Incidental Smoking In The Media Study

Report

To

Commonwealth Department of Health and Ageing

By

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Introduction

The study on Incidental Smoking In The Media collected samples of a number of different media types over the period August 2001 to May 2002. The study focused on identifying the frequency and characteristics of smoking incidences in newspapers, magazines, movies, Internet web sites, TV programs and sporting events broadcast on television, on radio, and in music videos and lyrics. The media samples investigated were those identified as popular with the 18 - 30 years age group.

Background

Although most forms of tobacco advertising and sponsorship are banned in Australia, the tobacco industry has used product placement in movies and elsewhere in the media to promote smoking (Mekemson & Glantz, 2002). In addition, there are numerous non-promotional tobacco related incidents occurring in the media.

Images of smoking in the media may reinforce the belief that smoking is socially acceptable, particularly to young people, and may portray a falsely attractive image of tobacco, without adequately communicating the harmful effects.

In 1999, the Health Promotion Evaluation Unit at UWA was funded by HealthWay to monitor the incidental depiction of tobacco and tobacco paraphernalia in media popular with 14-17 year olds, and covered movies, television, magazines, newspapers, sport and the Internet (Clarkson, Donovan, Giles-Corti & Watson, 2002). Other than this recently completed HealthWay funded study, no comprehensive studies of smoking in the media have been conducted in Australia recently (Clarkson, Donovan, Giles-Corti & Watson, 2002).

The Commonwealth Department of Health and Ageing provided funding to expand the previous study by UWA to include national media popular with 18-30 year olds, and to include the monitoring of smoking references in music videos and lyrics and depiction of smoking on internet web sites. The current study replicated the methodology of the previous study by UWA and used
the instruments and guidelines for measuring smoking incidents in media that were developed for the UWA study.

**Objectives**

The objectives of the study were to measure the prevalence and content of tobacco coverage in

a) **Movies** popular with young adults aged 18 – 30 years;

b) **TV programs** popular with young adults aged 18 – 30 years;

c) TV broadcasting of **international sports**;

d) National **newspaper** features and articles

e) Domestic and imported **magazines** popular with young adults aged 18 – 30 years

f) Popular **music videos, lyrics** and **radio**

g) Popular **Internet** web sites.
Method

Coding of smoking incidences in the media

Movies
The most popular movies in Australia during January – September 2001 were sampled. The highest grossing films were identified through the Australian Box Office website, with the six top films that became available on video during the study period included for analysis. Each film was reviewed twice to ensure all smoking scenes were detected. Variables coded included scene length, location, type of depiction, characteristics of the person(s) smoking (appearance, age, gender, role in film etc), how many smokers appeared in the scene, with whom the smoking took place, any positive or negative attributes associated with smoking in the scene, and whether the scene made smoking look socially acceptable or socially unacceptable. Depictions were coded as portraying social acceptability if the smoking appeared approved, normal or not unusual, and there was no clear disapproval shown (i.e., people avoiding smoke; indications of smelliness; exaltations to “not smoking”, etc). Also recorded was whether there was any anti-smoking information in the scene.

Television
Television shows were sampled over three different time periods. These were July & August 2001, October 2001, and March & April 2002. Fifteen shows were recorded in July/August 2001, fourteen in October 2001 and sixteen in March/April 2002. The programs selected were those identified from audience ratings as being most commonly watched by young adults, and included a range of programs such as sit-coms, drama, reality tv and information chat-style programs. Also sampled were the three highest rating news and current affairs programs. Three episodes of each were sampled over the study period, totalling nine news and current affairs programs. A total of fifty-four programs made up the total study sample. Measures for television shows were the same as those for movies.
**Sport**

TV schedules were scanned and any International sporting events where tobacco sponsorship was likely to be involved were identified. Included for analysis were three major international events and one national event. A one hour block of each event was selected at random and analysed for the presence of any smoking or tobacco references. A tally was made each time a tobacco or anti-tobacco depiction was portrayed. The brand depicted was also recorded, along with the channel of depiction (i.e., motor vehicle, billboard, clothing, etc).

**Internet**

A systematic Internet scan was performed every month for a period of ten months. Because of the vast size of the Internet and the impossibility of covering all possible topics relevant to young adults, the study was limited to six specific topics. These were identified from previous focus group studies, as being popular areas for young adults using the Internet (Watson, Clarkson, Donovan & Giles-Corti, In Press). These were: popular films; television shows; sports; music artists; fashion sites; and ‘cool’ sites. Each topic was covered every second month over a period of ten months, providing five separate analyses of each topic during the study and a total of 255 sites visited. If the website featured a tobacco-related incident, the following details were recorded: type of depiction; positive and negative attributes associated with smoking in the incident; whether the incident made smoking look socially acceptable or socially unacceptable; whether quitting or tobacco control policies were mentioned; whether the site had special promotions or give-aways relating to smoking or tobacco; and whether any of the linked sites directly related to a tobacco company or brand.

**Popular Music and Radio**

A scan of popular music and radio was conducted. Three scans were conducted here: (1) a sample of 29 hours of the music video program “Rage” was taped over a number of different time periods, including the ARIA (Australian Record Industry Association) top 50 singles chart and night-time broadcasts; (2) a sample of the ARIA top 20 chart singles was taken from the ARIA website on a monthly basis; and (3) a monthly basis the nationally broadcast radio station “Triple J” was taped, as well as another local top rating radio station, as identified by ratings provide by Austereo was sampled for 90 minutes each time.
In total, 16 different radio programs, occurring in either the top rating AM timeslot, or the PM drive timeslot, were sampled over the study period, totalling 24 hours recorded.

The lyrics of the singles appearing in the ARIA top 20, as well as the lyrics of any songs played on the sampled radio programs were analysed for the presence of any smoking or tobacco references and each radio program sample was scrutinized for any incidental mention of smoking or tobacco by presenters or DJ's. The music videos were also analysed for the presence of smoking or tobacco references, and the type of depiction and length of the video noted.

**Newspapers**

Newspapers included in the study sample were: The West Australian; The Australian; The Weekend Australian; The Financial Review; The Age; The Herald-Sun; The Adelaide Advertiser; The Sydney Morning Herald; The Daily Telegraph; The Canberra Times; and The Courier Mail. The Weekend Australian was purchased every week for a six month period, from August 2001 – November 2001 and January – February 2002. Each daily paper was purchased every day for one week, at three randomly selected time periods. These were August/September 2001, November 2001 and January/February/March 2002. The total number of newspapers in the sample was 219. Measures coded for smoking incidents in newspapers were the same as those for magazines.

**Magazines**

In total, 93 magazines were included in the study sample: 73 Australian magazines; 10 imported magazines; and 10 speciality magazines (eg. computing, health and medical) that did not fall into the specified categories for domestic magazines. Three Australian magazines from five different categories were sampled on five different occasions during the study. The categories were: women's lifestyle/interests; men's lifestyle/interests; music/movies/TV; gossip; and sport. However, one particular sporting magazine was only published on three occasions during the study, hence n=73 rather than 75.

Two widely available imported magazines were sampled every second month, as were two speciality category magazines. For each individual incident, written material and visuals were coded separately. Measures included: content (of written material or visual); size; type of
depiction/s; number of visuals depicting smoking or tobacco; number of smokers; characteristics of the smoker(s) (age, gender, appearance, occupation). Whether smoking was portrayed as socially acceptable or socially unacceptable was coded separately for written material and visuals, and also whether positive and/or negative attributes were shown as being associated with smoking. References to sponsorship, quitting and tobacco control policies were also coded, both for the written material and visuals.

**Electronic databases**
For all media samples, databases were created in Microsoft Access and exported to SPSS for analysis.

**Coding**
All of the coding was done by the author Narelle Weller. Training was carried out by the Healthway study coder for a period of three weeks until there was 95% agreement between the trainer and the trained coder (Narelle Weller).

**Presentation of results**
The results are presented separately for each of the areas of study. A final section summarises the main results and compares the findings across all the areas of study.
Results

Movies

Six films were analysed. These were Bridget Jones’s Diary, Cast Away, Harry Potter and the Philosopher’s Stone, Moulin Rouge, Shrek and What Women Want.

Genre, rating and origin

Of all the movies reviewed, two were comedies, one was animated, one was an adventure film, one was a drama film and one was an arthouse film. Three of the films were rated M and three were rated PG. Four films were set in the present day and all films were made in America.

Prevalence

All of the films contained at least one tobacco-related scene, and there were 73 tobacco-related scenes in total, of which 69 (95%) were classified as socially acceptable and 4 (5%) as socially unacceptable. Overall, there was an average of 12.2 smoking scenes per film, of which 11.5 showed tobacco use as socially acceptable and 0.7 showed it to be socially unacceptable.

The total length of tobacco related scenes in the six films analysed was 3308 seconds (55 minutes), of which 3074 seconds (51 minutes, 93%) were socially acceptable scenes and 234 seconds (4 minutes, 7%) were socially unacceptable scenes. On average, 8% of movie time involved a tobacco-related incident (7% socially acceptable and 1% socially unacceptable).

Type of reference

The vast majority of scenes involved a visual depiction only (88%, n=64) and 4% (n=3) were verbal only references to smoking or tobacco. The remainder (8%, n=6) involved both visual and verbal references tobacco.

Type of depiction

Cigarettes/butts (58%, n=42) and smoke (exhaled or from the end of a cigarette) (51%, n=37) were the most common tobacco related depictions in movies. Tobacco paraphernalia such as ashtrays, packs and lighter or matches were also relatively common (Figure 1).
Figure 1. Type of tobacco depiction in movies.

Anti-Smoking Messages

Overall, five scenes (9%) involved some sort of anti-smoking message or depiction: Four scenes depicted a no-smoking or smoke-free area sign (i.e., tobacco control policies), and one involved an anti-smoking comment made by an actor (an expression of dislike or disgust for smoking).

Location

About half of all tobacco scenes occurred in indoor public places such as workplaces/other indoor (34%, n=25), restaurants (7%, n=5) and in cars (5%, n=4) (Figure 2). 30% (n=22) of incidents occurred in a home or hotel room and 27% (n=20) outdoors. 19% (n=14) of incidents occurred in a scene depicting a party. Three scenes (4%) showed smoking whilst in the company of children.
Figure 2. Location of scenes featuring tobacco in movies.

Who does the character smoke with?
Approximately one third (31%, n=23) of scenes involved the smoker smoking around other non-smokers. In only 5% (n=4) of scenes was the smoker smoking around other smokers. A further 26% (n=19) of scenes portrayed the smoker alone and 12% (n=9) of scenes involved smoking around a mixture of smokers and non-smokers.

Attributes associated with smoking scenes in movies
When the content of each scene was examined, 60% (n=44) were found to be associating smoking with one or more positive attributes, most commonly ‘popular’ and ‘sexy’. In contrast, only 15% (n=11) portrayed any of the negative effects of smoking or associated it in any way with negative attributes. The total numbers of various positive and negative attributes are shown in Figures 3 and 4 respectively.
Figure 3. Positive attributes associated with smoking portrayed in movie scenes containing tobacco depictions.

