



Convenience Advertising

WELSH ASSEMBLY GOVERNMENT

STI Campaign Evaluation

**REPORT ON METHODOLOGY
AND KEY RESULTS**

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Overview

In August 2002 the Health Promotion Division of the Welsh Assembly Government commissioned Wyman Dillon to carry out the administration of a questionnaire among 16-30 year olds across Wales.

The aim of the survey was to evaluate the success of the recent campaign for the prevention of Sexually Transmitted Infections (STIs).

The main focus of the campaign was a series of poster adverts placed in the toilets of establishments frequented by young people, namely pubs, clubs, colleges and universities. These aimed to:

- ❖ Raise awareness of common STIs
- ❖ Promote condom use as a method of prevention
- ❖ Promote the Sexual Health Wales helpline as a source of information and advice
- ❖ Raise awareness of Genitourinary Medicine Clinics as a place to get checked out if worried

The questionnaire was designed to measure:

- Campaign recall
- Acceptance of the campaign
- Perceived usefulness of information
- Perceived relevance
- Intention for future behaviour

Methodology

The company who were maintaining the posters supplied Wyman Dillon with a list of those venues most likely to cooperate with the survey along with contact details. HPD had requested that one third to one half of interviews be conducted in colleges and universities. A sample was then recruited by telephone and dates and times for fieldwork visits agreed.

The specification was for 1,000 interviews with 16-30 year olds, split evenly between males and females and conducted in at least 30 different venues. Fieldwork took place in 33 different venues and the resulting sample was:

Total	Male	Female	Not Given
1,141	562 (49%)	575 (50%)	4 (-)

Total	Aged 16-20	Aged 21-25	Aged 26-30	Not Given
1,141	583 (51%)	371 (33%)	177 (16%)	9 (1%)

499 interviews (44%) took place in colleges and universities.

As most of the interviewing took place between 6 and 10pm, two interviewers were sent to each venue for safety reasons. Only mature and experienced interviewers were used to ensure that the subject matter was approached in a sensitive manner and also to avoid potential problems with young people under the influence of alcohol. Welsh speaking interviewers were used in those areas where the majority of the population's first language is Welsh. All respondents were given the choice of completing the questionnaire in either English or Welsh although in practice very few opted for Welsh.

Each respondent was given an incentive of £3 to encourage participation and was guided through the questionnaire by the interviewer using A4 sized versions of the posters. Each was asked to sign a declaration stating that the interview had taken place, that they had received the incentive and supplying a phone number. This was subsequently used by Wyman Dillon for back-checking purposes in accordance with our BS7911 accreditation (Specification for Organisations Conducting Market Research).

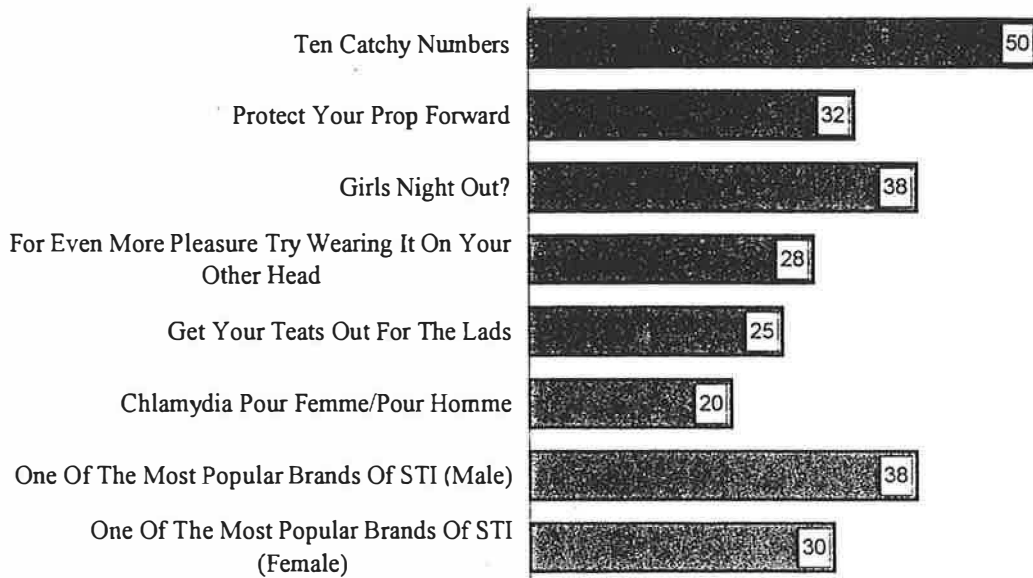
Once returned to the office all questionnaires were booked in. Occupations were coded to the Standard Occupational Classification. Code frames were set up for names of magazines, where else the adverts had been seen and on which radio stations adverts had been heard. All questionnaires were then coded, keyed and verified.

Results have been supplied in the form of tables (see Appendix I), an SPSS dataset and this report.

Key Results

There were eight different posters featured in the campaign. Awareness of the posters varied between 20% and 50% of respondents.

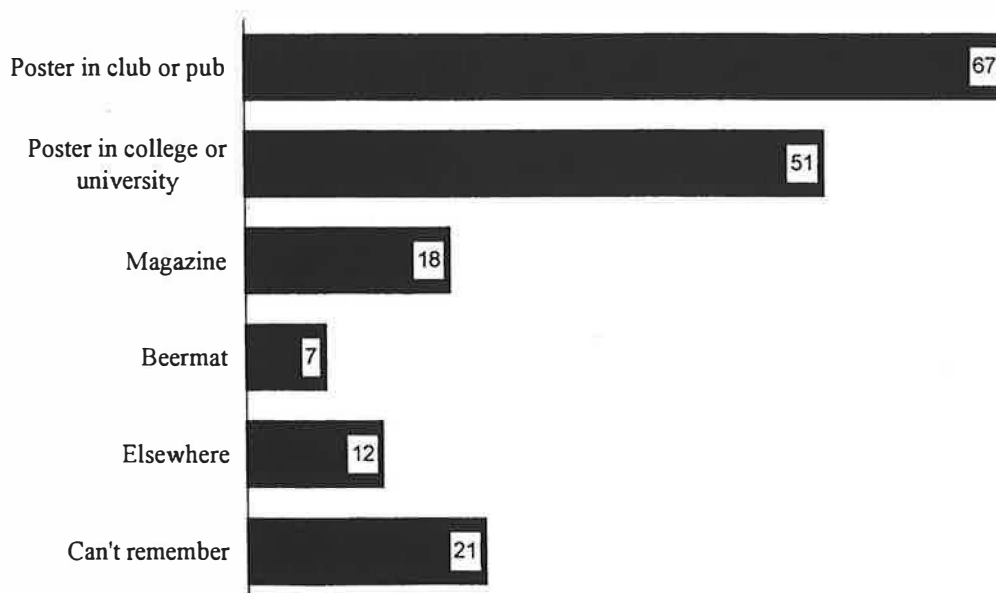
Percentage stating they had seen



924 respondents (81%) could recall seeing at least one of the posters.

Two thirds of those interviewed recalled seeing the advert(s) in a club or pub and half in a college or university.

Where was the advert seen?



One third of respondents stated that seeing the advert(s) prompted comment from themselves or someone else. A quarter said that jokes were made about them and 21% claimed that they sparked off a discussion on STIs and their prevention.

Interviewees were asked to rate the extent to which they agreed with a series of statements about the campaign, the adverts and STIs in general. The ratings were scored as strongly agree=1 through to strongly disagree=5. The following table shows the average scores for each of the statements. The lower the score the stronger the agreement with the statement.

I found it/them difficult to understand	4.4
I found it/them offensive	4.6
I found the information useful	2.3
The information in the adverts is not relevant to my life	3.7
I am better informed about STIs than I was before seeing the advert(s)	3.0
I am better informed about chlamydia since seeing the advert(s)	3.0
I am more likely to ensure a condom will be used with a new sexual partner as a result of the adverts(s)	2.6
I would not consider using the telephone helpline for more information	3.0
I would know where to go to get myself checked out as a result of seeing the advert(s)	2.6
Only people who sleep around get STIs	4.0
I would like more information about sexual health	3.0
Posters placed in toilets are a good place to advertise information about STIs	1.6

22% of respondents said that they had heard radio advertising about STIs.

Appendix I
Tables of Results

TABLE 1 SAMR PAGE 1

Demographics					
	Total	North	Mid	West	East
Total	1141	101	65	708	267
	100%	100%	100%	100%	100%
Male	562	57	36	331	138
	49%	56%	55%	47%	52%
Female	575	43	28	375	129
	50%	43%	43%	53%	48%
Professional	9	1	0	5	3
	1%	1%	0%	1%	1%
Managerial	109	5	1	78	25
	10%	5%	2%	11%	9%
Clerical	85	4	1	67	13
	7%	4%	2%	9%	5%
Skilled manual	82	6	4	55	17
	7%	6%	6%	8%	6%
Semi-skilled manual	53	3	1	38	11
	5%	3%	2%	5%	4%
Unskilled manual	17	2	2	12	1
	1%	2%	3%	2%	0%
Unemployed	24	0	1	17	6
	2%	0%	2%	2%	2%
No paid job	6	2	1	2	1
	1%	2%	2%	0%	0%
House person	11	0	0	11	0
	1%	0%	0%	2%	0%
Student	165	73	3	76	13
	14%	72%	5%	11%	5%
Armed services	7	2	0	5	0
	1%	2%	0%	1%	0%
Unclassifiable	32	0	1	29	2
	3%	0%	2%	4%	1%
Non graduate	176	1	1	166	8
	15%	1%	2%	23%	3%
Under graduate	331	2	48	127	154
	29%	2%	74%	18%	58%
Post graduate	28	0	0	17	11
	2%	0%	0%	2%	4%

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Demographics

	Total	North	Mid	West	East
Aged 16	48	0	2	46	0
	4%	0%	3%	6%	0%
Aged 17	40	0	2	38	0
	4%	0%	3%	5%	0%
Aged 18	163	16	10	92	45
	14%	16%	15%	13%	17%
Aged 19	185	19	15	103	48
	16%	19%	23%	15%	18%
Aged 20	148	15	18	68	47
	13%	15%	28%	10%	18%
Aged 21	152	13	14	87	38
	13%	13%	22%	12%	14%
Aged 22	87	12	1	61	13
	8%	12%	2%	9%	5%
Aged 23	51	9	0	30	12
	4%	9%	0%	4%	4%
Aged 24	46	5	1	31	9
	4%	5%	2%	4%	3%
Aged 25	35	5	0	23	7
	3%	5%	0%	3%	3%
Aged 26	36	1	0	27	8
	3%	1%	0%	4%	3%
Aged 27	40	1	0	28	11
	4%	1%	0%	4%	4%
Aged 28	31	1	0	17	13
	3%	1%	0%	2%	5%
Aged 29	33	2	1	28	2
	3%	2%	2%	4%	1%
Aged 30	37	2	0	23	12
	3%	2%	0%	3%	4%
Single	947	76	62	573	236
	83%	75%	95%	81%	88%
Living with partner	115	18	1	79	17
	10%	18%	2%	11%	6%
Married	52	4	1	40	7
	5%	4%	2%	6%	3%
Seperated/divorced	18	3	0	11	4
	2%	3%	0%	2%	1%
Widowed	4	0	0	3	1
	0%	0%	0%	0%	0%

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Any Poster	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
See any advert	924	440	480	84	63	549	228	87	57	116	25	31	131	162	289	21
	81%	78%	83%	83%	97%	78%	85%	74%	67%	76%	61%	79%	79%	92%	87%	75%
Poster in club or pub	764	376	384	79	54	432	199	79	49	107	19	31	116	115	225	18
	67%	67%	67%	78%	83%	61%	75%	67%	58%	70%	46%	79%	70%	65%	68%	64%
Poster in college or uni	579	251	326	35	45	347	152	39	15	36	9	14	76	147	224	16
	51%	45%	57%	35%	69%	49%	57%	33%	18%	24%	22%	36%	46%	84%	68%	57%
Magazine	204	105	98	12	7	137	48	21	17	24	5	12	24	38	57	5
	18%	19%	17%	12%	11%	19%	18%	18%	20%	16%	12%	31%	15%	22%	17%	18%
FHM	11	11	0	0	1	8	2	1	1	2	0	2	2	0	3	0
	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%	0%	5%	1%	0%	1%	0%
More	12	1	11	1	0	6	5	3	2	2	0	0	1	1	3	0
	1%	0%	2%	1%	0%	1%	2%	3%	2%	1%	0%	0%	1%	1%	1%	0%
Cosmopolitan	7	0	6	1	0	2	4	3	0	1	0	0	2	0	1	0
	1%	0%	1%	1%	0%	0%	1%	3%	0%	1%	0%	0%	1%	0%	0%	0%
Loaded	6	6	0	0	0	5	1	0	1	2	0	1	1	0	1	0
	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	3%	1%	0%	0%	0%
Other magazine	27	10	17	3	0	16	8	2	2	5	0	1	5	4	8	0
	2%	2%	3%	3%	0%	2%	3%	2%	2%	3%	0%	3%	3%	2%	2%	0%
Beermat	80	54	26	3	10	55	12	8	5	16	2	3	13	12	18	2
	7%	10%	5%	3%	15%	8%	4%	7%	6%	11%	5%	8%	8%	7%	5%	7%
Elsewhere	133	60	72	13	8	82	30	13	7	11	2	6	20	23	46	4
	12%	11%	13%	13%	12%	12%	11%	11%	8%	7%	5%	15%	12%	13%	14%	14%
Toilet	34	15	18	3	4	16	11	3	4	1	0	2	3	7	14	0
	3%	3%	3%	3%	6%	2%	4%	3%	5%	1%	0%	5%	2%	4%	4%	0%
Doctor's surgery	22	3	19	0	0	20	2	1	0	1	0	0	1	1	17	1
	2%	1%	3%	0%	0%	3%	1%	1%	0%	1%	0%	0%	1%	1%	5%	4%
Family Planning Clinic	4	0	4	0	0	3	1	2	0	1	0	0	1	0	0	0
	0%	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%
Hospital	3	1	2	0	0	3	0	0	0	1	0	0	0	0	2	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Other	26	10	16	1	0	17	8	6	2	4	2	0	2	3	5	2
	2%	2%	3%	1%	0%	2%	3%	5%	2%	3%	5%	0%	1%	2%	2%	7%
Can't remember	239	103	135	27	16	124	72	21	12	22	11	7	36	42	80	6
	21%	18%	23%	27%	25%	18%	27%	18%	14%	14%	27%	18%	22%	24%	24%	21%

