



Convenience Advertising

The Survey Research Centre
School of Population Health

Drink Spiking Campaign
The WA Police Service

April, 2003



**THE UNIVERSITY OF
WESTERN AUSTRALIA**

School of Population Health
Crawley, Western Australia 6009

Drink Spiking Awareness Campaign

Awareness Study – Post test 2003

A Report for
The Western Australian Police Service
(Alcohol and Drug Co-ordination Unit)

April 2003



THE UNIVERSITY OF
WESTERN AUSTRALIA

Caroline Bulsara

Director Survey Research Centre – Anton Roussouw
Field interview supervisor – Vicki Graham

Table of Contents

Executive Summary..... 9
Screening questions..... 9
RESULTS 9

Q1 Have you seen any personal safety or crime prevention advertising or messages in a nightclub or hotel in the last month? 9
Response 9
Q2a What advertising did you see? 9
Q3. Which venues did you see the drink spiking advertising in? 11
Q4 Do you remember seeing the advertisements in the toilets of any clubs / hotels in the last few months? 11
Q4b What was the main message of the ad?..... 12
Q5. Personally, how believable do you find the information in these ads?.... 13
Q6. How relevant do you think this ad is to people your age? 13
Q7. Have you seen any of these cards before today (females only)? 13
Q8. Where card was seen? 14
Q9. Did you take one of these cards? 14
Q10a-Q10b. Did you take the card home? Did you read the card?..... 14
Q11a. Do you find the information in the card useful and why? 15
Q12. Would you be likely to pass on this information to a friend?..... 15
Q13. If a person with you had their drink spiked, what would you do?..... 15
Q14. What do you think you can do to prevent drink spiking?..... 16
Q15. What is your working status?..... 17
Q16. Are you a resident of Perth? 17

Discussion
Appendix 1

Drink Spiking Awareness Project

Executive Summary

Fieldwork Completed: March 2003

Questionnaire Type: Interviewer completed

Interviews were conducted inside the following three venues where convenience advertising and information cards were displayed.

Venues: Ocean Beach Hotel, Cottesloe
Sail and Anchor, Fremantle
The Aberdeen Hotel, Northbridge

Sample demographics: (n=155)

52.3% aged 18-24 years
25.2% aged 25-30 years
22.5% aged over 30 years

66.5% were females

64.5% worked full time
18.1% worked part time
5.2% were unemployed
7.7% were students

Overall, 84% of respondents resided in Perth.

Attendance at clubs/hotels

All respondents had visited the conveniences at the three locations.

Number of times that respondents had been in clubs in the last four weeks:

Less than 5 times	43.9%
5-10 times	37.4%
11-20 times	14.2%
More than 20 times	4.5%

Unprompted recall of any personal safety advertising or crime prevention advertising at venues

50% of respondents had seen personal safety advertising or crime prevention advertising in hotels, pubs and clubs over the previous few months. Of those, 74% described drink spiking messages (64% of those as a first mention).

Respondents recalled a variety of messages in relation to drink spiking. Most notably, as a general danger and awareness (14%) and not leaving one's glass unattended (13%) whilst at a venue.

The main venues that drink spiking had been seen at were The Sail and Anchor (19%) and the Aberdeen Hotel (14%). Other venues were varied and many elicited a few mentions from respondents such as the Norfolk Hotel (9%) and OBH (7%).

Prompted recall of convenience advertising

42% of respondents recalled seeing the convenience advertisements in toilets during the last few months. There was no difference between sexes in terms of recall of the convenience advertisements.

Understanding of advertising messages

Respondents believed that the main message of the advertisements was not to leave drinks unattended (43%) and to create a greater awareness of the dangers of drink spiking (23%).

Believability of advertising

65% of respondents thought the advertisements were *very believable*
28% of respondents thought the advertisements were *quite believable*
5% of respondents thought the advertisements were *a little believable*
2% of respondents thought the advertisements were *not very believable*
2% of respondents thought the advertisements were *not at all believable*

Relevance of advertising

74% of respondents thought the advertisements were *very relevant*
15% of respondents thought the advertisements were *quite relevant*
3% of respondents thought the advertisements were *a little relevant*
5% of respondents thought the advertisements were *not very relevant*
3% of respondents thought the advertisements were *not at all relevant*

There was no apparent difference between sexes regarding relevance of advertising. Only two males in the younger age groups did not find the advertising believable.

