



Convenience Advertising

**EVALUATION OF THE CONVENIENCE
ADVERTISING STRATEGY FOR AIDS MESSAGES
ON TWO UNIVERSITY CAMPUSES**

Dr Stephen Mugford
Dept of Sociology
The Faculties
ANU

Canberra, December 1990

Summary

This report covers a detailed study of almost 800 young people (17-30) on two campuses in Australia, one in Brisbane (Griffith University) one in Melbourne (La Trobe University). On both campuses AIDS related posters were displayed in small posters in the toilet areas of Union and similar buildings.

Some weeks later, samples of students across the range of courses were given a self completion questionnaire which, in addition to background data, sought recall of the ads, the recency with which they had been seen and the locations displayed as well as material about the use of the target buildings.

The results showed that those students who were exposed to the ads by virtue of regularly using the toilets in those buildings were significantly more likely to recall the ads, report seeing them recently and report seeing them on campus than those not exposed. All relationships were very clear and of considerable magnitude.

Taken together, the results display the strongest case for the efficacy of this simple advertising strategy for effectively narrow-casting to target groups.

Acknowledgement

I am extremely grateful for the support provided by Pat O'Malley and Gary Coventry (La Trobe) and Claire Runciman (Univ of Queensland) in organising the administration of the questionnaires, and collation of data, at La Trobe and Griffith Universities respectively.

Introduction

This report details an analysis of responses from 845 students (779 in the range 17-30 years) at two Australian universities - La Trobe in Melbourne (458) and Griffith in Brisbane (387) - to a questionnaire designed to ascertain the utility of the "convenience advertising strategy". These were two Universities at which the strategy had been employed and which were located in two States of Australia that might be socially rather different.

Convenience Advertising

The report provides an evaluation of the advertising strategy known as 'convenience advertising', that is, the placement of small poster style adverts in toilets (or 'conveniences') where those who routinely use the toilets will be exposed to the messages. The conception, which has been detailed in earlier work, is that such advertising is effective in reaching its audience who will, partly because of social norms about the nature of 'gaze' (esp. in male urinal areas) and partly because they are temporarily 'captive' (in toilet stalls), willingly attend to small, easily absorbed printed messages. Moreover, since toilet blocks in purpose built areas will attract certain types of people (a cross section of the clientele for that building, such as young people at discos or pubs) the technique can 'narrow cast' specific messages tailored for that clientele. This is better than broadcasting to a wide range of potential audiences, risking either offence or irrelevance to many while being too bland for those particularly in need of the message.

Method

A survey method was employed for this study, using a self completion questionnaire (see Appendix for the Griffith Questionnaire). Classes were selected which covered the range of disciplines at each University and students asked (but not required) to complete the questionnaire during the lecture periods. Classes were selected to yield a target of about 500 students. In the case of La Trobe, the actual number was 458 and the Griffith, where there were some problems with the calendar, so that attendance at some classes was low, the figure was 387.

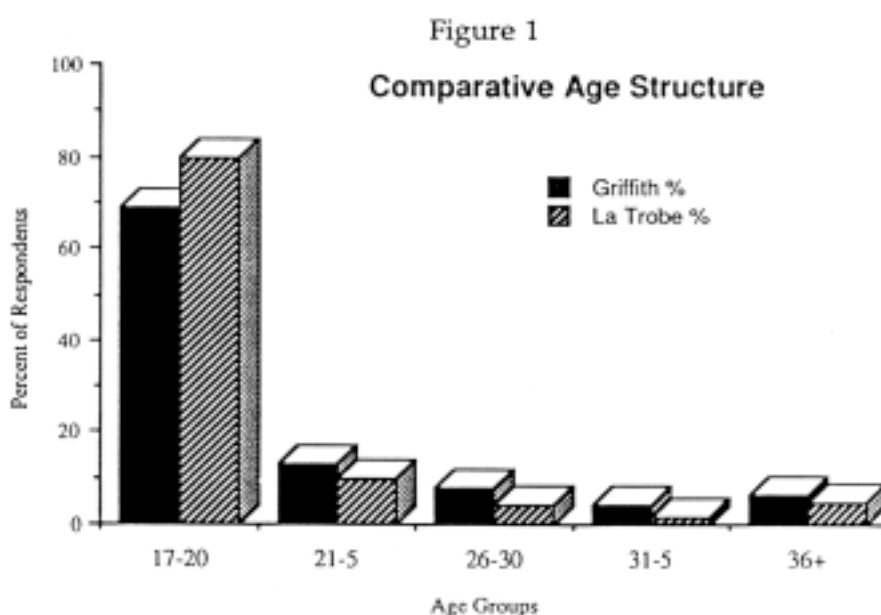
Students were asked a variety of basic socio-demographic questions as background, while the core of the questionnaire consisted of a series of questions concerning the 6 AIDS related ads which had been displayed in toilet sites in the two Universities followed by brief questions which were designed to ascertain whether the respondents had been exposed to the ads by virtue of regularly using the relevant facilities.

