

RESEARCH REPORT

Consumer Perceptions of Alcohol Advertising and the Revised Alcohol Beverages Advertising Code

October 2005

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EXECUTIVE SUMMARY

This summary report discusses the responses of a random sample of 1000 Australian adults aged 18 and older regarding the issue of alcohol advertising in the mass media, on the Internet and as sponsorship or promotions at live events.

The objectives of the research were to:

- identify the public's awareness and attitudes towards alcohol beverage advertising;
- determine awareness of the Alcohol Beverages Advertising Code (ABAC), knowledge of its content and awareness of correct complaint procedures;
- determine perceived compliance of alcohol advertising with the revised ABAC;
- determine the level of acceptance or concern with alcohol advertising standards and the incidence of complaints about alcohol advertisements.

The majority of Australian adults surveyed believe more restrictions should be placed on alcohol advertising

Three in five adults surveyed thought alcohol advertising should be either more restricted (47%) or banned entirely (13%). Some of the reasons behind this opinion were the influence alcohol advertising is perceived to have on encouraging young people to drink, and its role in glorifying and glamourising alcohol.

Two in five (38%) respondents felt alcohol advertising was quite acceptable as it is, while only two per cent of respondents thought it should be less restricted than it seems to be at present.

When asked about alcohol advertising on the Internet, two in five felt that it should be either banned entirely (22%) or be more restricted (18%), while a similar proportion of people were unsure ('don't know' 37%). One in five (21%) felt that alcohol advertising on the Internet was acceptable, and only one per cent felt it should be less restricted.

The majority of people think that alcohol advertisements encourage under age drinking

When asked whether the advertising of alcohol encourages young people under 18 to drink alcohol, 69 per cent of respondents agreed, with the majority of these respondents strongly agreeing (42%).

Half of respondents (52%) reported agreeing alcohol advertising encourages people under 18 to drink too much. A substantial, although lesser proportion of respondents (45%) agreed that alcohol advertising encouraged people in general to drink too much.

There is some concern among the public regarding alcohol advertisements

Three in ten respondents (30%) reported that they had felt concerned about alcohol advertising that they had seen or heard. Much of this concern related to the content of the ad, young people being exposed to the ad, concern that it encourages drinking, and concern about linking sports with alcohol.

There is little knowledge about any regulations governing alcohol advertisements, and less awareness of the Alcohol Beverages Advertising Code.

Approximately three in ten (28%) respondents reported an awareness of restrictions or regulations covering the advertising of alcohol, in terms of what can be said or shown. Among those reporting an awareness of any restriction on alcohol advertising, two in five (40%) reported restrictions on broadcasting times or locations, and a quarter reported concerns relating to the content of the ad (25%), while three in ten (30%) reported that they did not know what might be covered by the regulations.

When asked about any regulations regarding the advertising or promotion of alcohol on the Internet, a very small minority (2%) reported that they were aware of any restrictions.

When respondents were asked if they had heard of the (ABAC), one in seven (14%) reported that they had, however the majority of those reporting an awareness of the Code (57%) could not describe what they thought the Code related to. One in five (21%) of those reporting an awareness of the Code correctly identified what it covered, equating to approximately 3 per cent of total adult population surveyed being aware of the Code and knowing what it related to.

Most people did not know how to make an effective complaint

When respondents were asked who they would complain to if, at some time in the future, they wanted to complain about an alcohol advertisement, 13 per cent reported the Advertising Standards Bureau, and 3 per cent reported the Alcohol Beverages Advertising Scheme. When asked this same question regarding alcohol promotion or advertising on the Internet, 4 per cent reported the Advertising Standards Bureau, and 1 per cent reported the Alcohol Beverages Advertising Scheme.

The few people who had complained were not satisfied with the result

Among those people who reported being concerned about any alcohol advertising (30%), 2 per cent had made a formal complaint. Some of the reasons behind why those who were concerned but who did not make a formal complaint included the belief it would not achieve anything (30%), not having time (25%), and not knowing who to complain to (15%).

Among those who did complain (n=7), none reported having complained to the Advertising Standards Bureau or to the Alcohol Beverages Advertising Scheme, and 5 of the 7 respondents reported not being satisfied with the outcome of the complaint.

Less concern was expressed about alcohol advertising at live events

Approximately half of those surveyed reported having either watched on television or attending in person an event, such as a sporting or music event, that was sponsored by an alcohol company or promoted alcohol brands. Of those aware of alcohol sponsorship at events, one in eight (13%) reported feeling concerned about this advertising.

1.0 INTRODUCTION

In July 2002 the Ministerial Council on Drug Strategy (MCDS) commissioned a review of the current alcohol advertising self-regulatory system, the Alcohol Beverages Advertising Code (ABAC). In August 2003 the National Committee for the Review of Alcohol Advertising (NCRAA) released a number of recommendations for improving the self-regulation process. Broadly these recommendations focused on:

- Increasing community awareness of the advertising complaint process;
- Broadening the definition of 'advertisement' to include Internet advertising and 'event based' promotion of alcohol beverages, and
- Pre-vetting of all alcohol beverage advertising to ensure conformity with the ABAC guidelinesⁱ.

A revised ABAC was produced and the alcohol industry was provided with a time line of March 31 2004 to implement these recommendations.

As part of an evaluation of the impact of the revised ABAC on alcohol advertising in the Australian media, a survey of consumers investigating their awareness of and opinions on alcohol advertising and their knowledge, experience and intention regarding the complaint system was undertaken. This research report summarises the findings of this survey. The objectives of the research were to:

- identify the public's awareness and attitudes towards alcohol beverage advertising;
- determine awareness of the ABAC, knowledge of it's content and awareness of correct complaint procedures;
- determine perceived compliance of alcohol advertising with the revised ABAC;
- determine the level of acceptance or concern with alcohol advertising standards and the incidence of complaints about alcohol advertisements.

2.0 METHODOLOGY

This research project represents the Department's third survey of community perceptions of alcohol advertising, the previous surveys were undertaken in 1990 by REARK Research¹ and an abbreviated version of the survey undertaken in 1994 by Beveridge and Cummings². The fieldwork for the current research project was undertaken by the Wallis Consulting Group. Consistency in the questionnaire and the data collection methodology was achieved across surveys, however there were some differences in the sample structure when comparing the 2005 survey to the two previous surveys, the main difference being that the first two surveys included 16 and 17 year olds in the sample of adults, while the 2005 survey interviewed adults aged 18 and older.

ⁱ Later negotiations between NCRAA and the ABAC Committee resulted in the Wine Federation of Australia being required to pre-vet TV and cinema advertising. At this stage, Internet sites for all alcohol beverages are not required to be subject to pre-vetting.

In the 2005 study a computer assisted telephone interview (CATI) survey methodology was undertaken with a random sample of 1000 Australian adults aged 18 and older. The sample frame was drawn from the CD-ROM version of the electronic white pages, with listed numbers randomly selected from within specified postcodes. The 2005 survey is shown in the Appendix.

2.1 Sample Design

The age and sex quotas used for the 2005 survey are shown in Table 1. A stratified random sample with age and sex quotas was used to ensure that sample proportions were in line with the adult Australian population, according to the Australian Bureau of Statistics 2001 Census data.

Table 1: Age and sex quotas, 2005 survey

Age	Males	Females	Total
18-21 years	38	37	75
22-24 years	27	26	53
25-34 years	97	100	197
35-44 years	102	106	208
45-54 years	93	94	186
55-64 years	64	63	128
65-84 years	70	83	153
Total	491	509	1000

No weighting was applied to the data as the sampling technique obtained proportions of age, gender and location that reflected the 2001 Census data. In addition, to ensure the correct geographical dispersions of the sample, regional quotas were set.

The sample structure for the three surveys is shown in Table 2.

Table 2: Sample characteristics for the surveys

	2005 n=1000	
	n	%
GENDER		
Male	491	49
Female	509	51
AGE		
18-24 years	128	13
25-34 years	197	20
35-44 years	208	21
45-54 years	186	18
55-64 years	128	13
65+ years	153	15
LOCATION		
Metro	635	64
Non-Metro	365	36
STATE		
NSW/ACT	355	35
Vic	245	25
Qld	188	19
WA	95	9
SA/NT	92	9
Tas	25	3

When there was more than one eligible respondent in the household, the ‘last birthday’ method was utilised (i.e. the eligible respondent with the most recent birthday was interviewed). A pilot test of twenty interviews was undertaken to ensure accurate programming of the CATI script and to check interviewer and respondent comprehension of all questions. The fieldwork for the survey began on 16th February and finished on 4th March 2005. Each interview took about 22 minutes to complete.

2.2 Data analysis and presentation of results

The data was provided in cross tabulated data tables and in the statistical package for the social sciences (SPSS) software. Differences between proportions in the 2005 survey were tested using a z-test and differences between means were tested using a two-tailed t-test. Significant differences in this report have been established at a 95 per cent confidence level.

The results of the 1990 and the 1994 surveys have been cited in the report where relevant. No statistical tests were undertaken to compare data from these surveys to the 2005 data, due to the different sample structure.

Due to rounding, some percentages presented may not add to 100%. Also, some figures show results from multiple response questions, which add up to more than 100%. Where appropriate, net responses to questions have been shown to represent the proportion of the sample that provided that response. ‘Don’t know’ responses have been included as part of the data presented in this report, as these responses were viewed as legitimate answers to the questions posed.

3.0 RESULTS

The results section of this report provides the main findings of the 2005 consumer perceptions survey, according to the objectives identified in the Introduction of the report. Where appropriate, the findings from the 1990 and 1994 surveys have been included in the results for general comparability.

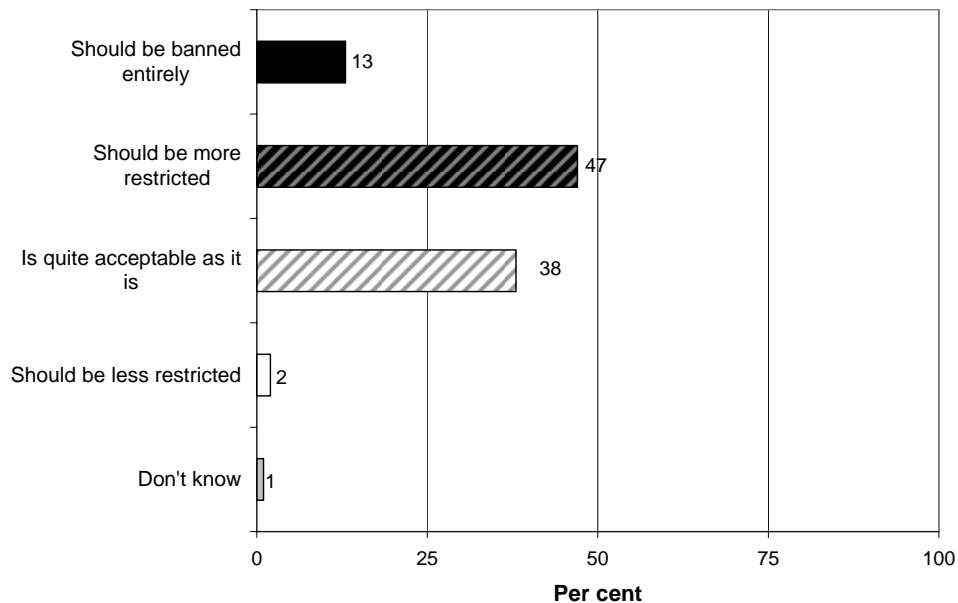
3.1 Attitudes towards alcohol beverage advertising

To ascertain community attitudes towards alcohol beverage advertising, respondents were asked to choose which statement best described their feelings towards the advertising of alcohol in the mass media and on the Internet. These statements included: the advertising of alcoholic drinks ‘should be banned entirely’, ‘should be restricted more than it is but not entirely banned’, ‘is quite acceptable as it is’, or ‘should be less restricted than it seems to be at present’. The order in which these statements were read out was rotated to respondents.

