Preventing violence against women by promoting positive relationships

Quantitative Research Report

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TABLE OF CONTENTS

1 Executive Summary

A SUMMARY OF THE QUALITATIVE RESEARCH FINDINGS

DEVELOPMENT OF QUANTITATIVE SEGMENTATION

SUMMARY OF QUANTITATIVE SEGMENTS

The segments were all derived from those aged 12-24 years of age.

Innocents

First Awareness

Embryonic

P-Platers

Experienced Relationships

CONCLUSIONS - DEVELOPING THE CREATIVE BRIEF

These suggestions to assist in developing the creative brief have been based on the quantitative research results. For further direction, see the developmental qualitative research findings.

Target Audience

Areas where attitudes may need to change – particularly among young males

How to reach Embryonics and P-Platers

2 BACKGROUND

2.1 Overview

2.2 The Need for Research

3 RESEARCH OBJECTIVES

3.1 Campaign Objectives

3.2 Research Objectives

4 QUANTITATIVE RESEARCH METHODOLOGY

4.1 Overview and Rationale for the Methodology

4.2 Timing of Fieldwork

4.3 Note on Quantitative Research

5 QUALITATIVE RESEARCH SUMMARY

5.1 Qualitative recommendations

6 QUANTITATIVE DEVELOPMENT OF SEGMENTATION AND ATTITUDES

6.1 Overview

6.2 Relationship Experience

7 THE ‘GREY AREAS’ – UNDERSTANDING ATTITUDES TO RELATIONSHIPS

7.1 Overview

7.2 Attitudes and factor statements in more detail

7.3 Development of a healthy relationship

7.4 Current interaction behaviour

7.5 Understanding seriousness of actions

7.6 Attitudes to violence

7.7 Gender Equality, Respect and Culture/Society

7.8 Factor analysis summary

7.9 Likely response to inappropriate behaviour

8 MEDIA CONSUMPTION

8.1 Overview

8.2 TV viewing
8.3 Radio programs ................................................................. 58
8.4 Sports regularly watched .................................................. 59
8.5 Magazine readership ......................................................... 60
8.6 Internet access .................................................................... 61
8.7 Websites regularly visited ................................................. 62
8.8 Mobile phone ownership .................................................. 63
8.9 Awareness of recent relationship and/or violence advertising 64

9 DEMOGRAPHIC PROFILING OF SEGMENTS ....................... 65
9.1 Age ................................................................................. 65
9.2 Gender .............................................................................. 66
9.3 Household make-up .......................................................... 67
9.4 Highest level of education .................................................. 68
9.5 Current employment ......................................................... 69
9.6 Socio-Economic Group ..................................................... 70
9.7 Socio-Economic Group ..................................................... 71
9.8 Aboriginal and/or Torres Strait Islander heritage ................. 72
9.9 Country of birth ............................................................... 73

10 DESCRIPTIVE SUMMARIES OF QUANTITATIVE SEGMENTS .... 74
10.1 Pre-Sex ......................................................................... 74
10.2 First Awareness ............................................................. 76
10.3 Embryonic ....................................................................... 77
10.4 P-Platers ....................................................................... 79
10.5 Experienced Relationships .............................................. 80

11 SO WHAT? - DEVELOPING THE CREATIVE BRIEF ............... 82
11.1 Target Audience ............................................................. 82
11.2 Areas where attitudes may need to change – particularly among young males 83
11.3 How to reach Embryonics and P-Platers ............................. 84
11.4 Final Summary ............................................................... 84

APPENDIX A: DETAILED MEDIA USAGE DATA ............................. 86
APPENDIX B: QUESTIONNAIRE ............................................... 93
APPENDIX C: USING THIS RESEARCH ..................................... 115
LIST OF TABLES AND FIGURES

<table>
<thead>
<tr>
<th>Table/Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1.1</td>
<td>Sample Breakdown</td>
<td>24</td>
</tr>
<tr>
<td>Table 3.3.1</td>
<td>Sampling Tolerances</td>
<td>25</td>
</tr>
<tr>
<td>Figure 5.2.1</td>
<td>Relationship behaviour segments (prompted)</td>
<td>35</td>
</tr>
<tr>
<td>Figure 5.2.2</td>
<td>Summary of perceived relationship capability statements by behavioural segment</td>
<td>36</td>
</tr>
<tr>
<td>Figure 6.1.1</td>
<td>Factor analysis summary</td>
<td>38</td>
</tr>
<tr>
<td>Figure 6.3.1</td>
<td>Factor analysis of ‘development of a healthy relationship’</td>
<td>44</td>
</tr>
<tr>
<td>Figure 6.3.2</td>
<td>‘Development of a healthy relationship’ by relationship experience (% respondents believe it is necessary)</td>
<td>45</td>
</tr>
<tr>
<td>Figure 6.4.1</td>
<td>Factor analysis of ‘current interaction behaviour’</td>
<td>46</td>
</tr>
<tr>
<td>Figure 6.4.2</td>
<td>‘Current interaction behaviour’ by relationship experience (% respondents agree)</td>
<td>47</td>
</tr>
<tr>
<td>Figure 6.5.1</td>
<td>Factor analysis of ‘understanding seriousness of actions’</td>
<td>48</td>
</tr>
<tr>
<td>Figure 6.5.2</td>
<td>‘Understanding seriousness of actions’ by relationship experience (% respondents agree could lead to serious problems)</td>
<td>49</td>
</tr>
<tr>
<td>Figure 6.6.1</td>
<td>Factor analysis of ‘attitudes to violence’</td>
<td>50</td>
</tr>
<tr>
<td>Figure 6.6.2</td>
<td>‘Attitudes to violence’ by relationship experience (% respondents agree)</td>
<td>51</td>
</tr>
<tr>
<td>Figure 6.7.1</td>
<td>Factor analysis of ‘gender equality, respect and culture / society’</td>
<td>52</td>
</tr>
<tr>
<td>Figure 6.7.2</td>
<td>‘Gender equality, respect and culture / society’ by relationship experience (% respondents agree)</td>
<td>53</td>
</tr>
<tr>
<td>Figure 6.9.1</td>
<td>Likely response to inappropriate behaviour</td>
<td>56</td>
</tr>
<tr>
<td>Figure 7.2.1</td>
<td>Top TV programs regularly watched (by 12-24 year olds)</td>
<td>57</td>
</tr>
<tr>
<td>Figure 7.3.1</td>
<td>Top Radio programs regularly listened to (by 12-24 year olds)</td>
<td>58</td>
</tr>
<tr>
<td>Figure 7.4.1</td>
<td>Top sports regularly watched (by 12-24 year olds)</td>
<td>59</td>
</tr>
<tr>
<td>Figure 7.5.1</td>
<td>Top magazines regularly read (by 12-24 year olds)</td>
<td>60</td>
</tr>
<tr>
<td>Figure 7.6.1</td>
<td>Frequency of accessing the Internet</td>
<td>61</td>
</tr>
<tr>
<td>Figure 7.7.1</td>
<td>Websites regularly visited (by 12-24 year olds)</td>
<td>62</td>
</tr>
<tr>
<td>Figure 7.8.1</td>
<td>Ownership of personal mobile phone</td>
<td>63</td>
</tr>
<tr>
<td>Figure 7.9.1</td>
<td>Advertising awareness</td>
<td>64</td>
</tr>
<tr>
<td>Figure 8.1.1</td>
<td>Age by relationship segment</td>
<td>65</td>
</tr>
<tr>
<td>Figure 8.2.1</td>
<td>Gender</td>
<td>66</td>
</tr>
<tr>
<td>Figure 8.3.1</td>
<td>Household make-up</td>
<td>67</td>
</tr>
<tr>
<td>Figure 8.4.1</td>
<td>Highest level of Education</td>
<td>68</td>
</tr>
<tr>
<td>Figure 8.5.1</td>
<td>Currently Employed (Any sort of paid work)</td>
<td>69</td>
</tr>
<tr>
<td>Figure 8.6.1</td>
<td>Socio-Economic Group (Household)</td>
<td>70</td>
</tr>
<tr>
<td>Figure 8.7.1</td>
<td>Income (Household)</td>
<td>71</td>
</tr>
<tr>
<td>Figure 8.8.1</td>
<td>Aboriginal and/or Torres Strait Islander heritage</td>
<td>72</td>
</tr>
<tr>
<td>Figure 8.9.1</td>
<td>Country of Birth</td>
<td>73</td>
</tr>
</tbody>
</table>
Executive Summary

Introduction

The impact of violence against Australian women and their children is considerable. The government has identified the need to develop a multi-layered, coherent and sustained social marketing campaign to change violence supportive attitudes, and community attitudes to violence against women in particular, in order to reduce the incidence and impacts of violence by 2021.

FaHCSIA required developmental research to inform the future direction of the proposed social marketing campaign. There was a requirement to identify the best approach for the communication strategy of the campaign moving forward, in terms of target audiences, messages and communication channels.

This quantitative research is the second stage of a two stage developmental research program conducted by GfK Blue Moon comprising:

1. an exploratory qualitative research phase of 42 focus groups with mainstream Australians, 12 focus groups CALD Australians and eight focus groups with indigenous Australians; and

2. exploratory quantitative research of 2,800 online surveys among 12-65 year olds.

This quantitative research was required to enhance the understanding of qualitative research findings, assist in the development of a campaign strategy and creative brief for a potential social marketing campaign, and to confirm and market size the segmentation explored in the qualitative research conducted by GfK Blue Moon.

Campaign objectives

The central objective of the campaign is to change violence-supportive and community attitudes to violence against Australian women. Its primary target audience will be boys and young men; however the goal is for the campaign to resonate with Australians more broadly, as it is thought that everyone needs to take responsibility in bringing about change. The campaign will endeavour to inform and influence attitudes and social norms that allow violence, and break the silence that surrounds sexual assault and domestic family violence. The ultimate purpose of the campaign will be to try to affect long term social change by breaking the cycle for future generations and providing an alternative way forward for young people who are growing up in and around violence.
**Research objectives**

The aim of the quantitative research and this report was to:

- understand the size of the segments;
- confirm the ‘Embryonic’ and ‘P-Plater’ segments would benefit from education in relationship behaviour;
- understand the types of attitudes and behaviours each segment find ‘acceptable’;
- from which refine the recommended focus of communications;
- provide an understanding of the creative territory; and
- provide some understanding of current media consumption and demographic characteristics associated with the segments.

**Methodology**

The primary target audience for this research was the mainstream Australian population aged 12-24 years. The secondary target audience consisted of mainstream Australians aged 25-65 years.

The research was conducted online using an online panel used for research purposes only. A total of 2,897 surveys were obtained – 2044 surveys amongst 12-24 year olds and 853 surveys amongst 25-65 year olds. Quotas were set based on age, gender and location. The data has been weighted to the 2006 ABS census data. Fieldwork was conducted between 24 September and 5 October 2009.

**Questionnaire**

The questionnaire used for this research was developed in conjunction with FaHCSIA, and with input from the preceding qualitative research. The following provides an outline of the topic areas included in the questionnaire:

- Screener Questions (age, gender, location)
- Relationship status/segmentation & understanding of relationships
- Development of a healthy relationship
- Current interaction behaviour
- Understanding seriousness of actions
- Attitudes to violence
- Gender equality, respect and cultural/societal factors
• Campaign recall and media consumption
• Demographics

**Understanding attitudes to relationships**

This survey aimed to refine and prioritise the ‘grey areas’ of relationship behaviour identified during the qualitative research. To achieve this, the questionnaire included 48 statements across five behavioural/attitudinal areas that were identified as potentially relevant for the campaign. A factor analysis\(^1\) was conducted to reduce the number of statements and refine our understanding of the key components that make up each area.

Five broad areas of attitudes were investigated, using 48 statements:

• development of a healthy relationship
• current interaction behaviour
• understanding seriousness of actions
• attitudes to violence
• gender inequality, respect and societal/cultural factors.

Figure 1 provides an overview of the attitudinal areas and resultant factors

**Figure 1: Factor analysis summary**

<table>
<thead>
<tr>
<th>Question set</th>
<th>Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3 - Development of a healthy relationship</td>
<td>Communication and trust</td>
</tr>
<tr>
<td></td>
<td>Consideration</td>
</tr>
<tr>
<td></td>
<td>Respect and courtesy</td>
</tr>
<tr>
<td>Q4 - Current interaction behaviour</td>
<td>Stereotyping female appearance</td>
</tr>
<tr>
<td></td>
<td>Dismissing non-physical violence</td>
</tr>
<tr>
<td></td>
<td>Name calling</td>
</tr>
<tr>
<td>Q5a - Understanding seriousness of actions</td>
<td>Emotional lashing out</td>
</tr>
<tr>
<td></td>
<td>Alcohol/justification</td>
</tr>
<tr>
<td></td>
<td>Larking around</td>
</tr>
<tr>
<td>Q6 - Attitudes to violence</td>
<td>Violence and control</td>
</tr>
<tr>
<td></td>
<td>Perceived female responsibility</td>
</tr>
<tr>
<td></td>
<td>Control and harassment</td>
</tr>
<tr>
<td></td>
<td>Leave relationship</td>
</tr>
<tr>
<td>Q7 - Gender equality, respect and cultural/societal factors</td>
<td>Cultural and societal judgement</td>
</tr>
<tr>
<td></td>
<td>Gender inequality</td>
</tr>
<tr>
<td></td>
<td>No respect</td>
</tr>
</tbody>
</table>

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\(^1\) Factor analysis is a technique used to group statements that measure similar underlying constructs or factors. The factor analysis shows how correlated the statements are with the factors.
A SUMMARY OF THE QUALITATIVE RESEARCH FINDINGS

The developmental qualitative research found that essentially five key relationship types can be identified according to behaviour, experience and age.

‘Innocents’

The ‘innocents’ type might be aged anywhere between 7 and 13 years old and tend to be driven by pure ‘pack mentality’. While their attitudes may be relatively easy to influence they have no real interest in relationships with the opposite sex and therefore specific messages are unlikely to engage or have relevance for them.

‘First awareness’

This type would typically be aged anywhere between 12-16 years old. The concept of relationships is still somewhat foreign to them and while they are becoming more aware of gender differences they are still too inexperienced to fully benefit from relationship messages, which many would find too confronting and beyond their personal experience.

‘Embryonic relationships’

Those in ‘embryonic’ relationships are typically aged anywhere between 12 and 18 years old. For this type, interaction with the opposite sex is often important, the relationships they are involved in are constantly changing and individual experience is becoming increasingly important. Boys within this type can exhibit negative behaviour which is often unintended while girls may be sending out mixed messages to boys, either because they’re interested in experimenting with their emotions or simply because they can’t decide what they want.

The ‘embryonic’ relationship type is a very important potential target for the proposed communication campaign for a number of reasons:

- both sexes find the whole area of relationships absorbing and engaging
- they are receptive to any communication relating to the opposite sex
- they tend not to have developed entrenched habits which means they are more open to positive suggestions

‘P-platers’

The typical age of ‘P-platers’ is anything between 14 and 20 years old. While ‘the pack’ is still important, especially for boys, there is more evidence of the individual emerging in terms of their emotions and behaviour. ‘Real’ relationships are beginning to become more commonplace and there is greater interest in more stable relationships. Negative behaviour, when it occurs, can have more edge to it than before and negative experiences can have a long lasting effect upon individuals.
‘P-platers’ are also an important target for any communication campaign given:

- they are still very involved in the topic area
- they are still open to external advice and influence
- they could be receptive to messages that make them more aware of the potential negative impact of negative behaviour

**‘Established attitudes to relationships’**

Those with established attitudes to relationships tend to be aged 18 or over. They often have a much more developed sense of what they do and don’t want from relationships and have developed habitual attitudes and patterns of behaviour. For this reason they would appear to represent a less relevant target for the proposed communication campaign as their more established patterns of behaviour make them less receptive to fresh primary prevention messages.

**Qualitative recommendations amongst mainstream Australians**

<table>
<thead>
<tr>
<th>Target audience</th>
<th>‘Embryonic’ and ‘P-Plate relationships’ females and males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core message</td>
<td>mutual respect relating to verbal abuse, sexual bullying, branding, controlling behaviour, harassment in the areas where currently many don’t perceive there are problems</td>
</tr>
<tr>
<td>Communication approach</td>
<td>holistic, using school programs spearheaded by TV advertising possibly with community-based role models BUT NOT celebrity / sports role models</td>
</tr>
<tr>
<td>Tone of voice</td>
<td>balanced (male and female), credible, real, peer based, non authoritarian, black and white</td>
</tr>
<tr>
<td>Desired effect</td>
<td>bring the idea of abuse closer to the reality of the core target audience make them appreciate that what they often accept as commonplace, everyday behaviour can be inappropriate and harmful make them realise that negative behaviour can have negative long term effects</td>
</tr>
</tbody>
</table>
DEVELOPMENT OF QUANTITATIVE SEGMENTATION

This quantitative research used an explicit segmentation (based on statements created from the qualitative research) to replicate the qualitative ‘stages of relationship’ segments.

The statements were mutually exclusive and each corresponded to a separate stage. The stages and statements were:

1. **INNOCENTS** “Basically none of my friends have had proper boyfriend or girlfriend and no-one is trying”

2. **FIRST AWARENESS** “Some of my friends are starting to kiss or pash boys or girls but most people aren’t really interested in having a boyfriend or girlfriend”

3. **EMBRYONIC** “Some of my friends are starting to hook up with boys or girls and most people would like to”

4. **P PLATER** “Most of my friends have had a boyfriend or girlfriend but not many have had serious relationships”

5. **EXPERIENCED** “Most of my friends have had a boyfriend or girlfriend and quite a few have had serious relationships”

6. **EXPERIENCED** “Most of my friends have had a serious relationship with a boy or girl”

Statement 5 and 6 are combined in this research to represent the ‘Experienced’ segment.

Figure 2 provides a summary of the size of each segment. The target audience suggested by the qualitative research, Embryonics and P-Platers, account for one third (34%) of 12-24 year olds. The largest proportion of 12-24 year olds however, is that of the ‘Experienced’ segment accounting for 47% of 12-24 year olds.

**Figure 2: Relationship behaviour segments (prompted)**

![Figure 2: Relationship behaviour segments (prompted)](image)

Source: Q1
Base: Respondents aged 12-24 years old (n=2,044)
SUMMARY OF QUANTITATIVE SEGMENTS

The segments were all derived from those aged 12-24 years of age.

**Innocents**

The Innocents segment is characterised by an admission of significant confusion about relationships. They account for 10% of the 12-24 year age group.

