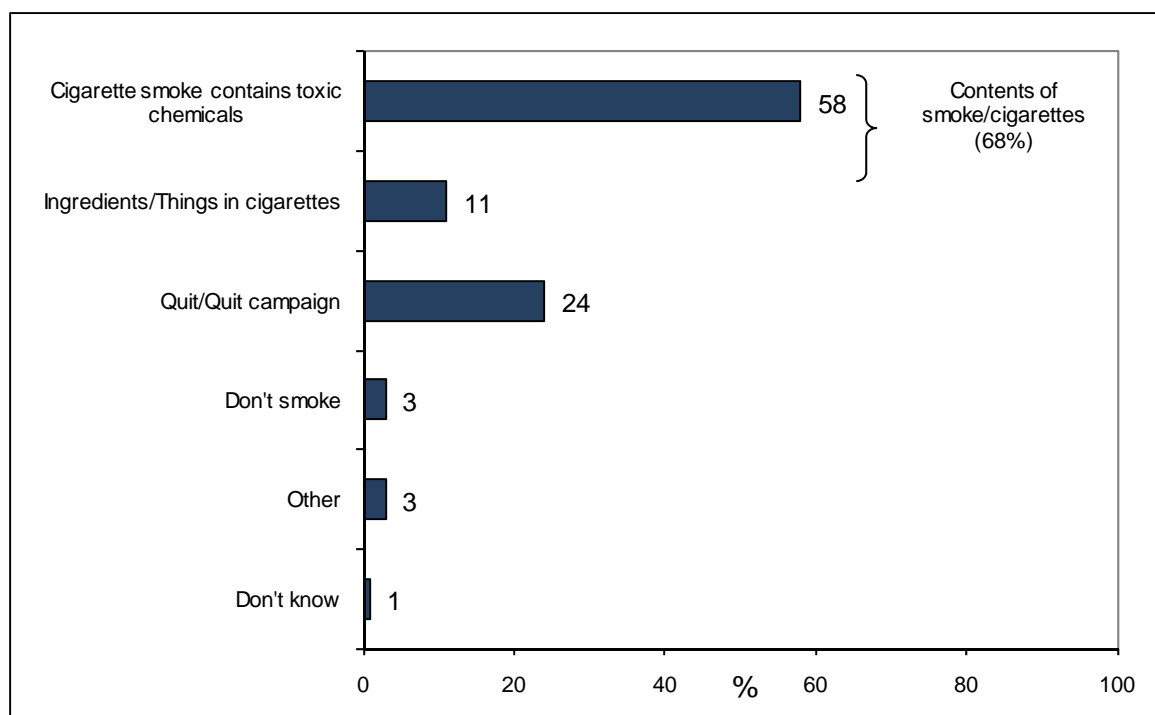
Message communication

Those who recognised the NTC radio advertising were asked what they thought was its main message. The response pattern was similar to that for the NTC tvc with;

- Fifty-eight percent of those who recognised the advertising mentioning the primary message of the toxic or harmful contents of cigarette smoke and 11% referring to the harmful ingredients to be found in cigarettes; and
- Twenty-four percent mentioning a message about encouraging people to quit smoking.

Again, message take-out appeared relevant and generally 'on-target'.

Figure 3.1.3d: Message take-out from the NTC radio advertising (2010)



Base: All respondents who recognised the NTC radio ad (n=255)

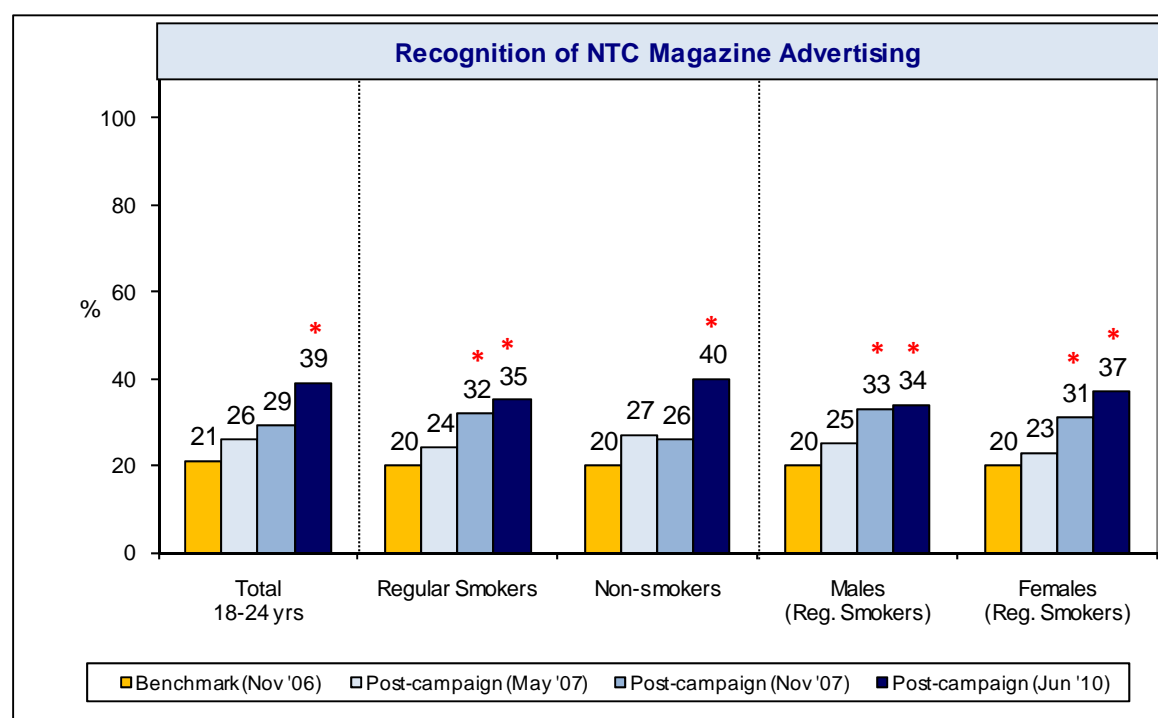
The NTC Magazine and Out-of-Home Advertising

Prompted recognition of magazine advertising

Respondents were also given a brief verbal description of the NTC magazine advertisement¹³.

- As at June '10, 39% of all respondents recognised the magazine advertising. For the first time in this 18 to 24 year old age group, overall recognition was significantly higher than benchmark (21%) although the benchmark result was exceeded amongst regular smokers in November '07. The June '10 result was also significantly higher than the May '07 figure of 26%.
- The 2010 results were consistent across regular smokers (35%), both male (34%) and female (37%), as well as amongst non-smokers (40%).

Figure 3.1.3e: Recognition of the NTC magazine advertising



Base: All respondents (see Appendix 1 for subgroup sample sizes)

* Result is significantly different from that of the Benchmark ($p < 0.05$)

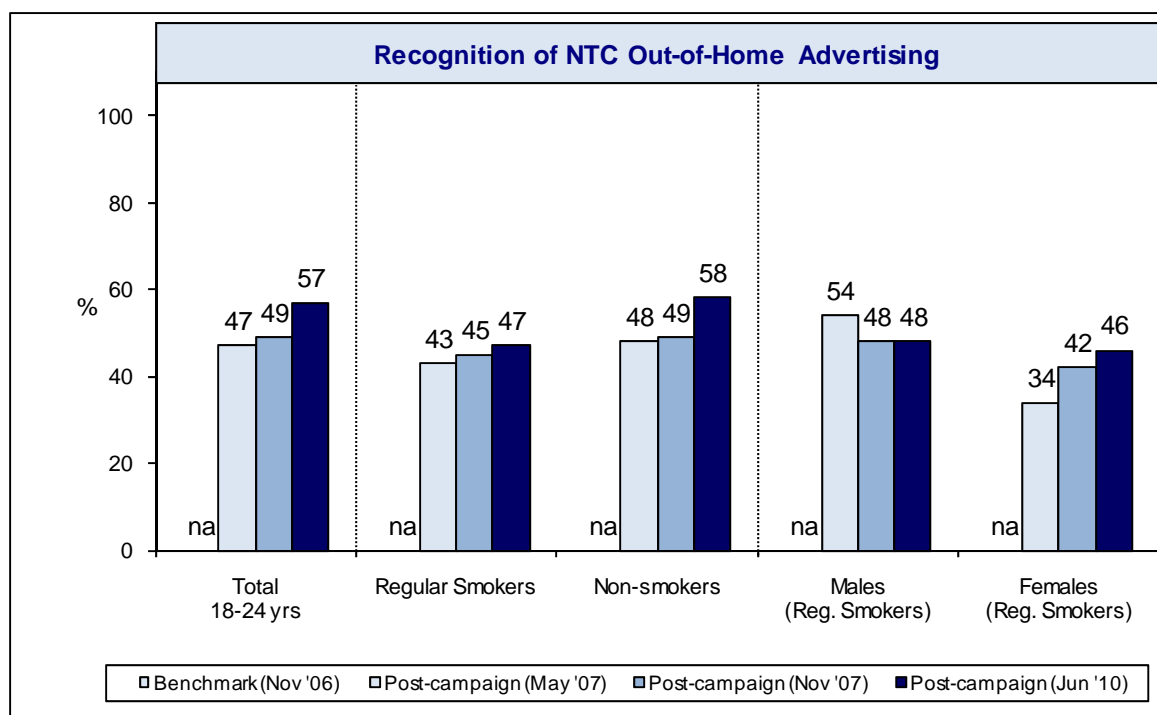
¹³ There was an ad in magazines that you may have read recently which shows an image of a test tube which contains sticky brown fluid.

Prompted recognition of out-of-home advertising

From a brief verbal description of the NTC out-of-home¹⁴ advertising:

- There was relatively strong recognition in June '10 – 57% recognised this advertising versus 47% in the May '07 and 49% in the November '07 surveys. None of these results were significantly different from each other.
- Recognition was lower amongst regular smokers than amongst non-smokers (47% versus 58% in June '10) although there was no significant difference in the recognition scores of males and females in either smoking status group.

Figure 3.1.3f: Recognition of the NTC out-of-home advertising



Base: All respondents (see Appendix 1 for subgroup sample sizes)

¹⁴ A benchmark measure was not available for the outdoor advertising

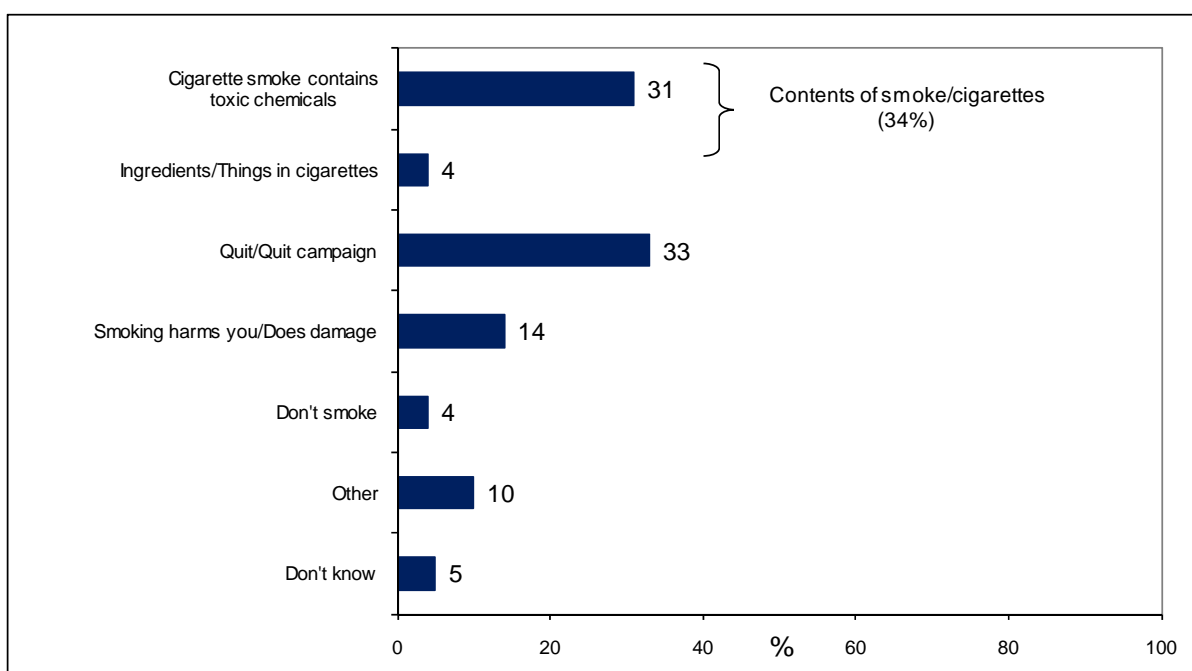
Message communication

Those who recognised either the magazine or the out-of-home advertising were asked what they thought was its main message.