Data Analysis

Part 1. General description of the samples.

In both campuses, the sample obtained was, as would be expected, over-whelmingly young. It was also more female than male. Inter-campus differences were identified that were statistically significant, with the sample from La Trobe being significantly younger and significantly more female than that obtained from Griffith.

The age structure of the two samples is shown in Figure 1.



As to sex, the ratio of males to females was 44:56 at Griffith and 37:63 at La Trobe.

Recognition of the adverts, our key dependent variable also varied between campuses. In all but one case, the recognition level was higher in Melbourne than in Brisbane, the exception being Ad 3 where the reverse was true.

On examination, recognition levels varied to some degree by age, (with the older and younger groups reporting higher recognition than those in between) and sex (females reporting higher rates than males). Since the two samples differed by age and sex, the possibility was examined that the campus differences were an artifact of these differences. In fact, however, the campus differences appeared every bit as strong when age and sex controls were introduced, suggesting that there is a real inter-campus difference.

Nonetheless, careful examination of the data indicate that while the campuses differ in magnitude in respect of recognition, all the important relations are in the same direction. That is, a pattern found at one campus is found at the other and vice versa. In the main part of the analysis, therefore, the two campuses are melded for analysis purposes.

The key independent variable examined measured is exposure to the ads. Such exposure presumably results when students frequently use the places where the ads were displayed - the relevant toilet blocks on the two campuses. The data was examined to see what the distribution was on these variables. Two findings were important. First the answers to the questions concerning building use and toilet use were very highly correlated - the numbers frequently using the building but not the toilet was small, as was those who reported frequently using the toilet on those infrequent occasions they went to the buildings. Secondly, when complex measures derived for building and toilet use were compared with simple ones - toilet use alone - the latter showed equally strong fit with the dependent variables as the former. For simplicity's sake, therefore, the simple measure was used.

Thus 'exposure' was calculated as a binary variable, such that those reported as 'low' on the variable were those who reported that they rarely or never used the toilet facilities in any of the relevant buildings where ads were displayed and those 'high' usually or fairly often used them. For La Trobe this is simply the answer to question 42 b. For Griffith, where there were three buildings involved, the answer is a composite of the three equivalent answers.

Clear relations between exposure and recognition were found for all ads in the preliminary report and in this report those relations are examined in more detail. Since the focus of the study is on young people, those over 30 (66 cases) were excluded from the detailed analysis reported below.

For most variables, a very small number of cases had missing data, rarely more than 1%. In these cases, the missing value was substituted with the modal value to ensure the maintenance of the maximum number of cases for analysis.

Part 2. Detailed analysis of the sample aged 17-30 (779 cases).

Starting with the questions of ad recognition, the proportion who recognised each advert is given in Table 1.

Table 1. Level of recognition of each of the 6 adverts, % of sample (n=779).