<table>
<thead>
<tr>
<th>RELATIONSHIP CAPABILITY</th>
<th>MEDIA CONSUMPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Most likely to feel incompetent about how to act around partner</td>
<td>• Watch The Simpson's and Two and a Half Men</td>
</tr>
<tr>
<td>• May feel confused about right manner in relationship</td>
<td>• Less likely to watch sports AFL most popular</td>
</tr>
<tr>
<td>• Most likely to believe relationships are complicated</td>
<td>• Girlfriend and Dolly most read magazines (females)</td>
</tr>
<tr>
<td>HEALTHY RELATIONSHIP DEVELOPMENT</td>
<td>• Rarely read newspapers</td>
</tr>
<tr>
<td>• Consider communication, trust, consideration respect and courtesy necessary</td>
<td>• Least likely to listen to radio. Nova most popular</td>
</tr>
<tr>
<td>CURRENT INTERACTION BEHAVIOUR</td>
<td>• Google most visited website. Just under half use Facebook.</td>
</tr>
<tr>
<td>• Low incidence of name calling</td>
<td>MEDIA CONSUMPTION</td>
</tr>
<tr>
<td>UNDERSTANDING SERIOUSNESS OF ACTIONS</td>
<td>• Although low incidence, more likely to use superficial judgement and believe in gender roles</td>
</tr>
<tr>
<td>• Generally consider all negative behaviour more serious than other groups</td>
<td>Demo's</td>
</tr>
<tr>
<td>ATTITUDES TO VIOLENCE</td>
<td>• 74% aged 12-15</td>
</tr>
<tr>
<td>• Very low incidence of violence as acceptable</td>
<td>• 12% 16-19</td>
</tr>
<tr>
<td>ATTITUDES TO GENDER AND CULTURE/SOCIETY</td>
<td>• 14% 20-24</td>
</tr>
<tr>
<td>• Although low incidence, more likely to use superficial judgement and believe in gender roles</td>
<td>• 59% Male</td>
</tr>
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<td></td>
<td>• 41% Female</td>
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</table>
First Awareness

The First Awareness segment is similarly characterised by an admission of significant confusion about relationships. They account for 8% of the 12-24 year age group.

**Aware the opposite is different and just discovering relationships will be complicated**

8%

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<thead>
<tr>
<th>RELATIONSHIP CAPABILITY</th>
<th>MEDIA CONSUMPTION</th>
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</thead>
<tbody>
<tr>
<td>• Around half feel confused in a relationship, believe it to be complicated and act differently when the presence of members of the opposite sex</td>
<td>• Watch the Simpson's and Two and a Half Men</td>
</tr>
<tr>
<td></td>
<td>• AFL and Rugby Leagues watched most</td>
</tr>
<tr>
<td></td>
<td>• Girlfriend and Dolly most read magazines</td>
</tr>
<tr>
<td></td>
<td>• Nova most listened to radio station</td>
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<td></td>
<td>• Increasing use of Facebook and msn. Google most visited website</td>
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<tr>
<th>HEALTHY RELATIONSHIP DEVELOPMENT</th>
<th>Demo's</th>
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<tbody>
<tr>
<td>• Less likely to value listening to partner and calmly communicating during conflict</td>
<td>• 78% aged 12-15</td>
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<td>• 14% 16-19</td>
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<td>• 7% 20-24</td>
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<td>• 54% Male</td>
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<td>• 46% Female</td>
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<th>ATTIUDES TO GENDER AND CULTURE/SOCIETY</th>
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<td>• Place more emphasis on emotional lashing out than the more experienced groups</td>
<td>• Not likely to use cultural and societal judgement</td>
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<td></td>
<td>• Belief in gender roles low</td>
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<td>• More likely to stereotype female appearance</td>
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The Embryonic segment is characterised by a less developed understanding of seriousness of actions. They account for 14% of the 12-24 year age group.

**Engaging in relationships but less thought about consequences of actions**

**RELATIONSHIP CAPABILITY**
- Low levels of awkwardness and confusion, although complications and acting differently still common

**HEALTHY RELATIONSHIP DEVELOPMENT**
- Increasing emphasis on communication, trust and consideration

**CURRENT INTERACTION BEHAVIOUR**
- More likely to be dismissive of physical violence, stereotype females and engage in name calling

**UNDERSTANDING SERIOUSNESS OF ACTIONS**
- Generally rating seriousness of actions between the inexperienced and experienced segments

**ATTITUDES TO VIOLENCE**
- Few see any violence as acceptable, however more likely than others to condone some violence

**ATTITUDES TO GENDER AND CULTURE/SOCIETY**
- Most likely to superficially judge others based on reputation, gender or cultural characteristics
- Half have less respect for people based on reputation

**MEDIA CONSUMPTION**
- Watch the Simpson’s and Two and a Half Men
- AFL and Rugby League most watched sports
- ‘Younger’ magazines Girlfriend and Dolly read most
- Few read newspapers
- Nova most popular radio station
- Google, Facebook and YouTube most visited websites

**Demo’s**
- 57% aged 12-15
- 22% 16-19
- 21% 20-24
- 60% Male
- 40% Female
P-Platers

The P-Platers segment is characterised by a narrow view of what constitutes a positive relationship and an underdeveloped notion of potential seriousness for inconsiderate relationship behaviour. They account for 20% of the 12-24 year age group.

Learning to handle complications of relationships, although still much to learn

<table>
<thead>
<tr>
<th>RELATIONSHIP CAPABILITY</th>
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</thead>
<tbody>
<tr>
<td>Awkwardness and confusion less apparent</td>
</tr>
<tr>
<td>Complications of relationships declining, although need to act differently around partner still common</td>
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</table>

<table>
<thead>
<tr>
<th>HEALTHY RELATIONSHIP DEVELOPMENT</th>
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</thead>
<tbody>
<tr>
<td>Least likely to consider partner in relationship</td>
</tr>
<tr>
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<table>
<thead>
<tr>
<th>UNDERSTANDING SERIOUSNESS OF ACTIONS</th>
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<tbody>
<tr>
<td>Less likely than others to see alcohol and behaviour justifications as leading to problems</td>
</tr>
<tr>
<td>Lashing out commonly agreed as leading to problems</td>
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<table>
<thead>
<tr>
<th>ATTITUDES TO VIOLENCE</th>
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<tbody>
<tr>
<td>Very few believe violence is acceptable</td>
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<table>
<thead>
<tr>
<th>ATTITUDES TO GENDER AND CULTURE/SOCIETY</th>
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<tbody>
<tr>
<td>Cultural and societal judgement less common</td>
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<table>
<thead>
<tr>
<th>MEDIA CONSUMPTION</th>
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</thead>
<tbody>
<tr>
<td>The Simpson’s and Two and a Half Men AFL and Rugby League most watched</td>
</tr>
<tr>
<td>Diversity of magazines including Girlfriend, Cosmopolitan, Dolly and Cleo (females only)</td>
</tr>
<tr>
<td>Nova most popular radio station</td>
</tr>
<tr>
<td>Extensive use of Facebook and YouTube (msn also popular)</td>
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<table>
<thead>
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<th>Demo’s</th>
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</thead>
<tbody>
<tr>
<td>32% aged 12-15</td>
</tr>
<tr>
<td>28% 16-19</td>
</tr>
<tr>
<td>40% 20-24</td>
</tr>
<tr>
<td>58% Male</td>
</tr>
<tr>
<td>42% Female</td>
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</table>
Experienced Relationships

The Experienced Relationships segment is characterised by a more ‘advanced’ in relationship terms, however, they still have underdeveloped attitudes in comparison to those over 25. They account for 47% of the 12-24 year age group.

**Comfortable in self and relationships**

- **RELATIONSHIP CAPABILITY**
  - Least likely to feel awkward or confused in a relationship
  - Least likely to believe relationships are complicated or that acting differently is required

- **HEALTHY RELATIONSHIP DEVELOPMENT**
  - Far more emphasis on communication and trust than others with less concern about respect and courtesy

- **CURRENT INTERACTION BEHAVIOUR**
  - Least likely to accept and participate in poor behaviour

- **UNDERSTANDING SERIOUSNESS OF ACTIONS**
  - Most likely to consider using alcohol as an excuse as a serious problem

- **ATTITUDES TO VIOLENCE**
  - Least accepting of any violence in relationships

- **ATTITUDES TO GENDER AND CULTURE/SOCIETY**
  - Superficial judgement less likely

**MEDIA CONSUMPTION**

- A more ‘mature’ media profile although still highly typical of the age group
- The Simpson’s, Two and a Half Men most watched sports
- AFL and Rugby League most watched sports
- Cosmopolitan and Cleo most read magazines
- Newspaper readership starting to increase
- Listen to more radio than others - Nova most popular

**Demo’s**

- 7% aged 12-15
- 12% 16-19
- 82% 20-24
- 43% Male
- 57% Female
CONCLUSIONS - DEVELOPING THE CREATIVE BRIEF

These suggestions to assist in developing the creative brief have been based on the quantitative research results. For further direction, see the developmental qualitative research findings.

Target Audience

As per the qualitative research, the primary target audience should remain those at the early stages of developing relationships:

- Embryonics
- P-Platers

Embryonics and P-Platers account for one in three (34%) 12-24 year olds providing a large primary target audience.

Those in the First Awareness relationship stage should be considered a secondary target audience as they have similar, and in most cases, less developed attitudes regarding relationships to their more engaged counterparts. In addition, their media and demographic profile is quite similar so most campaign material aimed at Embryonics and P-Platers will likely reach them.

Embryonics are characterised as those young people (and their friendship groups) that are starting to be more involved with members of the opposite sex and wanting to start relationships. The majority are in their middle teens (ie. 14-17 years).

General issues for Embryonics include:

- general confusion about what to do and how to act in relationships;
- lack of understanding about what constitutes healthy relationship behaviour, particularly the value of considering others feelings and needs;
- being more likely than others to display negative current interaction behaviour;
- admission of stereotyping and name calling behaviour; and
- increased likelihood to dismiss ‘minor’ violence in relationships.

P-Platers are similar to Embryonics in that they have a greater focus, when compared to other groups, on seeking out and developing relationships with members of the opposite sex. However, they are further along the behavioural spectrum and are more likely to have engaged in semi-serious relationships. P-platers are spread across the teenage years from 14-18+ and early 20s.
General issues for P-Platers include:

- still being uncomfortable with the difference between how to act around a ‘partner’ compared with other friends;
- a reduction in confusion about behaviour but remains higher than among those ‘experienced’ in relationships; and
- a lack of understanding about what constitutes healthy relationship behaviour, particularly the value of considering others feelings and needs.

**Areas where attitudes may need to change - particularly among young males**

The qualitative research suggested that both males and females need to be targeted in any campaign about relationships. Similarly, the quantitative research phase found that young females were more confused and hold poorer attitudes than their older, more experienced counterparts. However, males have some catching up to do in terms of attitudes and what they see as acceptable behaviour. It is clear that compared to young females, young males:

- placed less emphasis on ‘communication and trust’ in developing a healthy relationship;
- placed less emphasis on the seriousness of actions;
- had a more accepting view of ‘violence’;
- had a greater likelihood of holding more judgemental attitudes; and
- were more likely to be dismissive of current poor behaviours.

The messages that any campaign regarding relationships and young people need to emphasise and must address include:

- what constitutes a healthy relationship;
- the seriousness or consequences of inconsiderate actions; and
- addressing female stereotyping behaviour.
How to reach Embryonics and P-Platers

Embryonics and P-Platers are generally in the middle to late teenage years and access media typical of their age group:

- TV and Radio preferences reflect the popular series aimed at ‘Gen Y’, that is shows such as Two and a Half men, The Simpson’s and NOVA radio;

- sporting preferences generally reflect the entire age group with AFL and Rugby League the most popular; and

- magazines are commonly read by females and include the range of teen lifestyle magazines of Girlfriend, Dolly, Cleo and Cosmopolitan.

This type of media will also spill over to the ‘younger’ or less experienced segments such as the ‘Innocents’ and ‘First awareness’ as their media consumption profile is quite similar to that of Embryonics and P-Platers.

In addition, many of the older ‘Experienced’ segment in the 12-24 year age group also widely accessed the same media and held similar sporting interests to the Embryonic and P-plater segments. Thus messages, although targeted at Embryonics and P-platers, will reach the more confident and experienced young people and could help effect change in their behaviour.

Overall, it is felt that the messages should be designed to have greatest impact on, and interest for those at the early stages of a relationship but the media used to target them will be broadly reflective of the middle to late teenage demographic.
2 BACKGROUND

2.1 Overview

The impact of violence against Australian women and their children is considerable. According to research conducted in 2005, nearly one in three Australian women experience physical violence and almost one in five women experience sexual violence over their lifetime\(^2\). The Australian Government’s position on violence against women is zero tolerance. Domestic violence is an extremely serious social issue that has an intolerable physical, mental and financial toll on women, children and their families. It also has an economic implication, with violence against women estimated to cost the Australian economy $13.6 billion in 2008/09\(^3\).

In May 2008, the Government set up the National Council to Reduce Violence against Women and their Children. The Council’s role is to provide advice and direction to the Government on measures to reduce the prevalence and effect of sexual assault and domestic and family violence on women and their children. In April 2009, the Council presented a long term plan to the Australian Government, titled, Time for Action: The National Council’s Plan for Australian to Reduce Violence Against Women and Children 2009-2021, to the Australian Government.

One of the key recommendations from the Time for Action plan was the need for the development of a multi-layered, coherent and sustained social marketing campaign to change violence-supportive attitudes, and community attitudes to violence against women in particular, in order to reduce the incidence and impacts of violence by 2021. In response to the Council’s recommendations, the Government announced it would invest in a social marketing campaign focused on changing the attitudes and behaviours that contribute to violence against women.

The intention is for the campaign to be different from previous campaigns on the topic of domestic violence. It is intended that this campaign will seek to effect long term social change by influencing the attitudes and social norms that support violence. While it is intended that the campaign messages should resonate with all Australians generally (because violence against women is not just a women’s issue) it has been identified that men have a key role in effecting broad social change in this area. The Time for Action report highlighted that men speaking out in opposition to violence against women are critical to achieving cultural change in attitudes and behaviour towards women. A similar approach has been endorsed in analysis conducted by VicHealth, which suggested the use of AFL as a vehicle for men to speak out against violence against women.

---

2.2 The Need for Research

FaHCSIA required developmental research to inform the future direction of the proposed social marketing campaign. There was a requirement to understand whether the Vic Health approach could work on a national level more broadly, as well as to identify the best approach for the communication strategy of the campaign moving forward, in terms of target audiences, messages and communication channels.

As previous evidence has suggested that violence-supporting attitudes and behaviours are learned as children through family life and social norms, this campaign will aim towards a primary prevention approach. Part of the primary prevention strategy will be to provide an alternative way forward for young people, particularly boys and young men, who are growing up in and around violence. Recommendations from the research will be used to determine the best way forward for the campaign to achieve this.

This developmental research combined two methodologies – qualitative research (to explore and understand the attitudes and behaviour of the target audience) and quantitative research (to further develop the outcomes from the qualitative research)

The research involved three target audiences:

- mainstream Australians
- culturally and linguistically diverse (CALD) Australians
- indigenous Australians

This report focuses upon findings from the quantitative research and includes a short summary of the main, applicable qualitative research findings (see Section 4). This report should be considered in conjunction with the qualitative research report.
3  RESEARCH OBJECTIVES

3.1  Campaign Objectives

The central objective of the campaign is to change violence-supportive and community attitudes to violence against Australian women. Its primary target audience will be boys and young men; however the goal is for the campaign to resonate with Australians more broadly, as it is thought that everyone needs to take responsibility in bringing about change. The campaign will endeavour to inform and influence attitudes and social norms that allow violence, and break the silence that surrounds sexual assault and domestic family violence. The ultimate purpose of the campaign will be to try to affect long term social change by breaking the cycle for future generations and providing an alternative way forward for young people who are growing up in and around violence.

3.2  Research Objectives

To achieve these aims, the specific objectives for the research were to understand:

- attitudes, understanding and knowledge of what constitutes a respectful relationship;

- barriers and motivators to adopting the desired attitudes and positive behaviours;

- attitudes toward, and awareness of, negative behaviours and attitudes towards women that can lead to / sustain violence towards women;

- whether the target audience believe they are equipped with the skills (both practical and theoretical) required to assist them in developing respectful relationships with women, and if not, what skills they would need; and

- determine the most appropriate messages, mediums / channels, vehicles in order to deliver the most effective strategy for effecting positive attitude and behaviour change across the range of target audiences, to stop the violence before it starts.

In addition the research was required to determine:

- the most effective way of segmenting the target audiences;

- what kind of messages would be most effective with each segment;

- likely responses to communication activity that adopts a preventative approach to violence against women and children;
risks associated with a large scale social marketing campaign aimed at changing attitudes around violence against women; and

the likely effectiveness of adopting the approach developed by VicHealth on a national level, as well as integrating existing respectful relationship activities / messages within a broader campaign strategy.

Many of the research objectives have been explored in the qualitative research, detailed discussion of which is not covered in this report. The aim of the quantitative research and this report is to

- understand the size of the behavioural segments;
- confirm the ‘Embryonic’ and ‘P-Plater’ segments would benefit from education in relationship behaviour;
- understand the types of attitudes and behaviours each segment find ‘acceptable’,
  - from which refine the recommended focus of communications, and
  - provide an understanding of the creative territory; and
- provide some understanding of current media consumption and demographic characteristics associated with the behavioural segments.
4  QUANTITATIVE RESEARCH METHODOLOGY

4.1  Overview and Rationale for the Methodology

This quantitative research was required to enhance the understanding of qualitative research findings and assist in the development of a campaign strategy and creative brief for a potential social marketing campaign.

This quantitative research is the second stage of a two stage program comprising:

3.  An exploratory qualitative research phase of 42 focus groups with mainstream Australians, 12 focus groups CALD Australians and 8 focus groups with indigenous Australians; and

4.  Exploratory quantitative research of 2,800 online surveys among 12-65 year olds.

The quantitative survey was used to confirm and market size the segmentation explored in the qualitative research conducted by GfK Blue Moon.

In addition, the quantitative research has been used to refine and prioritise the relationship attitudes and behaviours that could be used within a primary prevention campaign.

The final sample achieved was 2,897 surveys. Quotas were set based on age, gender and location. The data has been weighted to the 2006 ABS census data.

Target Audience

The primary target audience for this research is the mainstream Australian population aged 12-24 years. The secondary target audience consists of Australians aged 25-65 years.

Sample Structure

The sample frame was designed to cover a cross-section of the Australian population. As such, quotas were set on the respondent's location, age and gender and subsequently weighted using the latest available ABS statistics to be representative of Australian household characteristics. Table 4.1.1 provides a sample breakdown by age and gender.
Table 3.1.1 Sample Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Males</th>
<th>Females</th>
</tr>
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<tbody>
<tr>
<td>AGE 12-15</td>
<td>614</td>
<td>292</td>
<td>322</td>
</tr>
<tr>
<td>AGE 16-17</td>
<td>346</td>
<td>206</td>
<td>140</td>
</tr>
<tr>
<td>AGE 18-24</td>
<td>1084</td>
<td>508</td>
<td>576</td>
</tr>
<tr>
<td>AGE 25-34</td>
<td>214</td>
<td>101</td>
<td>113</td>
</tr>
<tr>
<td>AGE 35-54</td>
<td>449</td>
<td>218</td>
<td>231</td>
</tr>
<tr>
<td>AGE 55-65</td>
<td>190</td>
<td>97</td>
<td>93</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2897</strong></td>
<td><strong>1422</strong></td>
<td><strong>1475</strong></td>
</tr>
</tbody>
</table>

Fieldwork was conducted by ResearchNow.

Questionnaire

The questionnaire used for this research was developed in conjunction with FaHCSIA, and with input from the preceding qualitative research. The questionnaire is attached at Appendix B.

