

# National Community Survey of TV Food Advertising to Children

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## EXECUTIVE SUMMARY

This survey was designed to determine community perceptions of television (TV) food advertising to children and support for the strengthening of regulations. A national sample of 400 primary care givers of one or more children aged 0 to 13 completed a ten-minute telephone interview in March 2007. The overall response rate was 47.8%. A weighting was applied to data adjusted to capital city and rest of state population proportions using 2001 Census data. The data were analysed using simple frequencies.

Parents were concerned about the advertising of food products at times when children watch television (56.6% somewhat or very concerned), and in particular, of unhealthy food (67.3% somewhat or very concerned). The particular aspects which concerned them were that such advertising is usually for unhealthy foods (32.5%), and that it creates a desire, expectation and / or demand for these foods (26.1%). Parents were concerned about the range of methods used by advertisers to market these products to children, in particular, the offer of free toys or gifts (76.4% somewhat or very concerned) and the amount of television advertising of unhealthy food (79.7% somewhat or very concerned). Less than half of Australian parents were aware that regulations are currently in place dealing with television advertising to children (47.4%). Almost three-quarters (73.4%) disagreed or strongly disagreed that the current regulations are effective and almost all parents supported or strongly supported a move away from reliance on self-regulation (92.0%). The vast majority (88.7%) agreed or strongly agreed that the government should introduce stronger restrictions and supported or strongly supported a ban on unhealthy food advertising at times when children watch television (86.2%).

Overall, Australian parents are concerned about food advertising, and particularly unhealthy food advertising during times when children watch TV. Parents are particularly concerned that the majority of advertisements are for unhealthy foods and that they influence children to prefer these foods. Further, parents are concerned about the range of methods used by advertisers to promote these products to children. Awareness of existing regulations amongst parents is low and the majority do not believe they are effective. Parents support the introduction of stronger regulations, and in particular, a ban on unhealthy food advertising at times when children watch TV.

## INTRODUCTION

The prevalence of overweight and obesity amongst Australian children and adolescents has doubled over the ten year period from 1985 to 1995. Data from the 1985 Australian Health and Fitness Survey showed that 11% of children and adolescents were overweight or obese, compared with 21% recorded by the 1995 National Nutrition Survey (Magaray, Daniels, & Boulton, 2001). More recent regional data suggest that rates are continuing to rise with 25% of NSW school students being overweight or obese (Booth, Okely, Denney-Wilson, Hardy, Yang, & Dobbins, 2006). Overweight and obesity in children and adolescents is of major concern given they are at increased risk of becoming obese adults (Wright, Parker, Lamont, & Craft, 2001) and therefore at risk of associated chronic diseases such as Type 2 diabetes, cardiovascular disease and some cancers (World Health Organisation, 2003).

A systematic review of the evidence regarding television food advertising to children by the UK Food Standards Agency (FSA) concluded that such advertising has an effect on children's food preferences and choices, independent of other factors (Hastings, Stead, McDermott, Forsyth, Mackintosh, Raynor, Godfrey, Carahar, Angus, 2003). This is of concern given a recent content analysis of food advertising on Australian television found that 81% of the food advertisements on commercial television were for unhealthy or non-core foods (Chapman, Nicholas, & Supramaniam, 2006). In addition, children show increasing influence over household food purchases (Wilson & Wood, 2004). It is not surprising then that research suggests that food advertising contributes to poor food choices, leading to a poor diet and ultimately overweight and obesity (Ofcom, 2006). Indeed, the 1995 National Nutrition Survey showed that average consumption of fruit and vegetables among 2 to 18 year old Australians was well below recommended levels while consumption of non-core foods such as confectionary and soft drinks was fairly high with 54% of children aged 2 to 11 consuming confectionary in the day prior to interview (Australian Bureau of Statistics, 1998).

The Australian Communications and Media Authority's Children's Television Standards place general restrictions on the content of advertising to children (CTS 17 and CTS 18.1). However, only one provision deals specifically with food advertisements: CTS 19.6 - *An advertisement for a food product must not contain any misleading or incorrect information about the nutritional value of the product* (Australian Communications and Media Authority, 2005). Further, the current system relies on industry self-regulation and complaints by the community to monitor compliance with the standards, and evidence suggests the system is failing to prevent breaches and to enforce compliance (Morton, Stanton, Zuppa, & Mehta, 2005). It appears that current advertising regulations are inadequate in protecting children from high volumes of advertising of unhealthy foods and the range of methods used by advertisers to market these products to children.

## Background

The most recent community survey of food advertising to children was conducted in May 2006 by The Australian Consumers' Association which commissioned Newspan to survey 1200 Australians over 18 years (CHOICE, 2006). The survey suggested that 82% of the community supported governments regulating the way food and drink is advertised and marketed to children, while 13% were against. A sub-sample (33%) of parents or guardians of children under 18 provided marginally greater support (86%) for government regulation, and 11% against. Consumers were also asked about advertising of unhealthy foods and drinks during popular children's television (TV) programs. Almost one-quarter (24%) supported government action to ban such advertising, while the majority (65%) thought the government should place restrictions on such advertising but not ban it completely. Only a small proportion (10%) favoured no government regulation.

A South Australian study conducted between July and September 2004 took an in-depth approach to investigating parents' perceptions of TV food advertising to children (Ip, Mehta & Coveney, 2007). Thirty-two parents of primary school children participated in five focus group discussions. Parents indicated that TV food advertising impacted negatively on children's food preferences and choices and expressed high levels of concern. Parents also suggested that current regulations of TV advertising to children were not being enforced and questioned their adequacy and usefulness in protecting children. In general, parents supported changes to the existing restrictions, however, views were mixed in terms of support for a ban on food advertising to children. While most parents would support such a ban, it was seen as unrealistic and several potential barriers were cited. The majority of parents supported restrictions on TV food advertising during times when children are likely to watch TV (i.e., 7 to 9am and 3 to 6pm).

Similarly, a qualitative study of twenty-one Australian mothers of young children, which employed in-depth interviewing and focus groups, explored the impact of food marketing on parents in directing children's food choices (Roberts, 2005). Findings suggested that parents perceived children's food preferences and consumption behaviour was significantly negatively impacted by advertising techniques used to market unhealthy food products to them. In particular, offers of toys and giveaways were seen to drive greater demand for unhealthy food.