- Just on one in three (34%) members of this group mentioned something about the harmful contents of cigarettes and cigarette smoke;
- Another one in three mentioned a message to do with quitting (33%); and
- Fourteen percent referred to a message about the harm/damage caused by smoking.

Encouragingly, just five percent were unable to offer any suggest as to what the main message of this advertising might be.

Figure 3.1.3g: Message take out from NTC magazine/out-of-home advertising (2010)



Base: All respondents who recognised the NTC magazine/outdoor ad (n=847)

The NTC Advertising Overall

Recognition

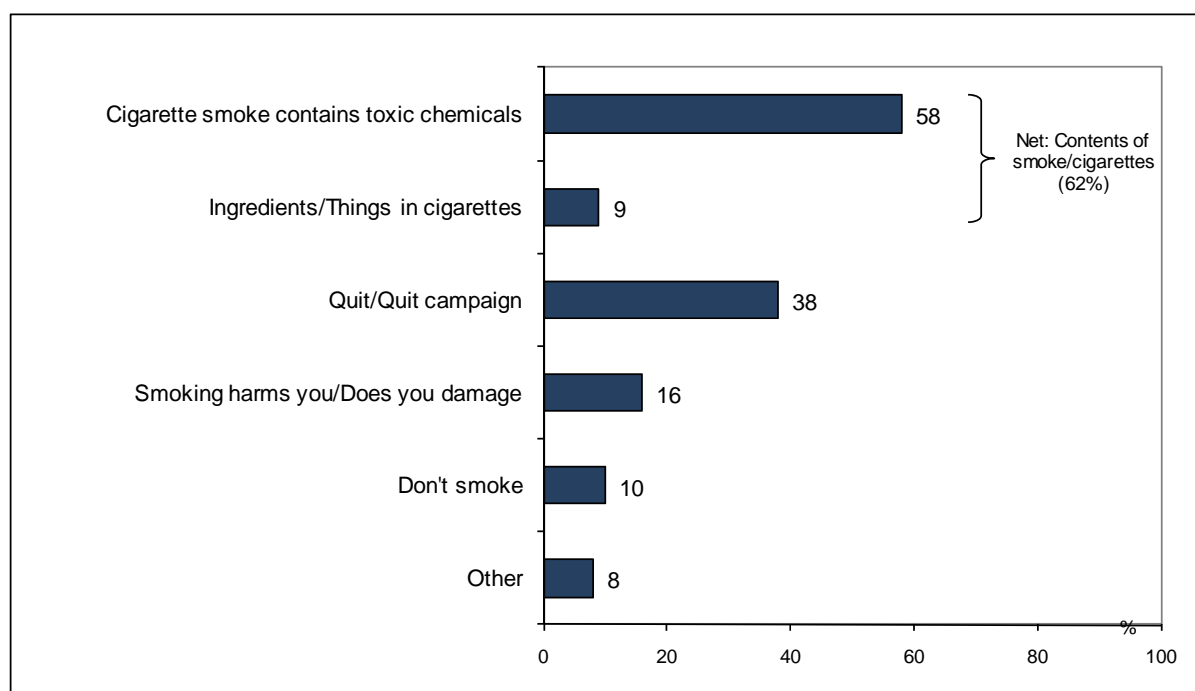
Overall, 96% of respondents recalled at least one element of the 2010 NTC in the post-campaign survey. At the same time, only 18% recalled the NTC advertising when thinking about anti-smoking advertising they had recently seen or heard (see Section 3.2.2). As was the case in May '07, this difference between exposure and cut-through is probably at least partly attributable to the 'cluttered' communication environment which prevailed prior to and during both flights of the NTC.

Message communication

Figure 3.1.3h summarises message take-out for all respondents who recognised any element of the 2010 NTC. It shows that:

- Fifty-eight percent of these respondents mentioned the toxic nature of cigarette smoke as one of the main messages of the campaign. A further nine percent mentioned concerns about the ingredients of cigarettes.
- Most of the remaining message take-out appeared relevant and included 'quit smoking' (38%), 'smoking is harmful' (16%) and encouraging people not to smoke (10%).

Figure 3.1.3h: Summary of message take out from the NTC (2010)

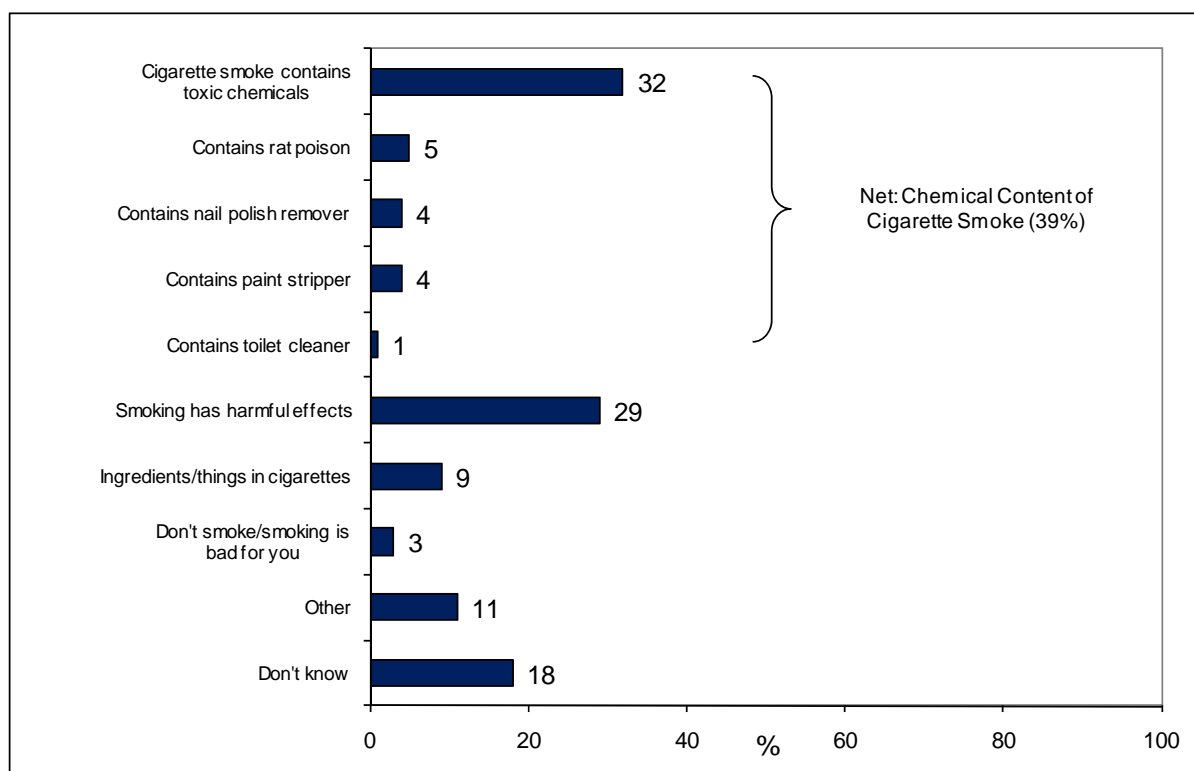


Base: All respondents who recognised the NTC advertising (n=562)

Those who recognised the advertising were also asked what they thought the ads said about the contents of cigarette smoke. From Figure 3.1.3i it is evident that:

- Eighteen percent of those who recognised the advertising, 'didn't know' what it had to say about the content of cigarette smoke.
- At the same time, 39% of those who recognised the 2010 NTC mentioned various aspects of the chemical content of cigarette smoke. Of the specific chemicals mentioned, references to rat poison (hydrogen cyanide), nail polish remover and paint stripper appear to have made the greatest impression.
- As seen with message take-out, the remaining responses appeared to be largely relevant if not specific to the primary message of tobacco smoke toxicity.

Figure 3.1.3i: What the NTC said about the content of cigarette smoke (2010)



Base: All respondents who recognised the NTC advertising (n=562)

3.2 Campaign Impact

Assessment of the campaign's impact was undertaken by investigating its effect on various aspects of respondents' knowledge and beliefs, intentions and behaviour in respect of smoking cigarettes. Specifically, this included an assessment of:

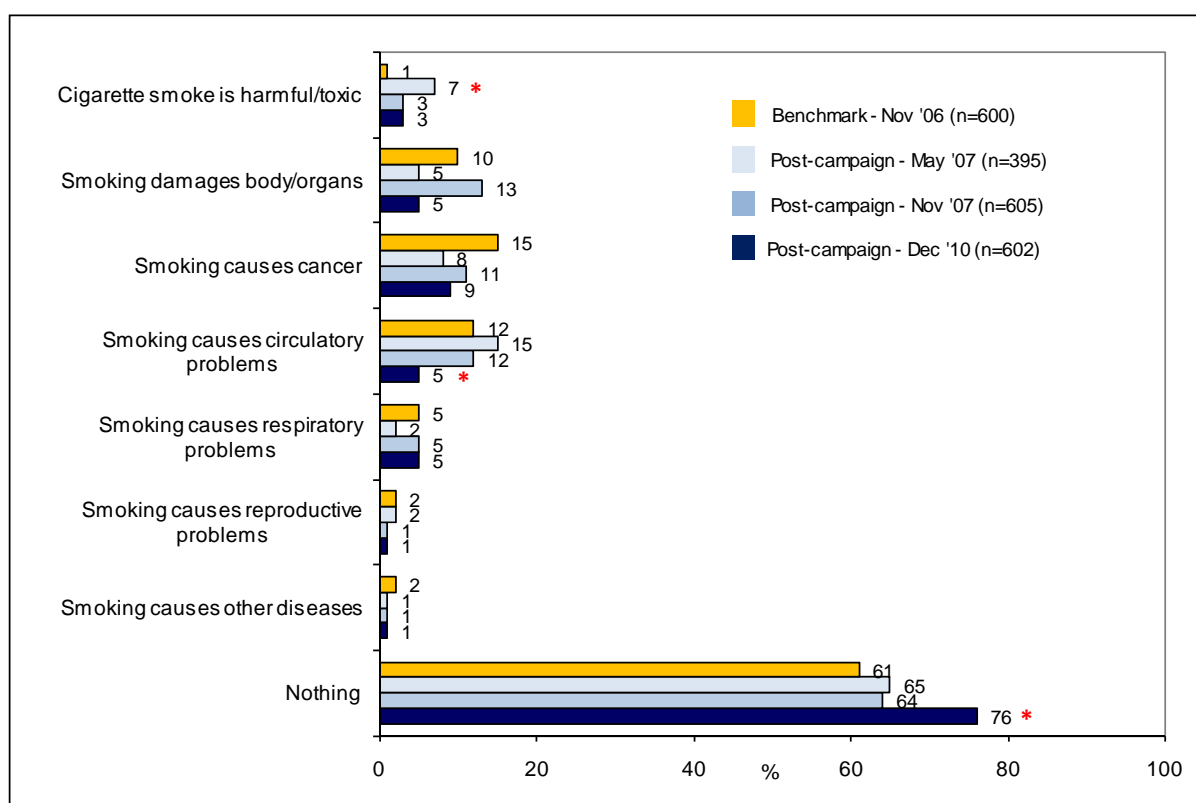
- New learnings about the effects of smoking cigarettes
- Beliefs about smoking as a cause of illness and physical harm as well as beliefs about the toxicity of tobacco smoke and the addictive nature of smoking
- Respondents' future intentions as a direct result of seeing/hearing the NTC as well as their intentions to smoke and to quit smoking
- Quitting and potential quitting behaviours such as reading health warnings on packs, reading 'quit literature', calling the Quitline, using nicotine replacement products and actual attempts to quit smoking.

3.2.1 New learnings about the effects of smoking cigarettes

All respondents were asked if they had learned anything new about the effects of smoking cigarettes during the past six months (that is, during the period when 2010 activity for the NTC took place). From Figure 3.2.1a it is evident that:

- In all four surveys, the majority of respondents claimed they had learned nothing new about the effects of smoking cigarettes during this time. However, at 76% this figure was significantly higher in the June '10 survey than in the benchmark when it was 61%. It may be that the NTC (and the various other anti-smoking campaigns active over the last six months or so) are not offering much in the way of 'new learnings' to 18 to 24 year olds.
- The only other significant change since the benchmark survey was a decrease in the proportion of respondents who had learned that smoking causes circulatory problems. The high level of effectiveness of the 'gangrene' advertising in communicating this message may well be evident in this result – this is perhaps less likely to be regarded as a 'new learning' than it was three years ago.

