

**This section provides a detailed report of the findings from each of the five rounds of research**

## RESEARCH FINDINGS

This section includes findings relating to each of the following areas:

- Behaviours and intentions, including tan-seeking, frequency and intensity of sunburn, details of sun protection behaviours adopted by the target audiences, and skin examinations.
- Knowledge and awareness of sun protection, including unprompted recall of the five sun protection methods highlighted in the National Skin Cancer Awareness Campaign, and the perceived effectiveness of sun protection methods.
- Attitudes relevant to sun protection, including perceived severity of skin cancer, perceived personal susceptibility to skin cancer, and a range of other attitudes specifically targeted in the campaign.
- Advertising awareness and reactions, including survey participants' beliefs about the impact of the campaign on their behaviours.

In each section, the results are presented for 14-17 year olds and 18-24 year olds, the key target audiences for the campaign. Statistically significant differences are noted throughout.

## 4.1 Behaviours and intentions

Participants were asked to report a number of different behaviours related to tanning and burning. A summary of the results of statistical comparisons across surveys for these behaviours is presented in Table 4.1.1. Further detail on the questions asked and results obtained is provided in subsequent sections.

Table 4.1.1 Summary of behaviours relating to tanning and burning

	14-17 year olds	18-24 year olds
% deliberate tanning	Decrease in Feb 08 maintained (Feb 09: 30%)	Decrease from Feb 07 only maintained (Feb 09: 40%)
Mean times reddening	Decrease in Feb 08 not maintained (Feb 09: 1.4)	Decrease in Feb 08 not maintained (Feb 09: 1.6)
% not burnt	Decrease from pre-campaign and Feb 08 (Feb 09: 37%)	Lowest figure yet (Feb 09: 26%)
% burnt 3+ times	No change (Feb 09: 16%)	Increase from pre-campaign and Feb 08 (Feb 09: 19%)
% last burn red without being tender	Decrease compared to previous Feb surveys, but not pre-campaign (Feb 09: 59%)	No change (Feb 09: 61%)

### Tan seeking

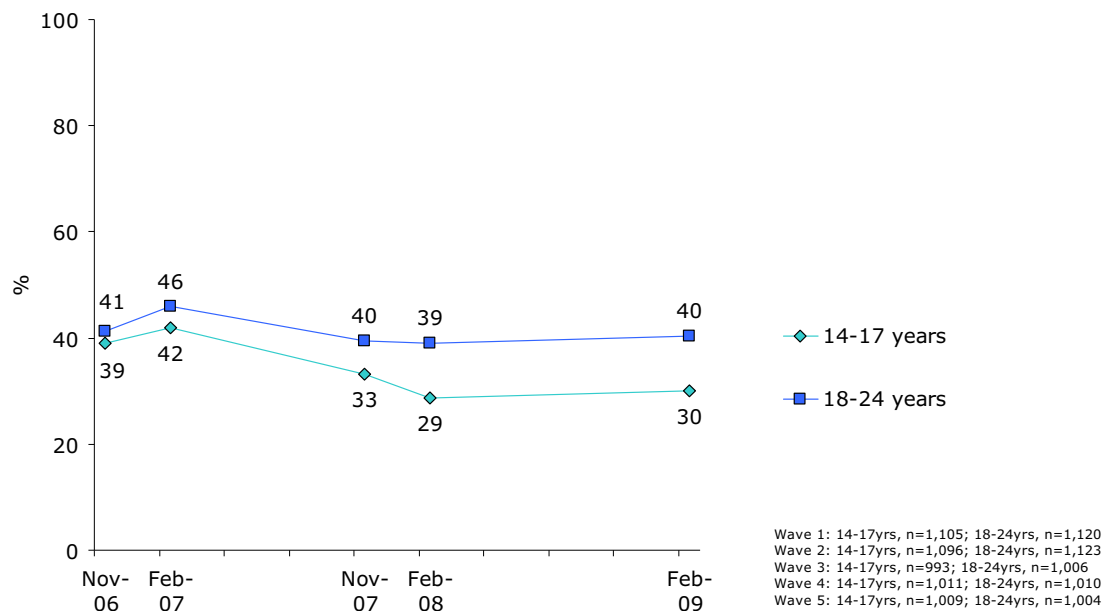
Participants were asked whether they had tried to get a suntan at all within the last two weeks. The results for 14-17 year olds and 18-24 year olds, for each survey, are shown in Figure 4.1.1.

The proportion of 14-17 year olds that said that they had tried to get a suntan within the last two weeks dropped significantly from 39% pre-campaign to 29% in February 2008 and 30% in February 2009. Indeed, among 14-17 year olds, there was found to be a significant decrease

in deliberate tanning comparing the February 2008 data with each of the previous rounds, and this decrease was maintained in February 2009.

Looking at 18-24 year olds, after an initial increase in deliberate tanning, from 41% pre-campaign to 46% in February 2007, there was a significant decrease in the proportion saying that they tried to get a suntan in February 2008, falling to 39%. This significant reduction was maintained in February 2009, with 40% of 18-24 year olds reporting that they had tried to get a suntan in the last fortnight. However, the February 2009 result was not significantly different to the pre-campaign result.

Figure 4.1.1 Deliberate tanning in last two weeks



## Sunburn

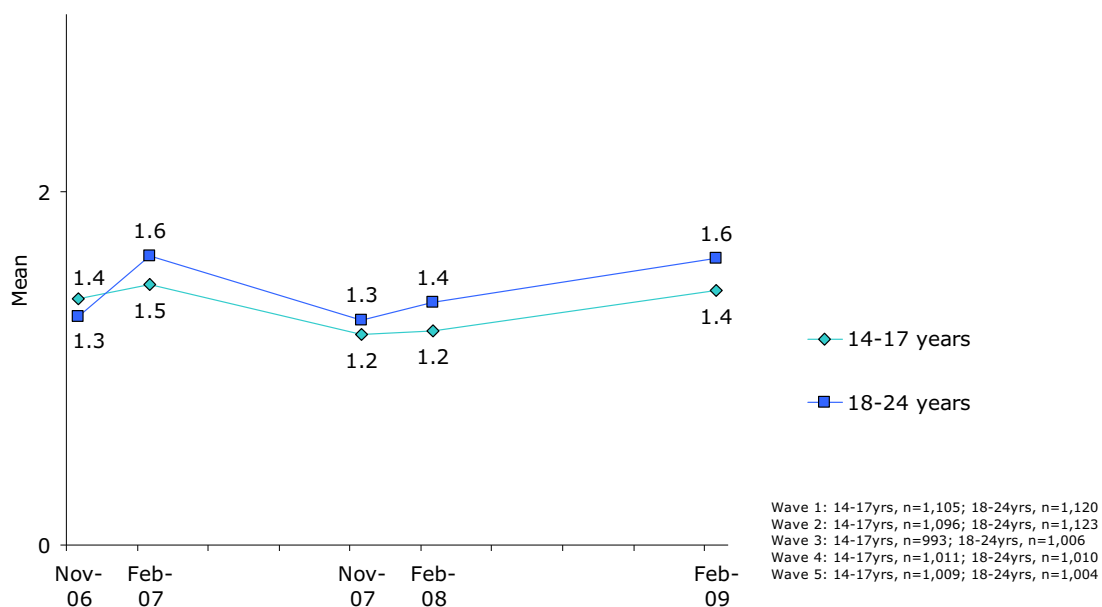
The survey asked participants to specify how many times in the last two weeks they had experienced any reddening of the skin after being in the sun (hereafter referred to as being 'burnt'). The averages for each survey are shown in Figure 4.1.2.

Among 14-17 year olds, the mean number of times that they said they had been burnt during the last fortnight was 1.2 in February 2008, which was significantly lower than the pre-campaign (1.4) and February 2007 (1.5) results. However, this improvement was not maintained in February 2009 (1.4), which returned to pre-campaign and February 2007 levels, and was significantly higher than February 2008.

Among 18-24 year olds, after an initial increase in the average reported times burnt from November 2006 (1.3) to February 2007 (1.6), the result was significantly lower in February 2008 (1.4). Again, this improvement was not maintained, with results in February 2009 (1.6) not significantly different to pre-campaign or February 2007, and significantly higher than February 2008.

There are a number of possible explanations for this result. It seems possible that the weather conditions in February 2008 were less conducive to sunburn than they were in either 2007 or 2009. It may also be an early sign of campaign wear-out. Finally, it may be the case that perceptions of what it is to be sunburnt are changing.

Figure 4.1.2 Mean times had reddening of skin after being in the sun in the last 2 weeks



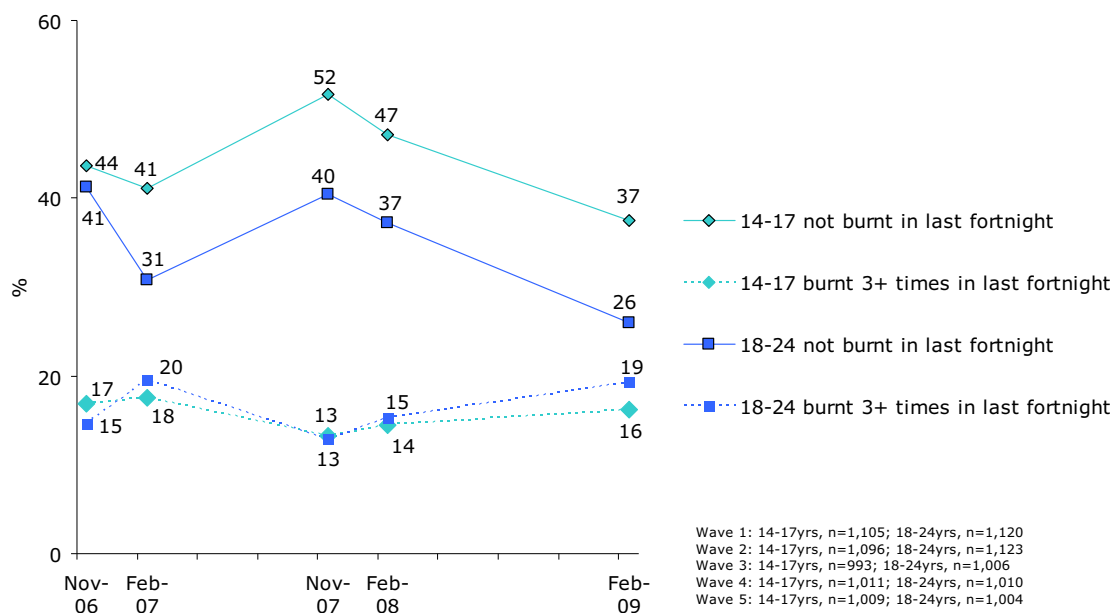
The data have also been analysed to determine what proportion of each of the target audiences had not been burnt at all during the preceding fortnight, and what proportion had been burnt three or more times in that period. The results are shown in Figure 4.1.3.

In February 2009, 37% of 14-17 year olds said that they had not been burnt at all in the last fortnight, which was significantly lower than at both pre-campaign (44%) and February 2008 (47%). The proportion of 14-17 year olds reporting being burnt three or more times was not significantly different in February 2009 (16%) compared to pre-campaign (17%), February 2007 (18%) or February 2008 (14%). However, in February 2009 more 14-17 year olds reported having been burnt once (28%) or twice (18%), than had done so in February 2008 (23% and 15% respectively).

Similarly, among 18-24 year olds, the proportion of 14-17 year olds who said that they had not been burnt at all in the last fortnight in February 2009 was the lowest to date, at 26%, which was significantly lower than pre-campaign (41%), February 2008 (31%) and February 2008 (37%). The proportion of 18-24 year olds reporting being burnt three or more times was higher in February 2009 (19%) than pre-campaign (15%) and February 2008 (15%), but not significantly different to February 2007 (20%). Thus, improvements that were found between February 2007 and February 2008, were not maintained in February 2009. In addition, in February 2009, more 18-24 year olds reported having been burnt once (32%) than in the pre-campaign (26%) and February 2008 (28%) surveys, and burnt twice (22%) than in the pre-campaign survey (18%).

Once again, there are a number of possible explanations for this result: weather, early signs of campaign wear-out and changing perceptions of sunburn.

Figure 4.1.3 Frequency of reddening of the skin after being in the sun during the last fortnight



Regardless of whether participants reported being sunburnt in the last fortnight, they were then asked where they were, and what they were doing, last time they experienced any reddening of the skin after being in the sun. Despite being asked to answer both parts of the question, several participants only answered one component. Some of the responses were not useful, such as people replying with a suburb location when asked 'Where were you?'. There are therefore limits to the utility of this question for a tracking exercise.

Because of the variety of answers provided, the responses were analysed using an extensive code frame. Rather than showing all the data for each target audience for each of the four surveys, Table 4.1.2 on the following page shows the top 3 responses to the question 'where were you and what were you doing last time you experienced reddening of the skin after being in the sun?'. February 2009 results appear generally consistent with those from previous surveys.

Table 4.1.2 Activities and location of last incidence of sunburn

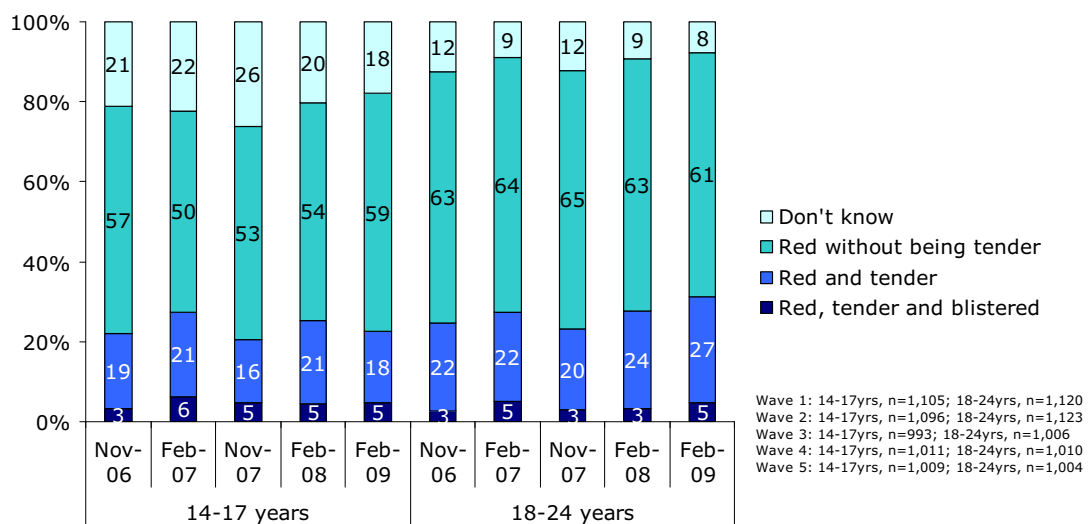
		Where were you?											
		November 2006		February 2007		November 2007		February 2008		February 2009			
<b>14-17 years</b>	Beach / Pool	36%	Beach / Pool	40%	Beach / Pool	34%	Beach / Pool	49%	Beach / Pool	46%			
	Home / Friend's house	12%	Outdoors 'in shade'	12%	Other	13%	Don't know	14%	School / University	11%			
	School / University	10%	On the water/harbour	7%	Don't know	9%	Park / Sportsground	8%	Park / Sportsground	9%			
<b>18-24 years</b>	Beach / Pool	30%	Beach / Pool	31%	Beach / Pool	31%	Beach / Pool	42%	Beach / Pool	41%			
	Home/ Friend's house	13%	On the water/harbour	11%	Home / Friend's house	12%	Home / Friend's house	12%	Home / Friend's house	10%			
	Outdoor event/ entertainment	13%	Outdoors 'in shade'	9%	Driving / In transit	9%	Don't know	9%	Park/ Sportsground	10%			
<b>What were you doing?</b>													
<b>14-17 years</b>		November 2006		February 2007		November 2007		February 2008		February 2009			
		Playing sport/exercising (on land)	23%	Swimming	40%	Swimming	17%	Swimming	25%	Swimming	32%		
		Swimming	17%	Playing sport/exercising (on land)	11%	Playing sport/exercising (on land)	17%	Not specified	21%	Not specified	17%		
<b>18-24 years</b>		Relaxing	14%	Other	8%	Not specified	11%	Playing sport/exercising (on land)	15%	Playing sport/exercising (on land)	11%		
		Driving/in transit - getting to and from places	16%	Swimming	33%	Playing sport/exercising (on land)	17%	Swimming	17%	Swimming	22%		
		Playing sport/exercising (on land)	16%	Relaxing	11%	Swimming	13%	Playing sport/exercising (on land)	14%	Not specified	12%		
		Swimming	13%	Other	10%	Not specified	11%	Not specified	13%	Relaxing	11%		

The results for the reported intensity of participants' most recent burn is shown in Figure 4.1.4.

The intensity of the most recent burn reported by 14-17 year olds decreased in February 2009 compared to February 2007 and February 2008, but was not different to pre-campaign. In February 2009, 14-17 year olds were more likely to indicate that their most recent burn had been red without being tender (59%) compared to February 2007 (50%) and February 2008 (54%). This is an intriguing finding in the context of an increase in the number reporting being burnt, suggesting that 14-17 year olds are now avoiding intense sunburn even if they are not avoiding reddening of the skin.

Among young people, there were no changes across the five surveys in the intensity of the most recent burn.

Figure 4.1.4 Intensity of most recent burn



## Sun protection behaviours

A summary of the results of statistical comparisons across surveys for sun protection behaviours, and the proportion who reported that they always or usually adopt each method, is presented in Table 4.1.3. These results for the adoption of sun protection methods are explained in further detail below.

Table 4.1.3 Summary of sun protection behaviours used

	14-17 year olds	18-24 year olds
Hats	No change (Feb 09: 22%)	No change (Feb 09: 23%)
Clothing	Increase in Feb 08 maintained (Feb 09: 45%)	Seasonal increase only (Feb 09: 40%)
Sunglasses	Decrease from Feb 07 (Feb 09: 34%)	No change (Feb 09: 59%)
Shade	Increase in use continuing (Feb 09: 47%)	No change (Feb 09: 44%)
Sunscreen on face	First conclusive evidence of increase in use (Feb 09: 50%)	Seasonal increase only (Feb 09: 53%)
Sunscreen on body	First conclusive evidence of increase in use (Feb 09: 48%)	Increase in Feb 08 maintained (Feb 09: 48%)
Mean number of ways protect self	More methods used than pre-campaign and Feb 07 (Feb 09: 2.5)	Seasonal increase only (Feb 09: 2.7)

In each of the surveys, data was collected on the frequency with which participants adopt sun protection behaviours when outdoors on a typical summer day. The results have been analysed for each of the target audiences. Figure 4.1.5 shows the findings for 14-17 year olds.

There was no difference in the reported frequency with which 14-17 year olds wore a hat in February 2009, compared to pre-campaign or either of the previous February surveys. Just over a fifth (22%) reported wearing a hat always or usually.

