



Australian Government

Department of Health and Ageing

RESEARCH REPORT

**Evaluation of the 2003 National Rock Eisteddfod Challenge TV Special and the
Regional TV Specials Sponsored by the *National Alcohol Campaign***

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EXECUTIVE SUMMARY

The 2003 *National Alcohol Campaign* Rock Eisteddfod Challenge National TV Special was broadcast in each Australian State and Territory between 13 and 27 December on Network Ten. In addition, the Regional Rock Eisteddfod Challenge TV Specials were broadcast in their respective television markets on 6, 7 or 14 December 2003 on the same network. The Social Research Centre was commissioned to conduct a telephone survey of 1,438 people aged between 12 and 18 years to measure overall audience reach, as well as the level of sponsorship and advertising awareness among those who watched the broadcast of the National and Regional Rock Eisteddfod Challenge TV Specials. Other cognitive measures of message recall and perceived impact were also included in the survey.

The National Rock Eisteddfod Challenge TV Special

Audience reach of the National Rock Eisteddfod Challenge TV Special peaked in 1993 but was relatively stable between 1990 and 1995, reaching approximately one in three Australian teenagers. In 1996 audience reach decreased to one in four teenagers but returned to previous levels at 31 per cent in 1998, and increased further to 37 per cent in 1999 and 2000. This was equivalent to the highest audience level previously obtained and represents approximately 679,000 teenagers. In 2003, audience reach significantly decreased to one in four teenagers and returned to the level achieved in 1996. Among those respondents who watched the National Rock Eisteddfod Challenge TV Special in 2003, 40 per cent reported watching half or more of the broadcast.

Among viewers of the National TV Special, the level of awareness of the *National Alcohol Campaign* sponsorship of the program has significantly increased since 2000 (from 21% to 27%). The Department sponsored the Rock Eisteddfod Television Specials as part of the Drug Offensive social marketing mix for twelve years and since 2000 it has been sponsored under the branding of the *National Alcohol Campaign*.

Among teenagers who watched the National TV Special, 47 per cent (84% in 2000) were able to report at least one appropriate health message conveyed through the program, representing a significant decrease compared to previous years' results. However, it is important to note that regional Network TEN affiliates (Southern Cross TV) in NSW, VIC and QLD did not air the *National Alcohol Campaign* commercials in either the National or Regional TV Specials.

The Regional Rock Eisteddfod Challenge TV Specials

Nine per cent of respondents reported watching a Regional TV Special. This is consistent with audience levels reached in 2000, however, represents a decrease from audience levels reached in 1999 (12%) and in previous years. Among those respondents who reported watching a Regional Rock Eisteddfod Challenge TV Special, 42 per cent reported watching half or more of the Regional TV Special.

Among viewers of the Regional TV Specials, the level of awareness of *National Alcohol Campaign* sponsorship was 20 per cent (18% in 2000), which is considered high as the branding was only introduced in 2000 and the latest television commercial media buy occurred in June/July 2002.

Among teenagers who watched the Regional TV Specials, 50 per cent were able to report at least one appropriate health message conveyed through the program, a significant decrease compared to previous years. However, it is important to note that regional Network TEN affiliates (Southern Cross TV) in NSW, VIC and QLD did not air the *National Alcohol Campaign* commercials.

Advertising Awareness

In 2003, the Department of Health and Ageing placed two *National Alcohol Campaign* television commercials throughout the Rock Eisteddfod Challenge TV Specials. The two television commercials used had been broadcast in February/March 2000, November/December 2000/2001 and June/July 2002 as part of the *National Alcohol Campaign* media buy. Respondents were told that there were two commercials shown during the Rock Eisteddfod Challenge TV Specials, and then asked to describe any of the commercials they saw. Recall (unprompted) and recognition (prompted) levels for the advertisements are described below.

***National Alcohol Campaign* (NAC) commercials**

Overall, 9 per cent of respondents (before prompting with a verbal description of the contents of the advertisements) made mention of any alcohol education commercials in the TV Specials compared to 24 per cent in 2000. After prompting, 86 per cent of respondents could recall at least one *National Alcohol Campaign* commercial compared to 96 per cent in 2000.

Viewers of Either the National or Regional TV Special

Overall, four per cent of respondents reported that they had watched *both* the National and a Regional Rock Eisteddfod Challenge TV Special and 28 per cent of the target audience watched *either* the National, a Regional Rock Eisteddfod Challenge TV Special *or both*. Reported viewing of both the National and Regional TV Specials is consistent with 2000, however, reported viewing of either TV Special has decreased.

Perceived Personal Impact of the Program and the Commercials

Among those who reported viewing either the National or a Regional TV Special and being aware of the commercials, respondents reported that both the commercials and the program made them think about their own behaviour in regard to drinking alcohol (74%), taking drugs (67%) and smoking (58%).

Perceptions of the *National Alcohol Campaign* Sponsorship

All respondents were asked whether they thought that the involvement of the *National Alcohol Campaign* sponsorship and SmokeFree Fashion messages in the Rock Eisteddfod Challenge TV Specials was a good way to convey these messages to young people. Eighty-six per cent of respondents (representing 1,602,000 teenagers) agreed with this statement for both the *National Alcohol Campaign* and SmokeFree Fashion messages.

Those who had seen either the National and Regional TV Specials or both were more likely than those who saw neither to think that the sponsorship of the Rock Eisteddfod Challenge was a good way to convey the messages of the *National Alcohol Campaign* to young people (90% vs 84%).

1.0 INTRODUCTION

This report outlines the findings of the evaluation of the 2003 *National Alcohol Campaign* Rock Eisteddfod Challenge National TV Special and the 2003 Regional Rock Eisteddfod Challenge TV Specials which have been sponsored by the *National Alcohol Campaign* since 2000.

Since 1988, high schools throughout Australia have participated in an annual national competition called the 'Rock Eisteddfod Challenge' (formally called the Rock Eisteddfod). Up to 30,000 students have participated nationally in the event in previous years. Students build a performance on interpretation of a single theme of their choosing through movement and dance, incorporating music. The competition allows each high school to enter one team to compete in the State heats, with the performances of State finalists being recorded and included in a National television special referred to as the National Rock Eisteddfod Challenge TV Special. The National TV Special features the winning performances from each State.

Since 1994, highlights of school performances from each region have been presented in a series of one-hour Regional TV Specials. Evaluation research has indicated that the TV Specials have reached as many as 600,000 teenagers in previous years.

In 2003, there were 17,931 direct participants in the Rock Eisteddfod Challenge, including stage crew, performers, and support crew (eg make-up, wardrobe etc) from 179 participating schools. In comparison the number of direct participants in recent years has been 20,354 direct participants from 186 schools in 2002, 20,008 direct participants from 172 schools in 2001 and 26,400 from 235 schools in 2000.

The Department of Health and Ageing has sponsored the Rock Eisteddfod Television Specials showcasing performances from the event for the past 16 years. Between 1990 and 1999 the Department sponsored the TV Specials as part of its Drug Offensive social marketing mix and since 2000 the Department has sponsored the event under the branding of the *National Alcohol Campaign's* "*Drinking. Where are your choices taking you?*" Between 1994 and 1999, Regional TV Specials have also been sponsored by the Drug Offensive and since 2000 TV Specials have been sponsored by the NAC's "*Drinking. Where are your choices taking you?*" (See

Appendices for stills of the NAC's television commercials). In 2003, the Rock Eisteddfod Challenge Television Specials also included placement of edits from the Smoke Free Fashion (SFF) video and Mercedes Australian Fashion Week (MAFW) footage, endorsements and logo placement.

The sponsorship of the National Rock Eisteddfod Challenge TV Special were evaluated from 1990 to 2000, and the sponsorship of the Regional Rock Eisteddfod TV Specials since 1994. Evaluations were not conducted in 2001 and 2002.

The aims of the Rock Eisteddfod Challenge support the mission of the National Drug Strategic Framework to improve health, social and economic outcomes by preventing the uptake of harmful drug use and reducing the harmful effects of licit and illicit drugs in Australian society.

Since 2000, there appears to be a declining trend in participation with minor fluctuations each year which may indicate that some schools choose to participate in the event every second year. This may be partly due to the increasing amount of time, resources and finances invested in participating in such an event or involvement in competing events. In addition, changes in school terms and Rock Eisteddfod tour dates may have also contributed to the decrease of participants. However, to explore this issue further qualitative research would need to be conducted.

National TV Special

The National Television Special has previously been broadcast nationally on the Nine Network and its regional affiliates but since 1999 it has been broadcast nationally on the Ten Network. A list of broadcast areas, participating networks/affiliates and on-air dates and times is also provided in Appendix A.

The 2003 National Rock Eisteddfod Challenge TV Special was aired on Saturday 13 December on most metropolitan Ten locations and on Sunday 14, Sunday 21, Saturday 27 December on its regional affiliates. The majority of screening occurred before the Christmas holiday period compared to last year's screening dates (23, 24, 31 December 2000). In 1999, screening occurred on 18 and 19 December and in previous years the National TV Special has been aired in the October/November period.

The sponsorship benefits for the *National Alcohol Campaign* included:

- ♦ naming rights/positioning – The 2003 NAC Rock Eisteddfod Challenge National Television Special, "*Drinking. Where are your choices taking you?*" proudly supports the SmokeFree Fashion (SFF) Initiative;
- ♦ advertising placement – 3 x 30 second (male ad) and 3 x 30 second (female ad) NAC television commercials;
- ♦ vox pop interviews with teenagers talking about drinking-related issues;
- ♦ Editorial – 6 minutes coverage of (in a number of short segments with opening SFF identification) SFF including:-
 - Boyd Duff (presenter) introducing what SFF is along with footage of Mink wearing SFF outfits from Mercedes Australian Fashion Week;
 - edited interviews (from the SFF youth-targeted video) with SFF ambassadors Chloe Maxwell, Tiffani Wood, Eliza O'Hare, and Jo

Gibara with accompanying footage to establish their celebrity/credibility; and

- ♦ logo inclusion on all Rock Eisteddfod Challenge posters, T-shirts, newsletters, letterheads, on-air promotions, certificates and plaques and at the live events.

Regional TV Specials

Seven one hour 2003 Regional Rock Eisteddfod Challenge TV Specials were produced featuring performances from schools and broadcast on 19 television stations/networks on Saturday 6 December, Sunday 7 December and Sunday 14 December. The majority of screening occurred before the Christmas holiday period compared to the screening dates in 2000 (16, 17, 23 December 2000) and previous years. A list of broadcast areas, participating networks/affiliates and on-air dates and times is provided in Appendix A.

The sponsorship of the Regional Television Specials involved:

- ♦ naming rights/positioning, The 2003 NAC New South Wales Rock Eisteddfod Challenge Regional Television Special, "*Drinking. Where are your choices taking you?*";
- ♦ Advertising placement – 1 x 30 second (male ad) and 2 x 30 second (female ad) NAC television commercials;
- ♦ Vox pop interviews with teenagers talking about drinking-related issues;
- ♦ Editorial – 4 minutes coverage of SmokeFree Fashion (in a number of short segments with opening SFF identification) SFF including:-
 - Boyd Duff (presenter) introducing what SFF is along with footage of Mink wearing SFF outfits from MAFW;
 - edited interviews (from the SFF youth-targeted video) with SFF ambassadors Chloe Maxwell, Tiffani Wood, and Eliza O'Hare; and
- ♦ logo inclusion on all Rock Eisteddfod Challenge posters, T-shirts, newsletters, letterheads, on-air promotions, certificates and plaques and at the live events.

2.0 OBJECTIVE

The designated objective of the National sponsorship of the Rock Eisteddfod Challenge has been to create an opportunity to effectively communicate alcohol misuse and smoke-free messages to a significant proportion of Australian teenagers, aged 12-18 years, in a popular and positive environment which resonates with contemporary youth culture.

3.0 METHODOLOGY

The 2003 National Rock Eisteddfod Challenge Television Special was broadcast on the weekend on the 13, 14, 21 and 27 December and the 2003 Regional Rock Eisteddfod Television Specials were broadcast on 6, 7 and 14 December. The Social Research Centre were commissioned in December 2003 to conduct the evaluation. A national telephone survey consisting of 1,438 telephone interviews with people aged between 12 and 18 years was conducted between 14th-23rd December 2003.