Figure 3.2.1a: Things learned about the effects of smoking cigarettes in the last 6 months



Base: All respondents;

* Result is significantly different from that of the Benchmark (p<0.05)

3.2.2 Beliefs about smoking

Negative Effects of Smoking

All respondents were asked whether or not they thought each one of five statements about smoking was true or false. In order to maintain consistency with other data, response categories for two of these statements ('*tobacco smoke is toxic*' and '*smoking is addictive*') were limited to 'true' or 'false' only. For the others, respondents were permitted three response categories of 'definitely true', 'probably true' or 'false'. The results, summarised for the benchmark and post-campaign surveys in Table 3.2.2a, show that:

- The only significant change since the benchmark survey was an increase (from 88% to 96%) in the proportion of respondents who thought the statement 'smoking causes gangrene' was either 'definitely' or 'probably' true. Again this points to the effectiveness of the 'gangrene' advertising.
- It should also be noted that the benchmark scores for all statements are very high ('smoking causes gangrene' was the lowest at 88%) – improving them significantly appears to represent a difficult task. Further, it also appears that advertising focused on delivering these messages does not seem likely to offer 'new news' to 18 to 24 year olds, although it may reinforce existing beliefs.

Table 3.2.2a: Beliefs about the health effects of smoking

Smoking Beliefs	Bench- mark Nov '06 (n=600) %	Post- campaign May '07 (n=395) %	Post- campaign Nov '07 (n=605) %	Post- campaign Jun '10 (n=602) %
Smoking causes mouth and throat cancer				
Definitely true.....	78	77	77	72
Probably true.....	19	23	21	27
Net: 'true'.....	97	99	98	99
Smoking harms unborn babies				
Definitely true.....	84	86	84	81
Probably true.....	12	13	14	17
Net: 'true'.....	96	98	98	98
Smoking causes gangrene				
Definitely true.....	49	54	57	56
Probably true.....	39	40	35	39
Net: 'true'.....	88	94	92	96 [#]
Tobacco smoke is toxic				
True.....	97	98	97	98
Smoking is addictive				
True.....	95	95	na	96

Base: All respondents;

[#] Result is significantly different from the benchmark (p<0.05).

Amongst subgroups, as at June 2010:

- Regular smokers were less likely than non-smokers to feel it was true that '*smoking causes gangrene*' (86% versus 97%), that '*smoking harms unborn babies*' (92% versus 99%) and that '*smoking causes mouth and throat cancer*' (96% versus 100%).
- Those regular smokers who recalled the NTC message about the toxicity of tobacco smoke were more likely to agree the proposition '*smoking causes gangrene*' was true (90% versus 79% of those regular smokers who did not recall the 'toxic' message). However, there were no other significant differences between these two groups, again pointing to the difficulty in increasing what are already widely held beliefs insofar as 18 to 24 year olds are concerned.

Perceived Likelihood of Becoming Ill as a Result of Continuing to Smoke

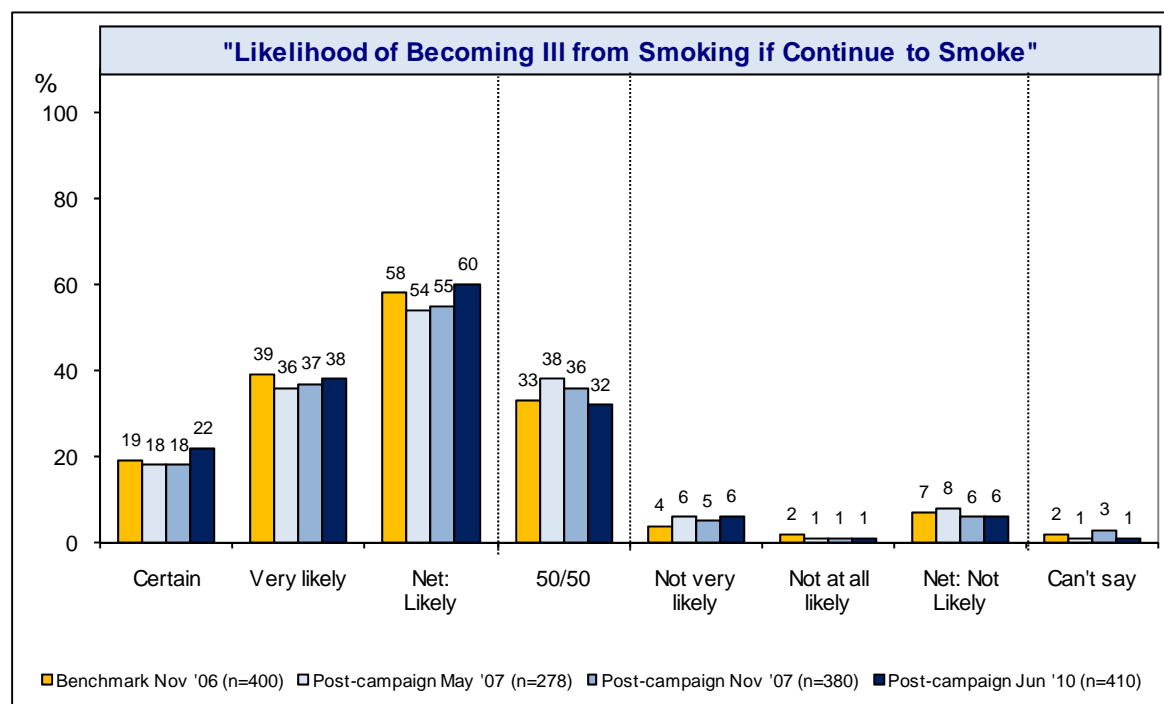
All regular smokers were asked to estimate their likelihood of becoming ill if they continued to smoke with the results shown in Figure 3.2.2a.

Over half the regular smokers thought they were either 'certain' or 'very likely' to become ill if they continued to smoke (60% in the June '10 survey). Fewer than one in 10 felt this was 'not likely' to be the case.

No statistically significant differences were evident between the results obtained in the benchmark and each of the post-campaign surveys.

However it is noteworthy that, in the June '10 post-campaign survey, those who recalled the NTC message about the toxic nature of tobacco smoke were more likely to think they would become ill. Of those who recalled this message, 26% felt they were 'certain' to become ill if they continued to smoke compared with 15% of those who did not recall the message. A similar pattern was seen in the May '07, survey (when the corresponding figures were 22% and 12%) and in the November '07 (22% and 14%) surveys.

Figure 3.2.2a: Regular smokers' perceived likelihood of becoming ill if continue to smoke



Base: Regular Smokers

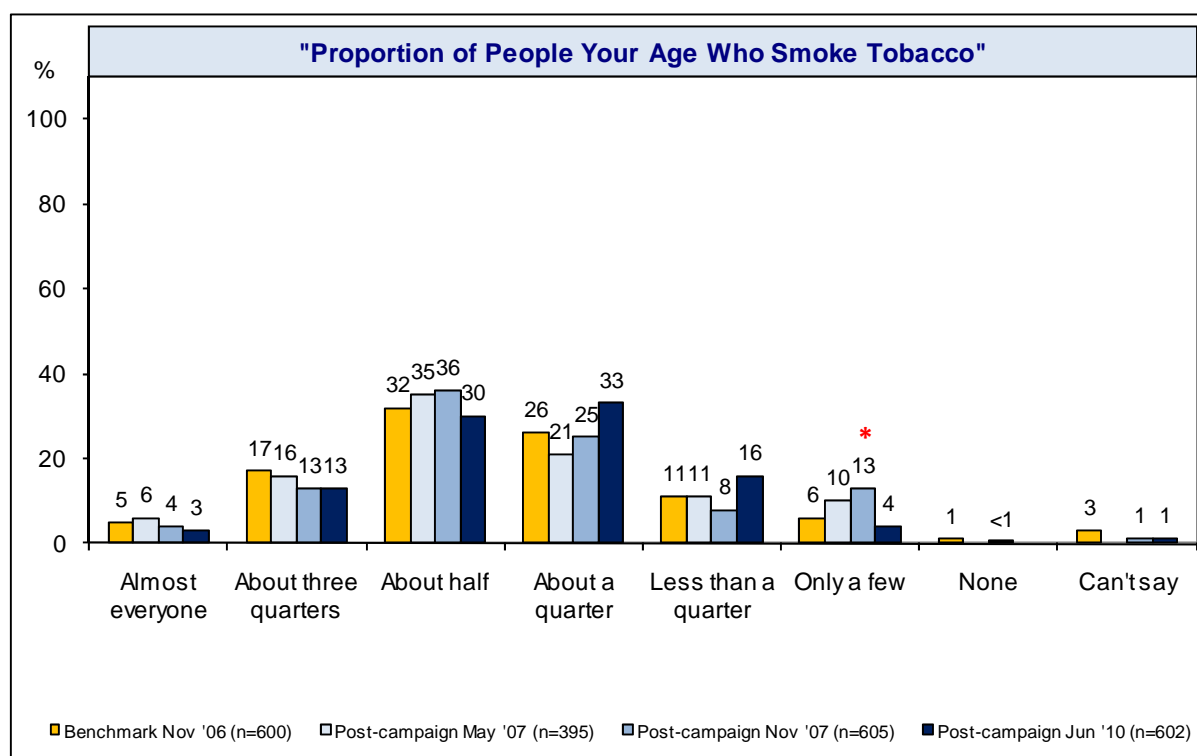
Perceived incidence of smoking amongst peers

All respondents were asked to estimate what proportion of people their own age smoked tobacco. Results are shown in Figure 3.2.2b where it is apparent that;

Virtually all respondents thought at least 'a few' of their peers smoked tobacco although the proportion thinking 'more than half'¹⁵ did so only ranged between 22% at benchmark and 16% in the June '10 survey.

No significant changes have been evident since the benchmark on any of these estimates except for a slightly higher proportion (13%) in the November '07 survey thinking that 'only a few' of their peers smoked tobacco.

Figure 3.2.2b: Perceived incidence of tobacco smoking amongst peers



Base: Total sample

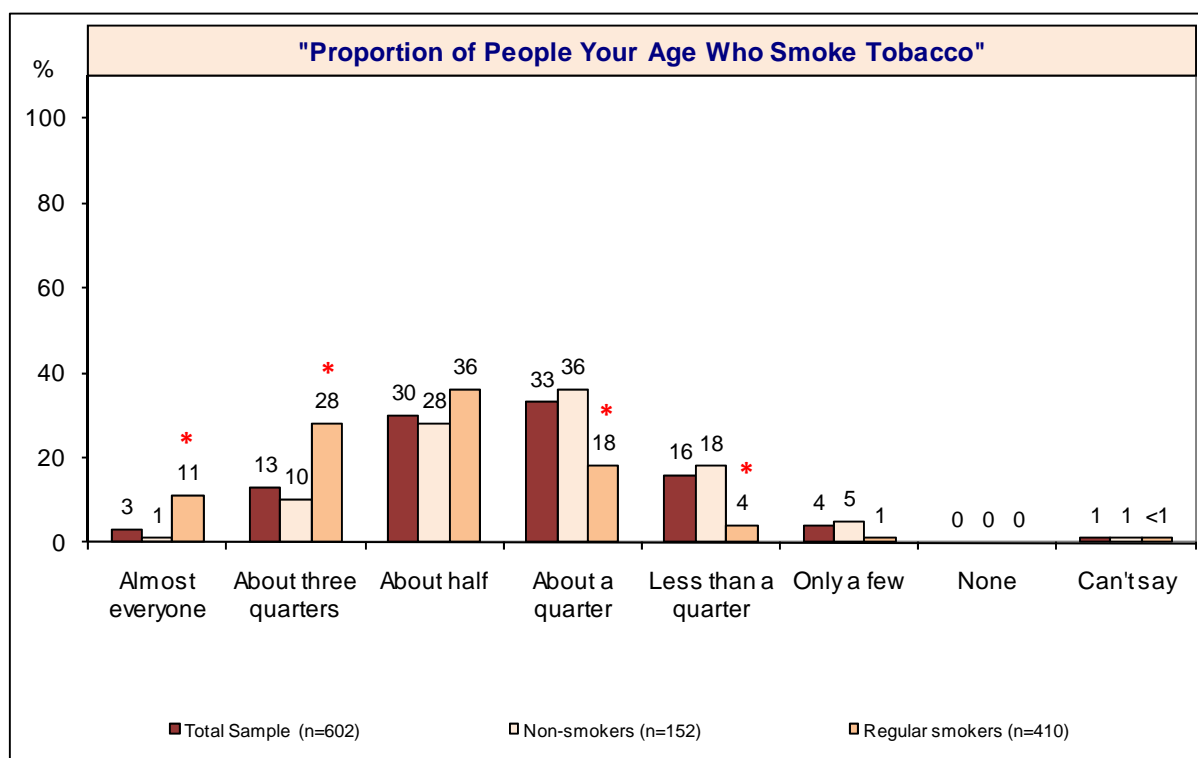
* Result is significantly different from that of the Benchmark (p<0.05)

¹⁵ That is, 'almost everyone' + 'about three-quarters'.