After the first season of the campaign, there was an increase in reported use of protective clothing, with February 2008 results significantly higher than each of the previous rounds of

research. This improvement was maintained in February 2009, where the proportion of 14-17 year olds using clothing that protects the skin (45% usually or always) significantly higher than both pre-campaign (37% usually or always) and the February 2007 (41% usually or always) survey, but not significantly different to results from February 2008.

In February 2009, the proportion of 14-17 year olds who reported wearing sunglasses was significantly lower than in the February 2007 survey, with 34% of 14-17 year olds reporting that they usually or always wore sunglasses compared to 38% in February 2007, although there was no difference between February 2009 and pre-campaign or February 2008 results.

14-17 year olds' use of shade has steadily increased across surveys. February 2009 results evidence further improvement, with the proportion using shade reaching its highest level yet (47% usually or always), significantly higher than pre-campaign (33% usually or always) and both previous February surveys (2007: 35% and 2008: 42% usually or always).

The results for use of sunscreen on the face also show conclusive evidence of increased use among 14-17 year olds, with the proportion of 14-17 year olds reporting it at an all time high in February 2009, significantly higher than pre-campaign and both previous February surveys. In February 2009, 50% of 14-17 year olds reported using sunscreen on the face usually or always, compared to 40% pre-campaign, and 45% in each of the previous February surveys.

There results for use of sunscreen on the body showed the same pattern. That is, the proportion of 14-17 year olds reporting use of sunscreen on the body reached an all time high in February 2009 (48% usually or always), significantly higher than pre-campaign (39% usually or always) and both previous February surveys (2007: 43% and 2008: 45% usually or always).

Figure 4.1.5 Use of sun protection methods among 14-17 year olds

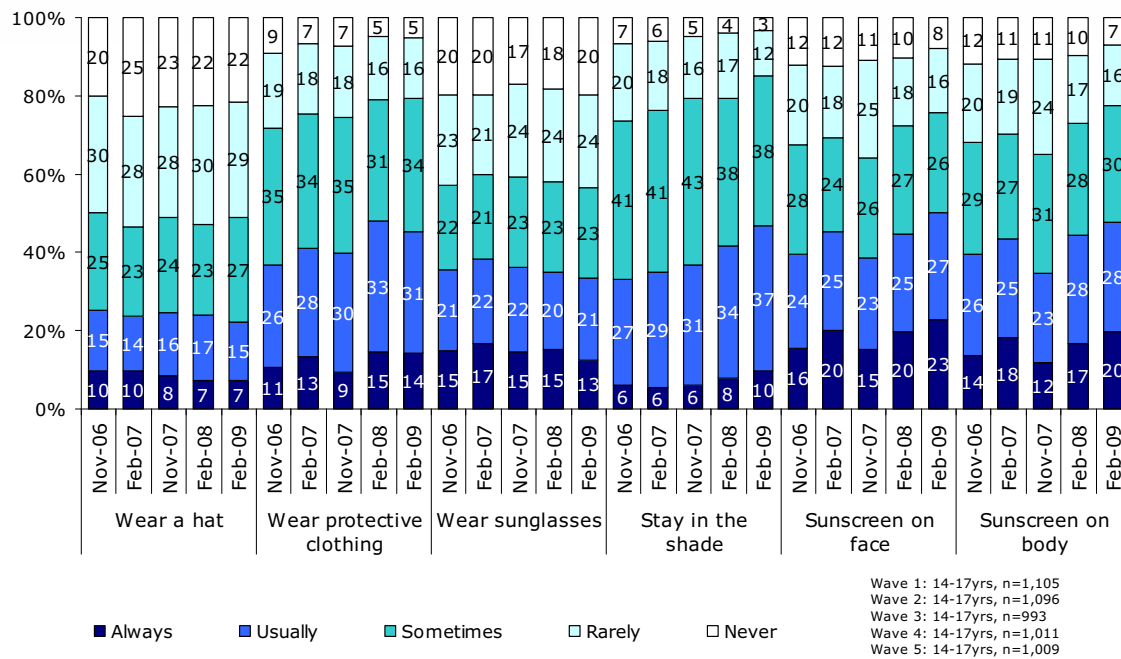


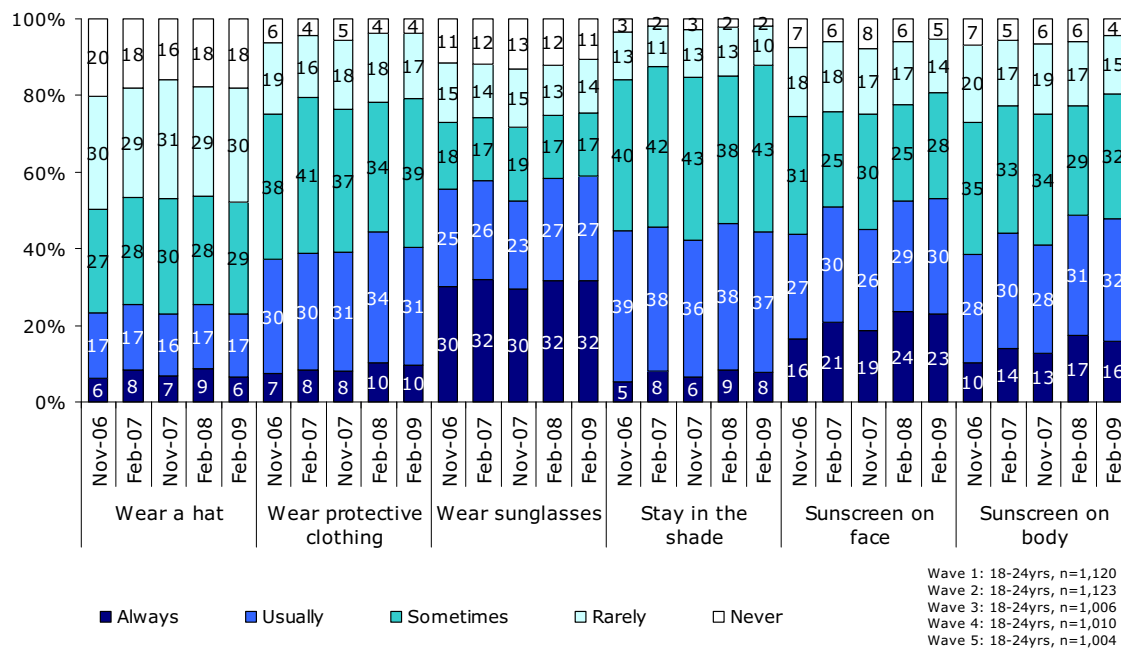
Figure 4.1.6 shows the frequency with which 18-24 year olds reported using the various methods of sun protection. There were no significant changes over time in hat wearing among 18-24 year olds (23% usually or always). Nor were there any significant changes in the frequency with which 18-24 year olds reported wearing sunglasses (59% usually or always) or using shade (44% usually or always).

Results for February 2009 show an increase in young adult's use of protective clothing compared to pre-campaign, with 40% reporting that they usually or always wear clothing that protects them from the sun in February 2009 compared to 37% before the campaign. However, there was no difference compared to either of the previous February surveys, suggesting that this reflects a seasonal increase only.

Similarly, the frequency with which 18-24 year olds reported using sunscreen on the face was higher in February 2009 (53% usually or always) than pre-campaign (44% usually or always) and November 2007 (45% usually or always), but no different to either of the February surveys. In light of there being no difference between the pre-campaign and November 2007 results, this suggests a seasonal increase only in 18-24 year olds' use of sunscreen on the face.

With regard to 18-24 year olds' use of sunscreen on the body, the results for February 2009 (48% usually or always) were higher than pre-campaign (38% usually or always) and February 2007 (44% usually or always), suggesting a significant improvement across summers.

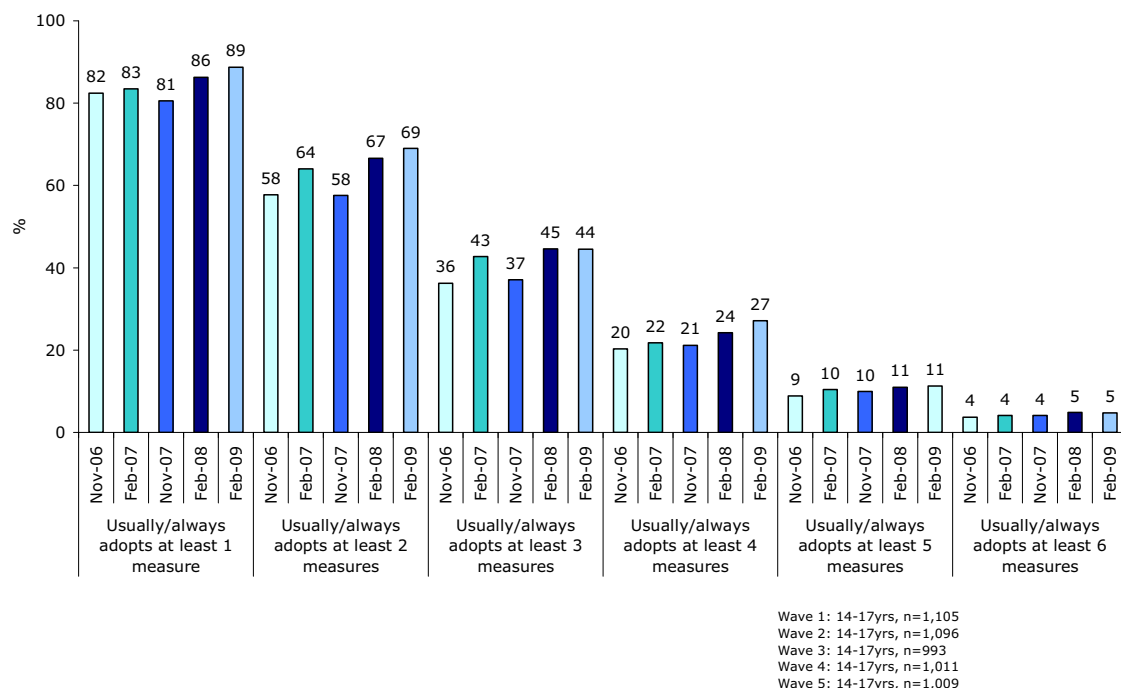
Figure 4.1.6 Use of sun protection methods among 18-24 years olds



An analysis was undertaken to determine whether there had been an increase in the total number of sun protection measures adopted usually or always when outdoors on a typical summer day was ascertained. The results for 14-17 year olds are shown in Figure 4.1.7.

The proportions of 14-17 year olds who reported that they usually or always adopt at least 1-5 methods were higher in February 2009 compared to pre-campaign. Those reporting using 1, 2 and 4 methods usually or always also increased from February 2007 to February 2009, while there were no further increases on February 2008 results.

Figure 4.1.7 Adoption of multiple methods of sun protection among 14-17 year olds



The total number of sun protection measures adopted by 18-24 year olds usually or always when outdoors on a typical summer day is shown in Figure 4.1.8. The proportions who reported that they usually or always adopt at least 1-4 methods were higher in February 2009 compared to pre-campaign, although there were no differences to previous February surveys.

Figure 4.1.8 Adoption of multiple methods of sun protection among 18-24 year olds

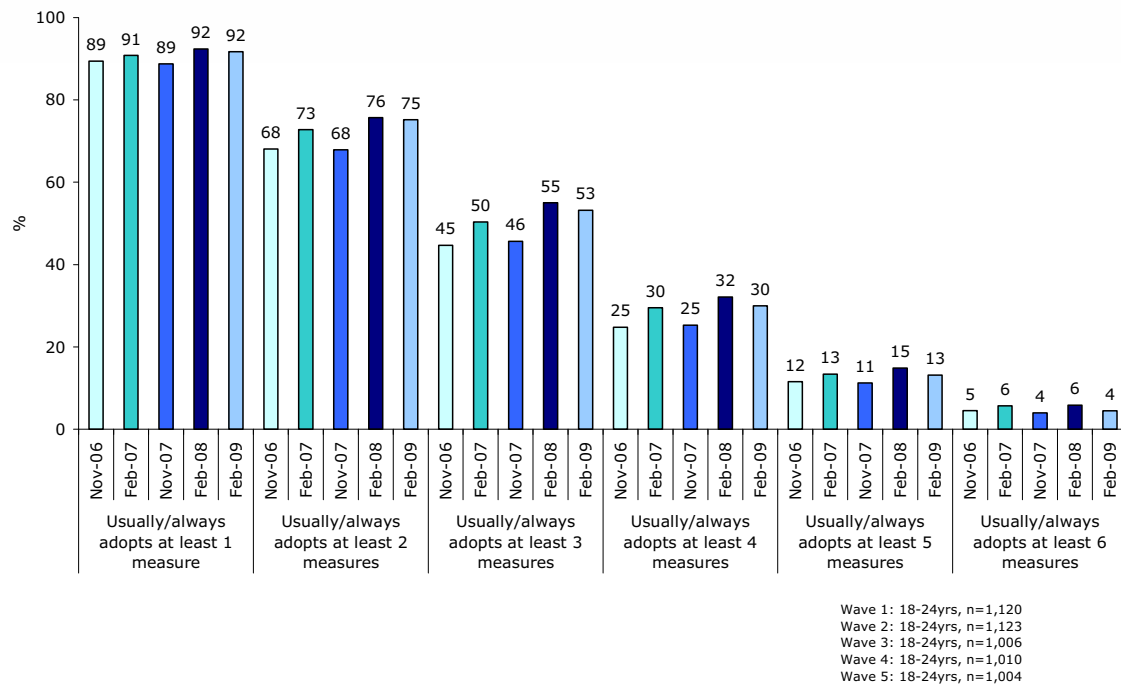
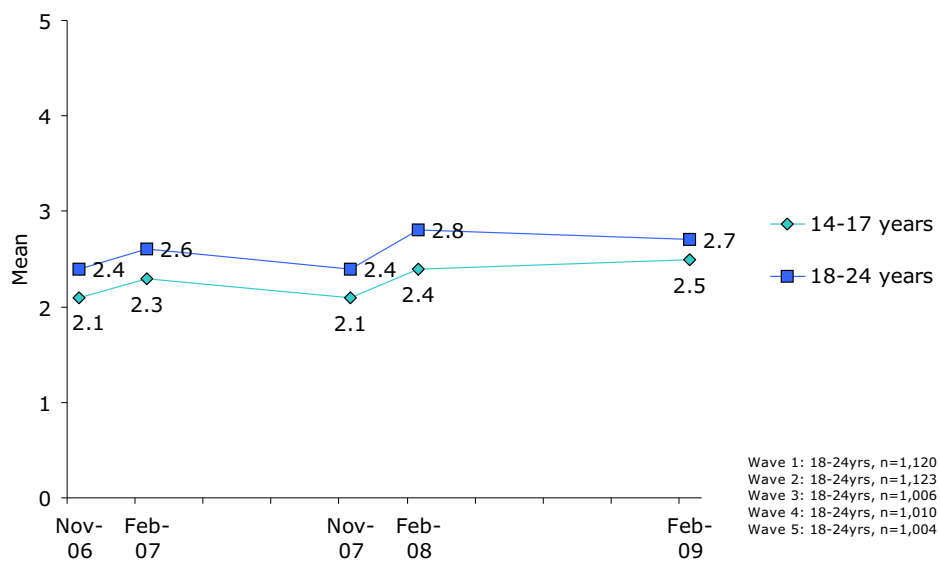


Figure 4.1.9 shows the mean number of sun protection methods usually or always adopted by participants. In February 2009, there was found to be a significant increase in the average number of sun protection methods usually or always adopted by 14-17 year olds (2.5), compared to pre-campaign (2.1) and February 2007 (2.3) results. For 18-24 year olds, the changes in the mean number of sun protection methods usually or always adopted represented a seasonal increase only, with February 2009 (2.7) higher only than November 2006 (2.4) and November 2007 (2.4).

Figure 4.1.9 Mean number of sun protection methods usually or always adopted



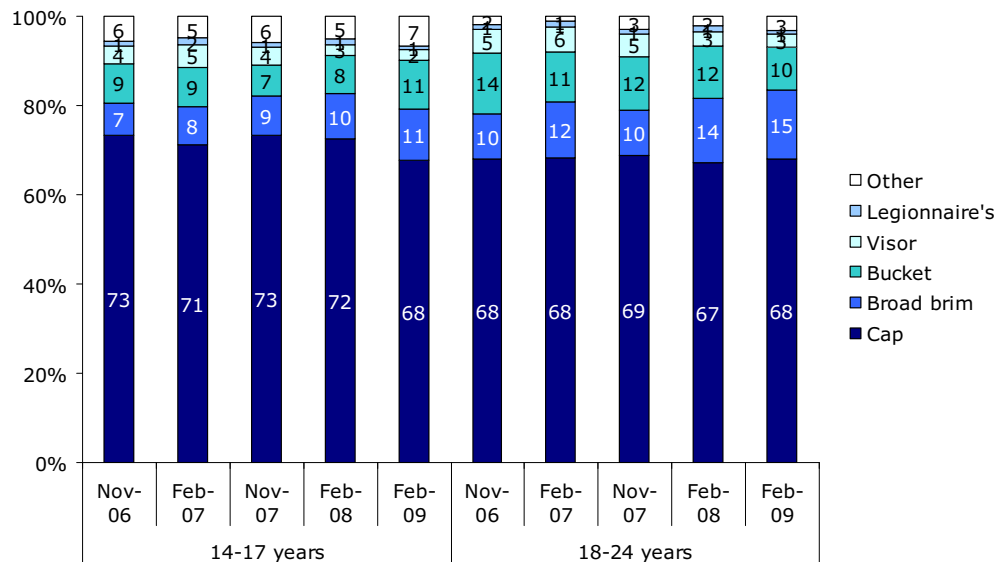
## Type of hat worn

The survey collected information from those who reported wearing a hat at least sometimes about the type of hat that they usually wear. The results are shown in Figure 4.1.10.

The only significant changes in the type of hat worn among 14-17 year olds who reported wearing a hat at least sometimes, was that visors were used less frequently in February 2009 (2%) than February 2007 (5%).

Among young people, use of visors (3%) and bucket hats (10%) was less frequent in February 2009 than pre-campaign (5% and 14% respectively), and use of broad brimmed hats was more frequent (Nov 06: 10%; Feb 09: 15%).

Figure 4.1.10 Type of hat worn



Wave 1: 14-17yrs, n=520; 18-24yrs, n=555  
 Wave 2: 14-17yrs, n=501; 18-24yrs, n=597  
 Wave 3: 14-17yrs, n=468; 18-24yrs, n=532  
 Wave 4: 14-17yrs, n=471; 18-24yrs, n=537  
 Wave 5: 14-17yrs, n=494; 18-24yrs, n=518

## Sun protection behaviours in specific contexts

The questionnaire included items designed to measure the adoption of various sun protection methods in different contexts. A summary of the significant results for each of the target audiences is provided in Table 4.1.4, with further detail on the proportions adopting sun protection methods in specific contexts provided below.