In order for results to be comparable the interviewing schedule adopted was consistent with previous years where interviewing commenced either on the same evening the

National TV Special was broadcast on the following day and completed within a week. As a result, interviewing commenced the day following the broadcast of the initial National TV Special on Sunday 14 December 2003 and completed by 23 December 2003. Due to varying broadcast dates and times Mt Gambier, Tasmania and regional Western Australia were not asked questions relating to the National TV Specials as the broadcast occurred after the fieldwork period.

3.1 Sample Design

In order to make meaningful comparisons between Rock Eisteddfod participants and non-participants (either from participating schools, non-participating schools or who have left school) a similar sampling methodology was adopted to that used in the previous Rock Eisteddfod surveys. For the 2003 survey, this methodology involved a sample of 1,500 with:

- ♦ quotas set for participants (100), non-participants from participating schools (300), students from non-participating schools (900), and 12-18 year olds not at school (200);
- ♦ a stratified random sample of 500 (400 in 2000) respondents was used to form the 'core sample' for the survey; and
- ♦ targeted booster interviewing within postcodes immediately adjacent to participating schools to efficiently boost the sample yield to achieve quotas, particularly Rock Eisteddfod participants.

Despite the decline in the number of Rock Eisteddfod participants from approximately 30,000 in 2000 to this year's level of approximately 18,000, the participant quota was successfully filled. However, the quota set for students from non-participating schools was not fully met, introducing a limitation of the sample design which had not been encountered previously. Potential explanations why this quota was not filled include:

- ♦ the overall impact of the booster sample, which proved five times more efficient than the random sample in targeting participants, such that fewer interviews with non-participants from non-participating schools were achieved than was expected;
- ♦ the possibility that participating schools may be more clustered in 2003, such that there is a lower proportion of non-participating schools in participating school post codes than in previous years; and
- ♦ the lower than expected yield of non-participants from non-participating schools in the random sample, which may mean that the proportion of random sample within the overall survey may need to be reviewed for future surveys.

(The Social Research Centre, 2003)

3.2 Sampling Frame

The sampling frame for the core sample survey was derived from the current CD ROM National Telephone Directory database. The sample frame was stratified by State and Territory and within each State/Territory by metropolitan and non-metropolitan regions. The sampling frame for the booster sample was also drawn from the National Telephone Directory database, but only from those areas with participating schools (based on postcode).

In all evaluation surveys, telephone interviews were conducted with the youngest member of the target audience at each home. Continual monitoring of the interview process and quotas ensured an appropriate sample of each age and gender was interviewed in each location.

3.3 Weighting of the Survey Data

Since certain postcodes were over sampled as a result of the booster sample, data were weighted using the following procedures:

- ♦ postcodes included within the booster sample interviewing were allocated to an existing sample stratum (eg. Vic. Metro, NSW Country); and
- ♦ postcodes used for the booster sample were then weighted back in line with the population of 12-18 year olds in those postcodes (as per ABS 1998 Estimated Residential Population).

3.4 Sample Characteristics

The sample characteristics for each evaluation survey conducted since 1990 are presented in Table 1.

Table 1: Sample Characteristics 1990 - 2000/2003

Date	Total Sample	Males	Females
November 1990	1018	512	506
November 1991	1833	919	914
November 1992	1816	909	907
October 1993	1200	616	584
November 1994	2610*	1308	1302
October 1995	1244	616	628
October 1996	1568	766	802
October 1997	1492	709	783
December 1998	1527	743	784
December 1999	1551	697	854
December 2000	1517	684	833
December 2003	1438	699	739

*In order to make the evaluation of the first Regional TV Specials more robust, the sample size was boosted in non-metropolitan areas in the 1994 survey.

The 2003 achieved sample of 1438 respondents comprised:

- 576 people aged 12-14 years (40%);
- 705 people aged 15-17 years (49%); and
- 157 people aged 18 years (11%).

The sample was located across urban and rural areas and included 823 respondents who lived in metropolitan areas (57%) and 615 respondents who lived in non-metropolitan areas (43%). The specific locations of the sample of respondents are shown in Table 2.

Table 2: Location of Interviews

Location	N	%
Metropolitan areas	823	57
Non-metropolitan areas	615	43
Sydney	253	18
Rural NSW	162	11
ACT	66	5
Total NSW/ACT	481	33
Melbourne	235	16
Rural Victoria	165	11
Total VIC	400	28
Brisbane	80	6
Rural Queensland	175	12
Total QLD	255	18
Adelaide	79	5
Rural SA	44	3
Total SA	123	9
Northern Territory	6	0.4
Perth	95	7
Rural WA	42	3
Total WA	137	10
Tasmania	36	3

3.5 Research Questions

The research questions for the 2003 survey were:

1. What was the proportion of 12-18 year olds nationally who viewed the National or Regional Rock Eisteddfod Challenge TV Specials?
2. What was the extent of awareness of promotion of the programs? What was the source of the program promotion?
3. What was the extent of awareness of the *National Alcohol Campaign* sponsorship and advertising during the broadcasts?
4. What was the level of awareness of Smoke Free Fashion messages promoted through the TV Specials?
5. What was the level of awareness of health messages communicated through the programs?
6. Was exposure to the National and Regional TV Specials associated with viewers' consideration of their own behaviour with respect to drinking too much alcohol, smoking or using other drugs?
7. What proportion of respondents believed the sponsorship was a good way to convey the messages of the *National Alcohol Campaign* and SmokeFree Fashion across to young people?
8. What proportion of 12-18 year old Rock Eisteddfod Challenge television audience were current smokers and alcohol consumers?
9. What proportion of the 12-18 year old Rock Eisteddfod Challenge television audience were 'at risk' of accepting an offer of speed/amphetamines?
10. What proportion of the 12-18 year old Rock Eisteddfod Challenge television audience were 'at risk' of accepting an offer of ecstasy?
11. What proportion of the Rock Eisteddfod Challenge television audience personally participated in the Rock Eisteddfod Challenge?

The questionnaire used by the research company interviewers is provided at Appendix B.

3.6 Statistics

Statistical tests were conducted in order to establish whether differences in responses within surveys and across the previous studies were statistically significant. Differences between proportions were tested on independent samples and differences between means were tested using a two-tailed t-test. In this report, where increases and decreases are reported in the text, a significant difference at a 95 per cent confidence level has been established.

4.0 RESULTS

4.1 Audience Characteristics

All respondents were asked if they smoked cigarettes and if so how many cigarettes had they smoked on an average day within the last seven days. All respondents were asked if they had an alcoholic drink in the last three months and in the last two weeks. Responses to these questions can be seen in Table 3.

Table 3: Proportion of the Rock Eisteddfod Target Audience who Smoke and Drink Alcohol 1990-2000/2003

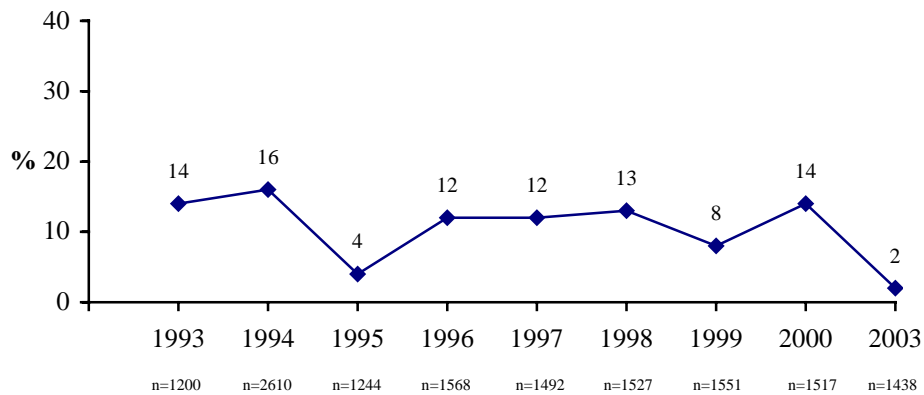
Year	Smoked in the last 7 days %	Drank alcohol in the last 2 weeks %
1990	12	24
1991	13	20
1992	10	20
1993	11	23
1994	14	27
1995	15	32
1996	16	30
1997	14	30
1998	13	35
1999	14	36
2000	15	40
2003	8	27

As can be seen in Table 3, since 1990, the proportion of smokers in the target group have ranged from 10%-16% across the twelve surveys. However, in 2003 this proportion dropped to 8 per cent, which is significantly lower compared to previous surveys. Twenty-seven per cent of the December 2003 sample reported consuming an alcoholic drink in the last two weeks. This figure has significantly decreased from the 2000 result and represents a return to figures reported in the early 1990's. These results may be in part due to the sample difference between the 2003 and previous surveys where in 2003 the quota set for students from non-participating schools was not fully met.

When asked about amphetamine use, 2 per cent were classified as being 'at risk' of accepting an offer in 2003 compared to the 2000 'at risk' figure (14%)¹. The proportion of the Rock Eisteddfod Challenge audience 'at risk' of accepting an offer of speed/amphetamines has remained relatively stable between 1993 and 2000 except for decreases in 1995, 1999 and an all time low in 2003.

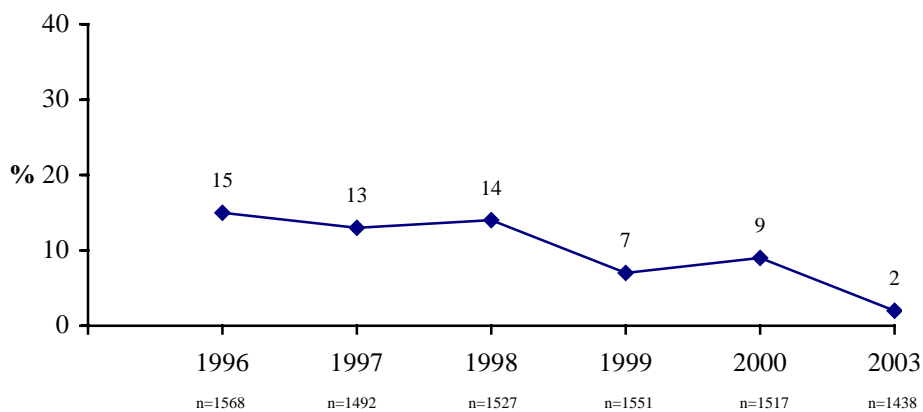
¹ All respondents were asked what they would do if offered amphetamines by a friend or acquaintance. Respondents who replied "I'd be horrified and say no" or "I'd definitely say no" were categorised as not being 'at risk' of accepting an offer of amphetamines. Those who answered that they would "probably say no", "might say yes", or "definitely say yes", were categorised as being 'at risk' of accepting an offer of amphetamines.

Figure 1: Proportion of REC Audience 'At Risk' of Accepting an Offer of Speed/Amphetamines 1993-2000/2003



The question regarding the proportion of the Rock Eisteddfod audience 'at risk' of accepting an offer of ecstasy was introduced in the 1996 evaluation. When asked about ecstasy use, 2 per cent were classified as being 'at risk'. This figure has also decreased to an all time low. The proportion of Rock Eisteddfod Challenge audience 'at risk' of accepting an offer of ecstasy remained relatively consistent between 1996 and 1998 and has decreased since then to the current low levels.

Figure 2: Proportion of REC Audience 'At Risk' of Accepting an Offer of Ecstasy 1996-2000/2003



In 2003, the question regarding the proportion of the Rock Eisteddfod audience 'at risk' of accepting an offer of marijuana was introduced. When asked about marijuana use, 6 per cent were classified as being at some degree of risk of use.

4.2 Rock Eisteddfod Challenge Awareness and Participation

Seventy-four per cent of respondents were aware of the Rock Eisteddfod Challenge in 2003, representing a significant decrease compared to 2000 (80%).

Fifty-eight per cent of respondents aged 12-18 years reported watching the Rock

Eisteddfod Challenge TV Specials in previous years. Approximately half of respondents (49%) who were aware of the Rock Eisteddfod Challenge reported that they had not watched this year's TV Specials because they didn't know about it. Other reasons given for not watching the TV Specials were not being interested (22%) and not at home/gone out (19%).

Eighty-four per cent of the sample reported attending school in 2003, with 21 per cent reporting attending a school that participated in the 2003 Rock Eisteddfod Challenge and ten per cent reporting personally participating in the 2003 Rock Eisteddfod Challenge.

Of those respondents who participated or who didn't participate but were from a participating school 30 per cent believed that their school's involvement influenced their behaviour with regard to smoking, 28 per cent with regard to drinking alcohol and 34 per cent with regard to taking drugs. Female respondents were more likely than male respondents to report thinking about each of these behaviours when asked about the impact of participating in the Rock Eisteddfod Challenge, especially in regards to taking drugs (41% vs 27%).