Figure 3.2.2c compares the results for regular smokers and non-smokers as at June '10. As shown: Regular smokers believe a much higher proportion of people their age smoke tobacco than do non-smokers. Thus:

- 11% of regular smokers think 'almost everyone' their age smokes (versus just 1% of non-smokers); and
- 28% think 'about three-quarters' of people their age smoke (versus 10% of non-smokers).
- By contrast, 36% of non-smokers think 'about a quarter' of people their age smoke and 18% think 'less than a quarter' do so compared with corresponding figures of 18% and 4% amongst regular smokers.

Figure 3.2.2c: Perceived incidence of smoking amongst peers by smoking status (2010)



Base: Total sample

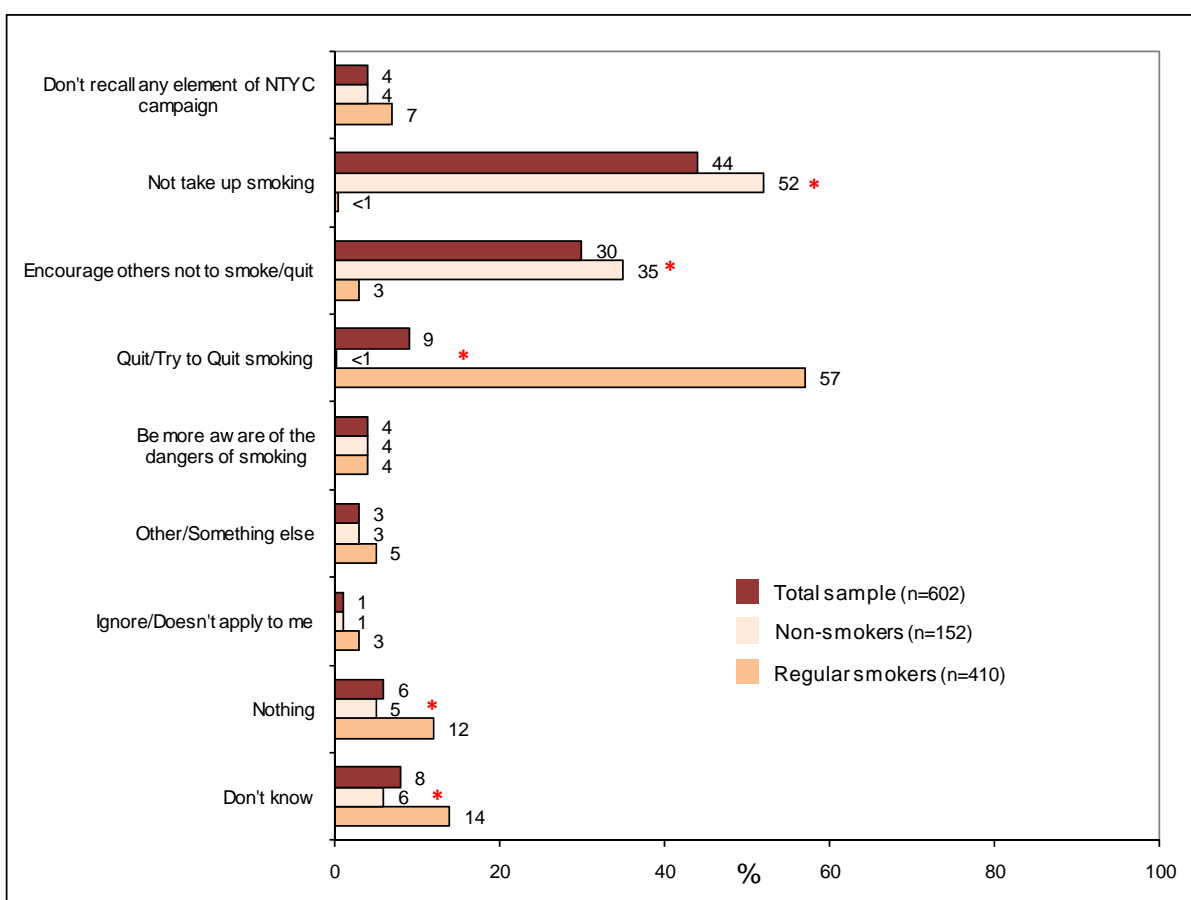
3.2.3 Intentions

In response to seeing/hearing the NTC

All those who recalled any element of the NTC were asked what they intended to do in the future as a result of having seen/heard the campaign. The results for June '10, based to the total sample and shown separately for non-smokers and regular smokers as well as for the total sample, are presented in Figure 3.2.3a.

From the total sample perspective, the responses given most often included not taking up smoking (44%), encouraging others not to smoke or to quit (30%) and quitting smoking (9%).

Figure 3.2.3a: Intended response to seeing/hearing the NTC (2010)



Base: Total Sample

* Result differs significantly from regular smokers (p<0.05)

As might be expected, there were clear differences between regular smokers and non-smokers on these responses. Amongst non-smokers, 52% said they would not take up smoking and 35% would encourage others not to smoke.

Amongst regular smokers, 57% claimed they would quit (or try to quit) as a result of seeing/hearing the NTC. Encouragingly, those regular smokers who recalled the NTC message about the toxic nature of tobacco smoke were more likely to say they would quit than those who did not (65% versus 43%).

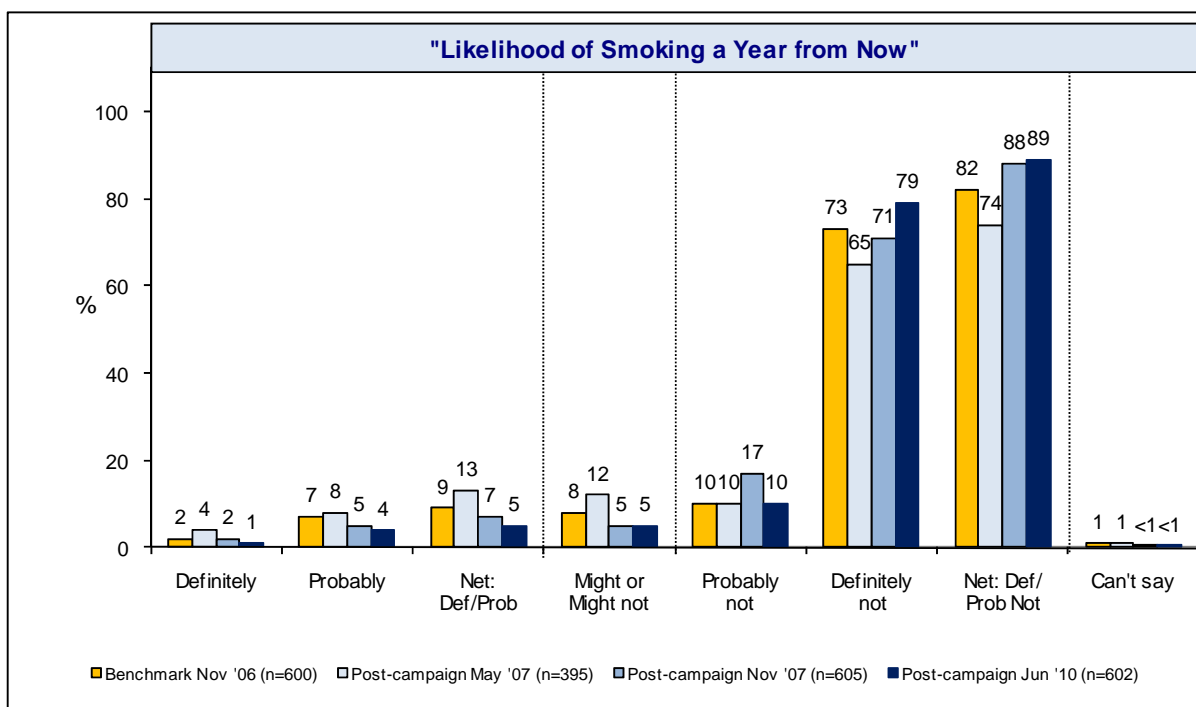
Likelihood of smoking in the next 12 months

All respondents were asked how likely they were to be smoking ‘a year from now’. Figure 3.2.3b provides results for the total sample.

As at June ‘10, the great majority of respondents (89%) felt they would either ‘definitely’ or ‘probably’ not be smoking in 12 months time while only five percent thought they would ‘definitely’ or ‘probably’ be smoking.

However, no significant changes are evident in either of these proportions when compared to the November ‘06 benchmark.

Figure 3.2.3b: Likelihood of smoking ‘a year from now’



Base: Total Sample

An examination of Table 3.2.3a shows that, in June '10:

- Just over one in three (34%) regular smokers think they 'definitely' or 'probably' will still be smoking in a year's time. This is not significantly different from the 37% who felt this way in the benchmark survey. Nor is it significantly different from the results obtained in the May and November '07 surveys.
- There were no significant changes between the benchmark and June '10 for male (35% versus 36%) and female (40% versus 31%) regular smokers, with females failing to maintain the decreased smoking expectations which had been evident in both the May and November '07 surveys.
- As at June 2010, no non-smokers thought they would be smoking in 12 months time, a very positive result.

Table 3.2.3a: Likelihood of smoking 'a year from now' by age and smoking status

<i>Likelihood of Smoking a Year from Now</i>	Definitely/Probably Will Be			
	Bench- mark Nov '06 %	Post- campaign May '07 %	Post- campaign Nov '07 %	Post- campaign Jun '10 %
Total Sample	9	13	7	5
Smoking Status				
Regular smoker	37	31	32	34
Non-smoker	1	7	2	-
Gender				
Males (Regular Smokers)	35	37	36	36
Females (Regular Smokers)	40	26 [#]	28 [#]	31

Base: Total Sample (see Appendix 1 for subgroup sample sizes)

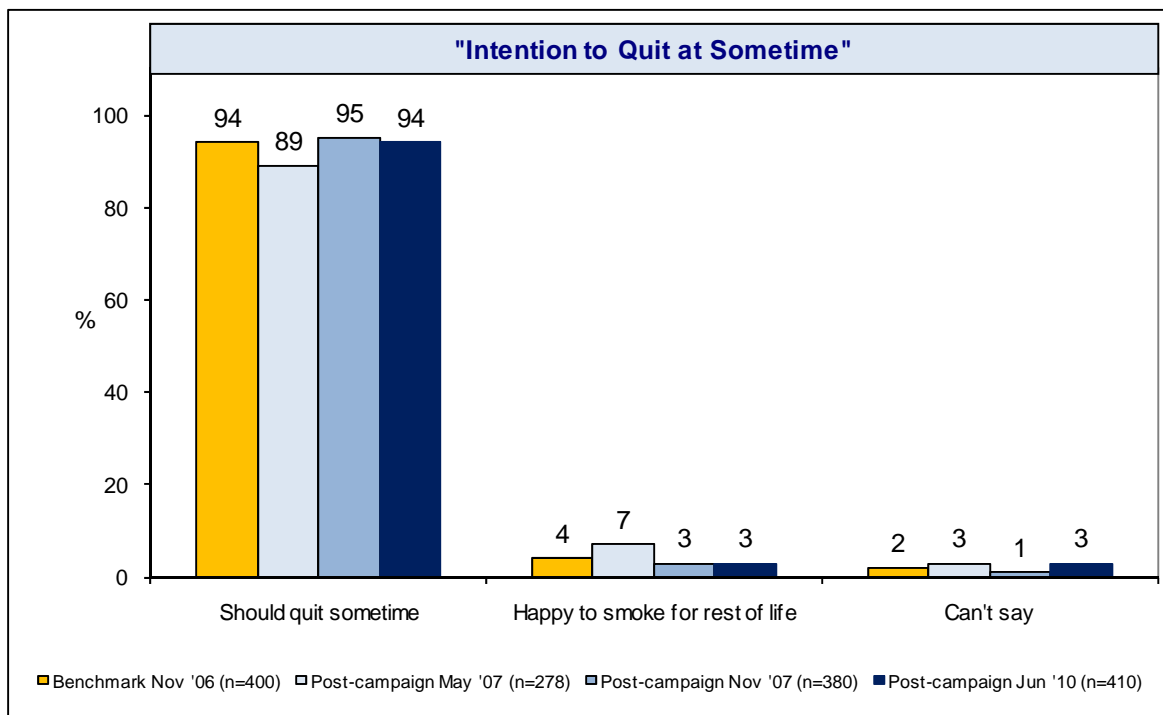
[#] Result is significantly different from that of the benchmark (p<0.05).