	Ad #1	Ad #2	Ad #3	Ad #4	Ad #5	Ad#6
Recognised	83	41	57	30	57	16
Not Recognised	17	59	43	70	43	84

It can be seen that recognition levels vary widely, but, as noted already the inter-campus ordering is highly consistent. What is of note is the low level of correlation between the ads. One might have expected that those who recognised (say) Ad 1 be much more likely to be numbered among those who recognised Ads 3 or 5 (the other high recognition ads) than among those who did not. In fact, while that expectation is correct in the strict sense (that is, the correlations are positive) the magnitude of the association is very small. For example, the correlation between Ad 1 and Ad 3 is 0.14 and between Ad 1 and Ad 5 0.16. For this reason, it is important to treat each advert as a separate matter, not assume that what will be true of one will be true of another.

Turning to the main independent variable, in the reduced sample of 779 cases the exposure variable split approximately 42:58 with 327 (39.5%) being coded as high exposure and 428 (60.5%) as low exposure.

For each advert, 6 factors were examined - whether the respondent recognised the ad and, for those that did - how recently they had seen it and in what location (the 4 locations listed for each ad).

In all cases the data were examined to answer the following questions:

was there a difference in recognition level depending upon exposure?;

was there any evidence that those with high exposure recalled seeing the ads more recently?;

did those with high exposure report seeing the ads in different locations to others?

2.1) *Difference in recognition.* As we noted above, there were clear differences in the extent of recognition of each advert, with the first and sixth reporting extremes of high and low levels of recognition and the other four in between. When we turn to table 2, we find that this pattern interacts with exposure. For the two extreme cases, the relationship between exposure and recognition is in the predicted direction (more exposure, more recognition) but the magnitudes are small and the relations not significant. For the other four, however, which are better tests because the distribution is less extreme, the results are extremely clear cut. Differences are large in magnitude, in the expected direction and highly statistically significantly different.

Table 2: Recognition of Ads by level of exposure to ads (Col %)

Exposure Level (H – Hi, L – Lo)	AD Number											
	#1		#2		#3		#4		#5		#6	
	H	L	H	L	H	L	H	L	H	L	H	L
Recognised	84	81	49	35	66	51	39	23	66	51	18	15
Didn't recognise	16	19	51	65	34	49	61	77	34	49	82	85
Number	327	451	327	451	327	451	327	451	327	451	327	451
Sign. Level ¹	+		*		*		*		*		+	

¹ Significance Levels are - * Cols sign. diff. at the .001 level; + Cols differ in the expected direction, but at greater than 0.05.

2.2) *How recently were ads seen?* If those exposed to ads via convenience advertising were recalling the messages from the toilet posters, they should say that they saw the ads more recently than others. Data on this is shown in Table 3 (next page).

Once more, the pattern of results is striking and in the expected direction. All but one column pairs shows very significant differences. The exception - the last column pair - is as striking in percentage terms as the other but, mainly because the N is small, it does not reach conventional levels of significance (p is about 0.1).

What this shows is that those exposed to the adverts clearly recall seeing them more recently.

Table 3: Recency of Seeing the Ads by level of exposure to ads (Col %)

Exposure Level (H – Hi, L – Lo)	AD Number											
	#1		#2		#3		#4		#5		#6	
	H	L	H	L	H	L	H	L	H	L	H	L
In the last week	27	12	40	20	39	24	33	19	34	17	25	11
In the last week	38	43	31	39	35	38	32	25	39	37	38	42
One month plus	35	45	29	41	26	38	35	57	27	46	38	47
Number	272	366	156	157	213	229	127	233	212	228	61	66
Sign. Level ¹	+		*		*		*		*		+	

¹Significance Levels are - * Cols sign. diff. at the .001 level; * Cols sign. diff. at the .01 level; + Cols differ in the expected direction, but at greater than 0.05.

2.3) *In what locations had ads been seen?* If those exposed to ads via convenience advertising were recalling the messages from the toilet posters, they should say that they saw the ads as 'a poster on campus' (the nearest neutral phrase we could derive) than others. On the other hand, they should not be more likely to say they saw them in other locations.