Attitudes towards alcohol beverage advertising – Mass media

Figure 1 shows respondents’ attitudes to alcohol beverage advertising in the mass media.

Figure 1: Attitudes to alcohol advertising in the mass media



Base: All respondents, 2005.

It can be seen from Figure 1 that approximately half of the sample (47%) believed the advertising of alcohol beverages should be more restricted, with another 13 per cent stating it should be banned entirely. Two in five (38%) respondents felt alcoholic drink advertising was quite acceptable as it is. Two per cent of respondents thought it should be less restricted than it seems to be at present. Comparable results were found in the 1990 and 1994 surveys.

The main reasons behind these attitudes to alcohol advertising were explored. Among those who thought alcohol beverage advertising should be *banned* (n=125), their reasons for this opinion included ‘it not being good for you’ (30%), ‘it is encouraging people (22%) and young people (20%) to drink more’ and ‘it is like cigarette advertising’ (19%).

Among those respondents who thought it should be *more restricted* than it currently is (n=466), the most commonly reported reasons for this opinion included ‘influencing young people to drink’ (22%), ‘glorifying, glamorising drinking’ (17%), ‘encouraging people to drink’ (15%), and ‘because these ads are specifically shown during prime time when kids can be watching’ (11%).

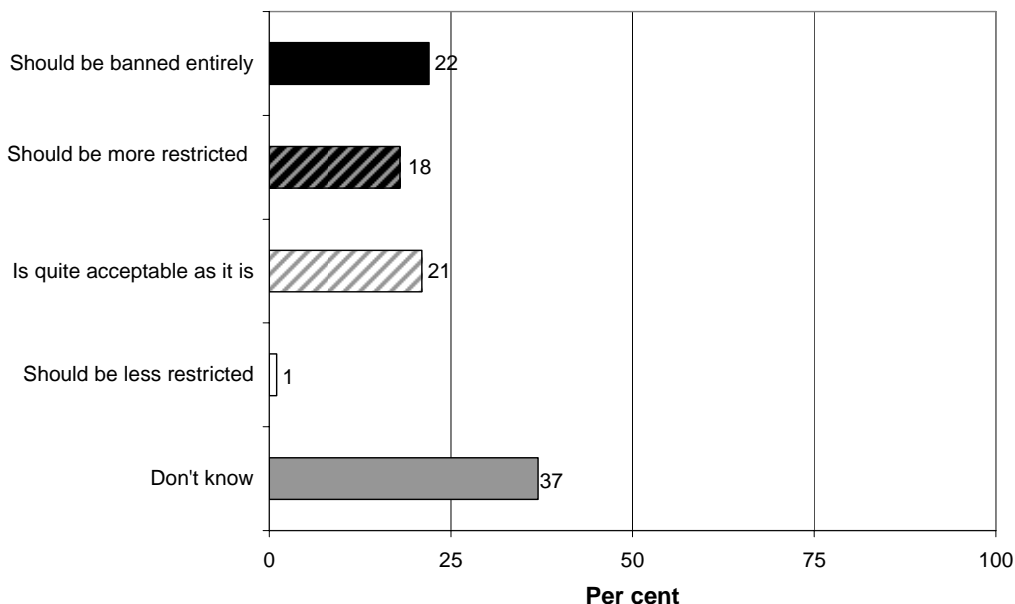
Those who thought it should be more restricted were also asked in what ways it should be more restricted. More than half (52%) thought there should be stricter rules governing ads, such as showing ads at a later time slot (29%), and restricting or banning some ads (25%).

The reasons behind those who thought alcoholic drink advertising should be *less restricted* (n=20) included ‘less restriction, more education’ (25%, n=4); restricting it makes people want it more’ (20%, n=4) and ‘it’s a democracy, free country’ (15%, n=3).

Attitudes towards alcohol beverage advertising – the Internet

Figure 2 shows consumer opinion on the advertising of alcohol beverages on the Internet.

Figure 2: Attitudes to alcohol advertising on the Internet



Base: All respondents, 2005.

When respondents were asked to consider their attitude to alcohol beverage advertising on the Internet, opinion was divided across thinking it should be banned

entirely (22%), should be more restricted (18%) and it is quite acceptable as it is (21%). Interestingly, close to two in five (37%) respondents did not know what they thought on the issue, which was much greater than that seen when asked to consider their views on alcohol advertising in the mainstream media (1%).

The main reasons behind those who thought alcohol beverage advertising on the Internet should be *banned* (n=216) included its effect on young people, such as 'it encourages young people (36%) and people in general (11%) to drink', 'it doesn't set a good example for young people' (12%), and 'it shouldn't be advertising something that is not good for you' (11%).

Similarly, for those who thought alcohol advertising on the Internet should be *more restricted* (n=182), over half of respondents (55%) provided a response relating to its effect on young people, such as 'kids have easy access to the Internet' (41%), and 'it influences young people to drink' (13%).

A very small sample of people thought alcohol advertising on the Internet should be *less restricted* (n=9), and the reasons for this opinion included 'not thinking that advertising makes a difference' (n=2) and the opinion that 'there should be less regulation and more education' (n=1).

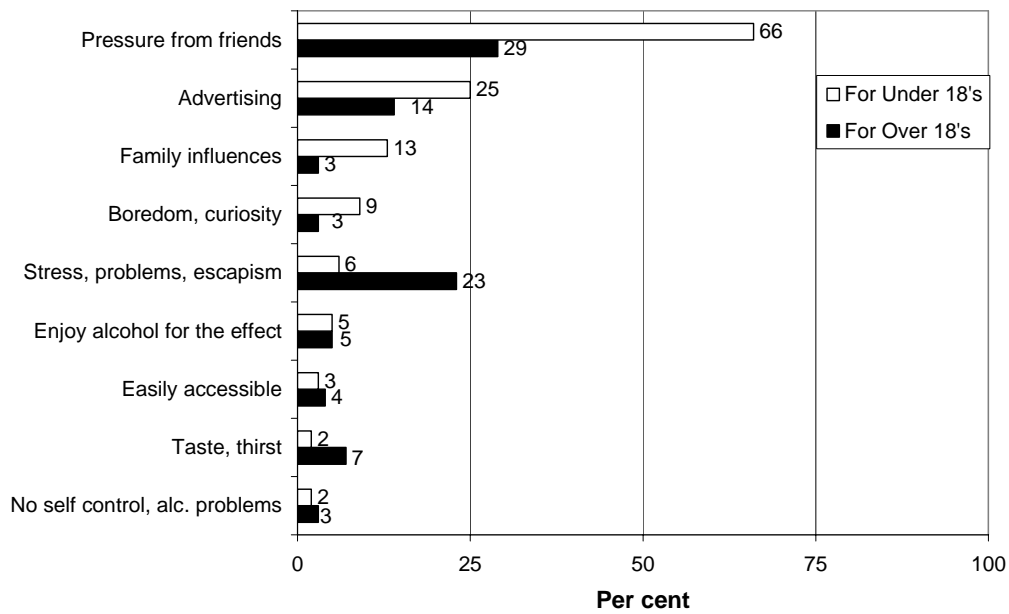
3.2 Attitudes towards the impact of alcohol beverage advertising on alcohol consumption

Consumer attitudes to alcohol beverage advertising were measured through a series of unprompted and prompted questions, relating to the sorts of things they think encourage people under 18 years and people in general to drink alcohol, and the sorts of things that influence or encourage people under 18 years and people in general to drink *too much* alcohol.

The things that encourage or influence people to drink alcohol

Figure 3 shows respondents' opinion regarding what sort of things they thought influenced or encouraged people under 18 and over 18 to drink alcohol.

Figure 3: The things that influence or encourage people to drink alcohol



Base: All respondents, 2005.

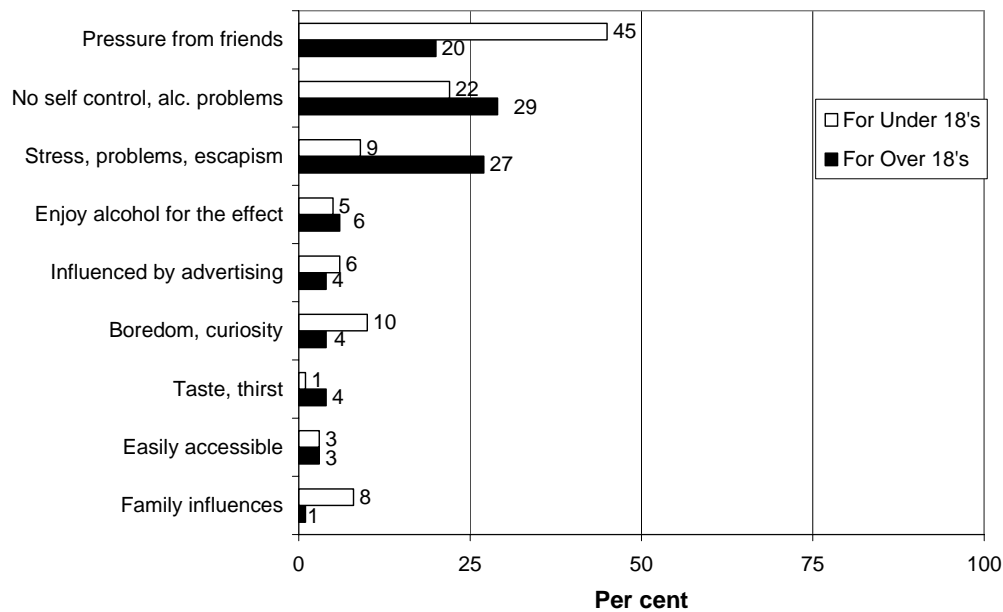
When looking at the main factors respondents thought influenced people under 18 to drink alcohol, two thirds (66%) felt ‘pressure from friends’ was the main influencing factor, followed by advertising (25%), family influences (13%) and ‘boredom and/or curiosity’ (9%). When considering the factors that influence people over 18 to drink alcohol, ‘pressure from friends’ was the most commonly provided factor (29%), although it was seen as a much less influential factor than for those under 18, followed by ‘stress, problems or escapism’ (23%). About one in seven (14%) respondents nominated ‘advertising’ as a factor influencing those aged over 18 to drink alcohol.

The findings from the 1990 survey closely resemble those found in the 2005 survey. This question was not asked in the 1994 survey.

The things that encourage or influence people to drink *too much* alcohol

Figure 4 shows respondents' opinion regarding what sort of things they thought influenced or encouraged people under 18 and over 18 to drink *too much* alcohol.