International surveys indicate similar patterns of concern and support for stronger regulations. A recent UK study conducted between February and March 2006 surveyed 815 parents of children under 17 (Which? 2006). The majority (86%) of parents supported stronger government restrictions on unhealthy food advertising to children and 79% supported a ban on unhealthy food advertising during times when children watch television.

This survey was designed to determine community perceptions of television food advertising to children and the range of methods used by advertisers to market these products to children. The survey further investigated community perceptions of how well the existing system is working and support for various potential strengthening of regulations to provide greater protection to children.

## METHOD

### Sampling

A random representative sample of 400 parents of one or more children aged 0 to 13 residing in private households in metropolitan and regional areas across all Australian States and Territories were surveyed.

### Questionnaire

The development of the survey questionnaire was a collaborative exercise between the Cancer Council Victoria, the Coalition on Food Advertising to Children, and the Social Research Centre. A pilot test of 38 interviews led to minor refinements of the questionnaire such as wording, sequencing and response codes.

### Procedure

The pilot test was conducted from 1 to 5 March. The survey was conducted between 6 and 27 March 2007 by the Social Research Centre, using Computer Assisted Telephone Interviewing (CATI). A Random Digit Dialling (RDD) sample frame was used and a quota sample was implemented such that 70% of interviews were undertaken in capital cities and 30% in the rest of the state (as defined by the ABS postal area concordances). Data were weighted to ABS population benchmarks within capital cities and rest of state locations. The parent who identified as the primary care giver for the children in the household under 14 was the one selected for interview. Of the 27% of households identified as in-scope, the overall response rate was 47.8% and the average interview length was 10 minutes. The survey was administered by a total of 10 interviewers, however 75% of interviews were completed by 5 specialist interviewers. All interviewers attended a one-hour briefing session.

### Data analysis

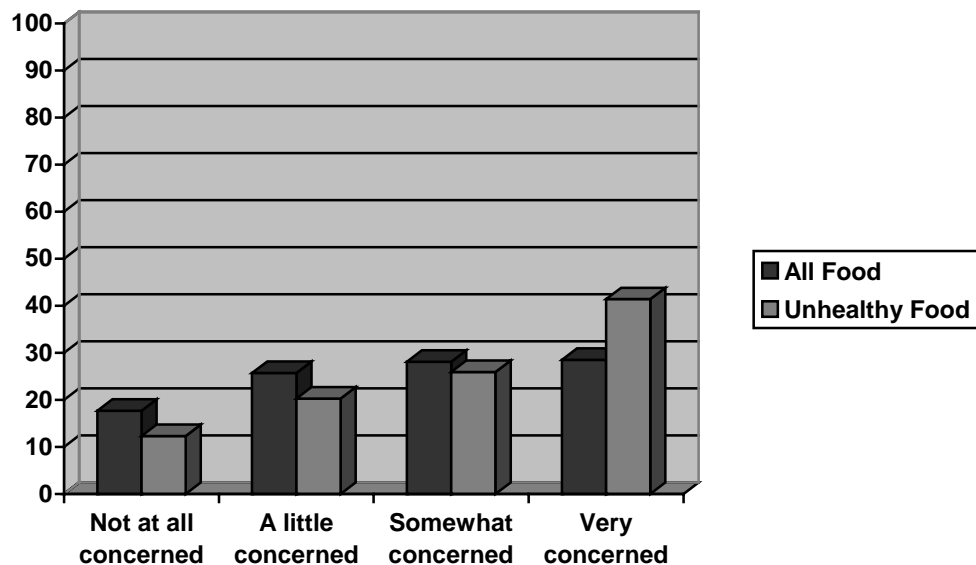
A weighting was applied to data adjusted to capital city and rest of state population proportions using 2001 Census data (Australian Bureau of Statistics, 2002). The weighting adjustment was applied to ensure the survey estimates reflected the geographic distribution of the Australian population. The data were not weighted by age or sex as there are no known population parameters of primary carers of children aged 0 to 13 years. The data were analysed in SPSS statistical software (version 14.0 for Windows) using simple frequencies.

## RESULTS

### Perceptions of TV Food Advertising to Children

Australian parents of children under 14 are concerned about the advertising of food products at times when children are likely to watch television (56.6% are somewhat or very concerned), and in particular, of the advertising of unhealthy food products during these times (67.3% are somewhat or very concerned) (see Figure 1).

Figure 1: Level of concern about the advertising of food products in general and unhealthy food products in particular (n=398).



For those parents who indicated they were at least 'a little' concerned about one or both of the advertising of food in general and unhealthy food products (88.8%, n=355), the particular aspects of food advertising that concern them were explored. As shown in Table 1, when asked an unprompted question about particular aspects which concern them about the food advertising that is shown at times when children watch television, the majority of parents indicated that such advertising is usually for unhealthy foods (32.5%), defined by parents as those which are high in fat and/or sugar and / or which are highly processed, and that such advertising creates a desire, expectation and / or demand for these foods by their children (26.1%).

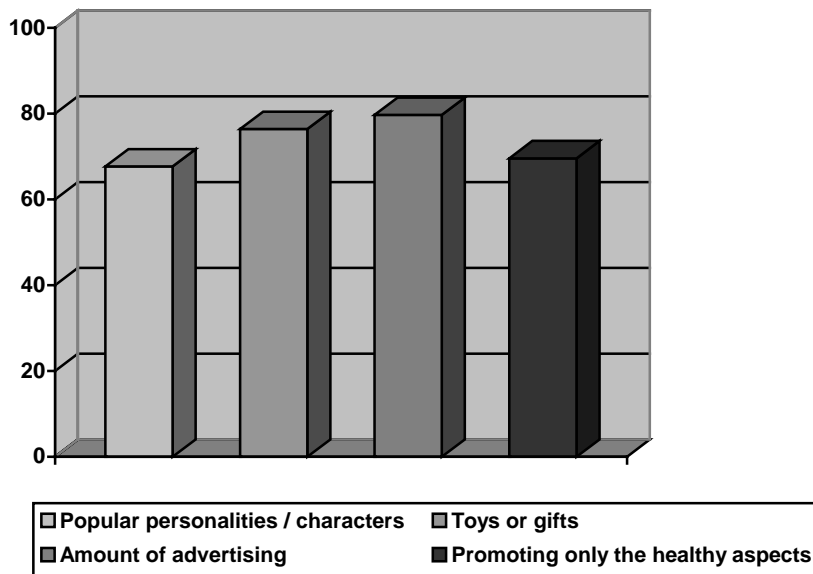
**Table 1:** Particular aspects that concern parents about the food advertising that is shown at times when children watch television.