Figure 4. Negative attributes associated with smoking portrayed in movie scenes containing tobacco depictions.
**Characters portrayed smoking in movies**

In total, 96 characters were associated with smoking in movie scenes. Just over half of the people appearing in smoking related incidents were in the 20-40 age range (55%, n=53), with a further 32% (n=31) in the 40-60 age range. They were generally male (61%, n=59). Of all smoking characters, 37% (n=36) were wearing business attire, conservative clothing or in uniform, and 21% (n=20) were wearing cool, trendy, fashionable or ‘scruffy but cool’ clothes. A further 15% (n=14) were wearing a costume and 11% (n=11) were wearing bedclothes, underwear or a swimsuit. Lead characters were most frequent (37%, n=36), followed by extras (28% n=27) and non-lead characters (26% n=25). The largest proportion were classified as ‘good guys’ (68%, n=65).

**Summary**

All six films analysed contained at least one tobacco – related scene, with 73 such scenes in total, 95% of which were classified as socially acceptable. An average of 8% of movie time included a tobacco – related incident. In the six movies total time (11 hours, 56 minutes), there were 51 minutes of tobacco – related scenes depicting tobacco as socially acceptable. Given the positive attributes commonly associated with tobacco in these scenes, this could be interpreted as 104 30-second promotions for tobacco, approximately 17 per movie.
Television

Origin
In total, 54 programs were included in the study, totalling 43.5 hours of viewing. Of all programs, 54% (n=29) originated in Australia and 46% (n=25) were made in America.

Prevalence
Half (n=27) of the programs contained at least one tobacco related scene, and there were 74 tobacco related scenes in total, of which 61 (82%) were classified as socially acceptable and 13 (18%) as socially unacceptable. Of the 74 tobacco-related scenes, n=16 (22%) were simply the presence of a ‘no-smoking’ sign in the background. When the n=16 incidents relating to no-smoking signs are excluded from the sample, of the 58 remaining tobacco related scenes, all but one (i.e., 98%) were classified as socially acceptable.

Overall, there was an average of 1.4 tobacco related scenes per program, of which 1.1 scenes showed smoking as socially acceptable.

The total length of tobacco related scenes was 2801 seconds (46.7 minutes). The total length of socially acceptable scenes was 2256 seconds (37.6 minutes, 80%) and socially unacceptable scenes 545 seconds (9.1 minutes, 20%).

On average, 1.8% of program time involved a tobacco related incident (1.5% socially acceptable scenes and 0.3% socially unacceptable scenes).

Type of reference
The vast majority of scenes involved a visual depiction only (80%, n=59); 7% (n=5) were verbal only references to smoking or tobacco and 13% (n=10) involved both visual and verbal references to smoking or tobacco.
**Type of depiction**

The most common tobacco related depictions on television were cigarettes (including people smoking or holding cigarettes, as well as cigarettes alone or with tobacco paraphernalia) (42%, n=31), no smoking signs (22%, n=16) and ashtrays (19%, n=14) (Figure 5).

![Figure 5. Type of tobacco product or paraphernalia depicted in television scenes.](image)

**Anti-Smoking Messages**

Including the 16 scenes containing a ‘no smoking’ or ‘smoke-free area’ sigh, the total proportion of scenes involving at least one depiction of an anti-smoking message or action was 30% (n=22). There were 8 anti-smoking comments by an actor and 2 scenes involving anti-smoking actions made by an actor. Of the 22 anti-tobacco scenes, nine (41%) were rated as socially acceptable and 13 (59%) as socially unacceptable.

In terms of the nature of the anti-smoking message, 17 related to tobacco control policies (i.e, including no smoking and smoke-free area signs), three related to an expression of dislike or disgust for smoking, one to the health of the smoker or ex-smoker and one to the health of people not smoking.
**Location**

The majority of all tobacco scenes occurred in indoor public places. However, some of these incidents involved a no-smoking sign in a public indoor area, such as a restaurant, waiting room or taxi (Figure 6).

**Figure 6. Location of tobacco scenes in popular television programs.**

![Bar chart showing the location of tobacco scenes.]

Four (5%) of scenes depicted smoking whilst in the company of children and two (3%) scenes depicted smoking around pregnant or seriously ill persons.

**Who does the character smoke with?**

People were shown smoking in 55% (n=35) of tobacco – depicted scenes. In 31% (n=23) of scenes, the smoker was smoking around non-smokers, while in only 1% (n=1) of scenes, was the smoker smoking around other smokers. In 12% (n=9) of scenes the smoker was alone and 3% (n=2) involved smoking around a mixture of smokers and non-smokers.
Attributes associated with smoking in the television scenes

Television scenes depicting smoking or tobacco were reviewed in the same way as movie scenes. One or more positive attributes were portrayed in 42% (n=31) of scenes and one or more negative attributes in 12% (n=9) of scenes. Figures 7 and 8 show the proportions of positive and negative attributes associated with smoking in television scenes.

Figure 7. Positive attributes associated with smoking portrayed in television scenes containing tobacco depictions.

Characters portrayed smoking in television scenes

In total, 65 characters were associated with smoking in television scenes. As in the other media examined in the study, the majority (57%, n=37) of people in tobacco related scenes on television were in the 20-40 years age range and 71% (n=46) were male. Appearance was equally divided between those wearing business, conservative attire or a uniform (37%, n=24), and cool, trendy, fashionable or ‘scruffy but cool’ clothes (37%, n=24). 37% (n=24) were lead characters, 32% (n=21) were ‘extras’ and 26% (n=17) were non-lead characters. A large proportion of ‘good guys’ were associated with tobacco (43%, n=28).
Figure 8. Negative attributes associated with smoking portrayed in television scenes containing tobacco depictions.

Summary
Half of all programs analysed contained at least one tobacco-related scene, with 74 such scenes in total, 82% of which were classified as socially acceptable. 2% of total TV time monitored constituted a tobacco-related incident.
Sport

One hour of each of four televised sporting events was analysed (i.e., 240 minutes in total). These were F1 motor racing, Indy car racing, Motor bikes 500cc Grand Prix and the AFL Grand Final. All of the sporting events were held in Australia and televised on local free-to-air TV channels.

All three international sporting events held in Australia featured tobacco sponsorship. None of the sporting programs sampled featured any anti-smoking health messages or sponsorship.

Prevalence

Across all four events there were 330 tobacco exposures: that is, 1.4 tobacco exposures per minute of sporting coverage (almost 7 exposures every 5 minutes). Considering only the three sporting events featuring tobacco sponsorship, the rate of incidents per minute was 1.8 per minute, equal to 9 exposures every 5 minutes. The duration of tobacco exposures was not recorded, as many were one second or less. Frequency was considered to be a more suitable indicator.

Number of programs featuring each type of tobacco brand

The most common type of tobacco sponsorship was Marlboro, which featured in all three international events and had a total of 166 exposures across the three programs, an average of 55.3 per event (per hour). West featured 39 exposures in two of the programs, Mild Seven, 35 exposures in one program, Fortuna, 23 exposures in one program, MS, 20 exposures in one program, Kool, 19 exposures in one program and Gauloises, 13 exposures in one program. Other brands to have minimal exposures in one sporting program were Benson & Hedges (6 exposures), Player’s (5 exposures) and Lucky Strike (4 exposures). Table 1 shows that two of the events featured five brands and one featured three brands.

Location of tobacco sponsorship

In all three programs featuring tobacco sponsorship, tobacco sponsorship appeared on officials’ or sports persons’ clothing, and on vehicles. In two programs, tobacco sponsorship also appeared on a sign or billboard.
Table 1. Type of program featuring tobacco sponsorship.

<table>
<thead>
<tr>
<th>Program</th>
<th>F1</th>
<th>Indy</th>
<th>Grand Prix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marlboro</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>West</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Mild Seven</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fortuna</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>MS</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Kool</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Gauloises</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Benson &amp; Hedges</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Player’s</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Lucky Strike</td>
<td>✓</td>
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</tr>
</tbody>
</table>

**Summary**

Tobacco sponsorship occurred in the three international events held in Australia and televised on free-to-air TV. Cigarette brands appeared at the rate of 110 exposures per hour, almost two per minute. Marlboro was the most common, with approximately one exposure per minute of programming in all three international events.
The Internet

Prevalence
A total of 255 Internet sites was visited as follows:

<table>
<thead>
<tr>
<th>Type of Internet web site</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=255</td>
</tr>
<tr>
<td>Music Sites</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>n=41</td>
</tr>
<tr>
<td>Movie Sites</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>n=42</td>
</tr>
<tr>
<td>Television Sites</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>n=39</td>
</tr>
<tr>
<td>Fashion Sites</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>n=45</td>
</tr>
<tr>
<td>Sport Sites</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>n=43</td>
</tr>
<tr>
<td>“Cool” sites</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>n=45</td>
</tr>
<tr>
<td></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td></td>
<td><strong>N=255</strong></td>
</tr>
</tbody>
</table>

In all, 22% (n=55) mentioned smoking or tobacco in some way. Of the 55 Internet sites that depicted smoking or tobacco, 93% (n=51) were considered to portray smoking as socially acceptable and 7% (n=4) as socially unacceptable.

Type of reference
The most common type of tobacco depiction on the Internet was a written representation (38%, n=21), followed closely by visual depictions (35%, n=19). A further 18% (n=10) involved both an editorial and a visual, and 9% (n=5) were sponsorships (i.e., logos, brand names). Two sites mentioned or depicted health sponsorship messages (4% of depictions; 0.8% of all sites) and three (5% of depictions; 1.1% of all sites) sites portrayed tobacco sponsorship.
**Attributes associated with smoking**

Many of the incidents of smoking on the Internet associated smoking with a range of positive attributes, with 76% associating it with at least one positive attribute. In contrast, there were far fewer negative references. Only 24% of incidents associated smoking with at least one negative attribute. Figures 9 and 10 represents these findings.

Figure 9. Positive attributes associated with smoking portrayed on Internet sites containing tobacco depictions.

Quitting and Tobacco Control Policies

In the 55 sites with a tobacco depiction, 14 mentioned quitting (25% of depictions; 5% of all sites). Of these, six were supportive of quitting (43%), seven were neither supportive or against quitting (50%), and one was not supportive of quitting (7%). Tobacco control policies were mentioned or portrayed in only one website (1.8% of depictions; 0.4% of all sites). This depiction was supportive of tobacco control policies.
Figure 10. Negative attributes associated with smoking portrayed on Internet sites containing tobacco depictions.

Summary
Of 255 Internet sites, approximately one in five (n=55) contained a tobacco depiction. 93% of these portrayed smoking as socially acceptable. The most common attribute associated with tobacco were ‘sexy’ and ‘popular’. Quitting was mentioned in one in four tobacco depictions, but over half of them were not supportive of quitting. Approximately 1% of sites contained tobacco sponsorship and yet another 1% contained a health sponsorship.
Music

Video clips
In total, 460 music videos (29 hours) from the popular channel 2 program “Rage” were analysed. Of these, 68 (15%) depicted smoking or tobacco in some way. The average length of each music video (including those depicting smoking or tobacco) was just under 4 minutes. The duration of smoking or tobacco exposures was not recorded as many were one second or less, although many depictions were repeated a number of times throughout the video clip.

Of these 68 video clips, 23 were duplicate videos shown on the music video program over a number of different months. Taking away duplicate video clips, there were 45 unique video clips portraying smoking or tobacco.