Figure 4: The things that influence or encourage people to drink too much



Base: All respondents, 2005.

With respect to the issue of drinking too much, nearly half of respondents (45%) perceived 'pressure from friends' as the main factor influencing those aged under 18 to drink too much alcohol. 'No self control/alcohol problems' (22%), 'boredom and/or curiosity' (10%), and 'stress, problems, escapism' (9%) were the next most commonly reported reasons, while 6 per cent of respondents thought 'alcohol advertising' could influence this age group to drink too much.

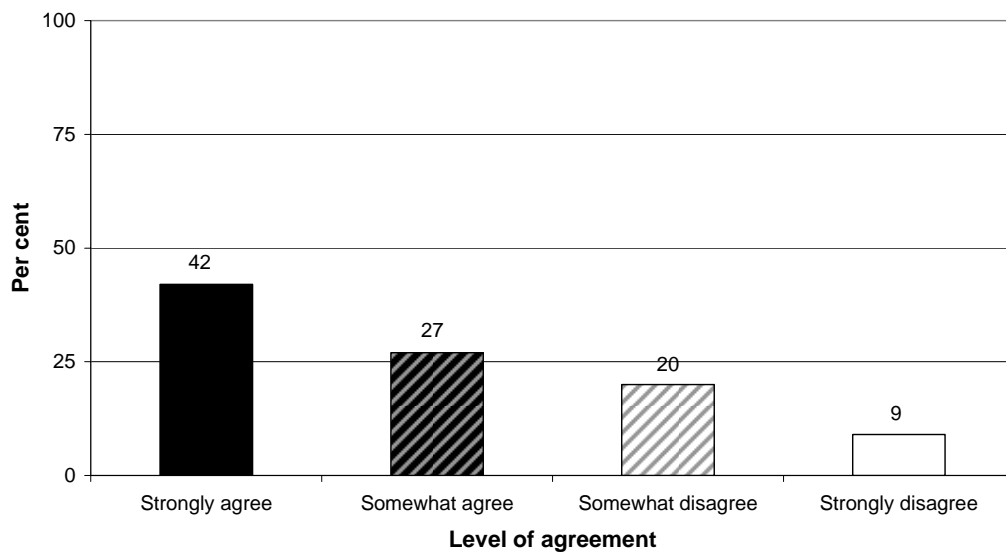
Looking at the factors thought to influence people over the age of 18 to drink too much alcohol, 'no self control, or alcohol problems' (29%) represented the most commonly cited reason, followed by 'stress, problems and/or escapism' (27%) and 'pressure from friends' (20%). Similar to the opinions regarding those aged under 18, less than one in twenty (4%) respondents nominated 'alcohol advertising' as an influence on people to drink *too much* alcohol.

These findings are also consistent with those found in the 1990 survey. This question was not asked in the 1994 survey.

Does alcohol advertising encourage people to drink alcohol?

Respondents were then asked a series of prompted questions regarding whether they perceived that the advertising of alcoholic drinks encouraged young people aged under 18, and people in general, to drink alcohol, and to drink *too much* alcohol. Figure 5 shows the results pertaining to people aged under 18 years.

Figure 5: Opinion on whether alcohol advertising encourages people under 18 to drink alcohol



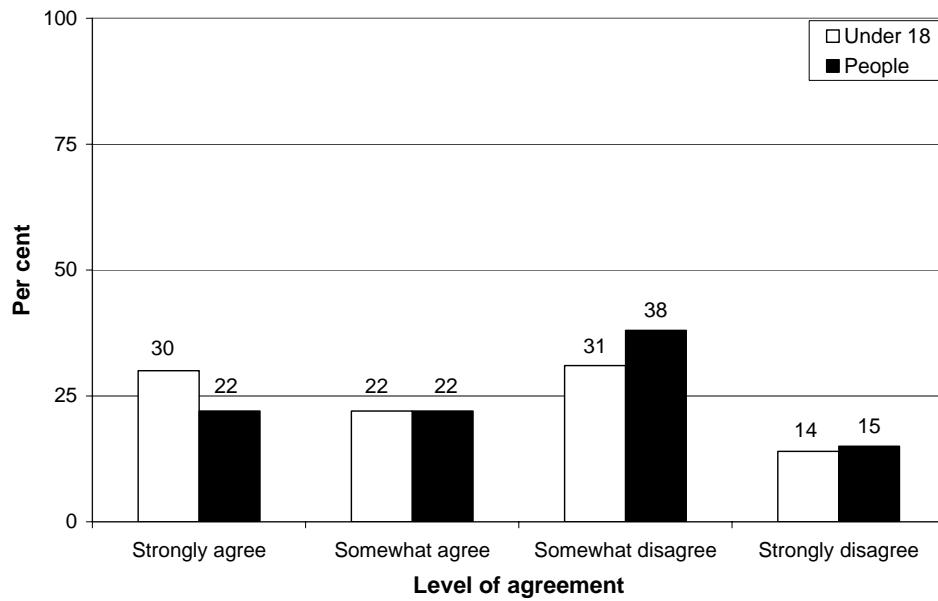
Base: All respondents, 2005.

Figure 5 shows that, when asked, approximately seven in ten (69%) respondents agreed with the statement that the advertising of alcoholic drinks encouraged young people aged under 18 to drink alcohol, with the majority strongly agreeing with this statement (42%). Among the 29 per cent of respondents who disagreed that alcohol advertising encouraged people under 18 to drink alcohol, the majority of them (20%) somewhat disagreed with the statement, while 9% strongly disagreed.

The perceived influence of advertising on the consumption of alcohol among those aged under 18 years was also investigated in the 1990 survey. Similar to that seen in 2005, more than three in five (63%) respondents thought advertising encouraged young people to drink alcohol, with 40 per cent strongly agreeing and 23 per cent somewhat agreeing with this statement. This question was not included in the 1994 survey.

Respondents were also asked whether alcohol advertising could influence young people under 18 and people in general to drink *too much* alcohol. Results are shown in Figure 6.

Figure 6: Opinion on whether alcohol advertising encourages people to drink too much alcohol



Base: All respondents, 2005.

When asked whether alcohol advertising encouraged people under 18 and people in general to drink *too much* alcohol, just over half agreed that it encouraged those under 18 to drink *too much* alcohol (52%) while more than four in ten agreed with respect to encouraging people in general to drink *too much* alcohol (44%). Respondents were more likely to strongly agree with the statement that alcohol beverage advertising encouraged young people under 18 to drink *too much* alcohol (strongly agree: 30%, somewhat agree: 22%), while the level of agreement regarding the impact of advertising on people in general to drink *too much* alcohol was evenly split (22% for strongly and somewhat agree).

The perceived influence of advertising on the consumption of *too much* alcohol was also investigated in the 1990 survey. The proportion of respondents who agreed that alcohol beverage advertising encouraged people in general to drink *too much* alcohol was 45 per cent, with 22 per cent strongly agreeing and 23 per cent somewhat agreeing. This survey did not ask for respondents for their opinion on the perceived role of advertising on under 18s drinking *too much* alcohol.

3.3 Awareness of the Alcohol Beverages Advertising Code, knowledge of its content and awareness of correct complaint procedures

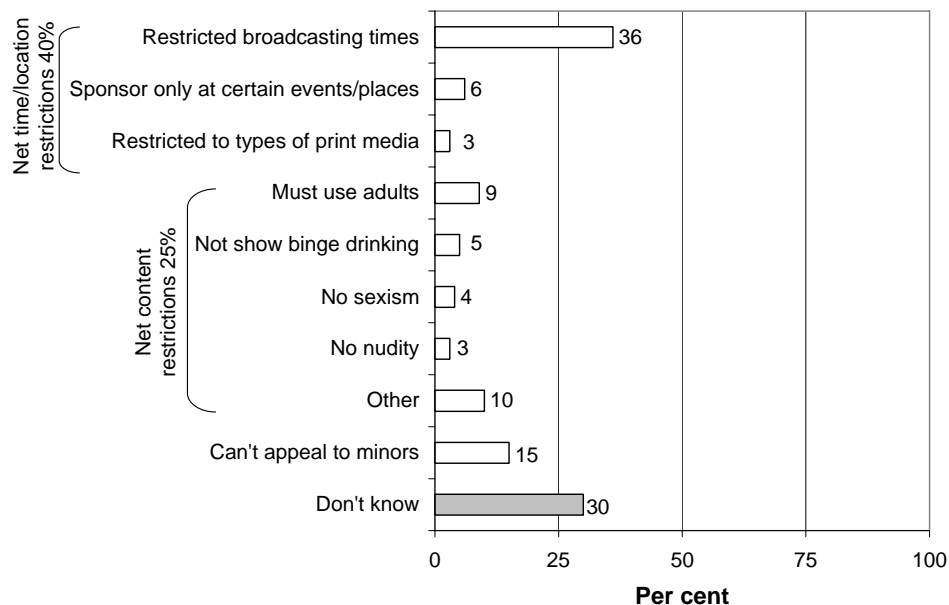
Awareness of restrictions or regulations affecting alcohol advertising

All respondents were asked if they were aware of any restrictions or regulations that exist which cover advertising of alcohol in terms of what can be said or shown in advertising. In the 2005 survey approximately three in ten (28%) respondents reported an awareness of some type of restriction on alcohol beverage advertising, while seven in ten (72%) reported not being aware.

When this question was asked in 1990 and 1994, awareness was 17 per cent and 20 per cent respectively.

Those who were aware of any existing regulations were then asked what they thought were the main things that were covered by these regulations. Figure 7 shows these results.

Figure 7: Perception of the main things covered by alcohol advertising regulations



Base: Those who were aware of any existing regulations (n=280)

Net results show the proportion of respondents who provided a response relating to a particular theme.

When asked what were the main things covered by alcohol advertising restrictions or regulations, a restriction on either broadcasting times or locations was the most frequently mentioned (40%), followed by restrictions on the content of the ad (25%), and alcohol advertising not appealing to minors (15%). Three in ten respondents (30%) reported not knowing what the main things covered by these regulations were.

Respondents were also asked if they were aware of any restrictions or regulations that covered alcohol advertising or promotion on the Internet, only 2 per cent claimed an awareness that regulations did exist.

