

**‘NEVER LET YOUR CHILD GET SUNBURNT’
POST-CAMPAIGN EVALUATION SURVEY**

Summary Report

**Prepared by National Research Bureau (NRB)
for the Health Sponsorship Council**

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CONTENTS

	<i>Page No.</i>
A. BACKGROUND AND OBJECTIVES.....	1
B. SURVEY SPECIFICATIONS	2
C. FINDINGS	5
APPENDIX	31

A. BACKGROUND AND OBJECTIVES

The incidence rate of skin cancer and melanoma is increasing and is expected to continue to do so over the next few years, reflecting the latent nature of skin cancer – the disease often does not manifest until many years after the damaging exposure. The incidence rates we see now are a reflection of the sun worshipping behaviour of the 1970s, 1980s and 1990s, although better detection and registration may account for some of the increase. Damaging exposure also contributes to eye diseases such as cataracts and corneal diseases.

The main causal factor for melanoma is episodic sunburn (from exposure to ultraviolet light), particularly during childhood. Studies have shown that the best avenue for melanoma prevention is by encouraging protection against sunburn, particularly in children and fair-skinned people.

The Ministry of Health has contracted the Health Sponsorship Council (HSC) to develop and deliver a Sun Safety programme. A key area of focus for the HSC Sun Safety programme is prevention. The goal of the Prevention Programme 2007-2010 was to reduce the incidence of sunburn in 8 to 12-year-olds. The objectives of SunSmart mass media communications for this period were to:

- Increase awareness and understanding of the risks posed by exposure to ultraviolet radiation.
- Motivate parents and caregivers to take steps to protect their children from getting sunburnt (HSC 2009: Statement of Intent 2009-2012).

Research undertaken in 2006/07 with parents and caregivers of pre-teens found that sun safety messages needed to be consistent with the enjoyment of an outdoor 'New Zealand summer lifestyle'.

A new national communications strategy was launched at the start of 2008 that focuses on summer activities but explains the link between sunburn and melanoma and promotes the message to parents and caregivers to *Never Let Your Child Get Sunburnt*. The 2009/10 summer was the third in which the television commercial (TVC) has been shown. The TVC concept and messages were developed across other media such as radio commercials and print advertising.

The target market for HSC's sun safety programme is all adult New Zealanders, although the messages in the TVC are particularly aimed at parents and caregivers of 8 to 12 year olds.

Further information on the campaign, including the TVC and radio advertisements can be found at: www.sunsmart.org.nz.

The purpose of this research is to determine the general public's awareness of, and response to, the *Never Let Your Child Get Sunburnt* TVC campaign with respect to the goal and objectives as previously stated. The aim of the research is to assess the TVC with respect to:

- Awareness and recall of the *Never Let Your Child Get Sunburnt* sun safety advertising including primarily the TVC (unprompted and prompted) but also other media (radio, print, website).
- Take out of *Never Let Your Child Get Sunburnt* campaign, including intended campaign messages.
- Engagement with the campaign (e.g. how thought-provoking it is, believability, relevance, and usefulness of the content).
- Self-reported behaviours (including proxy behaviour for children) and responses undertaken or considered in response to the campaign media.

B. SURVEY SPECIFICATIONS

QUESTIONNAIRE DEVELOPMENT

Initial questions were provided by HSC, and these formed into a short questionnaire by National Research Bureau (NRB) in consultation with HSC. A pilot test of 30 interviews was then conducted, to test that the questionnaire could be easily understood by respondents, and questions were working as intended. Findings from the pilot survey formed the basis of changes made to the final questionnaire.

SAMPLE SIZE

The survey was conducted with 603 adults, aged 18 to 64 years. Parents and caregivers of children aged 0 to 16 years were a sub-group of particular interest to HSC. This group was not specifically targeted as sufficient parent/caregivers would fall naturally in the sample, if age/gender quotas are applied. In total, 252 regular parent/caregivers of 0 to 16 year old children were interviewed.

INTERVIEW TYPE

All interviewing was conducted by telephone, with calls being made between 5.00pm and 8.30pm on weekdays and 9.30am and 8.30pm on weekends. A paper-based questionnaire was used.

Interviews were conducted by NRB's standing team of interviewers. All interviewers attended a face-to-face briefing with their regional supervisor, prior to beginning fieldwork.

SAMPLE SELECTION

The white pages of the telephone directory were used as the sample frame, with every 5th number in the 4th column being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way, in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure a relatively proportional balance of respondents by age and gender. Quota sampling also ensured that people in younger age groups were interviewed, and therefore that more parents and caregivers of 0 to 16 year old children fell naturally in the sample, than had age quotas not been applied.

Sample sizes for each area were predetermined, pro-rata to population, to ensure a nationwide spread of interviews.

RESPONDENT SELECTION

Respondent selection within the household was also randomised, with the eligible person being the man or woman, normally resident, aged 18 to 64 years who had the last birthday.

CALL BACKS

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day, or at a different time, to increase the chances of finding someone at home.

SURVEY DATES

All interviews were conducted between Friday 5 March and Sunday 14 March. The *Never Let Your Child Get Sunburnt* TVC was not screening during the survey dates, but had a six week run from Late December 2009 to early February 2010.

DATA CAPTURE AND ANALYSIS

Answers recorded on paper questionnaires were captured into computer software. In the case of 'other specified' or open-ended questions, answers were 100% hand-tabulated prior to the preparation of a code frame. This code frame was developed in consultation with HSC. These codes were then applied to the answers, and then entered into the software, prior to tabulating the data.

WEIGHTING

Data was adjusted for probability of selection, given that only one person per household was interviewed, regardless of the number of people living there. Data was then adjusted to mirror 2006 Census proportions for different gender, age and ethnic groups, ie. differences between the achieved sample and the population reflected in the 2006 Census were identified. Benchmark adjustments were then applied using age group, gender and ethnicity.

RESPONSE RATE

The response rate for the survey was 52%.



INTERVIEW DURATION

The average interview duration was 13 minutes for parents and caregivers and 11 minutes for non-parent/caregivers.

REPORT NOTES

Statistical significance has not been noted in this summary report. The words more/less likely are used to draw attention to patterns in the data and are not the result of any statistical tests.

Differences between sub-groups are marked in tables as follows:

-  Figures that are comparably higher than percentages for other sub-groups.
-  Figures that are comparably lower than percentages for other sub-groups.

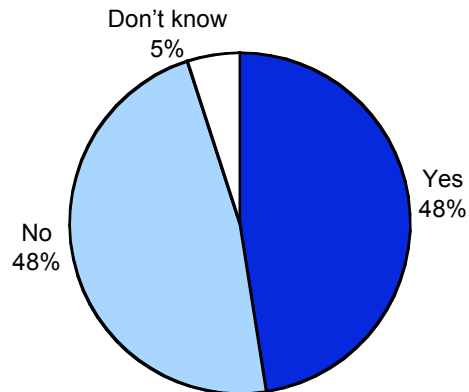
When looking at differences between respondent types, the individual base size of each sub-group has been taken into consideration. Consequently, because the bases differ across the groups, what is considered notable also differs – this is generally an absolute difference of 5-7%.

Percentages may not add to 100 due to rounding.

C. FINDINGS

RECALL OF SUN SAFETY TELEVISION ADVERTISING IN THE LAST THREE MONTHS ABOUT SAFETY IN THE SUN

“Now I would like you to take your time and think about any television advertising that you have seen in the last three months about safety in the sun? Have you seen this type of advertising?”