Recall of wallet cards by females

Most female respondents did not recall seeing the convenience advertising cards (82%). Of those who had, most had seen them in clubs and pubs (63%). Females in the older age group were least likely to have seen the cards. That is, only one respondent in the age 30 years and older group (n=22) had seen the cards.

Taken cards home and read cards

A majority of females (58%) who had seen the cards had taken one. Of those who took a card, most (73%) had taken the card home and had read either all (64%) or part of the card (18%).

Most respondents (82%) had found the information useful as it created an awareness amongst the public and was useful in terms of knowing how to avoid a drink spiking incident happening in future.

Action following drink spiking incidents

Respondents most often stated that they would take the drink spiking victim to a doctor (61%) and that they would notify the police (48%). Respondents also highlighted the importance of reporting the incident to security and bar staff at the venue (45%) and staying with the person (41%).

Prevention of drink spiking

In regard to prevention of drink spiking, respondents would most likely watch their own drink at all times (87%) and also look out for partners and friends whilst at a venue (48%). Not accepting drinks from strangers was also highlighted by female respondents.

Overall comment

Of those who were familiar with the advertising, understanding of the message was high. Several different advertisements were recalled by respondents in relation to drink spiking. Although a small number of respondents had actually seen (n=19) and taken (n=11) a convenience card, most of these had read the information and had found it useful. Most respondents found the advertising believable and relevant.

Drink Spiking Awareness Project

Screening questions

S2 Sex of respondent

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
Male	52	33.5
Female	103	66.5
Total	155	100.0

S3 Age of respondent

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
18-24 years	81	52.2
25-30 years	39	25.2
Over 30 years	35	22.6
Total	155	100.0

Age group and sex of respondents

Response (<i>n</i> =155)	Sex		Frequency Total(%)
	Male (% respondents)	Female (% respondents)	
18-24 years	27 (17.4)	54 (34.8)	81 (52.3)
25-30 years	12 (7.7)	27 (17.4)	39 (25.2)
Over 30 years	13 (8.4)	22 (14.2)	35 (22.5)
Total	52	103	155

S4 Number of times respondent had visited a club or hotel in the last 4 weeks

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
Less than 5 times	68	43.9
5-10 times	58	37.4
11-20 times	22	14.2
More than 20 times	7	4.5
Total	155	100.0

S4 Areas NOT visited in the club/hotel.

All respondents had visited the bathroom. This question was a multiple response question.

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
Dancefloor	37	23.9
Bar	4	2.6
Balcony or outside area	32	20.6
Visited all areas	99	63.9

RESULTS

Q1 Have you seen any personal safety or crime prevention advertising or messages in a nightclub or hotel in the last month?

Respondents were equally divided into those who had seen advertising (50%) and those who had not (50%). There was no significant difference between males and females who had either seen or not seen any advertising (see Appendix 1 Table (i)).

Table 1 Seen advertising in any hotel/club in the last month

Response (n=155)	Frequency of Response	
	n	%
Yes	77	49.7
No	78	50.3
Total	155	100.0

Q2a What advertising did you see?

Respondents who had seen the advertising were asked to describe what they had seen. Up to three mentions were recorded from respondents in a question comprising two parts. Firstly, the respondent identified the specific advertising campaign and secondly, they were asked to describe what the advertising was about. Drink spiking was the most often recalled advertising in all three locations (see Table 2 shown below and Appendix 1 Table (ii)).

Table 2 Advertising seen by respondents [multiple response]

Response (n=77)	Frequency of Response	
	n	%
Drink spiking	57	74.0
Clamydia/STDs	12	15.6
Drink driving	9	11.7
Drug Driving	8	10.4
Safety in and outside the venue	7	9.1
Drugs (general)	5	6.5
Theft	3	3.9
Safe Sex	2	2.6
Other*	8	10.4
Can't recall	66	85.7

[Other* includes:- quit smoking, sexual assault, domestic violence, first aid, behaviour in the venue, 'staff not allowed to serve people who are drunk', 'the staff behind the bar' and meningococcal disease]

Respondents were also asked to describe what they felt the advertising was about. In regard to drink spiking, respondents most often described the advertising as a general awareness of the dangers (14%) and recall of specific girl at bottom of glass advertisement. Warnings of leaving a glass unattended (13%) were also noted.