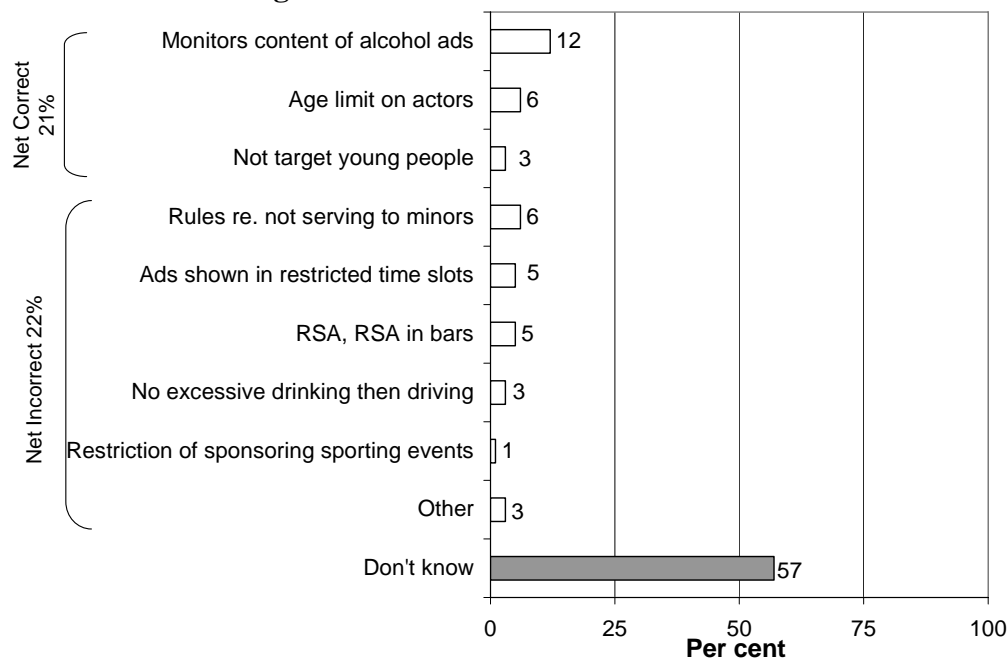
Awareness of the Alcohol Beverages Advertising Code

All respondents were asked if, before today, they had heard of the Alcohol Beverages Advertising Code (ABAC). One in seven (14%) respondents reported having heard of the ABAC, where awareness of the ABAC was greatest among those aged 55-64 years (22%) and lowest among those aged 18-24 years (6%). Eighty-five per cent of respondents reported not having heard of the ABAC, and 1 per cent reported not knowing whether they had or not.

In the 1990 and 1994 surveys, one in ten respondents (9%) in both surveys reported an awareness of the ABAC.

Respondents who reported an awareness of the ABAC were asked what they thought were the main things that were covered by the Code. Figure 8 shows these results.

Figure 8: Perception of the main things covered by the Alcohol Beverages Advertising Code



Base: Those who were aware of the ABAC (n=140)
 Net results show the proportion of respondents who provided a response relating to a particular theme.

Among those who reported an awareness of the ABAC, when asked what it consisted of, the majority (57%) reported not knowing. Approximately one in five (21%) provided a correct response, relating to ‘monitoring the content of ads’ (12%), ‘having an age limit on actors’ (6%), and ‘not targeting young people’ (3%). Twenty two per cent of respondents who reported an awareness of the ABAC provided an incorrect assessment of what the Code covered, such as ‘ads shown in restricted time slots’

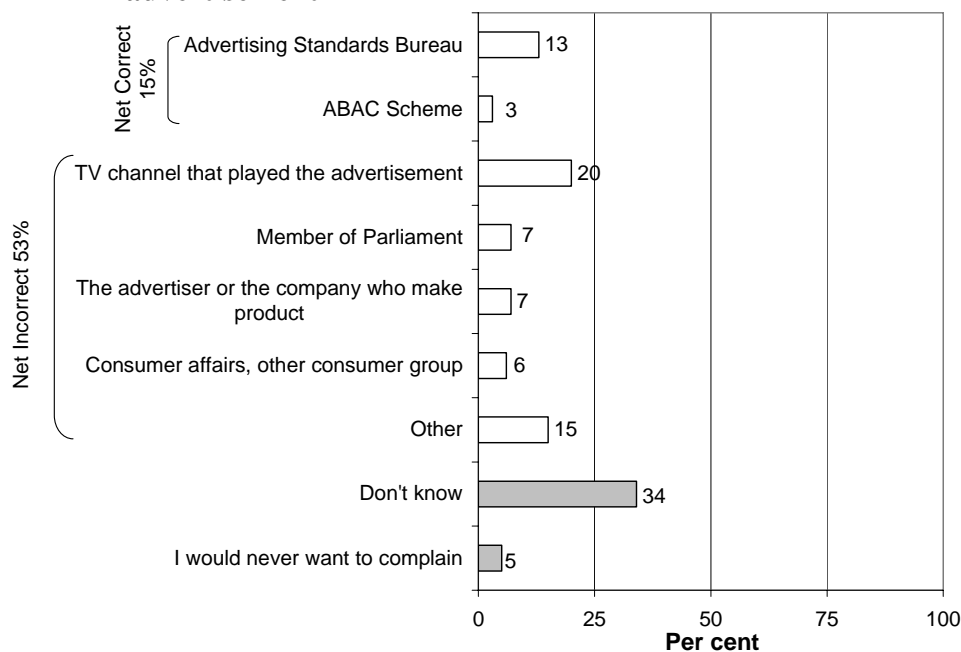
(5%)ⁱⁱ, ‘rules regarding not serving alcohol to minors’ (6%) and the ‘responsible service of alcohol’ (RSA) (5%).

Awareness of correct complaint procedures

All respondents were asked if, at some time in the future they wanted to complain about an advertisements or other promotion for alcoholic drinks that they had seen, who they would complain to. This was done to ascertain the total sample’s awareness of their understanding of what the correct complaint procedure should be. The responses provided were assessed against the correct way a complaint needs to be lodged for it to be effectively processed within the ABAC Scheme.

Figure 9 shows these results.

Figure 9: Perception of how to complain effectively about an alcohol advertisement



Base: All respondents, 2005.

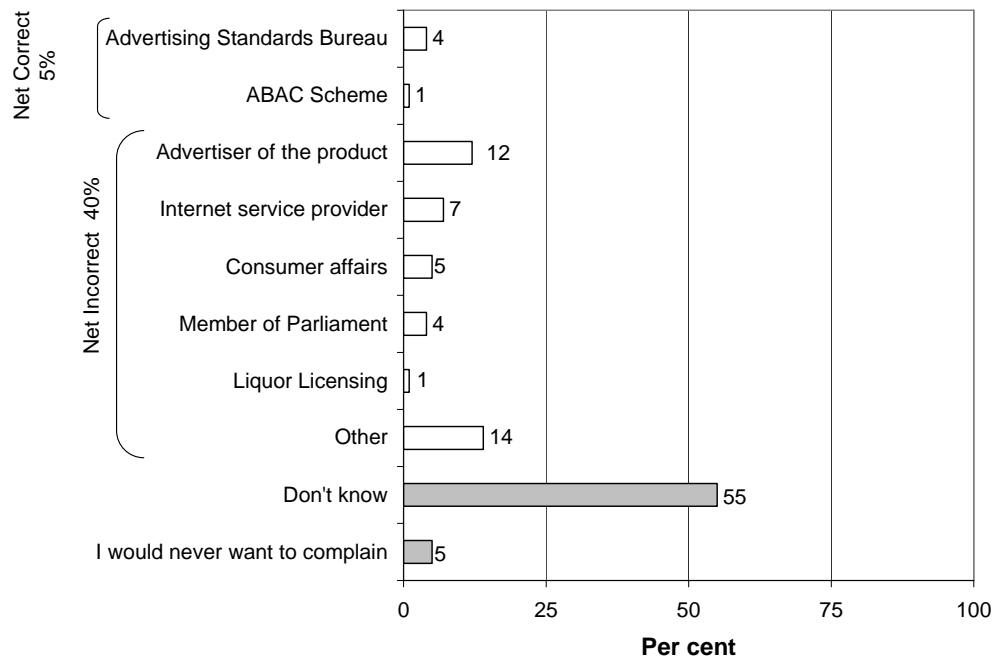
Net results show the proportion of respondents who provided a response relating to a particular theme.

When respondents were asked about how they would complain about alcohol beverage advertising if they ever wanted to, about one in six (15%) correctly reported either complaining to the Advertising Standards Bureau (13%) or through the ABAC Scheme (3%). The remainder of respondents provided an incorrect response (53%), reported that they did not know who to complain to (34%), or reported never wanting to complain about an alcohol beverage advertisement (5%). Examples of incorrect responses included ‘complaining to the TV channel’ (20%), a ‘Member of Parliament’ (7%), the ‘advertiser or company behind the product’ (7%), or ‘consumer affairs/consumer organisation’ (6%).

ⁱⁱ The restriction of alcohol beverage television advertising to particular time slots is covered by the Australian Broadcasting Authority, under the Commercial Television Industry Code of Practice.

Figure 10 shows who respondents thought they would complain to, if they ever wanted to complain about an alcohol beverage advertisement or promotion on the Internet. Those respondents who reported having ever used the Internet were asked this question.

Figure 10: Perception of how to complain effectively about an alcohol advertisement on the Internet



Base: Those who had ever used the Internet (n=682), 2005.

Net results show the proportion of respondents who provided a response relating to a particular theme.

Among those who had ever used the Internet, more than half (55%) reported not knowing who they would complain to about alcohol beverage advertising on the Internet, if they ever wanted to. About one in twenty (5%) correctly reported either complaining to the Advertising Standards Bureau (4%) or through the ABAC (1%), and the remaining 40 per cent provided responses which were classified as incorrect, including ‘contacting the advertiser of the product’ (12%), ‘the Internet service provider’s (7%), and ‘consumer affairs’ (5%).

3.4 Perceived compliance of alcohol advertising with the revised Alcohol Beverages Advertising Code

Respondents who reported an awareness of the ABAC were asked to consider whether they thought all alcohol beverage advertisements they had seen were consistent with the Code. Due to the fact that very few respondents were aware of the Code, the sample sizes for the responses shown in this section of the report are small. For information, the sample size is provided with each proportion in this section of the report.

Perceived consistency of alcohol advertisements with the ABAC

Those people who reported having been aware of the ABAC and who correctly identified its function (n=26), were asked to consider all the alcohol drink advertisements they had seen or heard over the past 12 months, and to consider if these ads were consistent with the Code. About half of this group of respondents (46%, n=12) reported they felt that the alcohol ads they had seen were consistent with the Code, while the remaining proportion either thought they were inconsistent (27%, n=7) or did not know (27%, n=7). Those who thought the ads were inconsistent with the Code based their opinions on the ad targeting young people (n=2), the ad being too explicit (n=2), or the perception that the ad made the drink look more interesting or fun than it really is (n=3).

Perceived consistency of alcohol advertisements and promotion on the Internet with the ABAC

To ascertain awareness of alcohol advertising and promotion on the Internet, respondents were initially asked whether they had used the Internet. About seven in ten (68%) respondents reported having ever used the Internet, with an age effect reflecting greater usage amongst those aged less than 54 years. That is, 78 per cent of those aged 18-54 years had ever used the Internet, while three in five (60%) of those aged 55 to 64 years and three in ten (27%) of those aged 65 and older reported ever having done so.

Among those who had ever used the Internet (n=682), ten per cent reported having seen any alcohol advertising or promotions on the Internet, including alcohol Web site advertising as well as online advertising, such as 'banner' ads or 'pop ups' that are unsolicited ads that can be seen when viewing another Web site or search engine.

Those respondents who were aware of the ABAC and had seen alcohol advertising on the Internet (n=11) were asked whether the advertisements or promotions for alcoholic drinks they had seen in the past 12 months were consistent with the ABAC. Three of these eleven respondents thought the alcohol advertisements or promotions were inconsistent with the Code, while the remainder either thought they were consistent with the Code or did not know (n=4 respectively).