	Frequency	Percent
<b>Products are usually unhealthy/high in fat/sugar/highly processed</b>	112	32.5
<b>Creates a desire/expectation/demand for unhealthy food</b>	90	26.1
<b>Inaccurate/misleading information about the nutritional quality of the product</b>	43	12.5
<b>Ads use inappropriate cool/hip/fun/attractive concepts to influence children</b>	41	11.9
<b>Ads target children when they are susceptible/unsupervised</b>	32	9.3
<b>Ads use toys/giveaways to manipulate children</b>	32	9.3
<b>Overly frequent advertising</b>	10	2.9
<b>Leaving out information about the poor nutritional quality of the product</b>	8	2.3
<b>Using popular personalities/characters to promote food products</b>	4	1.2
<b>Promote childhood obesity</b>	4	1.2
<b>No specific concerns</b>	7	2.0
<b>Other</b>	15	4.3
<b>Total</b>	<b>345</b>	

Unprompted, multiple responses allowed; 45 respondents were not asked as they said 'Not at all concerned' re all food and unhealthy food; 8 said 'Don't know'; 1 'Refused'

Further, amongst those who indicated they were at least 'a little' concerned (89%, n=355), parental concern regarding four particular aspects of food advertising at times when children watch television, which have been shown to be used to target children for the purposes of food marketing (Hill & Radimer, 1997), were explored. As shown in Figure 2, parents were concerned about all aspects of TV food advertising including the use of popular personalities or characters to promote unhealthy foods to children (67.7% somewhat or very concerned), food advertising that promotes only the healthy aspects of the product (69.6% somewhat or very concerned), food advertising that promotes free toys or gifts with products (76.4% somewhat or very concerned), and in particular, the amount of television advertising of unhealthy food at times when children watch television (79.7% somewhat or very concerned).

Figure 2: Proportion of Australian parents of children under 14 who are somewhat or very concerned about methods of advertising used to promote unhealthy food to children (n=353).

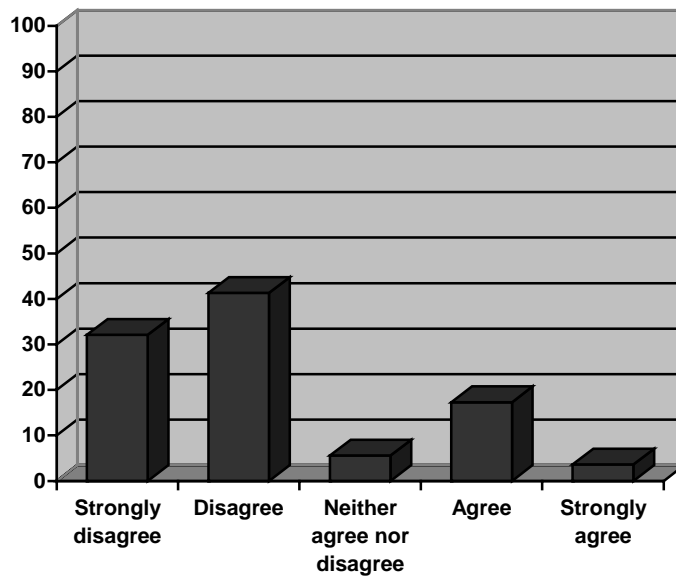


Amongst parents who indicated they were at least 'a little' concerned (89%, n=355), 77.1% indicated that the provision of accurate information about the nutritional quality of the product being advertised was only slight or non-existent, while the remaining 22.9% suggested it occurred to a moderate or great extent.

### Perceptions of How Well the Existing System is Working

Less than half of Australian parents of children under 14 are aware that regulations are currently in place dealing with television advertising to children (47.4%). Almost three-quarters (73.4%) disagree or strongly disagree that the current regulations are effective (see Figure 3).

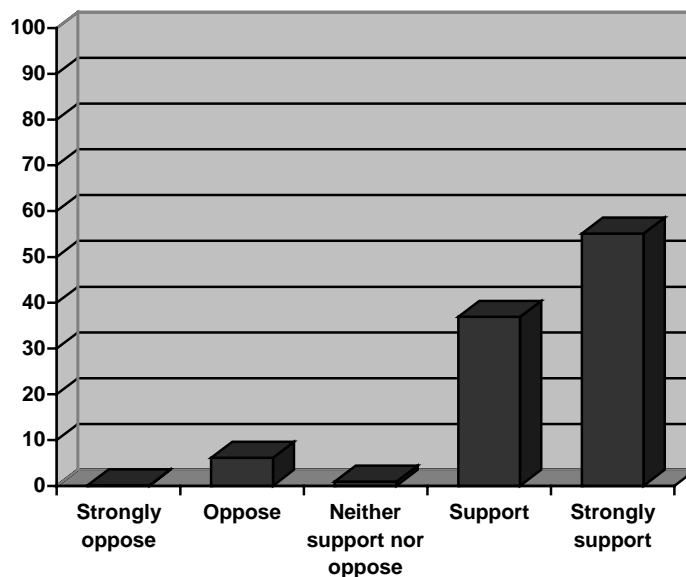
Figure 3: Proportion of Australian parents of children under 14 who agree or disagree the current regulations dealing with TV advertising to children are effective (n=345).