The following provides an outline of the topic areas included in the questionnaire:

- Screener Questions (age, gender, location)
- Relationship status/segmentation & understanding of relationships
- Development of a healthy relationship
- Current interaction behaviour
- Understanding seriousness of actions
- Attitudes to violence
- Gender equality, respect and cultural/societal factors
- Campaign recall and media consumption
- Demographics

4.2 **Timing of Fieldwork**

Fieldwork was conducted between 24 September and 5 October 2009.
4.3 **Note on Quantitative Research**

While quantitative research methods involve the use of larger numbers of respondents than qualitative research, users of survey results should be conscious of the limitations of all sample survey techniques.

Sampling techniques, the level of refusals, and problems with non-contacts all impact on the statistical reliability that can be attached to results. These all contribute to the design effects for individual surveys. It is beyond the scope of this report to estimate the design effects for the standard errors, which would recognise that the sample was derived from a panel of research participants and not a random sample of the population. However, errors based on a simple random sample are provided as a guideline, but the actual standard errors will be higher than those based on simple random samples.

Table 3.3.1 provides examples of margins of error for different sample sizes under simple random sample designs. For example, for a question where 50 per cent of Medicare card Holders in a (weighted) sample of 500 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than four percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures).

Table 3.3.1 Sampling Tolerances

<table>
<thead>
<tr>
<th>SIZE OF SAMPLE OR SUB-GROUP ON WHICH SURVEY RESULT IS BASED</th>
<th>10% or 90% ±</th>
<th>30% or 70% ±</th>
<th>50% ±</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents (2,897)</td>
<td>1.1</td>
<td>1.7</td>
<td>1.9</td>
</tr>
<tr>
<td>Male (1,422)</td>
<td>1.6</td>
<td>2.4</td>
<td>2.6</td>
</tr>
<tr>
<td>Age 12-24 (2,044)</td>
<td>1.3</td>
<td>2</td>
<td>2.2</td>
</tr>
</tbody>
</table>

**Data presentation**

For the purposes of this report, the majority of results are expressed as percentages. The calculation of mean scores excluded ‘don't know’ and ‘refused’ responses, unless otherwise specified.

In those cases where the sample size is small, the results will be presented as a raw score. Results based on small samples (n<20) are denoted by an asterisk (*) and should be treated with caution.

The sample size for different respondent subgroups will vary across groups and for different survey questions. To assist in interpreting the results presented
where changes are significant between sub-groups and the rest of the sample, they are shown in red indicating a significantly lower result or blue indicating a significantly higher result throughout the report.

In some cases, data presented in table columns or bar charts may not total 100 per cent due to rounding effects. As some survey questions allowed multiple responses, there are examples of total exceeding 100 per cent.

The majority of questions are prompted where a list of possible answers are read, or respondents are prompted on issues and asked if they agree, or have experienced the issue etc, and these questions are always identified as being prompted (it should be noted that prompted questions typically yield higher responses than unprompted questions).
5 QUALITATIVE RESEARCH SUMMARY

Introduction

The impact of violence against Australian women and their children is considerable. The government has identified the need to develop a multi-layered, coherent and sustained social marketing campaign to change violence supportive attitudes, and community attitudes to violence against women in particular, in order to reduce the incidence and impacts of violence by 2021. This report focuses upon findings to emerge from qualitative developmental research designed to inform the future direction of this social marketing campaign.

The research objectives of the study were to understand attitudes, knowledge and behaviour relating to relationships, to explore barriers and motivations to adopting desired attitudes and positive behaviours and to determine the most appropriate messages, mediums and vehicles to deliver the most effective strategy for creating positive attitude and behaviour change across the range of target audiences.

This qualitative research study focused upon three target audiences:

- mainstream Australians
- culturally and linguistically diverse (CALD) Australians
- indigenous Australians

The sample for the study comprised 44 groups with primary and secondary audiences drawn from the broader Australian community and 20 group discussions with members of CALD and Indigenous communities. The research took place in every state and territory of Australia.

The main sample focus was upon young males although there was strong representation of young females and parents / teachers / other influencers. The age of the young males and females within the sample was spread between 11-25 years old and there was a spread in terms of socio-economic background and metropolitan / regional locations.

This report however, focuses on the mainstream Australians audience, for detailed results of the CALD and indigenous audiences please see the full qualitative report.
Determining the core target audience

Essentially five key relationship types can be identified according to behaviour, experience and age.

‘Pre-sex’

The ‘pre-sex’ type might be aged anywhere between 7 and 13 years old and tend to be driven by pure ‘pack mentality’. While their attitudes may be relatively easy to influence they have no real interest in relationships with the opposite sex and therefore specific messages are unlikely to engage or have relevance for them.

‘First awareness’

This type would typically be aged anywhere between 12-16 years old. The concept of relationships is still somewhat foreign to them and while they are becoming more sexually aware they are still too inexperienced to fully benefit from relationship messages, which many would find too confronting and beyond their personal experience.

‘Embryonic relationships’

Those in ‘embryonic’ relationships are typically aged anywhere between 12 and 18 years old. For this type, interaction with the opposite sex is often important, the relationships they are involved in are constantly changing and individual experience is becoming increasingly important. Boys within this type can exhibit negative behaviour which is often unintended while girls may be sending out mixed messages to boys, either because they’re interested in experimenting with their emotions or simply because they can’t decide what they want.

The ‘embryonic’ relationship type is a very important potential target for the proposed communication campaign for a number of reasons:

- both sexes find the whole area of relationships absorbing and engaging
- they are receptive to any communication relating to the opposite sex
- they tend not to have developed entrenched habits which means they are more open to positive suggestions

‘P-platers’

The typical age of ‘P-platers’ is anything between 14 and 20 years old. While ‘the pack’ is still important, especially for boys, there is more evidence of the individual emerging in terms of their emotions and behaviour. ‘Real’ relationships are beginning to become more commonplace and there is greater interest in more stable relationships. Negative behaviour, when it occurs, can have more edge to it than before and negative experiences can have a long lasting effect upon individuals.
'P-platers' are also an important target for any communication campaign given:

- they are still very involved in the topic area
- they are still open to external advice and influence
- they could be receptive to messages that make them more aware of the potential negative impact of negative behaviour

'Established attitudes to relationships'

Those with established attitudes to relationships tend to be aged 18 or over. They often have a much more developed sense of what they do and don't want from relationships and have developed habitual attitudes and patterns of behaviour. For this reason they would appear to represent a less relevant target for the proposed communication campaign as their more established patterns of behaviour make them less receptive to fresh primary prevention messages.

Inclusion of both genders

Overall, it was evident from the consistent responses of both females and males that the target audience for any communication relating to this topic area should involve both genders.

Both females and males generally agreed that females can be the cause of negative behaviour among males, resulting from how they act in general as well as how they treat males and other females.

This can include issues such as sending mixed messages, dressing and acting provocatively without necessarily wanting sex, physically abusing males, psychological bullying, humiliating males (and females) and so on.

Ensuring the audience identifies with the issues

A key task will be to ensure the target audience engages with the core issues, given they do not readily relate to the idea of 'relationships' and typically do not identify with the concept of 'abuse'. Many hold strong black and white beliefs relating to non-acceptable behaviour, such as 'you never hit a woman' and 'you don't force a woman to have sex'. For this core target audience abuse is generally thought of as pre-meditated, habitual and intentional and resulting from alcohol / drug abuse, parental abuse, poor education, etc. Thus, initially at least, the core target audience of 'embryonics' and 'P-platers' find it difficult to imagine why / how abuse can happen. It is only when they are encouraged to think about the 'grey areas' that can exist in relationships that they begin to understand how abuse can be more widespread, as the diagram which follows indicates:
Rationally most understand and accept what constitutes basic positive behaviour towards women.

They see life from a personal perspective. Women’s actions don’t always help. There are a number of grey areas, contradictions.

In the heat of the moment emotional drivers may supersede rational responses.

Overall, the findings from the research indicate that there needs to be a shift in perceptions of what constitutes abuse and individuals need to be made aware that they might already be engaging in negative behaviour which could, in certain circumstances, lead to abusive behaviour in the future.

Messages for the campaign

The overall responses to the scenarios provided some clear indication as to relevant areas for the communication campaign to focus upon, namely:

- verbal abuse
- controlling behaviour
- branding
- sexual bullying
- harassment

Three key criteria help provide direction as to the specific areas to focus upon, namely:

- experiences that the target market can readily relate to
- behaviour which many currently do not see as problematic
- issues which both sexes need to rethink
Determining the most appropriate communication approach

GfK Blue Moon believes that a comprehensive, holistic approach will be required in relation to the overall communication approach. This reflects the fact that the topic area is very broad and diverse and is linked to a wide range of other social areas, such as parental behaviour, alcohol / drug abuse, parental discipline, bullying, new technology, etc.

A range of formats should be included within the approach such as TV advertising, school programs, and possibly the inclusion of storylines in National TV programs. If role modelling is included it should be localised and community-based rather than celebrity focused.

Regarding this latter point the idea of using celebrity role models was felt to be a high risk one given there could never be any guarantee that a role model would continue to behave positively. Indeed, the recent massive weight of negative media coverage of players from a range of football codes who have been physically and sexually abusive to women would suggest this would be a highly dangerous direction to pursue.

Community-based role models would appear to be potentially much safer and more effective, although in this context clear guidelines defining what is meant by ‘positive behaviour’ would have to be developed and strictly adhered to, given that existing behaviour at community youth clubs and sports clubs can be extremely varied and involve negative behaviour.

Tone of voice

Ideally the tone of voice would need to be:

- balanced (in terms of male and female perspectives)
- credible
- real, relevant to the target audience
- peer based
- non-authoritarian – your choice
- black and white, in terms of messages

There was a strong sense that a primary prevention approach could work, but only if it was set within the context of consequences. A number of potential consequences of negative behaviour were explored and respondents consistently argued that focusing upon the more severe consequences would be the most effective approach.
Realistic expectations of the campaign

- bring the idea of abuse closer to the reality of the core target audience.
- make them appreciate that what they often accept as commonplace everyday behaviour may sometimes be inappropriate and harmful.
- make them realise that negative behaviour can have negative long-term effects.

5.1 Qualitative recommendations

Mainstream Australians

| Target audience       | • ‘Embryonic’ and ‘P-Plate relationships
|                       | • females and males
| Core message          | • mutual respect
|                       | • relating to verbal abuse, sexual bullying, branding, controlling behaviour, harassment
|                       | • in the areas where currently many don’t perceive there are problems
| Communication approach| • holistic, using school programs spearheaded by TV advertising
|                       | • possibly with community-based role models
|                       | • BUT NOT celebrity / sports role models
| Tone of voice         | • balanced (male and female), credible, real, peer based, non authoritarian, black and white
| Desired effect        | • bring the idea of abuse closer to the reality of the core target audience
|                       | • make them appreciate that what they often accept as commonplace, everyday behaviour can be inappropriate and harmful
|                       | • make them realise that negative behaviour can have negative long term effects
DETAILED QUANTITATIVE FINDINGS
6 QUANTITATIVE DEVELOPMENT OF SEGMENTATION AND ATTITUDES

6.1 Overview

This survey used an explicit segmentation to replicate the qualitative ‘stages of relationship’ segments. The qualitative research results were used to create statements that reflected the behavioural “stages of relationship” segments.

The statements were mutually exclusive and each corresponded to a separate stage. The stages and statements were:

7. **PRE SEX** “Basically none of my friends have had proper boyfriend or girlfriend and no-one is trying”

8. **FIRST AWARENESS** “Some of my friends are starting to kiss or pash boys or girls but most people aren’t really interested in having a boyfriend or girlfriend”

9. **EMBRYONIC** “Some of my friends are starting to hook up with boys or girls and most people would like to”

10. **P PLATER** “Most of my friends have had a boyfriend or girlfriend but not many have had serious relationships”

11. **EXPERIENCED** “Most of my friends have had a boyfriend or girlfriend and quite a few have had serious relationships”

12. **EXPERIENCED** “Most of my friends have had a serious relationship with a boy or girl”

Statement 5 and 6 are combined in this research to represent the ‘Experienced’ segment.

6.2 Relationship Experience

In order to segment the respondents to reflect the qualitative research analysis respondents were asked: *Which of the following would you say best applies to you?* And then presented with the five statements outlined in Section 5.1 of this report. Figure 5.2.1 provides a summary of the behavioural segments.

As can be seen, the target audience suggested by the qualitative research, Embryonics and P-Platers, account for one third (34%) of 12-24 year olds. The largest proportion of 12-24 year olds however, is that of the ‘Experienced’ segment accounting for 47% of 12-24 year olds.
These segments are described in detail throughout this report.

In addition to categorising their level of previous experience in relationships respondents were asked to indicate how strongly they agreed or disagreed, on an 11 point scale (from 0-10), with a number of statements regarding their level of confusion and confidence in relationships. Figure 5.2.2 provides an overview of responses for 12-24 year olds and each of the behavioural segments.

As indicated in the table, the data shows a general trend of declining agreement corresponding with increasing relationship experience. That is the less experienced segments, Pre Sex, First Awareness and Embryonic, are far more likely to admit being confused about what to do in a relationship and see complications than the ‘P-Platers’ and ‘Experienced’ segments.

While Embryonics and P-Platers are not the most confused segments about how to act in relationships, they are still in need of advice. Particularly as they are far more likely to be actively seeking interactions with the opposite sex than the earlier ‘pre-sex’ and ‘first awareness’ segments (who are the most confused).
Figure 5.2.2 Summary of perceived relationship capability statements by behavioural segment

<table>
<thead>
<tr>
<th>PERCEIVED RELATIONSHIP CAPABILITY</th>
<th>Total</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryo nic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>I [would] act differently when I’m with a boyfriend or girlfriend than when I’m with my friends</td>
<td>38%</td>
<td>41%</td>
<td>54%</td>
<td>50%</td>
<td>46%</td>
<td>28%</td>
</tr>
<tr>
<td>Having a boyfriend or girlfriend [seems / is] really complicated</td>
<td>32%</td>
<td>50%</td>
<td>48%</td>
<td>43%</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>I [would] act differently when I’m with a boyfriend or girlfriend than when I’m with my friends</td>
<td>22%</td>
<td>38%</td>
<td>46%</td>
<td>26%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>I [wouldn’t/don’t] really know how to act around a boyfriend or girlfriend</td>
<td>20%</td>
<td>38%</td>
<td>37%</td>
<td>26%</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. *Respondents rating 7-10 on 0-10 scale
Source: Q2 Base: Respondents aged 12-24 years old; Total (n=2,044), Pre-Sex (n=198), First Awareness (n=164), Embryonic (n=285), 'P' Platers (n=413), Experienced Relationships (n=984)
7 THE ‘GREY AREAS’ – UNDERSTANDING ATTITUDES TO RELATIONSHIPS

7.1 Overview

This survey aimed to refine and prioritise the ‘grey areas’ of relationship behaviour identified during the qualitative research. To achieve this, the questionnaire included 48 statements across five behavioural/attitudinal areas that were identified as potentially relevant for the campaign. A factor analysis\(^4\) was conducted to reduce the number of statements and refine our understanding of the key components that make up each area. Weighted factor loadings\(^5\) have been produced to summarise the data.

Five broad areas of attitudes were investigated, using 48 statements:

- development of a healthy relationship
- current interaction behaviour
- understanding seriousness of actions
- attitudes to violence
- gender inequality, respect and societal/cultural factors.

Figure 6.1.1 provides an overview of the attitudinal areas and resultant factors.

\(^4\) Factor analysis is a technique used to group statements that measure similar underlying constructs or factors. The factor analysis shows how correlated the statements are with the factors.

\(^5\) The factor scores are created by multiplying the contribution of the statement to the factor by the 0 to 10 rating of the statement given by respondent. This provides a weighted score on the 0-10 scale for each of the factors.
7.2 Attitudes and factor statements in more detail

Each attitudinal area is described below in terms of the original statements that were used in the questionnaire and how they are summarised into the factors derived through factor analysis.

Development of a healthy relationship

A key area of attitudes to be investigated in this research was healthy relationships or positive messages. In order to gauge the extent to which young people value a selection of behaviours within relationships they were asked to rate each statement in terms of how necessary the behaviour is in developing a healthy relationship. Responses were given using an 11 point scale where 0 represented ‘completely unnecessary’ and 10 represented ‘completely necessary’.

Analysis of the combined data for 12-24 year olds resulted in three factors emerging from the ‘healthy relationship’ group of statements; communication and trust, consideration and respect and courtesy. The statements group to these factors in the following ways:

- Communication and trust
  
  *Be confident in yourself and continue to be independent*
  
  *Listen to your boyfriend or girlfriend and consider their point of view*
  
  *Calmly communicate with your boyfriend or girlfriend to make sure they know how you’re feeling whenever there is an issue*
Own up to the other person when you stuff up

Trust the other person completely when they are not around

- Consideration

Think of the other person before you do things

Always let each other know what you are doing and where you will be

Talk about every problem or issue you have during your relationship when it first comes up

- Respect and courtesy

Never call each other names or say mean things

Never make your boyfriend or girlfriend do things they don’t want to

**Current interaction behaviour**

In order to gauge the extent to which young people participated in and condoned certain behaviours that were found, during the qualitative research, to cause some level of confusion within relationships a number of statements were presented. Respondents were asked how strongly they agreed or disagreed with each statement using an 11 point scale, where 0 represented ‘strongly disagree’ and 10 represented ‘strongly agree’.

Analysis of the combined data for 12-24 year olds resulted in three factors emerging from the ‘current interaction behaviour’ group of statements; stereotyping female appearance, dismissal of non-physical violence and name calling. The statements group to these factors in the following ways:

- Stereotyping female appearance

  *If a female is wearing revealing clothing, such as a short skirt or a low cut top, she is definitely looking for it*

  *You can tell if a girl wants sex mostly by the way she is dressed*

  *A female shouldn’t be able to claim to have been sexually assaulted if she is drunk or affected by drugs and was leading people on*

  *I think a lot of girls say no when they really mean yes*

- Dismissing non-physical violence

  *It’s OK to throw objects and lash out to release anger as long as no body gets hurt during the argument*
Verbal threats, shouting and anger are all part of having a relationship and are not worth worrying about

Pushing and shoving sometimes happens and it’s understandable if both people apologise afterwards

When you’ve got a boyfriend or girlfriend you need to know where they are and who they are hanging out with all the time

- Name calling

Our friends have different names for girls or guys, we all know who the sluts and skanks are and who the nice ones are

Sometimes my friends and I tease girls or boys who we like to get their attention

**Understanding seriousness of actions**

Respondents were also asked a set of statements regarding the seriousness or consequences of actions in terms of relationships. Respondents were asked to rate each situation in terms of the potential of that behaviour leading to serious relationship problems using an 11 point scale, where 0 represented ‘could not lead to serious problems at all’ and 10 represented ‘a serious problem’.