All respondents who had ever used the Internet were informed that alcohol Web sites usually have a notice on them stating that by entering the site a person confirms that they are 18 years old or over (coined as an age verification by the current authors). Respondents were then asked if this was sufficient protection to ensure that people under 18 years are not exposed to the promotion of alcohol on the Internet. Four in five (82%) respondents did not think that an age verification was sufficient protection to ensure those aged under 18 do not enter the site, while one in six (16%) did think it was sufficient. Younger respondents, in their 20s and mid 30s, were less likely than older respondents to perceive the age verification as insufficient protection (18-34 years: 77%, 35+ years: 85%).

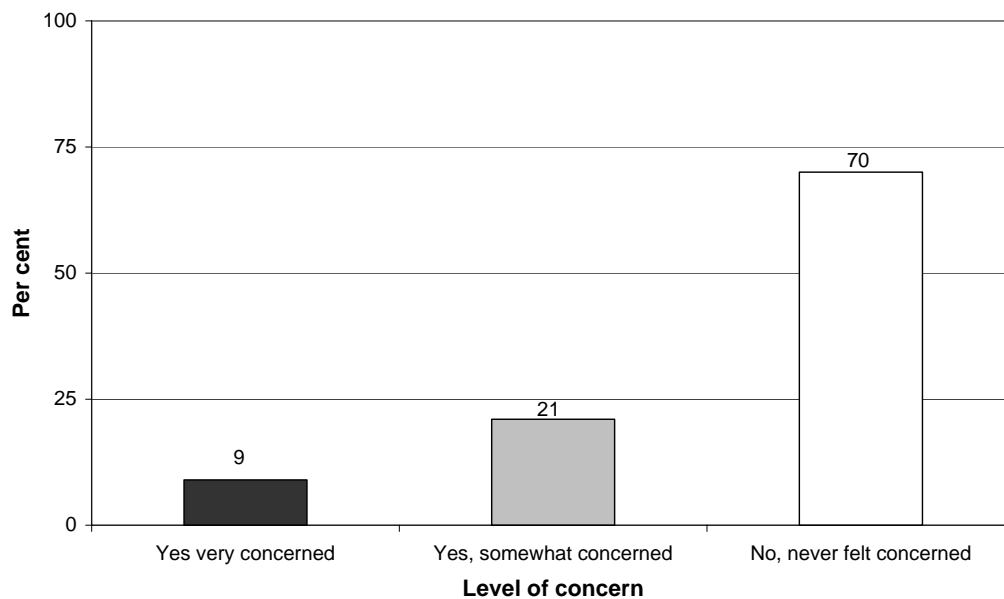
3.5 Level of acceptance or concern regarding alcohol advertising standards and the incidence of complaints

Concern about alcohol advertising was investigated with respect to advertising in the mass media, on the Internet, and at live events, such as sporting or musical events.

Concern about alcohol advertising in the mass media

Respondents were asked to comment regarding whether they had ever been concerned about the advertising of alcohol they had seen or heard in the mass media. Figure 11 shows these results.

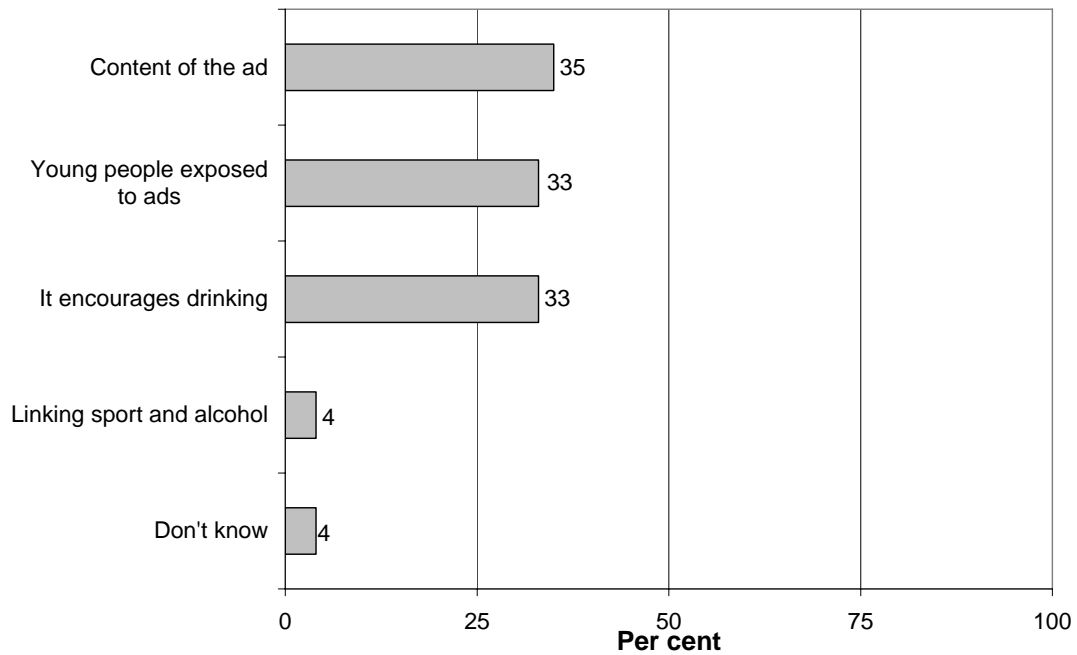
Figure 11: The level of concern about alcohol advertising



Base: All respondents, 2005.

It can be seen that three in ten respondents (30%) were concerned about alcohol advertising, with one in ten (9%) stating that they were very concerned. This level of concern is consistent with the 1990 and the 1994 studies. Respondents who expressed concern about alcohol advertising were asked what they were concerned about, with results shown in Figure 12.

Figure 12: The types of concerns about alcohol advertising

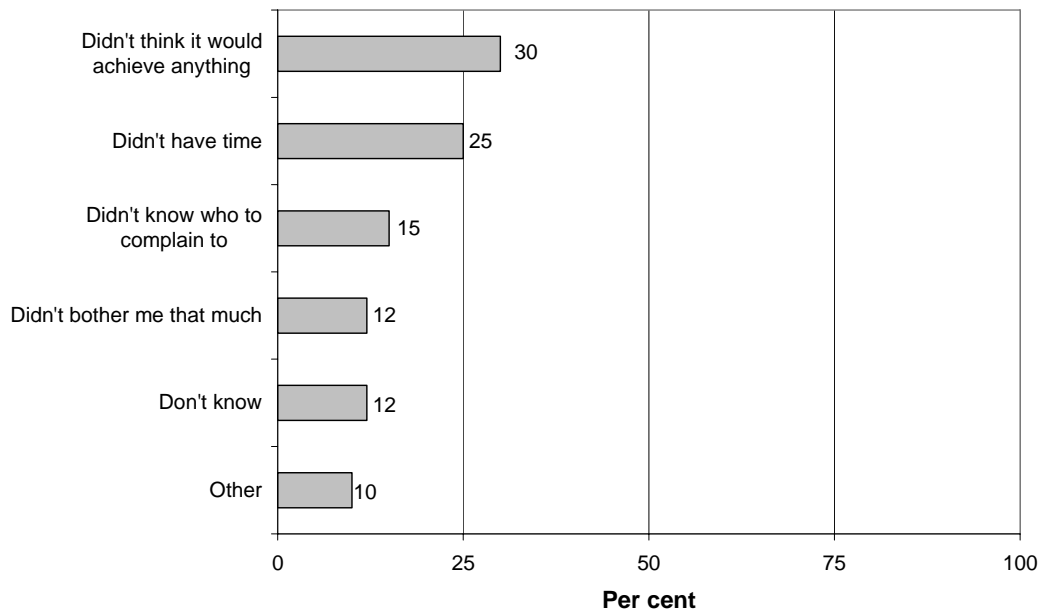


Base: Those who were concerned about alcohol advertising (n=300), 2005.

When asked what concerns people had, the most frequent responses related to the 'content of the ad' (35%), concern about 'young people being exposed to the ad' (33%), concern that the 'ad encouraged drinking' (33%) and concern regarding 'the link between sports and alcohol' (4%).

Those who reported having been concerned about alcohol advertisements (n=288) were asked if they had made a formal complaint about their concerns. Two per cent (n=7) of those concerned reported having made a formal complaint. This finding was similar to that found in the 1990 and 1994 survey (ie 5% and 4% respectively). Those who were concerned about an alcohol advertisement but did not make a complaint were asked why they did not complain. Results are shown in Figure 13.

Figure 13: The reasons why those concerned with alcohol advertisements did not complain



Base: Those who were concerned about alcohol advertising (n=300)

The most frequent reasons provided by respondents who were concerned about alcohol advertising regarding why they did not complain related to the belief that they ‘didn’t think it would achieve anything’ (30%), ‘didn’t have the time’ (25%) or ‘didn’t know who to complain to’ (15%). These three reasons for not complaining were the most frequently cited in the 1990 and 1994 research.

Among those who did complain (n=7), a range of organisations were contacted, such as TV/radio stations (n=3), Members of Parliament (n=2), the Broadcasting Commission (n=1) and the Country Women’s Association (n=1). These respondents were also asked if they were satisfied with the outcome of their complaint. Two of the seven (29%) reported that they were satisfied with the complaint outcome.

Concern about alcohol advertising on the Internet

Respondents who were aware of alcohol advertising on the Internet (n=65) were asked if they had ever felt concerned about this advertising. One in eight (13%, n=8) respondents reported that they had either been very or somewhat concerned about alcohol advertising on the Internet, with concern about its effect on young people (50%, n=4) the most commonly mentioned reason for their concern. No formal complaints, however, were made by this group of respondents.

Concern about alcohol advertising at live events, such as sporting or musical events

To ascertain the level of concern about alcohol sponsorship of sporting events, music concerts or festivals, respondents were asked whether, in the last twelve months, they had either watched on TV or attended in person an event that was sponsored by an alcohol company. Approximately half of the sample (51%) reported having seen an event with alcohol sponsorship, with a greater proportion of male (59%) compared with female respondents (41%) reporting having done so.

Those who reported having noticed alcohol sponsorship at an event (n=512) were asked if they had felt concerned about this advertising or promotion. About one in eight (13%) reported feeling either very or somewhat concerned. Among those who were concerned (n=68), the reasons for the concern included the perception that the advertising or promotion was targeting young people (24%), the link between sport and alcohol (21%), the effect of alcohol on people's behaviour (9%) and the perception that the advertising would encourage drinking at the event (6%).

4.0 DISCUSSION

Alcohol advertising in the mass media

This study found that when people were asked to reflect on alcohol advertising in the Australian media, the majority felt that more restrictions should be placed on this advertising, with one in eight agreeing it should be banned entirely. Public support for greater restrictions on alcohol advertising appeared to be based on the perceived impact of alcohol advertising on both young people, and people in general, to drink alcohol, and its role in glamourising alcohol consumption. Specifically, when asked about the effect of alcohol advertising, more than seven in ten adults perceived alcohol advertising to encourage young people under 18 years to drink alcohol, and over half felt it encouraged young people under 18 years to drink too much alcohol.