In 2003, an unrelated event to the Rock Eisteddfod Challenge, called the 'Wakakirri Story-Dance' TV Specials, was broadcast on the same network an hour before the Regional Rock Eisteddfod Challenge Television Specials. 'Wakakirri Story-Dance' is the name of a national performing arts event designed especially for primary schools whereas the Rock Eisteddfod Challenge caters for secondary students. Respondents were asked whether they watched any part of the Wakakirri TV Special and 7% reported watching the TV Special and 9% reported watching it in previous years.

4.3 Promotion of the Rock Eisteddfod Challenge TV Special

When asked if they had read, seen or heard anything promoting the National TV Special, 24 per cent of respondents (415,000 teenagers) reported that they had, representing a significant decrease compared to 2000 (42% representing 777,000 teenagers). Participants in the event were more likely to report hearing about the National TV Special compared to the other respondents.

Among those who reported that they had seen some promotion about this TV Special, television (55% representing 229,000 teenagers) was the most frequently reported source of information, followed by discussions with family and friends (23% representing 95,000 teenagers), newspapers (9% representing 35,000) and radio and discussions at school (both at 7% representing approximately 29,000 teenagers).

The proportion of respondents who reported television as the main source of their awareness of the TV Specials has significantly decreased compared to 2000 (81% representing 632,000 teenagers).

4.4 Audience Levels of the Rock Eisteddfod Challenge TV Specials

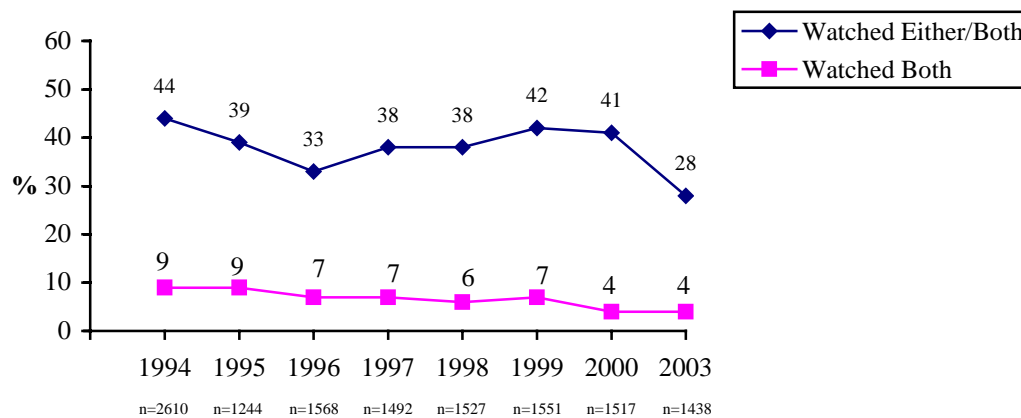
Twenty-eight per cent of 12-18 year olds reported watching either the National and/or a Regional Rock Eisteddfod Challenge TV Special (representing approximately 518,000 teenagers), while 4 per cent watched both TV Specials (representing approximately 66,000 teenagers). This represents a decrease in the number of

respondents who reported watching any one of the Rock Eisteddfod Challenge TV Specials in 2000 (41% representing approximately 760,000 teenagers).

4.4.1 Audience Trends of the Rock Eisteddfod Challenge TV Specials

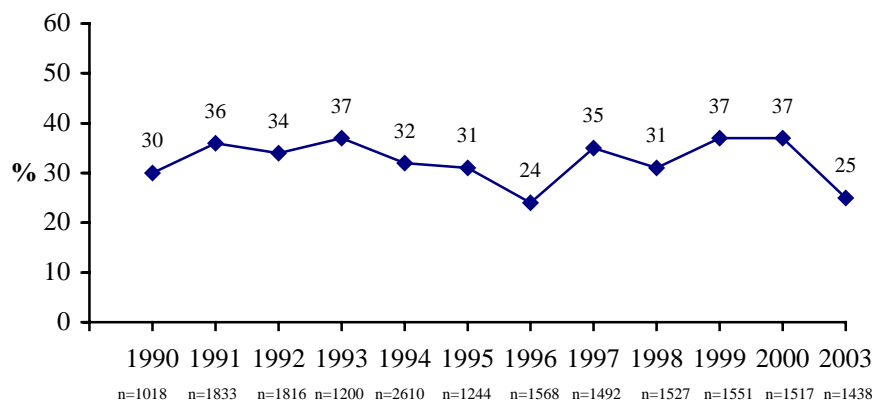
The proportion of respondents reporting watching any one of the TV Specials in 2003 (28%) represents an all time low compared to previous year's viewing levels. As can be seen by Figure 3, the proportion of respondents reporting watching one of the TV Specials remained at similar viewing levels from 1994 to 2000. The proportion reporting watching both TV Specials has significantly decreased from 9 per cent in 1994 to 4 per cent in 2003.

Figure 3: Audience Levels of the National and/or Regional TV Specials



Audience levels of the National TV Specials from 1990 to 2000 and 2003 can be seen in Figure 4.

Figure 4: Audience Levels of the National TV Specials 1990 - 2000/2003



Audience reach of the National Rock Eisteddfod Challenge TV Special has remained relatively stable, reaching approximately one in three Australian teenagers. In 1996 audience reach significantly decreased to one in four teenagers. In 2003, audience

reach significantly decreased to one in four returning to the lower audience levels achieved in 1996.

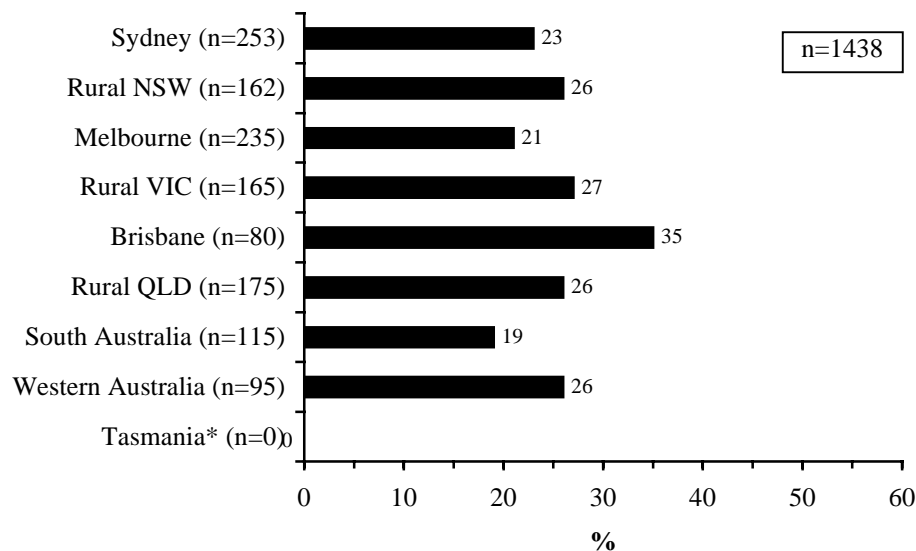
4.4.2 Audience Reach of the 2003 National Rock Eisteddfod Challenge TV Special

Twenty-five per cent of 12-18 years olds reported that they had watched the National Rock Eisteddfod TV Special (representing approximately 433,000 teenagers). Reach was consistent among females and males (25% and 24%) whereas in 2000, females were more likely than males to have watched the TV Special (40% vs 33%).

Since 1996, audience reach was consistent between metropolitan and regional locations, although in 2000 audience reach was higher in metropolitan areas.

The 2003 audience figures for capital cities and for the non-metropolitan regions are presented in Figure 5.

Figure 5: Audience Levels of the National TV Special by Location



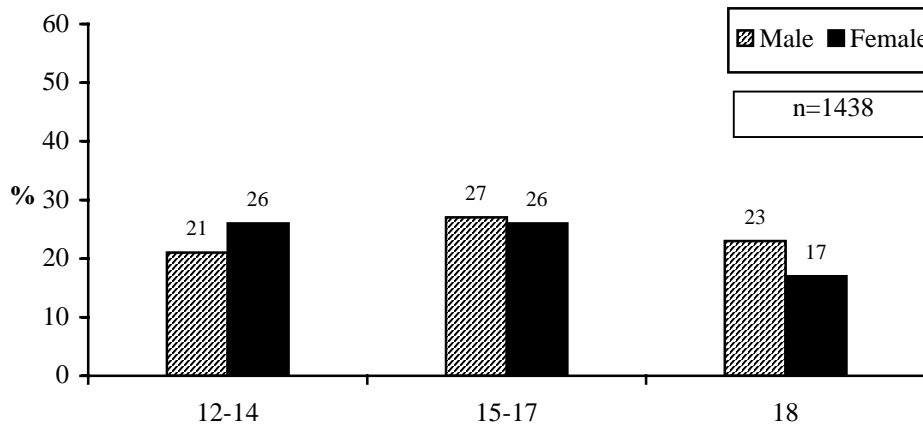
* Questions relating to the National TV Special were not asked in Tasmania, Regional WA, Port Pirie, Mt Gambier and Broken Hill as the TV Special was broadcast after the fieldwork period

Brisbane (35%) showed the highest level of exposure to the National TV Special amongst Australian teenagers. South Australia (19%) and Melbourne (21%) showed the lowest level of exposure and all the other capital cities and non-metropolitan regions had consistent levels of exposure ranging from 23% to 27%. Respondents were not asked this question in Regional South Australia, Regional Western Australia and Tasmania as the broadcast of the National TV Special occurred after the fieldwork period.

Respondents who had actually participated in the 2003 Rock Eisteddfod Challenge were more likely (42%) than respondents who did not personally participate but were from a participating school (28%), or those from a non-participating school (24%) to report that they had watched the National TV Special.

The proportion of respondents who reported watching the National Rock Eisteddfod TV Special was higher among 15-17 year olds (27%) than 12-14 year olds (24%) and 18 years olds (20%). Figure 6 illustrates the proportion of respondents who viewed the 2003 National Rock Eisteddfod Challenge TV Special by age and gender.

Figure 6: Audience Levels of the National TV Special by Age and Gender

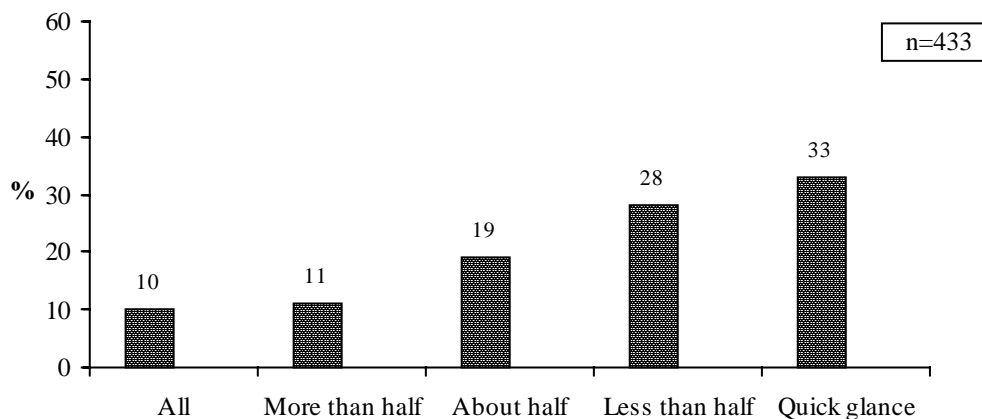


Males and females aged 15 to 17 years (27% and 26%) and females aged 12 to 14 years (26%) were most likely to report watching the National Rock Eisteddfod Challenge TV Special.

All respondents were asked if they had video-taped any part of the National Rock Eisteddfod Challenge TV Special to watch at a later time. Two per cent (representing 35,000 teenagers) of respondents reported taping the TV Special.

Among respondents who viewed the National TV Special, 40 per cent (representing 172,000 teenagers) reported watching half or a greater proportion of the program, with 10 per cent (representing 42,000 teenagers) watching all or most of the program, and 28 per cent (representing 119,000 teenagers) watching less than half, and 33 per cent (representing 144,000 teenagers) reported only having a quick glance now and then (see Figure 7).