Intention to Quit (Regular Smokers)

Regular smokers were asked if they thought they should quit smoking at some time. Results are presented in Figure 3.2.3c where it is evident that:

- The great majority (94% at benchmark and also at June '10) felt they should quit smoking at some point.
- There were no significant differences in this view between the benchmark and any of the post-campaign surveys, nor in the proportion of regular smokers who were 'happy to smoke for the rest of their lives'.

Figure 3.2.3c: Proportion of regular smokers who think they should quit at sometime



Base: Regular Smokers

3.2.4 Behaviour

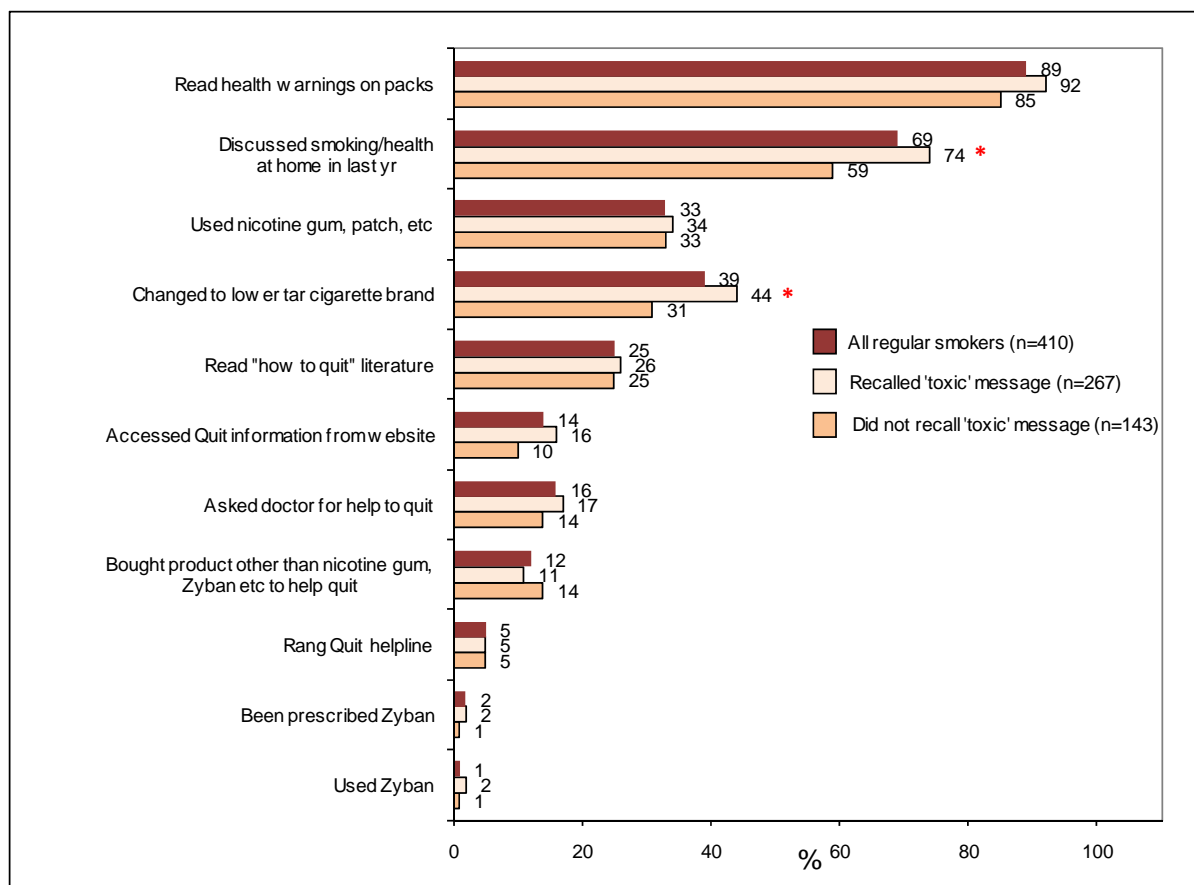
Quitting related behaviour

Figure 3.2.4a shows the extent to which regular smokers had, during the 12 months prior to the June '10 survey, engaged in a range of behaviours associated with quitting smoking. Results are presented for all regular smokers as well as for those regular smokers who did and those who did not recall the campaign message about the toxicity of tobacco smoke. From the graph it is evident that those who recalled the 'toxic' message were more likely to have:

- Discussed smoking and health at home – 74% had done so compared with 59% of those who did not recall the toxic message; and
- Changed to a lower tar brand of cigarettes (44% versus 31%).

Apart from these two behaviours there were no other significant differences between those who recalled the 'toxic' message and those who did not.

Figure 3.2.4a: Engagement in behaviour related to quitting smoking (2010)



Base: Regular smokers

* Result differs significantly from those who did not recall the NTC 'toxic' message (p<0.05)

Encouragement to Quit

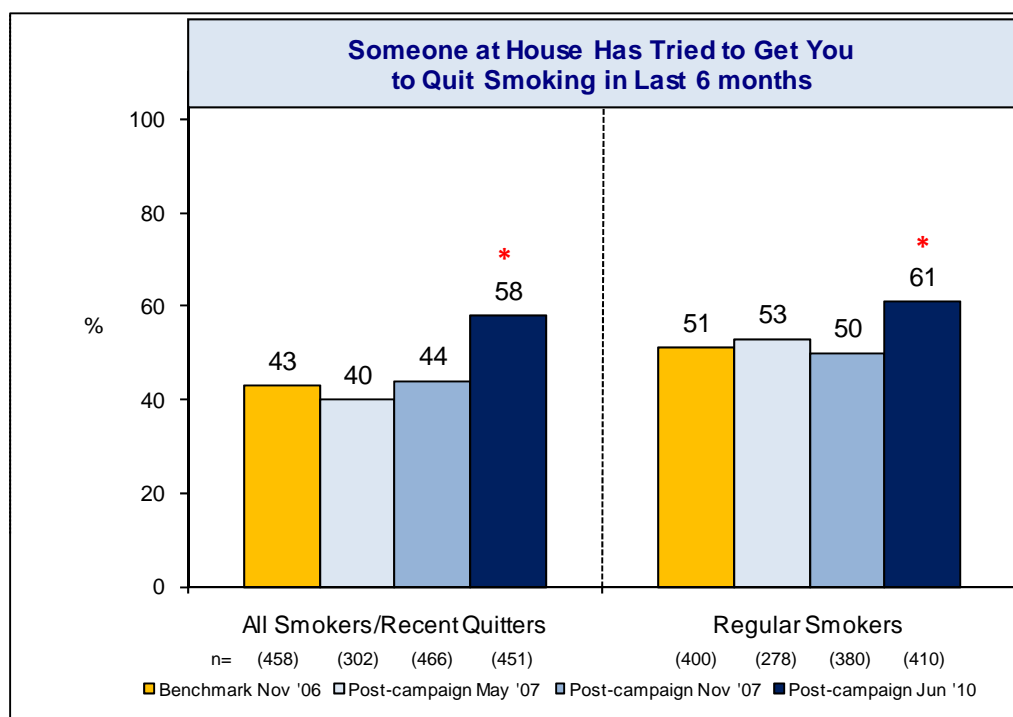
Figure 3.2.4b shows the extent to which all smokers and recent quitters had someone in their household who had tried to get them to quit smoking during the previous six months.

As at June '10, 58% of this group had someone who had encouraged them to quit during this time. This was significantly above the proportion recorded in the benchmark (43%) and in the May and November '07 post-campaign surveys (40% and 44% respectively). Advice to quit was most likely to have come from parents (72% of those with someone encouraging them to quit in the June '10 survey), partner (18%) or sibling (13%).

Those who recalled the NTC 'toxic' message were more likely to report being encouraged to quit than those who did not recall this message (63% versus 49%). It seems possible that the campaign may have had some influence on other household members, as well as on the respondent.

Amongst regular smokers there was also an increase in the proportion who had someone encouraging them to quit – up from 51% at benchmark to 61% in June '10.

Figure 3.2.4b: Encouragement to quit by someone in household



Base: All smokers and recent quitters / Regular smokers

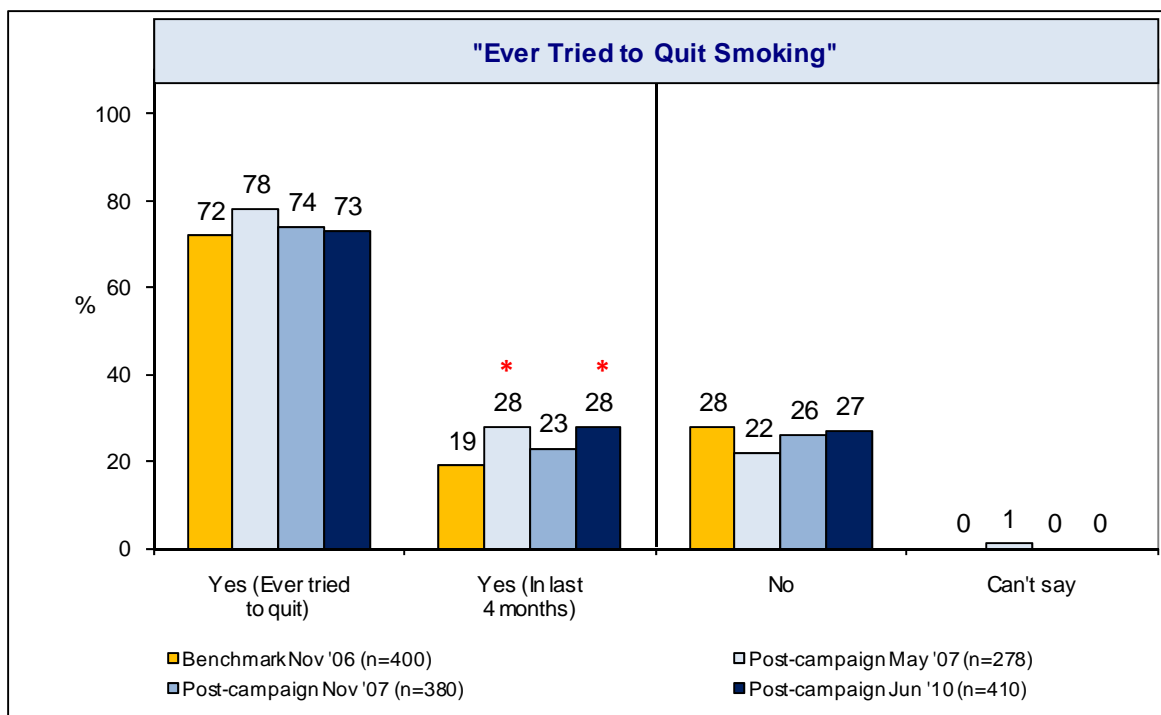
* Result is significantly different from that of the Benchmark ($p < 0.05$)

Attempted Quitting Behaviour

All regular smokers were asked if they had ever tried to quit smoking. From Figure 3.2.4c it can be seen that:

- A majority (72% benchmark, between 78% and 73% in the post-campaign surveys) of regular smokers had made at least one attempt to quit smoking;
- The proportion who had attempted to quit in the four months prior to being interviewed increased from 19% in the benchmark to 28% post-campaign in May '07 and in June '10. That is, there appears to have been an increase in the proportion of regular smokers who attempted to quit during each flight of the NTC.

Figure 3.2.4c: Attempted quitting by regular smokers



Base: Regular smokers

* Result is significantly different from that of the benchmark (p<0.05)

4 Summary and Conclusions

4.1 Awareness of the NTC

Overall, key findings relating to **awareness** of the 2010 NTC amongst 18 to 24 year olds included the following:

- The campaign's **salience** in the category of "*advertising that encouraged people to do things to improve their health*" was 10%, the highest figure recorded to date. It is up 10 percentage points (from <1%) on the benchmark survey result and up five points on the post-campaign result in May '07.
- Advertising **cut-through** in the anti-smoking category was 18%¹⁶ (versus 2% in the benchmark survey), and was at about the same level as the cut-through achieved post-campaign in May '07 (22%). It is a relatively strong result given the cluttered anti-smoking communication environment in which the NTC has operated.
- **Recognition**, a measure of the extent to which the target audience was exposed to the campaign, was very strong with 96% of respondents able to recall at least one element of the 2010 NTC following brief verbal descriptions of the campaign elements. In the June '10 survey, recognition was 74% for the tv, 44% for the radio advertising, 39% for the magazine ad and 57% for the out-of-home advertising.