Public awareness of any restrictions or regulations covering alcohol advertising was low, with three in ten reporting an awareness of some restriction, although a third of this group did not know what those regulations might cover. Those who were aware of regulations affecting alcohol advertising thought they covered things like restrictions on the timing of the advertising, the content of the advertising, and not appealing to underage teenagers. When specifically asked about the ABAC, one in seven reported having heard of it before (14%), which was greater than that reported in the 1990 and 1994 surveys (both 9%). However more than half of those who reported an awareness of the ABAC in 2005 did not know what the Code related to. Of those who reported an awareness of the ABAC, one in five correctly reported at least one aspect of the Code, which equated to 3 per cent of the total sample surveyed.

Two in ten respondents reported being concerned and one in ten reported being very concerned about advertising for alcoholic drinks that they had seen or heard. The main concerns expressed about alcohol advertising related to the content of the ad, the exposure of young people to alcohol ads, and the perception that alcohol advertising encouraged drinking. Among this group of respondents, ninety-eight per cent did not make a formal complaint about their concerns, and the most commonly reported reason for not doing so was the perception that it would not achieve anything.

Public awareness regarding how to complain about an alcohol advertisement was low. In 2005 15 per cent of all respondents correctly stated either the Advertising Standards Bureau or the ABAC Scheme as the avenue they would use if they ever wanted to make a complaint.

Alcohol advertising or promotion on the Internet

Public opinion on alcohol advertising on the Internet was also investigated in this study, but was more divided than that seen with respect to mass media advertising. Two in five respondents felt alcohol advertising on the Internet should either be more restricted or banned entirely, while more than a third had not yet formed an opinion. When asked, only 2 per cent thought that regulations existed relating to alcohol advertising on the Internet.

Only those respondents who had used the Internet before were asked about alcohol advertising and promotion on the Internet, to reflect the opinions of those who had been exposed to this medium. While seven in ten respondents reported having ever used the Internet, only ten per cent of this group (n=65) reported having seen any advertising or promotion of alcoholic drinks while on the Internet.

When informed about the 'age verification' notice that requests a person's age before they enter an alcohol Web site, four in five Internet users reported thinking this was not sufficient protection to ensure those under 18 did not enter the site.

Alcohol advertising or promotion at live events

With respect to alcohol advertising at live events, such as sporting or musical events, about half of those surveyed reported having seen an event (either live or on TV) with alcohol sponsorship, and of those aware of this advertising, one in eight (13%) reported feeling concerned about this form of alcohol advertising.

REFERENCES

¹ Reark Research (1991). *A study of attitudes towards alcohol consumption, labelling and advertising*. Prepared for the Department of Community Services and Health.

² Beveridge and Cummings (1994). *A study of attitudes towards the control of alcoholic beverages advertising*. Prepared for the Department of Health, Housing, Local Government and Community Services.

APPENDIX: CONSUMER PERSPECTIVES QUESTIONNAIRE

SCREENING SECTION

INTRODUCTION:

Good morning / afternoon / evening. My name is (.....) from the market research company, the Wallis Group. We are conducting a national survey on behalf of the Australian Government Department of Health and Ageing on people's opinions about alcohol. The survey is completely confidential; your individual comments will not be identified. (IF NECESSARY:) The interview takes about 15 minutes.

S1. Continue screen

- Yes, continue intro "last had a birthday"..... 1 **GO TO S2**
- Yes, continue intro "youngest male / female"..... 2 **GO TO S3**
- Refusal by household 3 **TERMINATE**

S2. May I please speak to the person in this household aged 18 years or more who last had a birthday?

(RE-INTRODUCE IF NECESSARY):

Good morning / afternoon / evening. My name is (.....) from the market research company, the Wallis Group. We are conducting a national survey on behalf of the Australian Government Department of Health and Ageing on people's opinions about alcohol.

The survey is completely confidential; your individual comments will not be identified. The interview takes about 15 minutes, may I go ahead now?

- Refusal by household 1 **TERMINATE**
- Refusal by selected respondent 2 **TERMINATE**
- Available for interview 3 **GO TO S4**
- Arrange call back if unavailable 4 **CALL BACK**

S3. May I please speak to the youngest male / female in this household aged 18 years or more?

(RE-INTRODUCE IF NECESSARY):

Good morning / afternoon / evening. My name is (.....) from the market research company, the Wallis Group. We are conducting a national survey on behalf of the Australian Government Department of Health and Ageing on people's opinions about alcohol. The survey is completely confidential; your individual comments will not be identified. The interview takes about 15 minutes, may I go ahead now?

- Refusal by household1 **TERMINATE**
- Refusal by selected respondent2 **TERMINATE**
- Available for interview3 **CONTINUE**

Arrange call back if unavailable.....4 **CALL BACK**

S4. RECORD RESPONDENT'S SEX:

Male 1
Female..... 2

S5. To make sure we have a good cross section of ages in this survey, can you tell me which of these age groups you are in?

18 to 21.....1
22 to 24.....2
25 to 34.....3
35 to 44.....4
45 to 54.....5
55 to 64.....6
65 or above.....7
Refused.....8 **TERMINATE**

IF AGE/SEX QUOTA IS FULL ASK S6, OTHERWISE GO TO MAIN INTERVIEW

S6. Thank-you for your help, but we have already completed our quota of interviews with people in this age group. is there a (...SAY AGE AND SEX FOR QUOTAS NOT YET FILLED...) living in your household?

No one of that description in household.....1 **TERMINATE**
Refusal by household2 **TERMINATE**
Refusal by respondent3 **TERMINATE**
Yes, available1 **GO TO S2**
Arrange call back if unavailable.....4 **CALL BACK**

MAIN INTERVIEW

Section 1: Alcohol Advertising and Promotion

Q1. What sorts of things do you think influence or encourage people who are UNDER 18 YEARS OF AGE to drink alcohol?

DO NOT PROMPT. ACCEPT MULTIPLES.

Read if necessary: Just tell me what comes into your mind as things which influence or encourage people who are under 18 to drink alcohol?

Social Influences:

Pressure from friends	1
Everyone else is drinking	2
It's sophisticated.....	3
To impress others	4
To be like an adult.....	5
Alcohol at parties etc.....	6
It's a habit in social situations	7

Family Influences:

Rest of family drinks	8
Parents offer it	9
Inadequate parental supervision	10

Stress / Problems:

Stress	11
To relax / unwind	12
Economic / money problems.....	13
Other problems.....	14

Boredom:

Boredom.....	15
--------------	----

Curiosity:

Curiosity about alcohol	16
-------------------------------	----

No Self-control:

Lack of self-control	17
Addicted to alcohol	18
Genetic defect / heredity	19
They don't know their limits.....	20

Taste / Thirst / Heat:

Enjoying the taste.....	21
Feeling hot / thirsty	22

Easy to buy:

Easy to afford	23
Can buy it everywhere	24
ATMs / EFTPOS allow easy access to cash.....	25

Advertising:

Advertising of alcohol.....	26
Ads using sports stars.....	27

Event Sponsorship:

Sponsorship of sporting events	28
Sponsorship of music events	29

Laws on under-18s:

Easy for under 18s to buy.....	30
Under 18s can get it in pubs	31
Other (Specify).....	32
Don't know	33

- Q2. And what would you say are the sorts of things that influence or encourage people who are OVER 18 to drink alcohol?
DO NOT PROMPT. ACCEPT MULTIPLES.

Read if necessary: Just tell me what comes into your mind as things which influence or encourage people who are under 18 to drink alcohol?

Social Influences:
 Pressure from friends 1
 Everyone else is drinking 2
 It's sophisticated..... 3
 To impress others 4
 To be like an adult..... 5
 Alcohol at parties etc..... 6
 It's a habit in social situations 7

Family Influences:
 Rest of family drinks 8
 Parents offer it 9
 Inadequate parental supervision 10

Stress / Problems:
 Stress 11
 To relax / unwind 12
 Economic / money problems..... 13
 Other problems..... 14

Boredom:
 Boredom..... 15

Curiosity:
 Curiosity about alcohol 16

No Self-control:
 Lack of self-control 17
 Addicted to alcohol 18
 Genetic defect / heredity 19
 They don't know their limits 20

Taste / Thirst / Heat:
 Enjoying the taste..... 21
 Feeling hot / thirsty 22

Easy to buy:
 Easy to afford 23
 Can buy it everywhere 24
 ATMs / EFTPOS allow easy access to cash..... 25

Advertising:
 Advertising of alcohol 26
 Ads using sports stars 27

Event Sponsorship:
 Sponsorship of sporting events 28
 Sponsorship of music events 29

Laws on under-18s:
 Easy for under 18s to buy..... 30
 Under 18s can get it in pubs 31
 Other (Specify)..... 32
 Don't know 33

Q3. In your opinion, what sorts of things influence or encourage people to drink TOO MUCH alcohol? Just tell us what things come into your mind?

Social Influences:
Pressure from friends 1
Everyone else is drinking 2
It's sophisticated..... 3
To impress others 4
To be like an adult..... 5
Alcohol at parties etc..... 6
It's a habit in social situations 7

Family Influences:
Rest of family drinks 8
Parents offer it 9
Inadequate parental supervision 10

Stress / Problems:
Stress 11
To relax / unwind 12
Economic / money problems..... 13
Other problems..... 14

Boredom:
Boredom..... 15

Curiosity:
Curiosity about alcohol 16

No Self-control:
Lack of self-control 17
Addicted to alcohol 18
Genetic defect / heredity 19
They don't know their limits 20

Taste / Thirst / Heat:
Enjoying the taste 21
Feeling hot / thirsty 22

Easy to buy:
Easy to afford 23
Can buy it everywhere 24
ATMs / EFTPOS allow easy access to cash..... 25

Advertising:
Advertising of alcohol..... 26
Ads using sports stars 27

Event Sponsorship:
Sponsorship of sporting events 28
Sponsorship of music events 29

Laws on under-18s:
Easy for under 18s to buy..... 30
Under 18s can get it in pubs 31
Other (Specify)..... 32
Don't know 33

Q4. And in your opinion, what sorts of things influence or encourage YOUNG PEOPLE UNDER 18 to drink TOO MUCH alcohol? Just tell us what things come into your mind?

Social Influences:

Pressure from friends 1

Everyone else is drinking 2

It's sophisticated..... 3

To impress others 4

To be like an adult..... 5

Alcohol at parties etc..... 6

It's a habit in social situations 7

Family Influences:

Rest of family drinks 8

Parents offer it 9

Inadequate parental supervision 10

Stress / Problems:

Stress 11

To relax / unwind 12

Economic / money problems..... 13

Other problems..... 14

Boredom:

Boredom..... 15

Curiosity:

Curiosity about alcohol 16

No Self-control:

Lack of self-control 17

Addicted to alcohol 18

Genetic defect / heredity 19

They don't know their limits..... 20

Taste / Thirst / Heat:

Enjoying the taste 21

Feeling hot / thirsty 22

Easy to buy:

Easy to afford 23

Can buy it everywhere 24

ATMs / EFTPOS allow easy access to cash..... 25

Advertising:

Advertising of alcohol..... 26

Ads using sports stars..... 27

Event Sponsorship:

Sponsorship of sporting events 28

Sponsorship of music events..... 29

Laws on under-18s:

Easy for under 18s to buy..... 30

Under 18s can get it in pubs 31

Other (Specify)..... 32

Don't know 33

Q5. And do you agree or disagree that the advertising of alcohol drinks encourages young people under 18 to drink alcohol?

