

APPENDIX C – QUESTIONNAIRE**NATIONAL SKIN CANCER CAMPAIGN
- EVALUATION QUESTIONNAIRE -**

**IN DATA FILE, INCLUDE DATE OF SURVEY COMPLETION
EUREKA TO RECORD INFORMATION ABOUT LOCAL WEATHER FOR
EACH DAY OF FIELDWORK (CAPITAL CITIES)**

SAMPLE:

n=1,000 18-24 years – APPLY QUOTAS FOR AGE X GENDER, METRO V NON-METRO

n=1,000 14-17 years – APPLY QUOTAS FOR AGE X GENDER, METRO V NON-METRO

Screener

S1. Your gender? [SINGLE RESPONSE]

Male..... 1

Female 2

S2. Your age? [SINGLE RESPONSE]

14-15 years1

16-17 years2

18-21 years3

22-24 years4

25-34 years5

35-44 years6

45-54 years7

55+ years.....8

Skin Type

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

- Very fair..... 1
- Fair.....2
- Medium3
- Olive4
- Dark5
- Black.....6

Sun Tanning Behaviour

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

- Yes..... 1
- No 2

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

4. **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.

5. How sunburnt were you? [SINGLE RESPONSE]

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

Sun Protection Knowledge & Behaviour

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

7. 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	Sometime s	Usual y	Alway s
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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

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

INSERT IMAGES OF HATS.

- Visor 1
- Cap without flap covering back of neck..... 2
- Cap with a flap covering back of neck (legionnaire's).... 3
- Hat with a narrow brim (bucket hat) 4
- Hat with a broad brim..... 5

9. [IF WEAR SUNSCREEN ON FACE OR BODY SOMETIMES OR MORE OFTEN AT Q7] 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...							

10. 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					

11. 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
Even using all the recommended sun protection, I would still get plenty of Vitamin D	1	2	3	4	5

13. [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

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

- Yes..... 1
- No 2

Advertising

TVC

15. 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.

16. Please describe the first ad you remember seeing?

17. What was the main message in that advertisement?

18. [WAVE TWO ONLY] Please look at this advertisement.
[USE STILLS FOR DIAL-UP, AND MPEG FOR BROADBAND]

- Before today, I have seen this ad
- Never
- Once
- 2-3 times
- 4-5 times

6 or more times

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

20. [SEEN ONCE OR MORE] 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

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

...

- More often
- Less often
- No change

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

- More ways
- Fewer ways
- No change

RADIO

23. [WAVE TWO ONLY] Please listen to this radio ad.
[EXEXECUTION A]

Before today, have you heard this ad?

- Yes
- No

24. [WAVE TWO ONLY] Please listen to this radio ad.
[EXEXECUTION B]

Before today, have you heard this ad?

Yes

No

PRINT

25. [WAVE TWO ONLY] Which of these advertisements have you seen before today?
[INSERT IMAGES]

Blue cord 1

Etc..... 2

None 3

Demographics

26. 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

27. [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

28. The occupation of the main income earner in my household (please give a detailed description)

[CODE AS PER ASCO 1 DIGIT.]

29. Your postcode (please type in)

Concluding script

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
Social Research Institute



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[CLIENT LOGO]