These were all encouraging results which compared well against those of the May '07 survey – television 88%; radio 42%; magazine 26%; out-of-home 47%. Only television was down slightly in comparison, but on 70% less TARPs, while recognition of the magazine advertising was higher in 2010.

For the most part, there were no significant differences in recognition between regular smokers and non-smokers – non-smokers were slightly more likely to recognise the out-of-home advertising (58% versus 47% of regular smokers). Nor were there any differences between male and female regular smokers. Thus the media placement appears to have been effective in reaching the entire target audience across these four communication channels.

Amongst those who recognised the NTC tv in the June '10 survey, the great majority felt the ad was credible (99% 'very' or 'somewhat believable') and thought provoking (83% 'very' or 'somewhat thought provoking').

A high proportion (75%) of regular smokers also thought the ad was 'very' or 'somewhat' personally relevant. However, as might be expected, non-smokers were less likely to feel this way with just 39% considering the ad 'very' or 'somewhat' relevant to them.

Message communication was appropriate. Of those respondents who recognised any component of the 2010 NTC:

¹⁶ That is, 18% of respondents described the NTC when describing anti-smoking advertising they had recently seen or heard.

- 58% described the main message in terms of the toxic content of cigarette smoke. A further nine percent referred to the contents of cigarettes, rather than of cigarette smoke.

Other message take-out also appeared appropriate for the campaign, if not specific to the primary message (i.e.: the toxic contents of cigarette smoke). These other messages included 'quit' (38%), the harmful nature of smoking (16%) and 'don't smoke' (10%).

Overall, this assessment suggests that most campaign awareness measures have returned to the levels achieved in May '07. The only exception was prompted recognition of the television advertising although the lower figure here is readily accounted for by the application of considerably fewer TARPs during the 2010 NTC.

4.2 Impact of the NTC

In assessing the 2010 NTC's impact on 18 to 24 year olds, the following appear relevant;

In the June '10 survey three percent of respondents claimed to have learned something new about the toxic nature of tobacco smoke during the last six months. This is down from seven percent in May '07 and suggests that the NTC (and perhaps other anti-smoking advertising as well) may not be delivering a great deal of 'new news' any more, at least insofar as most 18 to 24 year olds are concerned.

Further to this issue, almost all respondents acknowledged the association of smoking with mouth and throat cancer (99%), gangrene (96%) and harm to unborn babies (98%). There was also near universal acceptance that tobacco smoke is toxic (98%) and that smoking is addictive (96%). However, except for the association with gangrene (up 8 percentage points from the benchmark), there has been no change since the benchmark survey on any of these measures. It seems unlikely that 18 to 24 year olds will consider messages relating to any of these issues as being especially 'new'. As a result of seeing the 2010 NTC;

- Most non-smokers thought they would either 'not take up smoking' (52%) or that they would 'discourage others from smoking' (35%), while
- Almost six out of 10 regular smokers (57%) thought they would quit or try to quit.

Amongst regular smokers, the June '10 survey results showed more who had tried to quit in the four months before being interviewed (19% benchmark versus 28% post-campaign); that is during the campaign period. This represented a return to the encouraging level (also 28%) seen after the 2007 NTC.

Those regular smokers who, in the June '10 survey, recalled the NTC message about the toxic nature of cigarette smoke were:

- More likely than other regular smokers to think they would become ill if they continued to smoke (26% thought they were 'certain' to become ill versus 15% of other regular smokers);
- More likely to think they would quit as a result of seeing the campaign (65% versus 43% of other regular smokers);

- More likely to have discussed smoking and health at home in the last 12 months (74% had done so versus 59% of other regular smokers) and, less encouragingly, more likely to have switched to a lower tar brand of cigarettes (44% versus 31%).

Thus, in terms of campaign impact there were indications that the NTC was associated with some positive changes in young people's knowledge and beliefs, intentions and behaviour with respect to smoking.

4.3 Overview of the 2010 NTC

With respect to the 2010 NTC's achievement of its main objectives, the following are noteworthy.

Firstly, if the campaign is to have any effect then its target audience must have been exposed to it. Certainly most 18 to 24 year olds had seen the 2010 NTC with total campaign recognition at 96%, a figure which compares favourably against the 1+ reach target of 95%.

The 2010 NTC also appeared to deliver on its **key message communication** objectives. Amongst those who recognised the advertising, recall of key messages was as follows:

- The *toxicity of tobacco smoke* was mentioned by 58% in June '10 with nine percent mentioning something about the content of cigarettes (rather than smoke);
- The *quit smoking* message was at 38%; and
- Messages relevant to the *negative health consequences of smoking* were recalled by 16% of those who recognised any advertising from the 2010 NTC.

In terms of 18 to 24 year olds' **awareness and attitudes** towards the negative health consequences of smoking, between November '06 and June '10 there was an increase in the proportion aware that smoking causes gangrene (up from 88% to 96%) while regular smokers who recalled the NTC's toxicity message were more likely to think they would become ill if they continued to smoke (26% 'certain' versus 15% of those who did not recall this message).

Insofar as target audience **intentions** to quit or to remain a non-smoker were concerned;

- As a result of seeing the campaign 52% of non-smokers claimed 'they would not smoke', while
- Fifty-seven percent of regular smokers claimed they would quit or try to quit.

Finally, in relation to target audience **behaviour**:

- Those regular smokers who recalled the campaign's message about the toxicity of tobacco smoke were more likely to have discussed smoking and health at home;
- More regular smokers had been subjected to pressure to quit from someone at home (61% in June '10 versus 51% in November '06); and
- Between November '06 and June '10 the proportion of regular smokers who had attempted to quit in the previous four months increased from 19% to 28% (as it did following the 2007 NTC).

Thus, the NTC seems to have met its objectives in relation to reach and message communication and also appears to have influenced the target audience's awareness of, and attitudes towards, the negative health consequences of smoking, intentions to quit or remain a non-smoker and the quitting behaviour of regular smokers. However, there are also indications that the campaign is not delivering much in the way of 'new news' to 18 to 24 year olds. This has the potential to detract to some degree from its future effectiveness and consideration of a 'fresh' campaign may be timely.

Appendix 1 Sample sizes of key subgroups

Table A1 below provides the sample sizes for key subgroups discussed in this report. They apply to various tables and figures (e.g. Figures 3.1.1, 3.1.2c, etc) where sample sizes could not be easily shown on the table or graph.

Table A1: Key subgroup sample sizes (unweighted data)

Subgroup	Bench-mark Nov '06 (n)	Post-campaign May '07 (n)	Post-campaign Nov '07 (n)	Post-campaign Jun '10 (n)
Total Sample				
18 to 24 years	600	395	605	602
Smoking Status				
Regular smoker	400	278	380	410
Non-smoker	147	101	147	152
Gender of Regular Smokers				
Regular smokers - Male	213	124	195	240
Regular smokers - Female	187	154	185	170

Appendix 2 Post-campaign questionnaire

This Appendix contains a copy of the 2010 post-campaign survey questionnaire.

NTC Tracking Survey 2010

SCREENING AND INTRODUCTION

Intro Good (.....), my name is (.....) calling on behalf of the Australian Government Department of Health and Ageing from the Social Research Centre. We are conducting a major national study of health issues affecting young people today.

1. Continue (GO TO S1)
2. Make appointment to screen household
3. Household refused to be screened (GO TO RR1)
4. LOTE (code as LOTE no follow up)

S1 To see if anyone in this household is able to help us with this important study, can I firstly ask if there are any people in this household aged 18 to 24?

1. Yes (GO TO LOCCONF)
2. No
3. (Don't know / Can't say)
4. (Refused)

LOCCONF. Can I just confirm what state or territory you live in?

1. New South Wales/ACT
2. Victoria
3. Queensland
4. South Australia/Northern Territory
5. Western Australia
6. Tasmania

*(18 TO 24 YEAR OLD IN HOUSEHOLD)

S2 INTROA. As far as you know, does the 18 to 24 year old smoke?

INTROB. Could I just check whether you currently smoke or have smoked in the past 12 months?

INTERVIEWER NOTE: IF MULTIPLE 18 TO 24 YEAR OLDS IN THE HOUSEHOLD AND AT LEAST ONE SMOKES, RECORD AS YES

1. Yes
2. No
3. (Don't know / Can't say)
4. (Refused)

QUOCHK1 IF S1a=1 OR XS1=1 (AGED 18 TO 24), CONTINUE. OTHERS GO TO TERM1.

SELECTION HIERARCHY

1. 18-24 year old smoker
2. 18-24 year old non-smoker

S3np INTRO A May I speak to the <insert selected person from SDUM> please?

IF MORE THAN ONE AVAILABLE, SAY: Could I speak to the one who is going to have the next birthday please? (This is just a way of randomising which person to interview)

1. Continue (GO TO S4A)
2. Phone answerer refused to pass over the selected 18-24 year old (GO TO TERM3)
3. Make appointment to speak to 18-24 year old
4. ONLY USE WHEN NUMEROUS ATTEMPTS TO SPEAK TO RESP ON THIS NUMBER FAILED. Record alternate number for 18-24 year old (COLLECT CONTACT DETAILS)
5. 18-24 year old away duration

*(SELECTED 18 –24 YEAR OLD)

S4a RE-INTRODUCE TO SELECTED 18-24 YEAR OLD AS NECESSARY

Good (.....), my name is (.....) calling on behalf of the Australian Government Department of Health and Ageing from Social Research Centre. We are conducting a major national study of attitudes to health issues affecting young people today (DO NOT DISPLAY FIRST PARAGRAPH IF SAMPLE TYPE=2 (REFERRAL)).

The interview will take 10 to 15 minutes, and the answers you give will be completely confidential. If there are any questions you don't want to answer just tell me so I can skip over them. Your answers will only be looked at together with the responses of hundreds of other people we are talking to. Would you be willing to help us? I'll make it as quick as I can.

1. Yes (CONTINUE)
2. Make appointment (RECORD SELECTED RESPONDENT NAME)
3. 18-24 year old refused to continue (GO TO TERM3)

*(SELECTED 18 –24 YEAR OLD)

S5 This interview may be monitored for quality purposes. Is that ok with you?

1. Monitoring allowed
2. Monitoring not permitted

*(SELECTED 18 –24 YEAR OLD)

S6 GENDER (CODE BY OBSERVATION)

1. Male
2. Female

*(ALL)

Q11. During the past three months, have you seen or heard any advertising campaigns on TV, radio, in the newspaper or anywhere else encouraging people to do things to improve their health?

1. Yes
2. No GOTO PREQ18
3. Can't say GOTO PREQ18

*(SEEN ADS)

Q12. What was the advertising campaign(s) about? What else? Anything else?

PROMPT ONLY IF SMOKING ISSUES
(MULTIPLES ACCEPTED)

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. When a parent quits there's less chance their child will grow up to be a smoker
3. Cigarette smoke contains rat poison
4. Cigarette smoke contains nail polish remover
5. Cigarette smoke contains paint stripper
6. Gangrene / gangrenous foot / peripheral vascular disease
7. Mouth Cancer
8. Smoking harms unborn babies
9. Every cigarette is doing you damage campaign (artery, brain, eye, lung)
10. Young man smoking, girl gives disapproving look (health warnings on packs campaign)
11. Other anti-smoking campaign
12. Other health issue
97. Other (Specify)
98. Can't say

SMOKING STATUS

*(18 TO 24 YEARS OLD)

Q18. (Just to confirm) Do you now smoke cigarettes ...READ OUT

EXPLAIN AS NECESSARY: By cigarettes we mean factory-made or roll-your-own cigarettes

1. Daily GO TO Q20
2. At least weekly GO TO Q20
3. Less often than weekly, or GO TO Q19
4. Not at all GO TO Q19
5. (Can't say) GO TO Q19

*(18 OR OVER, SMOKES LESS OFTEN THAN WEEKLY, NOT AT ALL OR CAN'T SAY (CODES 3, 4 OR 5 ON Q18))

Q19. (Just to confirm) Have you ever smoked cigarettes on at least a weekly basis?