- (Wait for response, then; Would that be STRONGLY or SOMEWHAT agree / disagree?)
- Strongly agree 1
 - Somewhat agree 2
 - Somewhat disagree..... 3
 - Strongly disagree..... 4
 - Don't know / can't say / unsure 5

Q6a. And do you agree or disagree that the advertising of alcohol drinks encourages people in general to drink TOO MUCH alcohol?

- (Wait for response, then; Would that be STRONGLY or SOMEWHAT agree / disagree?)
- Strongly agree 1
 - Somewhat agree 2
 - Somewhat disagree..... 3
 - Strongly disagree..... 4
 - Don't know / can't say / unsure 5

Q6b. And do you agree or disagree that the advertising of alcohol drinks encourages young people under 18 to drink TOO MUCH alcohol?

- (Wait for response, then; Would that be STRONGLY or SOMEWHAT agree / disagree?)
- Strongly agree 1
 - Somewhat agree 2
 - Somewhat disagree..... 3
 - Strongly disagree..... 4
 - Don't know / can't say / unsure 5

Q7a. As far as you know, do any restrictions or regulations exist at the moment which cover the advertising of alcohol in terms of what can be said or shown in the advertising?

- Yes, aware that regulations exist..... 1
- No, not sure if any regulations exist..... 2 **GO TO Q7c**

Q7b. And as far as you know, what are the main things which are covered by these regulations? **DO NOT PROMPT. ACCEPT MULTIPLES.**

- No nudity..... 1
- No racism 2
- No sexism..... 3
- No offensive language..... 4
- Restricted broadcasting times..... 5
- Restricted to specific types of magazines/newspapers 6
- Must use adults..... 7
- Can't be attractive/appealing to children/teenagers less than 18 years old 8
- Other (SPECIFY) 9
- Don't know 10

ASK ALL

Q7c. Are you aware of any restrictions or regulations that cover the advertising or promotion of alcohol ON THE INTERNET in terms of what can be said or shown?

- Yes, aware that regulations exist.....1GO PRE Q7d
- No, not sure if any regulations exist for Internet advertising2GO TO Q8

PRE Q7d; CHECK Q7a AND Q7b. IF YES TO Q7a AND NO CODE 10 TO Q7b GO TO Q7e. ELSE ASK Q7d

Q7d. And as far as you know, what are the main things which are covered by these regulations? **DO NOT PROMPT. ACCEPT MULTIPLES.**

- No nudity.....1
- No racism2
- No sexism.....3
- No offensive language.....4
- Restricted broadcasting times.....5
- Restricted to specific types of magazines/newspapers6
- Must use adults.....7
- Can't be attractive / appealing to children / teenagers less than 18 years old 8
- Don't know9
- Other (SPECIFY).....10 (GO TO Q8)

Q7e. So far as you know, do the same restrictions or regulations apply to the advertising of alcohol drinks ON THE INTERNET as to other advertising for alcohol drinks?

- Yes 1
- No, Internet advertising less / not restricted / regulated2
- No, Internet advertising more restricted / regulated3
- Other (SPECIFY)4
- Don't know5

ASK ALL

Q8a Now I am going to read out a list of statements. Can you tell me which of these statements best describes your attitude to the advertising of alcohol drinks?

- The advertising of alcohol drinks... **READ OUT (ROTATE END TO END)**
- Should be banned entirely1
 - Should be restricted more than it is but not entirely banned2 GO TO Q8c
 - Is quite acceptable as it is.....3 GO TO Q9
 - Should be less restricted than it seems to be at present4 GO TO Q8e
 - Other (SPECIFY)5 GO TO Q9
 - (Don't know / can't say – DO NOT READ OUT).....6 GO TO Q9

Q8b. And why do you believe that the advertising of alcohol drinks should be banned entirely? **DO NOT PROMPT**

- They shouldn't be advertising something that is not good for you1 GO TO Q9
- It's like cigarette advertising; it's no different, should be banned too2 GO TO Q9
- It encourages people to drink more, so it should be banned.....3 GO TO Q9
- It encourages young people to drink4 GO TO Q9
- It doesn't set a good example for young people.....5 GO TO Q9
- Advertising makes it look trendy / glamorous to drink alcohol6 GO TO Q9
- Other (SPECIFY)7 GO TO Q9
- Don't know8 GO TO Q9

Q8c. And why do you believe it should be more restricted than it is? **DO NOT PROMPT. PROBE FULLY. RECORD VERBATIM**

Q8d. In what ways do you believe that advertising of alcohol should be more restricted than it is? Anything else? **RECORD VERBATIM (THEN GO TO Q9)**

Q8e. And why do you believe it should be restricted less than it seems to be at present? **DO NOT PROMPT**

- If it's legal, you should be allowed to advertise 1
- Too many Government regulations on things already..... 2
- It's a democracy / free country..... 3
- Other (SPECIFY)..... 4
- Unsure 5

ASK ALL

Q9a Now I will read some statements about advertising or promotion on the INTERNET. Can you tell me which of these statements best describes your attitude to the advertising or promotion of alcohol drinks on the Internet?

READ OUT (ROTATE END TO END)

- It should be banned entirely 1
- It should be restricted more than it is but not entirely banned..... 2 **GO TO Q9c**
- It is quite acceptable as it is..... 3 **GO TO Q11**
- It should be less restricted than it seems to be at present 4 **GO TO Q9e**
- Other (SPECIFY)..... 5 **GO TO Q11**
- (Don't know / can't say – DO NOT READ OUT)..... 6 **GO TO Q11**

Q9b. And why do you believe that the advertising or promotion of alcohol drinks on the Internet should be banned entirely? **DO NOT PROMPT**

- They shouldn't be advertising something that is not good for you 1 **GO TO Q11**
- It's like cigarette advertising; it's no different, should be banned too 2 **GO TO Q11**
- It encourages people to drink more, so it should be banned..... 3 **GO TO Q11**
- It encourages young people to drink / young people use the Internet 4 **GO TO Q11**
- It doesn't set a good example for young people..... 5 **GO TO Q11**
- Using the Internet makes it look trendy / glamorous to drink alcohol 6 **GO TO Q11**
- Other (SPECIFY)..... 7 **GO TO Q11**
- Don't know 8 **GO TO Q11**

Q9c. And why do you believe it should be more restricted than it is? **DO NOT PROMPT. PROBE FULLY. RECORD VERBATIM**

Q9d. In what ways do you believe that promotion of alcohol on the Internet should be more restricted than it is? Anything else? **RECORD VERBATIM (THEN GO TO Q10)**

Q9e. And why do you believe it should be restricted less than it seems to be at present?
DO NOT PROMPT

- If it's legal, you should be allowed to advertise.....1
- Too many Government regulations on things already.....2
- It's a democracy / free country.....3
- Other (SPECIFY).....4
- Unsure.....5

(THERE IS NO Q10)

ASK ALL

Q11. Before today had you heard of the AlcoholBeverages Advertising Code?
DO NOT PROMPT.

- Yes.....1
- No.....2 **GO TO Q14**
- Not sure.....3 **GO TO Q14**

Q12. And as far as you know, what are the main things that are covered by this code?

- Can recall something (SPECIFY).....1
- Don't know /can't recall.....2 **GO TO Q14**

Q13a. And thinking about all the ads for alcohol drinks that you have seen or heard over the last 12 months or so, do you think that all of those ads are consistent with this code?
(INTERVIEWER: INTERNET ADVERTISING MAY BE INCLUDED HERE)

- Yes.....1 **GO TO Q14**
- No.....2
- Not sure.....3 **GO TO Q14**

Q13b. Which advertisement comes first to your mind that you think is not consistent with the code?

- Can recall (SPECIFY IN FULL).....1
- Can't recall details of ad.....2

Q13c. Why do you feel it is not consistent with the code? **RECORD VERBATIM**

Q13d. And which advertisement comes next to your mind that you think is not consistent with the code?

- Can recall (SPECIFY).....1
- Can't recall details of ad.....2
- No other advertisements.....3 **GO TO Q14**

Q13e. Why do you feel it is not consistent with the code? **RECORD VERBATIM**

ASK ALL

Q14. And have you ever felt concerned about any advertising you have seen or heard for alcohol drinks? (INTERVIEWER: INTERNET ADVERTISING MAY BE INCLUDED HERE)

(IF YES: is that VERY or just SOMEWHAT concerned?)

- Yes, very concerned1
- Yes, somewhat concerned2
- No, never felt concerned3 **GO TO Q21**

Q15. What is it that you were concerned about?

- Can recall (SPECIFY).....1
- Don't know / can't recall.....2 **GO TO Q20**

Q16. And did you make a formal complaint about your concerns?

- Yes1 **GO TO Q18**
- No.....2 **GO TO Q17**

Q17. Are there any reasons why you did NOT make a formal complaint? **DO NOT PROMPT . ACCEPT MULTIPLES**

- Didn't have the time / get around to it.....1 **GO TO Q20**
- Didn't think it would achieve anything2 **GO TO Q20**
- Didn't know who to complain to.....3 **GO TO Q20**
- Other (SPECIFY)4 **GO TO Q20**
- Don't know5 **GO TO Q20**

Q18. Who did you complain to? **DO NOT PROMPT. ACCEPT MULTIPLES**

- Television or radio station which showed the ad1
- Magazine or newspaper which showed the ad2
- Advertising Standards Council.....3
- The advertiser of the product – company who make the product.....4
- Other (SPECIFY)5
- Don't know / can't recall.....6

Q19a. Were you satisfied with the outcome of your complaint?

- Yes1 **GO TO Q20**
- No.....2

Q19b. And could you tell me why that was? **RECORD VERBATIM. PROBE FULLY**

Q20. Can you recall what brand or product was being promoted in the advertising that you were concerned about? **RECORD VERBATIM** (INTERVIEWER: PROBE FOR BRAND, PRODUCT, AND SPECIFICS OF THE AD)

ASK ALL

Q21. If at some time in the future, you wanted to complain about an advertisement or other promotion for alcohol drinks you have seen, who would you complain to?

DO NOT PROMPT. ACCEPT MULTIPLES

- The advertiser of the product – company who make the product.....1
- The TV Channel that played the advertisement2
- Advertising Standards Bureau (Council)3
- The Trade Practices Commission.....4
- Consumer Affairs5
- Member of Parliament.....6
- Other (SPECIFY).....7
- I would never want to complain about alcohol advertising.....8
- Don't know9

Q22a. Do you ever use the Internet?

- Yes1
- No.....2 **GO TO Q33**
- Can't say3 **GO TO Q33**

Q22b. Have you ever seen any advertising or promotion of brands of alcohol drinks on the Internet, including banner ads, pop-ups or web sites?

(EXPLAIN IF NECESSARY:

A banner ad is an image on a Web site advertising a product or service that acts like a text-link; when clicked on it will take you to the Web site of the advertiser.