## Opinion on Strengthening Regulations to Offer Greater Protection to Children

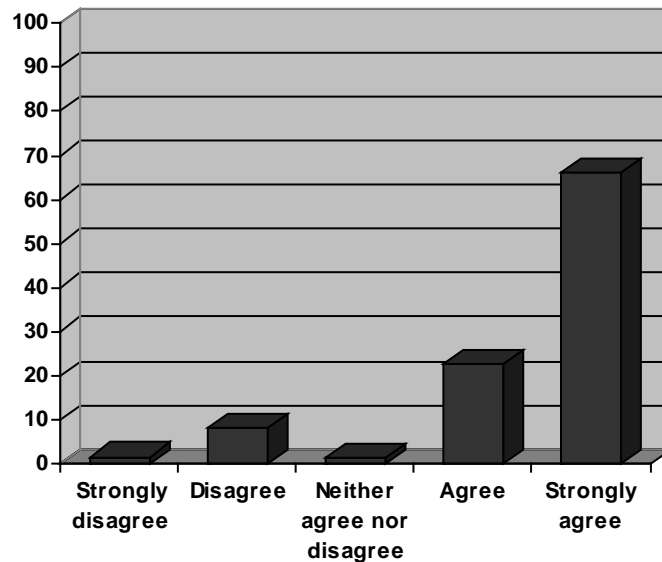
Almost all (92.0%) Australian parents of children under 14 support or strongly support the system being changed so that action is taken against breaches of the regulations any time they occur, regardless of whether a formal complaint is made (see Figure 4).

Figure 4: Proportion of Australian parents of children under 14 who support or oppose the system being changed so that action is taken whenever breaches occur (n=390).



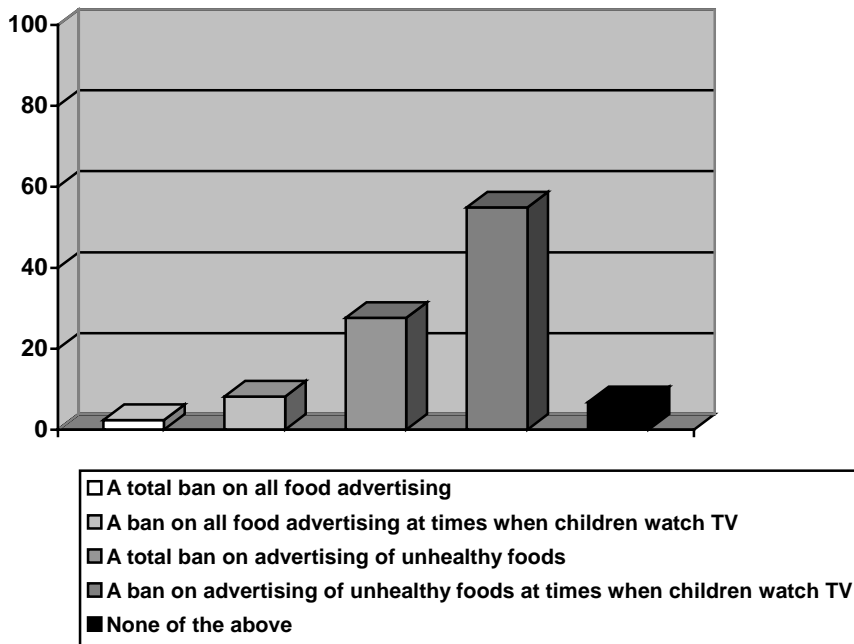
The vast majority (88.7%) of Australian parents agree or strongly agree that the government should introduce stronger restrictions on food advertising at times when children watch television (see Figure 5).

**Figure 5:** Proportion of Australian parents of children under 14 who agree or disagree that the government should introduce stronger restrictions on food advertising at times when children watch television (n=398).



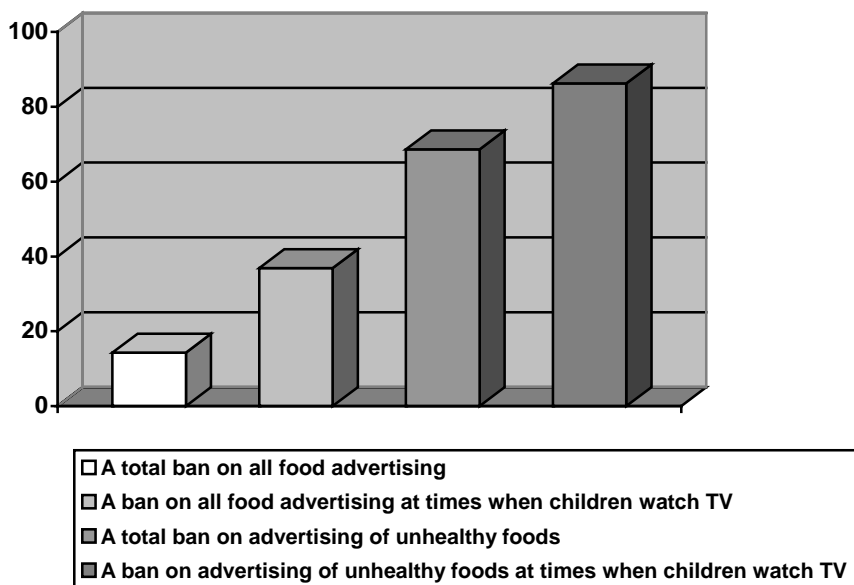
Parents were asked to compare and select the one they most strongly supported of four proposed restrictions on television food advertising to children: a) a total ban on all food advertising; b) a ban on all food advertising at times when children watch television; c) a total ban on advertising of unhealthy foods; and d) a ban on advertising of unhealthy foods at times when children watch television; or e) none of the above.

Figure 6: The proportion of Australian parents who most strongly support proposed restrictions on television food advertising (n=400).



As shown in Figure 6, more than half (54.9%) of Australian parents of children under 14 most strongly support a ban on advertising of unhealthy foods at times when children watch TV. Just over one quarter most strongly support a total ban on advertising of unhealthy foods (27.6%). The lowest proportion of parents most strongly support a ban on all food advertising at times when children watch TV (8.2%) a total ban on all food advertising (2.4%) or none of the restrictions (6.8%).

Figure 7: Proportion of Australian parents who support or strongly support each proposed restriction on television food advertising (n=399).