Table 2a Meaning of drink spiking advertisements

Response (n=77)	Frequency of Response	
	n	%
General awareness	11	14.3
Girl at bottom of glass/lime advertisement	11	14.3
Don't leave glass unattended	10	12.9
Safety with friends	6	7.8
Spiking is a criminal offence	6	7.8
Other* see below	3	3.9
Don't remember message	10	12.9

[other* drink spiking comments include:- 'You cant tell the colour of the so... to watch out', 'not take drinks from people you dont know' and 'know who you are going out with'.]

Table 2b Meaning of other advertisements

Response (n=77)	Frequency of Response	
	n	%
Clamydia/STDs	12	15.6
- use a condom	7	9.1
- STD general awareness	4	5.2
- don't remembermessage	1	1.3
Drink driving	9	11.7
- know your limit	8	10.4
- drink driving is lethal	1	1.3
Drug Driving	8	10.4
- general awareness of dangers	7	9.1
- can't remembermessage	1	1.3
Safety in and outside the venue	7	9.1
- general awareness of danger	2	2.6
- ask bouncer for help/walk to car	4	5.2
- unsure of message	1	1.3
Drugs (general)	5	6.5
- general drug awareness	4	5.2
- don't sell them	1	1.3
Theft	3	3.9
- theft prevention measures	3	3.9
Safe Sex	2	2.6
- use condom	2	2.6
Other** see below	8	10.4

[**Other messages included from table 2 were as follows:- 1.first aid:- electronic noticeboard in pub/flashing with messages about free first aid after 10pm.

2. If the barmaid or whoever has the right to refuse service if rowdy or offensive or had too much to drink.

3. Staff are not allowed to serve people who are drunk.

4. Person behind the bar cant serve intoxicated people.

5. Meningococcal -you may feel like death but may be closer to it than you think.

6. Sexual assault – can't remember.

7. Domestic violence - Stop womens violence/a simple sign stop womens violence.
8. Quit smoking - Dont smoke. It's bad for health.]

Furthermore, females were more likely to recall safety advertising. From the total seven respondents who mentioned safety outside and inside clubs, six were females.

Q3. Which venues did you see the drink spiking advertising in?

Respondents were asked where they had seen the advertising for drink spiking. Of the 57 respondents who recalled advertising about drink spiking, the Sail and Anchor (19%) and The Aberdeen Hotel (14%) were the most often noted locations. Refer below for results in Table 3.

Table 3 Location of drink spiking advertising [multiple response]

Response (n=57)	Frequency of Response	
	n	%
Sail and Anchor	11	19.3
The Aberdeen	8	14.0
The Norfolk Hotel	5	8.8
OBH	4	7.0
The Cottlesloe Hotel	3	5.3
The Como	3	5.3
The Left Bank	2	3.5
The Rise	2	3.5
The Mustang	2	3.5
The Leederville Hotel	2	3.5
The Bog Inn	2	3.5
The Paramount	2	3.5
The Club Bayview	2	3.5
The Clink	2	3.5
Other*	20	35.1
Cant remember	7	12.3

[Other* includes:- Steves, Zanzibar, The Lookout, Queens Hotel, Hippy Club, The Church, the Varga Lounge, Benny's, the Office, Culley Valley resort, Larma lounge, the Ruby Room, the Taipan, the Elephant and Wheelbarrow, the Henry, the Circuit, Northbridge Foundry, Northbridge not sure where, Three Wise Money's Hotel in Sydney and Bondi Hotel in Sydney]

Q4 Do you remember seeing the advertisements in the toilets of any clubs / hotels in the last few months?

Respondents were shown either a female or male convenience advertisements and were asked if they remembered seeing them in any clubs or hotels during the previous few months. Sixty five respondents (42%) recalled seeing the advertisement over the past few months. Results are shown below in Table 4.