Analysis of the combined data for 12-24 year olds resulted in three factors emerging from the ‘understanding seriousness of actions’ group of statements; emotional lashing out, alcohol/justification and larking around. The statements group to these factors in the following ways:

- Emotional lashing out

  A guy found out his girlfriend had slept with several people before him, he got upset and called her a slut because she didn’t tell him
  
  A group of girls were bitching about this boy and his friends overheard and he got upset about the things that were said
  
  A girl found out her boyfriend was cheating on her with one of her friends so she posted messages about them all over facebook and MySpace
  
  This guy always asks his girlfriend to have sex but she keeps making excuses not to. He reacts by lashing out and dumps her
  
  There's a couple that are always slagging each other off - they say it's just fun but some of it seems pretty personal
• Alcohol/justification

A girl and guy at a party were drunk and just about to have sex when she passed out, but the guy kept going

This guy is as gentle as a lamb, it’s just every now and again when he gets drunk he and his girlfriend fight and sometimes he hits her. But he feels so guilty the next day and always apologises

• Larking around

A group of guys whistle and yell out to girls in the street

Someone at a party gets drunk and passes out and then their friends draw over them and take pictures.

**Attitudes to violence**

In order to gauge the extent to which young people condoned certain violent situations that were found, during the qualitative research, to cause some level of confusion within relationships a number of statements were presented. Respondents were asked how strongly they agreed or disagreed with each statement using an 11 point scale, where 0 represented ‘strongly disagree’ and 10 represented ‘strongly agree’.

Analysis of the combined data for 12-24 year olds resulted in four factors emerging from the ‘attitudes to violence’ group of statements; violence and control, perceived female responsibility, control and harassment, leave relationship. The statements group to these factors in the following ways:

• Violence and control

*It is OK for one partner to make threats of physical violence if they don't actually physically hurt anyone*

*Throwing objects like cups or plates during an argument is OK if no-one is actually physically hurt*

*Physical violence between partners can be excused if one or both the partners is heavily affected by alcohol or drugs*

*A man is less responsible for sexual assault if he is drunk or affected by drugs at the time*

*Slapping or pushing between partners can be excused if it is a result of people getting so angry that they temporarily lose control*
It is reasonable that one partner in a relationship can prevent the other partner from seeing their own family and friends if they don’t want them to

Sometimes constantly criticising a partner which makes them feel bad and useless is alright when they aren't living up to expectations

- Perceived female responsibility

If a female is sexually assaulted while she is drunk or affected by drugs she is at least partly responsible

If a female is wearing revealing clothing, such as a short skirt or a low cut top, she should expect to be touched and sexually harassed

- Control and harassment

Making repeated phone calls, sending text messages or emails after having broken up is ok in some situations

Controlling the amount of money your partner has is understandable sometimes

- Leave relationship

Most females could leave a violent relationship if they really wanted to

Gender inequality, Respect and Societal/ cultural factors

A number of additional statements relating to gender, respect and cultural background were also presented to respondents. They were asked how strongly they agreed or disagreed with each statement using an 11 point scale, where 0 represented ‘strongly disagree’ and 10 represented ‘strongly agree’.

Analysis of the combined data for 12-24 year olds resulted in three factors emerging from the ‘current interaction behaviour’ group of statements; cultural and societal judgment, gender inequality, no respect. The statements group to these factors in the following ways:

- Cultural and societal judgment

People should stick to having relationships with others from the same background

You can’t trust someone who has had a lot of experience in previous relationships

You can tell if someone deserves your respect just by looking at them

- Gender inequality

Females prefer a man to be in charge of the relationship
Males should take control in relationships and be the head of the household

- No respect

You have less respect for people with bad reputations

People who don’t respect themselves don’t deserve your respect for them

7.3 Development of a healthy relationship

Figure 6.3.1 provides an overview of the healthy relationship statements and weighted factor scores. As can be seen, respondents generally rated the statements grouped under the ‘communication and trust’ factor higher than those grouped under ‘consideration’ and ‘respect and courtesy’.

Those over 25 were slightly more likely than those 12-24 years old (as an entire group) to consider communication and trust as necessary in developing a healthy relationship (mean rating of 7.9 compared to 7.7, respectively). The main difference within the individual statements between the older and younger groups was that those over 25 were more likely to consider ‘trust the other person completely when they are not around’ as necessary (86% of those over 25 provided a 7-10 rating compared to 79% of 12-24 year olds).

However, where the older and younger cohorts differed the most with their views on developing a healthy relationship were on ‘consideration’ with those over 25 valuing consideration significantly higher than 12-24 year olds (mean rating for the factor of 7.6 compared to 7.2, respectively). Those over 25 were significantly more likely to consider ‘thinking of the other person before you do things’, ‘always let each other know what you are doing and were you will be’ and ‘talk about every problem or issue during your relationship when it first comes up’ necessary for developing a healthy relationship (81% compared to 73%, 59% compared to 43% and 74% compared to 65%, respectively).

There was relatively little difference, at the overall, level between those over 25 and those 12-24 in ratings of the necessity of ‘respect and courtesy’ in developing a healthy relationship.
Figure 6.3.1 Factor analysis of ‘development of a healthy relationship’

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Mean</th>
<th>25+ yrs old</th>
<th>12-24 yrs old</th>
<th>Total</th>
<th>25+ yrs old</th>
<th>12-24 yrs old</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMUNICATION AND TRUST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be confident in yourself and continue to be independent</td>
<td>80%</td>
<td>81%</td>
<td>78%</td>
<td>8.0</td>
<td>8.0</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>Listen to your boyfriend or girlfriend and consider their point of view</td>
<td>88%</td>
<td>88%</td>
<td>80%</td>
<td>8.4</td>
<td>8.4</td>
<td>8.4</td>
<td></td>
</tr>
<tr>
<td>Calmly communicate with your boyfriend or girlfriend to make sure they know how you’re feeling whenever there is an issue</td>
<td>85%</td>
<td>86%</td>
<td>81%</td>
<td>8.2</td>
<td>8.3</td>
<td>8.1</td>
<td></td>
</tr>
<tr>
<td>Own up to the other person when you stuff up</td>
<td>80%</td>
<td>81%</td>
<td>76%</td>
<td>7.9</td>
<td>8.0</td>
<td>7.8</td>
<td></td>
</tr>
<tr>
<td>Trust the other person completely when they are not around</td>
<td>84%</td>
<td>86%</td>
<td>79%</td>
<td>8.2</td>
<td>8.3</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td><strong>CONSIDERATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Think of the other person before you do things</td>
<td>79%</td>
<td>81%</td>
<td>73%</td>
<td>7.8</td>
<td>7.9</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Always let each other know what you are doing and where you will be</td>
<td>55%</td>
<td>59%</td>
<td>43%</td>
<td>6.6</td>
<td>6.8</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>Talk about every problem or issue you have during your relationship when it first comes up</td>
<td>72%</td>
<td>74%</td>
<td>65%</td>
<td>7.5</td>
<td>7.6</td>
<td>7.1</td>
<td></td>
</tr>
<tr>
<td><strong>RESPECT AND COURTESY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never call each other names or say mean things</td>
<td>71%</td>
<td>72%</td>
<td>67%</td>
<td>7.5</td>
<td>7.6</td>
<td>7.3</td>
<td></td>
</tr>
<tr>
<td>Never make your boyfriend or girlfriend do things they don’t want to</td>
<td>77%</td>
<td>76%</td>
<td>80%</td>
<td>7.8</td>
<td>7.8</td>
<td>7.1</td>
<td></td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. *Respondents rating 7-10 on 0-10 scale
Source: Q3
Base: All respondents (n=2,897), 25+ yr olds (n=853), 12-24 yr olds (n=2,044)

Figure 6.3.2 provides a breakdown of the 12-24 year old cohort according to their relationship segment. As can be seen, relationship experience appears to bring with it a greater appreciation of the value of ‘communication and trust’ with those in the ‘experienced relationship’ generally providing significantly higher ratings of necessity than their less experienced counterparts.

In addition, ‘P-platers’ see less value in considering their partner than the other segments. ‘Respect and courtesy’ appears to decline in importance as 12-24 years old become more experienced in relationships.
7.4 Current interaction behaviour

Figure 6.4.1 overleaf, summarises the group of statements, under their respective factors, respondents were presented regarding their current behaviour and what they regard as acceptable.

As can be seen, only a minority agree with each of the statements presented. However, those over 25 provided significantly low ratings than the 12-24 year old cohort for most statements. Overall, those over 25 were significantly less likely than 12-24 year olds to agree with:

- the stereotyping of female appearance factor (weighted mean of 2.6 compared to 3.3, respectively);
- the anger and conflict factor (weighted mean of 2.3 compared to 2.9, respectively); and
- the name calling factor (weighted mean of 3.2 compared to 4.1).
Figure 6.4.1 Factor analysis of 'current interaction behaviour'

<table>
<thead>
<tr>
<th></th>
<th>Agree (7-10 rating)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25+ yrs old</td>
<td>12-24 yrs old</td>
</tr>
<tr>
<td><strong>STEREOTYPING FEMALE APPEARANCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If a female is wearing revealing clothing, such as a short skirt or a low cut top, she is definitely looking for it.</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>You can tell if a girl wants sex mostly by the way she is dressed</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>A female shouldn’t be able to claim to have been sexually assaulted if she is drunk or affected by drugs and was leading people on</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>I think a lot of girls say no when they really mean yes</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>DISMISSING NON_PHYSICAL VIOLENCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It’s OK to throw objects and lash out to release anger as long as no body gets hurt during the argument</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Verbal threats, shouting and anger are all part of having a relationship and are not worth worrying about</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Pushing and shoving sometimes happens and it’s understandable if both people apologise afterwards</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>When you’ve got a boyfriend or girlfriend you need to know where they are and who they are hanging out with all the time</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>LABELLING AND TEASING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our friends have different names for girls or guys, we all know who the sluts and skanks are and who the nice ones are</td>
<td>3.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Sometimes my friends and I tease girls or boys who we like to get their attention</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>STEREOTYPING FEMALE APPEARANCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If a female is wearing revealing clothing, such as a short skirt or a low cut top, she is definitely looking for it.</td>
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</tr>
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<td>You can tell if a girl wants sex mostly by the way she is dressed</td>
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</tr>
<tr>
<td>I think a lot of girls say no when they really mean yes</td>
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<td>10%</td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. © Respondents rating 7-10 on 0-10 scale
Source: Q4
Base: All respondents (n=2,897), 25+ yr olds (n=853), 12-24 yr olds (n=2,044)

Figure 6.4.2 provides a breakdown of agreement with the current interaction behaviour statements according to the 12-24 year old cohort by their relationship segments. As can be seen, the less experienced groups show a generally higher level of female stereotyping and far more labelling and teasing than the more experienced.

Similarly, the less experienced groups are more likely to dismiss ‘minor’ aggression, such as pushing, if apologies are made.
Figure 6.4.2 ‘Current interaction behaviour’ by relationship experience (% respondents agree^)

<table>
<thead>
<tr>
<th>Total</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td>16%</td>
<td>22%</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
<td>20%</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>18%</td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>14%</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

7.5 Understanding seriousness of actions

As can be seen in Figure 6.5.1 there are relatively few differences, at the overall level, between those over 25 and those 12-24 years with regards to their understanding of the seriousness of actions to relationships.

Those over 25 were slightly more likely than those 12-24 years old (as an entire group) to consider ‘emotional lashing out’ as potentially serious issue for relationships (mean rating of 7.7 compared to 7.4, respectively). The main difference within the individual statements between the older and younger groups was that those over 25 were more likely to consider the scenario of ‘there’s a couple that are always slagging each other of – they say it’s just fun but some of it seems pretty personal’ as a serious problem for relationships (72% of those over 25 provided a 7-10 rating compared to 61% of 12-24 year olds).
Figure 6.5.1 Factor analysis of 'understanding seriousness of actions'

<table>
<thead>
<tr>
<th>Scenario</th>
<th>12-24 yrs old</th>
<th>25+ yrs old</th>
<th>Total</th>
<th>Mean 12-24 yrs old</th>
<th>Mean 25+ yrs old</th>
<th>Mean Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMOTIONAL LASHING OUT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A guy found out his girlfriend had slept with several people before him, he got upset and called her a slut because she didn't tell him</td>
<td>62%</td>
<td>67%</td>
<td>55%</td>
<td>7.1</td>
<td>7.2</td>
<td>6.7</td>
</tr>
<tr>
<td>A group of girls were bitching about this boy and his friends overheard and he got upset about the things that were said</td>
<td>78%</td>
<td>81%</td>
<td>55%</td>
<td>8.3</td>
<td>8.4</td>
<td>8.1</td>
</tr>
<tr>
<td>A girl found out her boyfriend was cheating on her with one of her friends so she posted messages about them all over facebook and MySpace</td>
<td>65%</td>
<td>62%</td>
<td>65%</td>
<td>7.2</td>
<td>7.3</td>
<td>7.2</td>
</tr>
<tr>
<td>This guy always asks his girlfriend to have sex but she keeps making excuses not to. He reacts by lashing out and dumps her. There's a couple that are always slagging each other off - they say it's just fun but some of it seems pretty personal</td>
<td>61%</td>
<td>72%</td>
<td>69%</td>
<td>7.5</td>
<td>7.7</td>
<td>7.1</td>
</tr>
<tr>
<td><strong>ALCOHOL/JUSTIFICATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A girl and guy at a party were drunk and just about to have sex when she passed out, but the guy kept going</td>
<td>86%</td>
<td>85%</td>
<td>85%</td>
<td>8.9</td>
<td>8.8</td>
<td>8.9</td>
</tr>
<tr>
<td>This guy is as gentle as a lamb, it's just every now and again when he gets drunk he and his girlfriend fight and sometimes he hits her. But he feels so guilty the next day and always apologises</td>
<td>84%</td>
<td>89%</td>
<td>88%</td>
<td>8.9</td>
<td>9.0</td>
<td>8.7</td>
</tr>
<tr>
<td><strong>LARKING AROUND</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A group of guys whistle and yell out to girls in the street</td>
<td>25%</td>
<td>27%</td>
<td>26%</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
</tr>
<tr>
<td>Someone at a party gets drunk and passes out and then their friends draw over them and take pictures</td>
<td>43%</td>
<td>56%</td>
<td>54%</td>
<td>6.5</td>
<td>6.6</td>
<td>6.6</td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. *Respondents rating 7-10 on 0-10 scale
Source: Q5
Base: All respondents (n=2,897), 25+ yr olds (n=853), 12-24 yr olds (n=2,044)

Figure 6.5.2 provides a breakdown of the proportion of considering each scenario within the understanding seriousness of actions area as serious (rating 7-10) according to the 12-24 year old cohort by their relationship segments.

As can be seen there are very few differences between the segments in attitudes regarding the seriousness of various scenarios for relationships. The only real differences appeared to be:

- the more experienced group considered using alcohol as a justification for violent behaviour as more serious than their less experienced counterparts; and
- the more experienced group put less emphasis on ‘larking around’ behaviour than their less experienced counterparts.
Figure 6.5.2 'Understanding seriousness of actions' by relationship experience (% respondents agree could lead to serious problems^)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Total</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>P’ Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>A guy found out his girlfriend had slept with several people before him,</td>
<td>62%</td>
<td>65%</td>
<td>64%</td>
<td>60%</td>
<td>64%</td>
<td>61%</td>
</tr>
<tr>
<td>he got upset and called her a slut because she didn’t tell him</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A group of girls were bitching about this boy and his friends overheard</td>
<td>55%</td>
<td>64%</td>
<td>62%</td>
<td>55%</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>and he got upset about the things that were said</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A girl found out her boyfriend was cheating on her with one of her friends</td>
<td>78%</td>
<td>83%</td>
<td>81%</td>
<td>78%</td>
<td>78%</td>
<td>77%</td>
</tr>
<tr>
<td>so she posted messages about them all over facebook and MySpace</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This guy always asks his girlfriend to have sex but she keeps making</td>
<td>65%</td>
<td>65%</td>
<td>64%</td>
<td>67%</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>excuses not to. He reacts by lashing out and dumps her.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There’s a couple that are always slinging each other off - they say it’s</td>
<td>61%</td>
<td>62%</td>
<td>64%</td>
<td>65%</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>just fun but some of it seems pretty personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A girl and guy at a party were drunk and just about to have sex when</td>
<td>86%</td>
<td>89%</td>
<td>83%</td>
<td>86%</td>
<td>82%</td>
<td>88%</td>
</tr>
<tr>
<td>she passed out, but the guy kept going</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This guy is so gentle as a lamb, it’s just every now and again when he</td>
<td>84%</td>
<td>78%</td>
<td>81%</td>
<td>81%</td>
<td>80%</td>
<td>88%</td>
</tr>
<tr>
<td>gets drunk he finds his girlfriend typical and sometimes he hits her.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>But he feels so guilty the next day and always apologizes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A group of guys whistle and yell out to girls in the street</td>
<td>25%</td>
<td>31%</td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Someone at a party gets drunk and passes out and then their friends draw</td>
<td>45%</td>
<td>57%</td>
<td>52%</td>
<td>53%</td>
<td>47%</td>
<td>39%</td>
</tr>
<tr>
<td>over them and take pictures</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.6 Attitudes to violence

Figure 6.6.1 provides an overview of the attitudes to violence statements and weighted factor scores. As can be seen, the proportion of respondents holding violence supportive attitudes is quite low. At the overall level, those over 25 are less likely to hold violence supportive attitudes than those 12-24 years old (as an entire group).

Those over 25 showed a lower level of agreement, in aggregate, with the items of the ‘violence and control’ factor than those 12-24 years old (mean rating of 1.2 compared to 1.5, respectively) although the differences were not statistically significant for any individual statements.

Ratings of agreement were slightly higher regarding the ‘perceived female responsibility’ factor, whereby one in ten (10%) of the total sample agreed that ‘if a female is sexually assaulted while she is drunk or affected by drugs she is at least partially responsible’. Those over 25 showed a lower level of agreement with this statement than 12-24 year olds (mean rating of 1.9 compared to 2.4, respectively).

Similarly, ‘control and harassment’ appears to be more acceptable than the items of the ‘violence and control’ factor. Just under one in ten (8%) agreed that ‘making repeated phone calls, sending text messages or emails after having broken up is ok in some situations’ and nearly one in five (18%) agreed that ‘controlling the amount of money your partner has is understandable sometimes’. Again those over 25 are
less likely than those 12-24 years old to agree that these situations are acceptable (mean rating of 2.2 compared to 2.7, respectively).