Respondents could claim that they had seen the ads in 4 locations, including magazines, club/pub posters and wall posters as well as campus posters.

Looking at the four locations, the results can be summarised as shown in Table 4 in which we show not the raw data for these calculations (which would be daunting in its detail) but rather a summary of the significance tests in the relationships. Under an ideal outcome, the row for "campus poster" should show a series of highly significant relations, in which those exposed to the ads much more frequently report seeing them on campus than not. In general, other rows should no significant relationship.

The results as shown in the table (over the page) are almost startling. Of the 18 relationships where no statistical relation would be expected, 16 are not significant. Of the 6 that should be significant, all 6 are, 5 of them, where the numbers are larger, at extremely high levels.

This table demonstrates that, without any reasonable objection, one can definitely conclude that the convenience advertising strategy is a very clear success.

Table 4: Summary of significance tests for the relation between level of exposure to ads and location in which they were reported seen.

	AD Number					
	#1	#2	#3	#4	#5	#6
Magazine	ns	ns	ns	ns	0.5	ns
Pub Poster	.001	ns	ns	ns	ns	ns
Campus Poster	.001	.001	.001	.001	.001	.05
Wall Poster	ns	ns	ns	ns	ns	ns

Conclusion

The data reviewed here indicate that the convenience advertising strategy is extremely effective in reaching the target audience and leading to high recall of the messages. In all cases, the level of recognition of the ads, the recency with which were recalled as being seen and the accuracy of the recall of the location in which they were displayed speak of any extremely effective strategy.

The results clearly demonstrate the capacity to 'narrow cast' specific messages for a given clientele. This is better than broadcasting to a wide range of potential audiences, risking either offence or irrelevance to many while being too bland for those particularly in need of the message.

It is hard to know how one could have clearer demonstration of the efficacy of the strategy than has emerged from this study.

A RESEARCH PROJECT TO EVALUATE

AIDS RELATED ADVERTISING ON THE GRIFFITH CAMPUS

STUDENT QUESTIONNAIRE

PROJECT CO-ORDINATOR:

DR S.K. MUGFORD

DEPT OF SOCIOLOGY

ANU

INTRODUCTION: PLEASE READ THIS BEFORE COMPLETING THE QUESTIONNAIRE

This questionnaire is part of an evaluation of an AIDS advertising strategy. A major purpose is to evaluate some advertisements, and questions about ads form the bulk of this questionnaire.

The questionnaire is not compulsory as a part of your course. While I have not had any objections from students who were asked to fill out the questionnaire in earlier stages in this evaluation, I would stress that if for any reason you don't want to complete it, please hand it back to the person administering it.

The questionnaire starts with a few personal questions which will be used for analysis purposes. You can be completely confident that this exercise is both confidential and anonymous. The person who organises the administration at your University will not know who fills out the questionnaires other than the fact that they are students in class X. The teacher of the classes in which they are administered will not see the completed questionnaires and when I come to do the analysis in Canberra, I will have no idea who you are.

The number written in on the top of this page was written there before the questionnaires were sent out. It is simply an ID number for computer analysis and was assigned to you at random.

In filling out the questionnaire, please work though from front to back so that everyone answers the questions in the same order (otherwise there can be biases in the data). In almost all cases, all you have to do is put a tick in a box. In a few cases (like your age) you have to write in the relevant number.

Thank you for your help and co-operation. I cannot offer you any real reward to you other than the satisfaction of co-operating in research that may help to stop the spread of the AIDS virus. One tangible thing, however, that I can offer is information. If you would like to know the outcome of the evaluation, please write to me at the address shown below. I will send you a confidential summary of the information on request.

Dr Stephen Mugford
Senior Lecturer in Sociology
Australian National University
GPO Box 4
Canberra 2600.