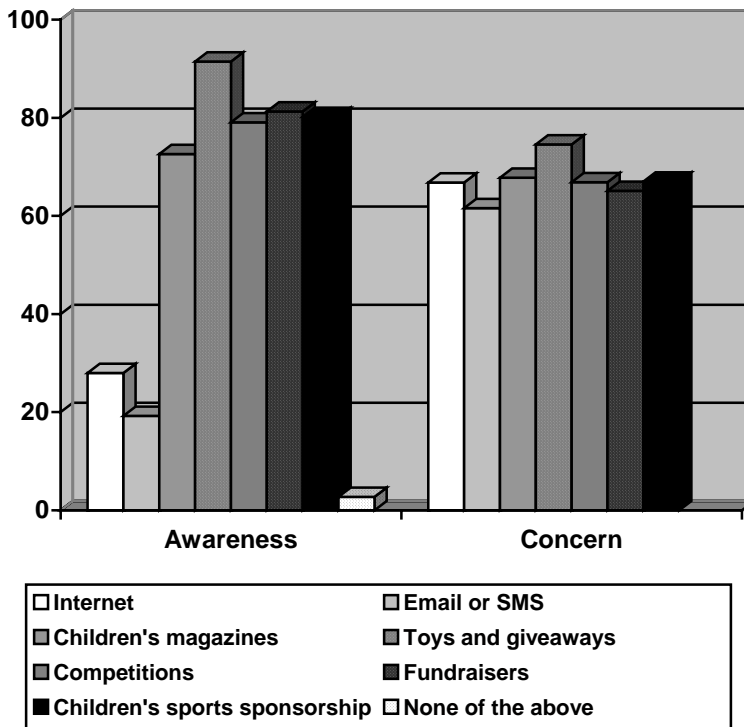


Similar to the previous results, when asked about their level of support for each of the proposed regulations individually, the greatest proportion of Australian parents supported or strongly supported a ban on advertising of unhealthy foods at times when children watch television (86.2%) (see Figure 7). Just over two-thirds of parents supported or strongly supported a total ban on advertising of unhealthy foods (68.6%). A relatively smaller proportion supported or strongly supported a ban on food advertising at times when children watch television (36.9%) and a total ban on all food advertising (14.3%).

## Other Advertising and Marketing

While the clear majority of respondents have Internet access (87.4%), awareness of the use of this method to market food and drink products to children was low (28.0%). Similarly, awareness of the use of other new technologies such as Email or SMS messages was also low (19.2%). Where parents indicated they were aware of each method, they were asked about their level of concern regarding that method. Despite low awareness of these more recent marketing methods, the proportion of parents who were somewhat or very concerned about their use (Internet: 66.8%, Email or SMS: 61.6%) was comparable to that of more familiar methods such as children's magazines (67.8%), toys and giveaways (74.6%); competitions (66.9%), promotional fundraisers (65.1%), and sponsorship of children's sporting activities (67.0%) (see Figure 8).

Figure 8: Awareness and concern (somewhat or very) amongst Australian parents regarding methods other than television, used to advertise and market unhealthy food to children.



Note: For awareness, multiple responses allowed (n=400); for level of concern, Internet (n=112), Email or SMS (n=76), children's magazines (n=290), toys and giveaways (n=366), competitions (n=316), fundraisers (n=325), children's sports sponsorship (n=321).

A clear majority (95.6%) of Australian parents of children under 14 disagree or strongly disagree with the practice of companies using the Internet, competitions and the like to collect contact information from children. Similarly, a clear majority (97.5%) also agree or strongly agree that regulations should be introduced requiring companies to obtain parental consent before they can use children's contact information for marketing.

## Sociodemographic Characteristics

As shown in Table 2, the majority of respondents who answered the survey as the primary caregiver of the children in the household under 14, were female (79.3%). They ranged in age from 18 to 65 with a mean(sd) age of 37.6 (6.9) years. Half of all respondents were aged 35 to 44 (49.7%). Respondents were surveyed from all Australian States and Territories.

Table 2: Sociodemographic characteristics of parents.

		Frequency	Percent
Gender	Male	83	20.7
	Female	317	79.3
	Total	400	100.0
Age	18 - 24	7	1.8
	25 - 34	125	31.1
	35 - 44	199	49.7
	45 - 54	67	16.8
	55 - 74	2	0.5
	Total	400	100.0
	Location	NSW	139
Vic		102	25.6
Qld		72	18.0
SA		36	8.9
WA		33	8.2
ACT		5	1.1
Tas		9	2.2
NT		4	1.1
Total		400	100.0
Education	Some high school	73	18.4
	Completed high school	86	21.7
	TAFE/Diploma/Trade	67	17.0
	Tertiary	170	42.9
	Total	396	100.0

The majority of the sample (42.9%) had completed tertiary education. The national Survey of Education and Training (Australian Bureau of Statistics, 2006) indicates that the proportion of Australians in the population aged 15 and over who have completed tertiary education is 18.4%.

Table 3: Parents' occupation by Australian Standard Classification of Occupations (ASCO) 1997.

	Frequency	Percent
<b>Manager/Administrator</b> (senior managers, government officials, farmers and farm managers)	72	18.2
<b>Professional</b> (architects, lawyers, accountants, doctors, scientists, teachers, health professionals such as optometrists, dentists & registered nurses, professional artists)	99	25.0
<b>Associate professional</b> (technical officers, technicians, enrolled nurses, medical officers, police officers, computer programmers, scientific officers)	37	9.4
<b>Trades persons</b> (building, electrical, metal, printing, vehicle, horticulture, marine trades persons)	67	17.0
<b>Advanced clerical or service</b> (bookkeepers, library assistants, flight attendants, secretaries / personal assistants, payroll clerks)	11	2.7
<b>Intermediate clerical, sales or service</b> (sales reps, child care workers, waiters, driving instructors, nursing assistant, teaching or nursing aids)	12	2.9
<b>Intermediate production and transport</b> (road, rail, machine, mobile or stationary plant operators/drivers)	14	3.5
<b>Elementary clerical, sales or service</b> (check out operator, mail / filing clerk, courier, telemarketer, security guard, parking inspector)	7	1.8
<b>Labourers &amp; related workers</b> (cleaner, process worker, tradesmen's assistants, farm labourers, construction and mining labourers, food handling)	18	4.6
<b>Not in paid work</b>	17	4.4
<b>Other</b>	42	10.6
<b>Total</b>	395	100.0

Just over half of parents surveyed (52.6%) were employed in management, professional or associate professional occupations (see Table 3). Results of the 2001 Census (Australian Bureau of Statistics, 2002) indicates that the proportion of Australians in the population employed in these professions is 39.2%.

As shown in Table 4, respondents were parents of between 1 and 7 children under 14, the majority of whom had 2 (42.6%) or 1 child (35.8%) in this age group. Children ranged across all ages under 14.

Table 4: Household characteristics.