Figure 7: Proportion of the National TV Special Watched by Viewers



As can be seen in Table 4 below, the proportion of viewers watching the majority of the program (at least half) has shown a consistent decline from 1995 (55%) to 2003 (40%). Since 1998, the proportion of viewers watching the majority of the program (at least half) had been consistent at 46 per cent. In 2003 it dropped to 40 per cent.

Table 4: Proportion of the National TV Special Watched 1995-2000/2003

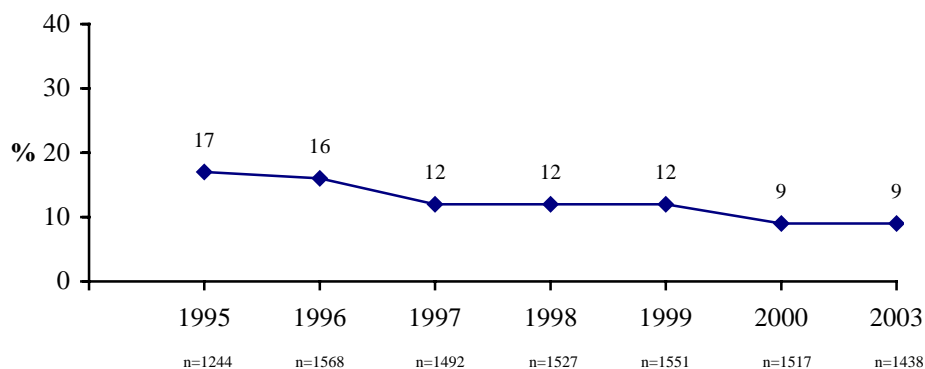
Proportion	1995	1996	1997	1998	1999	2000	2003
All	23%	24%	22%	19%	20%	15%	10%
More than half	12%	10%	8%	9%	9%	10%	11%
About half	20%	18%	19%	18%	17%	21%	19%
Total At Least Half	55%	52%	49%	46%	46%	46%	40%
Less than half	26%	21%	28%	20%	21%	28%	28%
Quick glance	18%	27%	24%	33%	32%	25%	33%
Base	N=386	n=376	n=519	n=488	n=677	n=679	n=433

4.5 Audience Levels of the Regional Rock Eisteddfod Challenge TV Special

Nine per cent of people aged 12-18 years reported they had watched a Regional Rock Eisteddfod Challenge TV Special (representing 165,000 teenagers). The audience reach of the Regional Rock Eisteddfod TV Specials declined from 1995 to 1997, remained consistent until 1999, decreased once again in 2000, and remained at this level in 2003 (see Figure 8).

A number of reasons may help to explain the decrease in audience viewing levels for the Regional TV Specials. In 1994 the proportion of respondents who reported watching a Regional TV Special was 21 per cent. This figure cannot be compared to later years as in 1994 only respondents in the broadcast areas were asked if they had seen the TV Special. In later years all respondents were asked if they had seen the Regional TV Special regardless of whether they lived in a broadcast area or not. The number of Regional TV Specials has decreased from 12 in 1994 to 7 in 2003 and the number of schools participating has decreased. This creates a smaller potential audience of participant viewers. There has also been a decrease in local content so viewers are less likely to watch the TV Specials if they or their school are not featured in the TV Specials.

Figure 8: Audience Levels of the Regional TV Specials 1995-2000/2003

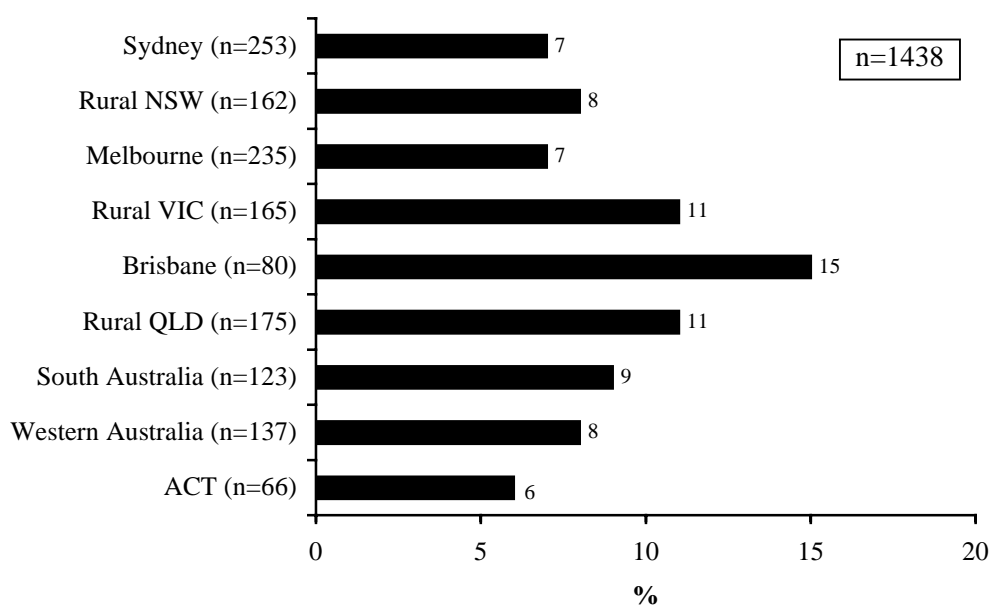


It should be noted that the Regional TV Specials were only broadcast in specific cities and regional areas (see Appendix A) and therefore the potential reach of these programs includes only these areas. Nevertheless the question being answered here pertains to the reach of the Regional TV Specials to the population of 12-18 year olds nationally.

Figure 9 below shows the proportion of respondents who reported viewing a Regional TV Special. Caution should be taken when interpreting figures for the non-metropolitan TV Specials as regional samples were small and samples were not specifically matched to broadcast areas.

Audience reach of the 2000 Regional Rock Eisteddfod Challenge TV Specials was consistent in non-metropolitan areas (8% representing 96,000 teenagers) and metropolitan areas (10% representing 70,000 teenagers). Reported viewing of the Regional Rock Eisteddfod TV Special was highest Brisbane (15%) followed by Regional Victoria and Regional Queensland (both at 11%).

Figure 9: Audience Levels of Regional TV Specials by Location

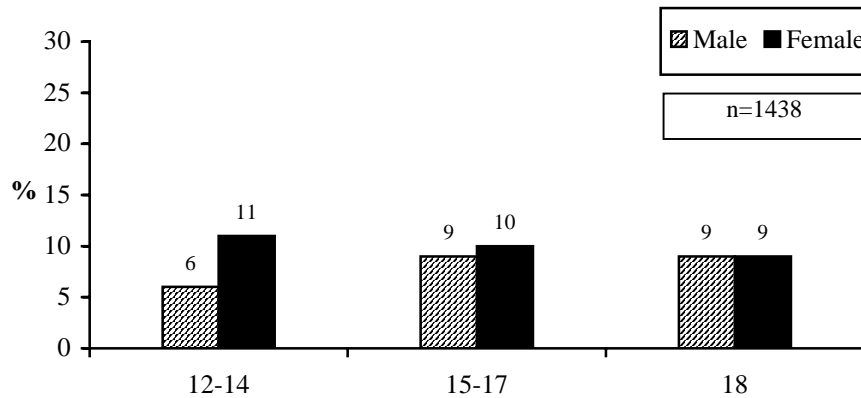


Respondents who had personally participated in the Rock Eisteddfod Challenge were significantly more likely (26%) than respondents who did not personally participate but were from a participating school (11%), or from a non-participating school (9%), to have watched the Regional TV Specials. The proportion of people who reported watching the Regional Rock Eisteddfod Challenge TV Specials was consistent amongst 12-14 year olds (8%), 15-17 year olds (10%) and 18 year olds (9%).

Reach of the Regional TV Specials amongst males was 7 per cent and 10 per cent amongst females which is generally consistent with 2000 results at 5 per cent amongst males and 12 per cent amongst females. As can be seen by Figure 10, viewing levels were consistent across all age groups and sex (ranging between 9% and 11%) except

for males aged 12-14 years (6%) who were least likely to report watching the Regional TV Specials.

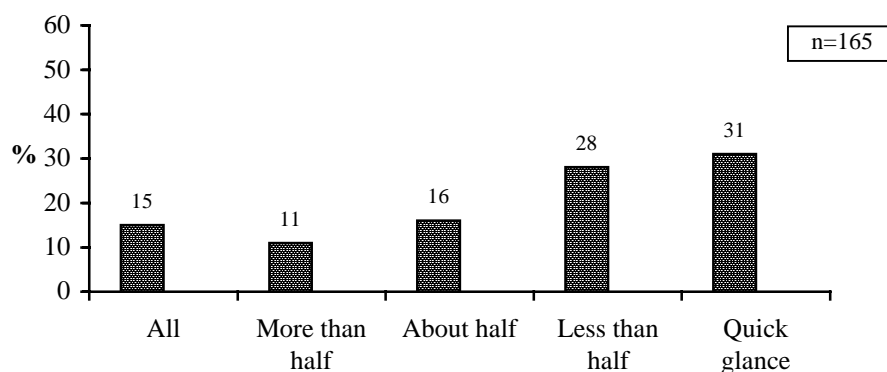
Figure 10: Audience Levels of the Regional TV Specials - By Age and Sex



All respondents were asked if they had video taped any part of the Regional Rock Eisteddfod Challenge TV Specials to watch at a later time. One per cent (representing 13,000 teenagers) of respondents reported taping a TV Special.

Among viewers of the Regional TV Specials, 42 per cent (representing 69,000 teenagers) reported watching half or a greater proportion of the program with 15 per cent (representing 25,000 teenagers) watching the whole program. A further 28 per cent (representing 46,000 teenagers) reported watching less than half and 31 per cent (representing 51,000 teenagers) only had a quick glance now and then (see Figure 11 below).

Figure 11: Proportion of the Regional TV Specials Watched by Viewers



In Table 5 it can be seen that the proportion of viewers watching the majority of the program (at least half) had shown a small but consistent increase from 1995 to 1997 (52%, 58% and 62% respectively). This figure has since returned to 1995 levels at 52 per cent in 1998, 50 per cent in 1999 and 53% in 2000. In 2003, there was a significant decrease in the number of viewers (42%) who reported watching the majority of the program (at least half) compared to 2000.

Table 5: Proportion of the Regional TV Specials Watched 1995-2000/2003

Proportion	1995	1996	1997	1998	1999	2000	2003
All	25%	29%	34%	30%	23%	27%	15%
More than half	9%	13%	7%	11%	11%	11%	11%
About half	18%	16%	21%	11%	16	16%	16%
Total At Least Half	52%	58%	62%	52%	50%	53%	42%
Less than half	31%	24%	18%	20%	26%	28%	28%
Quick glance	18%	19%	20%	28%	24%	19%	31%
Base	N=208	N=251	n=178	N=168	n=229	n=161	n=165

4.6 Awareness of Sponsorship

Those respondents who recalled watching either the 2003 National and/or a Regional Rock Eisteddfod Challenge TV Special were asked whether they recalled who sponsored the event or who advertised during the program. Among respondents who reported watching any one of the TV Specials, 27 per cent (representing 113,000 teenagers) recalled the *National Alcohol Campaign* as a sponsor compared to 21 per cent in 2000. In 1999, 15 per cent of viewers of the TV Specials recalled the National Tobacco Campaign as the sponsor.

4.6.1 The National Rock Eisteddfod Challenge TV Special

Twenty-seven per cent (representing 117,000 teenagers) of 12-18 year olds who watched the National TV Special recalled the *National Alcohol Campaign* sponsorship, 3 per cent named SmokeFree Fashion, 9 per cent named 'Smoke Free' and 8 per cent named Quit, with anti-smoking sponsors having a cumulative recall of 20 per cent. The State/Territory health departments also promoted their Quit campaign's *Smoke Free* messages throughout the TV Special.

Overall, 58 per cent (representing 252,000 teenagers) of those watching the National TV Special could mention at least one sponsor.