The type of tobacco depiction in music videos was most likely to be of cigarettes or cigarette butts (51%, n=23), or of smoke exhaled or from a cigarette or cigar (40%, n=18) (Figure 11).

Figure 11. Type of tobacco depiction in music videos.
All portrayed images considered to promote smoking as being socially acceptable. There was no anti-smoking content in any of the music videos.

**Radio Programs**

In total, 16 different radio programs, eight morning and eight evening, were analysed for any mention of smoking or tobacco made by presenters. Of these, 6 (37%) made any mention of smoking or tobacco. The majority of incidents occurred in morning radio broadcasts (83%, n=5). Three items portrayed smoking as being socially unacceptable; two were news items portraying discouraging comments towards smoking (one making comment on a tax rise on cigarettes and identifying smoking as a “filthy habit”, and encouraging people to give up once they notice the price rise; the other was making comment on figures showing that more people are dying from smoking than ever before); and one item was the promotion of a smoke free youth oriented event.

The remaining three incidents portrayed smoking in a way considered to be socially acceptable (e.g., one included a joke made by one of the presenters, asking how long one could “scab cigarettes” off friends before they get angry).

**Lyrics**

The lyric content of 275 popular songs was analysed. Overall, nine (3%) of the songs contained a reference to tobacco. The reference was most likely to be related to taking a drag of, or smoking a cigarette (three songs), lighting a cigarette or cigar (three songs), using an ashtray (two songs), or smoke from a cigarette or cigar (one song). For example one song included the lyrics: “Me no Bubblicious, Me smoke heavy tar, me be grooving slowly where you are”. Another included “The preacher lights up a butt and takes a drag”. All depicted smoking in a manner coded as socially acceptable (i.e., smoking was portrayed as a normal, acceptable, everyday thing to do).

**Summary**

Tobacco depictions occurred in 15% of 460 music videos featured on the “Rage” program, over a period of 29 hours. This equals to just under two and a half music videos per hour featuring tobacco. All depicted smoking as socially acceptable. During 16 samples of radio broadcast (24 hours in total), there were only six mentions of smoking by announcers or in news broadcasts:
three depicted smoking as socially acceptable and three as socially unacceptable. This equates to one every four hours. Of 275 song lyrics, only 3% contained any reference to smoking, but all were socially acceptable depictions.
Newspapers

Prevalence

219 newspaper editions were analysed. A total of 665 tobacco related incidents was recorded, with an average of 3.03 incidents per newspaper. The majority of newspapers (84%, n=184) contained at least one tobacco-related incident.

Section within the paper

The location of tobacco incidents varied, with incidents occurring in the Business, Travel, Motoring and Home sections, in addition to the weekend magazines:

<table>
<thead>
<tr>
<th>Section within the paper</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily supplements</td>
<td>26%</td>
</tr>
<tr>
<td>General news</td>
<td>22%</td>
</tr>
<tr>
<td>Entertainment, social and fashion</td>
<td>19%</td>
</tr>
<tr>
<td>Main news pages 1 - 19</td>
<td>14%</td>
</tr>
<tr>
<td>Sports</td>
<td>9%</td>
</tr>
<tr>
<td>Children's supplements</td>
<td>4%</td>
</tr>
<tr>
<td>Health and Medicine</td>
<td>4%</td>
</tr>
<tr>
<td>N=650</td>
<td></td>
</tr>
</tbody>
</table>

Type of incident

Of all tobacco incidents, 6.7% (n=47) were advertisements and 92.9% (n=618) were not.
* Advertisements*

Of the 47 advertisements, 34 (72%) were: anti-smoking; offered quit help; promoted the smoke-free legislation; or were events featuring a health sponsor message. These advertisements will be referred to as ‘health’ ads. All of the health ads (n=34) contained relevant written material only.

Non-health ads totaled 13 (28%) of the advertisement sample. Of these, 12 contained a relevant visual only and one contained both written material and a visual.

* Non-advertisements*

Of the 618 non-advertisements, the majority involved written content accompanied by a visual (66%, n=408). This does not necessarily mean that both the written and the visual content referred to smoking or tobacco. In only 40 of these cases (10%) did both the written and the visual incident contain a relevant reference to or depiction of tobacco; 184 (45%) of the 408 involved a reference to tobacco in the written content only and 184 (45%) contained a depiction of smoking in the visual content only. Therefore, the total number of relevant written incidents in the category ‘article plus visual’ was 224 (40 + 184); and for visual incidents, 224 (40 + 184).

The remaining 210 incidents were made up of 129 cases that consisted of smoking related written content only (21% of total), 43 that involved a visual depiction only (7% of total) and 38 that involved headlines mentioning smoking or tobacco in some way (6% of total) (such as a heading in the sport section “Smoke-Free league”). It is important to note that relevant headlines were further coded only for content and social acceptability.

Hence, for non-advertisements, in total there were: 391 written incidents; and

267 visual incidents.

Overall, for advertisements and non-advertisements, there were 426 written incidents and 279 visual incidents. Results for all the written materials are presented first, followed by results for the visual incidents. The results are presented separately for advertisements and non-advertisements.
Analysing the written material

Size

* Advertisements
The majority of written material accompanying health advertisements was small in size (1-100cm in area) (73%, n=25), with only one (3%) incident of a large size (spanning one or more whole pages). The remaining written incidents were of medium size (101-400cm in area) (24%, n=8).

The one written non-health advertisement was of large size, spanning one whole page.

* Non-advertisements
The majority of non-advertising written material in newspapers covered less than one page, with 48% (n=169) being medium in size (101-400cm in area) and 24% (n=85) small in size (1-100cm in area). The remaining 28% (n=99) were of large size, spanning one or more whole pages.

Content

Written content that contained a reference to tobacco was classified into different theme types according to the most frequent type of reference to tobacco in the text (e.g., in relation to tobacco control; as a consumer behaviour; in the context of quitting; in the context of health effects; in relation to the costs of tobacco; etc (nine categories in total; see Table 2). Although many incidents contained references to tobacco in more than one of these categories, the content was coded according to the most frequent or most dominant theme. The categories are described more fully in Appendix 1.

* Advertisements
Table 2 shows that about half of the health ads were non Quit campaign ads (i.e., NRT ads; cessation service provider ads; etc). Only one of the health ads did not have tobacco as a dominant topic. The single non-health ad's written reference to tobacco was only a passing reference that did not fall into any of the categories.
Table 2. Dominant themes in written content advertisement incidents.

<table>
<thead>
<tr>
<th></th>
<th>Health Ads</th>
<th>Non-health ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proportion of total</td>
<td>Proportion of total</td>
</tr>
<tr>
<td></td>
<td>(N = 34)</td>
<td>(N = 1)</td>
</tr>
<tr>
<td>Tobacco control policies, sponsorship and litigation</td>
<td>44 (n=15)</td>
<td>-</td>
</tr>
<tr>
<td>As a part of consumer behaviour</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NRT or quit help</td>
<td>47 (n=16)</td>
<td>-</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
<td>3 (n=1)</td>
<td>-</td>
</tr>
<tr>
<td>Industry reports, mention of tobacco companies</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cosmetic effects of smoking</td>
<td>3 (n=1)</td>
<td>-</td>
</tr>
<tr>
<td>Refers to people who don't smoke or have quit</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Costs of tobacco, including health costs</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Incidental reference only</td>
<td>3 (n=1)</td>
<td>100 (n=1)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100% (n=34)</td>
<td>100% (n=1)</td>
</tr>
</tbody>
</table>

*Non-advertisements*

Table 3 shows the content areas that were most frequently covered in the written content of the 391 non-advertisements. Just under half of these references relate favourably to tobacco control (i.e., policies, etc; quitters; costs; ill-health; quit help). Most of the remainder fell within the category of consumer behaviour (29%) or were references in passing (22%).
Table 3. Dominant themes in written content of non-advertisements incidents.

<table>
<thead>
<tr>
<th>Proportion of total (N = 391)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco control policies, sponsorship and litigation</td>
</tr>
<tr>
<td>As a part of consumer behaviour</td>
</tr>
<tr>
<td>NRT or quit help</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
</tr>
<tr>
<td>Industry reports, mention of tobacco companies</td>
</tr>
<tr>
<td>Cosmetic effects of smoking</td>
</tr>
<tr>
<td>Refers to people who don’t smoke or have quit</td>
</tr>
<tr>
<td>Costs of tobacco, including health costs</td>
</tr>
<tr>
<td>Incidental reference only</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

Attributes associated with smoking in the written incidents

Each written incident was rated as to whether it associated smoking with a number of positive and negative attributes. Multiple responses were permitted as a written incident may refer to more than one positive and/or negative attribute.

The attributes are listed and described in Figure 12 and Figure 13 and examples are shown in Appendix 2.

*Advertisements*

As might be expected, none of the health advertisements associated smoking with any positive attributes. 32% (n=11) of health advertisement written materials reported at least one negative attribute, with the addictiveness of smoking mentioned in six (18%), negative health effects mentioned in three (9%) and negative cosmetic effects mentioned in two (6%).
The written material accompanying the one non-health ad did not associate smoking with any positive or negative attributes.

*Non-advertisements*

Overall, 30% (n=118) of non-advertising written materials featured at least one positive attribute associated with smoking and 28% (n=111) featured at least one negative attribute. Figures 12 and 13 show the proportion of articles that portrayed each attribute.

Figure 12. Positive attributes associated with smoking portrayed in newspapers containing tobacco depictions.

![Positive attributes graph](image)

NB: ‘Popular’ refers to a popular person or a desirable role model.

‘Sexy’ refers to the portrayal smoking as sexy, glamorous or attractive

‘Wealth’ refers to smoking mentioned in association with affluence

‘Fun’ refers to fun and celebration, social occasions and important events

‘Power’ refers to smoking associated with businesspeople or other positions of power or social status

The ‘relaxing’ attribute includes using smoking to relieve stress

‘Fashionable’ refers to fashion, trendy items, fashionable people, places or occasions

‘Humour’ refers to associating smoking with comedy

‘Rebellion’ refers to smoking as a way of acting out, or looking like a rebel, or as a response to strict up-bringing

‘Strength’ refers to strength or toughness of character or physical strength

‘Rewarding’ refers to smoking as a reward for a job well done, achievement or completion of a task

‘Good mood’ refers to laughing, happiness, and explicit mood enhancement effects of smoking
Figure 13. Negative attributes associated with smoking portrayed in newspapers containing tobacco depictions.

<table>
<thead>
<tr>
<th>Negative attributes</th>
<th>No. tobacco depictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>85</td>
</tr>
<tr>
<td>Addictive</td>
<td>25</td>
</tr>
<tr>
<td>Bad image</td>
<td>13</td>
</tr>
<tr>
<td>Cosmetic</td>
<td>9</td>
</tr>
<tr>
<td>Bad mood</td>
<td>9</td>
</tr>
</tbody>
</table>

NB: ‘Health’ relates to the negative health effects
‘Addictive’ refers to addictiveness of tobacco or tobacco dependence
The attribute ‘bad image’, refers to smoking associated with an unappealing or undesirable image
‘Cosmetic’ refers to the negative cosmetic effects of smoking
‘Bad mood’ refers to explicit portrayal of crying, down-and-out, or depressed mood effects of smoking
‘Anger’ refers to smoking being associated with anger or aggression

**Rating of Social Acceptability**

*Advertisements*

Overall, 47% (n=16) of the written materials accompanying health ads were considered to portray smoking as socially acceptable or a normal, everyday thing to do, and 53% (n=18) as socially unacceptable. Table 4 shows the social acceptability ratings within each of the major themes of the written content of the health ads.