Base = 603

Just under one-half of respondents (48%) recalled seeing television advertising in the last three months about safety in the sun, while 48% did not recall such advertising and 5% did not know.

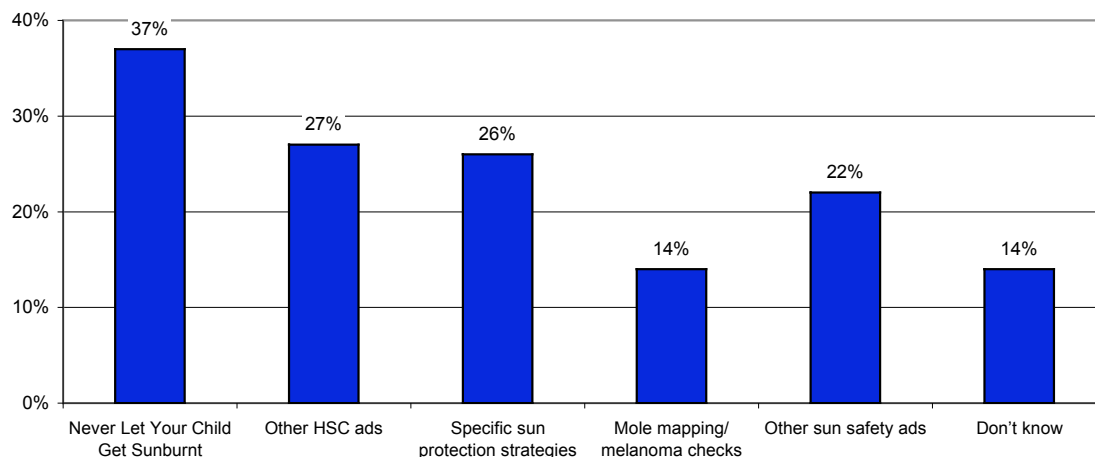
Respondents more likely to recall seeing television advertising over this period about safety in the sun were:

- those aged 18 to 34 years,
- respondents with a very fair/fair skin type.

TABLE 1	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Yes	48	51	45	49	47	56	43	56	39	45
No	48	46	49	46	49	41	52	40	56	49
Don't know	5	3	6	5	4	3	6	3	5	6
BASE	603	252	351	291	312	151	452	281	185	137

UNPROMPTED RECALL OF TELEVISION ADVERTISING ABOUT SUN SAFETY

“Can you please describe for me everything you remember seeing or hearing?”



Base* = 295

Note: multiple response allowed

Over one-third (37%) of respondents who recalled seeing sun safety advertising on television, described scenes or messages which could be attributed to the *Never Let Your Child Get Sunburnt* advertisement. Over one-quarter of respondents (27%) who had seen sun safety advertising mentioned other HSC advertising, such as ‘Tiger the Prawn’ and ‘Slip, slop, slap (and wrap)’.

Over one-quarter (26%) described specific sun protection strategies, such as ‘apply sunscreen’, ‘cover up/wear protective clothing’ and ‘wear a hat’, without making a clear link to the *Never Let Your Child Get Sunburnt* campaign. Of those respondents who had seen sun safety advertising, 14% mentioned mole mapping or melanoma checks, while under one-quarter (22%) mentioned other advertising such as ‘sunscreen product/specific brand advertising’, ‘Cancer Society’, ‘Skin cancer/melanoma generally’ and other advertising. A number of respondents (14%) who recalled seeing sun safety advertising were not able to describe this advertising.

Of respondents who had seen advertising, those aged 18 to 34 years were more likely, than those aged 35 to 64 years, to recall seeing the *Never Let Your Child Get Sunburnt* advertisement.

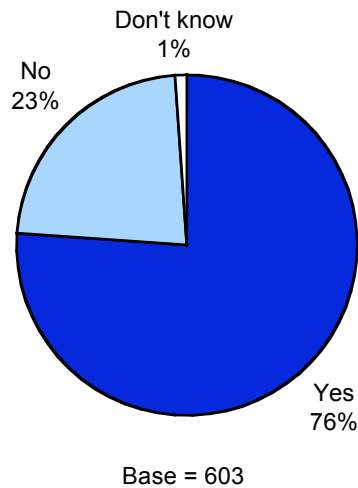
TABLE 2	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Never Let Your Child Get Sunburnt	37	39	34	37	37	52	25	40	34	33
Other HSC ads	27	26	27	25	28	22	30	26	28	27
Specific sun protection strategies	26	30	23	18	35	25	27	21	33	29
Mole mapping/melanoma checks	14	16	12	8	20	9	18	14	11	17
Other sun safety ads	22	22	22	20	24	18	25	21	22	23
Don't know	14	10	18	19	9	10	17	16	13	13
<i>BASE*</i>	295	133	162	143	152	89	206	153	84	58

* Base = respondents who have seen television advertising in the last three months about safety in the sun
Note: Multiple response allowed.

PROMPTED RECALL OF NEVER LET YOUR CHILD GET SUNBURNT ADVERTISEMENT

“I am now going to read a description of an advertisement that appeared on TV and I’d like you to tell me whether you remember seeing it...

It shows three children, a young boy with his surfboard, putting on a t-shirt, a young boy in the shower, and a young girl buttoning up her shirt. Each of them are in pain as they do so. We see close up that each of them are red and sunburnt. Finally we see a woman in hospital. She is also in pain.”



Over three-quarters (76%) of respondents recalled seeing the *Never Let Your Child Get Sunburnt* advertisement when prompted, while 23% did not, and 1% did not know.

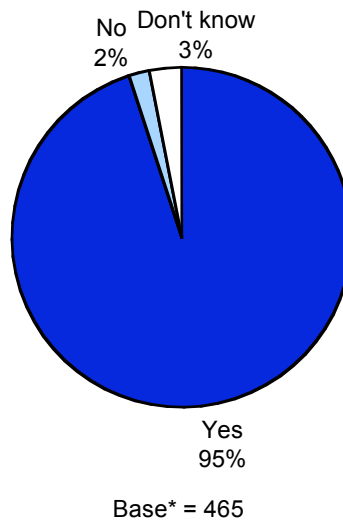
Respondents more likely to recall seeing this advertisement, when prompted, were:

- respondents aged 18 to 34 years,
- those with a very fair/fair skin type.

TABLE 3	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Yes	76	77	74	75	76	82	72	84	67	73
No	23	22	24	24	22	18	26	15	32	26
Don't know	1	1	2	1	2	-	2	1	1	2
<i>BASE</i>	603	252	351	291	312	151	452	281	185	137

RECALL OF NEVER LET YOUR CHILD GET SUNBURNT ADVERTISEMENT THIS SUMMER

“Did you see this television advertisement this summer?”



The majority of respondents (95%)** who had seen the *Never Let Your Child Get Sunburnt* advertisement, had seen the ad this summer. Only a small number (2%) had not seen the advertisement this summer, while 3% did not know.

There were no notable differences between sub-groups, in terms of those respondents* who had seen the advertisement this summer.

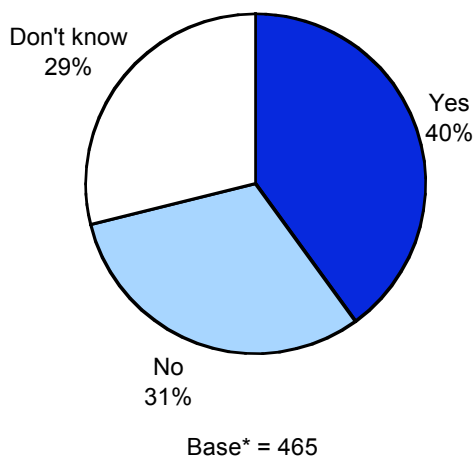
TABLE 4	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Yes	95	97	93	94	95	94	95	95	92	96
No	2	-	4	3	2	3	2	2	4	2
Don't know	3	3	4	3	4	4	3	3	4	2
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

** This equates to 71% of the total sample, ie. 71% of all respondents had seen the *Never Let Your Child Get Sunburnt* advertisement this summer.

RECALL OF NEVER LET YOUR CHILD GET SUNBURNT ADVERTISEMENT IN PREVIOUS SUMMERS

“Did you see this television advertisement in previous summers?”



Four in ten (40%) respondents who had seen the *Never Let Your Child Get Sunburnt* advertisement, recalled seeing it in previous summers, while almost one-third (31%) did not recall seeing the advertisement in previous summers, and 29% did not know.

Respondents* more likely to recall seeing the advertisement in previous summers, were:

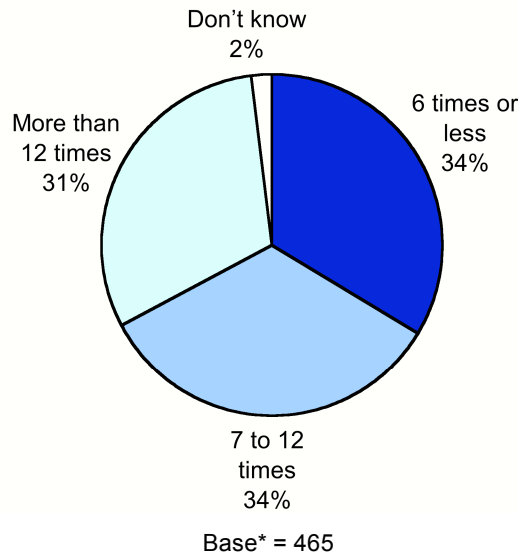
- parent/caregivers of 0 to 16 year old children,
- respondents aged 18 to 34 years.

TABLE 5	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/ fair %	Medium %	Olive/dark/ very dark %
Yes	40	44	37	42	39	46	36	40	44	37
No	31	25	35	24	37	28	32	27	35	32
Don't know	29	31	28	34	25	26	32	33	21	31
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

NUMBER OF TIMES SEEN ADVERTISEMENT OVER LAST FEW SUMMERS, INCLUDING THIS SUMMER

“Which of the following best describes how often you have seen this advertisement over the last few summers, including this summer? Would you say 6 times or less, 7 to 12 times, or more than 12 times?”



Of those respondents who had seen the *Never Let Your Child Get Sunburnt* advertisement, just over one-third (34%) had seen the ad six times or less over the last few summers, while a similar proportion (34%) had seen it seven to twelve times. Almost one-third (31%) had seen the advertisement more than 12 times, while 2% did not know how many times they had seen it.

Respondents* aged 18 to 34 years were more likely, than those aged 35 to 64 years, to have seen the advertisement more than 12 times.

TABLE 6	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
6 times or less	34	28	39	36	33	25	40	25	36	47
7 to 12 times	34	39	29	33	35	34	34	37	40	23
More than 12 times	31	33	29	31	30	40	24	36	24	29
Don't know	2	-	2	1	2	1	2	2	1	1
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

MESSAGE OUTAKE FROM NEVER LET YOUR CHILD GET SUNBURNT ADVERTISEMENT - TOP 15 MENTIONS

“What do you think the television advertisement was trying to tell you?”

TABLE 7	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Use sunscreen	28	25	31	30	26	29	28	25	29	32
Childhood sunburn could lead to problems later in life/skin cancer	21	23	19	17	24	25	18	28	23	7
Protect yourself so you don't get problems later in life/skin cancer/melanoma	18	14	21	22	15	19	17	16	17	21
Don't get sunburnt	16	13	18	17	15	16	16	15	19	14
Don't let your children get sunburnt	16	19	13	10	20	20	12	21	14	9
Sunburn could lead to problems later in life/skin cancer/melanoma	14	17	12	13	16	16	13	12	22	10
Cover up	14	15	14	15	14	7	19	14	11	17
Protect your children so they don't get problems later in life/skin cancer/melanoma	13	16	12	13	13	10	15	13	13	14
Be sunsmart/sun safe/take care in the sun	13	10	15	19	8	13	13	12	15	13
Protect yourself/protect your skin in the sun	11	10	12	10	12	6	14	12	10	11
Children/children's skin should be protected in the sun	10	11	9	9	10	9	10	8	13	9
Take care of your children (in sun)	8	8	9	7	10	9	8	10	8	7
Keep out of the sun/stay in the shade	8	7	10	8	9	7	9	9	8	8
Sun is dangerous/damages skin	8	6	9	6	9	6	10	9	7	8
Children should use sunscreen	7	10	5	5	10	10	5	9	8	4
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement
 Note: Multiple response allowed.

The table on the preceding page shows the top 15 mentions given when respondents were asked what message they took from the advertisement.

Respondents* took a wide variety of sun safety messages from the *Never Let Your Child Get Sunburnt* advertisement. Over two in ten (21%) respondents who had seen the advertisement said 'childhood sunburn could lead to problems later in life/skin cancer/melanoma, while 16% said 'don't let your children get sunburnt'. Other responses related to children included 'protect your children so that they don't get problems later in life/get skin cancer/melanoma' (13%), 'children/children's skin should be protected in the sun' (10%), 'take care of children (in the sun)' (8%) and 'children should use sunscreen' (7%).

A number of general comments were made, not specifically relating to children. Over one-quarter (28%) of respondents* said to 'use sunscreen', while 18% said 'protect yourself so you don't get problems later in life/get skin cancer/melanoma', 16% mentioned 'don't get sunburnt' and 14% said 'cover up'. 14% of respondents said that 'sunburn could lead to problems later in life/skin cancer/melanoma' although they didn't relate this specifically to childhood sunburn.

Respondents* more likely to say that 'childhood sunburn could lead to problems later in life/skin cancer/melanoma' were:

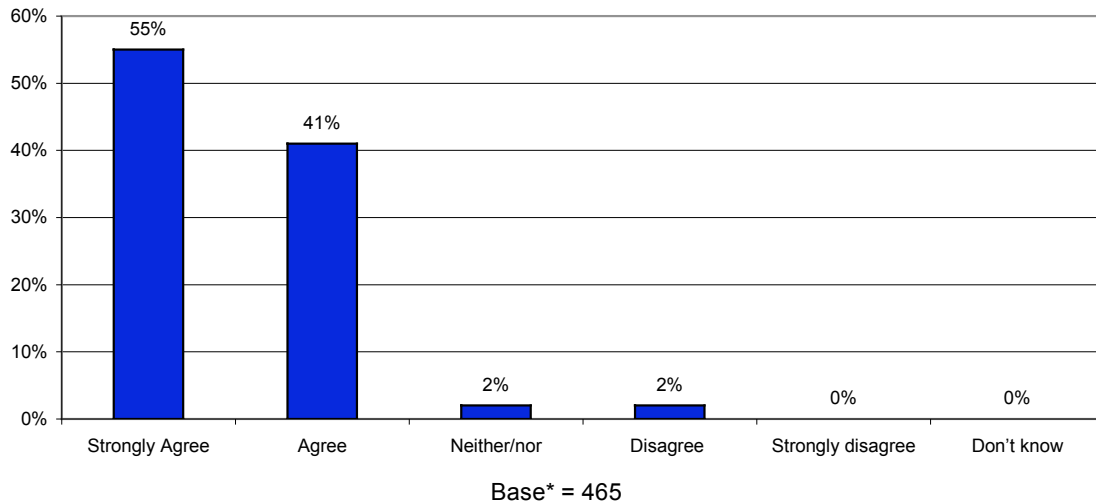
- women,
- those aged 18 to 34 years.

Respondents with an olive/dark/very dark skin type were less likely, than those with other skin types, to say that 'childhood sunburn could lead to problems later in life/skin cancer/melanoma'.

THE ADVERTISEMENT WAS BELIEVABLE

“Thinking about the advertisement, how strongly do you agree or disagree with the following statements? Would you say you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?”

“The advertisement was believable.”



Almost all respondents (96%) who had seen the advertisement agreed that it was believable, with over one-half (55%) saying that they strongly agreed and 41% saying they agreed. A small number of respondents neither agreed nor disagreed (2%) and disagreed (2%).

Respondents* more likely to strongly agree that the ad was believable were:

- women,
- respondents with an olive/dark/very dark skin type.

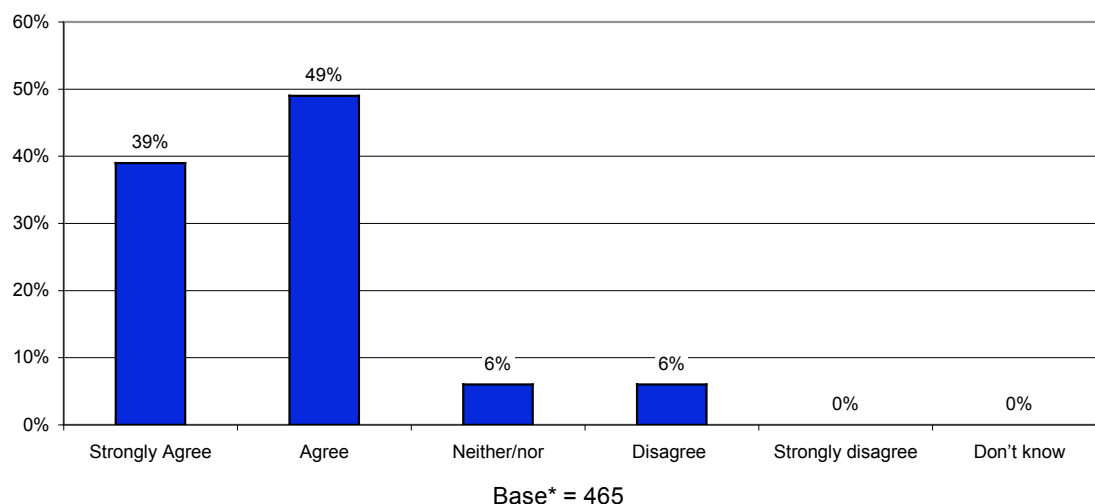
TABLE 8	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Agree	96	96	96	96	96	97	95	97	97	94
Strongly Agree	55	58	53	46	64	56	55	54	51	62
Agree	41	38	43	51	31	40	41	43	46	32
Neither/nor	2	2	2	2	2	3	2	2	1	5
Disagree	2	3	2	2	2	1	3	2	3	2
Disagree	2	3	2	2	2	1	3	2	3	2
Strongly disagree	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

THE ADVERTISEMENT MADE ME THINK

“Thinking about the advertisement, how strongly do you agree or disagree with the following statements? Would you say you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree?”

“The advertisement made me think.”



The majority of respondents (88%) who had seen the advertisement agreed that it made them think, with almost four in ten (39%) strongly agreeing and just under one-half (49%) agreeing. A small number of respondents (6%) said that they neither agreed nor disagreed that the ad made them think, while 6% disagreed.

Respondents* more likely to strongly agree that the advertisement made them think were:

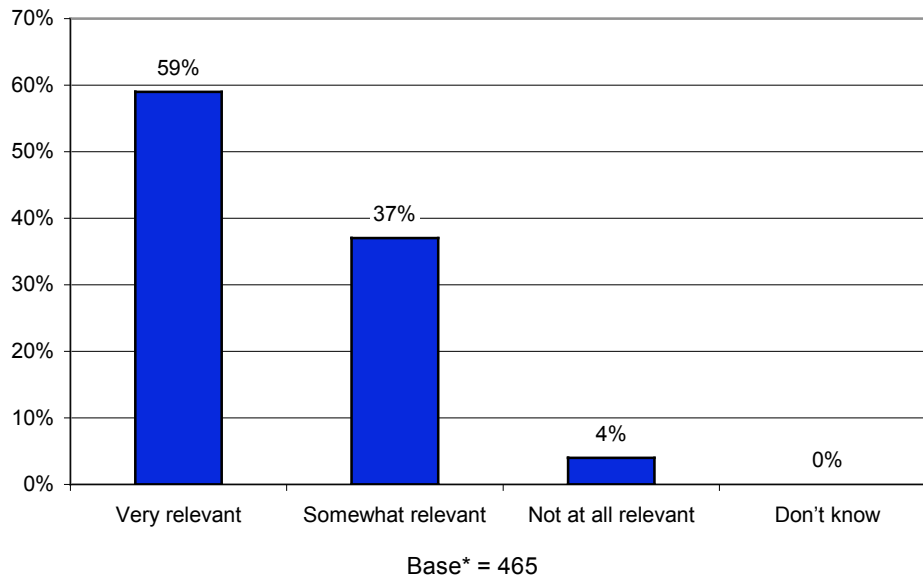
- parent/caregivers of 0 to 16 year old children,
- women,
- respondents aged 18 to 34 years.

TABLE 9	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Agree	88	89	87	82	93	89	87	87	91	87
Strongly Agree	39	45	35	28	50	45	35	38	39	41
Agree	49	45	52	55	44	44	52	49	52	46
Neither/nor	6	3	8	9	2	6	5	5	6	7
Disagree	7	8	6	9	5	5	8	9	3	6
Disagree	6	8	6	9	4	5	7	9	3	6
Strongly disagree	-	-	-	-	-	-	-	-	1	-
Don't know	-	-	-	-	-	-	-	-	-	-
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

RELEVANCE OF THE ADVERTISEMENT

“Did you personally find this advertisement very relevant, somewhat relevant, or not at all relevant?”



Almost six in ten (59%) respondents who had seen the advertisement found it very relevant, while over one-third (37%) said that it was somewhat relevant and 4% found it not at all relevant.

Respondents* more likely find the advertisement very relevant were:

- parent/caregivers of 0 to 16 year old children,
- women,
- respondents aged 35 to 64 years,

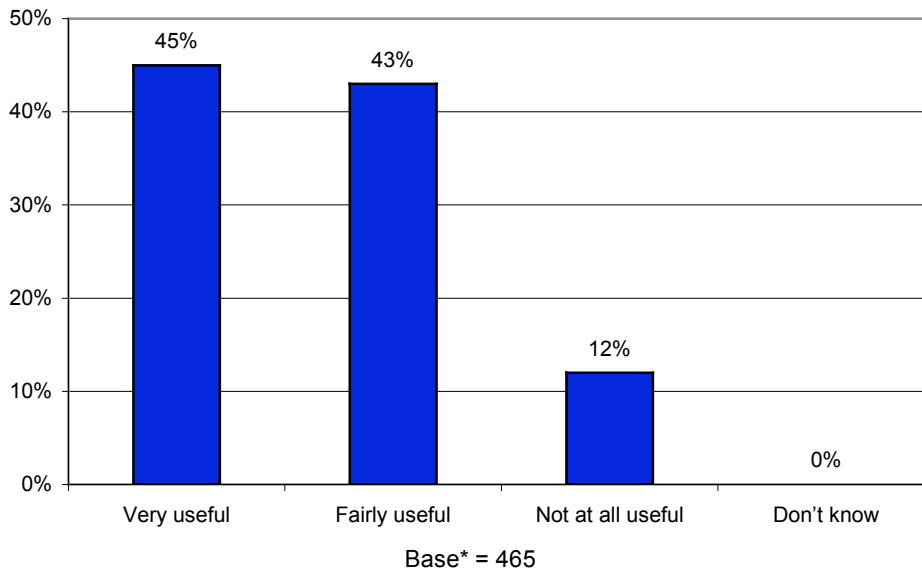
Those with a medium skin type were less likely to find the advertisement very relevant.

TABLE 10	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Very relevant	59	68	52	53	64	53	63	62	51	62
Somewhat relevant	37	28	44	42	33	44	33	35	46	32
Not at all relevant	4	3	4	5	2	2	5	3	2	6
Don't know	-	1	-	-	1	1	-	-	1	-
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

USEFULNESS OF THE ADVERTISEMENT AS A REMINDER

“Given what you already know about sun safety, how useful was the advertisement to you as a reminder? Would you say very useful, fairly useful, or not at all useful?”



Almost equal numbers of respondents who had seen the advertisement found it very useful (45%) and fairly useful (43%) as a reminder, given what they already knew about sun safety. The remaining 12% of respondents found the advertisement not at all useful.

Respondents* more likely to find the advertisement very useful as a reminder were:

- parent/caregivers of children aged 0 to 16 years,
- women,
- those aged 18 to 34 years.

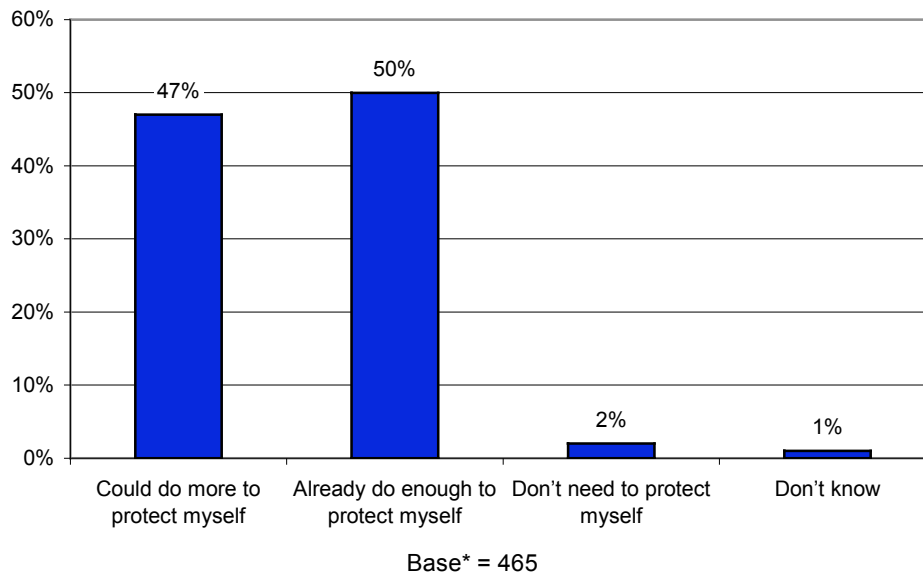
Non-parent/caregivers were more likely than parent/caregivers to find the advertisement not at all useful.

	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Very useful	45	56	38	41	50	50	42	46	44	46
Fairly useful	43	38	47	45	41	37	47	41	43	46
Not at all useful	12	7	16	14	10	13	11	13	14	8
Don't know	-	-	-	-	-	-	-	-	-	-
<i>BASE*</i>	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

ATTITUDE TOWARDS OWN SUN PROTECTION AS A RESULT OF SEEING THE ADVERTISEMENT

“Please think about how you protect yourself from the sun. Having seen this advertisement, do you think you could do more to protect yourself, you already do enough to protect yourself, or you don’t need to protect yourself?”



When asked how they viewed their own sun protection, having seen the advertisement, almost one-half (47%) of those who had seen the ad felt that they could do more, while one-half (50%) thought that they already do enough. A small number (2%) said that they didn’t need to protect themselves, while 1% didn’t know.

Respondents* more likely to think that they could do more to protect themselves, having seen the ad, were:

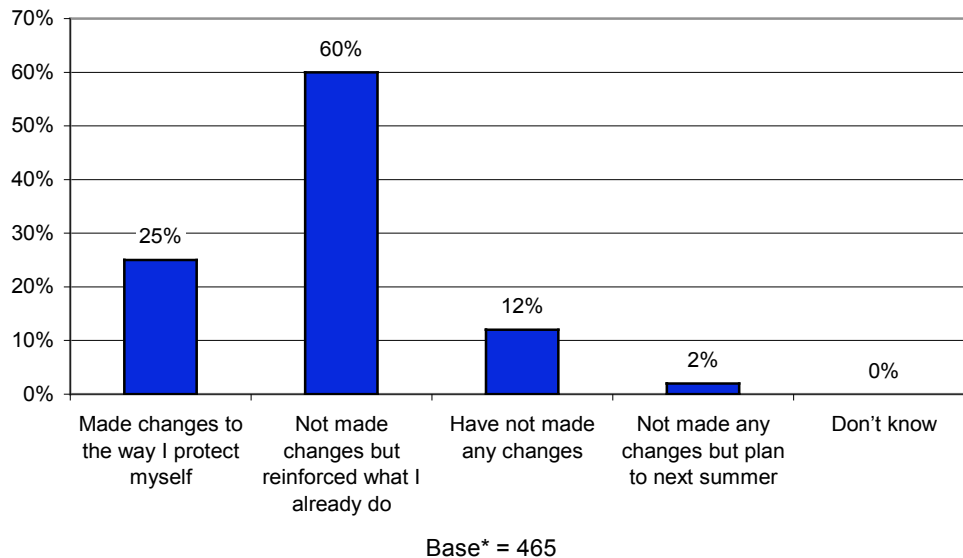
- women,
- those aged 18 to 34 years.

	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/ fair %	Medium %	Olive/dark/ very dark %
Could do more to protect myself	47	49	46	40	54	55	42	49	48	44
Already do enough to protect myself	50	48	52	58	43	44	55	50	51	50
Don't need to protect myself	2	4	1	2	2	-	4	-	1	6
Don't know	1	-	1	-	1	1	-	1	-	-
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

OWN ACTIONS AS A RESULT OF SEEING THE ADVERTISEMENT

“Having seen this advertisement, which of these answers best describes what you have done to protect yourself from the sun? I have made changes to the way I protect myself; I have not made changes, but the ad has reinforced what I already do; I have not made any changes; I have not made any changes, but I plan to next summer.”



When asked about their own actions with regard to sun protection, having seen the advertisement, six in ten (60%) respondents had not made changes, but the ad had reinforced what they already do. One-quarter (25%) said that they had made changes, while 12% had not made any changes, and 2% planned to make changes next summer.

Respondents* more likely to have made changes to their own sun protection as a result of seeing the ad were:

- parent/caregivers of children aged 0 to 16 years,
- women.

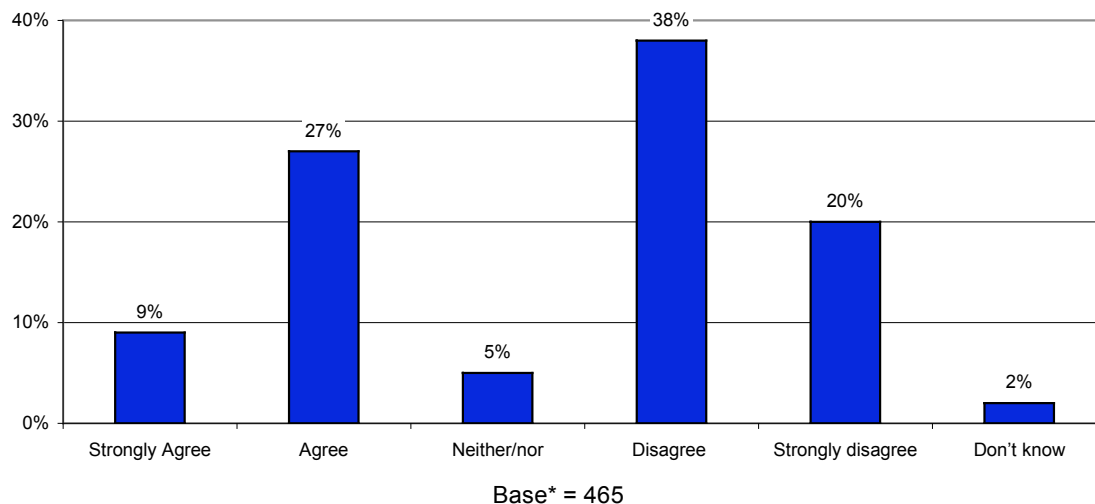
TABLE 13	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Made changes to the way I protect myself	25	35	19	22	29	26	25	27	26	23
Not made changes but reinforced what I already do	60	51	66	62	58	60	60	59	58	63
Have not made any changes	12	12	12	14	10	11	13	13	11	12
Not made any changes but plan to next summer	2	2	3	2	3	2	3	2	4	2
Don't know	-	-	1	1	-	1	-	-	1	-
BASE*	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

THE ADVERTISEMENT MADE ME THINK THAT SUN SAFETY IS MOSTLY AN ISSUE FOR LIGHTER-SKINNED NEW ZEALANDERS

"I am going to read out some statements. Thinking about the advertisement, for each one, please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree, that the advertisement made you think this."

"Sun safety is mostly an issue for lighter-skinned New Zealanders."



Over one-third (35%) of respondents who had seen the ad agreed that it made them think that sun safety is mostly an issue for lighter-skinned New Zealanders, with 9% strongly agreeing and 27% agreeing. Just under six in ten (58%) disagreed with this statement, with 38% disagreeing and 20% strongly disagreeing. A small percentage (5%) neither agreed nor disagreed, while 2% did not know.

Respondents* more likely to agree (whether strongly agree or agree) that the advertisement made them think that sun safety is mostly an issue for lighter-skinned New Zealanders were:

- men,
- those with olive/dark/very dark skin.

Respondents* more likely to strongly agree with this statement were:

- non-parent/caregivers,
- those with olive/dark/very dark skin.

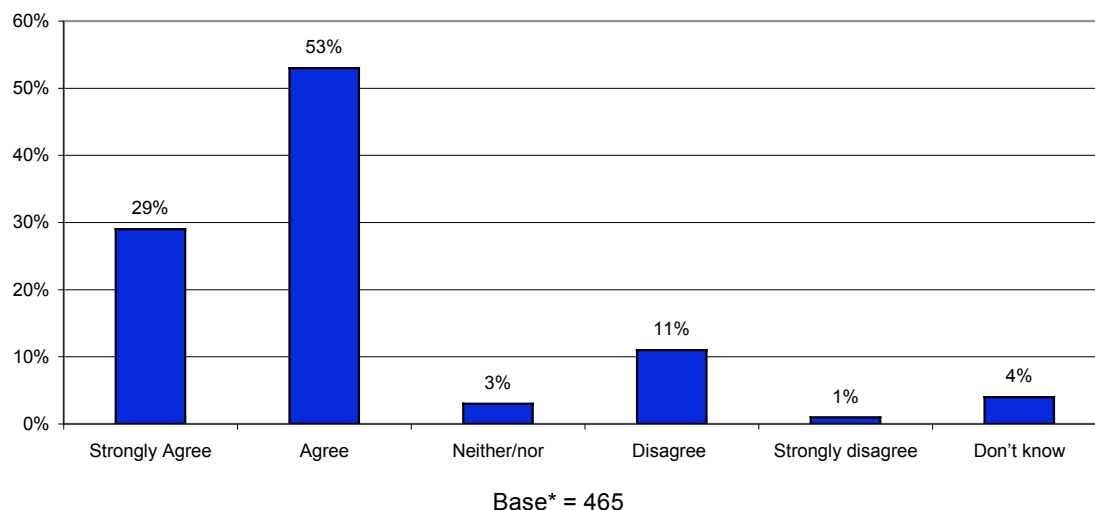
TABLE 14	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Agree	35	32	38	43	29	38	34	32	34	42
Strongly Agree	9	5	11	8	9	8	9	5	8	16
Agree	27	27	27	35	19	30	25	27	26	27
Neither/nor	5	5	5	6	5	4	6	5	7	3
Disagree	58	61	55	48	67	55	60	62	57	53
Disagree	38	32	43	36	41	38	39	41	40	33
Strongly disagree	20	29	12	13	26	17	21	21	17	20
Don't know	2	1	2	3	-	2	1	1	3	2
<i>BASE*</i>	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

THE ADVERTISEMENT MADE ME THINK THAT I COULD PERSONALLY BE AT RISK OF MELANOMA SKIN CANCER

"I am going to read out some statements. Thinking about the advertisement, for each one, please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree, that the advertisement made you think this."

"You personally could be at risk of melanoma skin cancer."



A large percentage of respondents (82%) who had seen the advertisement agreed that it made them think that they personally could be at risk of melanoma skin cancer, with almost three in ten (29%) strongly agreeing and over one-half of respondents (53%) agreeing. A smaller number of respondents (12%) disagreed with this statement, with 11% disagreeing and 1% strongly disagreeing. The remaining 3% neither agreed nor disagreed and 3% did not know.

Respondents* with an olive/dark/very dark skin type were less likely, than those with other skin types, to agree (whether strongly agree or agree) that the advertisement made them think that they could be at risk of melanoma skin cancer.

Respondents* more likely to strongly agree that the advertisement made them think that they could be at risk of melanoma were:

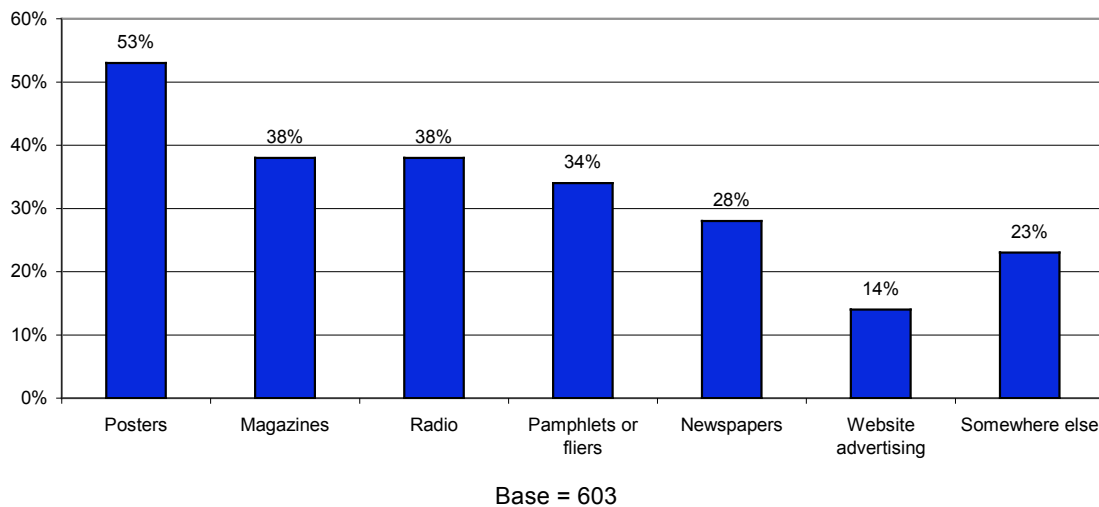
- parent/caregivers of 0 to 16 year children,
- women.

TABLE 15	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Agree	82	84	81	83	82	78	85	90	89	64
Strongly Agree	29	32	27	18	39	28	30	32	28	26
Agree	53	52	54	64	43	51	55	58	62	37
Neither/nor	3	1	4	3	2	4	2	3	3	2
Disagree	12	11	13	11	13	11	12	5	7	26
Disagree	11	10	11	8	13	9	11	4	7	24
Strongly disagree	1	-	2	2	-	2	1	-	1	3
Don't know	4	5	3	4	4	7	2	3	-	8
<i>BASE*</i>	465	202	263	225	240	125	340	232	136	97

* Base = respondents who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

RECALL OF SUN SAFETY ADVERTISING IN OTHER PLACES

“Do you recall seeing or hearing advertising about sun safety, being sun smart, or not letting children get sunburnt, in these other places?” – Percent saying yes.



Over one-half (53%) of respondents recalled seeing or hearing advertising about sun safety, being sun smart, or not letting children get sunburnt on posters, while 38% had seen this in magazines. Over one-third (38%) had heard this advertising on the radio and 34% had seen sun safety advertising in pamphlets or fliers. Over one-quarter (28%) of respondents had seen this in newspapers, 14% had seen website advertising, and 23% had seen sun safety advertising elsewhere.

Parent/caregivers were more likely, than non-parent/caregivers, to have seen advertising about being sun smart, or not letting children get sunburnt on posters.

Respondents more likely to have seen this type of advertising in magazines were:

- women,
- those aged 35 to 64 years,
- respondents with an olive/dark/very dark skin type.

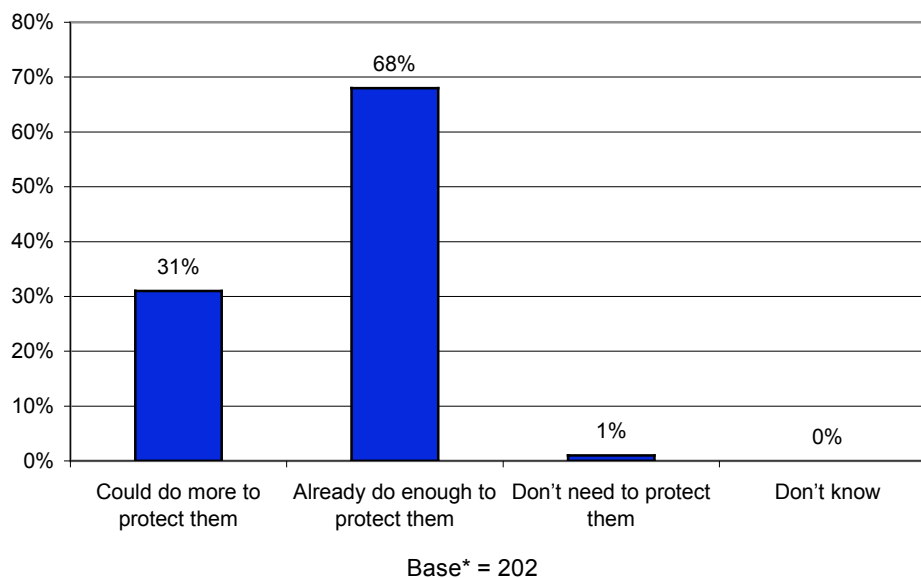
Respondents with a very fair/fair skin type were less likely to have heard advertising about being sun smart, or not letting children get sunburnt on the radio.

TABLE 16	Total %	Parent/CG		Gender		Age Group		Skin Type		
		Parent/CG %	Non-Parent/CG %	Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Posters	53	57	49	50	55	51	54	53	52	53
Magazines	38	42	36	27	49	31	43	33	36	48
Radio	38	36	39	38	38	34	40	32	41	42
Pamphlets or fliers	34	37	32	30	38	32	36	35	28	39
Newspapers	28	32	26	25	32	23	31	27	28	30
Website advertising	14	17	12	12	16	20	11	15	9	18
Somewhere else	23	29	19	20	26	20	24	23	25	21
BASE	603	252	351	291	312	151	452	281	185	137

Note: % saying 'yes'.

ATTITUDE TOWARDS CHILDREN'S SUN PROTECTION AS A RESULT OF SEEING THE ADVERTISEMENT

"Please think about how you protect the children you care for from the sun. Having seen this advertisement, do you think you could do more to protect them, you already do enough to protect them, or you don't need to protect them?"



Over three in ten (31%) parent/caregivers who had seen the advertisement, thought they could do more to protect the children they care for as a result of seeing the ad. Over two-thirds (68%) of parent/caregivers felt that they already do enough, having seen the ad, while 1% said that they did not need to protect the children the care for.

Female parent/caregivers* were more likely to think that they could do more to protect the children they care for from the sun, as a result of seeing the ad, than male parent/caregivers.

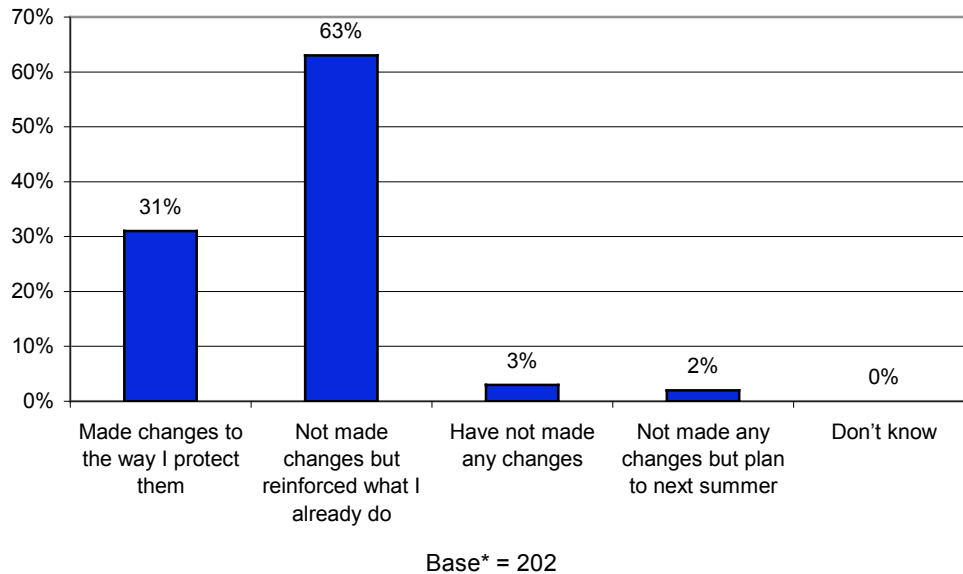
Parent/caregivers* with a medium skin type were less likely, than those with other skin types, to think they could do more to protect the children they care for from the sun, as a result of seeing the advertisement.

	Total %	Gender		Age Group		Skin Type		
		Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Could do more to protect them	31	23	37	34	30	34	26	34
Already do enough to protect them	68	77	63	64	70	66	74	64
Don't need to protect them	1	-	1	2	-	-	-	2
Don't know	-	-	-	-	-	-	-	-
BASE*	202	79	123	43	159	96	67	39

* Base = parent/caregivers (of children aged 0 to 16 years) who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

ACTIONS TO PROTECT CHILDREN AS A RESULT OF SEEING THE ADVERTISEMENT

“Having seen this advertisement, which of these answers best describes what you have done to protect the children you care for from the sun? I have made changes to the way I protect them; I have not made changes, but the ad has reinforced what I already do; I have not made changes; I have not made any changes, but I plan to next summer.”



Over three in ten (31%) parent/caregivers who had seen the advertisement said that they had made changes to the way they protect the children they care for as result, while almost two-thirds (63%) said that they had not made changes, but the ad had reinforced what they already do. A small number had not made any changes (3%), while 2% had not made any changes but they plan to next summer.

Parent/caregivers* more likely to have made changes to the way they protect the children that they care for as a result of seeing the advertisement, were:

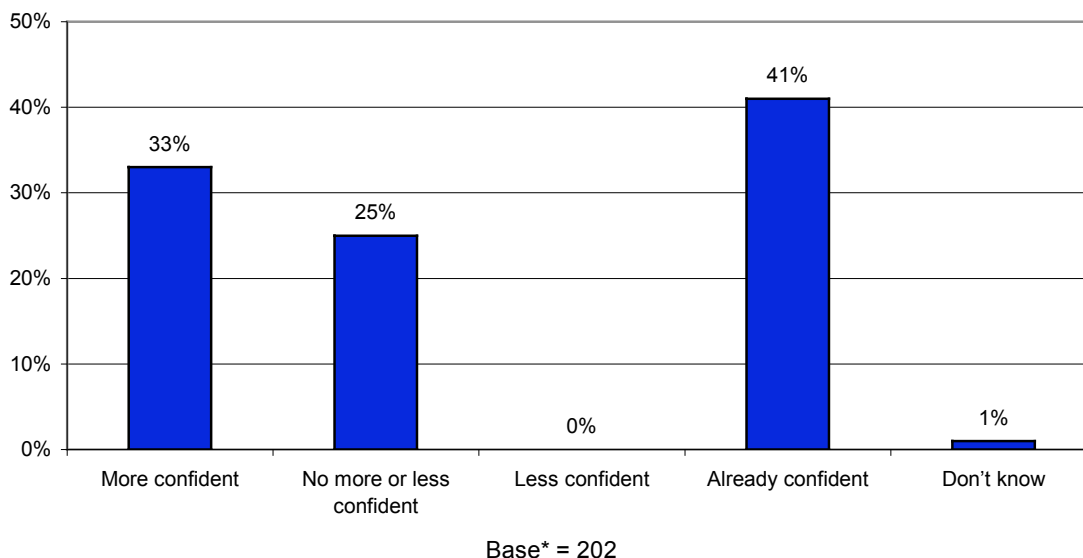
- female parent/caregivers,
- parent/caregivers aged 18 to 34 years,
- those with a medium skin type, and in particular, those with a very fair/fair skin type.

TABLE 18	Total %	Gender		Age Group		Skin Type		
		Male %	Female %	18-34 years %	35-64 years %	Very fair/fair %	Medium %	Olive/dark/very dark %
Made changes to the way I protect them	31	25	35	37	29	22	33	44
Not made changes but reinforced what I already do	63	68	60	56	66	74	61	46
Have not made any changes	3	5	2	2	4	1	3	8
Not made any changes but plan to next summer	2	3	2	6	1	2	3	2
Don't know	-	-	-	-	-	-	-	-
BASE*	202	79	123	43	159	96	67	39

* Base = parent/caregivers (of children aged 0 to 16 years) who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

CONFIDENCE IN GETTING CHILDREN YOU CARE FOR TO USE SUN PROTECTION STRATEGIES

"Please think about how confident you are that you can get the children you care for to use sun protection strategies. Having seen this advertisement, do you think you are now more confident, no more or less confident, less confident, or you were already confident before you saw the ad?"



One-third (33%) of parent/caregivers who had seen the advertisement were now more confident that they could get the children they cared for to use sun protection strategies, while one-quarter (25%) were no more or less confident as a result of seeing the ad. The remaining parent/caregivers (41%) were already confident they could get the children they care for to use sun protection strategies before they saw the ad, while 1% did not know.

Parent/caregivers* more likely to feel more confident, having seen the advertisement were:

- female parent/caregivers,
- parent/caregivers aged 18 to 34 years.

	Total %	Gender		Age Group		Skin Type		
		Male %	Female %	18-34 years %	35-64 years %	Very fair/ fair %	Medium %	Olive/dark/ very dark %
More confident	33	29	35	41	30	31	35	33
No more or less confident	25	19	29	30	23	28	27	17
Less confident	-	-	-	-	-	-	-	-
Already confident	41	50	36	27	47	41	36	50
Don't know	1	2	1	2	1	1	2	-
BASE*	202	79	123	43	159	96	67	39

* Base = parent/caregivers (of children aged 0 to 16 years) who had seen the *Never Let Your Child Get Sunburnt* TV advertisement

APPENDIX

BASE BY SUB-SAMPLE

		Actual respondents interviewed	Weighted base*
Gender:	Male	291	293
	Female	312	310
Age:	18 – 34 years	151	221
	35 – 64 years	452	382
Skin type:	Very fair/fair	281	239
	Medium	185	179
	Olive/Dark/Very dark	137	185
Parent/Caregiver of 0-16 year old child:	Parent/Caregiver	252	252
	Non-parent/caregiver	351	351

* Refer to Section B, Survey Specifications (Weighting)