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Ten Catchy Numbers

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	575	261	313	57	51	325	142	58	26	67	15	24	72	104	195	11
	50%	46%	54%	56%	78%	46%	53%	49%	31%	44%	37%	62%	44%	59%	59%	39%
Not seen	563	300	260	44	14	380	125	60	59	85	26	15	93	70	136	17
	49%	53%	45%	44%	22%	54%	47%	51%	69%	56%	63%	38%	56%	40%	41%	61%
Not answered	2	1	1	0	0	2	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Seen poster in club or pub	451	220	230	52	44	238	117	50	24	62	13	21	64	62	145	7
	40%	39%	40%	51%	68%	34%	44%	42%	28%	41%	32%	54%	39%	35%	44%	25%
Seen poster in college or uni	337	135	201	12	36	199	90	22	8	16	6	10	28	86	152	7
	30%	24%	35%	12%	55%	28%	34%	19%	9%	11%	15%	26%	17%	49%	46%	25%
Seen in magazine	77	38	39	4	4	51	18	7	5	12	1	3	9	20	19	1
	7%	7%	7%	4%	6%	7%	7%	6%	6%	8%	2%	8%	5%	11%	6%	4%
FHM	4	4	0	0	0	3	1	1	0	2	0	0	1	0	0	0
	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%
More	7	0	7	1	0	4	2	1	1	2	0	0	1	1	1	0
	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%
Cosmopolitan	3	0	3	0	0	1	2	2	0	0	0	0	1	0	0	0
	0%	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%	1%	0%	0%	0%
Loaded	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other magazine	5	2	3	0	0	4	1	0	0	1	0	0	0	3	1	0
	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%
Seen on beermat	36	27	9	0	3	26	7	6	2	7	1	0	3	9	7	1
	3%	5%	2%	0%	5%	4%	3%	5%	2%	5%	2%	0%	2%	5%	2%	4%
Seen elsewhere	67	27	39	6	7	39	15	8	1	3	1	2	10	16	24	1
	6%	5%	7%	6%	11%	6%	6%	7%	1%	2%	2%	5%	6%	9%	7%	4%
Toilet	16	7	8	2	3	6	5	3	0	0	0	1	2	2	8	0
	1%	1%	1%	2%	5%	1%	2%	3%	0%	0%	0%	3%	1%	1%	2%	0%
Doctor's surgery	4	0	4	0	0	4	0	0	0	0	0	0	0	1	3	0
	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%
Family Planning Clinic	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Hospital	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	10	3	7	0	0	9	1	5	0	0	1	0	1	1	2	0
	1%	1%	1%	0%	0%	1%	0%	4%	0%	0%	2%	0%	1%	1%	1%	0%
Can't remember where	52	25	27	9	3	27	13	5	3	5	0	3	12	12	10	2
	5%	4%	5%	9%	5%	4%	5%	4%	4%	3%	0%	8%	7%	7%	3%	7%
Took leaflet	134	70	64	15	17	81	21	18	4	18	4	5	21	21	39	3
	12%	12%	11%	15%	26%	11%	8%	15%	5%	12%	10%	13%	13%	12%	12%	11%

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Protect Your Prop Forward

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	368	286	80	31	35	212	90	42	24	62	15	15	48	51	100	9
	32%	51%	14%	31%	54%	30%	34%	36%	28%	41%	37%	38%	29%	29%	30%	32%
Not seen	760	269	489	70	29	485	176	76	59	88	26	24	117	120	228	19
	67%	48%	85%	69%	45%	69%	66%	64%	69%	58%	63%	62%	71%	68%	69%	68%
Not answered	13	7	6	0	1	11	1	0	2	2	0	0	0	5	3	0
	1%	1%	1%	0%	2%	2%	0%	0%	2%	1%	0%	0%	0%	3%	1%	0%
Seen poster in club or pub	277	227	48	29	26	146	72	36	20	50	10	11	40	24	77	7
	24%	40%	8%	29%	43%	21%	27%	31%	24%	33%	24%	28%	24%	14%	23%	25%
Seen poster in college or uni	157	130	26	4	18	91	44	12	3	11	5	4	15	40	62	4
	14%	23%	5%	4%	28%	13%	16%	10%	4%	7%	12%	10%	9%	23%	19%	14%
Seen in magazine	52	39	13	3	2	36	11	7	5	8	1	5	5	10	8	3
	5%	7%	2%	3%	3%	5%	4%	6%	6%	5%	2%	13%	3%	6%	2%	11%
FHM	4	4	0	0	1	2	1	0	0	1	0	2	0	0	1	0
	0%	1%	0%	0%	2%	0%	0%	0%	0%	1%	0%	5%	0%	0%	0%	0%
More	1	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Loaded	3	3	0	0	0	2	1	0	1	0	0	1	1	0	0	0
	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	1%	0%	0%	0%
Other magazine	7	5	2	0	0	5	2	1	1	0	0	0	1	2	2	0
	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%
Seen on beer mat	36	26	10	0	5	27	4	6	3	10	2	1	5	7	2	0
	3%	5%	2%	0%	8%	4%	1%	5%	4%	7%	5%	3%	3%	4%	1%	0%
Seen elsewhere	28	21	6	3	3	18	4	5	1	3	0	2	4	5	6	1
	2%	4%	1%	3%	5%	3%	1%	4%	1%	2%	0%	5%	2%	3%	2%	4%
Toilet	11	10	0	1	3	5	2	1	2	1	0	0	1	1	5	0
	1%	2%	0%	1%	5%	1%	1%	1%	2%	1%	0%	0%	1%	1%	2%	0%
Doctor's surgery	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Family Planning Clinic	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Hospital	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	5	3	2	0	0	3	2	1	0	3	0	0	0	0	0	1
	0%	1%	0%	0%	0%	0%	1%	1%	0%	2%	0%	0%	0%	0%	0%	4%
Can't remember where	36	25	11	3	1	22	10	3	2	6	4	0	5	6	8	2
	3%	4%	2%	3%	2%	3%	4%	3%	2%	4%	10%	0%	3%	3%	2%	7%

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Girls Night Out?

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	432	80	351	33	30	260	109	37	26	43	10	11	54	108	128	13
	38%	14%	61%	33%	46%	37%	41%	31%	31%	28%	24%	28%	33%	61%	39%	46%
Not seen	700	476	221	68	34	443	155	80	59	107	31	27	111	66	201	15
	61%	85%	38%	67%	52%	63%	58%	68%	69%	70%	76%	69%	67%	38%	61%	54%
Not answered	9	6	3	0	1	5	3	1	0	2	0	1	0	2	2	0
	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	0%	3%	0%	1%	1%	0%
Seen poster in club or pub	313	62	250	30	25	181	77	28	19	38	8	10	48	65	85	10
	27%	11%	43%	30%	38%	26%	29%	24%	22%	25%	20%	26%	29%	37%	26%	36%
Seen poster in college or uni	239	37	202	11	16	148	64	15	8	10	4	3	25	88	78	7
	21%	7%	35%	11%	25%	21%	24%	13%	9%	7%	10%	8%	15%	50%	24%	25%
Seen in magazine	54	2	32	2	0	41	11	6	4	7	1	2	10	14	9	1
	5%	4%	6%	2%	0%	6%	4%	5%	5%	5%	2%	5%	6%	8%	3%	4%
FHM	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
More	2	0	2	0	0	0	2	1	1	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	2	0	1	0	0	1	1	1	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Loaded	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other magazine	7	2	5	1	0	4	2	0	0	2	0	0	2	1	2	0
	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%
Seen on beer mat	10	6	4	0	0	9	1	1	0	1	0	1	1	5	0	1
	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	3%	1%	3%	0%	4%
Seen elsewhere	30	7	23	0	1	25	4	1	2	0	1	1	3	10	12	0
	3%	1%	4%	0%	2%	4%	1%	1%	2%	0%	2%	3%	2%	6%	4%	0%
Toilet	9	0	9	0	1	5	3	0	1	0	0	1	0	3	4	0
	1%	0%	2%	0%	2%	1%	1%	0%	1%	0%	0%	3%	0%	2%	1%	0%
Doctor's surgery	7	0	7	0	0	7	0	0	0	0	0	0	0	1	6	0
	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%
Family Planning Clinic	2	0	2	0	0	2	0	1	0	0	0	0	1	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Hospital	3	1	2	0	0	3	0	0	0	1	0	0	0	0	2	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Other	3	1	2	0	0	1	2	0	1	0	1	0	0	1	0	0
	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%
Can't remember where	40	12	28	2	1	23	14	2	2	4	0	0	5	12	14	1
	4%	2%	5%	2%	2%	3%	5%	2%	2%	3%	0%	0%	3%	7%	4%	4%

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For Even More Pleasure Try Wearing It On Your Other Head

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	319	238	80	33	26	182	78	32	22	45	12	12	55	40	91	9
	28%	42%	14%	33%	40%	26%	29%	27%	26%	30%	29%	31%	33%	23%	27%	32%
Not seen	814	319	492	68	37	521	188	85	63	106	29	26	110	133	239	19
	71%	57%	86%	67%	57%	74%	70%	72%	74%	70%	71%	67%	67%	76%	72%	68%
Not answered	8	5	3	0	2	5	1	1	0	1	0	1	0	3	1	0
	1%	1%	1%	0%	3%	1%	0%	1%	0%	1%	0%	3%	0%	2%	0%	0%
Seen poster in club or pub	211	172	38	28	20	116	47	19	16	35	6	10	39	22	57	7
	18%	31%	7%	28%	31%	16%	18%	16%	19%	23%	15%	26%	24%	13%	17%	25%
Seen poster in college or uni	151	124	26	6	16	86	43	12	6	8	2	0	24	28	64	6
	13%	22%	5%	6%	25%	12%	16%	10%	7%	5%	5%	0%	15%	16%	19%	21%
Seen in magazine	31	25	6	1	0	26	4	3	2	2	2	1	5	9	6	1
	3%	4%	1%	1%	0%	4%	1%	3%	2%	1%	5%	3%	3%	5%	2%	4%
FHM	3	3	0	0	0	2	1	0	0	0	0	0	1	0	2	0
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Loaded	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other magazine	4	1	3	0	0	4	0	1	1	1	0	1	0	0	0	0
	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	3%	0%	0%	0%	0%
Seen on beer mat	40	29	11	0	5	30	5	5	1	9	1	1	7	10	5	1
	4%	5%	2%	0%	8%	4%	2%	4%	1%	6%	2%	3%	4%	6%	2%	4%
Seen elsewhere	20	14	6	0	1	13	6	4	0	3	0	0	2	7	4	0
	2%	2%	1%	0%	2%	2%	2%	3%	0%	2%	0%	0%	1%	4%	1%	0%
Toilet	5	5	0	0	1	2	2	1	0	1	0	0	0	0	3	0
	0%	1%	0%	0%	2%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Doctor's surgery	3	0	3	0	0	3	0	0	0	0	0	0	1	1	1	0
	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Family Planning Clinic	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Hospital	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember where	36	15	21	4	1	21	10	2	3	3	5	0	7	9	7	0
	3%	3%	4%	4%	2%	3%	4%	2%	4%	2%	12%	0%	4%	5%	2%	0%

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Get Your Tests Out For The Lads

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	285	76	208	33	25	160	67	23	15	30	7	12	45	64	85	3
	25%	14%	36%	33%	38%	23%	25%	19%	18%	20%	17%	31%	27%	36%	26%	11%
Not seen	846	480	363	68	38	542	198	93	70	121	34	26	120	109	244	25
	74%	85%	63%	67%	58%	77%	74%	79%	82%	80%	83%	67%	73%	62%	74%	89%
Not answered	10	6	4	0	2	6	2	2	0	1	0	1	0	3	2	0
	1%	1%	1%	0%	3%	1%	1%	2%	0%	1%	0%	3%	0%	2%	1%	0%
Seen poster in club or pub	183	54	128	28	19	94	42	20	14	24	5	7	33	34	45	1
	16%	10%	22%	28%	29%	13%	16%	17%	16%	16%	12%	18%	20%	19%	14%	4%
Seen poster in college or uni	145	26	118	9	13	84	39	5	4	7	2	3	21	47	53	3
	13%	5%	21%	9%	20%	12%	15%	4%	5%	5%	5%	8%	13%	27%	16%	11%
Seen in magazine	30	15	15	0	1	20	9	4	1	2	0	2	3	9	9	0
	3%	3%	3%	0%	2%	3%	3%	3%	1%	1%	0%	5%	2%	5%	3%	0%
FHM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Loaded	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other magazine	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Seen on beer mat	17	12	5	2	1	12	2	2	0	2	0	0	3	6	4	0
	1%	2%	1%	2%	2%	2%	1%	2%	0%	1%	0%	0%	2%	3%	1%	0%
Seen elsewhere	21	11	10	1	1	17	2	0	1	1	0	1	5	8	5	0
	2%	2%	2%	1%	2%	2%	1%	0%	1%	1%	0%	3%	3%	5%	2%	0%
Toilet	1	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Doctor's surgery	2	0	2	0	0	2	0	0	0	0	0	0	0	1	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Family Planning Clinic	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Hospital	1	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember where	42	14	28	6	3	23	10	3	1	1	1	2	10	7	16	0
	4%	2%	5%	6%	5%	3%	4%	3%	1%	1%	2%	5%	6%	4%	5%	0%