The one piece of written material accompanying non-health ads portrayed smoking as being socially acceptable.
Table 4. Dominant themes in written content of health advertisements and social acceptability.

<table>
<thead>
<tr>
<th></th>
<th>Proportion of total (N = 34)</th>
<th>Proportion within category coded as socially acceptable</th>
<th>Proportion within category coded as socially unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco control policies, sponsorship and litigation</td>
<td>44 (n=15)</td>
<td>33 (n=6)</td>
<td>67 (n=9)</td>
</tr>
<tr>
<td>Normal part of consumer behaviour</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NRT or quit help</td>
<td>47 (n=16)</td>
<td>50 (n=8)</td>
<td>50 (n=8)</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
<td>3 (n=1)</td>
<td>-</td>
<td>100 (n=1)</td>
</tr>
<tr>
<td>Industry reports, mention of tobacco companies</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cosmetic effects of smoking</td>
<td>3 (n=1)</td>
<td>100 (n=1)</td>
<td>-</td>
</tr>
<tr>
<td>Refers to people who don't smoke or have quit</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Costs of tobacco, including health costs</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Incidental reference only</td>
<td>3 (n=1)</td>
<td>100 (n=1)</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100% (N=34)</strong></td>
<td><strong>47% (n=16)</strong></td>
<td><strong>53% (n=18)</strong></td>
</tr>
</tbody>
</table>

*Non-advertisements*

Overall, 70% (n=272) of all non-advertising written materials were considered to portray smoking as socially acceptable and 30% (n=119) as socially unacceptable.

Table 5 shows a breakdown of social acceptability ratings according to the major theme of the written content.
Table 5. Dominant themes in written content of non-advertising written material and social acceptability.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Proportion of total (N = 391)</th>
<th>Proportion within category coded as socially acceptable</th>
<th>Proportion within category coded as socially unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco control policies, sponsorship and litigation</td>
<td>24 (n=94)</td>
<td>9 (n=25)</td>
<td>58 (n=69)</td>
</tr>
<tr>
<td>Normal part of consumer behaviour</td>
<td>29 (n=114)</td>
<td>42 (n=112)</td>
<td>2 (n=2)</td>
</tr>
<tr>
<td>NRT or quit help</td>
<td>2 (n=6)</td>
<td>2 (n=6)</td>
<td>-</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
<td>12 (n=47)</td>
<td>7 (n=19)</td>
<td>23 (n=28)</td>
</tr>
<tr>
<td>Industry reports, mention of tobacco companies</td>
<td>3 (n=11)</td>
<td>4 (n=10)</td>
<td>1 (n=1)</td>
</tr>
<tr>
<td>Cosmetic effects of smoking</td>
<td>1 (n=3)</td>
<td>1 (n=3)</td>
<td>-</td>
</tr>
<tr>
<td>Refers to people don’t smoke or have quit</td>
<td>3 (n=13)</td>
<td>2 (n=6)</td>
<td>6 (n=7)</td>
</tr>
<tr>
<td>Costs of tobacco, including health costs</td>
<td>4 (n=16)</td>
<td>4 (n=11)</td>
<td>4 (n=5)</td>
</tr>
<tr>
<td>Incidental reference only</td>
<td>22 (n=87)</td>
<td>29 (n=80)</td>
<td>6 (n=7)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100% (n=391)</td>
<td>70% (n=272)</td>
<td>30% (n=119)</td>
</tr>
</tbody>
</table>

Analysis of visuals
There were no visuals accompanying the 34 health advertisements. All of the 13 non-health advertisements featured visuals depicted smoking or tobacco in some way. Of the 408 visuals accompanying non-advertising incidents, 267 depicted smoking or tobacco.

Size of visual incident
* Advertisements
Almost half of visuals in non-health ads were medium in size (101-400cm in area) (46%, n=6); 39% (n=5) were small sized visuals (less than 100cm in area); and the remaining 15% (n=2) covered one whole page in area.
**Non-advertisements**

The majority of non-advertising visuals were either small in size, covering between 1-100cm in area (46%, n=124) or medium in size (101-400cm in area) (43%, n=114). 11% (n=29) of visuals covered one or more whole pages.

**Visual content**

In some cases, there was more than one visual accompanying each tobacco incident, with potentially different visual content (e.g., several different pictures of the one sporting or social event). The number of visuals depicting each content area was recorded as part of the overall visual incident. For this reason, the number of visuals for some parts of the analysis is greater than the actual number of incidents. This arose because the database allowed information to be collected, both on the incident overall (i.e., an article accompanied by three visuals) and on the individual components of the incidents.

**Advertisements**

For non-health advertisements, each visual incident contained only one visual (n=13). The most common tobacco related visual in non-health advertisements was a photo of a person or persons smoking or holding a tobacco product (70%, n=9). In addition, two visuals (15%) depicted a photo of tobacco products with no person in the visual, and two (15%) depicted a cartoon or illustration of a person smoking or holding tobacco products.

Overall, 85% (n=11) of non-health advertisement visuals depicted one or more people in association with smoking or tobacco (range 1 – 3).

**Non-advertisements**

For non-advertising visuals there were 253 incidents with one visual, 11 incidents with two visuals, two with three visuals and one with seven visuals. Therefore, there were 288 visuals in the 267 non-advertising incidents that contained visuals depicting smoking or tobacco.

The most common non-advertising tobacco related visual was of a person or persons smoking or holding a tobacco product (58%, n=168), with a further 18% (n=51) depicting a cartoon or
An additional 16% (n=47) depicted a photo of smoking or anti-smoking paraphernalia and 3% (n=8) showed a cartoon or illustration of the same. Tobacco products were depicted in 4% (n=11) of visuals and smoking was implied but not actually seen in two visuals (1%). Only one non-advertising visual depicted smoking as a cause of ill-health.

Overall, 73% (n=210) of non-advertising visual incidents depicted one person in association with smoking and 12% (n=35) showed more than one person in association with smoking (range 1 – 4).

The number of visuals depicting people in association with smoking (245) is greater than the number of visuals depicting people smoking (219), because in some cases people appeared in association with smoking without actually smoking (e.g., sitting around a table with lighters and ashtrays on it). This reasoning relates to the analysis of magazines also.

**Type of depiction**
Multiple responses were permitted for coding type of depiction, as a visual may contain more than one tobacco related product or paraphernalia.

* **Advertisements**
The most common depiction for non-health ads was of cigars (38%, n=5). Three (23%) showed pipes and three (23%) showed cigarettes. Tobacco sponsorship was depicted in two (15%) visuals.

* **Non-advertisements**
Cigarettes or cigarette butts were by far the most common tobacco related depiction in non-advertising visuals in newspapers (52%, n=149) (see Figure 14). Cigars were depicted in 17% (n=48) of non-advertising visuals, pipes in 9% (n=26), ashtrays in 9% (n=26) and tobacco sponsorship in 7% (n=20).
**Anti-smoking depictions**

Multiple responses were permitted for coding anti-smoking depictions, as a visual may contain more than one anti-smoking message.

* **Advertisements**

None of the visuals associated with non-health advertisements depicted a health warning.

* **Non-advertisements**

Overall, five (2%) non-advertising visuals showed a no-smoking sign, smoke-free area sign or logo or other anti-smoking logo. In addition, four (1%) depicted an anti-smoking poster or billboard and six (2%) showed clothing bearing an anti-smoking message.

**Tobacco sponsorship**

Tobacco sponsorship was shown in 20 (7%) non-advertising visuals, and in two (15%) of the non-health advertisements.
Attributes associated with smoking in the visual incidents
Each visual was examined to determine whether it portrayed smoking in association with any positive or negative attributes. The attributes were the same as those for written tobacco incidents. Again, this was a multiple response item, as several positive and/or negative attributes may have been depicted in one individual visual incident.

* Advertisements
For non-health advertisements, 10 (77%) of the visuals showed at least one positive attribute associated with smoking. None of the visuals showed any negative attributes. The most frequently depicted positive attributes were sexy/glamorous/attractive and popular person/desirable role model, both shown in five visuals (38%). Smoking was associated with strength, toughness, power and social status in two of the visuals (15%), fun and celebration in two (15%), enhanced mood in two (15%), and fashionable in one (8%).

* Non-advertisements
58% (n=156) of non-advertisement visuals showed at least one positive attribute associated with smoking and 8% (n=18) showed at least one negative attribute. People associated with smoking were popular, desirable role models in 39% (n=103) and sexy/glamorous or attractive in 24% (n=65) of visuals (Figure 15). Smoking was associated with strength, toughness, power, wealth, social status and rebellion in 21% (n=56) and fun, celebration, rewarding, enjoyable, humour and an enhanced mood in 7% (n=19). The stress relief or relaxing properties of smoking were shown in four visuals (1%) and smoking was associated with fashion in seven (3%).

The most common negative depiction was of an unappealing or undesirable image in 6% of visuals (n=17). One visual referred to addiction and one to ill-health effects.
Figure 15. Positive attributes associated with smoking portrayed in newspapers containing tobacco depictions.

**Rating of Social Acceptability**

*Advertisements*

All 13 visual incidents accompanying non-health advertisements were coded as depicting smoking and tobacco as socially acceptable.

*Non-advertisements*

Overall, 95% (n=253) of non-advertising visual incidents were considered to be showing smoking as socially acceptable and 5% (n=14) as socially unacceptable.
Issues included in written or visual incidents

Quitting

* Advertisements
Of all health advertisements, 47% (n=16) mentioned or portrayed quitting in the written material. All of these were supportive of quitting. Quitting was not featured in any of the non-health advertisements.

* Non-Advertisements
Of all non-advertisements, 5% (n=30) mentioned or portrayed quitting in either the written material, the visual, or both. The vast majority of these were supportive of quitting (80%, n=24).

Tobacco Control Policies

* Advertisements
Of all health advertisements, 44% (n=15) mentioned or portrayed tobacco control policies in the written material. The majority were supportive of the policies (93%, n=14). None of the non-health advertisements featured tobacco control policies.

* Non-advertisements
Of all non-advertisements, 20% (n=122) mentioned or portrayed tobacco control policies in either the written material, the visual, or both. Of these, 83% (n=101) were supportive of tobacco control policies; 10% (n=12) were against tobacco control policies; one (1%) showed equally balanced views for and against; and 7% (n=8) were neither supportive nor against.

Sponsorship

* Advertisements
Of all health advertisements, 12% (n=4) featured sponsorship in the written material. All were of health sponsorship and all were sports events. Two (15%) of the non-health advertisements featured sponsorship in the visual material. Both were cases of tobacco sponsorship for a racing event.
*Non-advertisements*

Of all non-advertisements, 12% (n=72) featured sponsorship in either the written material, the visual, or both. Of these, 61% (n=44) related to health sponsorship and 39% (n=28) to tobacco sponsorship. Of all health-sponsored events mentioned in non-advertising material in the newspapers, six (14%) were sports, 14 (32%) were arts and 24 (54%) were racing events. Of tobacco-sponsored events, 25 (89%) were racing, one (4%) was sport and two (7%) were arts.