		Frequency	Percent
Children under 14	1	143	35.8
	2	170	42.6
	3	65	16.2
	4	16	4.1
	5+	5	1.3
	Total	399	100.0
Age of children	0 – 1	101	25.4
Multiple response	2 – 3	112	28.1
	4 – 5	128	32.2
	6 – 7	129	32.4
	8 – 9	101	25.4
	10 – 11	93	23.4
	12 – 13	108	27.1
	Total	398	
	Televisions	0	6
1		93	23.6
2		170	42.9
3		84	21.1
4		25	6.4
5+		17	4.4
Total		396	100.0
Internet access	Yes	347	87.4
	No	50	12.6
	Total	397	100.0

The majority of households surveyed had two televisions (42.9%), while a high proportion also had one (23.6%) or three televisions (21.1%). A clear majority of households had access to the Internet (87.4%).

## DISCUSSION

Parents are concerned about food advertising (56.6% are somewhat or very concerned), and particularly unhealthy food advertising (67.3% are somewhat or very concerned), during times when children watch TV. Parents noted that the particular aspect of food advertising that was of concern to them was that these advertisements tend to be largely for unhealthy food products (32.5%). This perception is supported by a recent study, which indicated that 81% of the food advertisements on commercial Australian television aired between 7 a.m. and 9 p.m. on weekdays and weekends, were for unhealthy or non-core foods (Chapman, Nicholas, & Supramaniam, 2006). Also of concern to parents was that TV food advertising creates a desire, expectation and / or demand for these foods by their children (26.1%). This view was also demonstrated by in-depth studies which suggest that parents consider that television food advertising influences children's food preferences (Ip, Mehta, & Coveney, 2007; Roberts, 2005).

Parents are concerned about the methods used to market unhealthy food and drink products at times when children watch TV, including food advertising which uses popular personalities or characters (67.7% are somewhat or very concerned) and offers toys or gifts with food purchases (76.4% are somewhat or very concerned). Similarly, an in-depth study of parents' perceptions of television food advertising directed at children found that the offer of toys or bonuses and use of popular personalities to advertise food products was of particular concern to parents (Ip, Mehta, & Coveney, 2007). Parental concern about the use of these promotional strategies to appeal children is supported by research suggesting that toys and giveaways are the most frequently used food advertising strategy (Hill & Radimer, 1997). Further, a recent consumer survey found that 85% of Australian consumers support government regulation of the use of cartoon characters, popular media personalities and toys to market unhealthy food to children (CHOICE, 2006).

Of particular concern to parents was the amount of advertising of unhealthy food at times when children watch television (79.7% are somewhat or very concerned). Similarly, recent research shows parents are concerned about the number and repetition of television food advertisements aimed at children (Ip, Mehta, & Coveney, 2007). Indeed, research has shown the frequency of unhealthy food advertisements peaks during 6 p.m. to 9p.m. on weekdays, and from 7 a.m. to 9a.m. on Saturdays (Chapman, Nicholas, & Supramaniam, 2006) and 5 to 12 year old children's peak viewing time is between 5 p.m. and 9 p.m. (Australian Broadcasting Authority, 2002). Current regulations on the amount of advertising shown only apply to 'P' (preschool children's) and 'C' (children's) programs which are those that meet certain criteria and often not the ones shown during children's peak viewing times or those watched by the most children.

Given regulations dealing with television advertising to children require complaints to be made by the community in order to investigate and act on breaches of the standards, it is of concern that less than half of Australian parents of children under 14 are aware that such regulations are currently in place (47.4%). Further, when informed of the nature of the regulations, almost all (92.0%) Australian parents

supported or strongly supported the system being changed so that action is taken against breaches any time they occur, regardless of whether a formal complaint is made. This is in line with the results of a recent in-depth study which suggested that parents were concerned about the lack of enforcement of current regulations (Ip, Mehta, & Coveney, 2007).

In addition to changes to the workings of the system, the vast majority (88.7%) of Australian parents of children under 14 agreed or strongly agreed that the government should introduce stronger restrictions on food advertising at times when children watch television. Similarly, a recent survey indicated that 86% of parents were in favour of governments regulating the way food and drink is advertised and marketed to children (CHOICE, 2006). In the UK, 86% of parents supported stronger government restrictions on unhealthy food advertising to children (Which? 2006).

The greatest proportion of parents supported or strongly supported a ban on unhealthy food advertising at times when children watch TV (86.2%), while support was also provided for such a ban at all times (68.6% support or strongly support). A relatively smaller proportion supported or strongly supported a total ban on all food advertising at times when children watch TV (36.9%) or such a ban at all times (14.3%). Similarly, when comparing the proposed regulations, 54.9% of parents most strongly supported a ban on unhealthy food advertising at times when children watch TV, while 27.6% most strongly supported such a ban at all times. These results are consistent with parents' perceptions that the majority of food advertising during children's viewing times is for unhealthy food products, a view which is supported by research into the content of Australian television food advertising (Chapman, Nicholas, & Supramaniam, 2006). Further, these results are also in line with a recent Australian survey which showed that 89% of consumers supported governments regulating the advertising of unhealthy foods during TV programs that are popular with children (CHOICE, 2006) and with a UK survey which found 79% of parents agreed TV ads for unhealthy foods should not be allowed during the times that children are most likely to be watching TV (Which? 2006).

## Conclusion

Overall, Australian parents are concerned about food advertising, and particularly unhealthy food advertising, during times when children watch TV. Parents are particularly concerned that the majority of food advertisements are for unhealthy foods and that they influence children to prefer these foods. Further, parents are concerned about the range of methods used by advertisers to promote these food products to children. Awareness of existing regulations amongst parents is low and the majority do not believe such regulations are effective. A large proportion support the introduction of stronger regulations, in particular, a ban on advertising of unhealthy foods at times when children watch TV.

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APPENDIX

## Appendix 1: Questionnaire

## PR0319 - Attitudes to TV Food Advertising to Children

### INTRODUCTION

Good morning/afternoon/evening. My name is <SAY NAME> and I am calling on behalf of the Cancer Council Victoria from the Social Research Centre.

We're undertaking important population health research to better understand parents' attitudes towards a range of issues affecting children's wellbeing. To see if anyone is able to help could you please tell me whether there are any parents of children aged 0-13 years living in this household.

IF NECESSARY: This call is for public health research and is NOT a sales call. Any information provided is protected by strict Commonwealth and State privacy laws.