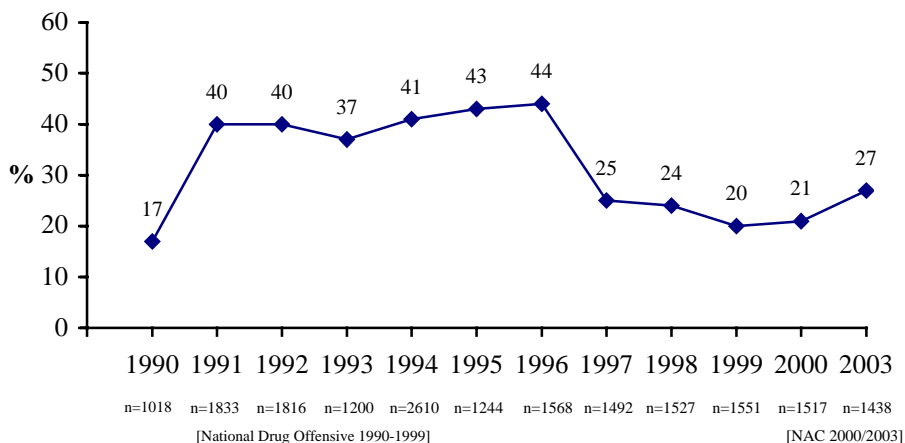
Identification of the *National Alcohol Campaign* sponsorship was higher amongst respondents aged 15-17 years (30%) and 18 years (35%) compared to 12-14 years olds (20%).

Those who watched at least half of the program were more likely (36%) than those who had watched less than half or none (21%) to be aware of the *National Alcohol Campaign* sponsorship.

Figure 12 shows sponsorship recall from 1990-2000/2003. There was a significant increase in recall of Drug Offensive Sponsorship between 1990 and 1991 and significant increase in sponsorship recall from 1993 to 1996. However, recall of Drug Offensive Sponsorship decreased between 1996 and 1999. This decrease should be viewed in the context that there was no other Drug Offensive campaign activity in 1997, 1998, and 1999 (apart from a small-scale basketball sponsorship in January 1997). The 1999 Rock Eisteddfod Challenge TV Special did not contain any Drug Offensive commercials, but featured advertisements from the National Tobacco

Campaign. With the introduction of the *National Alcohol Campaign* sponsorship since 2000, sponsorship recall was observed at higher levels in 2003.

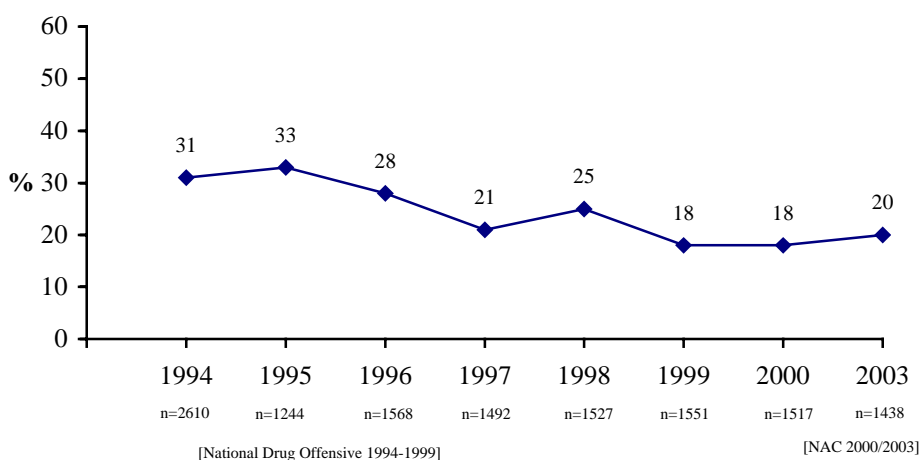
Figure 12: The National Rock Eisteddfod TV Special - Sponsorship Recall 1990-2000/2003



4.6.2 The Regional Rock Eisteddfod Challenge TV Specials

Twenty per cent (representing 34,000 teenagers) of 12-18 year olds who watched a Regional TV Special recalled the *National Alcohol Campaign* sponsorship in 2003. Between 1994 and 1999 the National Drug Offensive sponsored the Regional TV Specials and there was a decline in sponsorship awareness over this period. This decline in sponsorship awareness is consistent with that observed in the National TV Special and the level of Drug Offensive activity. With the introduction of the *National Alcohol Campaign* sponsorship in 2000, sponsorship recall has remained relatively consistent.

Figure 13: The Regional Rock Eisteddfod Challenge TV Specials – Sponsorship Recall 1994-2000/2003



In addition, two per cent of respondents named SmokeFree Fashion, eight per cent named Smoke Free and eight per cent named Quit with anti-smoking sponsors having a cumulative recall of 18 per cent. The State/Territory health departments also

promoted their Quit campaign's *Smoke Free* messages throughout the TV Specials. Overall, 65 per cent of those who watched the Regional Rock Eisteddfod Challenge could mention at least one sponsor of the Regional TV Special.

Females (25%) were more likely to recall the *National Alcohol Campaign* sponsorship than males (13%).

Those who watched at least half of the program were more likely (26%) than those who had watched less than half or none (15%) to be aware of the *National Alcohol Campaign* sponsorship.

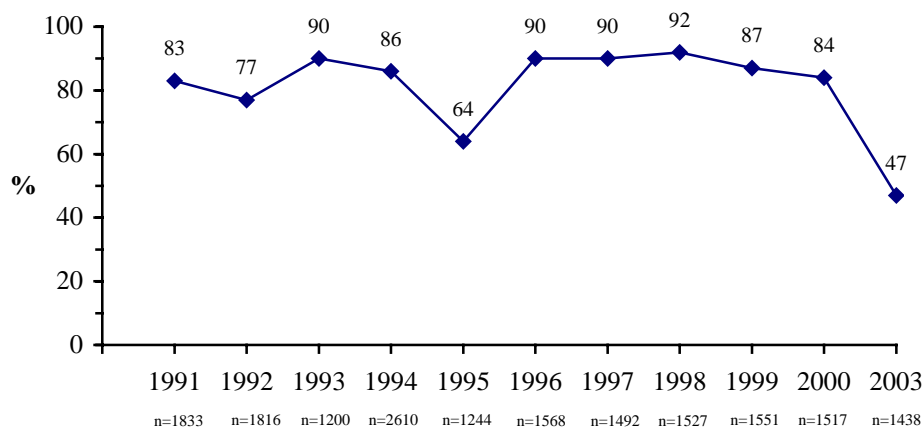
4.7 Awareness of a Health Message

Forty-three per cent of 12-18 year olds who had watched the National and/or a Regional TV Special(s) (representing 226,000 teenagers) could identify at least one relevant health message conveyed during the program(s) compared with 83 per cent (representing 631,000 teenagers) in 2000.

4.7.1 The National Rock Eisteddfod Challenge TV Special

Forty-seven per cent of 12-18 year olds who had watched the National TV Special (representing 203,000 teenagers) could identify at least one relevant health message conveyed during the program. Between 1993 and 1999 identification of a relevant health message had previously been consistently high, at approximately 90 per cent, with the exception of 1995 when identification of a relevant health message was 64 per cent. The 1995 TV Special contained fewer Drug Offensive campaign advertisements than in previous TV Specials. As can be seen in Figure 14, since 1996 the message recall level returned to the highest level previously achieved (in 1993) during the amphetamines 'Speed Catches Up With You' campaign but has continued to decrease since 1999 and reached an all time low of 47% in 2003.

Figure 14: Awareness of a Health Message 1991-2000/2003*



*This question was not asked in the 1990 survey.

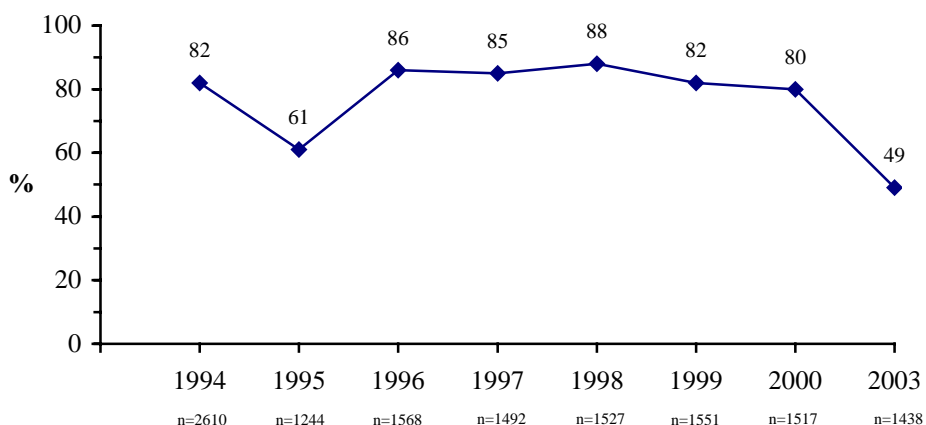
Respondents were asked what was the main message from the 2003 National TV Special. The most frequently cited responses were:

- don't do drugs/drinking/smoking (46%);
- you don't need drugs/alcohol (34%);
- general health and lifestyle (21%);
- how drugs/alcohol/smoking effects your lifestyle/health (11%); and
- 'Drinking. Where are your choices taking you?' (9%).

4.7.2 The Regional Rock Eisteddfod Challenge TV Specials

Forty-nine per cent of 12-18 year olds who had watched a Regional Rock Eisteddfod Challenge TV Special (representing 83,000 teenagers) could identify at least one relevant health message conveyed during the program. Identification of a relevant health message had previously been consistently high at approximately 84 per cent, with the exception of 1995 when identification of a relevant health message was 61 per cent. The 1995 Regional TV Specials contained fewer Drug Offensive commercials. In 2003, health message recall declined to its lowest level to date.

Figure 15: Awareness of a Health Message 1994-2000/2003*



Consistent with those reported from the National TV Special, specific health messages recalled from the Regional TV Specials included:

- don't do drugs/drinking/smoking (46%);
- you don't need drugs/alcohol (31%);
- 'Drinking. Where are your choices taking you?' (5%); and
- general health and lifestyle (16%).

4.8 Advertising Awareness

Respondents who had watched the National and/or a Regional TV Special(s) were reminded that there were several commercials shown during the Rock Eisteddfod Challenge TV Specials, and then asked to describe any of the commercials they saw.

Unprompted and prompted recall levels for the respective advertisements were as follows:

National Alcohol Campaign commercials

NAC commercial	Unprompted recall	Prompted recall
NAC Girl TVC	2%	78%
NAC Boy TVC	2%	74%
Alcohol ads	4%	n/a
Drinking/Choices ad	2%	n/a
NAC ad	0.3%	n/a
Anti-binge drinking ad	1%	n/a

Nine per cent of respondents (24% in 2000) made mention of any alcohol education commercials (before prompting with a verbal description of the contents of the advertisements) and 86% (96% in 2000) recognised either the boy or girl advertisement from the *National Alcohol Campaign* after prompting. Eighty-five per cent of respondents (72 % in 2000) who had watched the National and/or a Regional TV Special(s) did not recall any commercials prior to prompting.

Both the National and Regional TV Specials featured vox pop interviews with teenagers talking about drinking and interviews with celebrity ambassadors talking about SmokeFree Fashion. Respondents who had watched the National and/or a Regional TV Special(s) were reminded that there were interviews shown during the Rock Eisteddfod Challenge TV Specials, and then asked to describe any of the interviews they saw. Thirty-seven per cent of respondents who viewed either TV Special reported that they had seen interviews. Specifically, 28% cited interviews with students and 12% cited interviews about alcohol.

4.9 Perceived Personal Impact of the Program and Commercials

The majority of respondents who reported viewing either a Regional or National Special said that the Rock Eisteddfod Challenge TV Specials and the *National Alcohol Campaign* commercials made them think about their own behaviour with regard to smoking, drinking alcohol or taking drugs. The proportion of respondents reporting this cognitive response to viewing the Specials from 1993 to 1999 is shown below:

- 76% in 1993;
- 56% in 1994;
- 66% in 1995;
- 69% in 1996;
- 75% in 1997;
- 79% in 1998; and
- 77% in 1999.

In 2000 and 2003 due to the specific alcohol-related sponsorship, the question was asked differently. Seventy-four per cent (76% in 2000) of respondents who were aware of the *National Alcohol Campaign* commercials reported that the commercials and program made them think about their own behaviour in regard to drinking

alcohol, 58 per cent (59% in 2000) in regard to smoking, and 67 per cent (65% in 2000) in regard to taking drugs.

Female respondents were more likely than male respondents to report thinking about each of these behaviours when asked about the impact of the commercials and program especially in regards to drinking (78% vs 68%).

Ninety per cent of respondents who recognised either the boy or girl ads during the National or Regional TV Special reported that the ads made them think about the choices they make when drinking. Female respondents were more likely than male respondents to report this attitude (94% vs 84%). Ninety-six per cent of respondents reported that the ads made them think of the negative things that can happen when drinking too much. Specifically, 44% reported 'a fair bit', 23% reported 'a lot', and 31% reported 'a little'.