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Chlamydia Pour Femme/Pour Homme

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Ciencal	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	229	124	104	28	6	134	61	27	12	33	7	5	34	32	72	7
	20%	22%	18%	28%	9%	19%	23%	23%	14%	22%	17%	13%	21%	18%	22%	25%
Not seen	904	435	466	73	58	567	206	91	73	118	33	33	131	141	258	21
	79%	77%	81%	72%	89%	80%	77%	77%	86%	78%	80%	85%	79%	80%	78%	75%
Not answered	0	3	5	0	1	7	0	0	0	1	1	1	0	3	1	0
	1%	1%	1%	0%	2%	1%	0%	0%	0%	1%	2%	3%	0%	2%	0%	0%
Seen poster in club or pub	132	80	51	17	3	79	33	16	8	22	4	4	22	19	33	4
	12%	14%	9%	17%	5%	11%	12%	14%	9%	14%	10%	10%	13%	11%	10%	14%
Seen poster in college or uni	86	54	32	3	0	54	29	8	3	13	1	1	13	15	30	2
	8%	10%	6%	3%	0%	8%	11%	7%	4%	9%	2%	3%	8%	9%	9%	7%
Seen in magazine	34	23	11	4	0	22	8	4	1	3	1	1	7	8	9	0
	3%	4%	2%	4%	0%	3%	3%	3%	1%	2%	2%	3%	4%	5%	3%	0%
FHM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	1	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Loaded	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other magazine	2	1	1	1	0	1	0	0	1	0	0	0	1	0	0	0
	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Seen on beer mat	12	11	1	0	0	10	2	1	0	2	0	0	1	7	1	0
	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	4%	0%	0%
Seen elsewhere	23	14	9	5	0	13	5	1	0	2	0	0	5	7	6	2
	2%	2%	2%	5%	0%	2%	2%	1%	0%	1%	0%	0%	3%	4%	2%	7%
Toilet	3	2	1	0	0	1	2	1	0	0	0	0	0	1	1	0
	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Doctor's surgery	5	0	5	0	0	3	2	0	0	0	0	0	0	0	4	1
	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	4%
Family Planning Clinic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hospital	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	2	2	0	1	0	1	0	0	0	0	0	0	1	0	1	0
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Can't remember where	52	22	30	9	3	29	11	7	2	7	3	2	6	9	14	2
	5%	4%	5%	9%	5%	4%	4%	6%	2%	5%	7%	5%	4%	5%	4%	7%

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One Of The Most Popular Brands Of Sexually Transmitted Infection 1

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	432	200	231	37	37	248	110	38	23	64	10	10	61	68	147	10
	38%	36%	40%	37%	57%	35%	41%	32%	27%	42%	24%	26%	37%	39%	44%	36%
Not seen	700	357	340	64	27	455	154	77	62	87	31	29	104	106	182	18
	61%	64%	59%	63%	42%	64%	58%	65%	73%	57%	76%	74%	63%	60%	55%	64%
Not answered	9	5	4	0	1	5	3	3	0	1	0	0	0	2	2	0
	1%	1%	1%	0%	2%	1%	1%	3%	0%	1%	0%	0%	0%	1%	1%	0%
Seen poster in club or pub	280	143	136	31	27	154	68	25	19	48	6	8	45	43	79	6
	25%	25%	24%	31%	42%	22%	25%	21%	22%	32%	15%	21%	27%	24%	24%	21%
Seen poster in college or uni	200	79	121	6	21	112	61	13	2	13	5	2	26	43	89	6
	18%	14%	21%	6%	32%	16%	23%	11%	2%	9%	12%	5%	16%	24%	27%	21%
Seen in magazine	37	22	15	2	0	24	11	4	3	3	0	0	5	7	12	2
	3%	4%	3%	2%	0%	3%	4%	3%	4%	2%	0%	0%	3%	4%	4%	7%
FHM	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
More	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Loaded	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other magazine	4	1	3	1	0	2	1	0	1	0	0	0	1	0	2	0
	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
Seen on baermat	16	13	3	1	3	11	1	3	0	2	0	0	1	6	4	0
	1%	2%	1%	1%	5%	2%	0%	3%	0%	1%	0%	0%	1%	3%	1%	0%
Seen elsewhere	27	10	17	1	1	22	3	3	2	3	0	1	3	6	9	0
	2%	2%	3%	1%	2%	3%	1%	3%	2%	2%	0%	3%	2%	3%	3%	0%
Toilet	8	3	5	1	1	5	1	0	1	0	0	1	1	3	2	0
	1%	1%	1%	1%	2%	1%	0%	0%	1%	0%	0%	3%	1%	2%	1%	0%
Doctor's surgery	10	2	8	0	0	10	0	1	0	1	0	0	1	0	7	0
	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	2%	0%
Family Planning Clinic	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Hospital	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	5	2	3	0	0	3	2	2	1	1	0	0	0	0	1	0
	0%	0%	1%	0%	0%	0%	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%
Can't remember where	56	28	28	3	4	25	24	5	0	8	1	0	5	11	24	2
	5%	5%	5%	3%	6%	4%	9%	4%	0%	5%	2%	0%	3%	6%	7%	7%

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One Of The Most Popular Brands Of Sexually Transmitted Infection 2

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	33	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Seen advert	339	160	177	29	25	210	75	26	23	47	8	11	46	68	9	9
	30%	28%	31%	29%	38%	30%	28%	22%	27%	31%	20%	28%	28%	39%	30%	32%
Not seen	785	394	389	72	35	489	189	91	62	102	33	26	119	104	227	19
	69%	70%	68%	71%	54%	69%	71%	77%	73%	67%	80%	67%	72%	59%	69%	68%
Not answered	17	8	9	0	5	9	3	1	0	3	0	2	0	4	6	0
	1%	1%	2%	0%	8%	1%	1%	1%	0%	2%	0%	5%	0%	2%	2%	0%
Seen poster in club or pub	220	124	95	22	18	131	49	15	16	34	5	9	36	39	58	6
	19%	22%	17%	22%	28%	19%	18%	13%	19%	22%	12%	23%	22%	22%	18%	21%
Seen poster in college or uni	153	62	91	7	14	96	36	10	4	10	3	2	18	45	56	4
	13%	11%	16%	7%	22%	14%	13%	8%	5%	7%	7%	5%	11%	26%	17%	14%
Seen in magazine	27	14	13	2	0	19	6	1	3	3	0	1	4	7	6	1
	2%	2%	2%	2%	0%	3%	2%	1%	4%	2%	0%	3%	2%	4%	2%	4%
FHM	2	2	0	0	0	1	1	0	1	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
More	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cosmopolitan	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Loaded	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other magazine	3	0	3	0	0	2	1	0	1	1	0	0	0	0	1	0
	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Seen on beer mat	15	11	4	0	2	11	2	0	0	2	0	1	1	6	4	0
	1%	2%	1%	0%	3%	2%	1%	0%	0%	1%	0%	3%	1%	3%	1%	0%
Seen elsewhere	28	13	15	3	1	21	3	2	0	3	0	0	4	8	10	1
	2%	2%	3%	3%	2%	3%	1%	2%	0%	2%	0%	0%	2%	5%	3%	4%
Toilet	4	1	3	1	1	1	1	0	0	0	0	0	1	1	2	0
	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%
Doctor's surgery	8	2	6	0	0	8	0	0	0	1	0	0	0	0	7	0
	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%
Family Planning Clinic	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Hospital	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	4	1	3	0	0	3	1	1	0	0	0	0	0	2	0	1
	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	4%
Can't remember where	49	22	26	5	4	24	16	5	2	7	1	1	6	9	14	3
	4%	4%	5%	5%	6%	3%	6%	4%	2%	5%	2%	3%	4%	5%	4%	11%

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Did any of the following occur?

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Made passing comment	388	160	227	23	29	241	95	27	24	42	8	12	47	77	137	13
	34%	28%	39%	23%	45%	34%	36%	23%	28%	28%	20%	31%	28%	44%	41%	46%
Made jokes	281	151	129	25	25	170	61	23	14	38	4	12	41	51	90	6
	25%	27%	22%	25%	38%	24%	23%	19%	16%	25%	10%	31%	25%	29%	27%	21%
Sparked discussion	237	92	144	22	15	145	55	22	15	32	5	6	41	49	63	3
	21%	16%	25%	22%	23%	20%	21%	19%	18%	21%	12%	15%	25%	28%	19%	11%

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I found it/them difficult to understand

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clencl	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	36	27	8	0	4	26	6	6	3	9	1	2	3	8	3	0
	3%	5%	1%	0%	6%	4%	2%	5%	4%	6%	2%	5%	2%	5%	1%	0%
Agree	29	18	10	2	0	19	8	2	2	7	3	0	8	6	1	0
	3%	3%	2%	2%	0%	3%	3%	2%	2%	5%	7%	0%	5%	3%	0%	0%
Neither	82	47	34	7	5	49	21	6	8	13	1	4	9	19	19	2
	7%	8%	6%	7%	8%	7%	8%	5%	9%	9%	2%	10%	5%	11%	6%	7%
Disagree	135	58	77	14	17	79	25	10	1	10	1	5	23	27	54	4
	12%	10%	13%	14%	26%	11%	9%	8%	1%	7%	2%	13%	14%	15%	16%	14%
Strongly disagree	631	288	342	61	35	367	188	63	43	71	19	19	91	95	212	15
	55%	51%	59%	60%	54%	52%	63%	53%	51%	47%	46%	49%	55%	54%	64%	54%
Not answered	228	124	104	17	4	168	39	31	28	42	16	9	31	21	42	7
	20%	22%	18%	17%	6%	24%	15%	26%	33%	28%	39%	23%	19%	12%	13%	25%

TABLE : 0011 PAGE : 1
I found it/them offensive

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1 141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	29	18	11	2	2	24	1	6	0	4	3	3	2	8	3	0
	3%	3%	2%	2%	3%	3%	0%	5%	0%	3%	7%	8%	1%	5%	1%	0%
Agree	29	20	9	1	2	15	11	4	1	7	1	0	4	5	7	0
	3%	4%	2%	1%	3%	2%	4%	3%	1%	5%	2%	0%	2%	3%	2%	0%
Neither	57	30	26	5	3	37	12	5	6	10	1	3	11	8	12	0
	5%	5%	5%	5%	5%	5%	4%	4%	7%	7%	2%	8%	7%	5%	4%	0%
Disagree	96	44	50	7	10	60	19	6	2	3	2	6	19	21	33	3
	8%	8%	9%	7%	15%	8%	7%	5%	2%	2%	5%	15%	12%	12%	10%	11%
Strongly disagree	702	325	376	69	44	404	185	67	47	86	18	19	98	112	234	18
	62%	58%	65%	68%	68%	57%	69%	57%	55%	57%	44%	49%	59%	64%	71%	64%
Not answered	228	125	103	17	4	168	39	30	29	42	16	8	31	22	42	7
	20%	22%	18%	17%	6%	24%	15%	25%	34%	28%	39%	21%	19%	13%	13%	25%

TABLE : 0012 PAGE : 1
I found the information useful

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	273	116	156	23	8	166	76	32	21	45	4	13	41	39	70	7
	24%	21%	27%	23%	12%	23%	28%	27%	25%	30%	10%	33%	25%	22%	21%	25%
Agree	258	121	136	22	20	155	61	23	13	29	8	2	38	43	95	7
	23%	22%	24%	22%	31%	22%	23%	19%	15%	19%	20%	5%	23%	24%	29%	25%
Neither	248	122	125	23	21	147	57	18	19	22	6	12	34	49	80	6
	22%	22%	22%	23%	32%	21%	21%	15%	22%	14%	15%	31%	21%	28%	24%	21%
Disagree	77	44	32	11	6	42	18	8	4	6	1	4	13	12	27	1
	7%	8%	6%	11%	9%	6%	7%	7%	5%	4%	2%	10%	8%	7%	8%	4%
Strongly disagree	55	33	22	4	5	31	15	6	1	8	6	0	7	12	14	0
	5%	6%	4%	4%	8%	4%	6%	5%	1%	5%	15%	0%	4%	7%	4%	0%
Not answered	230	126	104	18	5	167	40	31	27	42	16	8	32	21	45	7
	20%	22%	18%	18%	8%	24%	15%	26%	32%	28%	39%	21%	19%	12%	14%	25%

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The information is not relevant to my life