If you have any queries about this survey, you can call The Cancer Council Victoria on (03) 9635 5613.

1. Continue
2. Make appointment
3. Hard refusal (GO TO TERMINATION SCRIPT 2)
4. Soft refusal (GO TO TERMINATION SCRIPT 2)
5. Out of scope / No parents of 0-13 year olds (GO TO TERMINATION SCRIPT 1)

S1 May I speak to the parent regarded as the primary caregiver for the children in this household under 14?

1. Selected respondent (GO TO S2B)
2. Change respondents (GO TO S2)
3. Make appointment (RECORD NAME AND OF QR IN APPOINTMENTS FILE)
4. Household refusal (GO TO TERMINATION SCRIPT 2)
5. Queried about how telephone number was obtained (DISPLAY ATELQ)
6. Out of scope / No parents of 0-13 year olds (GO TO TERMINATION SCRIPT 1)

\*(SELECTED RESPONDENT)

S2 REINTRODUCE IF NECESSARY: Good morning/afternoon/evening. My name is <SAY NAME> and I am calling on behalf of the Cancer Council Victoria from the Social Research Centre. We're undertaking an important piece of population health research for the Cancer Council Victoria to better understand parents' attitudes towards a range of issues affecting children's wellbeing.

IF NECESSARY: This call is for public health research and is NOT a sales call. Any information provided is protected by strict Commonwealth and State privacy laws.

If you have any queries about this survey, you can call The Cancer Council Victoria on (03) 9635 5613.

1. Continue

S2B All responses will be confidential and any information provided is protected by strict Commonwealth and State privacy laws. You are free to not answer any questions or to end the interview at any time. This interview should take around 10 minutes depending on your answers. I'll try and make it as quick as I can. Are you happy to continue?

1. Continue (GO TO S3)
2. Stop interview, make appointment (RECORD NAME AND GENDER AND ARRANGE CALL BACK)
3. Respondent refusal (GO TO TERMINATION SCRIPT 2)
4. Queried about how telephone number was obtained (DISPLAY ATELQ)

## TERMINATION SCRIPT 1:

Thanks anyway, but for this survey we need to speak to parents of children aged less than 14 years. Thanks for being prepared to help.

## TERMINATION SCRIPT 2:

OK, that's fine, no problem, thanks very much anyway

## \*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in your area. We find that this is the best way to obtain a representative sample of all Australians for our study.

1. Snap back to S1 / S2B

## \*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

1. Definitely don't call back
2. Possible conversion

## \*(ALL)

S3 This call may be monitored for training and quality purposes. Is that OK?

1. Monitor
2. Do not monitor

**MODULE A: TV ADVERTISING OF FOOD**

## \*(ALL)

A1 Firstly some questions about all types of food and drink product advertising on TV. To what extent, if at all, are you concerned about the advertising of food products at times when children watch TV? The options are ... (READ OUT)

1. Not at all concerned
2. A little concerned
3. Somewhat concerned, or
4. Very concerned
5. (Don't know)
6. (Refused)

## \*(ALL)

A2 And to what extent, if at all, are you concerned about the advertising of UNHEALTHY food products at times when children watch TV? The options are ... (READ OUT)

1. Not at all concerned
2. A little concerned
3. Somewhat concerned, or
4. Very concerned
5. (Don't know)
6. (Refused)

IF A1 AND A2 BOTH =1 GO TO B1 OTHERWISE CONTINUE

\*(NO CODE 1 IN A1 AND A2)

- A3 What particular aspects concern you about the food advertising that is shown at times when children watch TV? (PROBE: Anything else?)
1. Response given (specify)
  2. (Don't know)
  3. (Refused)

\*(NO CODE 1 IN A1 AND A2)

- A4 To what extent do you think TV food advertising provides accurate information about the nutritional quality of the product being advertised? (PROBE: strongly agree / disagree or agree / disagree)

#### RESPONSE FRAME

1. Not at all
2. A little
3. Somewhat
4. A great deal
5. (Don't know)
6. (Refused)

A5 I'd like you to tell me to what extent, if at all, you are concerned about the following aspects of food advertising at times children watch TV. Again, the options are not at all concerned, a little concerned, somewhat concerned or very concerned ...

How concerned, if at all, are you about: (READ OUT)

(STATEMENTS)

- a) The use of popular personalities or characters to promote unhealthy foods to children
- b) Food advertising that promotes free toys or gifts with products
- c) The amount of TV advertising of unhealthy food at times when children watch TV
- d) TV food advertising that promotes only the healthy aspects of the product.

#### RESPONSE FRAME

1. Not at all concerned
2. A little concerned
3. Somewhat concerned, or
4. Very concerned
5. (Don't know)
6. (Refused)

<b>MODULE B: OTHER ADVERTISING AND MARKETING</b>
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\*(ALL)

B1 Are you aware that food and drink products are advertised to children in the following ways ... (READ OUT) (ACCEPT MULTIPLES)

1. Over the internet, for example, using internet games
2. Using email or SMS messages
3. In children's magazines
4. By using toys and give-aways
5. Through competitions
6. Through promotional fundraisers for schools and community organisations
7. Via the sponsorship of children's sporting activities
8. (None of the above)
9. (Don't Know)
10. (Refused)
11. (Refused)

IF B1 IS CODE 1 TO 7 CONTINUE OTHERWISE GO TO B3

FOR EACH MENTIONED IN B1 ASK THE FOLLOWING:

\*B1 IS CODE 1 TO 7

B2 How concerned, if at all, are you about advertising <insert response from B1> to promote unhealthy food to children? ... The options are not at all concerned, a little concerned, somewhat concerned or very concerned. (READ OUT)

1. Not at all concerned
2. A little concerned
3. Somewhat concerned, or
4. Very concerned
5. (Don't know)
6. (Refused)

\*(ALL)

B3 Some companies use the internet, competitions and the like to collect contact information from children. This information is sometimes used for marketing to children. Do you agree or disagree with this practice? (PROBE: strongly agree / disagree or agree / disagree)

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. (Don't know)
7. (Refused)

\*(ALL)

B4 Do you agree or disagree that regulations should be introduced requiring companies to get consent from parents before they can use children's contact information for marketing? (PROBE: strongly agree / disagree or agree / disagree)

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. (Don't know)
7. (Refused)

<b>MODULE C: REGULATIONS</b>
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\*(ALL)

C1 Thinking again about TV advertising. Regulations are currently in place dealing with TV advertising to children. Did you know that these sorts of regulations existed?

