

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Budget Estimates Hearings

Outcome Number: 6

Question No: 185

Topic: The Line Campaign

Hansard Page: 28/05/2012 CA44

Senator Cash asked:

Can you provide the data analysing the tracking research for The Line Campaign?

Answer:

In Wave 1, 1,023 surveys were completed amongst this group; 1,042 surveys in Wave 2; 517 in Wave 3; 517 in Wave 4; and 1,026 in Wave 5.

Evaluation of the Respectful Relationships Campaign: Tracking Report (Wave 4) – Key Findings are:

Prompted communications—message uptake	<ul style="list-style-type: none"> • The key message taken out of the campaign ads was crossing the line/knowing when the line is crossed (52 per cent). • The campaign was considered believable (92 per cent), necessary (90 per cent), helpful (90 per cent), simple and clear (89 per cent).
Prompted communications—impact on awareness, behaviour and intentions.	<ul style="list-style-type: none"> • 84 per cent of people who recognise The Line campaign claim it has improved their understanding of behaviour that could be “crossing the line”. • 81 per cent of people changed their behaviour as a result of the campaign. • 82 per cent of people intended to change their behaviour in the next six months. • 76 per cent of 12 to 24 year olds intended to change their behaviour in the next six months as a result of the campaign.