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
Strongly agree	76	41	35	6	5	44	21	6	3	12	4	5	13	15	17	0
	7%	7%	6%	6%	8%	6%	8%	5%	4%	8%	10%	13%	8%	9%	5%	0%
Agree	87	51	36	7	5	59	16	12	7	11	4	4	15	17	16	1
	8%	9%	6%	7%	8%	8%	6%	10%	8%	7%	10%	10%	9%	10%	5%	4%
Neither	227	105	121	21	19	143	44	26	14	26	2	10	32	47	64	4
	20%	19%	21%	21%	29%	20%	16%	22%	16%	17%	5%	26%	19%	27%	19%	14%
Disagree	175	77	98	23	16	94	42	11	9	18	4	5	30	28	66	4
	15%	14%	17%	23%	25%	13%	16%	9%	11%	12%	10%	13%	18%	16%	20%	14%
Strongly disagree	342	161	178	27	17	195	103	32	23	41	10	7	43	49	124	11
	30%	29%	31%	27%	26%	28%	39%	27%	27%	27%	24%	18%	26%	28%	37%	39%
Not answered	234	127	107	17	3	173	41	31	29	44	17	8	32	20	44	8
	21%	23%	19%	17%	5%	24%	15%	26%	34%	29%	41%	21%	19%	11%	13%	29%

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I am better informed about STIs than before seeing the adverts

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	146	68	78	7	8	100	31	19	11	29	4	7	15	22	34	4
	13%	12%	14%	7%	12%	14%	12%	16%	13%	19%	10%	18%	9%	13%	10%	14%
Agree	154	77	77	18	12	86	38	15	9	13	4	6	27	31	47	2
	13%	14%	13%	18%	18%	12%	14%	13%	11%	9%	10%	15%	16%	18%	14%	7%
Neither	305	142	163	25	20	170	90	25	19	38	5	8	38	46	113	11
	27%	25%	28%	25%	31%	24%	34%	21%	22%	25%	12%	21%	23%	26%	34%	39%
Disagree	169	75	90	16	11	112	30	13	8	16	7	4	32	32	52	3
	15%	13%	16%	16%	17%	16%	11%	11%	9%	11%	17%	10%	19%	18%	16%	11%
Strongly disagree	136	74	62	18	8	72	38	15	11	14	5	5	22	22	41	1
	12%	13%	11%	18%	12%	10%	14%	13%	13%	9%	12%	13%	13%	13%	12%	4%
Not answered	231	126	105	17	6	168	40	31	27	42	16	9	31	23	44	7
	20%	22%	18%	17%	9%	24%	15%	26%	32%	28%	39%	23%	19%	13%	13%	25%

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I am better informed about Chlamydia since seeing the advert

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	146	72	74	12	7	98	29	17	12	32	4	6	18	19	32	6
	13%	13%	13%	12%	11%	14%	11%	14%	14%	21%	10%	15%	11%	11%	10%	21%
Agree	192	92	100	15	14	114	49	15	15	21	8	6	27	34	60	6
	17%	16%	17%	15%	22%	16%	18%	13%	18%	14%	20%	15%	16%	19%	18%	21%
Neither	269	125	144	24	16	170	59	24	13	27	5	10	39	51	94	4
	24%	22%	25%	24%	25%	24%	22%	20%	15%	18%	12%	26%	24%	29%	28%	14%
Disagree	149	71	76	16	12	80	41	13	9	13	3	3	25	28	50	4
	13%	13%	13%	16%	18%	11%	15%	11%	11%	9%	7%	8%	15%	16%	15%	14%
Strongly disagree	152	76	74	17	12	76	47	16	8	18	5	5	25	21	51	1
	13%	14%	13%	17%	18%	11%	18%	14%	9%	12%	12%	13%	15%	12%	15%	4%
Not answered	233	126	107	17	4	170	42	33	28	41	16	9	31	23	44	7
	20%	22%	19%	17%	6%	24%	16%	28%	33%	27%	39%	23%	19%	13%	13%	25%

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I am more likely to ensure a condom will be used with a new partner

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	271	108	161	24	7	181	59	34	20	39	6	12	40	44	66	9
	24%	19%	28%	24%	11%	26%	22%	29%	24%	26%	15%	31%	24%	25%	20%	32%
Agree	193	87	106	15	12	116	50	16	6	21	4	6	25	43	67	5
	17%	15%	18%	15%	18%	16%	19%	14%	7%	14%	10%	15%	15%	24%	20%	18%
Neither	226	123	101	23	20	125	58	19	19	26	7	8	34	31	75	4
	20%	22%	18%	23%	31%	18%	22%	16%	22%	17%	17%	21%	21%	18%	23%	14%
Disagree	101	51	50	9	13	58	21	5	5	9	5	3	17	19	37	1
	9%	9%	9%	9%	20%	8%	8%	4%	6%	6%	12%	8%	10%	11%	11%	4%
Strongly disagree	120	68	52	13	8	59	40	14	7	15	3	2	18	17	41	2
	11%	12%	9%	13%	12%	8%	15%	12%	8%	10%	7%	5%	11%	10%	12%	7%
Not answered	230	125	105	17	5	169	39	30	28	42	16	8	31	22	45	7
	20%	22%	18%	17%	8%	24%	15%	25%	33%	28%	39%	21%	19%	13%	14%	25%

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I would not consider using the telephone helpline

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	129	78	51	10	10	88	21	10	12	18	5	6	15	24	35	2
	11%	14%	9%	10%	15%	12%	8%	8%	14%	12%	12%	15%	9%	14%	11%	7%
Agree	177	95	81	21	16	92	48	13	5	21	7	2	29	27	70	2
	16%	17%	14%	21%	25%	13%	18%	11%	6%	14%	17%	5%	18%	15%	21%	7%
Neither	301	131	167	23	17	182	79	31	20	44	4	10	40	54	90	7
	26%	23%	29%	23%	26%	26%	30%	26%	24%	29%	10%	26%	24%	31%	27%	25%
Disagree	152	72	80	13	10	84	45	15	10	10	2	6	23	24	55	6
	13%	13%	14%	13%	15%	12%	17%	13%	12%	7%	5%	15%	14%	14%	17%	21%
Strongly disagree	151	62	89	16	8	92	35	19	11	17	7	7	25	23	38	4
	13%	11%	15%	16%	12%	13%	13%	16%	13%	11%	17%	18%	15%	13%	11%	14%
Not answered	231	124	107	18	4	170	39	30	27	42	16	8	33	24	43	7
	20%	22%	19%	18%	6%	24%	15%	25%	32%	28%	39%	21%	20%	14%	13%	25%

TABLE 10018 PAGE 1

I would know where to go to get myself checked out

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	250	110	139	18	9	159	64	27	18	48	6	13	36	43	54	5
	22%	20%	24%	18%	14%	22%	24%	23%	21%	32%	15%	33%	22%	24%	16%	18%
Agree	208	98	109	23	16	113	56	16	9	17	8	6	34	34	78	5
	18%	17%	19%	23%	25%	16%	21%	14%	11%	11%	20%	15%	21%	19%	24%	18%
Neither	220	98	122	13	19	139	49	20	18	21	3	5	28	39	78	6
	19%	17%	21%	13%	29%	20%	18%	17%	21%	14%	7%	13%	17%	22%	24%	21%
Disagree	121	72	49	13	9	65	34	11	2	10	3	4	21	23	45	2
	11%	13%	9%	13%	14%	9%	13%	9%	2%	7%	7%	10%	13%	13%	14%	7%
Strongly disagree	113	60	51	17	8	63	25	13	10	14	5	3	15	14	34	3
	10%	11%	9%	17%	12%	9%	9%	11%	12%	9%	12%	8%	9%	8%	10%	11%
Not answered	229	124	105	17	4	169	39	31	28	42	16	8	31	23	42	7
	20%	22%	18%	17%	6%	24%	15%	26%	33%	28%	39%	21%	19%	13%	13%	25%

TABLE : 0019 PAGE : 1
Only people who sleep around get STIs

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	75	37	38	6	2	57	10	5	10	9	5	7	16	13	8	1
	7%	7%	7%	6%	3%	8%	4%	4%	12%	6%	12%	18%	10%	7%	2%	4%
Agree	70	47	23	4	2	51	13	8	6	13	3	3	12	15	8	2
	6%	8%	4%	4%	3%	7%	5%	7%	7%	9%	7%	8%	7%	9%	2%	7%
Neither	130	69	60	13	7	81	29	12	7	17	3	6	23	22	36	2
	11%	12%	10%	13%	11%	11%	11%	10%	8%	11%	7%	15%	14%	13%	11%	7%
Disagree	114	66	48	10	11	60	33	11	5	11	3	1	15	17	48	2
	10%	12%	8%	10%	17%	8%	12%	9%	6%	7%	7%	3%	9%	10%	15%	7%
Strongly disagree	522	220	300	51	38	291	142	51	30	60	11	14	67	86	188	14
	46%	39%	52%	50%	58%	41%	53%	43%	35%	39%	27%	36%	41%	49%	57%	50%
Not answered	230	123	106	17	5	168	40	31	27	42	16	8	32	23	43	7
	20%	22%	18%	17%	8%	24%	15%	26%	32%	28%	39%	21%	19%	13%	13%	25%

TABLE : 0020 PAGE : 1

I would like more information about sexual health

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	142	55	85	12	6	94	30	20	12	19	2	8	19	21	35	3
	12%	10%	15%	12%	9%	13%	11%	17%	14%	13%	5%	21%	12%	12%	11%	11%
Agree	141	74	67	9	11	84	37	12	9	16	3	3	22	29	43	3
	12%	13%	12%	9%	17%	12%	14%	10%	11%	11%	7%	8%	13%	16%	13%	11%
Neither	337	163	174	36	24	194	83	26	19	37	8	13	53	57	115	9
	30%	29%	30%	36%	37%	27%	31%	22%	22%	24%	20%	33%	32%	32%	35%	32%
Disagree	142	70	71	13	12	80	37	11	5	18	6	1	18	26	55	2
	12%	12%	12%	13%	18%	11%	14%	9%	6%	12%	15%	3%	11%	15%	17%	7%
Strongly disagree	149	75	73	14	7	90	38	17	13	22	6	6	22	21	39	2
	13%	13%	13%	14%	11%	13%	14%	14%	15%	14%	15%	15%	13%	12%	12%	7%
Not answered	230	125	105	17	5	166	42	32	27	40	16	8	31	22	44	9
	20%	22%	18%	17%	8%	23%	16%	27%	32%	26%	39%	21%	19%	13%	13%	32%

TABLE 0021 PAGE 1
 Toilets are a good place to advertise information about STIs

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	601	272	326	54	37	355	155	62	35	72	17	20	80	102	192	17
	53%	48%	57%	53%	57%	50%	58%	53%	41%	47%	41%	51%	48%	58%	58%	61%
Agree	163	87	76	17	18	82	46	16	5	20	3	4	25	25	62	3
	14%	15%	13%	17%	28%	12%	17%	14%	6%	13%	7%	10%	15%	14%	19%	11%
Neither	74	42	32	6	3	55	10	6	7	13	1	2	12	17	15	1
	6%	7%	6%	6%	5%	8%	4%	5%	8%	9%	2%	5%	7%	10%	5%	4%
Disagree	30	16	14	3	0	21	6	0	4	2	0	3	8	6	7	0
	3%	3%	2%	3%	0%	3%	2%	0%	5%	1%	0%	8%	5%	3%	2%	0%
Strongly disagree	42	20	22	2	2	27	11	3	5	4	4	1	8	5	12	0
	4%	4%	4%	2%	3%	4%	4%	3%	6%	3%	10%	3%	5%	3%	4%	0%
Not answered	231	125	105	19	5	168	39	31	29	41	16	9	32	21	43	7
	20%	22%	18%	19%	8%	24%	15%	26%	34%	27%	39%	23%	19%	12%	13%	25%

TABLE: 0022 PAGE: 1

Have you heard any radio advertising about STIs?

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Total	1141	562	575	101	65	708	267	118	85	152	41	39	165	176	331	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Heard radio advertising	250	94	154	25	17	147	61	30	15	23	7	5	43	42	76	8
	22%	17%	27%	25%	26%	21%	23%	25%	18%	15%	17%	13%	26%	24%	23%	29%
Not heard	671	347	322	61	45	401	164	57	47	84	20	27	94	114	211	13
	59%	62%	56%	60%	69%	57%	61%	48%	55%	55%	49%	69%	57%	65%	64%	46%
Not answered	220	121	99	15	3	160	42	31	23	45	14	7	28	20	44	7
	19%	22%	17%	15%	5%	23%	16%	26%	27%	30%	34%	18%	17%	11%	13%	25%
Red Dragon	28	13	15	1	0	4	23	9	4	1	1	0	3	1	8	0
	2%	2%	3%	1%	0%	1%	9%	8%	5%	1%	2%	0%	2%	1%	2%	0%
The Wave	55	13	40	0	0	55	0	6	4	8	2	2	5	16	8	4
	5%	2%	7%	0%	0%	8%	0%	5%	5%	5%	5%	5%	3%	9%	2%	14%
MFM	2	0	2	0	0	0	2	0	0	0	0	0	0	0	2	0
	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Radio Ceredigion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other radio station	112	40	72	17	14	61	20	8	4	10	2	1	27	18	38	4
	10%	7%	13%	17%	22%	9%	7%	7%	5%	7%	5%	3%	16%	10%	11%	14%

TABLE : 0023 PAGE : 1
Average scores where 1=Strongly agree and 5=Strongly disagree

	Total	Male	Female	North	Mid	West	East	Prof/Mgr	Clerical	Manual	No work	Other	Student	Non grad	Under grad	Post grad
Difficult to understand	4.42	4.28	4.56	4.6	4.3	4.37	4.5	4.4	4.39	4.15	4.36	4.3	4.43	4.26	4.63	4.62
Offensive	4.55	4.46	4.63	4.67	4.51	4.49	4.65	4.41	4.7	4.45	4.24	4.23	4.54	4.45	4.69	4.86
Information useful	2.32	2.44	2.21	2.41	2.67	2.29	2.27	2.23	2.16	2.12	2.88	2.23	2.3	2.45	2.37	2.05
Not relevant to my life	3.68	3.61	3.74	3.69	3.56	3.63	3.84	3.59	3.75	3.6	3.5	3.16	3.56	3.51	3.92	4.25
Better informed about STIs	2.99	3.02	2.96	3.24	2.98	2.94	3.03	2.89	2.98	2.75	3.2	2.8	3.14	3.01	3.07	2.76
Better informed about chlamydia	2.97	2.97	2.95	3.13	3.13	2.86	3.12	2.95	2.75	2.68	2.88	2.83	3.09	2.99	3.1	2.43
More likely to use a condom	2.57	2.73	2.42	2.67	3.05	2.44	2.71	2.8	2.53	2.45	2.8	2.26	2.61	2.49	2.72	2.14
Would not use helpline	3.02	2.87	3.16	3.05	2.84	3	3.11	3.23	3.05	2.88	2.96	3.19	3.11	2.97	2.97	3.38
Know where to go for check-up	2.6	2.71	2.5	2.86	2.85	2.55	2.56	2.62	2.6	2.32	2.72	2.29	2.59	2.55	2.75	2.67
People who sleep around	4.03	3.88	4.17	4.14	4.35	3.88	4.25	4.09	3.67	3.91	3.48	3.39	3.79	3.97	4.39	4.24
Would like more information	3.02	3.08	2.96	3.1	3.05	2.98	3.07	2.92	2.97	3.07	3.44	2.81	3.01	2.98	3.07	2.84
Toilets good place to advertise	1.63	1.68	1.57	1.56	1.53	1.67	1.56	1.46	1.91	1.61	1.84	1.7	1.79	1.63	1.56	1.24

Appendix II

Comments

WHAT DID YOU THINK WHEN YOU SAW THE ADVERTS?