**Type of people depicted in the visuals**

In total, 300 people were depicted associated with smoking in visuals in newspapers. Most were in the 20-40 years age range (55%, n=165), followed by the 40-60 years age range (35%, n=105), and 79% (n=237) were male. The majority were wearing business, conservative, casual clothes or in uniform (56%, n=169), and 24% (n=73) were wearing cool, trendy, fashionable or ‘scruffy but cool’ clothes. In total, 23 (8%) were sports people or coaches, mostly associated with sponsored health messages, 54 (18%) were actors, and 35 (12%) were musicians or models. A further 8% (n=23) were executives or directors.

Only 4% (n=11) of people were identifiable as anti-smoking (e.g., sports people wearing anti-smoking messages on uniforms). 22% (n=66) were cartoon characters or animals, and many of these incidents occurred in the children’s section.

**Location within the paper and social acceptability**

The majority of socially acceptable incidents in the newspapers (n=555) occurred in the daily supplement section (29%, n=159), the entertainment section (23%, n=127), the general news pages (21%, n=116) or in the main news section (14% n=77).

In comparison, the highest percentage of socially unacceptable incidents (n=151) occurred in the general news pages (28%, n=43) and the sports pages (26%, n=34), with 17% (n=25) in the daily supplement section, 13% (n=22) in the main pages, 7% (n=10) in the entertainment section, and 8% (n=12) in the Health and Medicine sections.

Four percent (n=22) of all socially acceptable incidents appeared in the children's section and comics pages, compared with 3% (n=4) of socially unacceptable incidents.
Summary

In 219 newspaper editions there were 665 tobacco related incidents, an average of 3.03 incidents per newspaper. The vast majority of newspapers (84%, n=184) contained at least one tobacco-related incident. Of all tobacco incidents, 6.7% (n=47) were in advertisements and 92.9% (n=618) were not. The vast majority of advertisements were Quit ads or other ads supporting tobacco control (e.g., nicotine replacement products; cessation programs). In the 618 non-advertising incidents there were 391 written materials with reference to tobacco and 267 visual references to tobacco. Overall, 70% (n=272) of all non-advertising written materials portrayed smoking as socially acceptable and 30% (n=119) as socially unacceptable. Overall, 95% (n=253) of non-advertising visual incidents were considered to be showing smoking as socially acceptable and 5% (n=14) as socially unacceptable.
**Australian magazines**

In total, 73 Australian domestic magazine editions were analysed. These included magazines such as Woman's Day, NW, Ralph, FHM, Cosmopolitan, Cleo, Rolling Stone, Juice, TV Soap, Who Weekly and Men's Health. Of the magazine editions reviewed, 15 were gossip magazines, 15 were women's interest magazines, 15 were men's interest magazines, 13 were sports magazines and 15 were related to TV, music or movies.

**Prevalence**

In total, 465 tobacco related incidents were identified, with an average of 6.4 tobacco incidents per magazine. Almost all magazines (96%, n=70) contained at least one tobacco related incident.

**Type of incident**

Of all tobacco incidents, 12% (n=58) were advertisements and 88% (n=407) were non-advertisements.

Of the 58 advertisements, 28% (n=16) were health advertisements. Of these, seven involved both written material and a visual that portrayed smoking, one contained only a visual that depicted smoking or tobacco, and eight contained only written material.

Non-health ads made up 72% (n=42) of the advertisement sample. Within these advertisements, four contained relevant written content only, 33 contained relevant visual content only, and five contained both.

Of the 407 non-advertisements, the vast majority involved written content accompanied by a visual (90%, n=365). However, only 56 of these contained smoking in both the written content and the visual content, 181 contained relevant written content only and 128 contained relevant visual content only. Of the incidents that did not fall in the ‘article plus visual’ category, 13 (3%) involved written material only, 24 (6%) a visual only and 5 (1%) were headlines. Therefore, the total number of non-advertising written incidents was 250 and visual incidents, 208.
**Analysing the written material**

The results for advertisements and non-advertisements are presented separately.

**Size**

It should be noted that the size refers to the whole article, not to the part of the article that refers to tobacco.

* Advertisements

Written incidents accompanying a health advertisement mostly spanned one or more whole pages (60%, n=9), four (27%) were of medium size (101-400cm in area), and two (13%) were of small size (1-100cm in area). Seven (47%) of the health advertisements mentioned smoking in the headlines.

The majority of written materials accompanying non-health advertisements also spanned one or more whole pages (78%, n=7). One was small in size (1-100cm in area) and one was of medium size (11%) (101-400cm in area). One mentioned smoking in the headlines.

* Non-advertisements

A substantial proportion of non-advertising written material in Australian magazines covered one or more whole pages (52%, n=131). 28% (n=69) were of medium size (101-400cm in area) and 20% (n=50) were small in size (1-100cm in area).

**Content**

As in the newspaper analysis, the written material was classified according to the most dominant or prevalent references to smoking. The same nine categories were used.

* Advertisements

Of the 15 health advertisements, 11 (73%) contained relevant written material relating to nicotine replacement therapies or other quit help methods, two (13%) contained information on cosmetic effects of smoking and two (13%) contained information on tobacco as a cause of ill health.
Of the nine non-health advertisements, six (67%) contained written material that made a reference to consumer behaviour, one made mention of the economics of the tobacco industry, one mentioned tobacco as a cause of ill health and one was an incidental reference only.

* Non-advertisements

250 (61%) incidents contained relevant written content. 10% (n=25) of these mentioned smoking in the headlines (this figure does not include five incidents that were only headlines – which were not coded for size or attributes associated with smoking).

The most common content areas for written material concerned smoking as a normal part of consumer behaviour (50%, n=125) and an incidental reference only (30%, n=75) (Table 6).

Table 6. Dominant themes in written material in Australian magazines.

<table>
<thead>
<tr>
<th>Proportion of total (N=250)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco control policies, sponsorship and litigation</td>
<td>2 (n=4)</td>
</tr>
<tr>
<td>Normal part of consumer behaviour</td>
<td>50 (n=125)</td>
</tr>
<tr>
<td>NRT or quit help</td>
<td>3 (n=8)</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
<td>8 (n=20)</td>
</tr>
<tr>
<td>Industry reports, mention of tobacco companies</td>
<td>2 (n=4)</td>
</tr>
<tr>
<td>Cosmetic effects of smoking</td>
<td>2 (n=6)</td>
</tr>
<tr>
<td>Refers to people don’t smoke or have quit</td>
<td>3 (n=7)</td>
</tr>
<tr>
<td>Costs of tobacco, including health costs</td>
<td>0 (n=1)</td>
</tr>
<tr>
<td>Incidental reference only</td>
<td>30 (n=75)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100% (N=250)</strong></td>
</tr>
</tbody>
</table>
Attributes associated with smoking in written material

* Advertisements

Only one of the 15 health advertisements with relevant written content reported at least one positive attribute associated with smoking. This health advertisement reported two positive attributes associated with smoking: sexy, glamorous or attractive and popular or desirable role model. 60% (n=9) of health advertisement written materials reported at least one negative attribute, with addictiveness of smoking mentioned in 33% (n=5), cosmetic effects in 20% (n=3), and ill-health effects (13%, n=2).

Seven (78%) of the nine non-health advertisements reported at least one positive attribute with smoking, with fun and celebration mentioned in six (66%), fashionable mentioned in 6 (66%), and popular or desirable role model mentioned in one (11%). Only one (11%) of the 9 reported at least one negative attribute with smoking (ill-health effects).

* Non-advertisements

50% (n=125) of the written material in magazines associated smoking with at least one positive attribute with many associating it with a popular person (30%, n=75), or portraying it in a sexy, glamorous or attractive context (26%, n=66). On the other hand, 23% (n=58) of written materials associated smoking with at least one negative attribute. The negative health effects of smoking were mentioned in 10% (n=26), the addictiveness of smoking in 7% (n=17), and negative cosmetic effects in 4% (n=11). Figures 16 and 17 show the proportions of written material containing smoking references that were associated with positive and negative attributes.

Rating of social acceptability

* Advertisements

Of the 15 written incidents accompanying the health advertisements, 12 (80%) were considered to portray smoking as socially acceptable, and 3 (20%) as socially unacceptable.

Of the nine written incidents accompanying non-health advertisements, all (100%) were considered to portray smoking as socially acceptable.
Figure 16. Positive attributes associated with smoking portrayed in non-advertising written material in Australian magazines containing tobacco depictions.

Positive attributes

Figure 17. Negative attributes associated with smoking portrayed in non-advertising written material in Australian magazines containing tobacco depictions.

Negative attributes
* Non-advertisements

94% (n=236) of all non-advertising written incidents were considered to portray smoking as socially acceptable and 6% (n=14) as socially unacceptable.

Analysis of visuals

* Advertisements

Of eight visual incidents accompanying health advertisements, all depicted smoking or tobacco in some way. All incidents contained only one visual. One (12%) mentioned smoking or tobacco in the caption.

Of the 38 visual incidents accompanying non-health advertisements, all depicted smoking or tobacco in some way. 32 incidents contained one visual, five contained two visuals, and one three visuals. Therefore, there were 45 visuals in total in the 38 visual incidents. Only one visual had a reference to smoking or tobacco in the caption.

* Non-advertisements

Of visuals accompanying non-advertising incidents, 208 depicted smoking or tobacco in some way and 13 had a reference to smoking or tobacco in the caption. Of the 208 visual incidents, 180 contained one visual, 17 contained two visuals, seven contained three visuals, one with four visuals, one with five visuals, one with eight visuals and one with nine visuals. Therefore, there was a total of 261 visuals in the 208 visual incidents.

Size of visual incident

* Advertisements

Of the visuals accompanying health ads, five (62%) covered one whole page, two were small in size (1-100cm in area) and one was of medium size (101-400cm in area).

53% (n=20) of visuals in non-health ads in Australian magazines were small in size (1-100cm in area), 39% (n=15) covered one whole page, and 8% (n=3) were of medium size (101-400cm in area).
**Non-advertisements**
The majority of non-advertising visuals in Australian magazines covered between 1-100cm in area (58%, n=120); 25% (n=52) covered 101-400cm in area, and 17% (n=36) covered one or more whole pages.

**Visual content**

**Advertisements**
Six (75%) of the eight visuals accompanying the health advertisements portrayed a cartoon of smoking or anti-smoking paraphernalia and two (25%) were photographs of tobacco products. No people were portrayed in the visual incidents associated with health advertisements.

For non-health advertising visuals, there were 45 visuals in 38 relevant incidents. The majority of these (89%, n=40) depicted a photograph of a person or persons smoking a tobacco product. A further 11% (n=5) of visuals were photographs of smoking or anti-smoking paraphernalia.

Overall, 92% (n=35) of visual incidents portrayed one or more people associated with smoking. Of these, 83% (n=29) portrayed one person, 11% (n=4) portrayed two people, one (3%) portrayed three people and one (3%) portrayed four people.