Table 4 Recall of convenience advertising during previous months

Response (n=65)	Frequency of Response	
	n	%
Yes	65	41.9
No	90	58.1
Total	155	100.0

Both males and females were less likely to have seen the convenience advertising during the past few months.

Table 4a Recall of convenience advertising * sex

Response (n=65)	Frequency of Response		
	Males	Females	Total
Yes	21 (13.5%)	44 (20.0%)	65 (33.5%)
No	31 (28.4%)	59 (38.1%)	90 (66.5%)
Total	52	103	155

Q4b What was the main message of the ad?

Respondents who could recall the advertising (42%) were then asked what they felt the main message of the advertising was. A majority of respondents (43%) felt that the advertising was telling them to watch their drinks at all times and not to leave them unattended. General awareness (23%) and avoiding letting a stranger buy a person drinks (17%) was also noted by respondents. All results are shown below In table 4b.

Table 4b Respondent perception of message from the drink spiking advertising [multiple response]

Response (n=65)	Frequency of Response	
	n	%
Do not leave drinks unattended	28	43.1
General danger/awareness	15	23.1
Don't let strangers buy you drinks	11	16.9
Friends to watch drinks/stay together	10	15.4
It is a criminal offence	10	15.4
How to care for a spiking victim	3	4.6
Be aware of suspicious persons	3	4.6
Can't recall	2	3.1
Other*	6	9.2

[Other* includes:- 'looks like spiking is mainly targeting females but it isn't', 'tell authorities if it happens to you', 'buy bottles instead of mixers', 'ads use shock tactics', 'don't get drunk' and 'don't drink if it tastes funny']

Q5. Personally, how believable do you find the information in these ads?

Respondents were asked to state how believable they found the ads. Most respondents found the ads believable to some extent. Of the 65 respondents, a majority (65%) said that they found them very believable. A further 28% found them quite believable. There was no significant difference between age groups in relation to believability. Results are shown in Table 5 below.

Table 5 How believable respondents found advertising [multiple response]

Response (n=65)	Frequency of Response	
	n	%
Very believable	42	64.6
Quite believable	18	27.7
A little believable	3	4.6
Not very believable	1	1.5
Not at all believable	1	1.5
Total	65	100.0

Of all respondents who answered this question, those who found the advertising either a little (5%), not very (2%) or not at all believable (2%) all were male (see Appendix 1 Table (iii)).

Q6. How relevant do you think this ad is to people your age?

Most respondents considered the advertising to be relevant to people of their age. That is, 74% found the advertising very relevant and a further 15% found the advertising quite relevant or a little relevant (3%) (refer Table 6).

Table 6 Relevance of advertising

Response (n=65)	Frequency of Response	
	n	%
Very relevant	48	73.8
Quite relevant	10	15.4
A little relevant	2	3.1
Not very relevant	3	4.6
Not at all relevant	2	3.1
Total	65	100.0

There was little apparent difference between sexes or age groups in regard to relevance of the advertising.

Q7. Have you seen any of these cards before today (females only)?

Female respondents were shown a wallet card about drink spiking and asked if they had ever seen the card before. Results are shown in Table 7 below. Most respondents had not seen the card before. Respondents in the younger age group were more likely to have seen the cards (see Appendix 1 Table 7). There was no difference in recall of convenience cards between locations.

Table 7 Recall of wallet cards by females

Response (n=103)	Frequency of Response	
	n	%
Yes	19	18.5
No	84	81.5
Total	103	100.0

Q8. Where card was seen?

Female respondents who had seen the cards before (19%) were then asked where they had seen the cards. A majority had seen the cards in a club or hotel (63%). Results are shown in Table 8 below.

Table 8 Location of wallet cards

Response (n=19)	Frequency of Response	
	n	%
Club/pub	12	63.2
Other*	6	31.6
Don't know	1	5.6
Total	19	100.0

[Other* includes:- magazine, a café in Northbridge, university toilets, restaurant, local council (work) and 'given by someone to me - I can't remember']

Q9. Did you take one of these cards?

Respondents who had seen the cards were asked if they had taken any of the cards whilst at a club/pub or other location (refer Table 9 below).