A CHEAP AND HUMOROUS WAY OF CONVEYING THE PROBLEMS ASSOCIATED WITH UNPROTECTED SEX.

A FUNNY WAY OF ADVERTISING

A GOOD IDEA AND INFORMATIVE - THOUGHT PROVOKING.

A GOOD IDEA TO EDUCATE STUDENTS.

A GOOD PLACE TO INFORM

A GOOD WAY OF GETTING ACROSS AN IMPORTANT MESSAGE

A GOOD WAY TO PROMOTE STI AWARENESS.

A LITTLE CURIOUS TO KNOW MORE ABOUT IT.

A USEFUL REMINDER FOR ANYONE CONTEMPLATING UNSAFE SEX.

A VERY EFFECTIVE WAY OF CREATING INTEREST.

A VERY GOOD WAY TO GET THE POINT ACROSS. THE PLACING OF THE ADVERTS IS APPROPRIATE.

ABOUT HOW I SHOULD PRACTICE SAFE SEX ALL THE TIME.

AIMED AT PEOPLE LIKE ME.

AIMED AT YOUNG PEOPLE

AIMED AT YOUNGSTERS.

ALL THE ADVERTS. WERE VERY EYE CATCHING AND THEIR POINTS CAME ACROSS CLEARLY

ALWAYS PROTECT YOURSELF

AMUSED AT THE BLUNTNESS BUT A GOOD IDEA.

AMUSING BUT INFORMATIVE!.

AMUSING, INNOVATIVE, ENTREPRENEURIAL

AMUSING, YET REMINDING US OF DANGERS.

AN AMUSING WAY TO GET A SERIOUS POINT ACROSS IN A WAY THAT WOULD APPEAL TO STUDENTS AND YOUNG PEOPLE.

AN EDUCATION ADVERT, AIMED AT PISSED UNEDUCATED MEN

AN EYE-OPENER.

ANOTHER ADVERT ABOUT STDS

ANOTHER GOVERNMENT SAFE SEX DRIVE

APPEALING AND COLOURFUL.

APPROPRIATE FOR THE PLACE THEY WERE DISPLAYED.

AS FAR AS THIS IS CONCERNED I THINK THEY BRING A GOOD RESULT FOR YOUNGSTERS

ASSUMING, BUT INFORMATIVE!.

AT FIRST I WASN'T SURE WHAT IT WAS ABOUT SO I READ THE WHOLE ADVERT.

ATTENTION GETTING, INFORMATIVE.

ATTENTION GRABBING

ATTENTION GRABBING, GOOD HEADLINE.

ATTENTION GRABBING.

AWARE OF STDS.

AWARENESS OF STDS

BALLS

BE CAREFUL OF MEN!!!

BE CAREFUL.

BE CAREFUL.

BEING CAREFUL IS PROBABLY WORTH IT. DIDN'T MAKE ME THINK TOO MUCH - NOT THAT INTELLECTUALLY CHALLENGING. FIT-LOOKING GIRL ON ONE OF THEM DIDN'T SEE FACE THOUGH!

BEING GOOD INFORMATION TO PEOPLE

BETTER SAFE THAN SORRY.

BETTER WEAR A CONDOM!.

BEWARE OF SEXUAL DISEASES

BEWARE OF SEXUAL DISEASES

BIT CRUDE.
BIT WORRIED AND I WANTED A CHECK-UP AND I GOT ONE AT HOSPITAL
BRIGHT, COLOURFUL, BOLD
BUY CONDOMS.
BUY JOHNS
CANT REMEMBER.
CATCHING, APPEALING TO STUDENTS. VERY ORIGINAL - NOT PATRONISING AT ALL SO WILL
HELP GET THE MESSAGE ACROSS.
CATCHY
CATCHY, I LIKE THE DIFFERENT WAY OF GETTING THE MESSAGE ACROSS, IN A HUMOROUS
BUT INFORMATIVE WAY.
CATCHY, INFORMATIVE.
CATCHY, MODERN, VERY CLEAR AND TO THE POINT. EFFECTIVE.
CATCHY, RAISES AWARENESS, ALWAYS MAKE ME CHUCKLE (SORRY!)
CATCHY, THEY ARE FUNNY SO YOU READ THEM MORE.
CATCHY.
CAUGHT MY ATTENTION BECAUSE I THOUGHT THEY WERE IN A GOOD POSITION - ABOVE
MEN'S URINALS
CAUGHT MY ATTENTION, EYE CATCHING
CAUGHT MY ATTENTION. CATCHY.
CAUGHT MY EYE - DIDN'T THINK MUCH OF IT AFTERWARDS.
CAUGHT MY EYE AS SEEMED QUITE COMICAL BUT MESSAGE REALLY CAME ACROSS AND
BECAUSE IT WAS PUT ACROSS IN THAT WAY IT WAS MEMORABLE.
CAUGHT MY EYE, DIDN'T KNOW WHAT IT WAS FOR
CLEAR ADVERT, GETS YOUR ATTENTION. THE MESSAGE IS CLEAR. NO SHOCK FACTOR.
CLEVER AND INFORMATIVE. BRINGS IT OUT IN THE OPEN.
CLEVER ADVERTISEMENT.
CLEVER AND INFORMATIVE
CLEVER CATCHLINES WITH GOOD USE OF IMAGERY THAT NO DOUBT APPEALS TO YOUTH
CULTURE. SUCCINCT NEXT, BUT ALSO INFORMATIVE, PLUS THEY ARE ALWAYS PLACED IN
RELEVANT PLACES E.G. TOILETS/ABOVE URINALS WHERE THEY WILL BE READ.
CLEVER WAY TO RAISE AWARENESS.
CLEVER, CATCHY
CLEVER, EYE-CATCHING AND INFORMATIVE.
CLEVER, QUITE YOUNG AND CONTEMPORARY.
CLEVER, TO THE POINT, MEMORABLE, MADE ME THINK.
CLEVERLY DONE, MAKES YOU THINK.
COMICAL, BUT IF YOU SUFFERED FROM IT, PROBABLY QUITE USEFUL.
COMICAL, BUT THE MESSAGE GETS THROUGH.
CONCERNED THAT I DID NOT KNOW ENOUGH.
CONCERNED, BUT NOT, CAN'T GIVE ENOUGH.
CONCERNED.
CONDOM ONE VERY STRAIGHT TO THE POINT WHICH IS APPEALING/INFORMATIVE. CD ONE
DOES NOT STAND OUT LIKE CONDOM ONE BUT VERY CLEVERLY DONE, GIVING ALL TYPES OF
SEXUAL TRANS DISEASES AVAILABLE TODAY.
CONTRACEPTIVE/CONDOM MARKETING
COULD BE MORE EYE-CATCHING. A LOT OF THE INFORMATION ALREADY COMMON
KNOWLEDGE BUT A GOOD IDEA.
COULD SEE RELEVANCE AS MOST PEOPLE DON'T NORMALLY THINK ABOUT THESE ISSUES
WHEN OUT DRINKING AND UNDER THE INFLUENCE.
CREATES AWARENESS ABOUT S.T.D.
CURIOUS ABOUT WHAT CHLAMYDIA WAS!
CURIOUS FOR A FEW SECONDS THEN IGNORED THEM.

D/K

D/K REALLY.

DIDN'T READ THE TEXT

DIDN'T REALISE WHAT IT WAS ADVERTISING, CLEVER ADVERTISING, DREW ME TO LOOK!

DIDN'T REALISE WHAT SORT OF ADVERT IT WAS. DIDN'T KNOW WHAT IT WAS PROMOTING.

MADE ME READ THE POSTER.

DIDN'T REALLY AFFECT. JUST THOUGHT THE ADVERTS WERE CLEVER AND EYE-CATCHING

DIDN'T REALLY PAY MUCH ATTENTION.

DIDN'T REALLY READ ALL THE DETAIL, BUT IT'S GOOD HAVE REMINDERS EVERYWHERE.

DIDN'T TAKE MUCH NOTICE

DIDN'T THINK ANYTHING OF IT.

DIDN'T THINK ANYTHING.

DIFFERENT. GOOD WAY TO CATCH PEOPLES ATTENTIONS.

DIDNT TAKE MUCH NOTICE.

DISGUST!

DISGUSTED BUT UNDERSTANDABLE

DON'T CARE I AM VERY SAFE AND SENSIBLE

DON'T KNOW

DON'T KNOW I WAS DRUNK !!.

DON'T KNOW IT WAS IN WALSH.

DON'T NO I WAS DRUNK.

DON'T WANT THE CLAP!!!

DOUBLE TAKE

EASY TO UNDERSTAND

EDUCATIONAL USING HUMOUR

EDUCATIONAL.

EFFECTIVE

EFFECTIVE

EFFECTIVE

EFFECTIVE

EFFECTIVE IN GETTING THE POINT ACROSS

EFFECTIVE USE! GOOD POINTS!

EFFECTIVE, NOTICEABLE, MAKES YOU THINK, CONSIDER.

EYE CATCHING

EYE CATCHING

EYE CATCHING - APPROPRIATE FOR TARGET AUDIENCE - INFORMATIVE AND TO THE POINT

EYE CATCHING - GET THE POINT ACROSS

EYE CATCHING AND INFORMATIVE.

EYE CATCHING AND CLEVER.

EYE CATCHING ACTUALLY READ IT - MAKES YOU THINK.

EYE CATCHING AND GOT THE POINT ACROSS.

EYE CATCHING AND HELPFUL.

EYE CATCHING, BETTER THAN THE 'DON'T' ADS. HALF FUNNY BUT MAKES YOU THINK!

EYE CATCHING, INFORMATIVE

EYE CATCHING, INFORMATIVE

EYE CATCHING, INFORMATIVE.

EYE CATCHING, MADE ME REALISE ABOUT SEXUAL DISEASES

EYE CATCHING.

EYE CATCHING. DIDN'T KNOW WHAT WAS ADVERTISING/SAYING RIGHT AWAY.

EYE CATCHING. HOW MANY CONDOMS DO I HAVE LEFT.

EYE CATCHING. MEMORABLE.

EYE CATCHING. USEFUL

EYE CATCHING/INFORMATIVE

EYE CATCHY BUT DON'T SPEND TIME TO READ THE INFO.

EYE-CATCHING

EYE-CATCHING AND INFORMATIVE, HOWEVER, DON'T UNDERSTAND THE NEED TO CHANGE STD TO STI.

EYE-CATCHING, AMUSING AND INFORMATIVE.

EYE-CATCHING, GOOD WAY OF INFORMING PEOPLE OF S.T.I.'S

EYE-CATCHING, INFORMATIVE, FORTHRIGHT/BLUNT.

EYE-CATCHING. HUMOROUS. RELEVANT.

FAIRLY HELPFUL.

FASHIONABLE (LIKE CALVIN KLEIN) GOOD ADVERT MADE ME READ IT.

FINE!

FUCKIN GREAT.

FUCKING HELL THE GUY IN THE PANTS LOOKS NICE. BUT APART FROM THAT, I THOUGHT I SHOULD TAKE CARE USE A CONDOM.

FUN TO READ BUT IT GETS THE MESSAGE ACROSS.

FUNNY

FUNNY AND CLEVER AND INTERESTING

FUNNY AND CLEVER AND INTERESTING

FUNNY AND INFORMATIVE

FUNNY AND STRAIGHT TO THE POINT.

FUNNY AND TO THE POINT!

FUNNY BT CLEVER

FUNNY BUT CLEVER

FUNNY BUT IMPORTANT.

FUNNY PRACTICAL JOKE. HAVE A LAUGH. GOOD FOR A CRACK.