**Non-advertisements**
For non-advertising visuals there were 261 visuals in 208 relevant incidents. The majority of non-advertising tobacco related visuals portrayed a person or persons smoking or holding a tobacco product (54%, n=141), and 6% (n=16) depicted a cartoon, picture or illustration of the same. A further 28% (n=72) of visuals depicted a photo of smoking or anti-smoking paraphernalia and 4% (n=11) depicted a cartoon, picture or illustration of the same. Tobacco products were depicted in 8% (n=20) of visuals and smoking was implied, but not actually seen, in one visual.

In all, 78% (n=163) of visuals portrayed at least one person associated with smoking. Of these, 82% (n=133) portrayed one person only and 18% (n=30) portrayed more than one person (range 2 - 26).
**Type of depiction**

*Advertisements*

The most common tobacco related depiction in the eight visuals accompanying health ads was cigarettes or cigarette butts (75%, n=6). Two visuals depicted nicotine replacements therapies (gums, patches, inhalers etc) and one showed a no-smoking sign.

In the case of non-health ads, the most frequently depicted tobacco product was cigarettes or cigarette butts (60%, n=23). A further 29% (n=11) of visuals depicted cigars, 24% (n=9) showed smoke exhaled or from the end of a lit cigarette or cigar. Two (5%) depicted tobacco sponsorship. Figure 18 represents the most frequently depicted types of tobacco in non-health advertisements.

**Figure 18.** Type of tobacco depiction in visuals accompanying non-health advertisements in Australian magazines.
**Non-advertisements**

The most frequently depicted tobacco product in non-advertisements was cigarettes or cigarette butts (58%, n=121) (Figure 19). Ashtrays and lighter or matches were each depicted in 17% (n=35) of visuals, cigarette packs in 16% (n=33) and cigars in 11% (n=22).

![Figure 19. Type of tobacco depiction in non-advertising visuals in Australian magazines.](image)

* Anti-smoking depictions

* **Advertisements**

One health advertisement had an anti-smoking depiction in the form of a no-smoking sign/logo. None of the non-health advertisements had any anti-smoking depictions.

* **Non-advertisements**

Five (2%) non-advertisement visuals depicted a no-smoking sign/logo and three (1%) depicted clothing with an anti-smoking message.
Attributes associated with visual depictions in Australian magazines

* Advertisements

None of the eight visuals accompanying health advertisements associated any positive or negative attributes with smoking.

For non-health advertisements, 82% (n=31) portrayed at least one positive attribute, but none portrayed any negative attributes. The most frequently depicted positive attributes were popular person/desirable role model (63%, n=24) and sexy/glamorous/attractive (55%, n=21) (Figure 20).

Figure 20. Positive attributes associated with smoking portrayed in non-health advertising visuals in Australian magazines containing tobacco depictions.

* Non-advertisements

71% (n=147) of non-advertising visuals portrayed at least one positive attribute associated with smoking and 3% (n=6) portrayed at least one negative attribute.
Smoking was associated with a popular person or desirable role model in 51% of visuals (n=106), and portrayed as sexy, glamorous or attractive in 47% (n=97) of visuals (Figure 21).

**Figure 21. Positive attributes associated with smoking portrayed in non-advertising visuals in Australian magazines containing tobacco depictions.**

Smoking was associated with a depressed or anxious mood in five visuals (2%) and with an unappealing or undesirable image in one visual (0.5%).

**Rating of Social Acceptability**

* **Advertisements**

75% (n=6) of visual incidents accompanying health advertisements depicted smoking as socially acceptable and 25% (n=2) as socially unacceptable. In the case of visual incidents accompanying non-health advertisements, all (n=38) were coded as socially acceptable.

* **Non-advertisements**

97% (n=202) of non-advertising visual incidents were considered to be showing smoking as socially acceptable and 3% (n=6) as socially unacceptable.
Issues included in the written or visual incidents

Quitting
* Advertisements
Of all health advertisements, 69% (n=11) mentioned or portrayed quitting, either in the written material, the visual or both. Ten (91%) were supportive of quitting, and one (9%) was neither supportive nor against quitting. None of the non-health advertisements mentioned or portrayed quitting.

* Non-Advertisements
10% (n=39) of non-advertisements featured quitting, in either the written material, the visual, or both. The majority of these were supportive of quitting (72%, n=28). A further seven (18%) were neither supportive nor against quitting, three were against quitting and one was both supportive and against quitting.

Tobacco Control Policies
* Advertisements
One (6%) of the health advertisements featured tobacco control policies in either the written material, the visual, or both, and was supportive of the policies. None of the non-health advertisements mentioned or portrayed tobacco control policies.

* Non-advertisements
Of all non-advertisements, eleven (3%) mentioned or portrayed tobacco control policies in either the written material, the visual, or both. Of these, ten (91%) were supportive of tobacco control policies and one (9%) was against the policies.

Sponsorship
* Advertisements
Health sponsorship was shown in one (6%) of the health advertisements, in the visual material.

Tobacco sponsorship was shown in three (7%) of the non-health advertisements in either the written content, the visual or both.
* Non-Advertisements
Tobacco sponsorship was shown in 21 (5%) of either the written material, the visual, or the content headlines, and health sponsorship was shown in four (1%) non-advertisement incidents.

People depicted in visuals
There was a total of 263 people depicted associated with smoking in these incidents. Most were in the age range 20-40 years (79%, n=208) and 65% (n=172) were male. The majority (51%, n=135) were wearing cool, trendy, fashionable or ‘scruffy but cool’ clothes, and 22% (n=59) were in business, uniform or conservative type clothes. Only two were identifiable as anti-smoking. Actors (27%, n=72), musicians (19%, n=50) and models (14%, n=36) were the most common occupations.

Summary
In total, 465 tobacco related incidents were identified, with an average of 6.4 tobacco incidents per magazine. Almost all magazines (96%, n=70) contained at least one tobacco related incident. Of all tobacco incidents, 12% (n=58) were advertisements and 88% (n=407) were non-advertisements. Of the 58 advertisements, 28% (n=16) were health advertisements. Of the 407 non-advertisements, there were 250 written incidents and 208 visual incidents. 94% (n=236) of all non-advertising written incidents portrayed smoking as socially acceptable and 6% (n=14) as socially unacceptable. 97% (n=202) of non-advertising visual incidents were considered to show smoking as socially acceptable and 3% (n=6) as socially unacceptable. In the case of visual incidents accompanying non-health advertisements, all (n=38) were coded as socially acceptable.
International magazines

Ten international magazines were included in the sample. These included: Wired, Loaded, Mixmag, One World, Glamour, Company, Vibe, Vanity Fair, Sky and The Face.

Prevalence

All but one magazine (i.e., 90%) contained at least one tobacco related incident. In total, 94 tobacco related incidents were identified, an average of 9.4 incidents per magazine.

Type of incident

Of all tobacco incidents, 23% (n=22) were advertisements and 77% (n=72) were not advertisements. Of the 22 advertisements, three (14%) were health ads and 19 were non-health ads (86%). All of the health advertisements contained relevant written material only. Of the 19 non-health advertisements, two involved relevant written material only, 10 involved relevant visual content only and 7 contained both written and visual content that portrayed smoking or tobacco. Hence there were 17 visual and nine written incidents among the 19 non-health ads. A large proportion of the 19 non-health ads in imported magazines were cigarette advertisements (37%, n=7).

Of the 72 non-advertisements, the majority involved written content accompanied by a visual (85%, n=61). Of these, 28 contained relevant written material only, 22 contained relevant visual content only and 11 contained both relevant written and visual content.

Of the remaining eleven non-advertising incidents, two involved written material only and nine a visual only. Therefore, non-advertisements involved 41 written incidents and 42 visual incidents.
Analysing the written material

The results for advertisements and non-advertisements are presented separately.

Size

* Advertisements
Of the three written incidents accompanying health advertisements, two were of medium size (101-400cm in area), and one covered more than one whole page. One health advertisement mentioned smoking in the headlines.

Six of the nine written materials accompanying non-health advertisements covered one or more whole pages (66%). A further three (33%) were of medium size (101-400cm in area). One of the non-health advertisements mentioned smoking in the headlines.

* Non-advertisements
The majority of smoking related written material in imported magazines, covered one or more whole pages (63%, n=26). A further 22% (n=9) were of medium size (101-400cm in area) and 15% (n=6) were of small size (less than 100cm in area). Overall, 10% (n=4) of non-advertising written material mentioned smoking in the headlines.

Content

* Advertisements
All three health advertisements contained relevant editorial and all referred to tobacco as causing or contributing to ill-health.

Eight of the nine non-health ads that contained written material referred to promotion of tobacco products, and one related to tobacco as part of normal consumer behaviour.

* Non-advertisements
The most common content areas for written material concerned smoking as a normal part of consumer behaviour (54%, n=22) or the reference was simply incidental (37%, n=15). Table 7
shows the content areas that were most frequently covered in non-advertising written material in imported magazines.

Table 7. Dominant themes in non-advertising written material in imported magazines.

<table>
<thead>
<tr>
<th></th>
<th>Proportion of total (N=41)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal part of consumer behaviour</td>
<td>54 (n=22)</td>
</tr>
<tr>
<td>Tobacco as a cause of ill-health</td>
<td>5 (n=2)</td>
</tr>
<tr>
<td>Refers to people don't smoke or have quit</td>
<td>2 (n=1)</td>
</tr>
<tr>
<td>NRT or quit help</td>
<td>2 (n=1)</td>
</tr>
<tr>
<td>Incidental reference only</td>
<td>37 (n=15)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100% (N=41)</strong></td>
</tr>
</tbody>
</table>

**Attributes associated with smoking in written material**

* **Advertisements**

One of the three health advertisements portrayed at least one positive attribute associated with smoking. Sexy, glamorous or attractive was mentioned in this one case.

All three health advertisement materials reported at least one negative attribute. The most common negative attribute mentioned in health advertisement written materials was physical health effects, mentioned in all three health ads.

None of the nine written incidents accompanying non-health advertisements associated smoking with any positive or negative attributes.

* **Non-advertisements**

Of the 41 non-advertising written incidents, 49% (n=20) portrayed at least one positive attribute, while only 24% (n=10) portrayed at least one negative attribute.
Many written incidents portrayed smoking as sexy, glamorous and attractive (29%, n=12), or associated smoking with popularity (24%, n=10).

Negative attributes were most likely to be related to negative physical health effects 15% (n=6). Figures 22 and 23 show the proportions of written materials containing smoking references that were associated with positive and negative attributes.

Figure 22. Positive attributes associated with smoking portrayed in non-advertising written material in International magazines containing tobacco depictions.

*Rating of social acceptability*

*Advertisements*

Two written incidents accompanying the health advertisements were considered to portray smoking as socially acceptable, and one (33%) was considered to be portraying smoking as socially unacceptable.

All of the nine written incidents accompanying non-health advertisements portrayed smoking as socially acceptable.
Figure 23. Negative attributes associated with smoking portrayed in non-advertising written material in International magazines containing tobacco depictions.

*Non-advertisements*

93% (n=38) of all non-advertising written material was considered to portray smoking as socially acceptable and 7% (n=3) as socially unacceptable.