Figure 6.6.1 Factor analysis of ‘attitudes to violence’

<table>
<thead>
<tr>
<th></th>
<th>Agree (%)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>25+ yrs old</td>
</tr>
<tr>
<td><strong>VIOLENCE AND CONTROL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is OK for one partner to make threats of physical violence if they don’t actually physically hurt anyone</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Throwing objects like cups or plates during an argument is OK if no-one is actually physically hurt</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Physical violence between partners can be excused if one or both the partners is heavily affected by alcohol or drugs</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>A man is less responsible for sexual assault if he is drunk or affected by drugs at the time</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Slapping or pushing between partners can be excused if it is a result of people getting so angry that they temporarily lose control</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>It is reasonable that one partner in a relationship can prevent the other partner from seeing their own family and friends if they don’t want them to</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Sometimes constantly criticising a partner which makes them feel bad and useless is alright when they aren’t living up to expectations</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>PERCEIVED FEMALE RESPONSIBILITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If a female is sexually assaulted while she is drunk or affected by drugs she is at least partly responsible</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>If a female is wearing revealing clothing, such as a short skirt or a low cut top, she should expect to be touched and sexually harassed</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>CONTROL AND HARASSMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making repeated phone calls, sending text messages or emails after having broken up is ok in some situations</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Controlling the amount of money your partner has is understandable sometimes</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>LEAVE RELATIONSHIP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most females could leave a violent relationship if they really wanted to</td>
<td>39%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. * Respondents rating 7-10 on 0-10 scale
Source: Q6
Base: All respondents (n=2,897), 25+ yr olds (n=853), 12-24 yr olds (n=2,044)

Figure 6.6.2 provides an overview of the 12-24 year old cohort’s responses to the attitudes to violence statements. As can be seen there were no statistically significant differences between the segments for any of the statements. However, the experienced segment showed the lowest level of agreement with all statements.
**Figure 6.6.2 ‘Attitudes to violence’ by relationship experience (% respondents agree)***

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Exp Rel</th>
<th>'P' Platers</th>
<th>Embryonic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VIOLANCE AND CONTROL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is OK for one partner to make threats of physical violence if they don't actually physically hurt anyone</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Throwing objects like cups or plates during an argument is OK if no-one is actually physically hurt</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Physical violence between partners can be excused if one or both the partners is heavily affected by alcohol or drugs</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>A man is less responsible for sexual assault if he is drunk or affected by drugs at the time</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Slapping or pushing between partners can be excused if it is a result of people getting so angry that they temporarily lose control</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>It is reasonable that one partner in a relationship can prevent the other partner from seeing their own family and friends if they don't want them to</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Sometimes constantly criticising a partner which makes them feel bad and useless is alright when they aren't living up to expectations</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

| **PERCEIVED FEMALE RESPONSIBILITY** |       |         |                 |         |             |           |
| If a female is sexually assaulted while she is drunk or affected by drugs she is at least partly responsible | 12%   | 13%     | 14%             | 15%     | 13%         | 10%       |
| If a female is wearing revealing clothing, such as a short skirt or a low cut top, she should expect to be touched and sexually harassed | 7%    | 6%      | 7%              | 7%      | 7%          | 6%        |

| **CONTROL AND HARASSMENT** |       |         |                 |         |             |           |
| Making repeated phone calls, sending text messages or emails after having broken up is ok in some situations | 10%   | 10%     | 10%             | 8%      | 13%         | 10%       |
| Controlling the amount of money your partner has is understandable sometimes | 15%   | 12%     | 15%             | 14%     | 14%         | 16%       |

| **LEAVE RELATIONSHIP** |       |         |                 |         |             |           |
| Most females could leave a violent relationship if they really wanted to | 40%   | 45%     | 46%             | 41%     | 40%         | 38%       |

Note: Factor variables derived from specified variables via Principal Components Analysis. *Respondents rating 7-10 on 0-10 scale Source: Q6 Base: Respondents aged 12-24 years old. Total (n=2,044), Pre-Sex (n=198), First Awareness (n=164), Embryonic (n=285), 'P' Platers (n=413), Experienced Relationships (n=984)
7.7 Gender Equality, Respect and Culture/Society

Figure 6.7.1 provides an overview of the statements that make up the gender equality, respect and culture/society attitudinal area and weighted factor scores. As can be seen, the proportion of respondents holding judgemental views is relatively low.

At the overall level, those over 25 are less likely to hold judgemental attitudes than those 12-24 years old (as an entire group):

- they rated lower on ‘cultural and societal judgement’ than 12-24 year olds (mean of 2.9 compared to 3.3, respectively);
- they rated lower on ‘gender inequality’ than 12-24 year olds (mean of 3.3 compared to 3.8, respectively); and
- they rated lower on ‘no respect’ than 12-24 year olds (mean of 4.1 compared to 4.4, respectively).

Figure 6.7.1 Factor analysis of ‘gender equality, respect and culture / society’

<table>
<thead>
<tr>
<th>Agree^</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total 25+ yrs old 12-24 yrs old Total 25+ yrs old 12-24 yrs old</td>
</tr>
<tr>
<td>CULTURAL AND SOCIETAL JUDGEMENT</td>
<td></td>
</tr>
<tr>
<td>People should stick to having relationships with others from the same background</td>
<td>8% 8% 8% 2.3 2.3 2.4</td>
</tr>
<tr>
<td>You don’t trust someone who has had a lot of experience in previous relationships</td>
<td>7% 7% 7% 2.4 2.3 2.6</td>
</tr>
<tr>
<td>You can tell if someone deserves your respect just by looking at them</td>
<td>10% 10% 11% 2.6 2.5 2.9</td>
</tr>
<tr>
<td>GENDER INEQUALITY</td>
<td></td>
</tr>
<tr>
<td>Females prefer a man to be in charge of the relationship</td>
<td>14% 13% 15% 3.5 3.4 3.7</td>
</tr>
<tr>
<td>Males should take control in relationships and be the head of the household</td>
<td>13% 14% 13% 2.9 2.8 3.1</td>
</tr>
<tr>
<td>NO RESPECT</td>
<td></td>
</tr>
<tr>
<td>You have less respect for people with bad reputations</td>
<td>41% 41% 43% 5.5 5.5 5.7</td>
</tr>
<tr>
<td>People who don’t respect themselves don’t deserve your respect for them</td>
<td>22% 22% 20% 3.9 3.9 3.8</td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. “Respondents rating 7-10 on 0-10 scale
Source: Q7
Base: All respondents (n=2,897), 25+ yr olds (n=853), 12-24 yr olds (n=2,044)
Figure 6.7.2 provides an overview of the 12-24 year old cohort’s responses to the gender equality, respect and culture/society statements.

There is little difference across the segments with regard to their views on gender equality, around one in seven (15%) agree that ‘females prefer a man to be in charge of the relationship’ and (13%) ‘males should take control in relationships and be the head of the household’.

As young people get older and gain more relationship experience their societal views tend to become more liberal with the ‘experienced’ segment generally rating lower on the statements that make up the ‘cultural and societal judgement’ factor than their less experienced counterparts. In addition, the ‘reputation’ someone has seems to be more influential for those with less relationship experience with the less experienced segments more likely to agree that ‘you have less respect for people with bad reputations’.

Figure 6.7.2: ‘Gender equality, respect and culture / society’ by relationship experience (% respondents agree^)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>‘P’ Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CULTURAL AND SOCIETAL JUDGEMENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People should stick to having relationships with others from the same background</td>
<td>8%</td>
<td>9%</td>
<td>13%</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>You can’t trust someone who has had a lot of experience in previous relationships</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>You can tell if someone deserves your respect just by looking at them</td>
<td>11%</td>
<td>15%</td>
<td>11%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>GENDER INEQUALITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Females prefer a man to be in charge of the relationship</td>
<td>15%</td>
<td>15%</td>
<td>13%</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Males should take control in relationships and be the head of the household</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>NO RESPECT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You have less respect for people with bad reputations</td>
<td>43%</td>
<td>45%</td>
<td>46%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People who don’t respect themselves don’t deserve your respect for them</td>
<td>20%</td>
<td>23%</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Factor variables derived from specified variables via Principal Components Analysis. "Respondents rating 7-10 on 0-10 scale
Source: Q7 Base: Respondents aged 12-24 years old Total (n=2,044), Pre-Sex (n=198), First Awareness (n=164), Embryonic (n=285), ‘P’ Platers (n=413), Experienced Relationships (n=984)
7.8 Factor analysis summary

Figure 6.7.1 provides an overview of the weighted mean scores for all the derived factors. As can be seen, the general trend is for those more experienced in relationships to express more mature views about developing a healthy relationship, current behaviour, understanding of the seriousness of actions, attitudes to violence and cultural/societal views.

Those less experienced in relationships tend to be more accepting of violence and have poorer attitudes towards gender equality, cultural bias and respect for others.

Figure 6.7.1 Factor analysis summary by segment

<table>
<thead>
<tr>
<th>Development of a Healthy Relationship</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>P Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Trust</td>
<td>7.7</td>
<td>7.8</td>
<td>7.5</td>
<td>7.6</td>
<td>7.6</td>
<td>7.8</td>
</tr>
<tr>
<td>Consideration</td>
<td>7.2</td>
<td>7.4</td>
<td>7</td>
<td>7.1</td>
<td>7</td>
<td>7.3</td>
</tr>
<tr>
<td>Respect and Courtesy</td>
<td>7.7</td>
<td></td>
<td>8</td>
<td>7.7</td>
<td>7.6</td>
<td>7.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Interaction Behaviour</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stereotyping female appearance</td>
<td>3.3</td>
<td></td>
<td>3.8</td>
<td>3.9</td>
<td>3.7</td>
<td>3.5</td>
</tr>
<tr>
<td>Dismissing non-physical violence</td>
<td>2.9</td>
<td>3.2</td>
<td>3.3</td>
<td>3.1</td>
<td>3</td>
<td>2.6</td>
</tr>
<tr>
<td>Name Calling</td>
<td>4.1</td>
<td>4.4</td>
<td>4.8</td>
<td>4.6</td>
<td>4.4</td>
<td>3.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Understanding Seriousness of Actions</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional Lashing Out</td>
<td>7.4</td>
<td></td>
<td>8.1</td>
<td>7.7</td>
<td>7.5</td>
<td>7.3</td>
</tr>
<tr>
<td>Alcohol/Justification</td>
<td>8.2</td>
<td>8.6</td>
<td>8.3</td>
<td>8.1</td>
<td>8</td>
<td>8.2</td>
</tr>
<tr>
<td>Larking Around</td>
<td>6.3</td>
<td>7</td>
<td>6.7</td>
<td>6.4</td>
<td>6.2</td>
<td>6.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attitudes to Violence</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Violence and Control</td>
<td>1.5</td>
<td>1.7</td>
<td>1.8</td>
<td>1.7</td>
<td>1.7</td>
<td>1.4</td>
</tr>
<tr>
<td>Perceived Female Responsibility</td>
<td>2.1</td>
<td>2.4</td>
<td>2.4</td>
<td>2.3</td>
<td>2.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Control and Harassment</td>
<td>2.7</td>
<td>2.8</td>
<td>2.8</td>
<td>2.7</td>
<td>2.8</td>
<td>2.6</td>
</tr>
<tr>
<td>Leave Relationship</td>
<td>4.7</td>
<td>5.5</td>
<td>5.1</td>
<td>5</td>
<td>4.7</td>
<td>4.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender Inequality, Respect and Cultural/Societal Factors</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>P Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural and Societal Judgement</td>
<td>3.3</td>
<td>4.2</td>
<td>3.6</td>
<td>3.8</td>
<td>3.4</td>
<td>2.9</td>
</tr>
<tr>
<td>Gender Inequality</td>
<td>3.8</td>
<td>4.5</td>
<td>3.8</td>
<td>4.1</td>
<td>3.8</td>
<td>3.6</td>
</tr>
<tr>
<td>No Respect</td>
<td>4.4</td>
<td>5</td>
<td>4.4</td>
<td>4.8</td>
<td>4.5</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Source: Q3, Q4, Q5
Base: Respondents aged 12-24 years old; Age 12-24 (n=2,044), Pre Sex (n=198), First Awareness (n=164), Embryonic (n=285), P Platers (n=413), Experienced Relationships (n=984)
Figure 6.7.2 provides a similar overview of the weighted mean factor scores but contrasts the responses from 12-24 year old males and females. As can be seen, young males placed less emphasis on ‘communication and trust’ in developing a healthy relationship and less emphasis on the seriousness of actions but were more likely to be dismissive of current poor behaviours.

Males had a more accepting view of ‘violence’ than females and were considerably more likely to hold more judgemental attitudes.

Figure 6.7.2 Factor analysis summary by gender

<table>
<thead>
<tr>
<th>Development of a Healthy Relationship</th>
<th>Age 12-24</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Trust</td>
<td>7.7</td>
<td>7.5</td>
<td>7.9</td>
</tr>
<tr>
<td>Consideration</td>
<td>7.2</td>
<td>7.1</td>
<td>7.3</td>
</tr>
<tr>
<td>Respect and Courtesy</td>
<td>7.7</td>
<td>7.5</td>
<td>7.8</td>
</tr>
</tbody>
</table>

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<th></th>
<th></th>
</tr>
</thead>
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<td>3.3</td>
<td>3.7</td>
<td>3</td>
</tr>
<tr>
<td>Dismissing non-physical violence</td>
<td>2.9</td>
<td>3.1</td>
<td>2.6</td>
</tr>
<tr>
<td>Name Calling</td>
<td>4.1</td>
<td>4.3</td>
<td>3.9</td>
</tr>
</tbody>
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<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td>7.3</td>
<td>7.6</td>
</tr>
<tr>
<td>Alcohol/Justification</td>
<td>8.2</td>
<td>7.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Larking Around</td>
<td>6.3</td>
<td>6.1</td>
<td>6.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attitudes to Violence</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Violence and Control</td>
<td>1.5</td>
<td>1.7</td>
<td>1.3</td>
</tr>
<tr>
<td>Perceived Female Responsibility</td>
<td>2.1</td>
<td>2.4</td>
<td>1.9</td>
</tr>
<tr>
<td>Control and Harassment</td>
<td>2.7</td>
<td>2.8</td>
<td>2.5</td>
</tr>
<tr>
<td>Leave Relationship</td>
<td>4.7</td>
<td>5</td>
<td>4.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender Inequality, Respect and Cultural/Societal Factors</th>
<th>Age 12-24</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural and Societal Judgement</td>
<td>3.3</td>
<td>3.8</td>
<td>2.9</td>
</tr>
<tr>
<td>Gender Inequality</td>
<td>3.8</td>
<td>4.5</td>
<td>3.1</td>
</tr>
<tr>
<td>No Respect</td>
<td>4.4</td>
<td>4.7</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Q3, Q4, Q5
Base: Respondents aged 12-24 years old; Age 12-24 (n=2,044), Pre Sex (n=198), First Awareness (n=164), Embryonic (n=285), ‘P’ Platers (n=413), Experienced Relationships (n=984)
7.9 Likely response to inappropriate behaviour

In addition to respondents rating their agreement with attitudinal statements they were asked what their likely response would be to inappropriate behaviour they witnessed. Figure 6.9.1 below, shows the prompted response to the question: “If your friend/mate is behaving badly or did something you knew was wrong, which of the following would you most likely do?”.

As highlighted in Figure 6.9.1, those in the ‘middle’ stages of relationship development are more likely to admit they would ignore or go along with friends behaving poorly toward others than those at either end of the relationship experience spectrum.

Figure 6.9.1 Likely response to inappropriate behaviour

<table>
<thead>
<tr>
<th>Total sample</th>
<th>25+ yr olds</th>
<th>12-24 yr olds</th>
<th>Pre-sex</th>
<th>First awareness</th>
<th>Embryonic 'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n=2,897)</td>
<td>(n=853)</td>
<td>(n=2,044)</td>
<td>(n=198)</td>
<td>(n=285)</td>
<td>(n=413)</td>
<td>(n=984)</td>
</tr>
<tr>
<td>36% Tell my friend to stop doing what they are doing and try and stop them</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53% Say something or point out to my friend/mate that they’re doing something wrong or not very nice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9% Ignore them or pretend not to notice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27% Go along with him/her but not really say anything</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8% Actively join in and support my friend/mate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: Q15
8 MEDIA CONSUMPTION

8.1 Overview

In order to understand the habits and preferences of young people and gain insight into possible avenues for delivering campaign messages to them a number of media consumption questions were asked in this survey. Questions focused on their preferences for mainstream media and online activities.

The following sections of this report provide a summary of respondent’s preferences and compare them across age and relationship segment.

8.2 TV viewing

Figure 7.2.1 shows the top five prompted responses of 12-24 year olds preferred TV programs. Respondents were presented with a list of 12 programs currently on TV that we’re thought to be of interest to young people.

As can be seen, the most popular TV programs for 12-24 year olds were The Simpson’s and Two and a Half Men, were relatively consistent across the relationship segments.

Figure 7.2.1 Top TV programs regularly watched (by 12-24 year olds)

<table>
<thead>
<tr>
<th>Program</th>
<th>Total sample (n=2,897)</th>
<th>25+ yr olds (n=853)</th>
<th>12-24 yr olds (n=2,044)</th>
<th>Pre-sex (n=198)</th>
<th>First awareness (n=164)</th>
<th>Embryonic (n=285)</th>
<th>'P' Platers (n=413)</th>
<th>Embryonic Rel (n=984)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Simpson's</td>
<td>38%</td>
<td>49%</td>
<td>30%</td>
<td>57%</td>
<td>66%</td>
<td>65%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Two and a Half Men</td>
<td>10%</td>
<td>25%</td>
<td>31%</td>
<td>31%</td>
<td>33%</td>
<td>35%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Talk'n about your generation</td>
<td>33%</td>
<td>21%</td>
<td>20%</td>
<td>21%</td>
<td>22%</td>
<td>24%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Neighbours</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
<td>31%</td>
<td>31%</td>
<td>45%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Australian Idol</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Q10
8.3 Radio programs

Figure 7.3.1 shows the top three prompted responses of radio stations 12-24 year olds regularly listen to. Respondents were presented with a list of 27 radio stations including all the major metropolitan stations.

As can be seen, the most popular radio station among 12-24 year olds is NOVA. In addition, radio listening appeared to increase with age among the younger audience, which is highly correlated with the relationship segment progression. Just under one in five (18%) stated they did not listen to any radio.

Figure 7.3.1 Top Radio programs regularly listened to (by 12-24 year olds)

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: Q15
8.4 Sports regularly watched

Figure 7.4.1 shows the top four prompted responses of the sports regularly watched by 12-24 year olds. Respondents were presented with a list of 13 popular sports in Australia.

The AFL and Rugby League are the most popular sports, among both male and female (moreso among male), 12-24 year old respondents. Cricket and Tennis are also watched by a substantial minority (slightly less than one in five each), although their popularity increases with age (and relationship experience). Nearly one in three (30%) say they do not regularly watch any sports.

Figure 7.4.1 Top sports regularly watched (by 12-24 year olds)

![Graph showing sports popularity by age and status](chart.png)

Source: Q10
8.5 Magazine readership

Figure 7.5.1 shows the top four prompted responses of magazines regularly read by 12-24 year olds. Respondents were presented with a list of 40 titles that have national circulation and included titles that were thought to be of interest to young people.

Magazine reading is dominated by females. The most popular magazine among males 12-24 years was Zoo weekly (read by 10% of males 12-24 years). 52% of men and 26% of women said they do not regularly read any magazine.

As indicated in Figure 7.5.1 the Embryonic and P-Plater segments tend to read a wider range of the teenage lifestyle magazines than the other segments.

Figure 7.5.1 Top magazines regularly read (by 12-24 year olds)

Source: Q10
8.6 Internet access

Respondents were asked how regularly they accessed the internet with the results displayed in Figure 7.6.1. It should be noted that this research was conducted online and therefore may not present an accurate picture of internet access across the entire Australian population, some of whom do not have internet access.

As can be seen, the large majority (95%) of people in this study access the internet at least once a day. As found in other research on this topic, regularity of internet access generally increases with age among young people.