FUNNY SLOGANS

FUNNY! CLEVER WAY TO GET THE POINT ACROSS

FUNNY, BUT HIT THE POINT - CONCEPT OF PRACTISING SAFE SEX.

FUNNY, CATCHY, GOT TO THE POINT

FUNNY, INTERESTING

FUNNY.

FUNNY.

GAVE A PASSING GLANCE - AM QUITE CLUED UP ON STD'S.

GAVE GOOD ADVICE THAT I DID NOT KNOW ABOUT, THEY ALSO MADE ME THINK THAT EVEN THOUGH I TAKE THE CONTRACEPTIVE PILL I'M STILL NOT PROTECTED THOUGH.

GAVE ME AWARENESS OF WHEN I SLEEP AROUND. I FELT A LITTLE WORRIED THINKING WHAT I'VE DONE.

GAVE ME SOMETHING TO THINK ABOUT.

GENERAL SEX LIFE.

GET CHECKED!.

GET THE MESSAGE ACROSS.

GETS TO THE POINT IN A CATCHY WAY

GIRLS NIGHT OUT - CAUGHT MY ATTENTION

GLAD THAT ATTENTION IS BEING BROUGHT TO THE MOTHER.

GLAD THAT SOMETHING WAS BEING DONE TO MAKE PEOPLE AWARE OF STD'S.

GLAD THAT SOMETHING WAS BEING DONE TO MAKE PEOPLE AWARE OF THE RISKS.

GOOD

GOOD

GOOD

GOOD

GOOD

GOOD - GET THE MESSAGE ACROSS. INFORMATIVE BLUNT.

GOOD - SHORT TO THE POINT

GOOD ADVERTISEMENT FOR AWARENESS.
GOOD ADVERTISEMENT ON SOMETHING I NEED TO KNOW MORE ABOUT
GOOD ADVERTISEMENT TO BRING AWARENESS ESPECIALLY IN PUBS.
GOOD ADVERTISEMENTS READ THEM.
GOOD ADVERTS
GOOD ADVERTS FOR STUDENTS.
GOOD ADVERTS. THE PLACES THEY'VE BEEN DISPLAYED ARE IN THE RIGHT AREAS, LIKE CLUBS AND PUBS AND UNIVERSITY - THEY CAUGHT MY EYE AND WERE INFORMING
GOOD AS GETS MESSAGE ACROSS BECAUSE OF HUMOUR.
GOOD BALANCE BETWEEN FACT AND STYLE.
GOOD CLEAR MESSAGE.
GOOD DESIGN, COULD HAVE DONE WITH A BETTER COLOUR. CATCHY AND WITTY
GOOD EDUCATIONAL ADVERTISEMENT FOR KIDS AND MYSELF, DUE TO THE FACT MOST PEOPLE FORGET.
GOOD GAGS. PRETTY MEMORABLE.
GOOD IDEA - GOOD WAY TO INFORM EVERYONE.
GOOD IDEA ESPECIALLY IN PUBS/CLUBS AS IT REMINDS PEOPLE OF THE DANGERS OF UNPROTECTED SEX. MIGHT BE A BIT SUBTLE FOR DRUNK PEOPLE THOUGH!
GOOD IDEA TO ADVERTISE ABOUT SAFE SEX.
GOOD IDEA TO ADVERTISE.
GOOD IDEA TO ALWAYS BE SAFE.
GOOD IDEA TO CREATE AWARENESS.
GOOD IDEA TO REDUCE STI RATES, NATIONAL CAMPAIGN SHOULD BE EXTENDED TO REST OF U.K.
GOOD IDEA, FRESH APPROACH
GOOD IDEA.
GOOD IDEA.
GOOD IDEA.
GOOD IDEA.
GOOD IDEA.
GOOD IDEA.
GOOD IDEA. THERE NEEDS TO BE MORE INFORMATION AND AWARENESS ABOUT STD'S.
GOOD IDEAS THAT CATCH YOUR ATTENTION.
GOOD IDEAS, BUT WON'T MAKE ME STOP AND THINK.
GOOD IMAGE.
GOOD MESSAGE TO GET ACROSS, MAKES YOU THINK!
GOOD POINT!
GOOD THAT PEOPLE ARE BEING GIVEN INFORMATION.
GOOD THAT THE INFORMATION IS THERE IF PEOPLE NEED IT.
GOOD THAT YOU ARE MAKING PEOPLE AWARE
GOOD THEY WERE NUMEROUS AND NOTICEABLE.
GOOD TO ADVERTISE CONDOMS
GOOD TO MAKE PEOPLE THINK ABOUT THE ISSUE IN HAND. INJECTING HUMOUR, CLEVER, IMPORTANT, GOOD TO SEE THE ISSUE IS BEING DISCUSSED IN A RELATABLE WAY
GOOD TO RAISE AWARENESS. LIGHTLY HUMOROUS WAY OF INTRODUCING THE SUBJECT.
GOOD TO SEE INCREASING AWARENESS OF CONTRACEPTION AND STDS.
GOOD TO SEE THIS SORT OF INFORMATION BEING PRESENTED IN A CONSCIOUS INTELLIGENT WAY.
GOOD USE OF IMAGERY/CAPTIONING
GOOD WAY OF GETTING THE MESSAGE ACROSS TO YOUNG PEOPLE.
GOOD WAY OF MAKING PEOPLE AWARE.
GOOD WAY OF PORTRAYING SERIOUS DISEASES IN AN EASY AND FUNNY MANNER.
GOOD WAY OF PROMOTING S.T.I.'S
GOOD WAY OF TELLING PEOPLE TO USE PROTECTION.

GOOD WAY TO ADVERTISE GETS INTEREST
GOOD WAY TO GET ACROSS THE MSG. GOT MY ATTENTION.
GOOD WAY TO GET POINT ACROSS
GOOD WAY TO GET POINT ACROSS ABOUT CONTRACEPTION - MADE ME BUY A PACK OF
CONDOMS
GOOD WAY TO MAKE PEOPLE THINK ABOUT CERTAIN ISSUES.
GOOD, COS THEY GET THE ATTENTION AND HAVE GOOD INFORMATION.
GOOD, HELPFUL TO HAVE SOME LITTLE LEAFLETS TO TAKE AWAY.
GOOD, INFORMATIVE
GOOD, NEED A SECOND LOOK SO YOU REMEMBER IT MORE USE OF BRAND NAMES OR
SEEMING TO IS GOOD
GOOD.
GOOD.
GOOD.
GOT A STEADY BOYFRIEND WHO I TRUST, SO NOT REALLY RELEVANT, BUT REMINDER TO BE
CAREFUL IF I WERE TO BECOME SINGLE.
GOT MYSELF CHECKED OUT.
GOT THE MESSAGE ACROSS.
GOT THE POINT ACROSS
GOT TO BE CAREFUL WHEN YOU GO OUT.
HARD HITTING
HAVE I GOT ANY?
HAVE I GOT PROTECTION.
HAVEN'T SEEN ANY OF THEM.
HE WAS NICE
HELPFUL
HELPFUL AND INFORMATIVE
HMMNN. I SHOULD BE SO LUCKY. (SEX, THAT IS NOT CONTRACTING A POTENTIALLY LETHAL
DISEASE).
HOPE I DON'T GET THAT.
HORRIFIED
HOW EXPENSIVE CONDOMS ARE!
HUMOROUS
HUMOROUS AND EFFECTIVE - VERY WELL DONE
HUMOROUS BUT DID HAVE VERY SERIOUS POINT. HAD USEFUL INFO.
HUMOROUS YET MEMORABLE.
HUMOROUS, INFORMATIVE.
I BETTER WATCH OUT!.
I DECIDED TO IGNORE THEM ANYWAY.
I DID TAKE TIME TO READ THEM BECAUSE THEY SEEMED INTERESTING
I DIDN'T KNOW WHAT IT WAS ABOUT.
I DIDN'T THINK MUCH ABOUT IT.
I DIDN'T THINK MUCH BECAUSE I DON'T LIKE WEARING THEM.
I FOUND IT HUMOROUS AND SO CATCHING YOUR EYE MAKING YOU READ IT.
I FOUND IT INTERESTING AND ALSO FUNNY. IT ALSO WAS STRAIGHT TO THE POINT.
I FOUND THE TAKE-AWAY LEAFLET VERY INFORMATIVE AND INTERESTING. THOUGHT THEY
WERE A CLEVER AND EFFECTIVE METHOD OF HIGHLIGHTING SEXUAL HEALTH ISSUES
I FOUND THEM HUMOROUS. THEY SEEM AN EFFECTIVE WAY OF GETTING THE MESSAGE
ACROSS.
I GIVES PEOPLE GOOD AWARENESS OF STD'S AND SHOULD EXPLAIN WHAT THEY ARE.
I HAD TO LOOK AT IT TWICE.
I HAD TROUBLE READING IT BECAUSE I HAVE ONE GLASS EYE.

I HAVE A BOYFRIEND OF TWO YRS SO THE RISK STATUS IS LOW (I THINK) BUT I DID STOP TO READ IT. ALSO ONE OF MY FRIENDS HAD SCABIES SO I PICKED UP A STIMIX LEAFLET I HAVE SEEN THEM ANYWHERE ELSE ONLY HERE.

I KNEW SOON AS I SAW IT THAT IT WAS ADVERTISING CONDOMS, STRAIT TO THE POINT. I LAUGHED AND SHOWED MY MATES, BUT DID TAKE THE POINT INTO SERIOUS CONSIDERATION

I LAUGHED AT THE RUGBY PLAYERS

I LAUGHED. THEY'RE OBVIOUSLY AIMED FOR YOUNG PEOPLE AND APPEAL TO THEIR SENSE OF HUMOUR.

I LOOK TIME TO READ THEM.

I MUST GET CHECK UP

I MUST GET MYSELF CHECKED.

I NEED TO TAKE NOTICE

I READ THE INFORMATION TO SEE IF THERE WAS ANYTHING I DIDN'T KNOW.

I READ THEM AND THOUGHT THEY WERE INFORMATIVE

I READ THEM BUT ALREADY KNOW THE INFORMATION ON THEM. THEY ARE A GOOD IDEA FOR SPREADING THE WORD.

I READ THEM QUICKLY BUT WAS OUT IN A NIGHT CLUB.

I REMEMBER THINKING IT WAS GOOD TO ADVERTISE THE ISSUE

I SAW AN ADVERT FOR PROTECTION OF SEX AND SEXUALLY TRANSMITTED DISEASES.

I SAW THE ADVERTISEMENT IN A (DISCO?). I WENT WHITE BUT I COULD SEE WHAT IT WAS TRYING TO GET OVER AND I WAS ABLE TO TAKE THE INFORMATION IN.

I SAW THEM IN A PUB TOILET WHICH I THINK IS A GOOD PLACE TO PUT THEM, AS IM MORE LIKELY TO READ IT THERE.

I TEND TO READ WHAT THEY ARE ABOUT. THEY DRAW YOU TO THEM. THEY ARE EFFECTIVE, APPEAL TO YOUNGER PEOPLE.

I THINK IT IS A GOOD IDEA BECAUSE IT WILL MAKE PEOPLE WEAR PROTECTION.

I THINK IT IS A GOOD INITIATIVE TO GET YOUNG PEOPLE MORE AWARE OF STI'S AND HOW TO PREVENT CATCHING THEM.

I THINK SOME OF THE POSTER IS USING ON US.

I THINK THAT PEOPLE SHOULD ALWAYS USE CONDOMS BECAUSE IF NOT THEY CAN GET INFECTIONS AND A LOT OF PROBLEMS.

I THINK THAT THESE ADVERTS ARE VERY GOOD REMINDERS OF THE RISKS OF SEXUALLY TRANSMITTED DISEASES.

I THINK THEY ARE AFFECTIVE, BECAUSE YOU ARE TARGETING THE RIGHT AUDIENCE WITH USING CLEVER ADVERTISING TECHNIQUES THAT MAKE PEOPLE TAKE NOTICE.

I THINK THEY ARE USEFUL.

I THINK THEY GOT THE POINT ACROSS, AND I DID READ THEM.

I THOUGH THEY WERE USEFUL.

I THOUGHT ABOUT PROTECTION.

I THOUGHT ABOUT THE RISKS OF HAVING UNPROTECTED SHAGGING!

I THOUGHT ABOUT USING A CONDOM WHEN I SAW IT BECAUSE I USED TO PLAY RUGBY AND I KNOW A LOT OF MY MATES DON'T.

I THOUGHT IF PEOPLE WERE STILL HAVING UNPROTECTED SEX THESE DAYS THEY WERE STUPID.

I THOUGHT IT WAS A CLEVER ADVERT, MEMORABLE.

I THOUGHT IT WAS A CLEVER WAY TO CATCH PEOPLE'S ATTENTION AND TO INFORM THEM ABOUT AN IMPORTANT SUBJECT

I THOUGHT IT WAS A GOOD AD TO GRAB ATTENTION.

I THOUGHT IT WAS A GOOD IDEA AND A WORTHWHILE POSTER.

I THOUGHT IT WAS A GOOD WAY OF GETTING THE MESSAGES ACROSS TO PEOPLE

I THOUGHT IT WAS A PRECAUTION FOR PEOPLE WHO HAVE UNPROTECTED SEX, AND RECOGNISED THE POSTER AS ALERTING PEOPLE ABOUT HOW EASILY DISEASES CAN BE TRANSMITTED.

I THOUGHT IT WAS ABOUT TIME THAT SOMEONE BROUGHT OUT STI AWARENESS PUBLICLY AND HUMOROUSLY.

