

APPENDIX C – QUESTIONNAIRE

Q1 NEW IN NOV 2007 Which area of Australia do you currently live in?

Melbourne	1
Rest of Victoria	2
Sydney	3
Rest of NSW	4
Brisbane	5
Rest of QLD	6
Adelaide	7
Rest of SA	8
Perth	9
Rest of WA	10
Hobart	11
Rest of Tasmania	12
Canberra	13
Rest of ACT	14
Darwin	15
Rest of NT	16

Q2. Are you ...? [SINGLE RESPONSE]

Male	1
Female	2

Q3. To which of the following age groups do you belong? [SINGLE RESPONSE]

Less than 14 years [TERMINATE]	1
14-15 years	2

16-17 years	3
18-21 years	4
22-24 years	5
25-34 years	6
35-44 years	7
45-54 years	8
55+ years	9

Q4 Are you the parent or guardian of a child or children aged 0-17 years?

No, no children 0-17 years	1
One child 0-17 years	2
Two children 0-17 years	3
Three children 0-17 years	4
Four or more children 0-17 years	5

Q5 ASK IF CODES 2-5 AT Q4 How many of your children are... (Please enter number of children in box next to each school level and Other. Enter "0" if none.)

Not yet at school	
In primary school	
In high school	
Other	

Q6 How would you describe your skin colour, when you don't have a tan? [SINGLE RESPONSE]

Very fair	1
Fair	2
Medium	3
Olive	4
Dark	5
Black	6

Q7 Have you tried to get a suntan at all within the last 2 weeks? [SINGLE RESPONSE]

Yes	1
No	2

Q8 How often in the last 2 weeks have you experienced any reddening of the skin after being in the sun? [NUMERIC]

Q9 **Where were you** and **what were you doing** last time you experienced reddening of the skin after being in the sun? Please make sure you answer both parts of this question.

Q10 How sunburnt were you? [SINGLE RESPONSE]

- Red without being tender 1
- Red and tender 2
- Red, tender and blistered 3

Q11 Please list all the ways that someone can protect themselves from the sun when outdoors. [TO BE CODED AS FIRST THEN SUBSEQUENT MENTION]

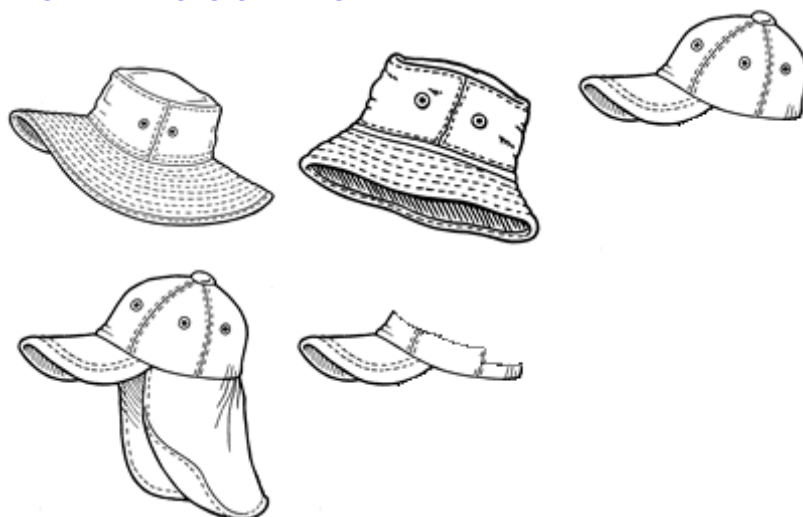
Q12 When you are outside on a typical summer day, how often do you do the following things to protect yourself from the sun?

RANDOMISE BEHAVIOURS (ensure "apply sunscreen to face" appears before "apply sunscreen to exposed body parts")

	Never	Rarely	Sometimes	Usually	Always
Wear a hat	1	2	3	4	5
Wear clothing that protects your skin	1	2	3	4	5
Wear sunglasses	1	2	3	4	5
Stay in the shade when outdoors	1	2	3	4	5
Apply sunscreen to face	1	2	3	4	5
Apply sunscreen to exposed body parts	1	2	3	4	5

Q13 [IF WEAR A HAT SOMETIMES OR MORE OFTEN AT Q7] I usually wear ... [SINGLE RESPONSE]

INSERT IMAGES OF HATS.