Eighty-seven per cent of respondents reported that the boy or girl ads made them think about the benefits of not drinking too much. Specifically, 45% reported 'a fair bit', 35% reported 'a little', and 19% reported 'a lot'. Eighty-seven per cent of respondents who drink reported that the boy and girl ads made them think about the benefits of not drinking too much.

4.10 Perceptions of the *National Alcohol Campaign* Sponsorship

More than one-third (38%) of respondents had heard of the *National Alcohol Campaign* prior to the National and Regional TV Specials compared to 49 per cent in 2000, and 31 per cent of these respondents recalled a slogan. Specifically, 7 per cent (19% in 2000) recalled a slogan relating to thinking about your choices. Three per cent (13% in 2000) recalled the main slogan 'Drinking. Where are your choices taking you?', six per cent (10% in 2000) recalled don't drink/consequences of drinking too much/benefits of not drinking and five per cent recalled drink driving as the main slogan.

All respondents were asked whether they thought that the involvement of the *National Alcohol Campaign* in the Rock Eisteddfod Challenge TV Specials was a good way to convey *National Alcohol Campaign* messages to young people.

Eighty-six per cent of respondents (representing 1,602,000 teenagers) thought that the sponsorship was a good way to convey these alcohol education messages to young people. This finding is consistent with results of the 2000 evaluation.

Both female respondents (89%) and male respondents (83%) reported that the sponsorship of the Rock Eisteddfod Challenge was a good way to communicate the messages of the *National Alcohol Campaign* to young people. Respondents aged 15-17 years (88%) and 18 years (89%) were more likely to think this way compared to respondents aged 12-14 years (83%).

Those who had seen the National and/or a Regional TV Special were more likely than those who had not seen any of the TV Specials to think that the sponsorship of the Rock Eisteddfod Challenge TV Special by the *National Alcohol Campaign* was a good way to convey these messages to young people (90% vs 84%).

Respondents who had participated in the 2003 Rock Eisteddfod Challenge were more likely (95%) than respondents from a school who had participated (86%) or those from a non-participating school (86%) to report that they believed that the sponsorship was a good way to convey messages of the National Alcohol to young people. These findings are consistent with results of the 2000 evaluation.

Sixty-six per cent (73% in 2000) of respondents aged 12-18 years considered the *National Alcohol Campaign* to be 'effective' in its efforts to discourage young people from drinking too much alcohol. Specifically, 10 per cent found it 'very effective', 56 per cent found it 'quite effective' and 21 per cent found it 'not that effective'. Female respondents were more likely than male respondents to report the *National Alcohol Campaign* as being effective (70% vs 62%) and respondents aged 12-14 years (72%) were more likely to regard the *National Alcohol Campaign* as being effective than respondents aged 15-17 years (63%), or 18 years (56%).

Respondents who had participated in the 2003 Rock Eisteddfod Challenge were more likely (81%) than respondents from a school who had participated (71%) or those from a non-participating school (64%) to consider the *National Alcohol Campaign* as being effective.

4.11 Perceptions of SmokeFree Fashion

Just over 1 in 10 respondents (13%) had heard of the Australian Government and Australian Fashion Industry initiative called SmokeFree Fashion prior to the National and Regional TV Specials. Respondents aged 12-14 years (17%) were more likely to have heard of SmokeFree Fashion compared to 15-17 year olds (11%) or 18 year olds (9%).

Respondents who had participated in the 2003 Rock Eisteddfod Challenge were more likely (20%) than respondents from a school who had participated (14%) or those from a non-participating school (12%) to have heard about SmokeFree Fashion.

Of those who reported that they had seen some promotion of SmokeFree Fashion, television (33%) was the highest reported source of information, followed by school (16%) and during the Rock Eisteddfod Challenge TV Special (12%).

Sixty-one per cent of respondents who had heard of SmokeFree Fashion identified a relevant health message as the main message promoted by the program. Specifically, 22% cited quit, 13% cited dispelling the myth that smoking is cool, glamorous and fashionable/smoking is not fashionable in any sense, and 10% cited the health effects of smoking.

Eighty-six per cent of respondents reported that the sponsorship was a good way to convey the messages of SmokeFree Fashion across to young people. Female respondents (88%) were more likely than male respondents (83%) to agree with this statement. Respondents who had participated in the 2003 Rock Eisteddfod Challenge were more likely (97%) than respondents from a school who had participated (86%) or those from a non-participating school (86%) to believe that the inclusion of smoke-

free messages in the TV Specials was a good way to convey messages of SmokeFree Fashion to young people.

Seventy-four per cent of persons aged 12-18 years considered that the SmokeFree Fashion program was 'effective' in its efforts to discourage young people from thinking that smoking is glamorous or a cool thing to do. Specifically, 16 per cent found it 'very effective', 58 per cent found it 'quite effective' and 15 per cent found it 'not that effective'.

Female respondents were more likely than male respondents to consider SmokeFree Fashion as being effective. Respondents who had participated in the 2003 Rock Eisteddfod Challenge were more likely (84%) than respondents from a school who had participated (76%) or those from a non-participating school (73%) to consider SmokeFree Fashion as being effective.

5.0 DISCUSSION

Even though the scheduling period for the Rock Eisteddfod Challenge TV Specials was consistent with previous years, the audience levels for the TV Specials appear to have declined with one in four teenagers, representing approximately 433,000 teenagers, viewing the National TV Special in 2003. In previous years audience levels have reached approximately one in three teenagers. Just over one in four teenagers reported viewing at least one of the TV Specials compared to forty per cent in 2000.

Promotions for the 2003 TV Specials appear to have been less effective than in previous years as only 24 per cent of teenagers reported awareness of the TV Specials, compared with 42 per cent in 2000.

This may partly explain the lower audience levels observed in 2003, particularly in light of the fact that 49 per cent of those who did not watch the TV Specials reported that this was because they were unaware that they were being broadcast. This year also represented a decrease in the number of students participating compared to previous years which may also explain the lower audience levels.

A remaining concern, however, was the lower proportion of the TV Specials that viewers reported watching. This may suggest a lower level of interest in the TV Specials.

Similarly the decline in the proportion of viewers who recalled a specific health message from the TV Specials also warrants a review of the structure and content of the TV Specials. As in 2003, three of the bigger Network Ten regional affiliate stations did not air the *National Alcohol Campaign* commercials in either the National or Regional TV Specials.

Nevertheless, sponsorship of the TV Specials by Australian Government health campaigns remains popular amongst teenagers, with the vast majority considering the *National Alcohol Campaign* sponsorship and inclusion of SmokeFree Fashion as a good way to convey alcohol misuse and smoke-free messages across to young people.

In 2003, there has been a slight increase in the number of respondents who viewed both the National and Regional TV Specials naming the *National Alcohol Campaign* as the sponsor. With the introduction of the *National Alcohol Campaign* as a sponsor in 2000 it has continued with a high level of recall.

This year is the first time that SmokeFree Fashion content was included in both TV Specials. The messages of this initiative appear to have reinforced tobacco control messages from State and Territory Quit campaign *Smoke Free* sponsorships of the live Rock Eisteddfod Challenge events, with a combination of these messages being reported by 20 per cent of viewers of the National TV Special.

This survey shows some evidence that the profile of the Rock Eisteddfod Challenge events and the TV Specials viewing levels are diminishing, with less participants in the Rock Eisteddfod Challenge events overall, less awareness of publicity and less viewing (both at all and for shorter periods amongst those that did view). There also appears to have been a decrease in the effectiveness of the TV Specials for promoting health messages, which may relate to both the TV Specials and content structure. However, although results are not as positive as previous years, it cannot be determined if this is a gradual decline or specific to the 2003 TV Specials as there were no evaluations conducted for the 2001 and 2002 TV Specials.

REFERENCES

The Social Research Centre. 2003. *Evaluation of the National Alcohol Campaign and SmokeFree Fashion Sponsorship of the 2003 Rock Eisteddfod Challenge Regional and National TV Specials - Technical Report*. Melbourne. Victoria

*** 2003 ROCK EISTEDDFOD CHALLENGE
SPONSORSHIP EVALUATION SURVEY
FINAL QUESTIONNAIRE**

*** INTRODUCTION**

INTRO1

Good morning/afternoon/evening. My name is (...) calling on behalf of the Australian Government Department of Health and Ageing from the Social Research Centre. We're conducting a national survey of teenagers and young adults about recent television programs they may have watched.

SC1 To help us with this research would you please tell me whether there are any 12 to 18 year olds in this household?

1. Yes
2. No (TERMINATE)

SC2 How many 12 to 18 year olds live in this household?
(RECORD NUMBER: 1 TO 20 DON'T KNOW, REFUSED)

(IF SC2>1 CONTINUE ELSE GO TO SC5)

SC3 To help us with this survey would you mind telling me if any of the 12 to 18 year olds in this household attended a school that participated in the Rock Eisteddfod Challenge this year?

1. Yes (CONTINUE)
2. No (Check quota & continue interview/ make appointment/ terminate as appropriate)

SC4 Did any of the 12 to 18 year olds actually participate in the Rock Eisteddfod Challenge themselves?

1. Yes (Check quota & continue interview/ make appointment/ terminate as appropriate)
2. No (Check quota & continue interview/ make appointment/ terminate as appropriate)

SC5 Can I talk to (that person / one of these people) please?

GET PARENTAL PERMISSION FOR YOUNG PEOPLE AGED 12 TO 14 YEARS.

1. Yes (CONTINUE)
2. No, not available (MAKE APPOINTMENT)
3. No, refused (TERMINATE)

INTRO2

(RE-INTRODUCE AS NECESSARY): Good morning/afternoon/evening. My name is (...) calling on behalf of the Department of the Department of Health and Ageing from the Social Research Centre. We're conducting a national survey of teenagers and young adults about recent television programs they may have watched.

SC6 Could you spare 10 minutes to participate in this survey please?

1. Yes (CONTINUE)
2. No (ARRANGE CALLBACK)
3. Refused (TERMINATE)

EXPLAIN IF NECESSARY:

Any information you provide will be totally confidential and used for research purposes only. This survey is being conducted in accordance with the requirements of the Commonwealth

Privacy Act. If there is any questions you don't want to answer just tell me so I can skip over them.

IF NECESSARY SAY:

If you have any concerns about this research project you may contact Natalie Barbir of the Department of Health and Ageing during business hours on (02) 9263 3544.

Q1 To start with, can you please tell me how old you are?

(RECORD NUMBER: 12 TO 18, REFUSED)

Q2 Record sex of respondent

1. Male
2. Female

Q3a Did you go to secondary school this year?

1. Yes
2. No (GO TO C1)

Q20 Did your school participate at all in the 2003 Rock Eisteddfod Challenge?

1. Yes
2. No (GO TO C1)

Q21 Did you participate IN ANY WAY AT ALL in the 2003 Rock Eisteddfod Challenge?

1. Yes
2. No

C1 COUNT FOR QUOTA SCREEN

Participant (Random) (Q21)	25
Non-participant, participating school (Q20/21)	300
Non-participating school (Q20)	900
Not at school (Q3a)	200
Participant (Non random) (Q21)	75

(IF Q3A IS 1 CONTINUE OTHERWISE GO TO PREQ4A)

Q3b What year/level did you study this year?

1. Currently studying Degree/Higher
2. Completed Diploma/Trade Certificate
3. Currently studying Diploma/Trade Certificate
4. Completed Year 11, 12, 13 Secondary school
5. Completed Year 10 or lower Secondary school

(PREQ4A IF SAMPLE LOCATION IS TASMANIA, PORT PIRRIE, BROKEN HILL OR WA GO TO Q8A INTROA ELSE CONTINUE)

***ROCK EISTEDDFOD TV SPECIALS**

Q4a The TV programs I want to ask you about are the 2003 Rock Eisteddfod programs. The NATIONAL Rock Eisteddfod Challenge was shown between (3pm and 5pm on Saturday the 13th of December / 8am and 10am on Sunday 14 December) and the REGIONAL Rock Eisteddfod Challenge was shown the week before on either Saturday 6 December or Sunday 7 December depending on where you live.

Thinking about the NATIONAL TV Special shown on (Saturday 13th December / Sunday 14 December), did you read, see or hear anything promoting this program?

