

Supplementary File 1: BATNZ Agree-Disagree Media Schedule AND Target Audience rating points

TVC	Date (2012)	TARP	Cume.* Reach%**	Reach% 2+***	Reach% 3+****
Intellectual Property	22 Aug	536.9	77.1	68.3	58.7
International Trade	2 Sept	421.4	76.4	62.9	51.7
Australian Laws	16 Sept	534.8	77.3	66.6	59.2
Personal Responsibility	30 Sept	467.6	76.1	63.4	51.5
What's next?	14 Oct	416.4	71.7	59.4	49.6
TOTAL		2,377.0	92.8	88.8	86.2

n=588

* Cumulative reach

**95% margin of error 2.1%

*** 95% margin of error 2.5%

**** 95% margin of error 2.8%

Source: AGB Nielsen PeopleMeter (analysis conducted by GSL Network).