Table 4.1.4 Summary of sun protection methods used in specific contexts

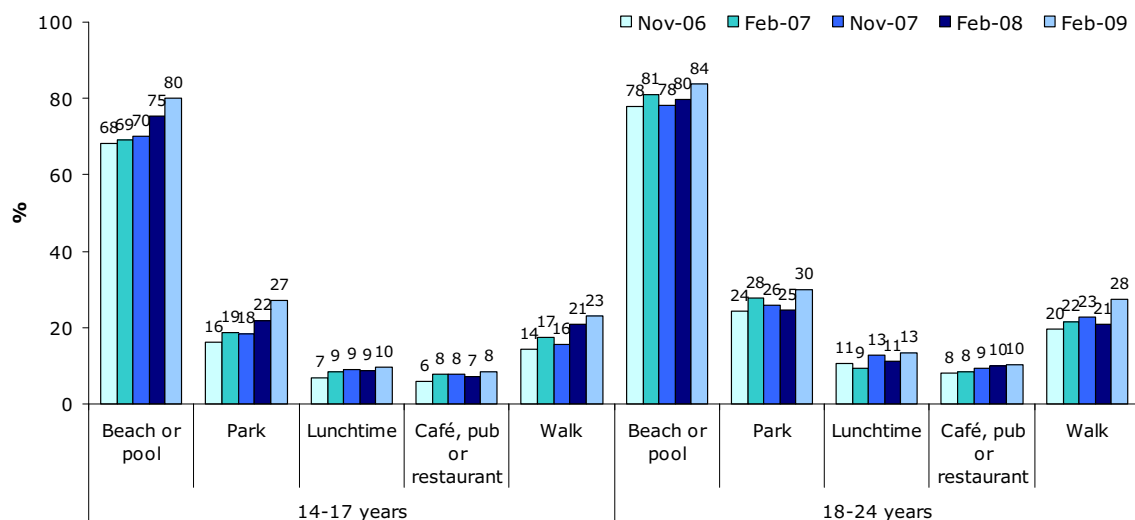
	14-17 year olds	18-24 year olds
Hats	No change	Only change a decrease on Feb 08 at lunch
Clothing	Continued increases from Feb 08 across all settings, except at beach / outdoor pool where Feb 08 increase maintained	Gains in Feb 08 maintained at park, lunch and outdoor café/pub/restaurant; seasonal increase only at beach / outdoor pool and on walk
Sunglasses	Only change a continued decrease from Feb 08 at lunch	Feb 08 increase at park maintained, continued increase from Feb 08 at beach / outdoor pool
Shade	Continued increases from Feb 08 at beach / outdoor pool, park and at lunch; Feb 08 increase at outdoor café/pub/restaurant and on walk maintained	Continued increases from Feb 08 at beach / outdoor pool; Feb 08 increase at lunch maintained; seasonal increase only at park, outdoor café/pub/restaurant and on walk
Sunscreen	Continued increases from Feb 08 at beach / outdoor pool and park; Feb 08 increase on walk maintained; seasonal increase only at lunch and outdoor café/pub/restaurant	Continued increases from Feb 08 at beach / outdoor pool, park and on walk; Feb 08 increase at lunch maintained

Figure 4.1.11 shows, for each of the target audiences, the proportion of participants who indicated that they wear sunscreen in various situations.

Among 14-17 year olds, there was an increase in sunscreen use for all settings in February 2009 compared to pre-campaign. In addition, use of sunscreen on a walk increased from February 2007 to February 2009, while use at the beach / outdoor pool and at the park increased in February 2009 compared to February 2007 and February 2008.

Among 18-24 year olds, there was also an increase in sunscreen use in all settings except at an outdoor café/pub/restaurant in February 2009 compared to pre-campaign. Eighteen to 24 year olds' use of sunscreen at lunch increased from February 2007 to February 2009, while use at the beach / outdoor pool and on a walk increased in February 2009 compared to February 2007 and February 2008.

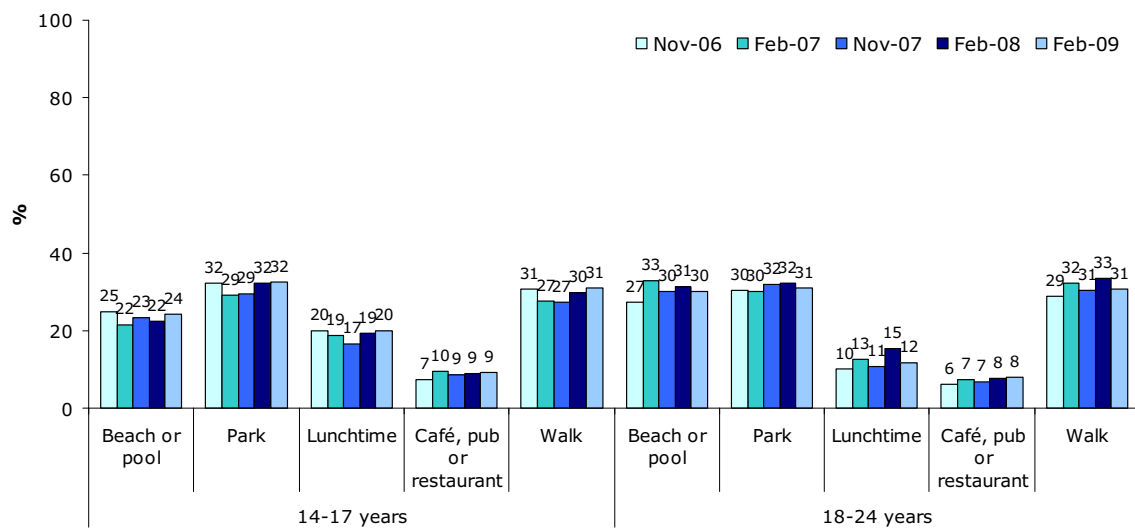
Figure 4.1.11 Adoption of sunscreen in specific contexts



Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120; (less those who indicated "Not relevant")  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123; (less those who indicated "Not relevant")  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006; (less those who indicated "Not relevant")  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010; (less those who indicated "Not relevant")  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004; (less those who indicated "Not relevant")

Figure 4.1.12 shows the proportion of young people who reported wearing a hat in any of the specified situations. Among 14-17 year olds, there were no significant differences in hat wearing in any of the settings in February 2009 compared with pre-campaign, February 2007 and February 2008. For 18-24 year olds, the only difference was in the use of a hat at lunch, which was lower in February 2009 than in February 2008, but not significantly different to pre-campaign or February 2007.

Figure 4.1.12 Adoption of hats in specific contexts

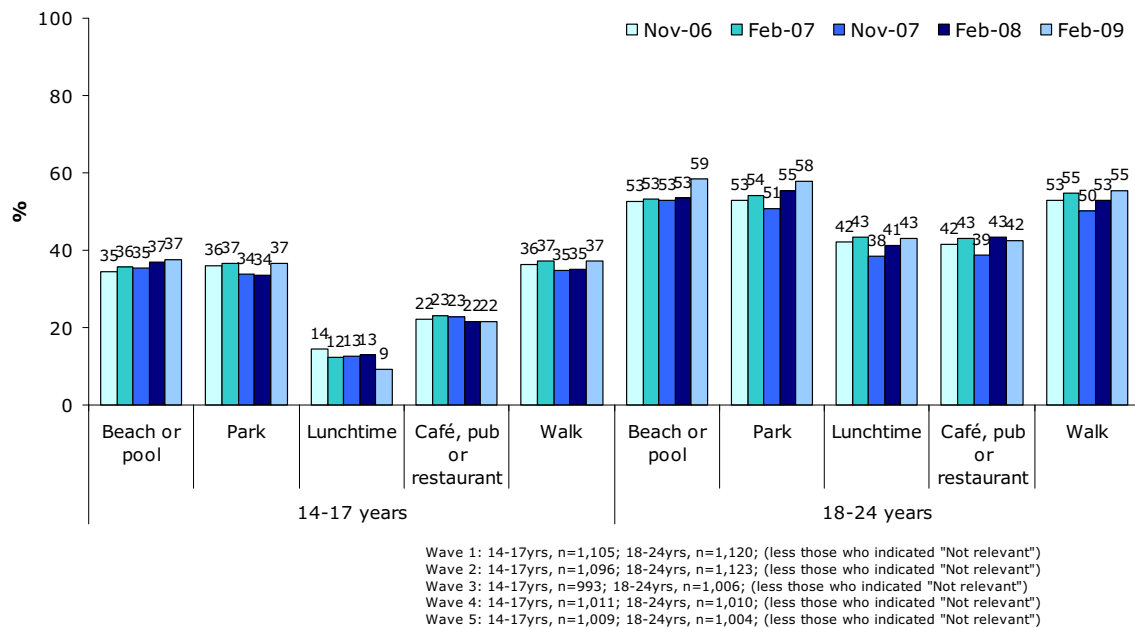


Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120; (less those who indicated "Not relevant")  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123; (less those who indicated "Not relevant")  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006; (less those who indicated "Not relevant")  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010; (less those who indicated "Not relevant")  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004; (less those who indicated "Not relevant")

The results relating to sunglasses are shown in Figure 4.1.13. The only change found in 14-17 year olds' use of sunglasses in February 2009, was a decrease at lunch, compared to pre-campaign, February 2007 and February 2008.

Eighteen to 24 year olds' use of sunglasses was higher at the park in February 2009 than pre-campaign and February 2007, and higher at the beach / outdoor pool compared to pre-campaign and both February surveys.

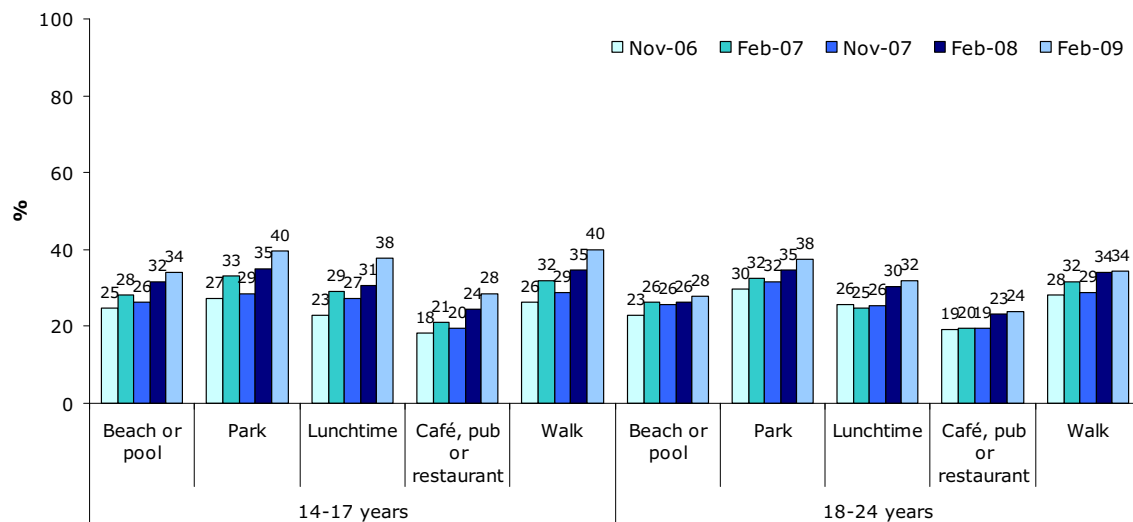
Figure 4.1.13 Adoption of sunglasses in specific contexts



The results for use of protective clothing are shown in Figure 4.1.14. There was an increase in 14-17 year olds' use of protective clothing in February 2009 compared to pre-campaign and both February surveys across all settings (except at the beach / outdoor pool, which was not significantly different to February 2008).

Among 18-24 year olds, an increase in the use of protective clothing was also found in all settings in February 2009 compared to pre-campaign, and at the park, at lunch and at an outdoor café/pub/restaurant compared to February 2007, with improvements found in February 2008 maintained across the board.

Figure 4.1.14 Adoption of protective clothing in specific contexts

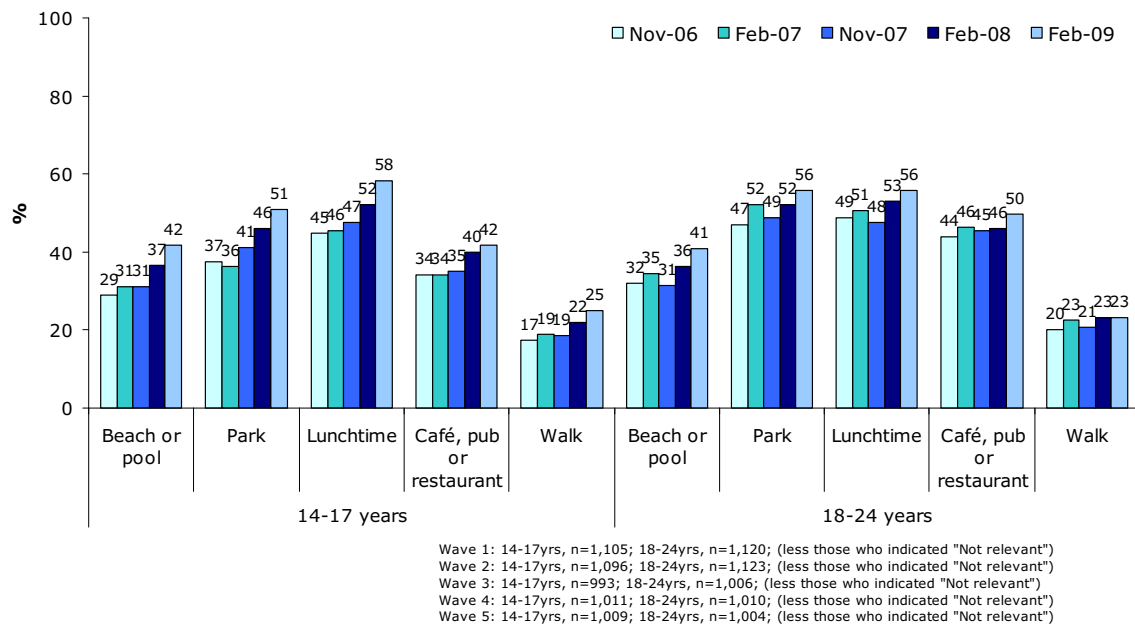


Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120; (less those who indicated "Not relevant")  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123; (less those who indicated "Not relevant")  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006; (less those who indicated "Not relevant")  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010; (less those who indicated "Not relevant")  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004; (less those who indicated "Not relevant")

Figure 4.1.15 shows the proportion using shade in specific contexts. The use of shade among 14-17 year olds remained high in February 2009, with further improvements at the beach / outdoor pool, at the park and at lunch since February 2008, and maintenance of February 2008 levels at an outdoor café/pub/restaurant and on a walk.

Eighteen to 24 year olds' use of shade was higher in February 2009 than pre-campaign in all settings. Staying in the shade at lunch also increased between February 2007 and February 2009, and use of shade at the beach / outdoor pool increased in February 2009 compared to both previous February surveys.

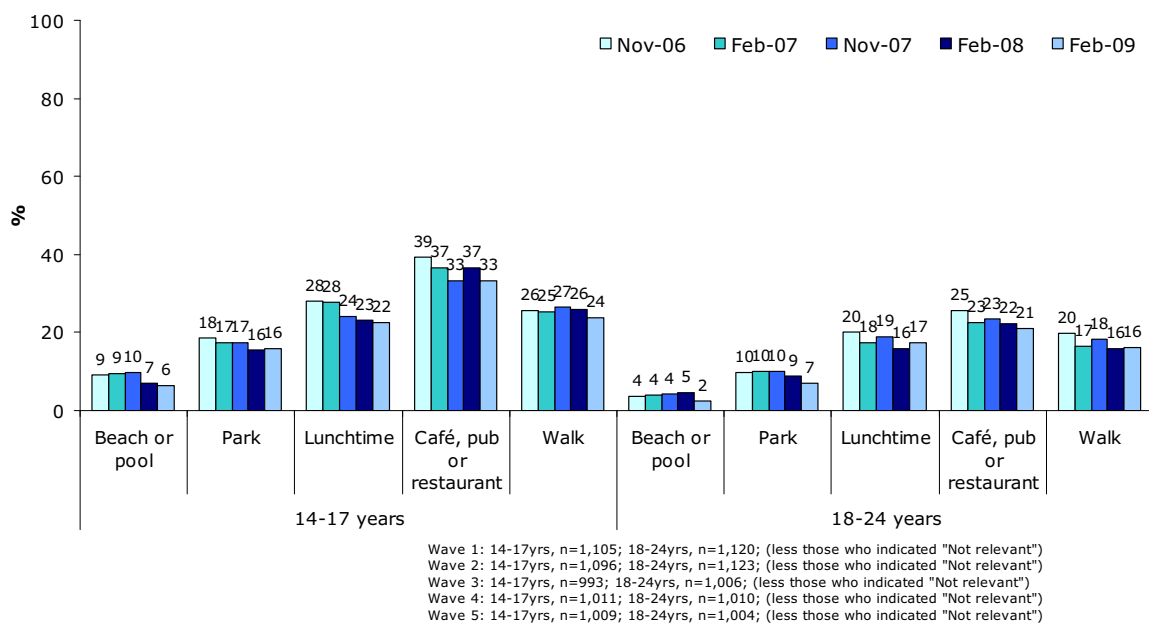
Figure 4.1.15 Adoption of shade in specific contexts



The survey also measured the proportion that did not adopt any form of sun protection in each of the specific situations. These results are shown in Figure 4.1.16. In February 2009, fewer 14-17 year olds said that they do not adopt any sun protection measures at the beach / outdoor pool, at lunch and at an outdoor café/pub/restaurant. The use of no measures also declined between February 2007 and February 2009 at the beach / outdoor pool and at lunch.

Fewer 18-24 year olds said they do not adopt any sun protection measures at an outdoor café/pub/restaurant and going for a walk in February 2009 compared to pre-campaign. There was also a decline in February 2009 in 18-24 year olds adopting no measures at the park compared to pre-campaign and February 2007, and at the beach / outdoor pool compared to both February surveys.