Figure 7.6.1 Frequency of accessing the Internet

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: Q15
8.7 Websites regularly visited

Respondents were presented with a list of popular websites and asked which they regularly accessed. Figure 7.7.1 shows the most popular websites by age and behavioural segment. As can be seen, Facebook and Youtube are particularly popular websites among the 12-24 year age group. Facebook’s popularity increases with relationship experience (age) to be the most popular website, accessed by 80%, among the ‘experienced’ relationship segment. Facebook and msn (instant messaging) are more popular among females than males among 12-24 year olds.

Figure 7.7.1 Websites regularly visited (by 12-24 year olds)

Source: Q10
8.8 Mobile phone ownership

As can be seen in Figure 7.8.1 by late teens the more experienced relationship group nearly all have their own mobile phone.

Figure 7.8.1 Ownership of personal mobile phone

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: 017
8.9 **Awareness of recent relationship and/or violence advertising**

Respondents were asked if they had recently seen, read or heard any advertising about relationships and/or violence. Figure 7.9.1 below provides a summary of ‘baseline’ awareness.

As can be seen in Figure 7.9.1, around two in five (40%) claim they have seen or heard any advertising about relationships and/or violence. Those in the pre-sex segment are less likely than others to recall such advertising – probably owing to the lower level of interest in relationships generally.

Figure 7.9.1 Advertising awareness

<table>
<thead>
<tr>
<th>Segment</th>
<th>Awareness (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sample</td>
<td>40</td>
</tr>
<tr>
<td>25+ yr olds</td>
<td>39</td>
</tr>
<tr>
<td>12-24 yr olds</td>
<td>44</td>
</tr>
<tr>
<td>Pre-sex</td>
<td>34</td>
</tr>
<tr>
<td>First awareness</td>
<td>42</td>
</tr>
<tr>
<td>Embryonic</td>
<td>43</td>
</tr>
<tr>
<td>'P' Platers</td>
<td>45</td>
</tr>
<tr>
<td>Exp Rel</td>
<td>45</td>
</tr>
</tbody>
</table>

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: Q8
DEMOGRAPHIC PROFILING OF SEGMENTS

9.1 Age

As can be seen in Figure 8.1.1, there is a clear link between age and relationship stage with age increasing as people move through the relationships stages from inexperienced to experienced. It should be recognised that it is not a perfect correlation – any communications aimed at certain age groups will reach people at very different levels of relationship experience.

Figure 8.1.1 Age by relationship segment

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: S1
9.2 Gender

Figure 8.2.1 provides an overview of the gender breakdown of the 12-24 year old cohort. As can be seen females aged 12-24 years were more likely to consider themselves part of the ‘experienced’ relationship group than males of the same age.

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: S2
9.3  Household make-up

Figure 8.3.1 provides an overview of the household composition for 12-24 year olds and each relationship segment. Not surprisingly there are very few ‘adults only’ households in the less experienced relationship segments. The type of household respondents currently lived in was influenced by the age of respondents – therefore the older experienced were more likely to be living in households without any children.

Figure 8.3.1 Household make-up

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D6
9.4 **Highest level of education**

Figure 8.4.1 provides an overview of the highest level of education achieved by the sample.

Again, the highest level of education completed was strongly associated with age and thus also relationship experience. Those with more relationship experience were generally older and therefore had more opportunity to complete high school and higher education.

**Figure 8.4.1 Highest level of Education**

Note:   Relationship Experience Segments based on respondents aged 12-24 years old
Source:  D9
9.5 **Current employment**

Figure 8.5.1 provides an overview of the respondents current employment situation. Respondents were asked to indicate if they do any paid work including full time, part time and casual positions.

Those in the early relationship stage segments are younger and far more likely to be at school and not working.

**Figure 8.5.1 Currently Employed (Any sort of paid work)**

- **Total sample** (n=2,897)
  - Not working: 27%
  - Working: 69%
  - Still at school: 4%
- **25+ yr olds** (n=853)
  - Not working: 8%
  - Working: 69%
  - Still at school: 23%
- **12-24 yr olds** (n=2,044)
  - Not working: 15%
  - Working: 39%
  - Still at school: 46%
- **Pre-sex awareness** (n=198)
  - Not working: 6%
  - Working: 92%
  - Still at school: 2%
- **First awareness** (n=164)
  - Not working: 9%
  - Working: 78%
  - Still at school: 5%
- **Embryonic ‘P’ Platers** (n=285)
  - Not working: 33%
  - Working: 59%
  - Still at school: 8%
- **Exp. Rel** (n=413)
  - Not working: 11%
  - Working: 27%
  - Still at school: 62%

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D9/D10
9.6 **Socio-Economic Group**

Figure 8.6.1 provides a summary of respondents broad Socio-Economic Group (SEG) according to the main income earner in the household. Respondents were asked to indicate the profession of the main income earner which was subsequently grouped into the broad categories ‘white collar’, ‘blue collar’ and ‘unemployed/not in paid work’.

As can be seen in Figure 8.6.1, there did not appear to be any differences across relationship segments with regards to SEG.

**Figure 8.6.1 Socio-Economic Group (Household)**

![Diagram showing percentages of different socio-economic groups across various relationship segments.]

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D10/D13
9.7 **Socio-Economic Group**

Figure 8.7.1 shows household income of respondents. As can be seen, household income was poorly reported by the younger 12-24 year old sample. There does not appear to be any substantial differences in household income according to relationship experience.

**Figure 8.7.1 Income (Household)**

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D14
9.8 **Aboriginal and/or Torres Strait Islander heritage**

Figure 8.8.1 shows the proportion of the sample who identify as having Aboriginal and/or Torres Strait Islander heritage.

As can be seen, the survey achieved a small proportion of interviews with indigenous Australians consistent with other national surveys.

**Figure 8.8.1 Aboriginal and/or Torres Strait Islander heritage**

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D1
9.9 Country of birth

Figure 8.9.1 provides a summary of respondent’s country of birth. Country of birth was also related to age with the older sub-groups being more likely to have been born overseas (particularly those over 25).

Figure 8.9.1 Country of Birth

Note: Relationship Experience Segments based on respondents aged 12-24 years old
Source: D2

Statistically significant difference from all other respondents

- **Total sample** (n=2,897)
- **25+ yr olds** (n=853)
- **12-24 yr olds** (n=2,044)
- **Pre-sex** (n=198)
- **First awareness** (n=164)
- **Embryonic 'P' Platers** (n=285)
- **Exp Rel** (n=413)
- **Other**
- **China / East & Southeast Asia**
- **UK / Ireland**
- **Australia**
10 DESCRIPTIVE SUMMARIES OF QUANTITATIVE SEGMENTS

10.1 Pre-Sex

The pre-sex segment was derived from the 12-24 year old cohort and is characterised by an admission of significant confusion about relationships. They account for 10% of the 12-24 year age group.

**General awkwardness regarding relationships**

**RELATIONSHIP CAPABILITY**
- Most likely to feel incompetent about how to act around partner
- May feel confused about right manner in relationship
- Most likely to believe relationships are complicated

**HEALTHY RELATIONSHIP DEVELOPMENT**
- Consider communication, trust, consideration respect and courtesy necessary

**UNDERSTANDING SERIOUSNESS OF ACTIONS**
- Generally consider all negative behaviour more serious than other groups

**ATTITUDES TO VIOLENCE**
- Very low incidence of violence as acceptable

**ATTITUDES TO GENDER AND CULTURE/SOCIETY**
- Although low incidence, more likely to use superficial judgment and believe in gender roles

**CURRENT INTERACTION BEHAVIOUR**
- Low incidence of name calling

**MEDIA CONSUMPTION**
- Watch The Simpson's and Two and a Half Men
- Less likely to watch sports AFL most popular
- Girlfriend and Dolly most read magazines (females)
- Rarely read newspapers
- Least likely to listen to radio. Nova most popular
- Google most visited website. Just under half use Facebook.

**Advertising campaign awareness**

Least likely (34%) to have recalled any advertising about relationships and/or violence, which indicates they are generally outside of the core audience for this type of material.

**TV programs regularly watched**

Comedy programs including The Simpsons (57%) and Two and a Half Men (45%) are most regularly watched on TV, although less likely to be watching these shows than the other segments.

**Sports regularly watched**

Physical contact sports including AFL (32%) and Rugby League (23%) are the most popular form of sports entertainment, with equal following among females and males. Males also followed cricket (20% compared to 3% of females) and WWF wrestling (17% of males compared to 6%). Females watched netball (14% compared to 2% of males).
Magazines regularly read

65% of males in this segment do not read magazines. Only 27% of females do not read magazines.

Girlfriend (read by 39% of females) and Dolly (read by 29% of females) are by far the most regularly read magazines.

Newspapers regularly read

Less than half read newspapers (47%), split evenly between males and females. Readership is tied to location.

Most popular radio stations

Most popular stations include Nova (19%) and 2Day FM (12%)

Websites regularly visited

Google (76%), YouTube (55%), Facebook (46%) and wikipedia (32%) used equally by males and females.

Females far more likely to be using iTunes than males (39% compared to 21%) and msn instant messaging (41% compared to 27%)
10.2 First Awareness

The First awareness segment was derived from the 12-24 year old cohort and is similarly characterised by an admission of significant confusion about relationships. They account for 8% of the 12-24 year age group.

**Aware the opposite is different and just discovering relationships will be complicated**

<table>
<thead>
<tr>
<th>RELATIONSHIP CAPABILITY</th>
<th>MEDIA CONSUMPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Around half feel confused in a relationship, believe it to be complicated and act differently when the presence of members of the opposite sex</td>
<td>• Watch the Simpson's and Two and a Half Men</td>
</tr>
<tr>
<td>• Less likely to value listening to partner and calmly communicating during conflict</td>
<td>• AFL and Rugby Leagues watched most</td>
</tr>
<tr>
<td>• Very low incidence of violence as acceptable</td>
<td>• Girlfriend and Dolly most read magazines</td>
</tr>
<tr>
<td>• Not likely to use cultural and societal judgement</td>
<td>• Nova most listened to radio station</td>
</tr>
<tr>
<td>• Belief in gender roles low</td>
<td>• Increasing use of Facebook and msn. Google most visited website</td>
</tr>
</tbody>
</table>

**CURRENT INTERACTION BEHAVIOUR**
- Highest level of teasing and name calling
- More likely to stereotype female appearance

**UNDERSTANDING SERIOUSNESS OF ACTIONS**
- Place more emphasis on emotional lashing out than the more experienced groups

**ATTITUDES TO VIOLENCE**
- Very low incidence of violence as acceptable

**ATTITUDES TO GENDER AND CULTURE/SOCIETY**
- Not likely to use cultural and societal judgement
- Belief in gender roles low

**MEDIA CONSUMPTION**
- Watch the Simpson's and Two and a Half Men
- AFL and Rugby Leagues watched most
- Girlfriend and Dolly most read magazines
- Nova most listened to radio station
- Increasing use of Facebook and msn. Google most visited website

**Demo's**
- 78% aged 12-15
- 14% 16-19
- 7% 20-24
- 54% Male
- 46% Female

**Advertising campaign awareness**

Around two in five (42%) recalled advertising about relationships and / or violence.

**TV programs regularly watched**

Comedy programs including The Simpsons (61%) and Two and a Half Men (51%) are most regularly watched on TV. Females also watch Neighbours (45% of females) and Australian idol (43% of females).

**Sports regularly watched**

Physical contact sports including AFL (29%) and Rugby League (33%) are the most popular form of sports entertainment. Just over one in three females (36%) don’t watch any sports whereas only 14% of males don’t watch any sports.
Magazines regularly read

51% of males and 25% of females do not read any magazines. Girlfriend (48% of females) and Dolly (45% of females) are by far the most regularly read magazines by females. People (7% of males) and Zoo (7% of males) and ‘Other titles’ (15% of males) were the most popular for males.

Newspapers regularly read

59% of females and 43% of males do not read newspapers. The top newspapers include Sun Herald (10%), The Herald Sun (9%) and The Sunday Mail (8%).

Most popular radio stations

The majority listen to radio stations, with a diverse spread. The most popular station is Nova (27%) followed by 2dayFM (15%)

Websites regularly visited

Google (68%), Facebook (57%) and YouTube (57%) are the top websites most regularly visited.

10.3 Embryonic

The Embryonic segment was derived from the 12-24 year old cohort and is similarly characterised by a less developed understanding of seriousness of actions. They account for 14% of the 12-24 year age group.

<table>
<thead>
<tr>
<th>Engaging in relationships but less thought about consequences of actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELATIONSHIP CAPABILITY</td>
</tr>
<tr>
<td>• Low levels of awkwardness and confusion, although</td>
</tr>
<tr>
<td>complications and acting differently still common</td>
</tr>
<tr>
<td>HEALTHY RELATIONSHIP DEVELOPMENT</td>
</tr>
<tr>
<td>• Increasing emphasis on communication, trust and consideration</td>
</tr>
<tr>
<td>CURRENT INTERACTION BEHAVIOUR</td>
</tr>
<tr>
<td>• More likely to be dismissive of physical violence,</td>
</tr>
<tr>
<td>stereotype females and engage in name calling</td>
</tr>
<tr>
<td>UNDERSTANDING SERIOUSNESS OF ACTIONS</td>
</tr>
<tr>
<td>• Generally rating seriousness of actions between the</td>
</tr>
<tr>
<td>inexperienced and experienced segments</td>
</tr>
<tr>
<td>ATTITUDES TO VIOLENCE</td>
</tr>
<tr>
<td>• Few see any violence as acceptable, however more</td>
</tr>
<tr>
<td>likely than others to condone some violence</td>
</tr>
<tr>
<td>ATTITUDES TO GENDER AND CULTURE/SOCIETY</td>
</tr>
<tr>
<td>• Most likely to superficially judge others based on</td>
</tr>
<tr>
<td>reputation, gender or cultural characteristics</td>
</tr>
<tr>
<td>• Half have less respect for people based on reputation</td>
</tr>
</tbody>
</table>

MEDITA CONSUMPTION

• Watch the Simpson's and Two and a Half Men
• AFL and Rugby League most watched sports
• "Younger" magazines Girlfriend and Dolly read most
• Few read newspapers
• Nova most popular radio station
• Google, Facebook and YouTube most visited websites

Demo's

• 57% aged 12-15
• 22% 16-19
• 21% 20-24
• 60% Male
• 40% Female
Advertising campaign awareness

Just over two in five (43%) recalled any advertising about relationships and / or violence

TV programs regularly watched

Comedy programs including The Simpsons (65%) and Two and a Half Men (45%) are most regularly watched on TV, particularly by males (76% of males watch the Simpson’s). Australian idol (49% of females and 24% of males) and Home and Away are popular among females but less so among males (38% of females and 23% of males).

Sports regularly watched

Physical contact sports including AFL (31%) and Rugby League (30%) are the most popular form of sports entertainment, particularly among males. 39% of females do not watch any sports.

Magazines regularly read

Girlfriend (15%) and Dolly (14%) are by far the most regularly read magazines. Most commonly by females (Girlfriend (37%) and Dolly (34%) of females), 40% of Embryonics do not read magazines rising to 53% of male Embryonics. 9% of male Embryonics read Zoo Weekly.

Newspapers regularly read

Few regularly read newspapers; although top newspapers include The Herald Sun (10%) and Sydney Morning Herald (10%).

Most popular radio stations

Nova (31%) is by far the most popular radio station. 81% of Embryonics listen to a radio station regularly.

Websites regularly visited

Google (75%), Facebook (68%) and YouTube (66%) are the top websites most regularly visited
10.4 P-Platers

The P-Platers segment was derived from the 12-24 year old cohort and is characterised by a narrow view of what constitutes a positive relationship and an underdeveloped notion of potential seriousness for inconsiderate relationship behaviour. They account for 20% of the 12-24 year age group.

**Learning to handle complications of relationships, although still much to learn**

**RELATIONSHIP CAPABILITY**
- Awkwardness and confusion less apparent
- Complications of relationships declining, although need to act differently around partner still common

**HEALTHY RELATIONSHIP DEVELOPMENT**
- Least likely to consider partner in relationship
- Less emphasis on communication and trust than ‘experienced’

**CURRENT INTERACTION BEHAVIOUR**
- Name calling still frequent even with significant relationship experience

**UNDERSTANDING SERIOUSNESS OF ACTIONS**
- Less likely than others to see alcohol and behaviour justifications as leading to problems
- Lashing out commonly agreed as leading to problems

**ATTITUDES TO VIOLENCE**
- Very few believe violence is acceptable

**ATTITUDES TO GENDER AND CULTURE/SOCIETY**
- Cultural and societal judgement less common

**MEDIA CONSUMPTION**
- The Simpson’s and Two and a Half Men AFL and Rugby League most watched
- Diversity of magazines including Girlfriend, Cosmopolitan, Dolly and Cleo (females only)
- Nova most popular radio station
- Extensive use of Facebook and YouTube (msn also popular)

**Demo’s**
- 32% aged 12-15
- 28% 16-19
- 40% 20-24
- 58% Male
- 42% Female

**Advertising campaign awareness**

Approaching half (45%) recalled advertising about relationships and/or violence

**TV programs regularly watched**

Comedy programs including The Simpsons (61%) and Two and a Half Men (50%) are most regularly watched on TV. P-Platers are more likely to be watching Two and a Half men than the less experienced groups.

**Sports regularly watched**

AFL (35%) and Rugby League (27%) are the most popular form of sports entertainment, with Cricket (23%), Soccer (18%) and Tennis (21%) also more popular than for the younger groups.
Magazines regularly read

Girlfriend (34% of females), Dolly (30% of females), Cosmopolitan (19% of females) and Cleo (20% of females) are by far the most regularly read magazines by females. 51% of male P-Platers do not read magazines.

Newspapers regularly read

Few regularly read newspapers; although top newspapers include The Herald Sun (14%) and Sydney Morning Herald (10%) 

Most popular radio stations

Nova (31%) is by far the most popular radio station. 81% of P-Platers listen to a radio station regularly.

Websites regularly visited

Google (77%), Facebook (70%) and YouTube (63%) are the top websites most regularly visited

10.5 Experienced Relationships

The Experienced Relationships segment was derived from the 12-24 year old cohort and is characterised by a more ‘advanced’ in relationship terms, however, they still have underdeveloped attitudes in comparison to those over 25. They account for 47% of the 12-24 year age group.

<table>
<thead>
<tr>
<th>Relationship Capability</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Least likely to feel awkward or confused in a relationship</td>
<td></td>
</tr>
<tr>
<td>Least likely to believe relationships are complicated or that acting differently is required</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Healthy Relationship Development</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far more emphasis on communication and trust than others with less concern about respect and courtesy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Interaction Behaviours</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Least likely to accept and participate in poor behaviour</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Understanding seriousness of actions</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most likely to consider using alcohol as an excuse as a serious problem</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attitudes to Gender and Culture/Society</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superficial judgement less likely</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Media Consumption</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A more ‘mature’ media profile although still highly typical of the age group</td>
<td></td>
</tr>
<tr>
<td>The Simpson’s, Two and a Half Men most watched</td>
<td></td>
</tr>
<tr>
<td>AFL and Rugby League most watched sports</td>
<td></td>
</tr>
<tr>
<td>Cosmopolitan and Cleo most read magazines</td>
<td></td>
</tr>
<tr>
<td>Newspaper readership starting to increase</td>
<td></td>
</tr>
<tr>
<td>Listen to more radio than others - Nova most popular</td>
<td></td>
</tr>
</tbody>
</table>

Demo's

- 7% aged 12-15
- 12% 16-19
- 82% 20-24
- 43% Male
- 57% Female
Advertising campaign awareness

Nearly half (45%) recalled any advertising about relationships and / or violence.