**Analysis of visuals**

*Advertisements*

None of the three health advertisements was accompanied by a relevant visual.

There were 17 visuals accompanying non-health advertisements that depicted smoking or tobacco in some way and 41% (n=7) had a reference to smoking or tobacco in the caption. Of the 17 incidents, each contained only one visual.
* **Non-advertisements**
Of 70 visuals accompanying non-advertising incidents, 42 (60%) depicted smoking or tobacco in some way and 7 (17%) had a reference to smoking or tobacco in the caption. Within the visuals, 33 incidents contained one visual, 7 incidents involved two visuals and 2 incidents involved three visuals, that is, a total of 53 separate visuals in the 42 visual incidents.

**Size of visual incident**

* **Advertisements**
Many of the visuals in non-health advertisements in imported magazines spanned one or more whole pages (47%, n=8). A further 29% (n=5) were small in size (1-100cm in area), and 24% (n=4) were of medium size (101-400cm in area).

* **Non-advertisements**
The majority of visuals accompanying non-advertising incidents in international magazines fell into two size extremes: 40% (n=17) were small in size (1-100cm in area) and 35% (n=15) spanned one or more pages. A further 24% (n=10) were of medium size (101-400cm in area).

**Visual content**

* **Advertisements**
Just under half of the 17 visuals accompanying the non-health advertisements (47%, n=8) depicted a photograph of tobacco products, and approximately one third was a photograph of a person or persons smoking a tobacco product (35%, n=6). A two were photographs of smoking or anti-smoking paraphernalia, and one implied smoking but did not actually show a tobacco product. 47% (n=8) portrayed at least one person in association with smoking: seven visuals one person and one portrayed two people.

* **Non-advertisements**
The most common tobacco related depiction in the 53 non-advertising visuals was of a person or persons smoking or holding a tobacco product (62%, n=33), with a further 4% (n=2) depicting a cartoon, picture or illustration of the same. 26% (n=14) depicted a photo of smoking or anti-smoking paraphernalia, one depicted a cartoon, picture or illustration of the same, and tobacco products were depicted in three visuals.
Of the non-advertising visuals, 52% (n=22) portrayed one person in association with smoking and 38% (n=16) portrayed more than one person in association with smoking (range 2 - 20).

Type of depiction

* Advertisements
The most common tobacco depictions in visuals accompanying non-health advertisements were cigarettes (47%, n=8), followed by tobacco advertising (41%, n=7) (Figure 24).

Figure 24. Type of tobacco depiction in non-health advertisement visuals in International magazines.

* Non-advertising visuals
As for Australian magazines, the most common tobacco related depiction in non-advertising visuals in international magazines was cigarettes or cigarette butts (67%, n=28). Ashtrays, lighter or matches and cigarette packs were each depicted in 19% (n=8) of visuals (Figure 25).
* Anti-smoking depictions

* Advertisements
None of the non-health advertisements had any anti-smoking depictions in the 17 visuals.

* Non-advertising visuals
Only one of the 53 non-advertising visuals depicted a no smoking sign/smoke free area sign.

* Attributes associated with smoking in visuals in imported magazines
As in Australian magazines, visual tobacco references had fewer negative attributes than positive ones. In addition, health warnings accompanying tobacco advertisements were coded as negative attributes. Therefore, the analysis shows a higher proportion of visuals that included health-related negative attributes than would otherwise be the case.
**Advertisements**

In non-health advertisements, 53% (n=9) of visuals depicted at least one positive attribute associated with smoking and 41% (n=7) depicted at least one negative attribute.

Smoking was most commonly associated with a sexy, glamorous or attractive image (47%, n=8) or popular person/desirable role model (41%, n=7) (Figure 26).

The only negative attribute associated with smoking was negative physical health effects (41%, n=7). This was primarily related to health warnings required by law to accompany a tobacco advertisement.

*Figure 26. Positive attributes associated with smoking portrayed in non-health advertising visuals in International magazines containing tobacco depictions.*

![Bar chart showing positive attributes associated with smoking in advertising visuals]

**Non-advertising visuals**

Overall, 74% (n=31) of non-advertising visuals portrayed at least one positive attribute associated with smoking and only 5% (n=2) portrayed at least one negative attribute (an unappealing or undesirable image).
Smoking was portrayed as sexy, glamorous or attractive in 48% of visuals (n=20) and associated with a popular person or desirable role model in 40% (n=17) of visuals (n=17) (Figure 27).

Figure 27. Positive attributes associated with smoking portrayed in non-advertising visuals in International magazines containing tobacco depictions.

**Rating of Social Acceptability**

* **Advertisements**
All (n=17) visual incidents accompanying non-health advertisements were coded as showing tobacco as socially acceptable.

* **Non-advertising visuals**
98% (n=41) of non-advertising visual incidents were considered to portray smoking as socially acceptable and 2% (n=1) as socially unacceptable.
Issues included in written or visual incidents

Quitting

* Advertisements
None of the health advertisements or non-health advertisements mentioned or portrayed quitting.

* Non-Advertisements
Quitting was featured in either the written material, the visual, or both of only one (1%) non-advertisement incident. This incident was supportive of quitting.

Tobacco Control Policies

* Advertisements
None of the advertisements, health or non-health, mentioned or portrayed tobacco control policies in any way.

* Non-advertisements
Of all non-advertisements, three (4%) mentioned or portrayed tobacco control policies in either the written material, the visual, or both. Two of these were supportive of tobacco control policies and one was neither supportive or against the policies.

People depicted in the visuals
There were 96 people depicted in association with smoking in imported magazines. The majority of people depicted were in the 20-40 years age range (85%, n=82), male (69%, n=66) and wearing cool, trendy, fashionable or ‘scruffy but cool’ clothes (69%, n=66), or business, uniform or conservative type clothes (25%, n=24). None of the people was identified as anti-smoking. Musicians (26%, n=25), models (25%, n=24) and actors (17%, n=16) were the most common occupations.

Summary
In total, 94 tobacco related incidents were identified in the 10 magazines, an average of 9.4 incidents per magazine. Of all tobacco incidents, 23% (n=22) were advertisements and 77%
(n=72) were not advertisements. Of the 22 advertisements, three (14%) were health ads and 19 were non-health ads (86%). A large proportion of the 19 non-health ads in imported magazines were cigarette advertisements (37%, n=7). 93% (n=38) of all non-advertising written material portrayed smoking as socially acceptable and 7% (n=3) as socially unacceptable. 98% (n=41) of non-advertising visual incidents portrayed smoking as socially acceptable and 2% (n=1) as socially unacceptable.
Speciality “other” Magazines

In total, 10 speciality other category magazines were analysed: Empire, Good Medicine, Creative, Family Circle, Desk Top, Inside Out, Living etc, Underground Surf, Time and The Bulletin.

Prevalence
In total, 18 tobacco related incidents were identified, an average of 1.8 tobacco incidents per magazine. 80% (n=8) of the magazines contained at least one tobacco related incident.

Type of incident
All 18 tobacco incidents were non-advertisements.

The majority involved written content accompanied by a visual (82%, n=15). Of these, 10 contained relevant written material only and 5 contained relevant visual content only. Of the remaining three incidents, one involved written material only, one a visual only and one was a headline. Therefore, non-advertisements involved 11 written incidents and 6 visual incidents.

Analysing the written material

Size
Six written incidents were of large size, covering an area of one or more whole pages (54%), three were of medium size (101-400cm in area) and two (18%) were of small size (1-100cm in area).

Content
The most common content area for written material concerned smoking as a normal part of consumer behaviour (46%, n=5). Three were incidental references only, two referred to ill health effects, and one referred to tobacco policies.
Attributes associated with smoking in written material
Of the 11 written incidents, four (36%) portrayed at least one positive attribute (sexy, n=2; humour, fun, popular and rebellion, all n=1), and four (36%) portrayed at least one negative attribute (ill-health effects, n=3; addiction, n=1).

Rating of social acceptability
Overall, 82% (n=9) of all non-advertising written material was considered to portray smoking as socially acceptable and 18% (n=2) as socially unacceptable.

Analysis of visuals
Of 16 visuals accompanying the non-advertising incidents in specialty magazines, six (37%) depicted smoking or tobacco in some way and none had a reference to smoking or tobacco in the caption. All of the incidents contained only one visual.

Size of visual incident
The majority of visuals in speciality magazines were small in size (66%, n=4) (1-100cm in area). The other two (33%) were of medium size (101-400cm in area).

Visual content
The most common tobacco related depiction in visuals was of a person or persons smoking or holding a tobacco product (83%, n=5), and one (17%) depicted a cartoon, picture or illustration of the same. All of the visuals portrayed one person in association with smoking.

Type of depiction
As was the case for Australian and Imported magazines, the most common tobacco related depiction in non-advertising visuals in international magazines was cigarettes or cigarette butts (83%, n=5). Cigars, a cigarette pack, an ashtray, lighter/matches and smoke were each featured once.

Anti-smoking depictions
None of the non-advertisement visuals had any anti-smoking depictions.
**Attributes associated with smoking in visuals in speciality magazines**

Overall, 67% (n=4) of visuals portrayed at least one positive attribute associated with smoking. No negative attributes were portrayed in any of the visuals. Smoking was associated with a popular person or desirable role model in 50% of visuals (n=3), and portrayed as sexy, glamorous or attractive in 50% of visuals (n=3). Power, strength, wealth and relaxation were each portrayed once in association with tobacco.

**Rating of Social Acceptability**

All six visual incidents were considered to be portraying smoking as socially acceptable.

**Issues included in written or visual incidents**

**Quitting**

Quitting was featured in two (11%) incidents, in either the written material, the visual, or both. These incidents were supportive of quitting.

**Tobacco Control Policies**

One incident (5%) mentioned or portrayed tobacco control policies in either the written material, the visual, or both. This incident was supportive of tobacco control policies.

**People depicted in the visuals**

There were six people depicted in association with smoking in speciality magazines. Three were in the 20-40 years age range, all but one were male (n=5) and wearing either business, uniform or conservative clothes (n=3) or cool, trendy, fashionable or ‘scruffy but cool’ clothes (n=2). None were identified as anti-smokers. Actor was the most common occupation depicted (67%, n=4).

**Summary**

In total, 18 tobacco related incidents were identified in the 10 magazines, an average of 1.8 tobacco incidents per magazine. 80% (n=8) of the magazines contained at least one tobacco related incident. All 18 tobacco incidents were non-advertisements. Overall, 82% (n=9) of all non-advertising written material portrayed smoking as socially acceptable and 18% (n=2) socially unacceptable. All six visual references portrayed smoking as socially acceptable.
Summary

The prevalence and social acceptability data are summarised and collated in Table 8.