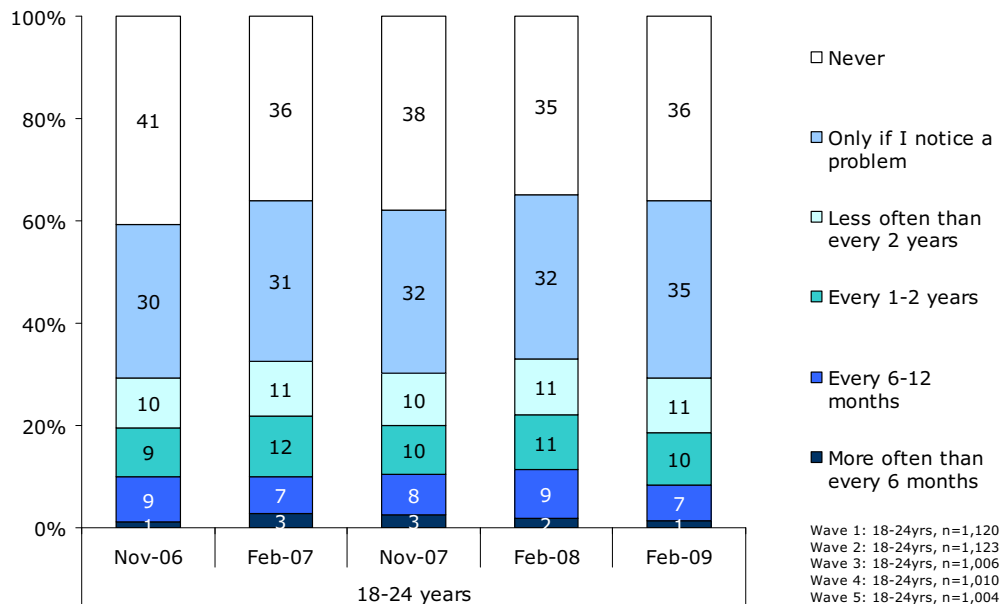
Figure 4.1.16 Proportion not adopting any sun protection methods in various contexts



## Skin checks

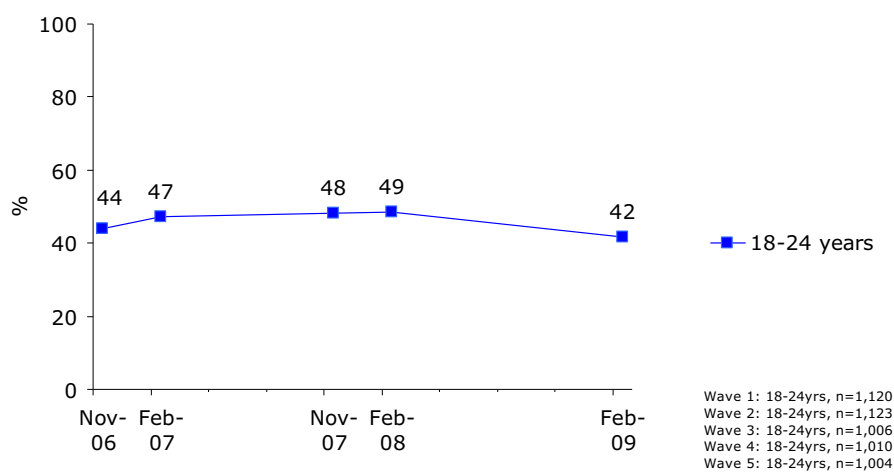
Eighteen to 24 year olds were asked to indicate how often, if at all, their skin is checked by a doctor. The results are shown in Figure 4.1.17. The frequency with which 18-24 year olds reported getting their skin checked by a doctor was no different in February 2009 compared to pre-campaign or February surveys. However, the proportion of 18-24 year olds who reported having had their skin checked either regularly or when they noticed a problem increased from 59% at pre-campaign to 64% in February 2007, and was maintained at this level in both subsequent February surveys.

Figure 4.1.17 Skin examinations among 18-24 year olds



Eighteen to 24 year olds were also asked about their intentions to have their skin checked by a doctor within the next year. The results are shown in Figure 4.1.18. The increase in 18-24 year olds' intentions to have their skin checked found in February 2008 (49%), compared to pre-campaign (44%), was not maintained in February 2009 (42%). The proportion of 18-24 year olds who reported intending to have their skin checked in February 2009 was significantly lower than both previous February surveys, and not significantly different to pre-campaign.

Figure 4.1.18 Intentions to have skin checked within the next year



## 4.2 Knowledge

### Sun protection methods

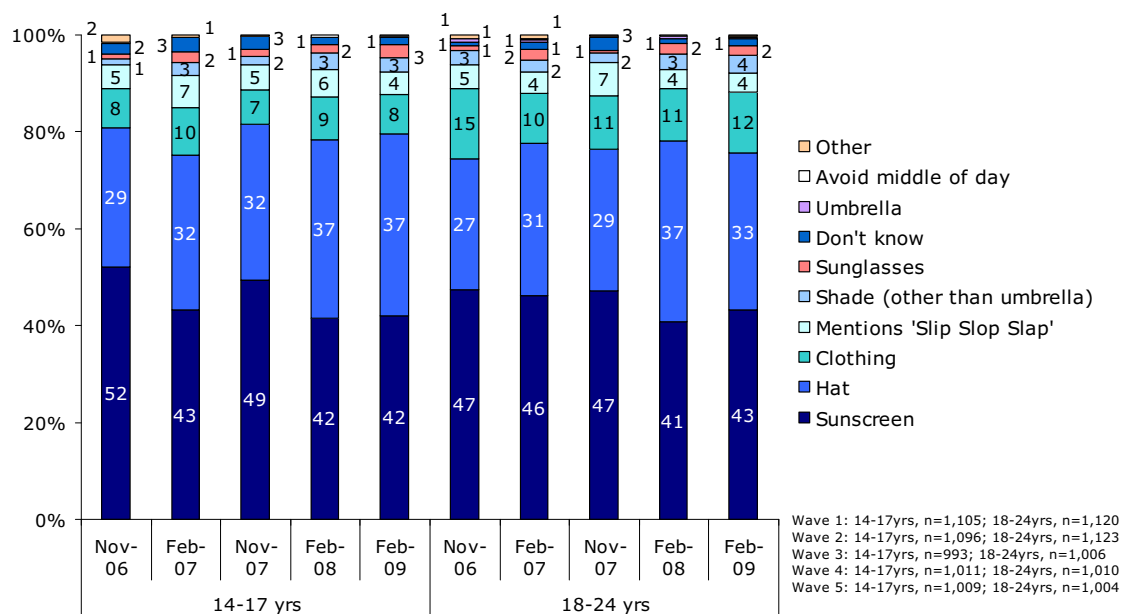
The survey measured unprompted awareness of sun protection methods. Participants were asked to list all the ways that someone can protect themselves from the sun when outdoors. A summary of the results of statistical comparisons across surveys for overall unprompted awareness of sun protection methods, and the proportion who mentioned each method, is presented in Table 4.1.5. The results for awareness of sun protection methods are explained in further detail below.

Table 4.1.5 Overall unprompted awareness of sun protection methods

	14-17 year olds	18-24 year olds
Sunscreen	Increase in Feb 08 maintained (Feb 09: 95%)	No change (Feb 09: 94%)
Hat	Increase in Feb 08 maintained (Feb 09: 88%)	Seasonal increase only (Feb 09: 85%)
Clothing	Increase in Feb 08 maintained (Feb 09: 78%)	Decrease from Feb 08 high (Feb 09: 81%)
Sunglasses	Increase in Feb 08 maintained (Feb 09: 59%)	Seasonal increase only (Feb 09: 56%)
Shade	Increase in Feb 08 maintained (Feb 09: 56%)	Increase in Feb 08 maintained (Feb 09: 50%)
Mean number of ways of which aware	Awareness of more methods in Feb 09 than pre-campaign and Feb 07 (Feb 09: 3.8 out of 5)	Awareness of more methods in Feb 09 than pre-campaign and Feb 07, but slightly fewer than Feb 08 (Feb: 3.7 out of 5)

The sun protection methods mentioned first were analysed in order to determine the relative salience of the various methods. The results for the sun protection methods first mentioned by 14-17 year olds and 18-24 year olds are shown in Figure 4.2.1. Just over half of 14-17 year olds (52%) mentioned sunscreen first pre-campaign, but this dropped to just over two-fifths in each summer survey (43% in February 2007 and 42% in February 2008 and February 2009). In addition, in February 2009, 14-17 year olds were more likely to mention a hat (37%), shade (3%), or sunglasses (3%) first compared to pre-campaign results (29%, 1%, and 1% respectively), maintaining improvements in hat (37%) and shade (3%) first mentions from February 2008. This suggests that the campaign increased the salience of sun protection methods other than sunscreen among 14-17 year olds. There were no significant differences in the sun protection methods mentioned first by 18-24 year olds across the five surveys.

Figure 4.2.1 Sun protection method mentioned first



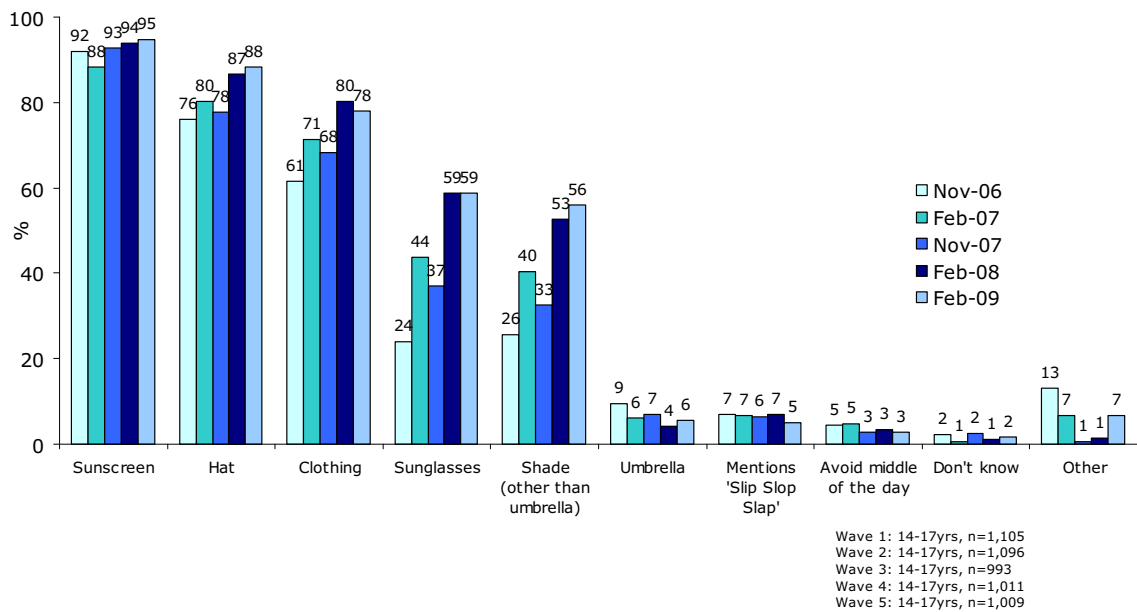
In analysing unprompted awareness of sun protection methods, the researchers also investigated which sun protection methods received any mention by participants, regardless of the order in which they were mentioned. Figure 4.2.2 shows unprompted awareness of all sun protection methods for 14-17 year olds.

The results suggest that the campaign has been successful at increasing the salience of many methods of sun protection among 14-17 year olds. 14-17 year olds were more likely to mention all five of the sun protection methods targeted in the campaign in February 2009 compared to pre-campaign and February 2007, maintaining improvements found in February 2008. Most notably, from pre-campaign to February 2009, the proportion of 14-17 year olds

mentioning sunglasses (Nov 06: 24%; Feb 09: 59%) and shade (Nov 06: 26%; Feb 09: 56%) more than doubled. Unprompted awareness of protective clothing among 14-17 year olds went from 61% prior to the first phase of the campaign to 78% in the final survey, awareness of hats went from 76% to 88%, and that of sunscreen went from 92% to 95%.

Fourteen to 17 year olds were more likely to mention use of umbrellas prior to the first phase of the campaign than in each of the subsequent rounds of research, with 9% of 14-17 year olds mentioning umbrellas pre-campaign, and 6% mentioning them in February 2009. There was also a decrease, from 5% pre-campaign to 3% in February 2009, in the number of 14-17 year olds who mentioned avoiding the middle of the day as a way of protecting oneself from the sun. This may be because these methods of sun protection were not featured in the campaign. In addition, fewer 14-17 year olds mentioned 'slip, slop, slap' in February 2009 (5%) than pre-campaign (7%) and in February 2008 (7%). There was also an increase in the proportion of 14-17 year olds who said that they 'didn't know' any sun protection methods from February 2007 (1%) to February 2009 (2%).

Figure 4.2.2 Unprompted awareness of sun protection methods among 14-17 year olds



The corresponding figures for awareness of sun protection methods among 18-24 year olds are shown in Figure 4.2.3. There were significant increases in 18-24 year olds' mentions of hats (85%) and sunglasses (56%) in February 2009 when compared to pre-campaign (80% and 39% respectively), with no differences between February 2009 and previous February surveys. For awareness of hats, for which there was also no difference between November 2006 and November 2007, this may represent a seasonal increase only. However, unprompted

awareness of sunglasses was significantly higher in November 2007 (43%) than November 2006 (39%), suggesting a change that may not be attributable only to the season.

Eighteen to 24 year olds were also more likely to mention shade in February 2009 (50%) when compared to November 2006 (35%) and February 2007(45%), maintaining the gains achieved in February 2008 (53%). While there were more mentions of protective clothing in February 2009 (81%) than in the pre-campaign results (77%), this represented a significant (but small) decrease from February 2008 (84%). Comparing February 2009 results with previous surveys, no significant differences were found in 18-24 year olds' mentions of sunscreen.

Similar to the results for 14-17 year olds, 18-24 year olds were more likely to mention use of an umbrella in the pre-campaign survey (14%) compared with February 2009 (10%). There were also more mentions of avoiding the middle of the day pre-campaign (8%) than there were in the final survey (5%). The proportion of 18-24 year olds mentioning 'slip, slop, slap' was 4% in February 2009, which was also significantly lower then the 7% found pre-campaign. There was also an increase in the proportion of 14-17 year olds who said that they 'didn't know' any sun protection methods from February 2007 (0.2%) to February 2009 (1%).

Figure 4.2.3 Unprompted awareness of sun protection methods among 18-24 year olds

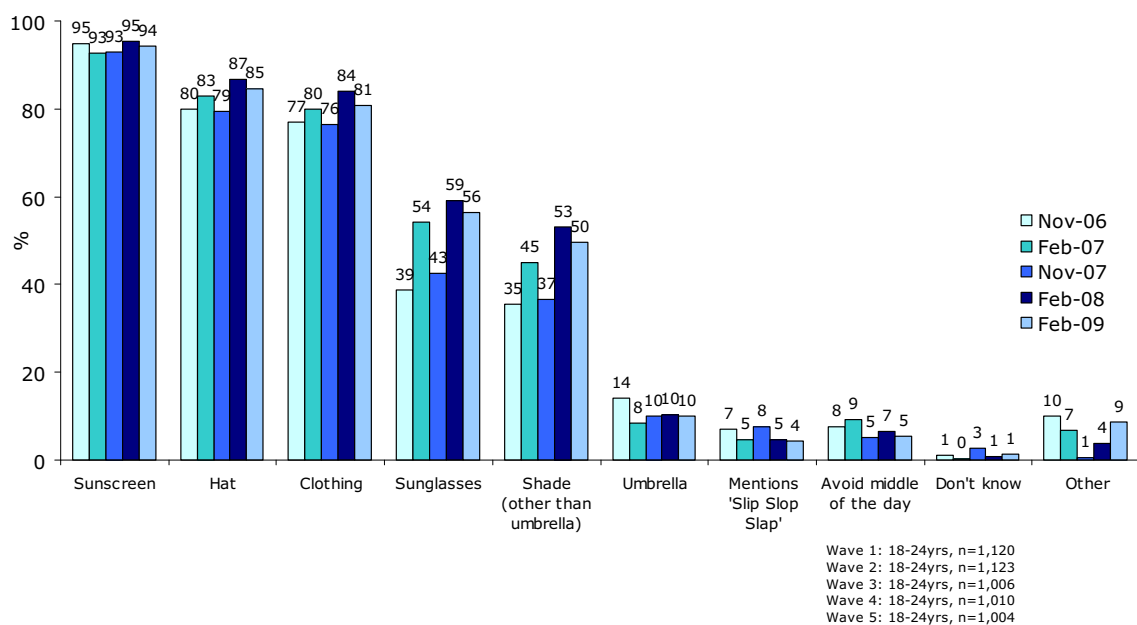
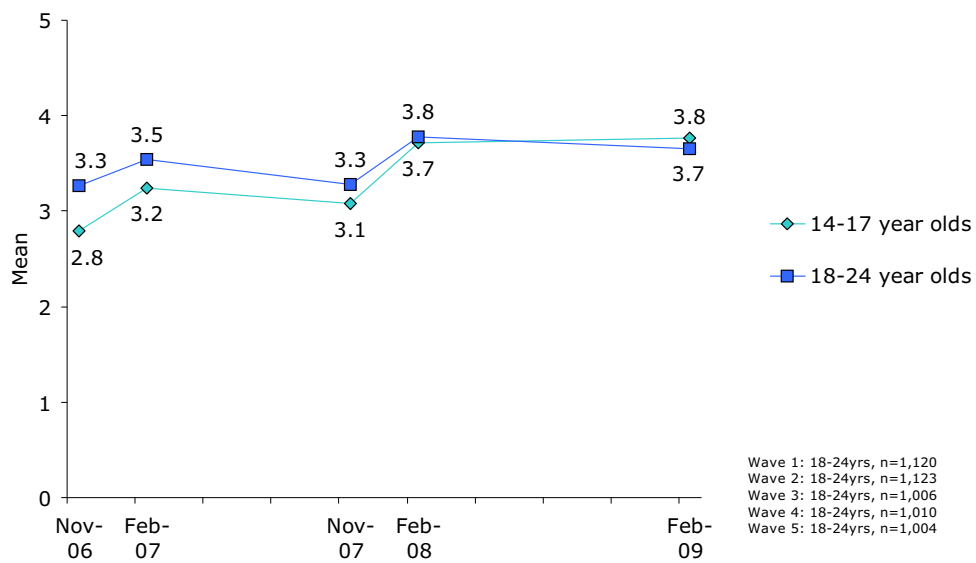


Figure 4.2.4 shows the mean number of the five key sun protection methods for which participants exhibited unprompted awareness. The mean number of sun protection methods for which 14-17 year olds exhibited unprompted awareness was higher in February 2009 (3.8) than pre-campaign (2.8) and February 2007 (3.2). Among 18-24 year olds, there was also

awareness of a greater number of sun protection methods, on average, in February 2009 (3.7) compared to pre-campaign (3.3) and February 2007 (3.5), the mean was slightly lower than that for February 2008 (3.8).

Figure 4.2.4 Mean number of sun protection methods for which unprompted awareness was exhibited (out of 5)



## Perceived effectiveness of sun protection methods

A summary of the results of statistical comparisons across surveys for perceived effectiveness of sun protection methods, and the mean for each method, is presented in Table 4.1.6. Results for the perceived effectiveness of each sun protection method are explained in further detail below.