1. Yes (CONTINUE)
2. No (GO TO Q4C)
3. Don't know (GO TO Q4C)

Q4b How did you find out about the 2003 National Rock Eisteddfod Challenge Television Special?
(ACCEPT MULTIPLES)

1. Television
2. Radio
3. Newspapers
4. McDonald's posters
5. Discussion with family / friends
6. Other (Specify) _____
7. Don't know / Can't remember

Q4c Did you watch ANY PART of the National Rock Eisteddfod Challenge Television Special?

1. Yes
2. No

Q4d Did you videotape ANY PART of the National Rock Eisteddfod Challenge Television Special to watch later?

1. Yes
2. No (GO TO Q8A INTROB)

Q5 Which ONE of the following statements best describes your viewing of the National Rock Eisteddfod Challenge Television TV Special? Would you say you watched...(READ OUT)

1. All or most of the program
2. More than half
3. About half
4. Less than half, or
5. Had just a quick glance now and then?
6. Don't know / Can't say (GO TO Q8A INTROB)
7. Haven't watched it yet (GO TO Q8A INTROB)

Q6a To the best of your knowledge, what organisations or campaigns were involved in the sponsorship of the NATIONAL Rock Eisteddfod Challenge Television TV Special, or had messages or television advertisements during the program? (ACCEPT MULTIPLES)

1. National Alcohol Campaign
2. Smoke Free Fashion
3. Smoke Free

-
4. Quit
 5. Department of Health and Ageing
 6. Other Australian Government Department
 7. Austereo Network (Hot 30 Countdown)
 8. Motorola
 9. Network 10
 10. Other (Please specify) _____
 11. Don't know / Can't think of any (GO TO Q7A)

Q6b Were there any others? (ACCEPT MULTIPLES)

1. National Alcohol Campaign
2. Smoke Free Fashion
3. Smoke Free
4. Quit
5. Department of Health and Ageing
6. Other Australian Government Department
7. Austereo Network (Hot 30 Countdown)
8. Motorola
9. Network 10
10. Other (SPECIFY) _____
11. Don't know / Can't think of any

Q7a And what, if anything, do you think were the MAIN MESSAGES the National Rock Eisteddfod Challenge Television TV Special was trying to get across? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best
11. How will you feel tomorrow
12. Other anti-drugs (not mentioned above)
13. Anti-smoking
14. Anti-binge drinking
15. Other (Please specify) _____
16. Don't know
17. Smoke Free Fashion

Q7b And what, if anything, do you think was the main HEALTH MESSAGES the National Rock Eisteddfod Challenge Television TV Special was trying to get across? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best

-
11. How will you feel tomorrow
 12. Other anti-drugs (not mentioned above)
 13. Anti-smoking
 14. Anti-binge drinking
 15. Other (Please specify) _____
 16. Don't know (GO TO Q8A INTROB)
 17. Smoke Free Fashion

Q7c And what OTHER HEALTH messages were there? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best
11. How will you feel tomorrow
12. Other anti-drugs (not mentioned above)
13. Anti-smoking
14. Anti-binge drinking
15. Other (Please specify) _____
16. Don't know / Can't think of any others
17. Smoke Free Fashion

(GO TO Q8A INTROB)

Q8a INTROA The TV program I want to ask you about is the 2003 Rock Eisteddfod program. The REGIONAL Rock Eisteddfod Challenge for your area was shown on either Saturday 6th December or Sunday 7th of December depending on where you live. Did you watch ANY PART of the Regional TV Special on the 6th or 7th of December?

INTROB On the weekend before the 2003 Rock Eisteddfod Challenge NATIONAL TV Special there was a Rock Eisteddfod Challenge REGIONAL TV Special featuring performances of finalists in your state. Did you watch ANY PART of the REGIONAL TV Special on the 6th or 7th of December?

1. Yes
2. No

Q8b And did you VIDEOTAPE ANY PART of the Regional Rock Eisteddfod Challenge Television Special on the 6th or 7th of December to watch later?

1. Yes
2. No (GO TO C2)

Q9 Which of the following statements best describes your viewing of **Regional** Rock Eisteddfod Challenge TV Special. Would you say you watched...(READ OUT)

1. All or most of the program
2. More than half
3. About half
4. Less than half, or
5. Had just a quick glance now and then
6. Don't know / Can't say (GO TO C2)

7. Haven't watched it yet (GO TO C2)

Q10a To the best of your knowledge, what organisations or campaigns were involved in the sponsorship of the **Regional** TV Special or had messages and television advertisements during the program. (ACCEPT MULTIPLES)

NATIONAL

1. National Alcohol Campaign
2. Smoke Free Fashion
3. Smoke Free
4. Quit
5. Department of Health and Ageing
6. Other Australian Government Department
7. Austereo Network (Hot 30 countdown)
8. Motorola
9. Network 10
- 9a. Don't Know / Can't Say (GO TO 11A)

NSW (DISPLAY FOR NSW SAMPLE ONLY)

10. NSW Health
11. 2DAY FM
12. B ROCK
13. STAR FM
14. 198 FM
15. Intensity
16. NX FM
17. Other NSW (Specify _____)

QLD (DISPLAY FOR QLD SAMPLE ONLY)

18. Qld Health
19. Royal Automobile Club of Queensland
20. SEA FM Mackay
21. SEA FM Cairns
22. C FM Toowoomba
23. West FM Longreach
24. Other Queensland (Specify _____)

SA (DISPLAY FOR SA SAMPLE ONLY)

25. Arts SA
26. SAFM
27. Other SA (Specify _____)

WA (DISPLAY FOR WA SAMPLE ONLY)

28. WAAPA
29. All New 92.9
30. Office of Children and Young people's Policy / Office for Youth
31. Other WA (Specify _____)

Tas (DISPLAY FOR TAS SAMPLE ONLY)

32. Forestry Tasmania
33. Quit Tasmania
34. Glenorchy City Council
35. Hobart City Council
36. Triple T FM
37. Other Tas (Specify _____)

ACT (DISPLAY FOR ACT SAMPLE ONLY)

38. Department of Education, Youth and Family Services
39. ACT Health
40. FM 104.7
41. Other ACT (Specify _____)

VIC (DISPLAY FOR VIC SAMPLE ONLY)

42. Vic Department of Human Services / Department of Education
43. FOX FM
44. Other Vic (Specify _____)

Q10b What other organisations or campaigns were involved in the sponsorship of the Regional TV Special or had messages and television advertisements during the program. (ACCEPT MULTIPLES)

NATIONAL

1. National Alcohol Campaign
2. Smoke Free Fashion
3. Smoke Free
4. Quit
5. Department of Health and Ageing
6. Other Australian Government Department
7. Austereo Network (Hot 30 countdown)
8. Motorola
9. Network 10
- 9a. Don't Know / Can't Say

NSW (DISPLAY FOR NSW SAMPLE ONLY)

10. NSW Health
11. 2DAY FM
12. B ROCK
13. STAR FM
14. 198 FM
15. Intensity
16. NX FM
17. Other NSW (Specify _____)

QLD (DISPLAY FOR QLD SAMPLE ONLY)

18. Qld Health
19. Royal Automobile Club of Queensland
20. SEA FM Mackay
21. SEA FM Cairns
22. C FM Toowoomba
23. West FM Longreach
24. Other Queensland (Specify _____)

SA (DISPLAY FOR SA SAMPLE ONLY)

25. Arts SA
26. SAFM
27. Other SA (Specify _____)

WA (DISPLAY FOR WA SAMPLE ONLY)

28. WAAPA
29. All New 92.9
30. Office of Children and Young people's Policy / Office for Youth
31. Other WA (Specify _____)

TAS (DISPLAY FOR TAS SAMPLE ONLY)

32. Forestry Tasmania
33. Quit Tasmania
34. Glenorchy City Council
35. Hobart City Council
36. Triple T FM
37. Other Tas (Specify _____)

ACT (DISPLAY FOR ACT SAMPLE ONLY)

38. Department of Education, Youth and Family Services
39. ACT Health
40. FM 104.7
41. Other ACT (Specify _____)

VIC (DISPLAY FOR VIC SAMPLE ONLY)

42. Vic Department of Human Services / Department of Education
43. FOX FM
44. Other Vic (Specify _____)

Q11a And what, if anything, do you think were the MAIN messages the **Regional** TV Special was trying to get across? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best
11. How will you feel tomorrow
12. Other anti-drugs (not mentioned above)
13. Anti-smoking
14. Anti-binge drinking
15. Other (Please specify) _____
16. Don't know
17. Smoke Free Fashion

Q11b And what, if anything, do you think were the MAIN HEALTH messages the **Regional** TV Special was trying to get across? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best
11. How will you feel tomorrow
12. Other anti-drugs (not mentioned above)
13. Anti-smoking
14. Anti-binge drinking
15. Other (Please specify) _____
16. Don't know (GO TO Q12)
17. Smoke Free Fashion

Q11c What OTHER **HEALTH** messages were there, if any? (ACCEPT MULTIPLES)

1. Drinking. Where are your choices taking you?
2. Every cigarette is doing you damage
3. You don't need alcohol, tobacco or drugs to have a good time
4. Benefits of not drinking too much
5. Consequences of drinking too much
6. Don't drink
7. Don't drink too much
8. A 'Drug Free' High
9. A 'Natural High'
10. Be your Best
11. How will you feel tomorrow
12. Other anti-drugs (not mentioned above)
13. Anti-smoking
14. Anti-binge drinking
15. Other (Please specify) _____

-
16. Don't know / Can't think of any others
 17. Smoke Free Fashion
-

C2 (CHECK Q4C AND Q8A)

1. Watched National AND Regional TV Specials (CONTINUE)
 2. Watched National OR Regional TV Special (CONTINUE)
 3. Did NOT watch either program (includes video only) (GO TO Q15A)
-

Q12 Can you describe any of the ads you saw during the Rock Eisteddfod Challenge TV Specials? (PROBE FULLY) (ACCEPT MULTIPLES)

1. Tobacco ads
2. Alcohol ads
3. National Alcohol Campaign
4. 'Drinking / Choices' ads
5. 'Boy in fight' ad
6. 'Girl has sex' ad
7. Anti binge drinking ad
8. Anti smoking ad
9. Anti smoking / anti binge drinking ad
10. Anti drugs ad
11. The Drug Offensive
12. Other (Please specify) _____
13. Don't know / Can't recall any television advertisements

Q12a During the Rock Eisteddfod Challenge TV Specials a number of INTERVIEWS were also shown. Can you describe any of the interviews you saw? (PROBE FULLY) (ACCEPT MULTIPLES)

1. Interviews about alcohol
2. Interviews about Smoke Free Fashion
3. Interviews with celebrities
4. Interviews with students
5. Interview with Eliza O'Hare
6. Interview with Chloe Maxwell
7. Interview with Joe Gibara
8. Interview with Tiffani Wood
9. Interview with Alex Zabotto-Bentley
10. Other (Please specify) _____
11. Don't know / Can't recall any interviews

Q13a I'm now going to read you a description of 2 advertisements each with the same theme. Recently there has been a television advertisement which begins by showing a teenage boy leaving a party and deciding whether to take a bottle of alcohol with him as he leaves. We see him leave the party twice. The first time he takes the bottle of alcohol. Then we see the same teenage boy again leaving the same party but this time he doesn't take the alcohol. For the rest of the advertisement we see what happens to this teenage boy in the two stories that follow from these two different beginnings.

Do you recall seeing this ad?

1. Yes
2. No

3. Don't Know / Can't remember

Q13b There has also been another television advertisement which begins by showing a teenage girl at a party deciding whether to accept a drink of alcohol from a teenage boy who comes up to her and offers her some. We see her being offered this drink of alcohol twice. The first time she accepts the drink and goes off with the teenage boy to dance. Then we see the same teenage girl again being offered the drink but this time she puts her hand over her cup and doesn't accept the drink. For the rest of the commercial we see what happens to this teenage girl in the two stories that follow from these two different beginnings.

Do you recall seeing this ad?

1. Yes
2. No
3. Don't Know / Can't remember

(IF Q13A=2 OR 3 AND Q13B=2 or 3 GO TO Q15B ELSE GO TO Q14A)

Q13b1 I'm now going to read you a description of 2 advertisements each with the same theme. Recently there has been a television advertisement which begins by showing a teenage girl at a party deciding whether to accept a drink of alcohol from a teenage boy who comes up to her and offers her some. We see her being offered this drink of alcohol twice. The first time she accepts the drink and goes off with the teenage boy to dance. Then we see the same teenage girl again being offered the drink but this time she puts her hand over her cup and doesn't accept the drink. For the rest of the commercial we see what happens to this teenage girl in the two stories that follow from these two different beginnings.