I THOUGHT IT WAS CLEVER.

I THOUGHT IT WAS GOOD TO HAVE A BIT OF ADVICE AROUND DIFFERENT PLACES.

I THOUGHT IT WAS GOOD TO HAVE THE POSTERS ON THE DOORS OF THE TOILETS IN UNIVERSITIES. I THOUGHT IT WAS SHOWING THAT IT WAS O.K. TO BE SEXUALLY ACTIVE BUT THE MESSAGE WAS TO PROTECT YOURSELF.

I THOUGHT IT WAS GREAT TO ADVERTISE THIS SUBJECT IN A RATHER CASUAL WAY.

I THOUGHT IT WAS QUITE WITTY AND MAKES YOU READ IT. IT MAKES YOU LAUGH BUT YOU REALISE THE UNDERLYING TONE TO IT.

I THOUGHT IT WAS SENSIBLE AND MADE ME MORE AWARE OF STD'S.

I THOUGHT IT WAS UNSUITABLE

I THOUGHT THAT I SHOULD USE A CONDOM WHEN I HAD SEX, BUT I ALREADY KNOW TO DO THAT ANYWAY.

I THOUGHT THAT IT WAS A CLEVER IDEA

I THOUGHT THAT THE ADVERTS GIVE THE POINT THEY WERE TRYING TO MAKE ACROSS VERY WELL.

BEING MORE CAREFUL. I ALSO THOUGHT THEY WERE A GOOD WAY OF TARGETING YOUNG PEOPLE.

I THOUGHT THAT THE POSTERS WERE A GOOD WAY OF INFORMING PEOPLE ABOUT THE ISSUES.

I THOUGHT THAT THERE SHOULD BE AN ADVERT FOR MY MATE DAZZ, YOU CAN CONTACT HIM TO SEE WHAT WOULD BE MOST PERTINENT

I THOUGHT THAT THEY ARE A GREAT WAY FOR EVERYBODY TO PLAY IT SAFE.

I THOUGHT THAT THEY MADE ME THINK! (PROTECTION)

I THOUGHT THAT THEY WAS CATCHY AND IT DID MAKE ME STOP AND LOOK AT THEM.

I THOUGHT THAT THEY WERE PRETTY GOOD FOR THE SUBJECT

I THOUGHT THE ADVERTISEMENTS WERE INTERESTING AND GIVE OUT A LOT OF INFORMATION ON SUCH A SMALL ADVERT.

I THOUGHT THE ADVERTS ARE EFFECTIVE SINCE THEY GET THE MESSAGE ACROSS CLEARLY AND IN THE TOILETS WHERE YOU'RE WITH ONLY GIRLS, SO MIGHT BE MORE ABLE TO TALK ABOUT STD'S.

I THOUGHT THE ADVERTS LOOKED GOOD MADE ME THINK ABOUT SAFE SEX.

I THOUGHT THE ADVERTS WERE KNOWLEDGEABLE, AND THEY MADE ME REALISE HOW COMMON STD'S ARE.

I THOUGHT THE ADVERTS WERE VERY EYE-CATCHING, THEY USED EVERYDAY IMAGES TO DRAW ATTENTION TO SERIOUS ISSUES.

I THOUGHT THE PUN WAS QUITE AMUSING.

I THOUGHT THEY WAS CALVIN KLEIN PANTS! THANK FECK I USE JOHNNIES!

I THOUGHT THEY WERE A BIT NAFF BUT I SPOSE THE GOT THE POINT ACROSS.

I THOUGHT THEY WERE CLEVER AND AMUSING.

I THOUGHT THEY WERE CLEVER AND EYE CATCHING

I THOUGHT THEY WERE QUITE QUIRKY AND APPEALED TO THE STUDENT SENSE OF HUMOUR AS WELL AS PUTTING THE MESSAGE ACROSS.

I THOUGHT THEY WERE VERY CLEVER. THE INFORMATION WAS CLEAR.

I THOUGHT THEY WERE VERY CLEVERLY DONE AND CONVEYED THEIR MESSAGE WELL.

I THOUGHT THEY WERE VERY FUNNY.

I THOUGHT THEY WERE WELL THOUGHT OUT CLEVER ADVERTISEMENTS. THEY ATTRACT ATTENTION!

I THOUGHT YES I AGREE AND I DO PRACTISE SAFE SEX ANYWAY.

I THOUGHT!
I THOUGHT, WHAT WAS IT ALL ABOUT.
I TOOK AN INTEREST AND TOOK 1 OF THE LEAFLETS SUPPLIED.
I TOOK TIME TO READ THEM.
I WAS DRUNK SO IT DIDN'T REALLY MAKE ME THINK TOO MUCH ABOUT IT.
I WAS IMPRESSED BECAUSE I RARELY REMEMBER ADVERTS BUT WAS SURPRISED THAT I
REMEMBERED AS MANY AS THIS
I WAS IN SHOCK
I WAS INTRIGUED ENOUGH BY THEM TO READ THEM FULLY.
I WAS INTRIGUED, YET AFRAID
I WAS MILDLY AMUSED, HOWEVER THEY'RE SOMEWHAT CRASS AND I'M ALREADY QUITE
CONSCIOUS ABOUT CONDOMS.
I WAS SHOCKED!!! OH YEAH AND THE BLOKE IN ONE OF THE POSTERS IS FUCKING
STUNNING!!!
I WAS UNAWARE THAT THERE WERE SO MANY EASILY CAUGHT STI'S
I WENT TO SEE THE POSTERS WHEN I FILLED IN THIS. I HAD NOT SEEN THEM BEFORE. IT IS A
GOOD IDEA TO PROMOTE AWARE WELL. I ONLY HAVEN'T SEEN THEM BECAUSE I HAVE ONLY
JUST GOT HERE.
IM NEVER HAVING SEX AGAIN!!.
IMPORTANT REMINDER
IN A PUB'S TOILETS, MADE ME REALISE THAT STD'S ARE VERY COMMON.
INFLUENCED BOTH ME AND MY FRIENDS INTO DISCUSSING S.T.D AND S.T.I
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE
INFORMATIVE ADVERTISEMENTS, WELL-POSITIONED. GETS THE MESSAGE(S) ACROSS.
INFORMATIVE AND AIMING FOR AWARENESS. ESSENTIAL IN ANY STUDENTS UNION.
INFORMATIVE AND FUNNY. GOT THE MESSAGE ACROSS.
INFORMATIVE MODERN.
INFORMATIVE WITH A SHOCK EFFECT. EYE CATCHING
INFORMATIVE, AND MAKES YOU THINK ABOUT THE IDEA OF LOOKING OUT FOR YOURSELF
INFORMATIVE, CLEAR.
INFORMATIVE, DOWN TO EARTH
INFORMATIVE, HARD - HITTING THE TYPE OF ADVERTISING MOST PEOPLE WOULD LAUGH AT
INSTEAD OF TAKE SERIOUS
INFORMATIVE, YET AMUSING AND THEREFORE APPEALING
INFORMATIVE.
INFORMATIVE.
INFORMATIVE.
INITIALLY I DIDN'T REALISE WHAT THEY WERE SAYING. I LOOKED AGAIN AND GOT THE
MESSAGE.
INTELLIGENT, WITTY, WELL PRESENTED, EASY TO READ/ACCESS.
INTERESTED
INTERESTING
INTERESTING - CAUGHT ATTENTION.
INTERESTING AND INFORMATIVE
INTERESTING AND EYE CATCHING.

INTERESTING AND INFORMATIVE. THANK GOODNESS I'M IN A RELATIONSHIP AND DON'T SLEEP AROUND.

INTERESTING MOST PEOPLE READING THEM WHILST GOING TO THE TOILETS.

INTERESTING!!! AND VERY FUNNY, IT MADE ME CHUCKLE.

INTERESTING, AMUSING.

INTERESTING, AWARE ESPECIALLY UNDER INFLUENCES OR ALCOHOL.

INTERESTING, DIDN'T KNOW

INTERESTING, MAKES GOOD READING

INTERESTING, UNUSUAL ADVERTISEMENT, EYE-CATCHING.

INTERESTING.

INTERESTING.

INTERESTING.

INTERESTING. A GOOD WAY OF GETTING A POINT ACROSS, EFFECTIVE ADVERTISING.

INTRIGUING.

IS THAT BLURRED, OR IS IT MY EYESIGHT/WOW, THAT'S A FUNNY POSTER, WHICH ALSO HITS HOME ON IMPORTANT MESSAGE.

IT CAUGHT MY EYE BUT DIDN'T PAY MUCH ATTENTION TO IT. HAVE TALKED ABOUT IT LATER IN NIGHT WHEN THINGS SETTLED DOWN.

IT DIFFERENT WHEN YOUR HAVING A BEER.

IT DREW MY EYE TO IT AND MADE ME READ IT.

IT ENCOURAGES US TO USE CONDOMS

IT GOOD BECAUSE I THINK IT MAKES PEOPLE THINK ABOUT IT.

IT GOT MY ATTENTION AND MADE ME GO OUT AND BUY A PACK OF CONDOMS.

IT GRABBED MY ATTENTION.

IT HIT HOME THE IMPORTANCE OF SAFE SEX.

IT IS A GOOD THING TO ADVERTISE

IT IS AN IMPORTANT REMINDER OF HOW VIGILANT WE SHOULD BE.

IT MADE ME LOOK TWICE AND CRINGE ABOUT STD'S. IT DEFINITELY MADE ME THINK ABOUT SAFE SEX.

IT MADE ME MORE AWARE AS A WOMAN OF THE NEED TO PROTECT MYSELF FROM SEXUALLY TRANSMITTED DISEASE

IT MADE ME MORE AWARE OF RISKS THAT YOU TAKE WHEN YOU HAVE UNPROTECTED SEX.

IT MADE ME MORE AWARE OF STD'S. THEY SENT THE MESSAGE ACROSS CLEARLY

IT MADE ME MORE AWARE, I TOOK A LEAFLET PHONED THE NUMBER AND GOT CHECKED OUT.

IT MADE ME REALISE HOW EASY IT IS TO CATCH AN INFECTION AND PEOPLE SHOULD TAKE NOTICE MORE OFTEN AND MAYBE IT WILL STOP DISEASE SPREADING.

IT MADE ME REALISE HOW POPULAR STD'S HAVE BECOME.

IT MADE ME REALISE THAT I SHOULD START CONCENTRATING ON USING CONTRACEPTIVES FOR INTERCOURSE WITH MY WIFE AND MISTRESSES.

IT MADE ME THINK AND TO TAKE MORE CARE. I FOUND THEM VERY EYE-CATCHING AND IT DRAWS YOUR ATTENTION QUITE A LOT. I THINK ITS A VERY GOOD WAY TO PROMOTE TO YOUNGER PEOPLE AS ITS SIMPLE UNDERSTANDING AND MAKES YOU THINK TWICE.

IT MADE ME THINK ABOUT MY HEALTH AND I WENT TO THE DOCTOR TO HAVE A TEST FOR INFECTIONS.

IT MADE ME THINK MORE CAREFULLY ABOUT STD'S.

IT MADE ME THINK OF HOW MANY TEENAGERS ARE HAVING UNPROTECTED SEX.

IT MADE ME THINK.

IT MADE ME THINK.

IT MAKE YOU THINK.

IT MAKES ME FEEL A GREATER NEED TO USE PROTECTION.

IT MAKES YOU THINK THAT THERE ARE OTHER THINGS TO REMEMBER BESIDES GETTING PREGNANT WHEN HAVING SEX

IT RAISED MY AWARENESS OF STI'S
IT REALLY MADE ME THINK ABOUT WHAT WAS ON THE ADVERTISEMENTS.
IT REMINDED ME THAT I HADN'T HAD ANY IN AGES.
IT REMINDS YOU OF THE DANGERS OF STI'S/STD'S, WHICH YOU CAN OTHERWISE PUSH TO
THE BACK OF YOUR MIND.
IT WAS A VERY GOOD IDEA.
IT WAS CATCHY - DREW MY ATTENTION.
IT WAS CLEVER AND THOUGHT PROVOKING
IT WAS EYE CATCHING, AND I THOUGHT IT WAS A CLEVER WAY TO GET THE MESSAGE TO
YOUNGER PEOPLE WHO DON'T TAKE SUCH MATTERS SERIOUSLY.
IT WAS EYE CATCHING, SO I WAS CURIOUS TO READ ON.
IT WAS GOOD BUT I'VE ALWAYS BEEN CAREFUL.
IT WAS GOOD.
IT WAS STRAIGHT TO THE POINT, CLEAR, AND A REAL GOOD USE OF ADVERTISING TO DRAW
YOUR ATTENTION TO THE CAUSE.
IT'S A GOOD IDEA BUT AT CLUBS, PUBS, ETC. PEOPLE SHOULD ALREADY BE SENSIBLE
ENOUGH TO KNOW THIS SORT OF INFO. IT SHOULD BE AIMED AT A LOWER AGE GROUP.
IT'S A GOOD THING TO TRY AND MAKE PEOPLE MORE AWARE.
IT'S A GOOD THING. MAKES MORE PEOPLE AWARE.
ITS GOOD TO TELL PEOPLE THERE ARE PLACES TO GO FOR HELP.
JUST ANOTHER POSTER
JUST CONFIRMING THAT I WILL CONTINUE USING PROTECTION.
JUST MADE ME CONSIDER MY SEX LIFE A BIT MORE CAREFULLY.
JUST READ THEM, DIDN'T REALLY TAKE ANY NOTICE.
JUST REINFORCES HEALTHY SEX PRACTICE TAUGHT IN SCHOOL.
JUST TO TAKE PRECAUTIONS
LAUGHED
LAUGHED.
LIFE SUCKS!
MADE ME MORE AWARE OF SEXUALLY TRANSMITTED DISEASES.
MADE ME MORE AWARE OF STD'S
MADE ME MORE AWARE OF STDS.
MADE ME READ IT. MAKES YOU THINK - ALSO NEXT TO CONDOMS MACHINE IN TOILET - NO
EXCUSE
MADE ME REALISE HOW IMPORTANT IT IS TO HAVE SAFE SEX!
MADE ME THINK ABOUT HOW EASY IT IS TO CATCH AN STD. I HAD A CHECK UP BUT HAD THE
ALL CLEAR.
MADE ME THINK ABOUT ITS CONTENTS AND MADE ME MORE AWARE
MADE ME THINK ABOUT THE DANGERS OF S.T.I.
MADE ME THINK ABOUT THE VARIETY OF DISEASES OUT THERE.
MADE ME THINK ABOUT SEXUAL HEALTH
MADE ME THINK AGAIN WHEN IT COMES TO HAVING UNPROTECTED SEX.
MADE ME THINK BRIEFLY ABOUT STDS.
MADE ME THINK HOW VULNERABLE WE ARE
MADE ME THINK OF THE ISSUES.
MADE ME THINK.
MADE ME WORRY ABOUT MY OWN HEALTH.
MADE MYSELF MORE AWARE OF STDS
MADE YOU THINK MORE SERIOUSLY ABOUT THE ISSUES INVOLVED.
MAKE SURE BOYS WEAR DOMS
MAKES PEOPLE THINK ABOUT STI'S WHICH ARE NOT KNOWN ABOUT WIDELY IE CLAMIDIYA.
MAKING PEOPLE FULLY AWARE OF INFECTIONS
MMM...