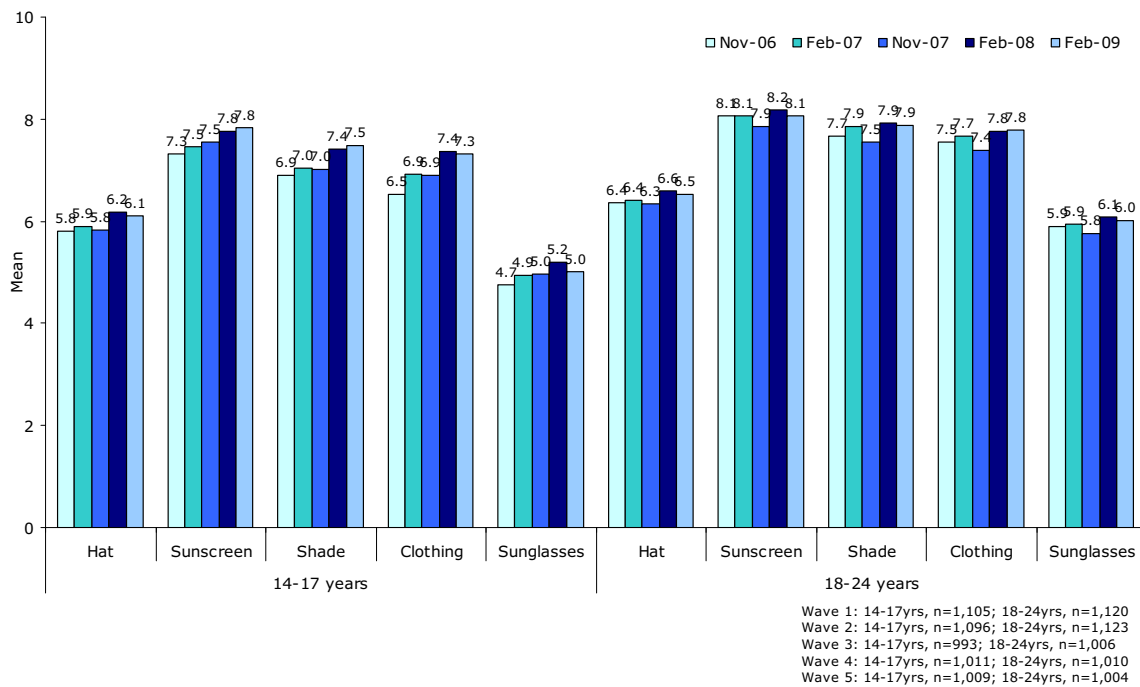
Table 4.1.6 Perceived effectiveness of sun protection methods

	14-17 year olds	18-24 year olds
Sunscreen	Higher than pre-campaign only (Feb 09: 7.8)	No change (Feb 09: 8.1)
Hat	February 2008 increase maintained (Feb 09: 6.1)	No change (Feb 09: 6.5)
Clothing	February 2008 increase maintained (Feb 09: 7.3)	Higher than pre-campaign only (Feb 09: 7.8)
Sunglasses	February 2008 increase maintained (Feb 09: 5.0)	No change (Feb 09: 6.0)
Shade	Higher than pre-campaign only (Feb 09: 7.5)	Higher than pre-campaign only (Feb 09: 7.9)

Using a scale of zero to ten, participants were asked to rate the effectiveness of various methods of protecting themselves from the sun. The results are shown in Figure 4.2.4. When compared to the pre-campaign results, 14-17 year olds' average perceived effectiveness of each sun protection method was significantly higher in the final survey. The increases found in February 2008 for sunscreen (7.8), shade (7.4), and protective clothing (7.4) were maintained in February 2009 (7.8, 7.5, and 7.3 respectively).

For 18-24 year olds, there was an increase from the pre-campaign results to the final survey for the perceived effectiveness of shade (Nov 06: 7.7; Feb 09: 7.9) and protective clothing (Nov 06: 7.5; Feb 09: 7.8).

Figure 4.2.4 Perceived effectiveness of sun protection methods



### 4.3 Attitudes

Level of agreement with a number of attitudinal statements was assessed on a five point scale, from strongly disagree to strongly agree. A summary of the results of statistical comparisons across surveys for attitudes, and the combined proportions of agreement/disagreement (as appropriate) with each at pre-campaign and in the latest survey, is presented in Table 4.1.7. Further detail on these results is provided below.

Table 4.1.7 Summary of attitudes

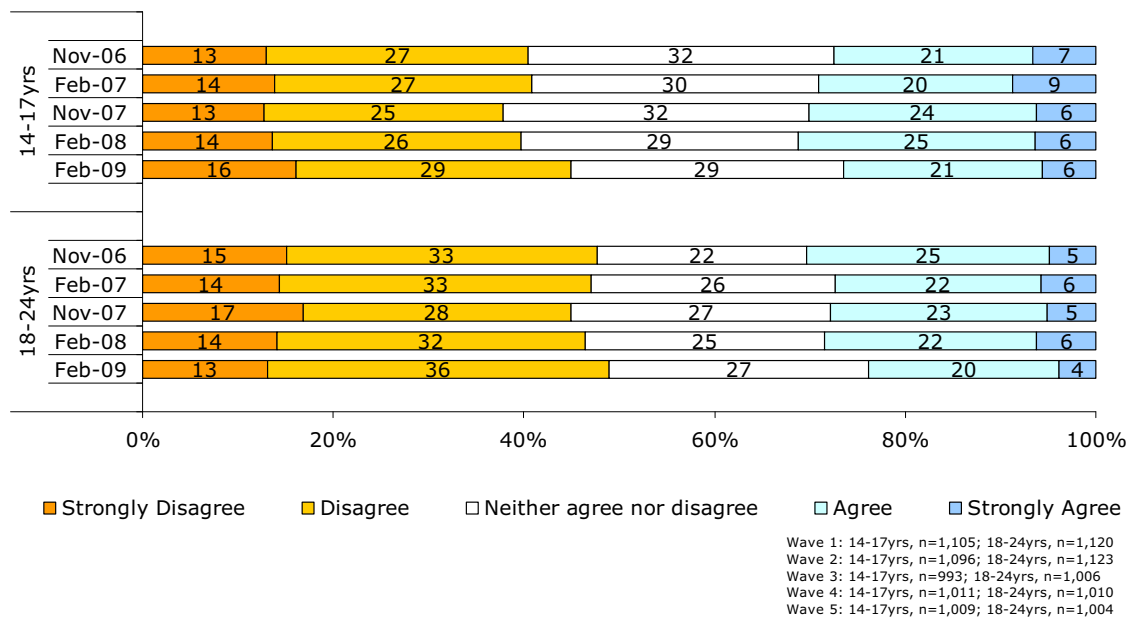
	14-17 year olds	18-24 year olds
Skin cancers mainly occur in people with fair skin	Continuing increase in disagreement (Feb 09: 45%)	No change in disagreement (Feb 09: 49%)
When used properly, sunscreen is an adequate protection on its own	Increase in disagreement in Feb 08 maintained (Feb 09: 31%)	No change in disagreement (Feb 09: 41%)
Treating skin cancer is a simple procedure	Increase in disagreement in Feb 08 maintained (Feb 09: 74%)	Increase in disagreement in Feb 08 maintained (Feb 09: 79%)
It's safe to tan gradually, as long as you don't get burnt	Increase in disagreement in Feb 08 maintained (Feb 09: 48%)	Increase in disagreement in Feb 08 maintained (Feb 09: 56%)
Small amounts of sun exposure without protection is healthy and won't lead to skin damage	No change in disagreement (Feb 09: 32%)	No change in disagreement (Feb 09: 36%)

	14-17 year olds	18-24 year olds
Having my skin checked regularly is sufficient to prevent skin cancers	Increase in disagreement in Nov 07 maintained (Feb 09: 24%)	No change in disagreement (Feb 09: 41%)
Skin cancers can kill	Increase in agreement in Feb 08 maintained (Feb 09: 88%)	No change in agreement (Feb 09: 91%)
Skin cancers only affect older people who have spent years in the sun	Increase in disagreement in Feb 08 maintained (Feb 09: 74%)	Increase in disagreement compared to Feb 07 only (Feb 09: 85%)
Even using all the recommended sun protection, I would still get plenty of Vitamin D	No change in agreement (Feb 09: 52%)	No change in agreement (Feb 09: 52%)

**Skin cancers mainly occur in people with fair skin**

Figure 4.3.1 shows the results for a statement regarding whether skin cancers mainly occur in people with fair skin. Given that the person in the TVC was quite fair, there had been some concern that this fact may have increased agreement with this statement in the post-campaign surveys. Fortunately, this did not prove to be the case. There were no significant differences found for 18-24 year olds across the five surveys. For 14-17 year olds, the results were in the opposite direction, with more disagreement in February 2009 (45%) than in November 2006 (40%), February 2007 (41%) and February 2008 (40%).

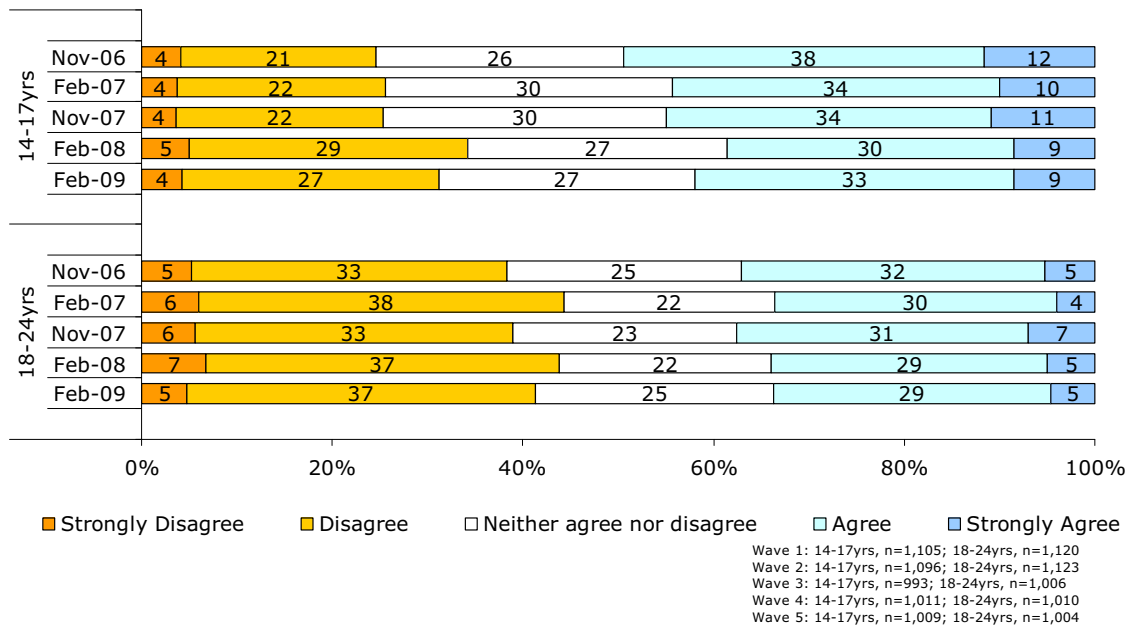
Figure 4.3.1 Skin cancers mainly occur in people with fair skin



**When used properly, sunscreen is an adequate protection on its own**

A central message of the TVC was that sunscreen is insufficient on its own, and that it is necessary to protect oneself in five ways. Results for a statement regarding whether sunscreen is an adequate protection on its own are shown in Figure 4.3.2. Among 14-17 year olds, there was significantly higher disagreement with the statement in February 2009 (31%) than in November 2006 (25%) and February 2007 (26%), maintaining the increase in February 2008 (34%). However, for 18-24 year olds, improvements in previous February surveys were not maintained, with February 2009 results (41%) not significantly different to pre-campaign (38%).

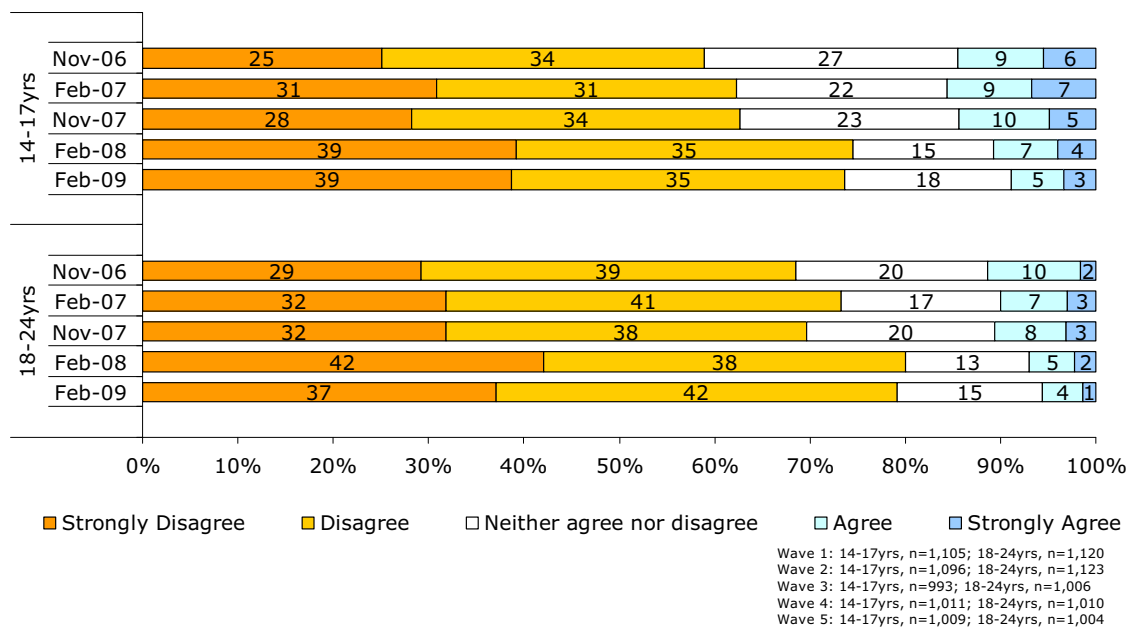
Figure 4.3.2 When used properly, sunscreen is an adequate protection on its own



### Treating skin cancer is a simple procedure

Figure 4.3.3 shows results for a statement regarding whether treating skin cancer is a simple procedure. Among both 14-17 year olds and 18-24 year olds, there were greater levels of disagreement in the final survey (74% for 14-17 year olds, and 79% for 18-24 year olds) compared with November 2006 (59% and 69%) and February 2007 (62% and 73%), maintaining the increases found in February 2008 (74% and 80%).

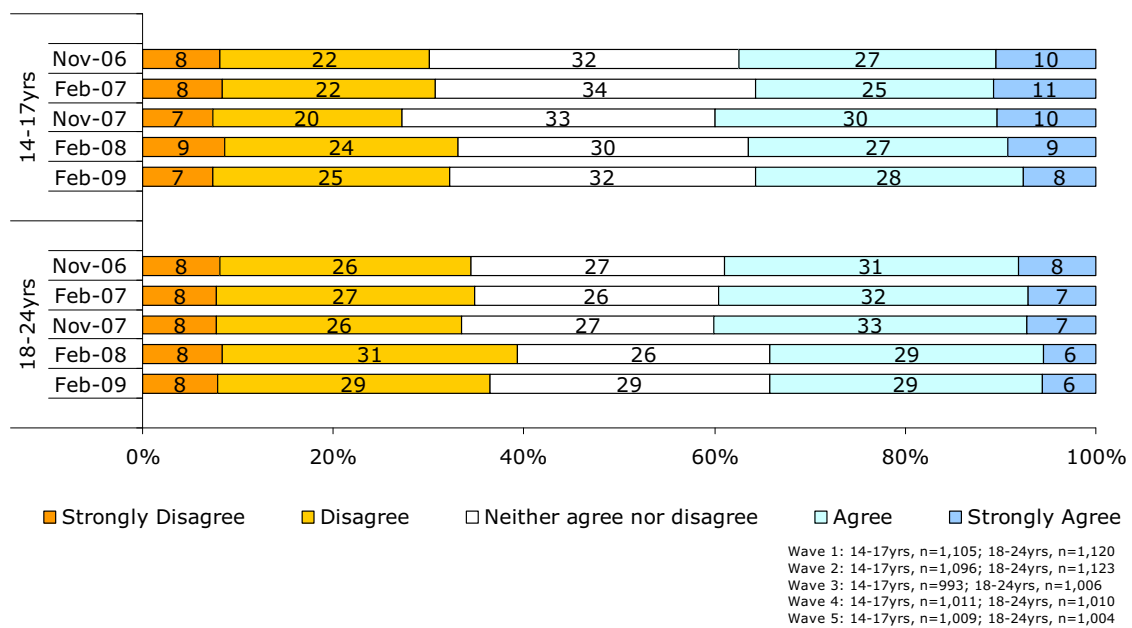
Figure 4.3.3 Treating skin cancer is a simple procedure



**Small amounts of sun exposure without protection are healthy and won't lead to skin damage**

Results regarding whether or not small amounts of sun exposure without protection are healthy and safe are shown in Figure 4.3.4. There were no significant differences on level of disagreement with this statement for either 14-17 year olds or 18-24 year olds over the five surveys, with improvements found in February 2008 not maintained.

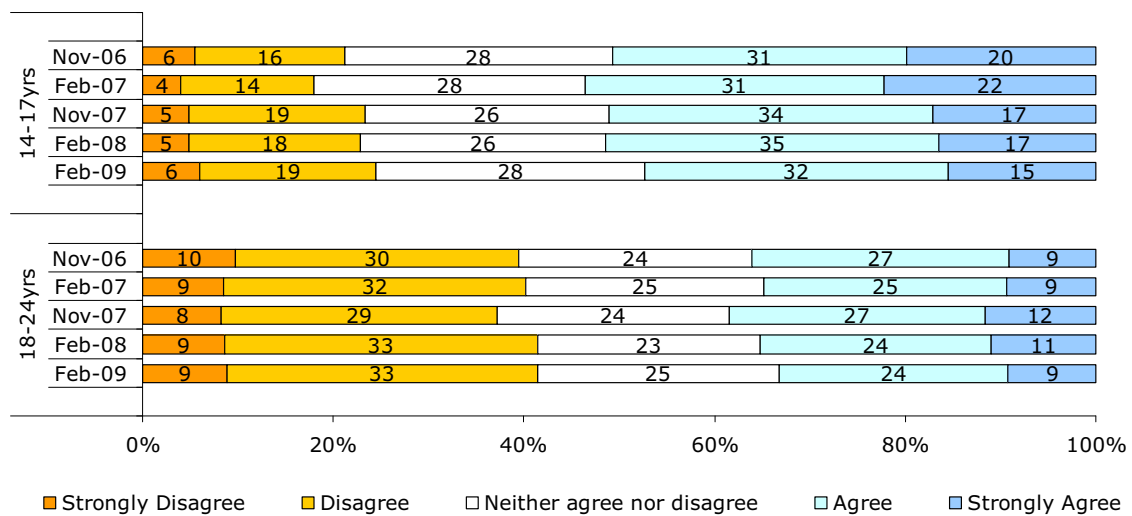
Figure 4.3.4 Small amounts of sun exposure without protection are healthy and won't lead to skin damage



**Having my skin checked regularly is sufficient to prevent skin cancers**

Figure 4.3.5 shows the results regarding whether having regular skin checks is enough to prevent skin cancer. Among 14-17 year olds, disagreement was higher in February 2009 (24%) than in November 2006 (21%) and February 2007 (18%), but was not significantly different to February 2008 (23%). There was no change in levels of agreement with this statement among 18-24 year olds.