TV programs regularly watched

Comedy programs including The Simpsons (58%) and Two and a Half Men (52%) are most regularly watched on TV. Two and a Half men is watched equally by males and females.

Sports regularly watched

Physical contact sports including AFL (32%) and Rugby League (26%) are the most popular form of sports entertainment among males and females. Cricket is also popular (18%) but far more so among males compared to females (29% compared to 9%, respectively).

Magazines regularly read

Cosmopolitan (27% of females) and Cleo (22% of females) are by far the most regularly read magazines by females. 49% of males do not read any magazines but the most popular titles among men are Zoo weekly (15% of males), Ralph (10% of males), and Men’s health (10% of males).

Newspapers regularly read

71% of the ‘Experienced’ group read newspapers including The Herald Sun (16%), Sydney Morning Herald (13%), Daily Telegraph (11%) and Sunday Telegraph (11%).

Most popular radio stations

83% of the Experienced group regularly listen to the radio with the most popular station being Nova (34%).

Websites regularly visited

Facebook (80%) is the most popular site among the Experienced segment, Google (75%) and YouTube (54%) are also popular.
11  SO WHAT? - DEVELOPING THE CREATIVE BRIEF

11.1  Target Audience

As per the qualitative research, the primary target audience should remain those at the early stages of developing relationships:

- Embryonics
- P-Platers

Embryonics and P-Platers account for one in three (34%) 12-24 year olds providing a large primary target audience.

Those in the ‘First Awareness’ relationship stage should be considered a secondary target audience as they have similar, and in most cases, less developed attitudes regarding relationships to their more engaged counterparts. In addition, their media and demographic profile is quite similar so most campaign material aimed at Embryonics and P-Platers will likely reach them.

**Embryonics** are characterised as those young people (and their friendship groups) that are starting to be more involved with members of the opposite sex and wanting to start relationships. The majority are in their middle teens 14-17 years.

General issues for Embryonics include:

- general confusion about what to do and how to act in relationships
- lack of understanding about what constitutes healthy relationship behaviour, particularly the value of considering others feelings and needs
- More likely than others to display negative current interaction behaviour
- Admit to stereotyping and name calling behaviour, and
- more likely to dismiss ‘minor’ violence in relationships

**P-Platers** are similar to Embryonics in that they have a greater focus, when compared to other groups, on seeking out and developing relationships with members of the opposite sex. However, they are further along the behavioural spectrum and are more likely to be engaged in semi-serious relationships. P-platers are spread across the teenage years from 14-18+ and early 20s.
General issues for P-Platers include:

- still uncomfortable with the difference between how to act around a ‘partner’ compared to other friends.
- confusion about behaviour is reducing but remains higher than among those ‘experienced’ in relationships
- lack of understanding about what constitutes healthy relationship behaviour, particularly the value of considering others feelings and needs

11.2 Areas where attitudes may need to change – particularly among young males

The qualitative research suggested that both males and females need to be targeted in any campaign about relationships. Similarly the quantitative component found that young females are more confused and hold poorer attitudes than their older, more experienced counterparts. However, males have some catching up to do in terms of attitudes and what they see as acceptable behaviour. It is clear that compared to young females, young males placed:

- less emphasis on ‘communication and trust’ in developing a healthy relationship;
- less emphasis on the seriousness of actions;
- had a more accepting view of ‘violence’;
- were considerably more likely to hold more judgemental attitudes; and
- were more likely to be dismissive of current poor behaviours.

The messages that any campaign regarding relationships and young people need to emphasise and must address include:

- what constitutes a healthy relationship;
- the seriousness or consequences of inconsiderate actions; and
- address female stereotyping behaviour.
11.3 How to reach Embryonics and P-Platers

Embryonics and P-Platers are generally in the middle to late teenage years and access media typical of their age group

- TV and Radio preferences reflect the popular series aimed at ‘Gen Y’, that is shows such as Two and a Half men, The Simpson’s and NOVA radio

- Sporting preferences generally reflect the entire age group with AFL and Rugby League the most popular

- Magazines are commonly read by females and include the range of teen lifestyle magazines of Girlfriend, Dolly, Cleo and Cosmopolitan

This type of media will also spill over to the ‘younger’ or less experienced segments such as the ‘Pre-sex’ and ‘First awareness’ as their media consumption profile is quite similar to that of Embryonics and P-Platers.

In addition, many of the older ‘Experienced’ segment in the 12-24 year age group also widely accessed the same media and held similar sporting interests to the Embryonic and P-plater segments. Thus messages, although targeted at Embryonics and P-platers, will reach the more confident and experienced young people and could help effect change in their behaviour.

Overall it is felt that the messages should be designed to have greatest impact on and interest for those at the early stages of a relationship but the media used to target them will be broadly reflective of the middle to late teenage demographic.

11.4 Final Summary

Target audience

- Young people at the cusp of developing relationships
- Generally aged between 14 and 17 years but extend up to 24 years
- Both male and females need to be targeted

Messages you should focus on

- increasing communication, trust and consideration of others
- reducing stereotyping of female appearance and using ‘justifications’ and excuses such as alcohol for wrong behaviour
- Reiterating the seriousness or consequences of actions in relationships such as controlling behaviour
Media you should use to reach them

- Comedy programs in main stream media such as The Simpson's and Two and a Half men
- Radio also becomes popular in late teens – particularly Nova
- Online social networking sites are integral to their online activity
- National sports such as AFL and Rugby League are popular
APPENDIX A: DETAILED MEDIA USAGE DATA
## Appendix – Detailed Media Usage Data

### Q10. Which of the following TV programs do you regularly watch?

<table>
<thead>
<tr>
<th>Program</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Simpson's</td>
<td>38%</td>
<td>31%</td>
<td>60%</td>
<td>57%</td>
<td>66%</td>
<td>65%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Two and a Half Men</td>
<td>49%</td>
<td>48%</td>
<td>50%</td>
<td>45%</td>
<td>51%</td>
<td>45%</td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td>Talk 'bout your generation</td>
<td>25%</td>
<td>23%</td>
<td>30%</td>
<td>31%</td>
<td>32%</td>
<td>26%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Neighbours</td>
<td>18%</td>
<td>14%</td>
<td>28%</td>
<td>27%</td>
<td>33%</td>
<td>22%</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td>Australian Idol</td>
<td>23%</td>
<td>21%</td>
<td>27%</td>
<td>30%</td>
<td>37%</td>
<td>34%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Home and Away</td>
<td>22%</td>
<td>20%</td>
<td>26%</td>
<td>26%</td>
<td>32%</td>
<td>29%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Deal or No Deal</td>
<td>33%</td>
<td>35%</td>
<td>26%</td>
<td>33%</td>
<td>31%</td>
<td>31%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Packed to the Rafters</td>
<td>27%</td>
<td>28%</td>
<td>23%</td>
<td>26%</td>
<td>24%</td>
<td>26%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Pay TV</td>
<td>25%</td>
<td>25%</td>
<td>23%</td>
<td>23%</td>
<td>36%</td>
<td>25%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Channel Go!</td>
<td>19%</td>
<td>18%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>23%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Spicks and Specks</td>
<td>25%</td>
<td>27%</td>
<td>18%</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Video Hits</td>
<td>11%</td>
<td>9%</td>
<td>18%</td>
<td>18%</td>
<td>24%</td>
<td>25%</td>
<td>23%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Note: *Respondents aged 12-24 years old
Source: Q10
Base: All respondents (n=2791), 25+ (n=827), 12-24 (n=1964), Pre Sex (n=191), First Awareness (n=160), Embryonic (n=277), 'P' Platers (n=399), Experienced Relationships (n=937)

### Q11. Which of the following sports do you regularly watch?

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFL</td>
<td>37%</td>
<td>39%</td>
<td>32%</td>
<td>32%</td>
<td>29%</td>
<td>31%</td>
<td>35%</td>
<td>32%</td>
</tr>
<tr>
<td>Rugby League</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
<td>23%</td>
<td>33%</td>
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</tbody>
</table>

Note: *Respondents aged 12-24 years old
Source: Q11
Base: All respondents (n=2033), 25+ (n=633), 12-24 (n=1400), Pre Sex (n=132), First Awareness (n=119), Embryonic (n=277), 'P' Platers (n=284), Experienced Relationships (n=465)
Q12. Which of the following magazines do you regularly read?

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<tr>
<th>Magazine</th>
<th>Total 12-24</th>
<th>Total 25+</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
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<tr>
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</table>

Note: *Respondents aged 12-24 years old
Source: Q12
Base: All respondents (n=1788), 25+ (n=567), 12-24 (n=1221), Pre Sex (n=99), First Awareness (n=97), Embryonic (n=171), 'P' Platers (n=239), Experienced Relationships (n=615)

Higher or lower statistically significant difference from all other respondents

Q12. Which of the following magazines do you regularly read? (continued)

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<thead>
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<th>Magazine</th>
<th>Total 12-24</th>
<th>Total 25+</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
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</tbody>
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Note: *Respondents aged 12-24 years old
Source: Q12
Base: All respondents (n=1788), 25+ (n=567), 12-24 (n=1221), Pre Sex (n=99), First Awareness (n=97), Embryonic (n=171), 'P' Platers (n=239), Experienced Relationships (n=615)
Q12. Which of the following magazines do you regularly read? (continued)

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>‘P’ Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>That's Life</td>
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Note: *Respondents aged 12-24 years old
Source: Q12
Base: All respondents (n=1788), 25+ (n=567), 12-24 (n=1221), Pre Sex (n=99), First Awareness (n=97), Embryonic (n=171), ‘P’ Platers (n=239), Experienced Relationships (n=615)
Q13. Which of the following newspapers do you regularly read?

Note: ^Respondents aged 12-24 years old
Source: Q13
Base: All respondents (n=1933), 25+ (n=678), 12-24 (n=1255), Pre Sex (n=86), First Awareness (n=78), Embryonic (n=159), 'P' Platers (n=243), Experienced Relationships (n=689)

<table>
<thead>
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<th>Newspaper</th>
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<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
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<tr>
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</table>

Q13. Which of the following newspapers do you regularly read? (continued)

Note: ^Respondents aged 12-24 years old
Source: Q13
Base: All respondents (n=1933), 25+ (n=678), 12-24 (n=1255), Pre Sex (n=86), First Awareness (n=78), Embryonic (n=159), 'P' Platers (n=243), Experienced Relationships (n=689)

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
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</table>
Q14. Which of the following radio stations do you regularly listen to?

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
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<tbody>
<tr>
<td>NOVA</td>
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<td>16%</td>
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<td>27%</td>
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<td>32%</td>
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<tr>
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<td>15%</td>
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<td>11%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>2DAY FM</td>
<td>10%</td>
<td>9%</td>
<td>13%</td>
<td>12%</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Fox FM</td>
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<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>13%</td>
<td>11%</td>
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</tr>
<tr>
<td>MIX FM</td>
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<td>10%</td>
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<td>8%</td>
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<tr>
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<tr>
<td>FM 104.7</td>
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<td>3%</td>
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</tr>
<tr>
<td>SEA FM</td>
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</tr>
</tbody>
</table>

Note: *Respondents aged 12-24 years old
Source: Q14
Base: All respondents (n=2382), 25+ (n=729), 12-24 (n=1653), Pre Sex (n=157), First Awareness (n=137), Embryonic (n=228), 'P' Platers (n=328), Experienced Relationships (n=803)

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Q14. Which of the following radio stations do you regularly listen to? (continued)

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>'P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold FM</td>
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<td>6%</td>
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<td>2%</td>
<td>2%</td>
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<td>4%</td>
</tr>
<tr>
<td>5A FM</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>96 FM</td>
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<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
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<td>2%</td>
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</tbody>
</table>

Note: *Respondents aged 12-24 years old
Source: Q14
Base: All respondents (n=2382), 25+ (n=729), 12-24 (n=1653), Pre Sex (n=157), First Awareness (n=137), Embryonic (n=228), 'P' Platers (n=328), Experienced Relationships (n=803)
Q16. Which of the following websites do you regularly visit or use?

<table>
<thead>
<tr>
<th>Website</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>P' Platers</th>
<th>Exp Rel</th>
</tr>
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</tbody>
</table>

Note: *Respondents aged 12-24 years old
Source: Q16
Base: All respondents (n=2853), 25+ (n=838), 12-24 (n=2015), Pre Sex (n=196), First Awareness (n=162), Embryonic (n=282), P' Platers (n=404), Experienced Relationships (n=971)

Higher or lower statistically significant difference from all other respondents

Q16. Which of the following websites do you regularly visit or use? (continued)

<table>
<thead>
<tr>
<th>Website</th>
<th>Total</th>
<th>Age 25+</th>
<th>Age 12-24</th>
<th>Pre Sex</th>
<th>First Awareness</th>
<th>Embryonic</th>
<th>P' Platers</th>
<th>Exp Rel</th>
</tr>
</thead>
<tbody>
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<tr>
<td>World of Warcraft</td>
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<td>4%</td>
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<td>2%</td>
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</tr>
<tr>
<td>None of these</td>
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<td>2%</td>
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<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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Higher or lower statistically significant difference from all other respondents
APPENDIX B: QUESTIONNAIRE
TARGET QUOTAS
As per DP Specifications

PROGRAMMING NOTES
- Text in normal script is to appear on screen.
- Where emphasis is required for respondents, this is shown with underlines.
- Text in **BOLD CAPITALS** is a programming instruction and is not to appear on screen.
- Code and question numbers are used on this qaire, however they are not to appear on the respondent screen - they are there for data processing set up only. Respondents will use check boxes, radio buttons, etc.
- Respondents not to be able to go back - they can only go forward in the survey as the questionnaire has been designed to avoid question order and ‘priming’ effects as much as possible.
- Screen to show a progress bar so respondents have feedback as to their progression through the survey
- All questions to have an option separated from the question code frame saying “I prefer not to answer this question” – this will move them to the next appropriate question
- All questions must be answered (either using the code frame or “I prefer not to answer” box). If respondent tries to advance to the next page, a reminder message to come up to prompt missing response data
- Each question on a new screen unless indicated. Indicated here with rules between each screen.

DIRECT TO RESPONDENT INVITATION EMAIL FOR RESPONDENTS AGED 18-24 YEARS (TO BE ADAPTED INTO STANDARD PANEL INVITATION)

This survey is an important community study for young people aged 12-24 years. The survey covers a range of issues including respectful relationships which will provide the Government with information to help develop strategies to improve public health and safety.

The survey should take around 15 minutes to complete.

In accordance with the Privacy Act, once information processing has been completed, please be assured that your name and contact details will not be connected with your responses to this survey.

Include Link to privacy statement:

Please click on the link below to participate in the survey.

This survey is being conducted by GfK Blue Moon on behalf of the Department of Families Housing, Community Services and Indigenous Affairs.
This survey is an important community study for young people aged 12-24 years. The survey covers a range of issues including respectful relationships which will provide the Government with information to help develop strategies to improve public health and safety.

Today we are asking to survey any young people in your household aged 12-17 years.

The survey should take around 15 minutes to complete.

If you give permission for your child to respond to this survey please ask your child to click on this link and participate confidentially. Your child’s answers will be completely confidential and anonymous.

Click for more information about the survey.

This survey is an important community study. The survey covers a range of issues including respectful relationships which will provide the Government with information to help develop strategies to improve public health and safety.

The survey should take around 15 minutes to complete.

In accordance with the Privacy Act, once information processing has been completed, please be assured that your name and contact details will not be connected with your responses to this survey.

Include Link to privacy statement:

Please click on the link below to participate in the survey.

This survey is being conducted by GfK Blue Moon on behalf of the Department of Families Housing, Community Services and Indigenous Affairs.

Click for more information about the survey.

Thank you for agreeing to participate in this survey. Unfortunately we already have enough respondents from this category.
You are invited to participate in an important study regarding relationships. The survey covers a range of sensitive issues including attitudes to violence and respect in your community that will provide the Government with information to help develop strategies to improve public health and safety.

The survey aims to include responses from over 2,800 people across Australia. Personal details will not be recorded or attached to your survey responses. Your responses will remain anonymous.

The survey should take around 15 minutes to complete depending on your responses.

Any questions you feel uncomfortable answering you can choose to skip over by clicking on the “I prefer not to answer” box at the bottom of the screen.

Participation in the survey is voluntary. If you do not wish to take part you do not have to. If you decide to take part you can stop participating at any time during the survey, however, once the survey is submitted you will not be able to withdraw your responses as they will be anonymous and not identifiable.

Your responses will be used for research purposes only and will not be individually identifiable.

The results of the survey will be made available through the Department of Families Housing Community Services and Indigenous Affairs after the conclusion of the project.

This survey is being conducted by GfK Blue Moon on behalf of the Department of Families Housing, Community Services and Indigenous Affairs.

If you want any further information concerning this project or if you have any problems which may be related to your involvement in the project, you can contact the project manager for this study, Adam Tuffin, on 02 9460 6555 or Kerryn Simmons at the Department of Families, Housing, Community Services and Indigenous Affairs on 02 6212 9032.

Please check the box to indicate your willingness to participate in this survey.

☐ I have read and understand the purpose and procedures associated with this survey. I freely agree to participate in this research project as described.

Include link for technical problems.
Include Link to privacy statement:
NEW SCREEN
SC ASK ALL
S1. Ages are of interest in this survey; please select your age group from this list:

1. 11 years or under     TERMINATE
2. 12-13 years
3. 14-15 years
4. 16 - 17 years
5. 18 - 24 years
6. 25 - 34 years
7. 35 - 44 years
8. 45 - 54 years
9. 55 - 65 years
10. 66 years or over    TERMINATE
11. Prefer not to answer TERMINATE

IF NOT ELIGIBLE, GO TO TERMINATION SCREEN

SC ASK ALL
S2. Are you... (S/R)

1. Male
2. Female

SC ASK ALL
S3 Please type in your postcode

1. Specify __ __ __ __     TERMINATE
2. Don't know     TERMINATE
3. Prefer not to answer TERMINATE
SECTION 1: INTRODUCTION, RELATIONSHIP STATUS (& UNDERSTANDING)

* [BASE IS ASK ALL UNLESS OTHERWISE SPECIFIED]  
SC ASK ALL

Q1 Which of the following would you say best applies to you?