A pop-up is a small web browser window containing an advertisement that will automatically appear as soon as you visit certain web sites, and they can also appear when you leave a web site. Clicking on a pop-up will take you to the web site of the advertiser.)

- Yes1
- No.....2 **GO TO Q32**
- Don't know (DO NOT READ)3 **GO TO Q32**

ASK Q23a AND b) FOR UP TO 3 BRANDS

Q23a. Thinking of the first advertisement or promotion that comes to mind, what brand or product was that for? (SPECIFY IN FULL)

- Can recall brand and / or product (SPECIFY)..... 1
- Don't know / can't recall brand OR product.....2 **GO TO PREQ24a**

Q23b. And was that an advertisement on a GENERAL web site or was it a web site specifically created for an alcohol drink that you visited? **MULTIPLE CODES ACCEPTED**

IF ALCOHOL WEB SITE (CODE 2) ASK Q23c

Q23c About how often have you visited that web site – would it be just once or twice, every few months, once a month, once a week, or more often than once a week?

	Promotion 1	Promotion 2	Promotion 3
Q23a RECORD BRAND OR PRODUCT:			
Q23b. <u>Type of promotion</u>			
Advertisement on the screen such as a banner ad or pop-up	1	1	1
Alcohol web site	2	2	2
Other (SPECIFY)	3	3	3
Can't say	4	4	4
Q23c <u>Frequency visited web sites</u>			
Just once or twice	1	1	1
Every few months	2	2	2
Once a month	3	3	3
Once a week	4	4	4
More often	5	5	5
Can't say	6	6	6

PRE Q24a: IF AWARE OF ALCOHOL BEVERAGES ADVERTISING CODE (Q11=1) ASK Q24a ELSE GO TO Q25a

Q24a. And thinking about all the advertisements or promotions for alcohol drinks that you have seen on the Internet over the last 12 months or so, do you think that all of those ads or promotions are consistent with the Alcohol Beverages Advertising Code?

- Yes1 **GO TO Q25a**
 No.....2
 Not sure.....3 **GO TO Q25a**

Q24b. Which advertisement or promotion comes first to your mind that you think is not consistent with the code?

Q24c. Why do you feel it is not consistent with the code? **RECORD VERBATIM**

Q24d. And which advertisement or promotion comes next to your mind that you think is not consistent with the code?

- Can recall (SPECIFY).....1
 Can't recall details of ad.....2
 No other ads / promotions3 **GO TO Q25a**

Q24e. Why do you feel it is not consistent with the code? **RECORD VERBATIM**

Q25. Have you ever felt concerned about any advertising or promotion of alcohol drinks that you have seen on the Internet?

(IF YES: is that VERY or just SOMEWHAT concerned?)

- Yes, very concerned1
 Yes, somewhat concerned2
 No, never felt concerned3 **GO TO Q32a**

Q26a. And what is it that you were concerned about?

- Can recall (SPECIFY).....1
- Don't know / can't recall.....2 **GO TO Q31**

Q27. Did you make a formal complaint about your concerns?

- Yes1 **GO TO Q29**
- No.....2

Q28. Are there any reasons why you did NOT make a formal complaint? **DO NOT PROMPT**

- Didn't have the time / get around to it.....1 **GO TO Q31**
- Didn't think it would achieve anything.....2 **GO TO Q31**
- Didn't know who to complain to.....3 **GO TO Q31**
- Other (SPECIFY).....4 **GO TO Q31**
- Don't know5 **GO TO Q31**

Q29. Who did you complain to? **DO NOT PROMPT. ACCEPT MULTIPLES**

- The advertiser of the product – company who make the product..... 1
- Other (SPECIFY)..... 2
- Don't know / can't recall..... 3

Q30a. Were you satisfied with the outcome of your complaint?

- Yes1 **GO TO Q31**
- No.....2

Q30b. Could you tell me why that was? **RECORD VERBATIM. PROBE FULLY**

Q31. Can you recall what product or brand of alcohol drinks was being advertised on the Internet that you were concerned about? **RECORD VERBATIM (INTERVIEWER: PROBE FOR BRAND, PRODUCT, AND SPECIFICS OF THE AD)**

Q32a. If at some time in the future, you wanted to complain about an advertisement or other promotion for alcohol drinks on the Internet, who would you complain to?

DO NOT PROMPT. ACCEPT MULTIPLES

- The advertiser of the product – company who make the product.....1
- Advertising Standards Bureau (Council)2
- The Trade Practices Commission.....3
- Consumer Affairs4
- Member of Parliament.....5
- Other (SPECIFY).....6
- I would never want to complain about alcohol advertising.....7
- Don't know8

Q32b. Web sites that are designed to promote alcohol drinks usually have a notice on them saying that by entering the site people confirm that they are 18 years old or over. Do you think that is sufficient protection to ensure that people under 18 are not exposed to the promotion of alcohol drinks on the Internet or not?

- Yes1
- No.....2
- Don't know3

ASK ALL

Q33. Over the last 12 months or so, have you watched on TV (PAUSE), or attended, any events, such as sporting events, concerts, or festivals that were sponsored by alcohol drink companies, or promoted alcohol drinks?

- Yes1
- No.....2 **GO TO Q37**
- Can't recall / not sure3 **GO TO Q37**

Q34a. And were you in any way concerned about the advertising or promotion of alcohol at any of those events?
(IF YES: is that VERY or just SOMEWHAT concerned?)

- Yes, very concerned1
- Yes, somewhat concerned2
- No, never felt concerned3 **GO TO Q37**

Q34b. Thinking about the first event that comes to mind which concerned you, can you tell me what event that was? (**SPECIFY IN FULL**)

Q35a. And what is it that you were concerned about?

- Can recall (SPECIFY)..... 1
- Don't know / can't recall..... 2

Q36. Can you recall what product or brand of alcohol drinks was being promoted at the event that you were concerned about? **RECORD VERBATIM** (INTERVIEWER: PROBE FOR BRAND, PRODUCT, AND SPECIFICS OF THE PROMOTION)

Q37 Is not shown here as it related to part of a broader survey unrelated to the ABAC.

Section 2: Patterns of Alcohol Consumption

And now I have just a few questions about your own patterns of alcohol consumption:

Q38. On average, how frequently do you consume alcohol? Would it be ...
(IF RESPONDENT SAYS DON'T KNOW SAY: Well what would be your best guess?)

- Every day 1 **GO TO DEMOGRAPHICS**
- At least once a week, but not everyday 2 **GO TO Q39**
- About once a fortnight 3 **GO TO DEMOGRAPHICS**
- About once a month 4 **GO TO DEMOGRAPHICS**
- Less than once a month 5 **GO TO Q40**
- Never, not at all 6 **GO TO Q41**
- Don't know 7 **GO TO DEMOGRAPHICS**

Q39. And would that be ...**READ OUT**
(IF RESPONDENT SAYS DON'T KNOW SAY: Well what would be your best guess?)

- Almost every day 1
 - On 4 or 5 days a week 2
 - On 2 or 3 days a week 3
 - Or about once a week 4
 - (Don't know) 5
- (GO TO DEMOGRAPHICS AFTER THIS QUESTION)**

Q40. And would that be ...**READ OUT**
(IF RESPONDENT SAYS DON'T KNOW SAY: Well what would be your best guess?)

- About 4 or 5 times a year 1
 - About 2 or 3 times a year 2
 - Or about once a year or less 3
 - (Don't know) 4
- (GO TO DEMOGRAPHICS AFTER THIS QUESTION)**

Q41. And did you ...**READ OUT**

- Used to drink but have now stopped 1
- Or have you never drunk alcohol? 2
- (Don't know) 3

Section 3: Demographics

Finally, we have a few more questions to make sure we have spoken to a good cross section of the community:

Q42. What is the highest level of formal education you have completed? **READ OUT:**

- Primary school only 1
- Secondary school but not year 12..... 2
- Secondary school year 12..... 3
- Trade qualification 4
- Tertiary qualification but not university..... 5
- University degree 6
- Post-graduate studies..... 7
- Other (SPECIFY)..... 8

Q43. Are you the chief income earner in your household?

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

Q44a. What was your main activity in the last week? Were you... **READ OUT:**

- Working full time (30+ hours per week)..... 1
- Working part time work (8-29 hours per week)..... 2
- Retired..... 3 **GO TO PRE Q45**
- On home duties 4 **GO TO PRE Q45**
- Unemployed, looking for work 5 **GO TO PRE Q45**
- A student attending formal education 6 **GO TO PRE Q45**
- Away from a job for vacation, illness, strike etc 7
- Unable to work due to long-term disability..... 8 **GO TO PRE Q45**
- Other (SPECIFY)..... 9
- Refused..... 99 **GO TO PRE Q45**

Q44b. And what is your occupation? **RECORD FULL DETAILS:**

PRE Q45: IF RESPONDENT NOT THE CHIEF INCOME EARNER (Q43=2 OR 3) ASK Q45. OTHERS GO TO Q46a

Q45a. In the last week what was the main activity of the chief income earner in your household? Was it... **READ OUT:**

- Full time work (30+ hours per week)..... 1
- Part time work (8-26 hours per week)..... 2
- Retired..... 3 **GO TO Q46a**
- Home duties 4 **GO TO Q46a**
- Unemployed, looking for work 5 **GO TO Q46a**
- Student attending formal education..... 6 **GO TO Q46a**
- Away from job for vacation, illness, strike etc..... 7
- Unable to work due to long-term disability..... 8 **GO TO Q46a**
- Other (SPECIFY)..... 9
- Refused..... 10 **GO TO Q46a**

Q45b. And what is the occupation of the chief income earner? **WRITE IN:**

46a. Are you a parent, (PAUSE) or have you ever been a guardian?
SINGLE RESPONSE.

- Yes 1 **ASK Q46b**
- No..... 2 **GO TO PRECLOSE**
- Refused..... 3 **GO TO PRECLOSE**

46b. Do you currently have any children within the following age groups? **MULTIPLE RESPONSE ALLOWED.**

- 0 to 12 1
- 13 to 17..... 2
- 18 to 21..... 3
- 22 to 24..... 4
- 25 to 29..... 5
- 30 or above..... 6
- Refused..... 7

CLOSE:

CLOSE AND THANK RESPONDENT AS FOLLOWS:

That was my final question. This research is being carried out in accordance with the Privacy Act and the information you provided will be used for research purposes only. After analysis of the information your name and details will be removed from the computer. On behalf of The Department of Health & Ageing and Wallis Consulting Group may I thank you for giving us this interview. You have our assurance that your answers will be kept confidential.

IF RESPONDENT QUERIED THE LEGALITY OF SCENARIOS AT Q37, DISPLAY:

Earlier you asked about the actual legality of various scenarios we gave you involving teenagers under the age of 18 drinking alcohol either supervised or unsupervised by a parent or guardian.

The legality of these scenarios varies across States and Territories, but in general, unsupervised drinking by minors in public places is unlawful. Similarly, adults (who are not guardians) providing alcohol to minors is also considered unlawful, however, the circumstances can play an important part.

CONTINUE CLOSE:

Thankyou for your help. In case my supervisor needs to verify that this survey has taken place, could you please tell me your first name?

RECORD RESPONDENT NAME:

Just in case you missed it, my name is and I am from The Wallis Group.