Do you recall seeing this ad?

1. Yes
2. No
3. Don't Know / Can't remember

Q13a1 There has also been another television advertisement which begins by showing a teenage boy leaving a party and deciding whether to take a bottle of alcohol with him as he leaves. We see him leave the party twice. The first time he takes the bottle of alcohol. Then we see the same teenage boy again leaving the same party but this time he doesn't take the alcohol. For the rest of the advertisement we see what happens to this teenage boy in the two stories that follow from these two different beginnings.

Do you recall seeing this ad?

1. Yes
2. No
3. Don't Know / Can't remember

(IF Q13B1=2 OR 3 AND Q13A1=2 or 3 GO TO Q15B ELSE CONTINUE)

Q14a Thinking about the ads in this program, did it make you think about the **CHOICES** you make about drinking?

1. Yes
2. No
3. Don't Know / Can't remember

Q14b Would you say the ads made you think about the **NEGATIVE** things that can happen when you drink too much?

1. Yes
2. No (GO TO Q14D)
3. Don't Know / Can't remember (GO TO Q14D)

Q14c And did they make you think about it.....(READ OUT)

1. A little
2. A fair bit, or
3. A lot
4. Can't say

Q14d Would you say that the ads made you think about the **BENEFITS** of not drinking too much?

1. Yes
2. No (GO TO Q14F)

Q14e And did they make you think about it.....(READ OUT)

1. A little
2. A fair bit, or
3. A lot
4. Can't say

Q14f Thinking about (the National / and / the Regional) Rock Eisteddfod Challenge TV Special(s) and the television advertisements you saw during the program(s), did the program(s) and the television advertisements played during the program(s) make you **THINK ABOUT YOUR OWN BEHAVIOUR** either now or in the future with regard to ...(READ STATEMENT)

(STATEMENTS)

1. Smoking
2. Drinking alcohol
3. Using drugs

(RESPONSE FRAME)

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

(GO TO Q15B)

Q15a The "2003 Rock Eisteddfod Challenge **NATIONAL** TV Special" features the winning performances of the Rock Eisteddfod Challenge competition held among high school students throughout Australia. Performance involves students acting out a story through movement and dance to rock and pop music. Had you ever heard about the **Rock Eisteddfod Challenge** before the recent TV specials?

1. Yes
2. No (GO TO Q15B)
3. Don't Know / Can't Say (GO TO Q15B)

Q15aa Have you ever watched the **Rock Eisteddfod Challenge** TV Specials in previous years?

1. Yes
2. No
3. Don't Know / Can't Say

Q15ab Why didn't you watch this year's **Rock Eisteddfod Challenge** TV Specials?

1. Not at home/gone out
2. Away on holidays
3. School wasn't participating
4. Didn't know about it
5. Not interested
6. Other (Please specify) _____
7. Don't Know / Can't Say

Q15b The Rock Eisteddfod TV Specials were sponsored by the "National Alcohol Campaign". Before today, had you heard of the **National Alcohol Campaign**?

1. Yes
2. No (GO TO Q15D)
3. Don't know / Can't remember (GO TO Q15D)

Q15c What do you recall as the main slogan of the **National Alcohol Campaign**?

GENERAL

1. 100% in Control
2. Say 'No'

THINK ABOUT YOUR CHOICES

3. Make your own choices / it's your choice
4. Think about the choices you make
5. Drinking - where are your choices taking you?
6. With drinking you have a choice / think about the choices you make before you drink
7. Think before you drink

DON'T DRINK/ AS MUCH

8. Don't drink
9. 'No' to drinking & drugs
10. Don't drink if you're underage
11. Don't drink as much/drink in moderation
12. Drug & alcohol free/100% drug & alcohol free

CONSEQUENCES OF DRINKING/ BENEFITS OF NOT DRINKING

13. You don't need to drink to have a good time

DRINK DRIVING

14. Don't drink & drive
15. If you drink and drive you're a bloody idiot

DRUG/ SMOKING REFERENCES

16. 100% drug free
17. Other (please specify _____)
18. Don't Know / Can't Say

Q15d In your opinion, is the sponsorship of this event a good way to get the messages of the **National Alcohol Campaign** across to young people or not?

1. Yes, a good way
2. No, not a good way
3. Don't know / Can't say

Q17 How would you rate the effectiveness of the National Alcohol Campaign's efforts to discourage young people from drinking too much alcohol? (READ OUT)

1. Very effective
2. Quite effective
3. Not that effective, or
4. Not effective at all
5. Don't know / not sure

Q18a The Rock Eisteddfod TV Specials included messages and interviews on the Smoke Free Fashion program. Before today, had you seen, read or heard anything about the Australian Government and Australian Fashion Industry program called "Smoke Free Fashion"?

1. Yes
2. No (GO TO Q18D INTROA)

Q18b Where did you see, read or hear about Smoke Free Fashion? (ACCEPT MULTIPLES)

1. On television
2. During the Rock Eisteddfod Challenge TV Special
3. On radio
4. In a newspaper
5. In a magazine
6. In cinema
7. On the Internet
8. On a poster
9. From a fashion celebrity
10. At Mercedes Australian Fashion Week (MAFW)
11. At a fashion event (not MAFW)
12. At school
13. In a shopping centre
14. Somewhere else (SPECIFY)
15. Don't Know / Can't say

Q18c What is the MAIN message of Smoke Free Fashion Week that you recall?

1. Fashion industry has turned its back on smoking / smoking is not embraced by the fashion industry
2. Dispelling the myth that smoking is cool, glamorous and fashionable / smoking is not fashionable in any sense
3. Removal of positive imagery of smoking from fashion images
4. Targeting young women not to take up smoking
5. Targeting young women to quit
6. Quit
7. MAFW first smoke free fashion event
8. Other (Specify _____)
9. Don't Know / Can't Say

(GO TO Q18D INTROB)

Q18d INTROA "Smoke Free Fashion" is an Australian Government and Australian Fashion Industry program which tries to dispel the myth that smoking is glamorous, fashionable and cool. In your opinion, is the involvement with the Rock Eisteddfod Challenge a good way to get the messages of **Smoke Free Fashion** across to young people, or not?

INTROB In your opinion, is the involvement with the Rock Eisteddfod Challenge a good way to get the messages of **Smoke Free Fashion** across to young people, or not?

1. Yes, a good way
2. No, not a good way
3. Don't know, can't say

Q18e How effective do you think the Smoke Free Fashion program could be in making people think smoking is less glamorous or a cool thing to do? (READ OUT)

1. Very effective
2. Quite effective
3. Not that effective, or
4. Not effective at all
5. Don't know / not sure

Q19a On Saturday 6th December another TV Special called **Wakakirri Story - Dance** was shown just before the Rock Eisteddfod Challenge Regional TV Specials. This program featured dance performances from primary school students. Did you watch ANY part of the **Wakakirri Story - Dance** performance?

1. Yes
2. No (GO TO Q19C)

Q19b Which ONE of the following statements best describes your viewing of the **Wakakirri Story - Dance** TV Special? Would you say you watched...(READ OUT)

1. All or most of the program,
2. More than half,
3. About half,
4. Less than half, or
5. Had just a quick glance now and then?
6. Don't know / Can't say

Q19c Had you ever watched the **Wakakirri Story - Dance** TV Special in previous years?

1. Yes
2. No
3. Don't Know / Can't Say

Q22a I'd like to ask a few final questions. Firstly, do you smoke cigarettes?

1. Yes
2. No (GO TO Q23)
3. Refused (GO TO Q23)

Q22aa How often do you smoke cigarettes? Would that be...(READ OUT)

1. Daily,
2. At least weekly, or
3. Less often than weekly
4. Don't Know / Can't say
5. Refused

Q22b Can you tell me the number of cigarettes you smoked on an average day **last week**?

(RECORD NUMBER: 1 TO 99 DON'T KNOW, REFUSED)

Q23 And in the last **three months**, not counting SIPS or TASTES, have you had an alcoholic drink?

1. Yes
2. No (GO TO Q24A)
3. Don't know / Can't Say (GO TO Q24A)
4. Refused (GO TO Q24A)

Q23a In the last **two weeks**, not counting SIPS or TASTES, have you had an alcoholic drink?

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

Q24a Now thinking about what you would do if a friend or acquaintance offered you speed or amphetamines, would you...(READ OUT)

1. Definitely say yes and try it,
2. Probably say yes,
3. Probably say no,
4. Definitely say no, or
5. Be horrified and say no
6. Don't Know / Can't Say/ Refused

Q24b And if they offered you ecstasy, would you...(READ OUT)

1. Definitely say yes and try it,
2. Probably say yes,
3. Probably say no,
4. Definitely say no, or
5. Be horrified and say no
6. Don't Know / Can't Say/ Refused

Q24c And if they offered you marijuana, would you...(READ OUT)

1. Definitely say yes and try it,
2. Probably say yes,
3. Probably say no,
4. Definitely say no, or
5. Be horrified and say no
6. Don't Know / Can't Say/ Refused

PREQ26 (IF Q20=No GO TO Q27A ELSE CONTINUE)

Q26 Has (your / your school's) involvement in the Rock Eisteddfod influenced your own behaviour with regards to...(READ OUT)

(STATEMENTS)

1. Smoking
2. Drinking alcohol
3. Using drugs

(RESPONSE FRAME)

1. Yes
2. No

3. Don't Know

Q27a Now finally, in what country were you born?

1. Australia (GO TO Q28)
2. UK, Eire
3. New Zealand
4. Germany
5. Netherlands
6. Poland
7. China
8. Japan
9. Vietnam
10. South Africa
11. Other (Please specify) _____

Q27b And in what year did you arrive in Australia?

(RECORD NUMBER: 1980 TO 2003 DON'T KNOW, REFUSED)

Q27c What is the main language spoken at home?

1. Arabic
2. Australian Indigenous Languages
3. Cantonese
4. Mandarin
5. Other Chinese
6. Croatian
7. French
8. German
9. Greek
10. Hungarian
11. Indonesian
12. Italian
13. Japanese
14. Macedonian
15. Malay
16. Maltese
17. Dutch/Netherlandic
18. Polish
19. Portuguese
20. Russian
21. Serbian
22. Spanish
23. Tagalog (Filipino)
24. Turkish
25. Vietnamese
26. Other (Specify)
27. Not Stated / Refused

*** SNOWBALLING CHECK QUESTIONS IF REQUIRED**

Q28 To help the Department of Health and Ageing evaluate its sponsorship of the Rock Eisteddfod we are really interested to talk to people who participated in the Rock Eisteddfod this year. Can you give me a name or any contact details for anyone you know who participated in the Rock Eisteddfod this year?

EXPLAIN IF NECESSARY: As has been the case for you, any information this person provides will be totally confidential and used for research purposes only. This survey is being conducted in accordance with the requirements of the Commonwealth Privacy Act.

1. Yes
2. No (GO TO END)
3. Refused (GO TO END)

Q28a Can you give me a name and any contact details you might know for that person so that we can see whether or not they are interested in participating in this survey?

First Name

Surname:

Street number/name:

Suburb/Town:

State:

Postcode:

Phone Number: STD CODE:() PHONE NUMBER: _____

Q28b Can you give me a name and any contact details you might have for any other person you know that participated in this year's Rock Eisteddfod?

1. Yes
2. No (GO TO END)
3. Refused (GO TO END)

First Name

Surname:

Street number/name:

Suburb/Town:

State:

Postcode:

Phone Number: STD CODE:() PHONE NUMBER: _____

Q28c Can you give me a name and any contact details you might have for any other person you know that participated in this year's Rock Eisteddfod?

1. Yes
2. No (GO TO END)
3. Refused (GO TO END)

First Name

Surname:

Street number/name:

Suburb/Town:

State:

Postcode:

Phone Number: STD CODE:() PHONE NUMBER: _____

END That's the end of survey. Thanks very much for your time. Just in case you missed it my name is (...) from the Social Research Centre and this survey was conducted on behalf of the Department of Health and Ageing.

TERM1

Thanks anyway, but for this survey we need to talk with people who (participated in the Rock Eisteddfod/ attended a school that participated in the Rock Eisteddfod / attended secondary school last year)

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 MRSA 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:
Signed:

Interviewer I.D:
Date: