



T21 – Queensland Campaign Tracking

12 December 2017

Methodology

- The sample comprised n=718 voters from 4 marginal seats in Qld:
 - Redlands
 - Glasshouse
 - Mount Ommaney
 - Bundaberg
- The survey was conducted using Computer-Assisted Telephone Interviewing (CATI).
- All interviewing was conducted between 5-7 December 2017.
- To ensure the final sample is representative of the population across the four marginal seats, quotas were set for age, gender and location and the final data was post-weighted by seat using the latest ABS population estimates.



Executive Summary

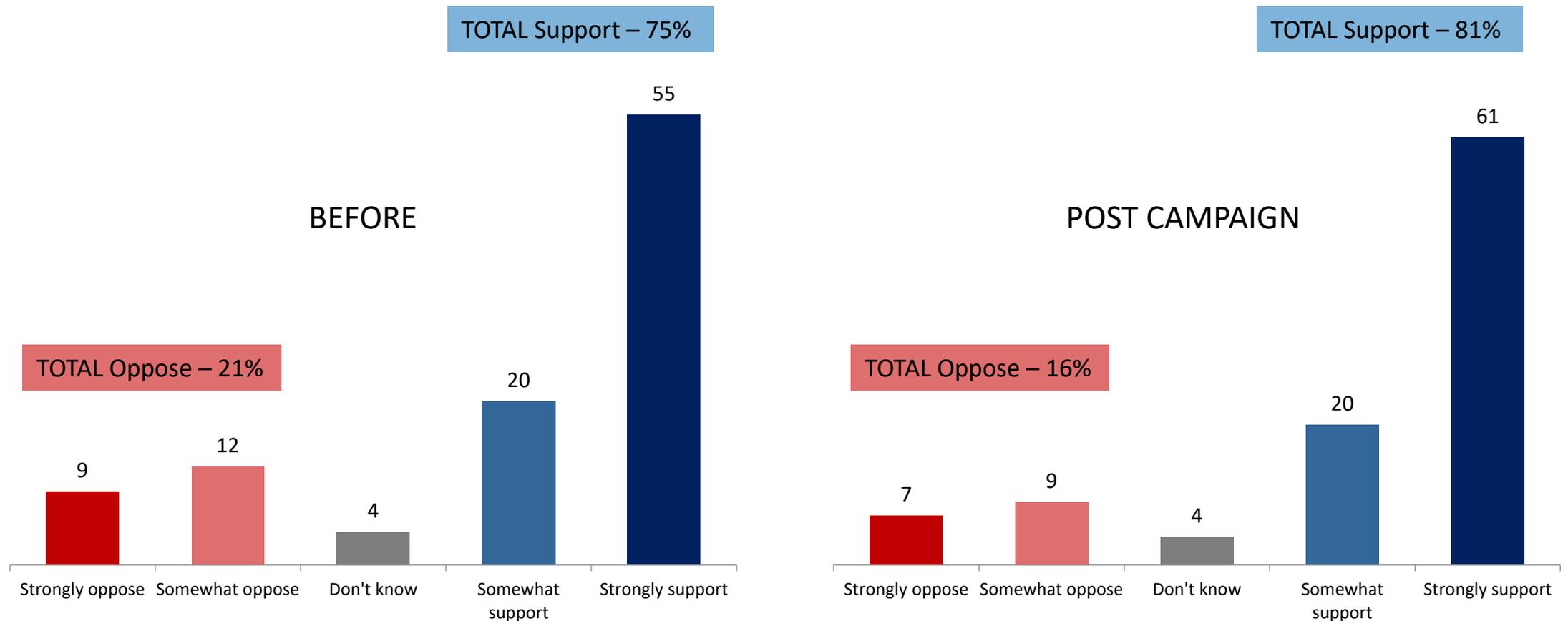
Support for T21 increased during the campaign, to 81%

- This polling was conducted more than one week after the Queensland election and just after the T21 campaign finished airing. During the election Galaxy had polled the same four seats to establish a benchmark to measure the campaign against
- Support for T21 increased since the campaign, from 75% to 81% of Queenslanders in the seats polled, including 61% who strongly support raising the minimum age for buying cigarettes to 21 years
- Opposition fell during the campaign, from 21% to just 16%
- Just over two fifths of those interviewed say they noticed the campaign (43%), and the most commonly noticed source of information was the Johnathan Thurston TVC
- In fact, when the TVC was described to them, *even more* said they have seen it (51%). Recall was especially high among older Queenslanders, and generally higher among men than women. The ad was seen as having a clear message (94% agree) and 82% of those who'd seen it agreed that, "it makes a strong case for raising the minimum age for buying cigarettes to 21 years old"
- There is strong desire among Queenslanders polled, for the State Government to take action on T21. Eighty percent want the Queensland Government to take steps to raise the age for buying cigarettes to 21.