1. Basically none of my friends have had a proper boyfriend or girlfriend and no-one is trying to **[DEFINES ‘PRE SEX’]**
2. Some of my friends are starting to pash boys or girls but most people aren’t really interested in having a boyfriend or girlfriend **[FIRST AWARENESS]**
3. Some of my friends are starting to hook up with boys or girls and most people would like to **[EMBRYONIC]**
4. Most of my friends have had a boyfriend or girlfriend but not many have had serious relationships **[‘P’ PLATERS]**
5. Most of my friends have had a boyfriend or girlfriend and quite a few have had serious relationships **[EXPERIENCED RELATIONSHIPS]**
6. Most of my friends have had a serious relationship with a boy or girl **[EXPERIENCED RELATIONSHIPS]**

GRID SC PER ROW ASK ALL

Q2 Using the following scale; how much would you agree or disagree with the following statements:

\[0= \text{Strongly disagree} \quad \text{10 = Strongly agree}\]

Don’t know

a. I [wouldn’t/don’t] really know how to act around a boyfriend or girlfriend
b. I am pretty confused about what is the right thing to do in a relationship
c. Having a boyfriend or girlfriend [seems/is] really complicated
d. I [would] act differently when I’m with a boyfriend or girlfriend then when I’m with my friends
SECTION 2: DEVELOPMENT OF A HEALTHY RELATIONSHIP

GRID SC PER ROW ASK ALL

Q3 Using the following scale how necessary do you think the following things are to having a healthy relationship with a partner?

0= Not at all necessary  _____ 10 = Extremely necessary

People in a relationship should:

a. Talk about every problem or issue you have during your relationship when it first comes up
b. Never call each other names or say mean things
c. Always let each other know what you are doing and where you will be
d. Think of the other person before you do things
e. Trust the other person completely when they are not around
f. Own up to the other person when you stuff up
g. Calmly communicate with your boyfriend or girlfriend to make sure they know how you're feeling whenever there is an issue
h. Listen to your boyfriend or girlfriend and consider their point of view
i. Be confident in yourself and continue to be independent
j. Never make your boyfriend or girlfriend do things they don't want to
SECTION 3: CURRENT INTERACTION BEHAVIOUR
GRID SC PER ROW ASK ALL

Q4 Using the following scale; how much would you agree or disagree with the following statements:

0= Strongly disagree 10 = Strongly agree

Don’t know

a. Sometimes my friends and I tease girls or boys who we like to get their attention
b. You can tell if a girl wants sex mostly by the way she is dressed
c. I think a lot of girls say no when they really mean yes
d. When you’ve got a boyfriend or girlfriend you need to know where they are and who they are hanging out with
e. Our friends have different names for girls or guys, we all know who the sluts and skanks are and who the nice ones are

f. A female shouldn’t be able to claim to have been sexually assaulted if she is drunk or affected by drugs and was leading people on
g. If a female is wearing revealing clothing, such as a short skirt or a low cut top, she is definitely looking for it
h. Verbal threats, shouting and anger are all part of having a relationship and are not worth worrying about
i. Pushing and shoving sometimes happens and it's understandable if both people apologise afterwards
j. It’s OK to throw objects and lash out to release anger as long as no body gets hurt during the argument

SC ASK ALL

Q5 If your friend/mate is behaving badly or did something you knew was wrong, which of the following would you most likely do:

1. Actively join in and support my friend/mate
2. Go along with him/her but not really say anything
3. Ignore them or pretend not to notice
4. Say something or point out to my friend/mate that they’re doing something wrong or not very nice
5. Tell my friend to stop doing what they are doing and try and stop them
SECTION 4: UNDERSTANDING SERIOUSNESS OF ACTIONS

GRID SC PER ROW ASK ALL

Q5 Using the following scale, how would you rate the following situations?

0= no, this situation wouldn't lead to serious problems __________ 10
= the situation could lead to serious problems.

Don't know

a. A guy found out his girlfriend had slept with several people before him, he got upset and called her a slut because she didn't tell him
b. A group of girls were bitching about this boy and his friends overheard and he got upset about the things that were said
c. There's a couple that are always slagging each other off – they say it's just fun but some of it seems pretty personal
d. A group of guys whistle and yell out to girls in the street
e. Someone at a party gets drunk and passes out and then their friends draw over them and take pictures
f. A girl and guy at a party were drunk and just about to have sex when she passed out, but the guy kept going
g. A girl found out her boyfriend was cheating on her with one of her friends so she posted messages about them all over facebook and MySpace
h. This guy is as gentle as a lamb, it’s just every now and again when he gets drunk he and his girlfriend fight and sometimes he hits her. But he feels so guilty the next day and always apologises
i. This guy always asks his girlfriend to have sex but she keeps making excuses not to. He reacts by lashing out and dumps her.
SECTION 5: ATTITUDES TO VIOLENCE
GRID SC PER ROW ASK ALL
Now thinking about situations that sometimes happen between people in relationships...

Q6 Using the following scale how much do you agree or disagree with each statement? RANDOMISE ORDER OF STATEMENTS. S/R FOR EACH STATEMENT. EACH STATEMENT TO BE PRESENTED ON NEW SCREEN

0= Strongly disagree  10 = Strongly agree

Don’t know

a) Slapping or pushing between partners can be excused if it is a result of people getting so angry that they temporarily lose control
b) Physical violence between partners can be excused if one or both the partners is heavily affected by alcohol or drugs
c) Most females could leave a violent relationship if they really wanted to
d) Sometimes constantly criticising a partner which makes them feel bad and useless is alright when they aren't living up to expectations
e) It is reasonable that one partner in a relationship can prevent the other partner from seeing their own family and friends if they don’t want them to
f) It is OK for one partner to make threats of physical violence if they don’t actually physically hurt anyone
g) Throwing objects like cups or plates during an argument is OK if no-one is actually physically hurt
h) Making repeated phone calls, sending text messages or emails after having broken up is ok in some situations
i) Controlling the amount of money your partner has is understandable sometimes
j) A man is less responsible for sexual assault if he is drunk or affected by drugs at the time
k) If a female is sexually assaulted while she is drunk or affected by drugs she is at least partly responsible
l) If a female is wearing revealing clothing, such as a short skirt or a low cut top, she should expect to be touched and sexually harassed
This next section is also about general attitudes towards men and women.

*(ALL)*

**Q7** The next few statements describe attitudes which different people may have. For each statement please indicate how much you agree

RANDOMISE ORDER OF STATEMENTS. S/R FOR EACH STATEMENT. EACH STATEMENT TO BE PRESENTED ON NEW SCREEN

0= Strongly disagree 10 = Strongly agree

**Don't know**

(STATEMENTS)

a) Males should take control in relationships and be the head of the household
b) Females prefer a man to be in charge of the relationship
c) People should stick to having relationships with others from the same background
d) People who don't respect themselves don't deserve your respect for them
e) You have less respect for people with bad reputations
f) You can't trust someone who has had a lot of experience in previous relationships
g) You can tell if someone deserves your respect just by looking at them
SECTION 7: CAMPAIGN RECALL AND MEDIA CONSUMPTION

SC ASK ALL

Q8 Have you recently seen or heard any advertising campaigns about relationships and or violence?

1. Yes
2. No
3. Don’t know

MC ASK ALL

Q10 Which of the following TV programs do you regularly watch?

1. Neighbours
2. Home and Away
3. Australian Idol
4. Deal or No Deal
5. Packed to the Rafters
6. The Simpsons
7. Two and a Half Men
8. Talk'n about Your Generation
9. Spicks & Specks
10. Video Hits
11. Channel GO!
12. Pay TV

MC ASK ALL

Q11 Which of the following sports do you regularly watch (live, on TV, or on the internet)?

1. AFL
2. Basketball
3. Cricket
4. Golf
5. Hockey
6. Netball
7. Rugby League
8. Rugby Union
9. Soccer
10. Swimming
11. Tennis
12. Touch football
13. WWF wrestling
14. Other (Specify____)
15. None
16. Don’t know / Can’t say
Q12 Which of the following magazines do you regularly read?

1. Alpha
2. Australian Women's Weekly
3. Better Homes & Gardens
4. BRW
5. Cleo
6. Cosmopolitan
7. Dolly
8. Famous
9. FHM
10. Girlfriend
11. Good Weekend
12. GQ
13. Grazia
14. Harper's Bazaar
15. Inside Sport
16. InStyle
17. Madison
18. Marie Claire
19. Men's Health
20. New Idea
21. NW
22. OK!
23. People
24. Picture
25. Quokka
26. Ralph
27. Readers Digest
28. Shop till you drop
29. Sunday Magazine
30. Take 5
31. That's Life
32. Time
33. TV Week
34. Vogue
35. Wheels Magazine
36. Weekend Australian Magazine
37. Who
38. Woman's Day
39. Women's Health
40. Zoo Weekly
41. Other (Specify: ______________)
42. None
43. Don't know (DO NOT READ)
44. Refused (DO NOT READ)

MC ASK ALL
Q13 Which of the following Newspapers do you regularly read?

PRESENT SEPARATE LISTS FOR DIFFERENT STATES

1. The Advertiser
2. The Age  
3. The Australian  
4. The Brisbane Times  
5. The Brisbane Courier Mail  
6. The Canberra Times  
7. Daily Telegraph  
8. The Financial Review  
9. The Herald Sun  
10. The Newcastle Herald  
11. Sun Herald  
12. Sydney Morning Herald  
13. Sunday telegraph  
14. The West Australian  
15. Hobart Mercury  
16. Northern Territory News  
17. The Sunday Mail  
18. Weekend Australian  
19. Other (Specify: ____________)  
20. None  
21. Don’t know (DO NOT READ)  
22. Refused (DO NOT READ)  

MC ASK ALL  
Q14 Which of the following Radio stations do you regularly listen to?  
PRESENT SEPARATE LISTS FOR DIFFERENT STATES  

1. 2GB  
2. 2DAY FM  
3. MMM  
4. 2WS FM  
5. MIX … FM  
6. NOVA  
7. The Edge  
8. C91.3 (Campbelltown)  
9. JJJ  
10. Gold FM  
11. Fox FM  
12. 97.3FM  
13. B105 FM  
14. SA FM  
15. 96 FM  
16. 92.9  
17. VEGA  
18. 3MP  
19. 3AW/Magic  
20. 4kQ  
21. 5AA  
22. 94.5 FM  
23. FM 104.7  
24. 2CC/2CA  
25. HOFM (101.7)
26. SEA FM
27. Heart 107.3 FM
28. Other (Specify: _____________)
29. None
30. Don't know (DO NOT READ)
31. Refused (DO NOT READ)

SC ASK ALL
Q15. How often do you access the internet (including at school, home, work or at friends houses)?

1. More than once a day
2. Once a day
3. 2 to 3 times a week
4. at least once a week
5. at least once a month
6. less than once a month

MC ASK ALL
Q16. Which of the following websites do you regularly visit or use?

1. Google
2. Yahoo
3. msn
4. Ninemsn
5. Bebo
6. Facebook
7. Myspace
8. Ebay
9. Youtube
10. Twitter
11. Live.com
12. Inthemix.com
13. Wikkipedia
14. Flickr
15. Etwn.com
16. Pizco.com
17. Itunes
18. Simfy.com
19. Lolicats.com
20. World of warcraft
21. Secondlife
22. Habbo
23. Runescape
24. Disney
25. News.com
26. Other (specify ___)
27. None

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**SC ASK ALL**

Q17 Do you have your own personal mobile phone?

1. Yes
2. No
SECTION 8: DEMOGRAPHIC CHARACTERISTICS

Finally, this last section is to help us analyse the results of this survey, it's important that we understand a little bit about your household.

SC ASK ALL

D1 Are you of Aboriginal and/or Torres Strait Islander origin?

1. No
2. Yes (GO TO D4a)
3. Don't know
4. Prefer not to answer

SC ASK ALL

D2 In which country were you born?

1. Australia (GO TO D4a)
2. China
3. Greece
4. India
5. Italy
6. Lebanon
7. New Zealand
8. North America
9. Other Europe
10. Pacific Islands
11. South and Central America or the Caribbean
12. Turkey
13. United Kingdom / Ireland
14. Vietnam
15. Other Middle East (Iran, Iraq, Jordan, Kuwait, Israel, Syria, Saudi Arabia)
16. North Africa (Morocco, Tunisia, Algeria, Egypt, Libya)
17. Horn of Africa (Somalia, Sudan, Ethiopia, Eritrea)
18. Other Africa
19. Central Asia (Afghanistan, Georgia, Kazakhstan)
20. South Asia (Pakistan, Nepal, Bangladesh)
21. Other East or Southeast Asia
22. Other (specify)
23. Don't know (GO TO DEM4a)
24. Prefer not to answer (GO TO DEM4a)
SC ASK IF D2 NOT A CODE 1

*(NOT BORN IN AUSTRALIA)

D3  In what year did you first arrive in Australia to live?

1. Year given (Specify) (ALLOWABLE RANGE: 1900 TO 2006)
2. Don't know
3. Prefer not to answer

*PROGRAMMER NOTE: SET LOWER END OF ALLOWABLE RANGE SO THAT YEAR GIVEN CANNOT BE LESS THAN 2008 MINUS AGE GIVEN AT DEM1, IE DO NOT ALLOW RESPONDENTS TO MIGRATE TO AUSTRALIA BEFORE THEY WERE BORN!)

SC ASK ALL

D4a  In which country was your mother born?

1. Australia
2. China
3. Greece
4. India
5. Italy
6. Lebanon
7. New Zealand
8. North America
9. Other Europe
10. Pacific Islands
11. South and Central America or the Caribbean
12. Turkey
13. United Kingdom / Ireland
14. Vietnam
15. Other Middle East (Iran, Iraq, Jordan, Kuwait, Israel, Syria, Saudi Arabia)
16. North Africa (Morocco, Tunisia, Algeria, Egypt, Libya)
17. Horn of Africa (Somalia, Sudan, Ethiopia, Eritrea)
18. Other Africa
19. Central Asia (Afghanistan, Georgia, Kazakhstan)
20. South Asia (Pakistan, Nepal, Bangladesh)
21. Other East or Southeast Asia
22. Other (specify)
23. Don't know
24. Prefer not to answer

SC ASK ALL
D5  Do you speak a language other than English at home?

1. Yes
2. No
3. Don’t know
4. Prefer not to answer

SC ASK ALL

D6  Which of the following best describes your current household living arrangements?  (SINGLE RESPONSE)

1. I live with my parents or guardians
2. I live with my parents or guardians and other family members
3. I live with one of my parents or guardians
4. I live alone
5. I share with other adults I’m not related to
6. I live with my spouse or partner
7. I live with my spouse or partner and our child or children
8. I’m a sole parent or guardian living with my child or children
9. Other (SPECIFY)
10. Prefer not to answer

SC ASK IF S1 CODES 2,3,4
IF AGED 12 TO 17 YEARS CONTINUE ELSE GO TO D

D7  Are you still attending school or have you left school?

1. Still attending
2. Left School  (GO TO D)
SC ASK IF S1 CODES 2,3,4

If AGED 12-17 AND STILL ATTENDING SCHOOL, ASK:

D8 What year of secondary school are you currently attending?

1. Year 7 or below
2. Year 8
3. Year 9
4. Year 10
5. Year 11
6. Year 12

(NOW GO TO D5)

SC ASK IF S1 CODES 2,3,4

IF AGED 18+, OR 12-17 AND LEFT SCHOOL, ASK:

D9 What is the highest level of formal education you have completed?

1. Primary School
2. Year 10 or below
3. Year 11
4. Year 12
5. Trade / apprenticeship qualification
6. Other TAFE/ Technical
7. Certificate or Diploma
8. Degree
9. Post Graduate
10. Other (SPECIFY)
11. Don't Know
12. Prefer not to answer

SC ASK ALL

D10 Are you currently doing paid work of any kind, even if it's only a temporary or casual position?

1. Yes
2. No
3. Don't Know / Can't Say

SC ASK ALL
D11 Are you the main income earner in the household (or one of joint income earners)?

1. Yes  
2. No  (GO TO D12)

* (HAVE A JOB)
D11 What is your (main) occupation?

1. Managers  
2. Professionals  
3. Technicians and Trades Workers  
4. Community and Personal Service Workers  
5. Clerical and Administrative Workers  
6. Sales Workers  
7. Machinery Operators and Drivers  
8. Labourers  
9. Other (please specify)  
10. (Refused)

SC ASK ALL
D12 Is the main income currently doing paid work of any kind, even if it's only a temporary or casual position?

1. Yes  (GO TO D13)  
2. No  (GO TO D14)  
3. Don't Know / Can't Say  (GO TO D14)
SC ASK IF D11 CODE 2
*(NOT THE MAIN INCOME EARNER)*

D13 What sort of work does the main income earner in your household do?

1. Managers
2. Professionals
3. Technicians and Trades Workers
4. Community and Personal Service Workers
5. Clerical and Administrative Workers
6. Sales Workers
7. Machinery Operators and Drivers
8. Labourers
9. Other (please specify)
10. No paid work
11. Prefer not to answer

SC ASK ALL

D14 Which of the following best describes (your / your household’s) total approximate annual income, from all sources, before tax or anything else is taken out?

1. Less $20,000
2. $20,000 – less than $40,000
3. $40,000 – less than $80,000
4. $80,000 – less than $120,000, or
5. $120,000 or over
6. Don’t know
7. Prefer not to answer

END

On behalf of the Department of Families, Housing, Community Services and Indigenous Affairs and GfK Blue Moon thank you very much for your co-operation in this survey.

For information about this survey you can call our 1800 number (1800 023 040) or you could check the Department’s website at www.ofw.fahcsia.gov.au.

If you have any queries or concerns about the issues raised, or would like more information about violence against women, you can call the violence against women national hotline – 1800 200 526.
APPENDIX C: USING THIS RESEARCH
It is important that clients should be aware of the limitations of survey research.

Qualitative Research

Qualitative research deals with relatively small numbers of respondents and attempts to explore in-depth motivations, attitudes and feelings. This places a considerable interpretative burden on the researcher. For example, often what respondents do not say is as important as what they do. Similarly, body language and tone of voice can be important contributors to understanding respondents’ deeper feelings.

Client should therefore recognise:

- that despite the efforts made in recruitment, respondents may not always be totally representative of the target audience concerned
- that findings are interpretative in nature, based on the experience and expertise of the researchers concerned

Quantitative Research

Even though quantitative research typically deals with larger numbers of respondents, users of survey results should be conscious of the limitations of all sample survey techniques.

Sampling techniques, the level of refusals, and problems with non-contacts all impact on the statistical reliability that can be attached to results.

Similarly quantitative research is often limited in the number of variables it covers, with important variables beyond the scope of the survey.

Hence the results of sample surveys are usually best treated as a means of looking at the relative merits of different approaches as opposed to absolute measures of expected outcomes.
The Role of Researcher and Client

Blue Moon believes that the researchers’ task is not only to present the findings of the research but also to utilise our experience and expertise to interpret these findings for clients and to make our recommendations (based on that interpretation and our knowledge of the market) as to what we believe to be the optimum actions to be taken in the circumstances: indeed this is what we believe clients seek when they hire our services. Such interpretations and recommendations are presented in good faith, but we make no claim to be infallible.

Clients should, therefore, review the findings and recommendations in the light of their own experience and knowledge of the market and base their actions accordingly.

Quality Control and Data Retention

GfK Blue Moon is a member of the Australian Market and Social Research Organisations (AMSRO) and complies in full with the Market Research Privacy Principles. In addition all researchers at GfK Blue Moon are AMSRS members and are bound by the market research Code of Professional Behaviour.

GfK Blue Moon is an ISO 20252 accredited company and undertakes all research activities in compliance with the ISO 20252 quality assurance standard.

Raw data relating to this project shall be kept as per the requirements outlined in the market research Code of Professional Behaviour.