Table 9 Cards taken by female respondents

Response (n=19)	Frequency of Response	
	n	%
Yes	11	57.9
No	8	42.1
Total	19	100.0

Q10a-Q10b. Did you take the card home? Did you read the card?

Of the respondents who had taken a card, 73% had taken a card home. Most respondents (64%) said that they had read all of the card and a further 18% had read most. The results are shown in Table 10 shown below.

Table 10 Read card taken by female respondents

Response (n=11)	Frequency of Response	
	n	%
Yes (all)	7	63.6
Yes (part)	2	18.2
No	1	9.1
Unsure/can't remember	1	9.1
Total	11	100.0

Q11a. Do you find the information in the card useful and why?

Respondents who had read the card (82%) were asked if they found the information useful. Most respondents found the information useful (89%) and the other respondent could not recall the information read on the card. Of respondents who found the information useful (n=8), four respondents said it created awareness amongst the public and three said it was useful in knowing how to avoid it happening to you. One respondent said that it allayed fears through information and another said that it told you what to do and reinforced already existing knowledge. One respondent said that it did not help as her friends were already responsible enough.

Q12. Would you be likely to pass on this information to a friend?

Of the nine respondents, 67% said that they would pass on the information to a friend.

Q13. If a person with you had their drink spiked, what would you do?

Respondents were asked how they would respond to a drink spiking incident. All respondents answered this question (N=155). Respondents most often said that they would either get the person to a doctor (61%) or to notify the police (48%). Results are shown in Table 11 shown below.

**Table 11 Respondent action following a drink spiking incident
[multiple response]**

Response (n=155)	Frequency of Response	
	n	%
Get them to a doctor	95	61.3
Notify the police	74	47.7
Report it to the bar/security staff at venue	69	44.5
Stay with the person	63	40.6
Get them to a safe place	51	32.9
Take person home	15	9.7
Identify the person who committed crime	10	6.5
Give victim fluids	9	5.8
Take revenge on perpetrator	5	3.2
Take care of victim	5	3.2
Inform family	4	2.6
Call for help (ambulance, security)	4	2.6
Prevent person drinking more	3	1.9
Inform manager	3	1.9
Keep drink as evidence	3	1.9
Induce vomiting	2	1.3
Keep person conscious	2	1.3
Tell person what happened to them	2	1.3
Take a drug test	2	1.3
Other*	3	1.9

[Other* includes:- stay together as a group, show the person the card and inform friends]

Both males (19%) and females (43%) would be most likely to get the person to a doctor.

Q14. What do you think you can do to prevent drink spiking?

Respondents were then asked what they thought they could do to prevent drink spiking. Most respondents believed that the most effective way of preventing drink spiking would be to keep 'an eye out' for one's drink and never leave it unattended (87%). Staying in a group of friends and looking out for each other (48%) was also mentioned. Both male (21%) and female (66%) respondents believed that the most effective way to prevent drink spiking was to keep an eye on one's own drink. Slightly more females (32%) than males (27%) believed that looking out for others in one's group of friends was important.

Table 12 Respondent prevention of drink spiking
[multiple response]

Response (n=155)	Frequency of Response	
	n	%
Keep an eye on my own drink	134	86.5
Look out for friends/partners when in clubs/bars	74	47.7
Do not accept drinks from strangers	57	36.7
Talk to my friends/partners to warn of dangers	19	12.3
Keep drinks with you at all times	24	15.5
Look out for suspicious characters	10	6.5
Buy your own drinks	9	5.8
Be aware/vigilant	7	4.5
Drink from bottles only	6	3.8
Keep a cap/cover on drink	6	3.8
Help friends if drink spiking experienced	5	3.2
Do not get drunk	5	3.2
Tell my mates not to spike drinks	4	2.6
Watch your drink being poured	4	2.6
Do not finish a drink after leaving unattended	2	1.3
Other*	14	9.0
Don't know	3	1.9

[Other* includes:- report to police, report to bar staff, leave drinks in a safe place, finish one drink at a time, physically give drink to friends, put coasters on top of drink, stay near tables at not bars where people have access to your drinks, don't let anyone hold your drink, maybe have searches before people come into a club, stop putting stuff into chicks drinks, comes down to the individual's responsibility, have drinks brought to table by stewardess, support the police in their efforts to stop it and drink faster]

Q15. What is your working status?