Key Findings

Eight in ten voters in the marginal seats polled support raising the minimum age for buying cigarettes in Queensland to 21 years



Support for raising the minimum age for buying cigarettes in Queensland to 21 years by demographic

Demographic	Support	Oppose
Men	79	17
Women	82	15
18-24	69	30
25-34	91	8
35-49	77	17
50-59	77	18
60+ years	83	14

Demographic	Support	Oppose
Smokers	75	23
Non-smokers	82	14

Reasons people support T21

Health reasons, 34%

- *Smoking is not good for you, it can ruin our health. It can cause lung cancer*
- *I'm an ex smoker and think anything to stop what I went through with five bypasses is a good thing*
- *My late husband smoked and died because of it*
- *Smoking has a negative effect on everyone's health. If I could ban it I would*
- *My husband died and one of the contributing factors was he started smoking at a young age*
- *It is better for our health when smoking is harder to start*

People are more mature at 21 years, 22%

- *Hopefully by 21 you have a little more brains and won't start smoking.*
- *You just make better decisions the older you are*
- *The mind does not develop by age 18, so give them an extra few years to choose*
- *You just make better decisions the older you are*

Bad for kids to smoke, 18%

- *It might stop some of the younger people from indulging in cigarettes*
- *There are far too many young ones smoking and they make it far too easy for the younger ones to buy cigarettes*
- *The harder it is for kids to get their hands on cigarettes the better (and same for alcohol)*

Delaying smoking means they'll be less likely to start, 14%

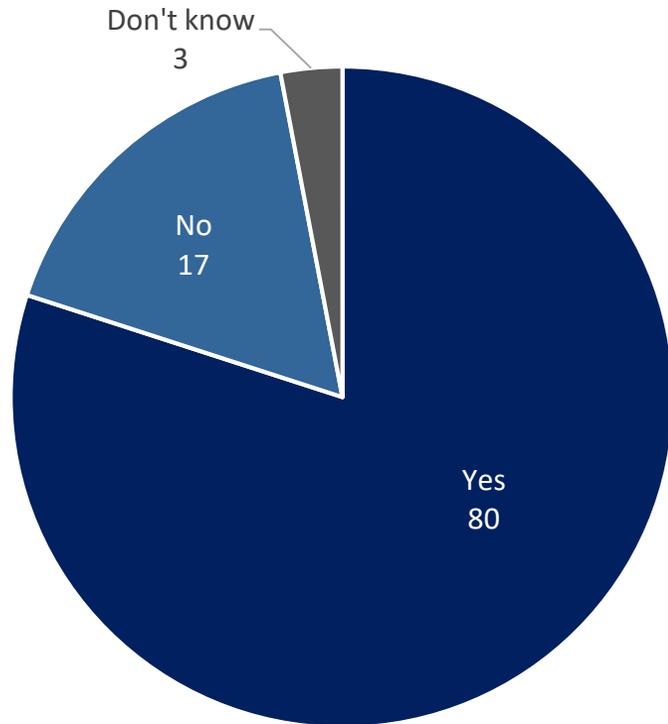
- *The longer you can delay kids getting on to cigarettes, the better the chance you have of them never smoking*
- *I've been a smoker since I was fourteen. I would not like the new generation to start smoking as I did*
- *Everyone I know started smoking at a very young age. If this could be stopped it would be a good thing*
- *They shouldn't do it to start with, and maybe by 21 they won't start*

Smoking is bad – anything against it is good, 12%

- *I would like them to ban cigarettes*
- *Step in the right direction to getting rid of cigs altogether*
- *They won't make tobacco illegal so they need to make it a lot harder*
- *I am totally against smoking*

Most Queenslanders want the State Government to take action on T21

Want to Government to take action



	Believe Government should take action %
Men	77
Women	83
18-24	72
25-34	87
35-49	78
50-59	77
60+ years	83

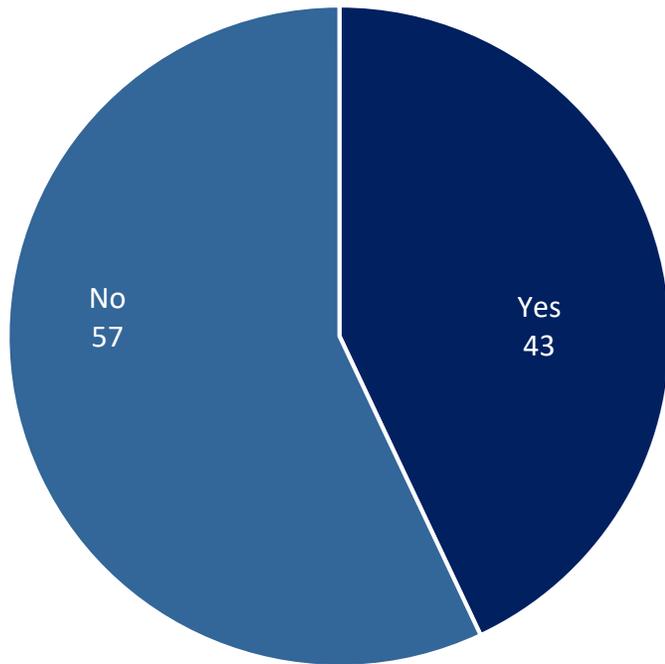
	Believe Government should take action %
Smokers	73
Non Smokers	82