Q14 What do you normally do in these situations? [MULTIPLE RESPONSE. RANDOMISE SITUATIONS]

	Wear sunscreen	Wear a hat	Wear sunglasses	Wear clothing that protects my skin	Try to stay in the shade	None of these	Not relevant
When I'm at the beach or outdoor pool, I normally...							
When I'm at a park, I normally...							
At lunchtime at school, university or work, I normally...							
When I'm at an outdoor café, pub or restaurant, I normally...							
When I'm going							

for a walk, I normally...							
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Q15 How effective would you say the following behaviours are in protecting yourself from the sun? RANDOMISE BEHAVIOURS
 [USE ELEVEN POINT SCALE WITH RADAR DOTS, WITH THE FAR LEFT POINT LABELLED 'NOT AT ALL EFFECTIVE', AND THE FAR RIGHT LABELLED 'EXTREMELY EFFECTIVE']

	0 Not at all effective	1	2	3	4, etc
Wearing a hat					
Applying sunscreen					
Staying out of the sun/in the shade					
Wear clothing that protects your skin					
Wearing sunglasses					

Q16 How much you agree or disagree with the following statements? [SINGLE RESPONSE. RANDOMISE STATEMENTS]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Skin cancers mainly occur in people with fair skin	1	2	3	4	5
When used properly, sunscreen is an adequate protection on its own	1	2	3	4	5
Treating skin cancer is a simple procedure	1	2	3	4	5
Small amounts of sun exposure without protection is healthy and won't lead to skin damage	1	2	3	4	5
Having my skin checked regularly is sufficient to prevent skin cancers	1	2	3	4	5
Skin cancers can kill	1	2	3	4	5
Skin cancers only affect older people who have spent years in the sun	1	2	3	4	5
It is safe to tan gradually, as long as you don't get burnt	1	2	3	4	5
[FEB 2008 AND FEB 2009 SURVEY ONLY] Even using all the recommended sun protection, I would still get plenty of Vitamin D	1	2	3	4	5
[NOV 2006 AND FEB 2007, PARENTS ONLY] Sunburn during childhood is particularly dangerous	1	2	3	4	5
[NOV 2006 AND FEB 2007, PARENTS ONLY] Protecting my children from the sun every time we go out is worth the time, money and effort	1	2	3	4	5
[NOV 2006 AND FEB 2007, PARENTS ONLY] I protect my children from the sun every time we go out	1	2	3	4	5
[NOV 2006 AND FEB 2007, PARENTS ONLY] I set a good example for my children with my own sun protection	1	2	3	4	5

Q17 [NOV 2006 AND FEB 2007, ASK PARENTS ONLY AT Q4 OTHERWISE SKIP TO NEXT QUESTION]

RANDOMISE STATEMENTS

Outdoors on a typical summer day, how often do your children...

	Never	Rarely	Sometimes	Usually	Always
wear sunscreen	1	2	3	4	5
wear a hat	1	2	3	4	5
stay in the shade	1	2	3	4	5
wear sunglasses	1	2	3	4	5
wear clothes that protect their skin	1	2	3	4	5

Q18 [AGED 18+] How often, if at all, do you get your skin checked by a doctor? [SINGLE RESPONSE]

More often than every 6 months	1
Every 6-12 months	2
Every 1-2 years	3
Less often than every 2 years	4
Never	5
Only if I notice a problem	6

Q19 [AGED 18+] Do you intend to get your skin checked by a doctor within the next year? [SINGLE RESPONSE]

Yes	1
No	2

Q20 Have you seen any TV advertising in the last 3 months about protecting yourself from the harmful effects of the sun? SINGLE RESPONSE

Yes	1	
No	2	GO TO Q18.

Q21 Please describe the first ad you remember seeing?

Q22 What was the main message in that advertisement?

[IF NOV 2006 SURVEY, SKIP QUESTIONS 23-30]

Q23 Please look at this advertisement. [PLAY TVC]

Before today, I have seen this ad...