Figure 4.3.5 Having my skin checked regularly is sufficient to prevent skin cancers

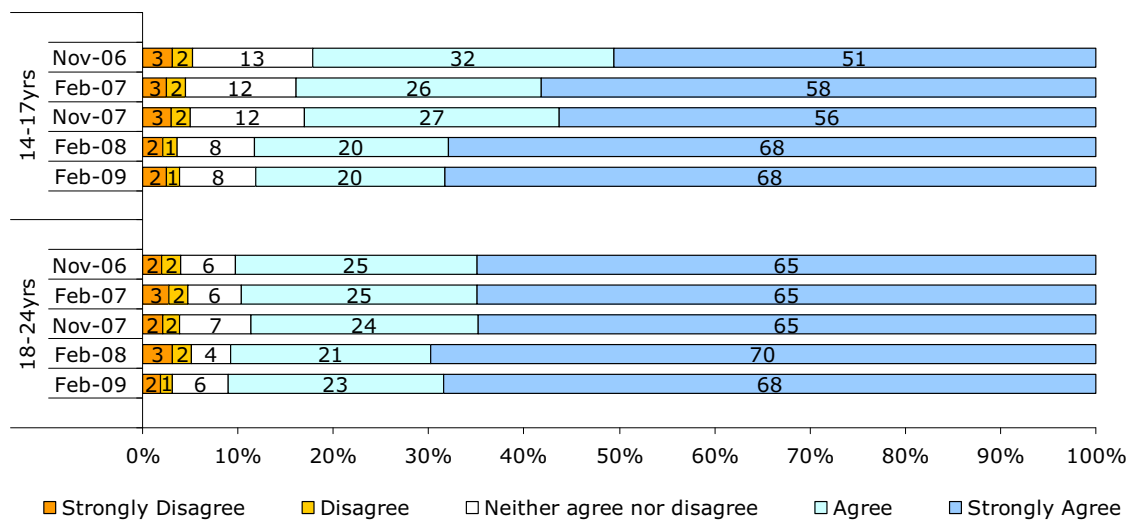


Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004

### Skin cancers can kill

Participants were asked the extent to which they agreed that skin cancers can kill, and results are shown in Figure 4.3.6. Pleasingly, the level of agreement among 14-17 year olds was higher in the February 2009 survey (88%) than pre-campaign (82%) or February 2007 (84%), maintaining the improvement found in February 2008 (88%). There was no change in agreement with this statement among 18-24 year olds.

Figure 4.3.6 Skin cancers can kill

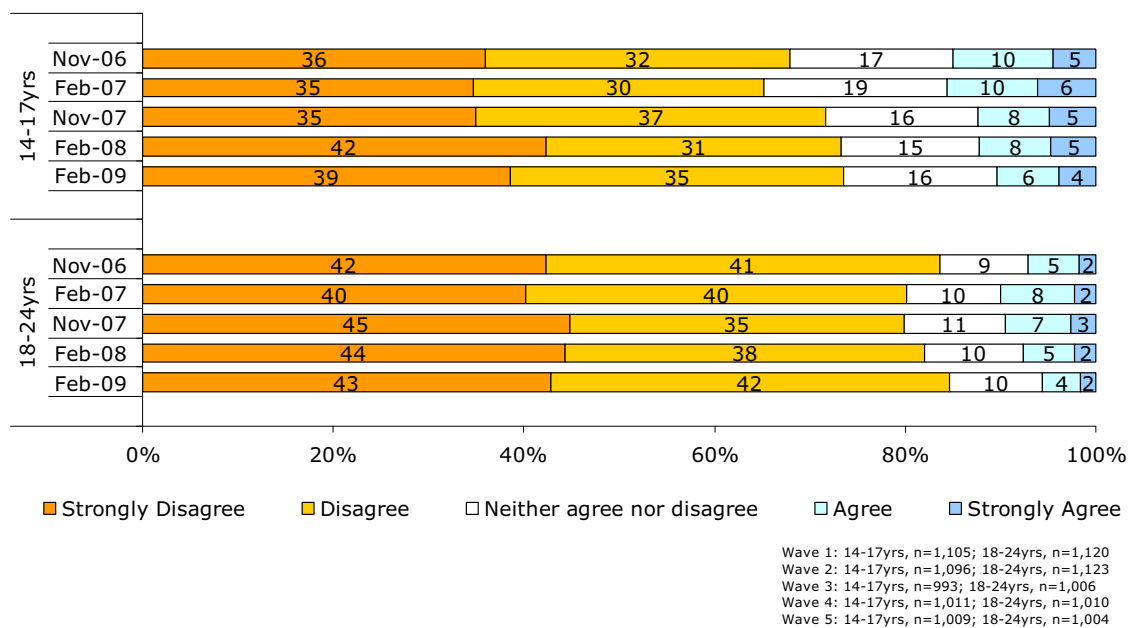


Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004

**Skin cancers only affect older people who have spent years in the sun**

Figure 4.3.7 shows results regarding whether skin cancers only affect older people. Among 14-17 year olds, there was more disagreement with this statement in February 2009 (74%) than in November 2006 (68%) and February 2007 (65%), maintaining the improvement in February 2008 (73%). For 18-24 year olds, there was more disagreement in February 2009 (85%) than when compared to February 2007 (80%), but not significantly different to pre-campaign (84%) or to February 2008 (82%).

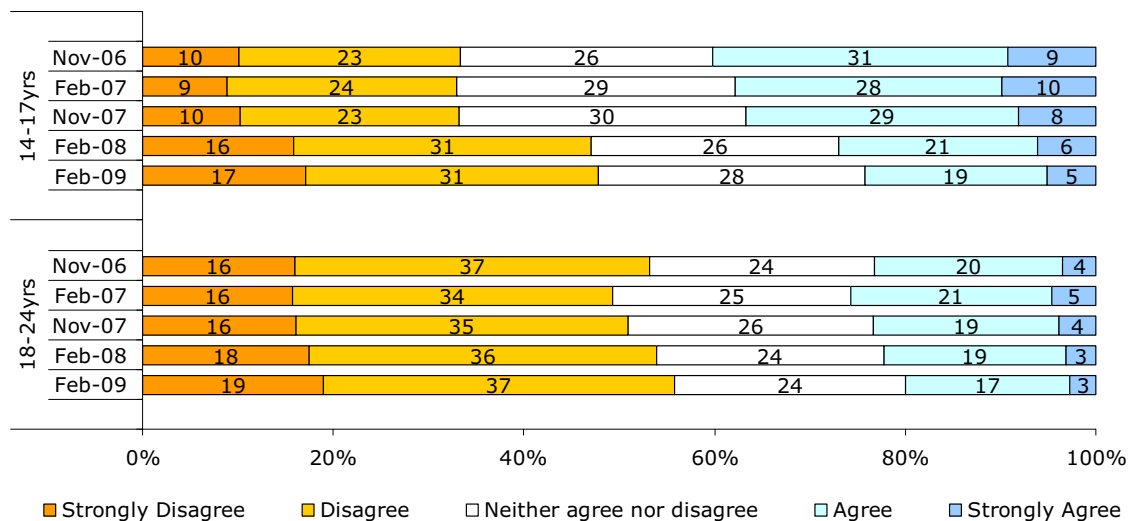
Figure 4.3.7 Skin cancers only affect older people who have spent years in the sun



***It is safe to tan gradually, as long as you don't get burnt***

Participants were asked whether it is safe to tan gradually, provided you don't get burnt, and results are shown in Figure 4.3.8. Initially, there were no significant changes in the views of 14-17 year olds, but there was a shift in attitudes towards the safety of tans among 14-17 year olds and 18-24 year olds after the summer of 07/08 (33% for 14-17 year olds and 53% for 18-24 year olds in November 2006 to 47% and 54% in February 2008). This may be because the second phase of the campaign had an increased emphasis on messages about tanning, coupled with campaigns in a number of states emphasising the risks of tanning (for example, the Dark Side of Tanning in NSW). The issue also received increased media attention as a result of the death of Clare Oliver in September 2007. This shift towards more disagreement among both 14-17 year olds and 18-24 year olds in February 2008 (47% for 14-17 year olds and 54% for 18-24 year olds) was maintained in February 2009 (48% and 56%).

Figure 4.3.8 It is safe to tan gradually, as long as you don't get burnt

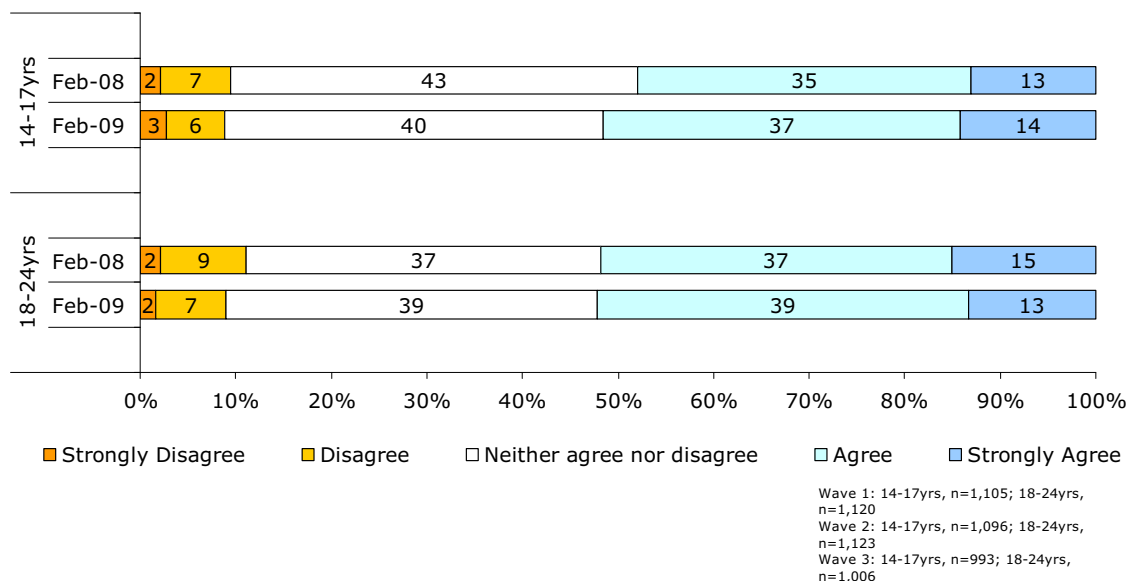


Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120  
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004

**Even using all the recommended sun protection, I would still get plenty of Vitamin D**

There was substantial media coverage on the issue of Vitamin D deficiency over the summer of 07/08, with claims that 'Sunshine deficiency' has led to a 'vitamin D crisis' in Australia<sup>5</sup>. Concerns were raised about sun protection messages leading some to adopt unnecessarily stringent sun protection, and therefore exposing themselves to the risk of Vitamin D deficiency. Accordingly, a new item was added to the February 2008 survey in an attempt to understand views on Vitamin D and sun exposure. The results are shown in Figure 4.3.9. There were no significant differences between February 2008 and February 2009 among 14-17 year olds and 18-24 year olds.

Figure 4.3.9 Even using all the recommended sun protection, I would still get plenty of Vitamin D



<sup>5</sup> <http://www.smh.com.au/news/national/sunshine-deficiency-leads-to-vitamin-d-crisis/2007/12/08/1196813081579.html>

## 4.4 Advertising awareness and reactions

This section reports on the reach and frequency of the campaign, as well as the audiences' reactions to it. Participants were asked a number of questions to investigate advertising awareness, and a summary of the results of statistical comparisons across surveys is presented in Table 4.1.8. Further detail on the questions asked and results obtained is provided in subsequent sections.

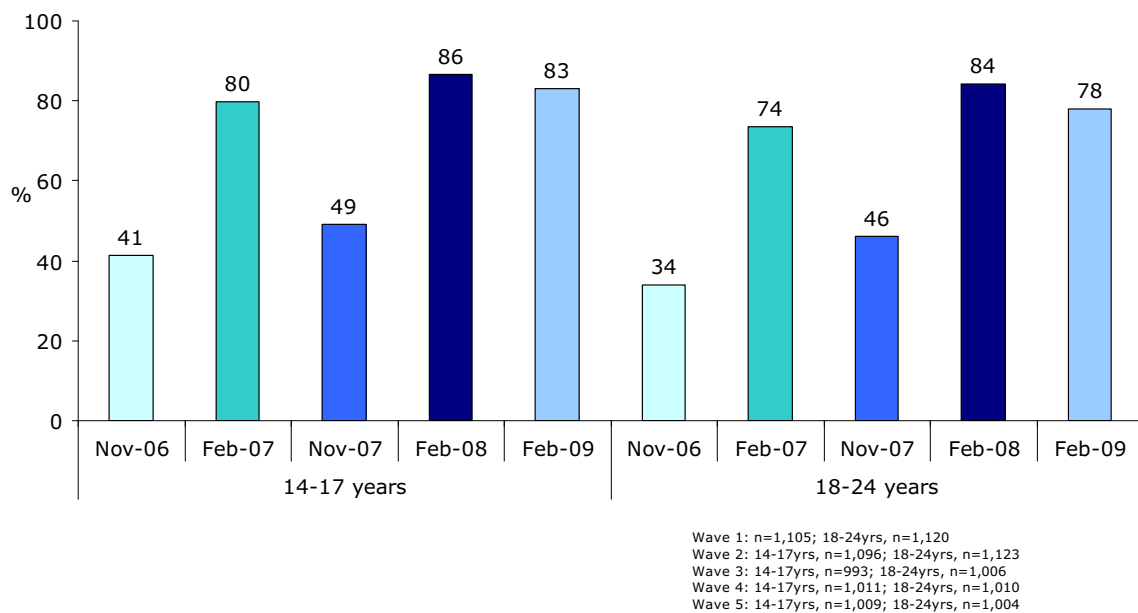
Table 4.1.8 Summary of advertising awareness

	14-17 year olds	18-24 year olds
Unprompted recall of TVC	Increase in Feb 08 maintained (Feb 09: 11%)	Lower than previous Feb surveys (Feb 09: 8%)
Unprompted recall of any sun protection TVC	Seasonal increase only (Feb 09: 83%)	Increase from pre-campaign, but decrease from Feb 08 (Feb 09: 78%)
Proportion seen TVC at least once	Increase in Feb 08 maintained (Feb 09: 94%)	Slight decrease from Feb 09, but increase from Feb 08 (Feb 09: 87%)
Prompted recall of radio ads	No change in 'Stapler' (Feb 09: 40%)  No change in 'MCG' (Feb 09: 38%)	More seen 'Stapler' than in Feb 08 (Feb 09: 34%)  No change in 'MCG' (Feb 09: 29%)
Prompted recall of print ads	Fewer seen 'There is a lot more to treating' than in Feb 08 (Feb 09: 30%)  More seen 'Don't let your time in the sun ...' than in Feb 08 (Feb 09: 72%)	Fewer seen 'There is a lot more to treating ...' than in Feb 08 (Feb 09: 49%)  More seen 'Don't let your time in the sun ...' than in Feb 08 (Feb 09: 61%)

## Unprompted TVC recall

In order to measure unprompted TVC recall (a measure of advertising salience which is a function of media weight and executional impact), participants were first asked whether they had seen 'any TV advertising in the last three months about protecting yourself from the harmful effects of the sun'. The proportion who said 'yes' in each survey is shown in Figure 4.4.1. In February 2009, a greater proportion of 14-17 year olds reported having seen TV advertising about 'protecting yourself from the harmful effects of the sun' in the last three months than did so pre-campaign (83% in February 2009 compared to 41% pre-campaign). This was also the case for 18-24 year olds (from 34% at pre-campaign), although the proportion that reported seeing TV advertising in February 2009 (78%) was slightly lower than in February 2008 (84%).

Figure 4.4.1 Proportion indicating they had seen any TV advertising in the last 3 months about 'protecting yourself from the harmful effects of the sun'



If respondents reported having seen any TV advertising about protecting themselves from the harmful effects of the sun, they were asked to describe the **first** advertisement that they remember seeing. Although only those participants who said that they recalled any TV advertising on the subject were asked to describe the first ad that they remember seeing, the proportions shown in Figure 4.4.2 are based on the full sample, given that the reach of the TVC among each of the target audiences is the measure of interest.

In February 2009, 11% of 14-17 year olds and 8% of 18-24 year olds gave an unambiguous description of the campaign TVC. Unprompted recall was higher for 14-17 year olds in February 2009 than February 2007, maintaining improvement in February 2008. However, among 18-24 year olds, unprompted recall was lower in February 2009 than February 2007 and February 2008.