1. Yes
2. No
3. (Don't know)
4. (Refused)

\*(ALL)

C2 Based on the food advertising you've seen at times your children watch TV, do you agree or disagree that the current regulations are effective? (PROBE: strongly agree / disagree or agree / disagree)

1. Strongly agree
2. Agree
3. (Neither agree nor disagree)
4. Disagree
5. Strongly disagree
6. (Don't know)
7. (Refused)

C3 Do you agree or disagree that the government should introduce stronger restrictions on food advertising at times when children watch television? (PROBE: strongly agree / disagree or agree / disagree)

1. Strongly agree
2. Agree
3. (Neither agree nor disagree)
4. Disagree
5. Strongly disagree
6. (Don't know)
7. (Refused)

\*(ALL)

C4 I'm going to read out some suggestions that people have made about the advertising of food on TV. Please tell me which ONE OF THESE suggestions you most strongly support (SINGLE RESPONSE)

(STATEMENTS)

- a) A total ban on ALL food advertising
- b) A ban on ALL food advertising at times when children watch TV
- c) A total ban on advertising of unhealthy foods
- d) A ban on advertising of unhealthy foods at times when children watch TV
- e) (None of the above)

C5 Now, I'm going to go through that same list of suggestions again. Please tell me whether, in general terms, you support or oppose each suggestion. (PROBE: Is that strongly support / oppose or support / oppose?)

Do you support or oppose ... (READ OUT)

(STATEMENTS)

- a) A total ban on ALL food advertising
- b) A ban on ALL food advertising at times when children watch TV
- c) A total ban on advertising of unhealthy foods
- d) A ban on advertising of unhealthy foods at times when children watch TV

(CODE FRAME)

1. Strongly support
2. Support
3. (Neither support nor oppose)
4. Oppose
5. Strongly oppose
6. (Don't know)
7. (Refused)

\*(ALL)

C6 At the moment action is only taken against breaches of the advertising regulations when people make a formal complaint. Would you support or oppose the system being changed so that action is taken against breaches any time they occur? (PROBE: Is that strongly support / oppose or support / oppose?)

(CODE FRAME)

1. Strongly support
2. Support
3. (Neither support nor oppose)
4. Oppose
5. Strongly oppose
6. (Don't know)
7. (Refused)

## MODULE D: DEMOGRAPHICS

\*(ALL)

Dem1 Record Gender

1. Male
2. Female

\*(ALL)

Dem2 I now have a few final questions to make sure that we have spoken to a good range of people.

Would you mind telling me how old you were last birthday?

1. Age given (RECORD AGE IN YEARS (RANGE 18 TO 99) (GO TO Dem4)
2. (Refused)

\*(DEM2=2)

Dem3 Well would you mind telling me which of these age groups you fall into?

1. 18 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. 55 – 64
6. 65 - 74
7. 75+
8. (Refused)

\*(ALL)

Dem4 How many children do you have aged under 14?

1. Record number
2. (Refused)

\*(ALL)

Dem5 How old is that child /each child, starting with the youngest?

1. Age given (specify) (ALLOWABLE RANGE 0-13)
2. (No other children in household) – ONLY INCLUDE ON LOOPS 2-10
3. (Don't know)
4. (Refused)

\*(ALL)

Dem6 What is your home postcode?

1. Record postcode
2. (Refused)

\*(ALL)

Dem7 How many TVs are there in your household?

1. Record number
2. (Refused)

\*(ALL)

Dem8 Do you have internet access at home?

1. Yes
2. No
3. (Don't know)
4. (Refused)

\*(ALL)

Dem9 What is the highest level of education you have completed? (PROMPT ONLY IF NECESSARY)

1. Never attended school
2. Some primary school
3. Completed primary school
4. Some high school
5. Completed high school (i.e. Year 12, Form 6, HSC)
6. TAFE or Trade Certificate or Diploma
7. University, CAE or some other Tertiary Institution degree, including post university (i.e. postgraduate diploma, Master's degree, PhD)
8. Other
9. (Don't know)
10. (Refused)

\*(ALL)

Dem10 Finally, what is the occupation of the main income earner in the household?  
(PROBE IF REQUIRED: JOB TITLE AND MAIN DUTIES)

1. Manager/Administrator (senior managers, government officials, farmers and farm managers)
2. Professional (architects, lawyers, accountants, doctors, scientists, teachers, health professionals such as optometrists, dentists & registered nurses, professional artists)
3. Associate professional (technical officers, technicians, enrolled nurses, medical officers, police officers, computer programmers, scientific officers)
4. Trades persons (building, electrical, metal, printing, vehicle, horticulture, marine trades persons)
5. Advanced clerical or service (bookkeepers, library assistants, flight attendants, secretaries / personal assistants, payroll clerks)
6. Intermediate clerical, sales or service (sales reps, child care workers, waiters, driving instructors, nursing assistant, teaching or nursing aids)
7. Intermediate production and transport (road, rail, machine, mobile or stationary plant operators/drivers)
8. Elementary clerical, sales or service (check out operator, mail / filing clerk, courier, telemarketer, security guard, parking inspector)
9. Labourers & related workers (cleaner, process worker, tradesmen's assistants, farm labourers, construction and mining labourers, food handling)
10. Not in paid work
11. Other (Specify)
12. (Don't know / Can't say)
13. (Refused)

CLOSE On behalf of the Cancer Council Victoria and the Social Research Centre I'd like to thank you for taking part in this study. Your views count and I'm very glad you made them known to me.

IF NECESSARY: If you have any queries about this survey, you can call The Cancer Council Victoria on (03) 9635 5613.  
Questions about who is conducting the study and how your telephone number was obtained - The Social Research Centre, ph: 1800 023 040

\*(INTERVIEWER TO ENTER ONCE INTERVIEW IS COMPLETE)

INT1 Type of interview

1. Normal
2. Refusal Conversion

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### Interviewer Declaration

I certify that this is a true, accurate and complete interview, conducted in accordance with the briefing instructions, the IQCA standards and the MRSA Code of Professional Behaviour (ICC/Esomar). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.

Interviewer name:

Interviewer I.D:

Signed: Date