Never	1
Once	2
2-3 times	3
4-5 times	4
6 or more times	5

Q24 [SEEN ONCE OR MORE AT Q23] What do you think was the main message of this advertisement? [READ OUT. RANDOMISE]

Q25 [SEEN ONCE OR MORE AT Q23] Please rate your agreement with the following:
[RANDOMISE]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The ad was believable	1	2	3	4	5
The ad was attention-grabbing	1	2	3	4	5
The ad made me think about my own risk of developing skin cancer	1	2	3	4	5
The ad was informative	1	2	3	4	5

Q26 [SEEN ONCE OR MORE AT Q23] Has this ad prompted you to use sun protection methods ...

More often	1
Less often	2
No change	3

Q27 [SEEN ONCE OR MORE AT Q23] Has this ad prompted you to protect yourself from the sun in ...

More ways	1
Fewer ways	2
No change	3

FOR QUESTIONS 28 AND 29, USE FOLLOWING RADIO ADS. ROTATE PRESENTATION AS EXECUTION A OR B.

FEB 2007 AND NOV 2007: "WORLD CHAMPS" AND "MCG"
FEB 2008 AND FEB 2009: "MCG" AND "STAPLER"

Q28 Please listen to this radio ad.
[EXECUTION A]

Before today, have you heard this ad?

Yes	1
No	2

Q29 Please listen to this radio ad.
[EXECUTION B]

Before today, have you heard this ad?

Yes	1
No	2

Q30 Which of these advertisements have you seen before today? [INSERT IMAGES, SHOWING ALL THREE IMAGES ON SAME SCREEN. RANDOMISE ORDER.]

FEB 2007 AND NOV 2007:

- "If this offends you, cover your eyes, back, chest, legs and arms."
- "There is a lot to treating skin cancer than removing a mole."
- "Not everyone with melanoma dies, some just go through hell."

FEB 2008 AND FEB 2009:

- "Don't let your time in the sun catch up with you."
- "There is a lot to treating skin cancer than removing a mole."

Q30b NEW IN FEBRUARY 2009 [ASK IF SEEN EYE PRINT AD AT Q30. RANDOMISE ORDER OF Q30B & Q30C IF SEEN BOTH ADS] Where have you seen this ad before today? [SHOW IMAGE. RANDOMISE ORDER OF CODES. MULTIPLE RESPONSE]

Magazine	1
Side of a bus	2
Shopping centre panel	3
Bus shelter	4
Scooter trailer	5
Postcard /Avant card	6
Online banner	7
Cinema display	8
Other (please specify)	9

Q30c NEW IN FEBRUARY 2009 [ASK IF SEEN STAPLER PRINT AD AT Q30. RANDOMISE ORDER OF Q30B & Q30C IF SEEN BOTH ADS] Where have you seen this ad before today? [SHOW IMAGE. RANDOMISE ORDER OF CODES. MULTIPLE RESPONSE.]

Magazine	1
Side of a bus	2
Shopping centre panel	3
Bus shelter	4
Scooter trailer	5
Postcard /Avant card	6
Online banner	7
Cinema display	8
Other (please specify)	9

Q31 Your annual household income ... [PLEASE GUESS IF NEEDED]

Up to \$30,000	1
\$30,001-60,000	2
\$60,001-\$100,000	3
\$100,001-\$150,000	4
Over \$150,000	5
Refused	8
Unable to estimate	9

Q32 [IF 18 OR ABOVE] Your employment status?

Working full-time	1
Working part-time or as a casual	2
Retired	3
Student	4
Home duties	5
Unemployed or looking for work	6
Other	7

Q33 The occupation of the main income earner in my household (please give a detailed description)
[CODE AS PER ASCO 1 DIGIT.]

Q34 Your postcode (please type in) [DO NOT ALLOW LESS THAN FOUR DIGITS FOR POSTCODE]

This survey has been carried out on behalf of the Australian Government Department of Health and Ageing. It is being conducted to measure the effectiveness of a campaign aimed at raising awareness of skin cancer and encouraging Australians to protect themselves from the harmful effects of the sun.

Thank you for your participation.



Ipsos-Eureka
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