1) What sex are you? *Tick one box*

Female 1

Male 2

2) What age are you? *Write the age in years into the two boxes*

Years

3) Are you a full or a part time student? *Tick one box*

Full Time 1

Part Time 2

4) Are you studying as part of a first degree or a post-graduate course? *Tick one box*

First degree 1

Post Grad 2

5) What year of study are you in, in your present course? *Tick one box*

First 1

Second 2

Third or later 3

6) What type of degree are you enrolled in? *Tick one box*

Arts 1

Science 2

Law 3

Economics 4

Social/Behav'l Science 5

Combined Law/Other 6

Other 7

7) Answer only if you are 24 years old or less. What type of high school did you attend (for at least the majority of the time you were at high school)? *Tick one box*

State 1

Catholic 2

Other private 3

8) What is your marital status? *Tick one box*

Married (legally) 1

Married (de facto) 2

Never married 3

Separated/divorced 4

Widowed 5

9) What religion, if any, are you? *Tick one box*

- | | | |
|-----------------|--------------------------|---|
| Anglican | <input type="checkbox"/> | 1 |
| Roman Catholic | <input type="checkbox"/> | 2 |
| Other Christian | <input type="checkbox"/> | 3 |
| Other Religion | <input type="checkbox"/> | 4 |
| No Religion | <input type="checkbox"/> | 5 |

10) Which political party or group, if any, would you support if a Federal election were to be held tomorrow?

Tick one box

- | | | |
|--------------------------|--------------------------|---|
| Australian Democrats | <input type="checkbox"/> | 1 |
| Australian Labor Party | <input type="checkbox"/> | 2 |
| 'Green' party/group | <input type="checkbox"/> | 3 |
| Liberal party | <input type="checkbox"/> | 4 |
| National party | <input type="checkbox"/> | 5 |
| Other party (not listed) | <input type="checkbox"/> | 6 |
| Don't know | <input type="checkbox"/> | 7 |
| Wouldn't vote | <input type="checkbox"/> | 8 |

10) What sexual preference do you identify with? *Tick one box*

- | | | |
|---------------------------|--------------------------|---|
| Heterosexual ('straight') | <input type="checkbox"/> | 1 |
| Homosexual ('gay') | <input type="checkbox"/> | 2 |
| Bisexual ('ac/dc') | <input type="checkbox"/> | 3 |
| Don't know | <input type="checkbox"/> | 4 |

11) How often have you injected any drugs (such as heroin, speed etc.)? *Tick one box, corresponding to the most recent use*

- | | | |
|---|--------------------------|---|
| More than once in the month | <input type="checkbox"/> | 1 |
| More than once in the last year | <input type="checkbox"/> | 2 |
| More than once in the last 5 years | <input type="checkbox"/> | 3 |
| A few times in the past (experimenting) | <input type="checkbox"/> | 4 |
| Never | <input type="checkbox"/> | 5 |



12) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
- No 2 (Skip to Question 16 below)

13) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
- In the last month (but not the last week) 2
- More than a month ago 3

14) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
- On a poster in a club or pub Yes 1 No 2
- On a poster on campus Yes 1 No 2
- On a poster on a public wall Yes 1 No 2

15) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
- Colour 2
- Can't recall 3

16) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | Very High |
|----------------------------------|--|---|
| Ease of understanding | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Offensiveness (to you) | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Usefulness of information to you | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Novel view of AIDS issue | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Relevance to your life | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Ease of remembering message | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |



17) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
 No 2 (Skip to Question 21 below)

18) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
 In the last month (but not the last week) 2
 More than a month ago 3

19) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
 On a poster in a club or pub Yes 1 No 2
 On a poster on campus Yes 1 No 2
 On a poster on a public wall Yes 1 No 2

20) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
 Colour 2
 Can't recall 3

21) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | | | | | Very High |
|----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------|
| Ease of understanding | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Offensiveness (to your) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Usefulness of information to you | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Novel view of AIDS issue | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Relevance to your life | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Ease of remembering message | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Ease of remembering message | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |



22) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
- No 2 (Skip to Question 26 below)

23) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
- In the last month (but not the last week) 2
- More than a month ago 3

24) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
- On a poster in a club or pub Yes 1 No 2
- On a poster on campus Yes 1 No 2
- On a poster on a public wall Yes 1 No 2

25) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
- Colour 2
- Can't recall 3

26) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | | | | | Very High |
|----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------|
| Ease of understanding | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Offensiveness (to your) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Usefulness of information to you | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Novel view of AIDS issue | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Relevance to your life | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Ease of remembering message | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |



27) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
 No 2 (Skip to Question 31 below)

28) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
 In the last month (but not the last week) 2
 More than a month ago 3

29) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
 On a poster in a club or pub Yes 1 No 2
 On a poster on campus Yes 1 No 2
 On a poster on a public wall Yes 1 No 2

30) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
 Colour 2
 Can't recall 3

31) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | Very High |
|----------------------------------|--|---|
| Ease of understanding | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Offensiveness (to you) | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Usefulness of information to you | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Novel view of AIDS issue | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Relevance to your life | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Ease of remembering message | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |



32) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
- No 2 (Skip to Question 36 below)

33) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
- In the last month (but not the last week) 2
- More than a month ago 3

34) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
- On a poster in a club or pub Yes 1 No 2
- On a poster on campus Yes 1 No 2
- On a poster on a public wall Yes 1 No 2

35) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
- Colour 2
- Can't recall 3

36) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | | | | | Very High |
|----------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------|
| Ease of understanding | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Offensiveness (to you) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Usefulness of information to you | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Novel view of AIDS issue | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Relevance to your life | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |
| Ease of remembering message | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | |



37) Have you ever seen the advertisement shown on the left hand side of the page? *Tick in one box*

- Yes 1
- No 2 (Skip to Question 41 below)

38) How recently have you seen this advertisement? *Tick in one box*

- In the last week 1
- In the last month (but not the last week) 2
- More than a month ago 3

39) For each of the following, say if you saw the advertisement in that location. *Tick for each location you saw it*

- In a magazine or paper Yes 1 No 2
- On a poster in a club or pub Yes 1 No 2
- On a poster on campus Yes 1 No 2
- On a poster on a public wall Yes 1 No 2

40) When you saw it, was the poster in black and white or in colour? *Tick in one box*

- Black and White 1
- Colour 2
- Can't recall 3

41) Whether or not you have seen the ad before, we'd like to know what you think of it. Please rate the ad on each of the following aspects:

Tick one box next to each aspect. In each case, 1 means you rate it very low, through to 5, very high.

- | | Very Low | Very High |
|----------------------------------|--|---|
| Ease of understanding | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Offensiveness (to you) | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Usefulness of information to you | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Novel view of AIDS issue | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Relevance to your life | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |
| Ease of remembering message | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 | <input type="checkbox"/> 4 <input type="checkbox"/> 5 |

The adverts that you have just been commenting upon have been placed in several toilet blocks on the campus of your University in recent months. Of course, if you don't regularly use those toilets, you might well not have seen them. So we need some basic information about that.

What we would like you to do is indicate below how often you use each building and the toilets within it so we can calculate your 'exposure' to these ads on campus.

42a) How often do you use University House? *Tick one box*

- Most days of the week 1
- One or two days a week 2
- Sometimes, but less than weekly 3
- Rarely or never 4

b) When you are there, would you usually be there long enough that you would use the toilets in the building?
Tick one box

- Usually 1
- Rarely or never 2

43a) How often do you use the Hub Building? *Tick one box*

- Most days of the week 1
- One or two days a week 2
- Sometimes, but less than weekly 3
- Rarely or never 4

b) When you are there, would you usually be there long enough that you would use the toilets in the building?
Tick one box

- Usually 1
- Rarely or never 2

44a) How often do you use the recreation centre? *Tick one box*

- Most days of the week 1
- One or two days a week 2
- Sometimes, but less than weekly 3
- Rarely or never 4

b) When you are there, would you usually be there long enough that you would use the toilets in the building?
Tick one box

- Usually 1
- Rarely or never 2