Figure 4.4.2 Unprompted TVC recall

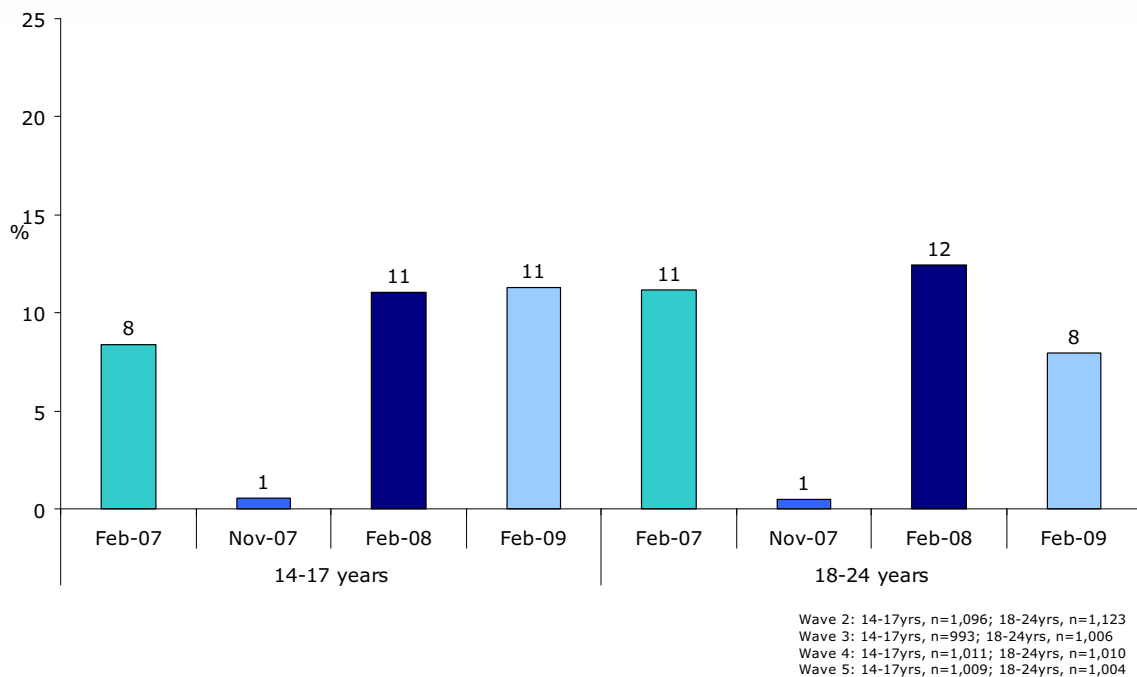


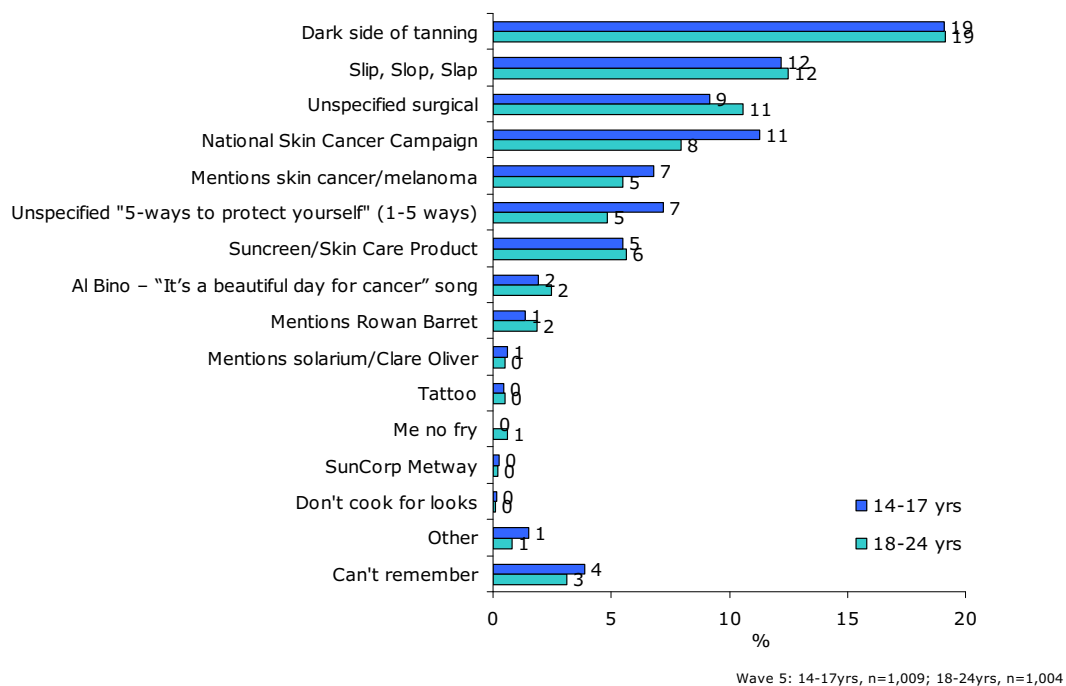
Figure 4.4.3 summarises the advertisements that participants described in the February 2009 survey<sup>6</sup>. It was found that 9% of 14-17 year olds and 11% of 18-24 year olds described a surgical procedure, but did not provide sufficient information in their descriptions to be certain that they were describing the National Skin Cancer Awareness Campaign. Nevertheless, it is likely that some of these surgical descriptions represent awareness of the campaign TVC. Hence, unprompted recall of the TVC was potentially as high as 20% among 14-17 year olds and 19% among 18-24 year olds. In addition, 7% of 14-17 year olds and 5% of 18-24 year olds described an advertisement relating to protecting oneself from the sun in between 1 and 5 ways. While these descriptions also did not include sufficient information to ascertain whether they represented the campaign TVC, this is a possibility.

<sup>6</sup> Again, the base for this chart is the full sample, rather than just those who said that they could recall having seen some TV advertising about protection from the harmful effects of the sun. A small proportion, when asked to describe the last advertisement they saw, said that they could not remember.

The Dark Side of Tanning advertisement was described by the greatest proportion of 14-17 year olds and 18-24 year olds (each at 19%). Given that this ad was only aired in NSW and Queensland, this is a very strong result. The phrases 'There's nothing healthy about a tan' and 'Tanning is skin cells in trauma' appear to have been strongly retained in the minds of 14-17 year olds and 18-24 year olds.

A considerable proportion of respondents continues to mention the 'slip, slop, slap' advertisement, despite it not having been aired recently. It is not unusual for well-known, older campaigns to be mentioned when people are asked to describe an advertisement they have recently seen, demonstrating that 'slip, slop, slap' has been a memorable campaign. Furthermore, some outdoor advertising featuring 'slip, slop, slap' is still in use. When measuring advertising recall, it is usual for there to be a certain amount of incorrect attribution, where people believe they have seen an advertisement on television, when they actually have seen it via another medium.

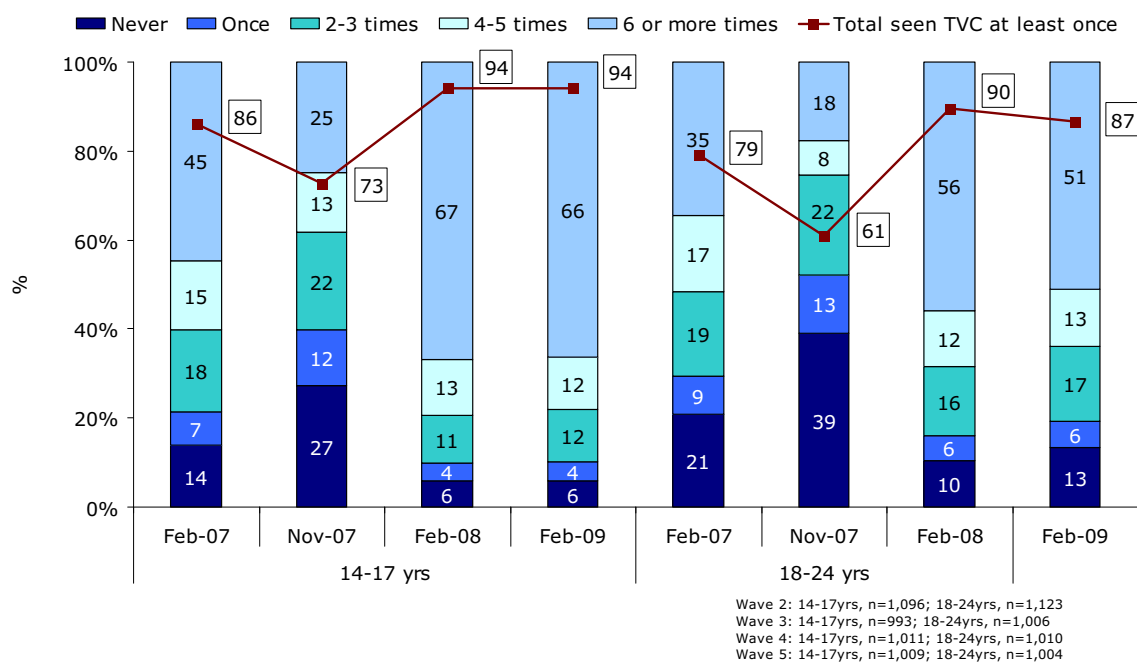
Figure 4.4.3 Unprompted TVC recall



## Prompted TVC reach and frequency

All participants were then shown the TVC, and asked whether they had seen this previously. These results are shown in Figure 4.4.4. Among 14-17 year olds, a greater proportion recalled having seen the TVC at least once in February 2009 (94%) than in February 2007 (86%), with increases found in February 2008 (94%) maintained. While more 18-24 year olds recalled having seen the TVC at least once in February 2009 (87%) than in February 2007 (79%), the figure was slightly lower than February 2008 (90%).

Figure 4.4.4 Prompted TVC reach and frequency



## Perceived messages

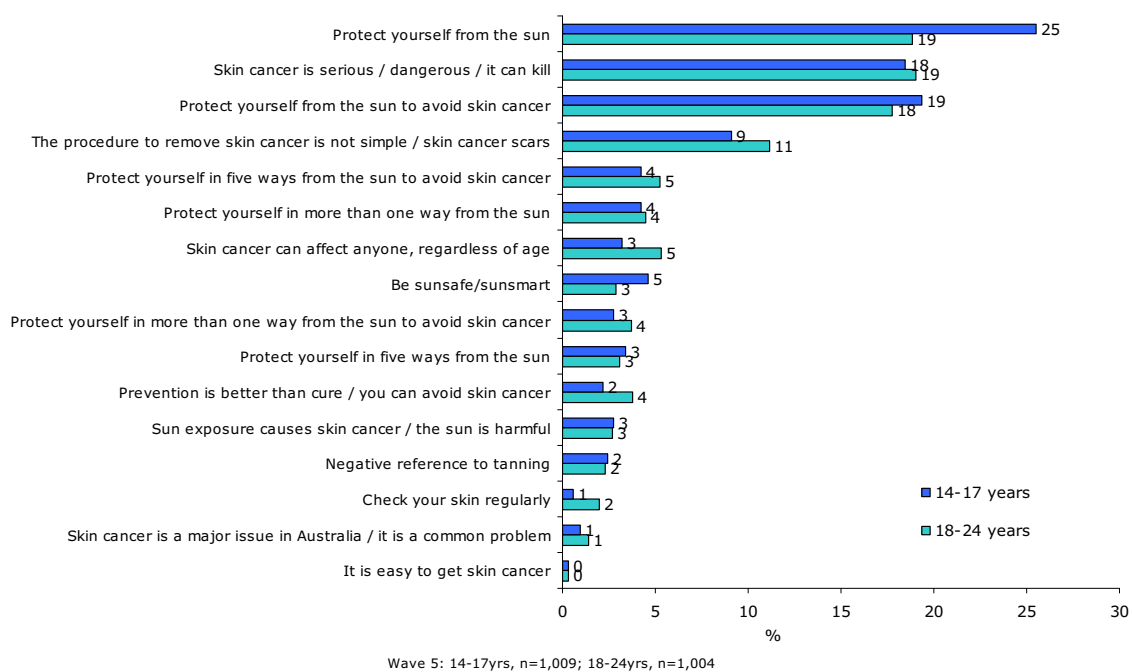
Respondents who had recalled the TVC were asked to describe what they thought was the main message of advertisement. Responses were coded and the results for February 2009 are shown in Figure 4.4.5. As in previous rounds of research, the most common response was a generic message, 'protect yourself from the sun', mentioned by 25% of 14-17 year olds and 19% of 18-24 year olds.

As can be seen, many of the responses concerned the need to protect oneself from the sun in more than one way. These responses have been separated into specific categories in Figure 4.4.5, including 'Protect yourself in more than one way from the sun', 'Protect yourself in more than one way from the sun to avoid skin cancer', 'Protect yourself in five ways from the sun', and 'Protect yourself in five ways from the sun to avoid skin cancer'. The total proportion who gave any one of these answers was quite sizeable, being 17% of 14-17 year olds and 15% of

18-24 year olds, which suggests that a key perceived message of the campaign TVC continues to be the importance of adopting multiple methods of sun protection.

The TVC was also considered to communicate the severity of skin cancer, and the need to protect oneself from the sun to avoid skin cancer. It is worth remembering that this was an open-ended question, rather than a prompted question about what messages are contained in the TVC. Although only 9% of 14-17 year olds and 11% of 18-24 year olds specifically mentioned that the main message was that the procedure to remove skin cancer is not simple, it is encouraging to note that almost all answers did reflect messages of the TVC. This suggests that the advertisement has been well-understood by the target audiences, with very little evidence of miscommunication of messages.

Figure 4.4.5 Perceived message of TVC campaign



## Reactions to TVC

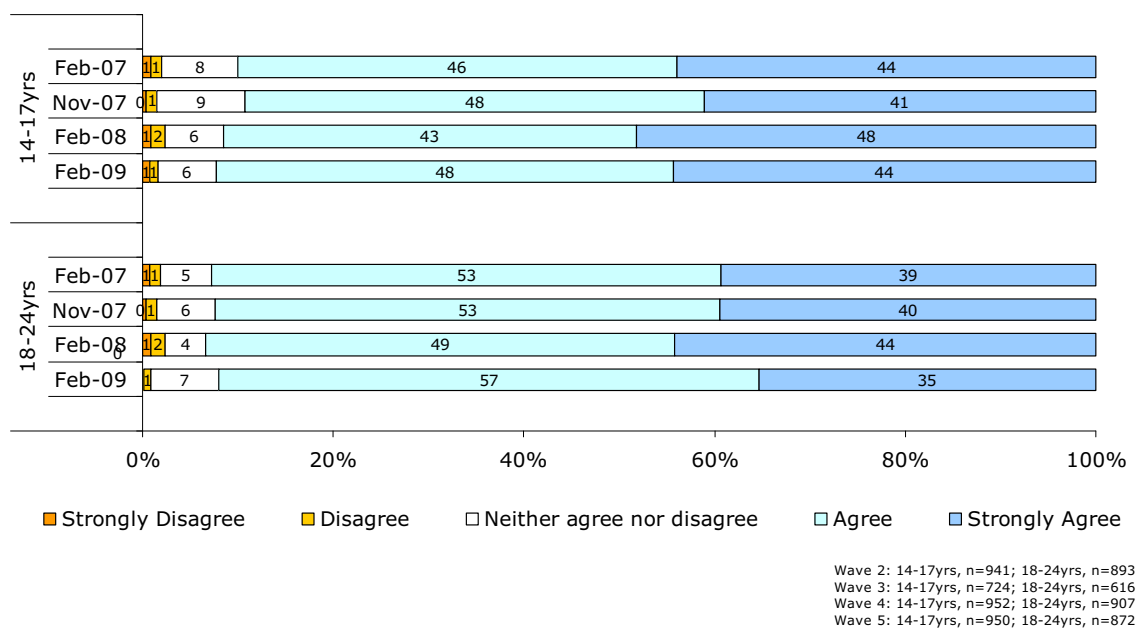
Respondents who had seen the TVC were then asked to rate it on four diagnostic criteria: whether it was believable, whether it was attention-grabbing, whether it made them think about their own risk of developing skin cancer, and whether it was felt to be informative. A summary of the results of statistical comparisons across surveys is presented in Table 4.1.9. Further detail on the questions asked and results obtained is provided in subsequent sections.

Table 4.1.9 Summary of reactions to TVCs

	14-17 year olds	18-24 year olds
TVC was believable	No change	More agreed, but fewer agreed strongly, than in Feb 08
TVC was attention grabbing	No change	More agreed, but fewer agreed strongly, than in Feb 08
TVC made me think about own risk	No change	More agreed, but fewer agreed strongly, than in Feb 08
TVC was informative	More agreed, but fewer agreed strongly, than in Feb 08	More agreed, but fewer agreed strongly, than in Feb 08

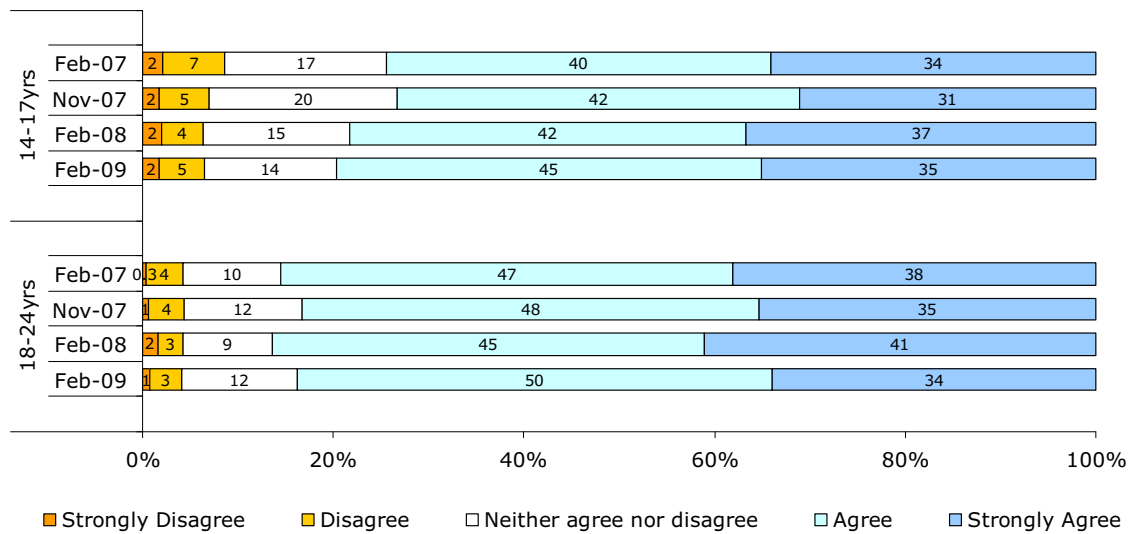
The proportions of 14-17 year olds and 18-24 year olds agreeing that the TVC was believable are shown in Figure 4.4.6. Levels of agreement that the TVC was believable remained high and disagreement remained low among 14-17 year olds, with no differences found between February 2009 and any previous February survey. Among 18-24 year olds, more agreed (57%), but less agreed strongly (35%), in February 2009 compared to February 2008 (agree: 49%; strongly agree: 44%). In addition, in February 2009, fewer 18-24 year olds disagreed (1%), and more said neither agree nor disagree (7%), compared to February 2008 (disagree: 2%; neither agree nor disagree: 4%).

Figure 4.4.6 Whether TVC was believable



The proportions of 14-17 year olds and 18-24 year olds agreeing that the TVC was attention-grabbing are shown in Figure 4.4.7. Again, there was no difference in agreement with the TVC being attention-grabbing among 14-17 year olds. However, more 18-24 year olds agreed (50%), and less agreed strongly (34%), in February 2009 compared to February 2008 (agree: 45%; agree strongly: 41%).

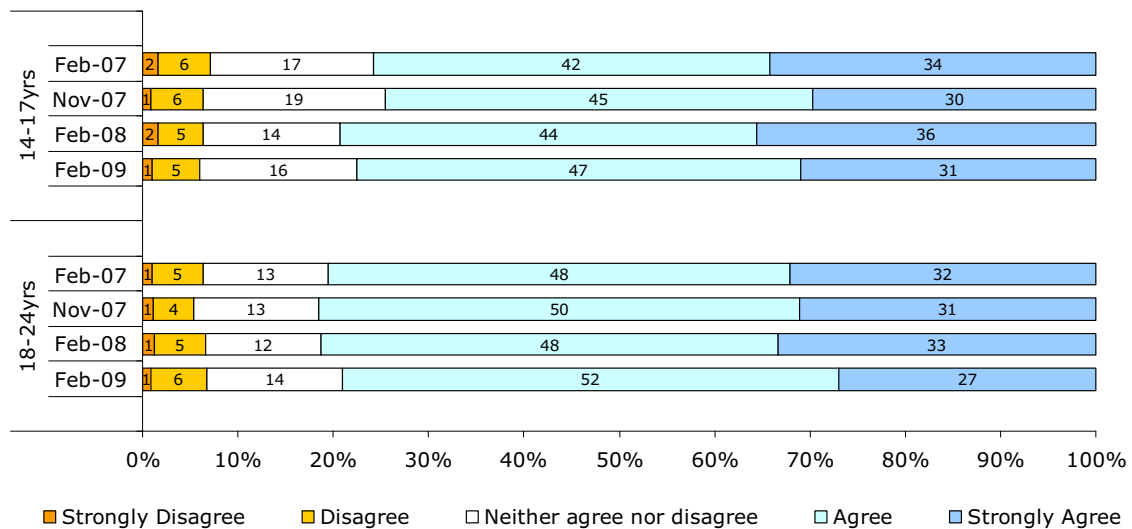
Figure 4.4.7 Whether TVC was attention-grabbing



Wave 2: 14-17yrs, n=941; 18-24yrs, n=893  
 Wave 3: 14-17yrs, n=724; 18-24yrs, n=616  
 Wave 4: 14-17yrs, n=952; 18-24yrs, n=907  
 Wave 5: 14-17yrs, n=950; 18-24yrs, n=872

Participants were asked to what extent they agreed that the advertisement made them think about their own risk of developing skin cancer. The results are shown in Figure 4.4.8. Again, high levels of agreement with this statement remained stable among 14-17 year olds. However, among 18-24 year olds more agreed (52%) and less agreed strongly (27%) that the TVC made them think about their own risk of developing skin cancer in February 2009 compared to February 2008 (agree: 48%; agree strongly: 33%).