Campaign Awareness

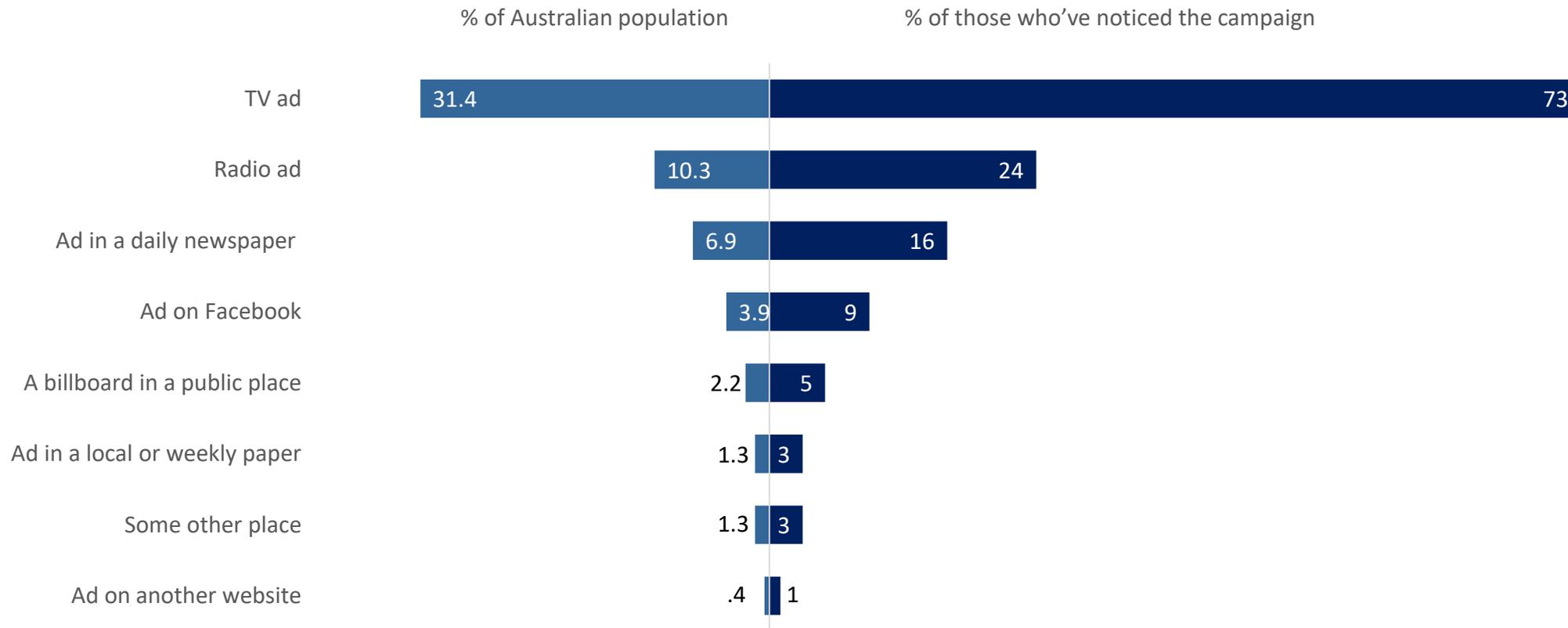
Two-fifths of those in target seats say they've noticed the campaign

Have noticed campaign



	Yes %
Men	50
Women	37
18-24	30
25-34	32
35-49	42
50-59	53
60+ years	48

TV is by far the most noticed form of communication



Reasons why ad makes a strong case for T21

Johnathan Thurston, 37%

- *Because Johnathan Thurston says so*
- *Because of Thurston. He's great. I love him. I guess I want to see more when I see him*
- *Because JT is a strong role model*
- *He's a prominent sportsman and more people will pay attention*
- *Is a different message using Johnathan Thurston who is an Ambassador for Queensland and he is a role model for kids so this is a good way to get the message through*
- *Johnathan's trying to get to the younger ones before they get sucked into smoking*
- *Thurston is saying it, it will get the attention of the young and have an effect*
- *Using Thurston as a role model is effective because he's well received plus you would not think that he would support such behaviour*

It's got a clear, convincing message, 8%

- *The ad is generally convincing*
- *It just gets its point across*

Encourages health, 8%

- *Agree because of the health benefits he was talking about*
- *It will make everyone a lot healthier whereas us smokers will be all dead*
- *Sport is more healthy than cigarettes. cigarettes aren't healthy.*

Kids – stops people wanting to smoke, 7%

- *It points out that smoking stops kids from reaching their potential*
- *Because the ad tells them how it will affect their lives, if they take up smoking*

It will work, 7%

- *It does work. Teenagers start because they're trying to be mature and do as adults are doing. This ad shows them that adults aren't like that.*
- *It will stop kids from smoking*