Table 8. Summary Table

<table>
<thead>
<tr>
<th>Prevalence</th>
<th>Social Acceptability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Movies: (n=6)</strong></td>
<td></td>
</tr>
<tr>
<td>• All films contained at least one tobacco scene – 73 scenes in total</td>
<td>• 95% (n=69) of tobacco-related scenes were classified as portraying smoking as socially acceptable</td>
</tr>
<tr>
<td>• 51 minutes of tobacco-related scenes – 8% of total movie time</td>
<td>• Can be interpreted as 104 30 second promotions for tobacco – approx. 17 per movie</td>
</tr>
<tr>
<td>• Five (9%) scenes included anti-smoking content</td>
<td></td>
</tr>
<tr>
<td><strong>Television: (n=54)</strong></td>
<td></td>
</tr>
<tr>
<td>• Half (n=27) of the programs contained at least one tobacco scene – 74 scenes in total</td>
<td>• 82% (n=61) of tobacco-related scenes were classified as portraying smoking as socially acceptable</td>
</tr>
<tr>
<td>• 16 (22%) scenes simply depicted ‘no-smoking’ signs in background</td>
<td>• Discounting 16 scenes simply depicting ‘no-smoking’ signs in background – 98% of remaining scenes were classified as portraying smoking as socially acceptable</td>
</tr>
<tr>
<td><strong>Internet: (n=255)</strong></td>
<td></td>
</tr>
<tr>
<td>• 22% (n=55) mentioned smoking or tobacco</td>
<td>• 93% (n=51) were considered to portray smoking as socially acceptable</td>
</tr>
</tbody>
</table>
**Newspapers: (n=219)**

- 84% (n=184) of editions contained at least one tobacco-related incident - 665 incidents in total
- Advertisements: n = 47
  - Written incidents: n = 35
  - Visual incidents: n = 13
- Non-advertisements: n = 618
  - Written incidents: n = 391
  - Visual incidents: n = 267

**Advertisements:**
- 49% (n=17) of written incidents were considered to portray smoking as socially acceptable
- All (n=13) of visual incidents were considered to portray smoking as socially acceptable

**Non-advertisements:**
- 70% (n=272) of written incidents were considered to portray smoking as socially acceptable
- 95% (n=253) of visual incidents were considered to portray smoking as socially acceptable
### Australian Magazines: (n=73)

- 96% (n=70) of magazines contained at least one tobacco related incident – 465 incidents in total
- **Advertisements:** n = 58
  - Written incidents: n = 24
  - Visual incidents: n = 46
- **Non-advertisements:** n = 407
  - Written incidents: n = 250
  - Visual incidents: n = 208

#### Advertisements:
- 88% (n=21) of written incidents were considered to portray smoking as socially acceptable
- 96% (n=44) of visual incidents were considered to portray smoking as socially acceptable

#### Non-advertisements:
- 94% (n=236) of written incidents were considered to portray smoking as socially acceptable
- 97% (n=202) of visual incidents were considered to portray smoking as socially acceptable

### International Magazines: (n=10)

- 90% (n=9) of magazines contained at least one tobacco related incident – 94 incidents in total
- **Advertisements:** n = 22
  - Written incidents: n = 12
  - Visual incidents: n = 17

#### Advertisements:
- 92% (n=11) of written incidents were considered to portray smoking as socially acceptable
| **Non-advertisements:** n = 72 | **Non-advertisements:**  
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| Written incidents: n = 41 | All (n=17) of visual incidents were considered to portray smoking as socially acceptable  
| Visual incidents: n = 42 | **Non-advertisements:**  
| | 93% (n=38) of written incidents were considered to portray smoking as socially acceptable  
| | 98% (n=41) of visual incidents were considered to portray smoking as socially acceptable  

| **Speciality Magazines:** (n=10) | **Speciality Magazines:**  
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<td>80% (n=8) of magazines contained at least one tobacco related incident – 18 incidents in total</td>
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| No advertising incidents | **Non-advertisements:**  
| Non-advertisements: n = 18 | 82% (n=9) of written incidents were considered to portray smoking as socially acceptable  
| Written incidents: n = 11 | All (n=6) of visual incidents were considered to portray smoking as socially acceptable  
| Visual incidents: n = 6 |
**Music:**

*Video Clips: (n=460)*
- 68 (15%) depicted smoking or tobacco

*Radio programs: (n=16)*
- Six (37%) mentioned smoking or tobacco

*Lyrics: (n=275)*
- Nine (3%) contained reference to smoking or tobacco
- All were considered to portray smoking as socially acceptable
- Three (50%) were considered to portray smoking as socially acceptable
- All were considered to portray smoking as socially acceptable

**Sport: (n=4)**
- 3 sporting events featured tobacco
- 330 tobacco exposures in 240 minutes in total
- 1.4 tobacco exposures per minute
- Marlboro by far the most commonly depicted brand
Conclusion

This study confirms that references to tobacco are common in all of the media sampled, except perhaps for the lyrics of popular music (only 3%). All six movies, approximately 90% of all magazines, 84% of newspapers, 50% of TV programs, 37% of radio programs, 25% of internet sites and 15% of music videos sampled contained references to tobacco. Furthermore, with the exception of Quit or other ads related to cessation, the vast majority of depictions, and particularly visual depictions, portrayed tobacco as ‘socially acceptable’. For example, the movies reviewed for the study contained numerous scenes in which one or more characters was smoking, and smoking was rarely associated with evidence of or references to the harmful effects of tobacco. Indeed, most smoking scenes associated smoking with popular role models and favourable attributes such as attractiveness, strength, fun, and humour, and 95% portrayed smoking as socially acceptable. Contrary to legislation in most parts of Australia, many scenes depicted images of smokers lighting up cigarettes in settings such as restaurants, workplaces or other public indoor areas. In addition, a high proportion of lead characters who smoked (37%) and, consistent with results reported by Glantz and colleagues, most smokers were classified as ‘good guys’.

Newspaper coverage was more likely than other media to portray both positive and negative issues and images of smoking. However, examples of smoking were regularly identified in the entertainment and social pages. These almost invariably showed smoking associated with glamorous images of attractive celebrities. Also of concern is the socially acceptable portrayal of smoking in the cartoons section of the newspaper, as this is likely to have a high youth readership. Newspaper written material and advertisements dealing specifically with smoking issues were more likely to refer to the less glamorous aspects of smoking, such as the declining prevalence of tobacco use, the harmful health effects or issues related to nicotine addiction. However, these articles may be less likely to be read by young adults than other media sources in the study, and many articles that associated smoking with one or more negative attributes still portrayed it as socially acceptable overall.

In all media, the majority of people depicted in association with smoking or tobacco were in the 20-40 age range, male and wearing fashionable clothing, and thus were images likely to appeal to
young adults. In print media, musicians, actors and models were the character types most likely to be associated with smoking, thus reinforcing the apparent association between smoking and glamorous lifestyles.

Overall, images and references to smoking in these media are overwhelmingly positive in their portrayal of smoking and smokers, and inconsistent with messages delivered by anti-smoking campaigns. There is a clear need to develop strategies to minimise or neutralise these positive portrayals.
**Recommendations for future action**

The results of this project indicate that there is a clear need to reduce the prevalence of socially acceptable incidental portrayals of tobacco in the media, and particularly where tobacco consumption is associated with positive social attributes such as sexy, popular, fashionable, powerful and fun. While planned depictions of tobacco, via paid advertising and reports on sponsored events, can be targeted through legislation and regulation, the unplanned depictions require the cooperation of members of the fashion and entertainment industries, the cooperation of related industries (e.g., publicists; photographers; choreographers), and the cooperation of journalists and publishers.

With respect to tobacco industry promotional incidences (i.e., advertising, product placement and sponsorship), it is clear that imported magazines need to be included in the *Tobacco Advertising Prohibition Act 1992*, as these contain paid direct and indirect advertising. This issue could be addressed during the current review of the Act.

Movies and television programs differ widely in their featuring of tobacco incidents. While targeting script writers and producers may have some impact on reducing prevalence and positive portrayal of smoking in movies and tv programs, regulations that require tobacco warnings before or during movies and programs that exceed some threshold of smoking scenes may have greater impact.

With respect to features on celebrities, party scenes, fashion events and entertainment events that portray tobacco in a positive way, efforts need to be made to convince publicists, journalists and news photographers to reduce the extent to which they include portrayals of tobacco in their features (particularly in magazines). While educational appeals might have some effect, a stronger tactic could be to have both journalists and editors subscribe to a ‘voluntary code’ that eschews the inclusion of tobacco in their visuals and stories. It may well be that this voluntary code also includes standards with respect to the ‘responsible’ portrayal of alcohol - if not a reduction in the prevalence of portrayal of alcohol.
With respect to internet sites, although very few included tobacco sponsorship, consideration could be given to how such sponsorship can be prevented or restricted. To reduce the prevalence of incidental depictions on fashion, music and entertainment industries’ web sites, a voluntary code as above for journalists and editors could be sought from members of these industries and their publicists.
References

Clarkson, J., Donovan, R., Giles-Corti, B. & Watson, N. (2002), A study of smoking promotion in the mass media. Report to Healthway by Health promotion Unit, Department of Public Health, University of WA.


Watson, N., Clarkson, J., Donovan, R., & Giles-Corti, B. Filthy or Fashionable?: Young People’s Perception of Smoking in the Media. In Press, Health Education and Research.
Appendix 1.

Content Areas

Content areas were classified based on primary content, i.e. what the article was mostly about.

Further description of the nine content areas:

1. Tobacco as a cause of ill-health or contributing to ill-health (including research, statistics, use rates and quit stories).
2. Industry economic reports, mention of tobacco company/ies, statements etc.
3. Costs of tobacco, including health costs, environmental costs, funding for campaigns, taxes etc.
4. Litigation and other efforts to control tobacco companies, including tobacco control policies and health sponsorship.
5. Smoking as part of consumer behaviour, e.g., film stars/models smoking, or of social activity (pub, party etc.) and life in the fast lane.
6. Refers to people who don't smoke or someone who has resisted peer pressure to smoke.
7. Nicotine replacement or other quit help.
8. Cosmetic effects of smoking.
9. Incidental reference only relates to references to tobacco products in the absence of any other discussion of smoking or tobacco issues.
Appendix 2.

Examples

Figure 1. Visual associates smoking with positive attributes of sexy/glamorous/attractive.

Figure 2. Visual depicts sexy, attractive people smoking in a relaxed, fun atmosphere. These are also popular people/desirable role models.
Figure 3. Smoke being exhaled. Smoking is associated with a sexy image.

Figure 4. An example of smoking paraphernalia, including cigarette packet and lighter.
Figure 5. Smoking in association with a fashionable image, from a fashion editorial in a Men's interest magazine. Smoking is also associated with strength/toughness/edginess.
Figure 6. While portraying smoking in a socially acceptable context (indoors at a party where people are having fun), this visual also depicts the potential negative health effects of smoking.
Figure 7. Non-health advertising incident. Smoking is associated with positive attributes of sexy/glamorous/attractive and strength/toughness/edginess.
Figure 8, 9 & 10. Visuals showing incidental depiction of smoking in a popular movie. The top picture (Hugh Grant) portrays smoking as socially acceptable, and associates smoking with positive attributes of popular person/desirable role model and sexy/ glamorous/attractive. The second and third pictures give an example of an enhanced mood and associate smoking with being sociable and having fun, where Bridget is clearly laughing and enjoying a meal and a few glasses of wine with her friends. The bottom picture is an example from a scene associating smoking with a depressed mood, inferring mood control by smoking.
Figures 11, 12 and 13. Example from the ‘Style Online’ website. The visuals portray smoking as being socially acceptable, and associated with a desirable images of models getting ready backstage at a fashion show.