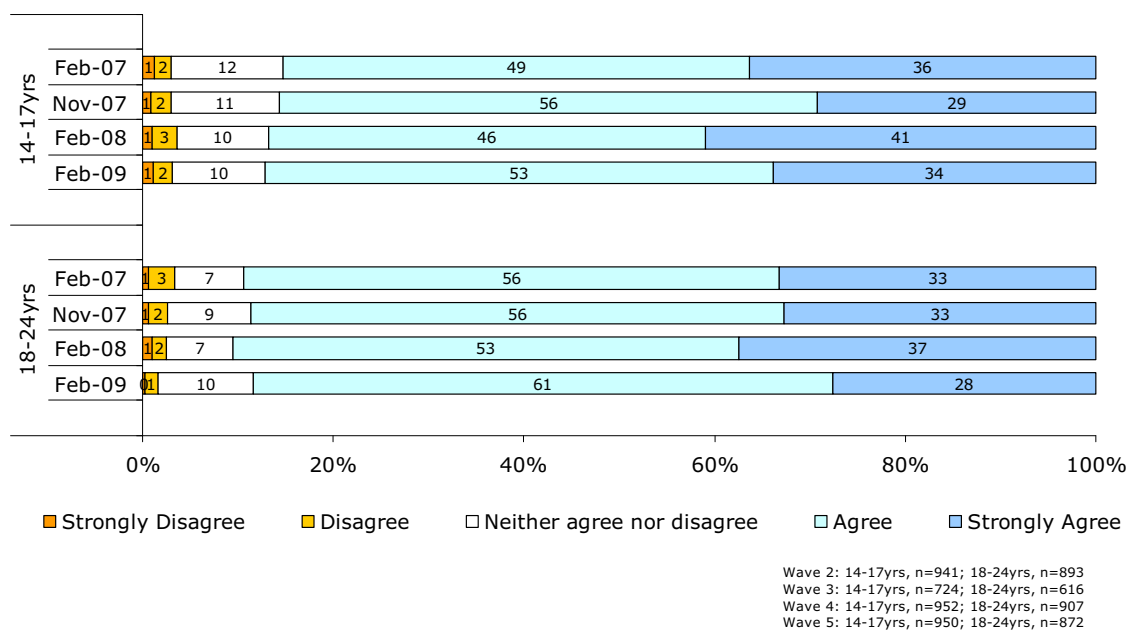
Figure 4.4.8 Whether TVC made viewer think about their own risk of developing skin cancer



Wave 2: 14-17yrs, n=941; 18-24yrs, n=893  
 Wave 3: 14-17yrs, n=724; 18-24yrs, n=616  
 Wave 4: 14-17yrs, n=952; 18-24yrs, n=907  
 Wave 5: 14-17yrs, n=950; 18-24yrs, n=872

Figure 4.4.9 shows agreement with the TVC being informative. Among 14-17 year olds more agreed (53%), but less agreed strongly (34%), that the TVC was informative in February 2009 compared to February 2008 (agree: 46%; agree strongly: 41%). Similarly, among 18-24 year olds, more agreed (61%), but less agreed strongly (28%), in February 2009 than in February 2008 (agree: 53%; agree strongly: 37%) or February 2007 (agree: 56%; agree strongly: 33%). In addition, in February 2009, fewer 18-24 year olds disagreed (1%) and more said neither agree nor disagree (10%), than in February 2008 (disagree: 2%; neither agree nor disagree: 7%).

Figure 4.4.9 Whether TVC was informative



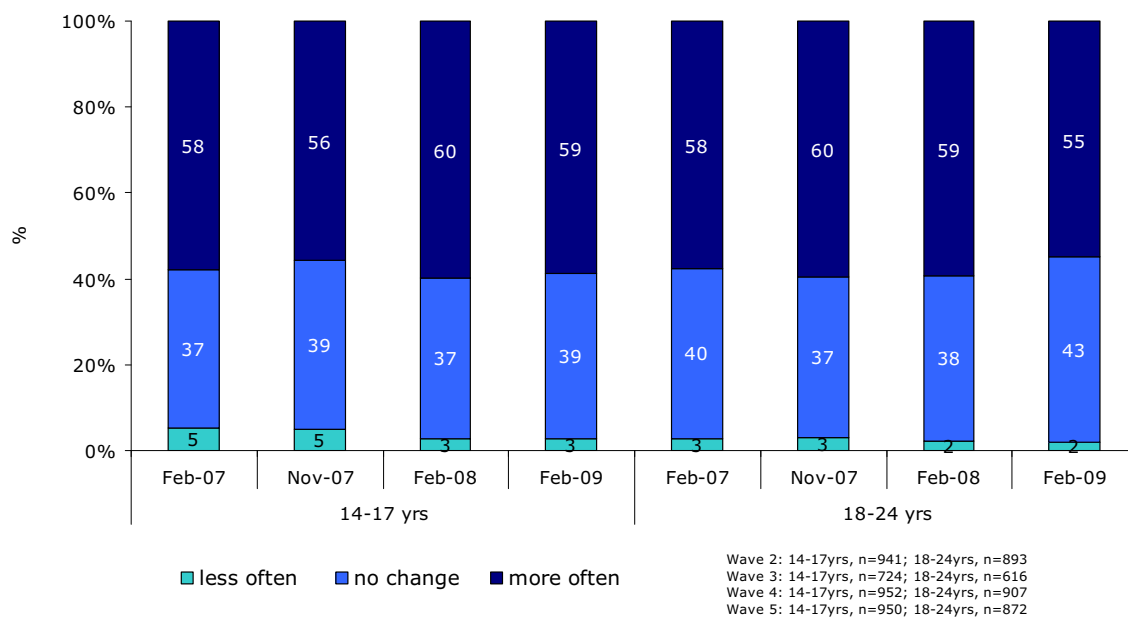
The consistent pattern of results in which 18-24 year olds were less likely to agree strongly that the TVC was believable, attention-grabbing and informative, and made them think about their own level of risk suggests that the campaign may be beginning to show signs of wear-out in this age group, or it may be indicative of the lower TARPS for the latest season. However, reactions to the TVC among 14-17 year olds remain strong.

## Perceived impact of TVC on behaviour

Finally, respondents who reported seeing the TVC were asked two questions on the perceived impact of the TVC on their behaviour: namely, whether the TVC has prompted them to use sun protection methods more or less often, and whether the TVC has prompted them to protect themselves from the sun in fewer or more ways.

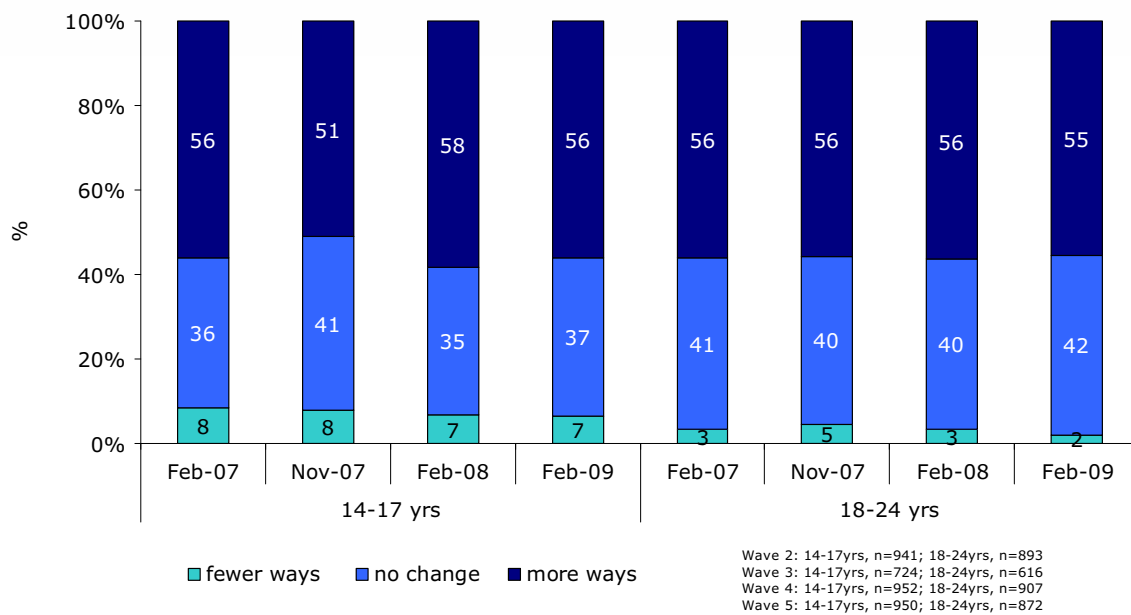
The stated effect of the TVC on the frequency with which 14-17 year olds and 18-24 year olds use sun protection methods is shown in Figure 4.4.10. Fewer 14-17 year olds said that they used sun protection methods less often as a result of the TVC in February 2009 (3%) than in February 2007 (5%). There was no difference among 18-24 year olds in the stated effect of the TVC on frequency of use of sun protection methods. This suggests that the campaign has remained effective over time.

Figure 4.4.10 Stated effect of TVC on frequency of use of sun protection methods



The stated effect of the TVC on the number of sun protection methods used by 14-17 year olds and 18-24 year olds is shown in Figure 4.4.11. There were no differences in February 2009 for either 14-17 year olds or 18-24 year olds, with the positive results having persisted over time.

Figure 4.4.11 Stated effect of TVC on number of sun protection methods used

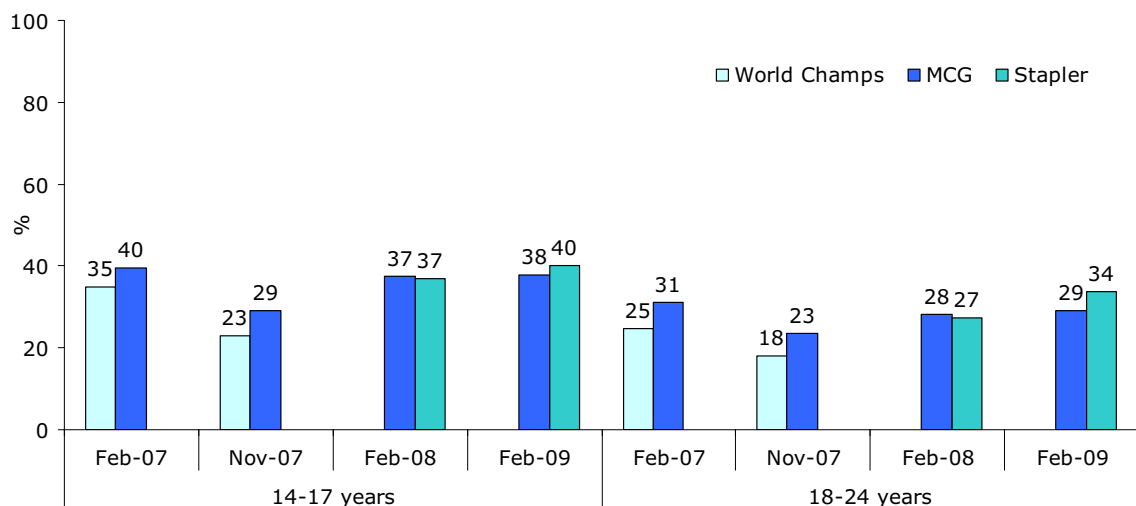


## Prompted recall of advertisements

Respondents were asked to listen to the two radio advertisements used in that season's campaign and were then asked whether they had heard these advertisements before today. In both February 2007 and November 2007, the two advertisements to which participants listened were 'World Champs' and 'MCG', which were the advertisements used during the first phase of the campaign. In February 2008 and February 2009 surveys, they listened to 'MCG' and the new execution, 'Stapler', which were the two radio advertisements used during the second and third summers of the campaign.

Figure 4.4.12 shows the proportion of participants who said that they had heard the radio advertisement before today. There was no difference in February 2009 for 14-17 year olds. However, more 18-24 year olds reported having heard 'Stapler' in February 2009 (34%) compared to February 2008 (27%).

Figure 4.4.12 Prompted recall of radio advertisements



Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123  
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006  
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010  
 Wave 5: 14-17yrs, n=1,009; 18-24yrs, n=1,004

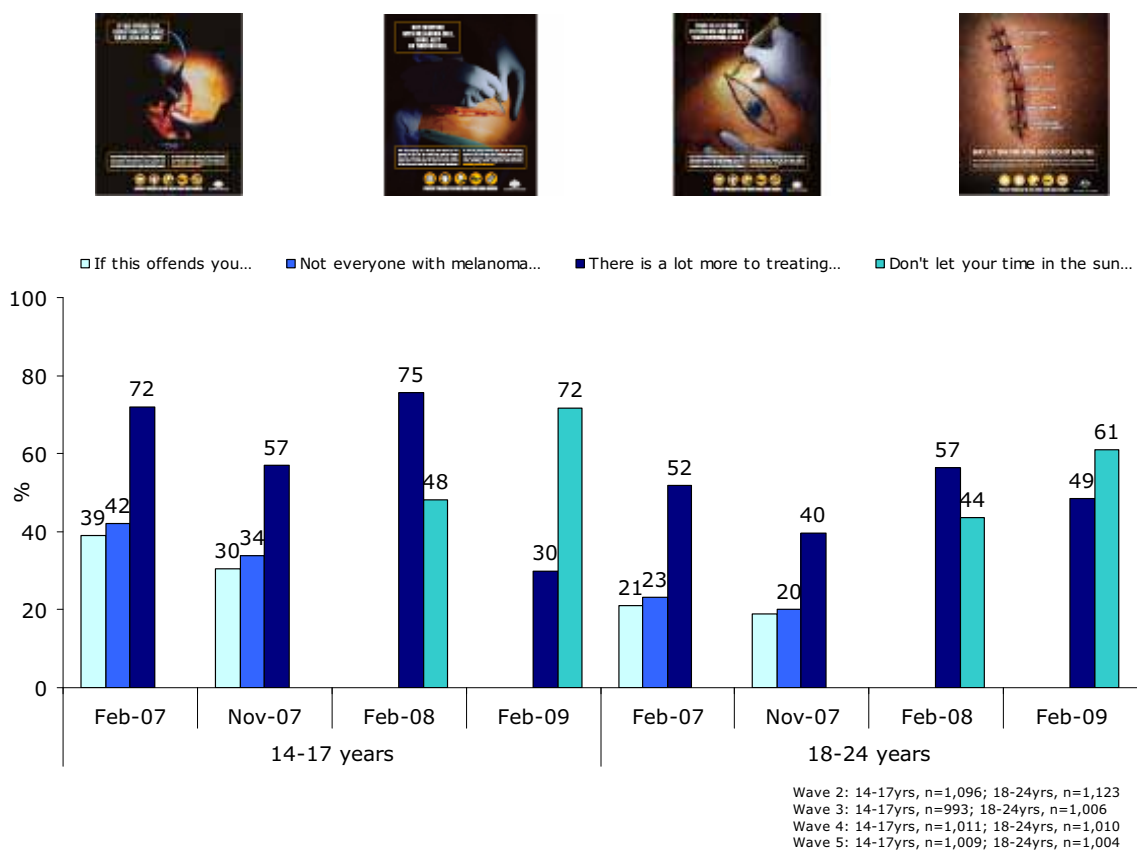
NOTE: "World Champs" not asked about in Feb 08 or Feb 09, and "Stapler" only asked about in Feb 08 and Feb 09.

## Prompted recall of print/outdoor advertisements

Respondents were shown a number of print advertisements used in the campaign and were asked whether they had seen these advertisements before today. In February 2007 and November 2007, three print advertisements (which had been used in the first phase of the campaign) were shown to participants, while only the 'There is a lot more to treating skin cancer than removing a mole' and 'Don't let your time in the sun catch up with you' print advertisements were shown in the February 2008 and February 2009 surveys.

The results are shown in Figure 4.4.13. Fewer 14-17 year olds and 18-24 year olds reported seeing 'There is a lot more to treating skin cancer than removing a mole' in February 2009 (14-17 year olds: 30%; 18-24 year olds: 49%) compared to February 2008 (14-17 year olds: 75%; 18-24 year olds: 57%), but more reported seeing 'Don't let your time in the sun catch up with you' in February 2009 (14-17 year olds: 72%; 18-24 year olds: 61%) than in February 2008 (14-17 year olds: 48%; 18-24 year olds: 44%). This seems likely to reflect the 60:40 placement of print ads, with 'Don't let your time in the sun ...' placed with greater frequency in February 2009, though even bearing this in mind, it is a striking result, perhaps suggesting some wear-out for the 'there is a lot more to treating ...' ad which has been running for three years.

Figure 4.4.13 Prompted recall of print/outdoor advertisements



NOTE: "If this offends you" and "Not everyone with melanoma" not asked about in Feb 08 or Feb 09, and "Don't let your time in the sun" only asked about in Feb 08 and Feb 09.

In the February 2009 survey, a new question was added for participants who reported having seen either of the print advertisements, asking them where they had seen it. The results are presented in Figure 4.4.14. Both print advertisements were reportedly seen most frequently in magazines, on bus shelters, on the sides of buses and on shopping centre panels. Fourteen to 17 year olds were more likely than 18-24 year olds to report having seen 'Don't let your time in the sun ...' in a magazine (47% compared to 37%), on the side of a bus (39% compared to 32%), on an online banner (26% compared to 14%), on a cinema display (19% compared to 12%) and on a scooter trailer (3% compared to 2%). In relation to 'There is a lot more to treating ...', 14-17 year olds were more likely than 18-24 year olds to report having seen the advertisement on the side of a bus (31% compared to 21%), on an online banner (23% compared to 16%), and on a cinema display (21% compared to 13%).

Figure 4.4.14 Where print advertisements were seen