1. Yes
2. No GO TO Q20a
3. CAN'T SAY GO TO Q20a

*(18 TO 24, CURRENTLY SMOKES / EVER SMOKED ON AT LEAST A WEEKLY BASIS)

Q20. Approximately how many years ago did you start smoking regularly?
EXPLAIN AS NECESSARY That's when you first started smoking regularly

RECORD TO NEAREST WHOLE YEAR. IF LESS THAN ONE YEAR RECORD AS ZERO
RANGE 0 TO 24

*(ALL)

Q20A. About what proportion of people your age smoke tobacco? Would you say...READ OUT

1. Almost everyone
2. About three quarters
3. About half
4. About a quarter
5. Less than a quarter
6. Only a few, or
7. None
8. (Can't say)

PREQ21_1 IF Q18=1 OR 2 (18 TO 24, DAILY OR WEEKLY SMOKER) GO TO Q27A. OTHERS CONTINUE:
PREQ21_2 IF Q19 =1 (EVER SMOKED ON A WEEKLY BASIS) CONTINUE, ELSE GO TO SMKSTS

QUIT SMOKING

*(EVER SMOKED ON AT LEAST A WEEKLY BASIS, NO LONGER A DAILY/WEEKLY SMOKER)

Q21. Did you stop smoking cigarettes on a weekly basis more or less than one year ago?

1. Less than one year ago (GO TO SMKSTS)
2. One year ago or longer (GO TO SMKSTS)
3. Can't say (GO TO SMKSTS)

*(18 TO 24, DAILY OR WEEKLY SMOKER)

Q27A Do you think that you should quit sometime, or are you happy to smoke for the rest of your life?

1. Should quit sometime
2. Happy to smoke for rest of life
3. (Can't say)

*(ALL)

SMKSTS PROGRAMMER CREATE DUMMY VARIABLE FOR SMOKING STATUS

1. 18-24 SMOKER (SDUM=1 OR 4 AND Q18=1 OR Q18=2)
2. 18-24 RECENT QUITTER (SDUM=1 OR 4 AND Q21=1)
3. 18-24 ALL OTHER (ALL OTHER SDUM=1 OR 4)

*(18-24)

QUOCHK2

*PROGRAMMER CHECK SMKSTS FOR 18-24 YEAR OLDS AGAINST QUOTAS (INTENTION IS TO SCREEN OUT NON-SMOKERS WHO WERE SELECTED ON THE BASIS OF BEING SMOKERS, BASED ON PHONE ANSWERER INFORMATION).

1. Continue
2. Quota failure (RECORD AT ALLTERM)

*(ALL)

Q27. A year from now, how likely is it you will be smoking? Would you say...

1. Definitely will be smoking
2. Probably will
3. Might or might not
4. Probably will not, or
5. Definitely will not be smoking
6. (Can't say)

REPORTED RISK OF SMOKING

PREQ29A IF S1a=1 OR XS1=1 (AGED 18 TO 24) AND Q18=1 OR 2 (18-24, REGULAR SMOKER) CONTINUE. OTHERS GO TO Q36

*(18-24, REGULAR SMOKER)

Q29A. What do you think is the likelihood of becoming ill from your smoking if you continue to smoke? Would you say....

1. Not at all likely
2. Not very likely
3. 50/50
4. Very likely, or
5. Certain
6. (Can't say)

HEALTH EFFECTS OF SMOKING

*(ALL)

Q36. During the past 6 months have you learned anything new about the effects of smoking cigarettes?

1. Yes
2. No GO TO Q37AA1
3. Can't say GO TO Q37AA1

*(LEARNED SOMETHING NEW ABOUT EFFECTS OF SMOKING ON HEALTH)

Q37. What have you learnt?
MULTIPLES ACCEPTED

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. When a parent quits there's less chance their child will grow up to be a smoker
3. Cigarette smoke contains rat poison
4. Cigarette smoke contains nail polish remover
5. Cigarette smoke contains paint stripper
6. Smoking causes peripheral vascular disease / gangrene / gangrenous foot
7. Causes tongue/ mouth cancer
8. What smoking can do to unborn babies/ babies
9. Gunk, deposits, build up, clogging, sticky arteries/artery walls/ aorta
10. Lungs are like sponges/air sacks /tobacco, smoking destroys air sacks, smoking rots in lungs, lose breath because of damage to air sacks
11. Know how smoking causes lung cancer, DNA/gene protects from cancer/chemicals, smoking attacks p53/without p53 more likely to get cancer
12. Every cigarette is doing you damage
13. Smoking affects fitness/ health
14. Smoking causes cancer (unspec).
15. Causes lung cancer
16. Causes throat cancer
17. Smoking causes emphysema
18. Cigarettes contain harmful chemicals/ poisons / is toxic (unspec)
19. Smoking is bad for you/ you shouldn't smoke/ smoking causes various diseases/damages various organs
20. Loss of eye sight/ eye damage/ blindness/ retinal damage / macular degeneration
21. Smoking is a leading cause of death
97. Other (Specify: factual comments_____)
98. Can't say

*(ALL)

Q37AA1. Have you discussed smoking and health at home in the past year?

1. Yes
2. No
3. Can't say

QUITTING INTENTIONS

PREQ37AA Q18=1, 2, OR 3 (18-24, CURRENT SMOKER) OR Q21=1 (RECENT QUITTER) CONTINUE. OTHERS GO TO PREQ44

*(18--24, CURRENT SMOKER OR RECENT QUITTER)

Q37AA. Have you done any of the following in the past year ...(ROTATE STATEMENTS)

(STATEMENTS)

- a. Rung the "Quit" help line
- b. Asked your doctor for help to quit
- c. Used nicotine gum, nicotine patch, inhaler or lozenge
- d. Been prescribed Zyban
- e. Bought a product other than nicotine gum, patch, inhaler, lozenge or Zyban to help you quit
- f. Used Zyban
- g. Changed to a lower tar brand of cigarette
- h. Read "how to quit" literature
- i. Read the health warnings on cigarette packs
- j. Accessed Quit information from a website

(RESPONSE FRAME)

1. Yes
2. No
3. Can't say

PREQ41 IF Q21=1 (RECENT QUITTER) CONTINUE, ELSE GO TO Q39

*(18-24, RECENT QUITTER)

Q41. How likely or unlikely is it that you'll be able to stop smoking permanently?

ENCOURAGE BEST GUESS

1. Likely
2. Unlikely
3. Can't say

*(18-24, CURRENT SMOKER OR RECENT QUITTER)

Q39. During the past 6 months has anybody at your house been trying to get you to quit smoking?

1. Yes
2. No GO TO PREQ44
3. Can't say GO TO PREQ44

*(18-24, HAD SOMEONE AT HOUSE TRYING TO GET THEM TO QUIT)

Q40. What is that person's relationship to you?

MULTIPLES ACCEPTED

1. Parent
2. Child
3. Sibling
4. Partner / spouse
5. Friend / flatmate
6. Other
7. Can't say

HEALTH EFFECTS OF SMOKING

*(ALL)

PREQ44 In your opinion are the following statements true or false?....

ROTATE QUESTIONS Q44A TO Q48AAAA

*(ALL)

Q44A. Smoking causes peripheral vascular disease, also known as gangrene
(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

*(ALL)

Q44B. Smoking causes mouth and throat cancer

(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

*(ALL)

Q44C. Smoking harms unborn babies
(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

*(ALL)

Q48AAA. Tobacco smoke is toxic.
(In your opinion is this true or false?)

1. True
2. False
3. Can't say

*(ALL)

Q48AAAA. Smoking is addictive.
(In your opinion is this true or false?)

1. True
2. False
3. Can't say

RECOGNITION OF ADVERTISING

*(ALL)

Q59_A Now I'd like you to think about any advertising campaigns about smoking you may have recently seen. Do you recall seeing, reading or hearing any campaigns about smoking recently?

1. Yes
2. No (GO TO Q59_D)
3. Don't know (GO TO Q59_D)

*(RECALLS ADS)

Q59_B Where did you see, read or hear any part of this/these advertising campaign/s?
(MULTIPLES ACCEPTED)

1. TV advertising
2. TV news / current affairs
3. Television program
4. Radio advertising
5. Radio news
6. Radio program
7. Cinema
8. Magazine article
9. Magazine advertising
10. Newspaper article
11. Newspaper advertising
12. Brochure / booklet
13. Website
14. Word of mouth
15. Bus / Tram
16. Local area health service
17. Doctor / General practitioner
18. School activity / education program
19. Information night
97. Other (Specify)
98. Can't say

*(RECALLS ADS)

Q59_C Can you describe what you saw, read or heard from this/these advertising campaign/s?
(MULTIPLES ACCEPTED)

1. Ad on TV or cinema which described cigarette smoke containing a toxic mix of over 4,000 chemicals (DISPLAY IF Q59_B=1)
2. Article which described cigarette smoke containing a toxic mix of over 4,000 chemicals
3. Ad on radio which described cigarette smoke containing a toxic mix of over 4,000 chemicals (DISPLAY IF Q59_B=4)
4. Article which described that when a parent quits there's less chance their child will grow up to be a smoker
5. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer/ damages heart and lungs)
6. Gangrene / gangrenous foot / peripheral vascular disease
7. Mouth Cancer
8. Young girl with sick ex-smoker father (DO NOT DISPLAY – BACK-CODING ONLY)
9. Quitting is hard not quitting is harder (DO NOT DISPLAY – BACK-CODING ONLY)
10. I have trouble getting out of bed - I can't quit - I can't operate (DO NOT DISPLAY – BACK-CODING ONLY)
11. Nicotine replacement therapy / nicotine patches / gum/ Zyban / anti-smoking pill / quitting (DO NOT DISPLAY – BACK-CODING ONLY)
12. John Clarke / comedian pretending to be a tobacco company executive (DO NOT DISPLAY – BACK-CODING ONLY)
13. Marshall menthol feeling / join the marshall menthol team / catchy jingle advertising mock cigarette brand set against sick people in hospital with tobacco related illness (DO NOT DISPLAY – BACK-CODING ONLY)
14. Car and home smoke free zone / ad shows baby / young children with parents / Don't smoke around children in the car or house / smoke outside (DO NOT DISPLAY – BACK-CODING ONLY)
15. Mother and her two young children visiting father in hospital / you should have been there (DO NOT DISPLAY – BACK-CODING ONLY)
16. Didn't listen / surgeon washing up after operation / shows lungs and tar in dish (DO NOT DISPLAY – BACK-CODING ONLY)
17. Smoking, you're joking (Tasmanian campaign) (DO NOT DISPLAY – BACK-CODING ONLY)
18. What's worse – Mother telling young children she has cancer (DO NOT DISPLAY – BACK-CODING ONLY)
19. Voice within (stroke) – man in a wheelchair is sitting with his wife. The man has had a stroke and wants to tell people not to smoke. Switches between wife talking and the voice within the man's head (DO NOT DISPLAY – BACK-CODING ONLY)
20. Who will you leave behind – Brothers talking about their fathers battle with cancer / missed seeing his first grandchild by one month (DO NOT DISPLAY – BACK-CODING ONLY)
21. Zita – Woman speaks directly to camera about being diagnosed with lung cancer and the effect this has had on her family. Also shows Zita playing with her children. (DO NOT DISPLAY – BACK-CODING ONLY)
22. Cigarettes are eating YOU alive – graphic images highlighting health consequences of smoking (cigarettes attack body, affecting almost every organ) (DO NOT DISPLAY – BACK-CODING ONLY)
23. Cigarettes are eating YOUR KIDS alive – shows health consequences for children exposed to second hand smoke (risk of ear infections, asthma and pneumonia). (DO NOT DISPLAY – BACK-CODING ONLY)
24. Separation – shows mother and child at a crowded place, mother lets go of child's hand
25. Bubblewrap – Bubblewrap shaped as lungs popped by lit cigarettes, showing the effect of emphysema (DO NOT DISPLAY – BACK-CODING ONLY)
26. Feeling good – Young woman battling her urge to smoke when all friends are smoking. Sees reflection of herself smoking and looks pleased when realises she has resisted in reality (DO NOT DISPLAY – BACK-CODING ONLY)
27. Everybody knows – Series of scenes from existing campaigns (Heart disease, Gangrene, Lung Cancer, Blindness, Bronchitis, Stroke, Vascular disease, Mouth cancer, Emphysema) (DO NOT DISPLAY – BACK-CODING ONLY)
28. Echo – Ad challenges the excuses smokers use to justify their habit (DO NOT DISPLAY – BACK-CODING ONLY)
29. Sponge – Re-make of the sponge ad. X-ray of lungs - lungs are shown as a sponge, and are wrung out to show a cup full of tar (DO NOT DISPLAY – BACK-CODING ONLY)
30. Sugar Sugar – Various ingredients found in cigarettes, some may be harmless (e.g. sugar and honey) can be toxic when combusted or more addictive (DO NOT DISPLAY – BACK-CODING ONLY)
97. Other (Specify)
98. Can't say

PROMPTED RECALL

*(ALL)

Q59_D I'll now describe a TELEVISION and CINEMA commercial that you may have seen recently. The first scene opens on a young woman in her lounge room and then cuts to a close up as she raises a cigarette to her mouth. As she lights the cigarette its shape changes into a glass tube and we see several scenes of what is happening as she smokes. Towards the end of the ad we hear the woman inhaling. We then see a series of health warnings that appear on cigarette packs.