Most respondents stated that they work full time (65%) or part time (18%). Results are shown below in Table 13.

Table 13 Respondent working status

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
Work full time	100	64.5
Work part time	28	18.1
Unemployed/looking for work	8	5.2
Do not work/not looking	5	3.2
Student	12	7.7
Other*	2	1.3
Total	155	100.0

Respondents were also asked if they could identify themselves as students. Twenty respondents (13%) said that they were students. Of the total number of students, 75% were females.

Q16. Are you a resident of Perth?

Most respondents were residents of Perth (84%). Of those who were residents of Perth, 72% were female (refer to Table 14 below).

Table 14 Perth resident

Response (<i>n</i> =155)	Frequency of Response	
	<i>n</i>	%
Yes	130	83.9
No	25	16.1
Total	155	100.0

Discussion

Respondents were generally able to describe the advertising about drink spiking and to successfully outline the message behind the advertising. Most respondents perceived 'keeping an eye out' for one's own drink and staying in a group of friends in order to watch over each other as most important. Although all three locations were named as venues where the convenience advertising had been seen, the Sail and Anchor and The Aberdeen were recalled more often than the Ocean Beach Hotel. Drink spiking advertising was seen in many varied locations by respondents. Advertising was successfully regarded as both believable and relevant to their age groups by respondents.

The purpose of the convenience cards was achieved by female respondents who had seen them at venues. That is, female respondents who had seen the advertising convenience cards were more likely to take a card and read the information. Most found the information useful and would pass it on to friends.

Although, some respondents had not been aware of the convenience drink spiking advertising, most were able to identify at least one useful and necessary action to take following a drink spiking incident. These were namely, getting the victim to a doctor and notifying the police and bar or security staff.

Respondents believed that the most successful way of preventing drink spiking was to never leave one's drink unattended and to look out for one's friends and partners when in clubs and bars.

Overall, the campaign was successful in raising awareness about drink spiking in clubs, hotels and public bars. Respondents who had seen advertising about personal safety or crime prevention recalled drink spiking advertising most often.

Appendix 1

Table (i) Sex * seen any advertising [multiple response]

Response (n=77)	Frequency		
	<i>Seen advertising</i>	<i>Not seen advertising</i>	<i>TOTAL</i>
Male	27 (17.4%)	25 (16.1%)	52 (33.5%)
Female	50 (32.3%)	53 (34.2%)	103 (66.5%)
TOTAL	77 (49.7%)	78 (50.3%)	155 (100.0%)

Table (ii) Location * message recall [multiple response]

Response (n=77)	Frequency			<i>Total</i>
	<i>Sail and Anchor</i>	<i>The Ocean Beach Hotel</i>	<i>The Aberdeen</i>	
Drink Spiking	19	14	24	57
Clamydia/STDs	4	3	5	12
Sexual assault	1	-	-	1
Drug Driving	4	1	3	8
Other	9	15	9	33

Table (iii) Sex * Ad believable

Response (n=65)	Frequency					<i>Total</i>
	<i>Very believable</i>	<i>Quite believable</i>	<i>A little believable</i>	<i>Not very believable</i>	<i>Not at all believable</i>	
Male	8 (12.3%)	8 (12.3%)	3 (4.6%)	1 (1.5%)	1 (1.5%)	21 (32.3%)
Female	34 (52.3%)	10 (15.4%)	-	-	-	44 (67.7%)
Total	42 (64.6%)	18 (27.7%)	3 (4.6%)	1 (1.5%)	1 (1.5%)	65 (100.0%)

Table (iv) Age group * seen convenience cards

Response (n=103)	Frequency			Total
	18-24 years	25-30 years	More than 30 years	
Yes	12 (11.8%)	6 (5.9%)	1 (1.0%)	19 (18.6%)
No	41 (40.2%)	21 (20.6%)	22 (20.6%)	84 (81.4%)
Total	53 (52.0%)	27 (26.5%)	23 (21.6%)	103 (100.0%)