

General awareness of anti-tobacco advertising

1. In the past six months, have you seen or heard any information or ads about the dangers of smoking, or to encourage you to quit smoking?

Yes

No [End of Questions]

Don't know/ can't remember [End of questions]

2. Can you please describe the first ad that comes to mind? And what was the ad trying to say?

3. Can you please describe the next ad that comes to mind? And what was the ad trying to say?

Prompted recall key and message take-out: these questions could be used as part of an interview or online if you are able to show the ad, if not Q4-11 could be omitted

4. I am now going to play you a recent TV ad and I would like to know if you have seen it in the last 2 months.

PLAY AD

Have you seen this ad in the last 2 months?

Yes

No [GO TO RADIO AD Q6]

Don't know [GO TO RADIO AD Q6]

5. And what would you say were the main things that this ad was trying to say?

6. There is also a radio version of this ad. I am going to play you the ad and would like to know if you have heard it.

PLAY RADIO AD

7. Have you heard this ad in the last 2 months?

Yes

No

Don't know

8. There is also a print version of this ad.

SHOW PRINT AD

9. Have you seen this ad in the last 2 months?

IF YES, PROBE WHERE

- Yes - seen in magazine or newspaper
- Yes - seen, but not sure where
- No
- Don't know

10. And also internet/ digital versions.

SHOW THESE VERSIONS

11. Have you seen these ads on the internet in the last 2 months?

IF YES, ASK WHICH

- Yes - seen internet
- Yes - seen digital
- Yes - seen both
- No [END SURVEY]
- Don't know [END SURVEY]

Perception and impact of the campaign:

12. Now, thinking about these ads, to what extent do you agree or disagree that they...

a. Were easy to understand

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

b. Taught me something new

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

c. Make me stop and think

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

d. Are believable

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

e. Make me feel uncomfortable

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

f. Relate to me

- | | | |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree nor disagree | <input type="checkbox"/> Agree |
| <input type="checkbox"/> Disagree | | <input type="checkbox"/> Strongly agree |

g. Make me feel worried about my past/ current smoking

Strongly disagree

Neither agree nor
disagree

Agree

Disagree

Strongly agree

h. Make me more likely to try to quit/ continue not to smoke

Strongly disagree

Neither agree nor
disagree

Agree

Disagree

Strongly agree

13. And how much do you agree or disagree that you are getting tired of seeing/ hearing these ads?

Strongly disagree

Neither agree nor
disagree

Agree

Disagree

Strongly agree

Source

Questions adapted from:

Orima (2014) National tobacco campaign – more targeted approach & break the chain: campaign evaluation. Available on line at:

[http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/2B624C441CC88083CA257E530081C8AD/\\$File/NTC%20-%20MTA%20and%20BTC%20-%20Campaign%20Evaluation%202014%20-%20Final%20Report.pdf](http://www.quitnow.gov.au/internet/quitnow/publishing.nsf/Content/2B624C441CC88083CA257E530081C8AD/$File/NTC%20-%20MTA%20and%20BTC%20-%20Campaign%20Evaluation%202014%20-%20Final%20Report.pdf)