Do you recall seeing this advertisement?

1. Yes
2. No (GO TO Q59_I)
3. Don't know (GO TO Q59_I)

*(RECALL SEEING TV AD)

Q59_E What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. Smoking causes gangrene / gangrenous foot / peripheral vascular disease
3. Smoking causes mouth cancer
4. Smoking harms unborn babies
5. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer / damages heart and lungs)
97. Other (Specify)
98. Can't say

*(AGED 18-24, RECALL SEEING TV AD)

Q59_F Did you find this ad

1. Very thought provoking
2. Somewhat thought provoking, or
3. Not at all thought provoking

*(RECALL SEEING TV AD)

Q59_G Did you find this ad

1. Very believable
2. Somewhat believable, or
3. Not at all believable

*(RECALL SEEING TV AD)

Q59_H Did you find this ad

1. Very relevant to you
2. Somewhat relevant to you
3. Not at all relevant to you
4. Can't say

*(ALL)

Q59_I There was a RADIO advertisement about smoking that you may have heard recently. It talks about different chemical names and household products. Do you recall hearing this advertisement?

1. Yes
2. No (GO TO Q59_K)
3. Don't know (GO TO Q59_K)

*(RECALL HEARING RADIO AD)

Q59_J What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. Smoking causes gangrene / gangrenous foot / peripheral vascular disease
3. Smoking causes mouth cancer
4. Smoking harms unborn babies
5. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer / damages heart and lungs)
97. Other (Specify)
98. Can't say

*(ALL)

Q59_K There was an ad in magazines that you may have read recently which shows an image of a test tube which contains sticky brown fluid.

Do you recall seeing this advertisement?

1. Yes
2. No
3. Don't know

Q59_KK Similar ads were also shown on the insides and outsides of buses and on outdoor signs and shopping centre signs.

Do you recall seeing these advertisements?

1. Yes
2. No
3. Don't know

PREQ59_L IF Q59_K=1 OR Q59_KK=1 (RECALLS SEEING PRINT / BILLBOARD AD) CONTINUE, OTHERS GO TO Q59_M)

*(RECALL SEEING PRINT / BILLBOARD AD)

Q59_L What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. Smoking causes gangrene / gangrenous foot / peripheral vascular disease
3. Smoking causes mouth cancer
4. Smoking harms unborn babies
5. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer / damages heart and lungs)
6. When a parent quits there's less chance their child will grow up to be a smoker
97. Other (Specify)
98. Can't say

*(ALL)

Q59_M There was ad in magazines that you may have read recently which shows an image of a young child who is holding a cigarette and looking at it with a sense of curiosity. Do you recall seeing this advertisement?

1. Yes
2. No (GO TO PREQ59_O)
3. Don't know (GO TO PREQ59_O)

*(RECALL SEEING PRINT AD)

Q59_N What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Cigarette smoke contains a toxic mix of over 4,000 chemicals
2. Smoking causes gangrene / gangrenous foot / peripheral vascular disease
3. Smoking causes mouth cancer
4. Smoking harms unborn babies
5. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer / damages heart and lungs)
6. When a parent quits there's less chance their child will grow up to be a smoker
97. Other (Specify)
98. Can't say

PREQ59_0 IF Q59_C=1-4 or Q59_D=1 OR Q59_I=1, OR Q59_K=1 OR Q59_KK=1 OR Q59_M=1 (SEEN/HEARD ANY NTC AD) CONTINUE, ELSE GO TO PREQ69.

*(SEEN/HEARD ANY AD)

Q59_O1 (Just to confirm) What, if anything, did the ads say about the content of cigarette smoke?

DO NOT PROMPT
(MULTIPLES ACCEPTED)

1. Contains a toxic mix of over 4,000 chemicals
2. Contains rat poison
3. Contains nail polish remover
4. Contains paint stripper
5. Other (Specify_____)
6. (Can't say)

*(SEEN/HEARD ANY AD)

Q59_O Thinking about this campaign about smoking as a whole. What, if anything, do you intend to do in the future in response to seeing this advertising?

1. Not smoke around the children
2. Quit smoking
3. Look for help to quit smoking
4. Not take up smoking
5. Speak to children about trying to quit smoking
6. Other (Specify_____)
7. DK/Can't say/Don't recall
8. Refused

*(SEEN/HEARD ANY AD)

Q59_P. Do you recall seeing other parts of this campaign on television, in magazines or anywhere else? Where was that?
(MULTIPLES ACCEPTED)

1. (Does not recall seeing other parts of campaign anywhere else)
2. Subscription television interstitial (short program between major programs)
3. Magazine editorial / promotion
97. Other (Specify)
98. Can't say

SMOKING BEHAVIOUR

PREQ69 IF Q18=1 CONTINUE. OTHERS GO TO PREQ70

*(18-24, DAILY SMOKER)

Q69 How many cigarettes per day would you smoke on average?
RECORD NUMBER OF CIGARETTES PER DAY
IF MORE THAN 150, DISPLAY "UNLIKELY RESPONSE – CONFIRM"

PREQ70 IF Q18=2 (SMOKES WEEKLY) CONTINUE. OTHERS GO TO PREQ72

*(18-24, WEEKLY SMOKER)

Q70 How many cigarettes per week would you smoke on average?
RECORD NUMBER OF CIGARETTES PER WEEK

PREQ72 IF Q18=1 OR Q18=2 CONTINUE. OTHERS GO TO PREQ79A

INTENTIONS TO QUIT SMOKING

*(18-24, REGULAR SMOKER)

Q72 Have you ever tried to quit smoking?

1. Yes
2. No GO TO PREQ79A
3. Can't say GO TO PREQ79A

*(18-24, EVER TRIED TO QUIT SMOKING)

Q72A How many times have you tried to quit?

1. Record number [ALLOWABLE RANGE 1-99]
2. (Can't say) AVOID

*(18-24, EVER TRIED TO QUIT SMOKING)

Q73 How long ago did you last try to quit smoking?
RECORD NUMBER

Q73A RECORD UNITS HERE

1. Days
2. Weeks
3. Months
4. Years

PREQ79A Q18=1, 2, OR 3 (18-24, CURRENT SMOKER) OR Q21=1 (RECENT QUITTER) CONTINUE. OTHERS GO TO PREQ80

*(18-24, CURRENT SMOKER OR RECENT QUITTER)

Q79A Where, or from whom, did you get the last cigarette that you smoked?

1. My parent(s) gave it to me
2. My brother or sister gave it to me
3. I took it from home without my parent(s) permission
4. Friends gave it to me
5. I got someone to buy it
6. Convenience store (eg 7 eleven)
7. Petrol station
8. Supermarket
9. Specialist tobacconist
10. Hotel, pub or restaurant
11. Vending machine
12. Milk bar or delicatessen
13. Newsagency
14. Liquor store
15. Take-way food shop
16. Other (Specify)
17. (Can't say)

*(18-24, CURRENT SMOKER OR RECENT QUITTER)

Q79B Have you ever purchased tobacco over the internet?

1. Yes
2. No
3. Can't say

DEMOGRAPHICS

*(18-24)

Q80 To make sure we've spoken with a good range of people, I'd like to ask a few final questions about you and your household.

Can you please tell me what is the highest educational level you have attained?

1. Some primary school
2. Finished primary school
3. Some secondary school
4. Finished secondary school
5. Some tertiary education (university, tafe or college)
6. Finished tertiary education
7. Higher degree or higher diploma (eg phd, masters, grad dip)
8. Can't say
9. Refused

*(18-24)

Q81 Which of the following best describes your employment status?

1. Working full-time
2. Working part-time
3. Retired/pensioner
4. Student
5. Non-worker
6. Home duties
7. Unemployed / looking for work

*(18-24)

Q82 What is your (last) occupation – the position and industry?

1. Managers
2. Professionals
3. Technicians and trades workers
4. Community and personal service workers
5. Clerical and administrative workers
6. Sales workers
7. Machinery operators and drivers
8. Labourers
9. No occupation
10. Other (Specify)
11. Refused / Can't say

*PROGRAMMER NOTE: DISPLAY TEXT IN BRACKETS IF Q18=1, 2, OR 3 (18-24, CURRENT SMOKER).

*(ALL)

Q87. Does anyone (else) in your household smoke?

1. Yes
2. No (GO TO PREQ9)
3. Can't say (GO TO PREQ9)

*(OTHERS IN HOUSEHOLD SMOKE)

Q88. What is that person's relationship to you?
MULTIPLES ACCEPTED

1. Parent
2. Child
3. Sibling
4. Partner / spouse
5. Friend / flatmate
6. Other
7. (Can't say)

*(ALL)

Q9. INTRO A What language do you speak most of the time when you are at home?

SINGLE RESPONSE

1. English
2. Arabic
3. Cantonese (Chinese)
4. Greek
5. Italian
6. Korean
7. Mandarin (Chinese)
8. Portuguese
9. Spanish
10. Tagalog (Filipino)
11. Turkish
12. Vietnamese
97. Other (Specify)
98. Can't say

*(ALL)

Q10. What is the main income earner's occupation - the position and the industry?

1. Managers
2. Professionals
3. Technicians and trades workers
4. Community and personal service workers
5. Clerical and administrative workers
6. Sales workers
7. Machinery operators and drivers
8. Labourers
9. No occupation
10. Other (Specify)
11. Refused / Can't say

*(ALL)

Q10A. And could I just confirm your postcode?

IF NECESSARY: This is just so we can look at the statistical results by geographic area.
DISPLAY POSTCODE FROM SAMPLE. INTERVIEWER TO EDIT IF NECESSARY

*(ALL)

QREC. It's possible that the Australian Government Department of Health and Ageing will be undertaking further health surveys. Given the importance of this research would you be willing to be contacted to participate in future studies of this nature?

1. Yes
2. No (GO TO CLOSE)

*(WILLING TO BE RECONTACTED)

PHONE. Is (PHONE NUMBER) the best number to contact you on?

1. Correct (continue)
2. Not correct (record change as necessary)

*(WILLING TO BE RECONTACTED)

NAME. And could I just confirm your name?

COLLECT NAME

CLOSE

That was my last question. Thank you for taking part in the National Tobacco Survey. Just in case you missed it, my name is (.....) from the Social Research Centre.

IQCA Interviewer Declaration

I certify that this is a true, accurate and complete interview, conducted in accordance with the briefing instructions, the IQCA standards and the AMSRS Code of Professional Behaviour (ICC/Esomar). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.

Interviewer name: Interviewer I.D:

Signed:Date

*(REFUSAL)

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment / just hung up
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't like subject matter
6. Don't believe surveys are confidential / privacy concerns
7. Silent number
8. Don't trust surveys / government
9. Never do surveys
10. Survey is too long
11. Get too many calls for surveys / telemarketing
12. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF)
13. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
14. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
15. Going away / moving house (CODE AS AWAY DURATION)
16. Other (Specify)
17. No one 18 plus in household (CODE AS OTHER OUT OF SCOPE)
18. Respondent unreliable / drunk (CODE AS OTHER OUT OF SCOPE)
19. Asked to be taken off list

TERM1

Thanks anyway, but for this study we need to speak to people aged between 18 and 24 years of age.

TERM3

Thanks for your time.

TERM4

Thanks for your time, that is all the questions we have for you today.

ALLTERM

1. Household refused to be screened (Intro1=3)
2. Failed QUOCHK1 (no 18 to 24 year olds in household or parents of 18-14 year olds) (S1x=2, 3 or 4)
- 3.
4. No open quota group at SELETDUM (quota full) (SDUM=5)
5. Phone answerer refuses to pass on to selected 18-24 year old (S3np=2)
6. Selected 18-24 year old away duration (S3np=4)
- 7.
- 8.
9. Selected 18-24 year old refused (S4a=3)
10. Failed QUOCHK2 (selected 18 to 24 year old not in open quota group)
11. Contact details of 18-24 year old not living in household provided (s1x4=1 and details provided)
12. Alternate number for 18-24 year old living in household provided (s3np1=1 and details provided)
13. All other