MODERN IN DESIGN, INFORMATIVE, TO THE POINT.
NA.
NEED TO KNOW MORE.
NEEDS MORE IMPACT
NICE ADS. THEY MAKE THE POINT AND YOU NOTICE THEM
NICE BOXERS
NICE BOXES
NICE INFORMATIVE GENTLE REMINDER WHILST OUT DRINKING/CLUBBING
NICE PACKAGE!.
NIPPLES!
NO PROBLEM - SHOULD BE MORE POSTERS
NOT A LOT
NOT A LOT
NOT A LOT - GOOD I GUESS
NOT A LOT REALLY! MOSTLY IN PUBS AND CLUBS - SAFE SEX???
NOT A LOT, I DON'T SCORE.
NOT A LOT.
NOT A LOT.
NOT A LOT.
NOT A LOT.
NOT BAD
NOT ENOUGH INFORMATION ABOUT STDs
NOT MUCH
NOT MUCH - WELL NOTHING ABOUT THE ADVERT.
NOT MUCH JUST ACKNOWLEDGED THEY WERE THERE, READ THEM AND LEFT.
NOT MUCH REALLY.
NOT MUCH!
NOT MUCH, DIDN'T READ IT, THOUGHT IT WAS AN ADVERT FOR CD'S
NOT MUCH.
NOT MUCH.
NOT MUCH.
NOTHING
NOTHING
NOTHING
NOTHING
NOTHING - DRUNK
NOTHING IN PARTICULAR - THE POSTERS WERE JUST THERE
NOTHING IN PARTICULAR.
NOTHING MUCH.
NOTHING NEW, NO NEW INFO.
NOTHING REALLY - IT JUST BROUGHT IN MY MIND AND THEN WENT STRAIGHT BACK OUT
AGAIN SORRY!
NOTHING REALLY.
NOTHING TO WORRY ABOUT.
NOTHING!
NOTHING.
NOTHING.
NOTHING.
NOTHING.
NOTHING.
NOTHING.
NOTHING.
NOTHING. I DIDN'T TAKE MUCH NOTICE.
NOTICEABLE! AMUSING BUT GETS MESSAGE ACROSS

OH

OH LOOK, AN ADVERT FOR STDS. NOT MUCH TO BE HONEST IT ALL MERGES INTO THE ADVERTISING BACKGROUND.

OH MY GOD

OH MY GOD!!

OH MY GOD, I MUST BE MORE CAREFUL!

ONLY LOOK AT THE PICTURES, I NEVER READ ADVERTS.

ONLY THAT IT WAS A CAMPAIGN TO GET PEOPLE TO WEAR CONDOMS.

OOH...A NEW CD...THEN OOH, NASTY... THEN OOH, INTERESTING. IT WAS THOUGHT PROVOKING.

OOOO...BACK TO SEX EDUCATION. I NEED A SHAG. IS THAT MEANT TO BE FUNNY OR SHOCKING. LIFE'S TOO PROTECTED NOWADAYS

PATRONISING (VERY)

PERHAPS I'M SLOW. IT TOOK ME QUITE A WHILE TO REALISE WHAT WAS ADVERTISEMENT TRYING TO SAY MEANWHILE IT HIT ME IN THE END.

PLEASED

PLEASED TO BE MADE MORE AWARE.

PRETTY GOOD AND CLEVER ADVERTS.

PRETTY GOOD AT PORTRAYING THE POTENTIAL RISKS OF STD

PRETTY GOOD MADE ME THINK ABOUT THE SLOGAN.

PROMOTED AWARENESS OF STDS, SO MORE PEOPLE WILL BE CAREFUL

PROTECT YOURSELF.

PUTTING THEM IN THE TOILET WAS A GOOD IDEA.

QUIRKY - APPEALS TO YOUTH

QUITE A STRIKING STYLE. APPEALS TO THE STUDENTS AND IS NOT PATRONISING.

QUITE A STRONG MESSAGE AIMED AT THE RIGHT AUDIENCE, DIDN'T REALLY HAVE ANY RELEVANCE TO MYSELF AS I AM IN A LONG TERM RELATIONSHIP OF 5 YEARS +

QUITE AMUSING GETS ACROSS THE MESSAGE INTENDED. IE USE A CONDOM.

QUITE CATCHY ADVERTS AS THEY DRAW YOUR ATTENTION IN BECAUSE YOU THINK THEY ARE ADVERTISING SOMETHING ELSE.

QUITE CLEVER, BUT THEY SHOULD BE BIGGER AND MORE WIDESPREAD.

QUITE CLEVER, MADE ME STOP AND LOOK AT IT.

QUITE CLEVER/AMUSING BUT ANNOYED THAT SOMEONE FELT THE NEED TO CHANGE STD TO STI BECAUSE IT MAKES NO DIFFERENCE. A BIT LIKE CHANGING OPEL FRUITS TO STARBURST - ANNOYING.

QUITE DIRECT IN AN INFORMAL WAY.

QUITE DRUNK AT THE TIME BUT THOUGHT IT WAS FUNNY, MEMORABLE AND CATCHY.

QUITE EFFECTIVE, SOME WERE PRETTY FUNNY.

QUITE EYE-CATCHING - MAKES YOU TAKE NOTE OF THE AD

QUITE FUNNY AND CLEVER

QUITE FUNNY BUT MAKES YOU THINK.

QUITE FUNNY BUT PUTS THE POINT ACROSS. TARGETING TEENS EARLY 20'S AGE GROUPS

QUITE FUNNY SO THEY CAUGHT YOUR ATTENTION.

QUITE GOOD AND INFORMS YOU WITHOUT PREACHING TOO MUCH.

QUITE GOOD BECAUSE THEY REMIND YOU OF THE DANGERS AND RISKS BEFORE YOU MAKE A BIG MISTAKE.

QUITE HUMOROUS BUT PORTRAYING A SERIOUS MESSAGE WHICH COMES ACROSS STRONGLY

QUITE INFORMATIVE BUT COULD BE SHOWN MORE.

RAISED MY AWARENESS OF THE MOST COMMON TRANSMITTED DISEASES, THUS MAKING ME MORE CAREFUL.

RATHER DISTURBED AND QUITE SHOCKED

REACTIVE/SHOCK VALUE/INFORMATIVE ALTHOUGH TOO MUCH WRITING WHEN YOUR DRUNK -
CANT BE BOTHERED TO READ IT.

REAL INFORMATIVE WAY OF GETTING INFORMATION OUT THERE.

REMINDED ME THAT I MIGHT NEED ONE WITH ME.

REMINDS YOU TO ALWAYS USE PROTECTION AGAINST PREGNANCY AND STI'S.

RETTING IN MY GUTS DIRTY AND ABUSED, VIOLATED.

SAFE SEX

SAFE SEX

SAFE SEX AWARENESS.

SAFE SEX IS IMPORTANT!

SAFE SEX USE PROTECTION, YOU ONLY HAVE 1 CHANCE TO LIVE.

SAFE SEX, USE PROTECTION.

SAFE SEX.

SAFE SEX. THIS ADVERTISEMENTS MADE ME LOOK AT THE POSTER.

SAFER SEX IS BEST.

SCARED. IT OPENED UP AWARENESS. TOILETS ARE A GOOD PLACE TO ADVERTISE
ESPECIALLY IN FRONT OF URINALS.

SCARY AND HOW WE NEED TO BE MORE AWARE

SEMI AMUSING.

SEXY.

SHAGGING

SHAME IT'S SUCH A PROBLEM

SHIT AM I CONTAMINATED.

SHIT!.

SHOCKED !.

SHOCKING BUT EFFECTIVE

SHOCKING, EYE CATCHING.

SHOWS THAT SAFE SEX IS THE WAY TO DO IT

SICK/MENTALLY DISTURBED!

SIMPLE AND CLEAR, YET I FEEL THAT THEY ARE STILL QUITE 'SOFT'. THEY DON'T MAKE AN
IMPRESSION THAT LASTS.

SMART ADS

SMART, WITTY, EYE CATCHING WAS VERY IMPRESSED WITH THE ADVERT DISPLAYING THE
BRANDS OF UNDERWEAR, MAKES YOU THINK MORE THAN ANY OTHER.

SOME ARE CLEVER/FUNNY

SOME GOOD/SOME BAD.

SOME OF THEM ARE EFFECTIVE, HOWEVER SOME PEOPLE ARE IGNORANT AND PROBABLY
DON'T PAY ATTENTION TO THE ADVERTS. HOWEVER, I AM A SENSIBLE PERSON AND BELIEVE
THAT THESE ADVERTS ARE VERY GOOD REMINDERS WHEN ON A NIGHT OUT.

SOME OF THEM IN WELSH WITHOUT ENGLISH CLOSE BY, SO THEREFORE COULDN'T READ IT.
VERY HUMOROUS.

SOME WERE QUITE FUNNY - BUT I DON'T NEED TO BE TOLD TO USE A CONDOM.

SOME WERE EFFECTIVE BECAUSE THEY USE SIMPLE CATCHPHRASES THAT YOU WOULDN'T
NECESSARILY ASSOCIATE WITH STD'S.

SPOT ON

STATING THE OBVIOUS.

STRIKING, BUT HAD TO READ TO GET THE MESSAGE

STRIKING, HUMOROUS YET SERIOUS.

SURPRISED.

SWANSEA SOUND RED RADIO

SWANSEA SOUND, RADIO 1

TAKE MORE CARE

THAT IT ATTRACTED ME AS IT HAD A GOOD, WITTY TITLE, BUT MEANT TO BE AIMED AND THOUGHT ABOUT. SO I PICKED UP A LEAFLET.

THAT IT WAS A GOOD WAY TO TELL PEOPLE TO WATCH OUT FOR STD'S.

THAT IT WAS AN EXCELLENT WAY TO RAISE AWARENESS.

THAT IT WAS VERY IMPRESSIVE. I THOUGHT IT IS GOOD THAT THESE ISSUES REGARDING CONTRACEPTION ARE ADVERTISED. I AM SURE IT WILL MAKE EVERYONE THINK BEFORE DOING THINGS!

THAT ITS GOOD TO MAKE PEOPLE AWARE, MAYBE IN A SUBTLE WAY, MODERN WAY RATHER THAN SERIOUS SCARE TACTICS.

THAT PEOPLE SHOULDN'T BE SO TACKY, IRRESPONSIBLE AND STUPID TO EVEN ATTEMPT THESE SORDID LITTLE SEX ACTS.

THAT THE BOXER SHORTS ADVERT WAS VERY GOOD AS WOULD EXPECT TO SEE CALVIN KLEIN WRITTEN ON THEM NOT AN ACTUALLY DISEASE/INFECTION. I DIDN'T LIKE THE OTHER POST BECAUSE I THOUGHT THAT THE GIRLS LOOK VERY MUCH LIKE PROSTITUTES.

THAT THEY ARE A DAMN GOOD IDEA! (WELL DONE CHAPS)

THAT THEY ARE A GOOD IDEA. HELP PEOPLE.

THAT THEY WERE QUITE CATCHY/ STRAIGHTFORWARD, EASY TO COMPREHEND.

THAT'S A STD ADVERT, HA HA

THE ADVERT MAKES YOU AWARE OF SEXUALLY TRANSMITTED DISEASES, SO YOU SHOULD TAKE PRECAUTIONS

THE ADVERT. WAS VERY EYE-CATCHING AND DREW MY ATTENTION.

THE ADVERTISEMENTS WERE EYE CATCHING, INFORMATIVE AND CLEVER. NON-PATRONISING AND STRAIGHT TO THE POINT.

THE ADVERTS DIDN'T REALLY AFFECT ME AS I'M A BIG DRINKER AND HAVE ONLY SEEN THEM WHEN DRUNK.

THE CLYMIDIA POSTER MIMICKING CALVIN KLEIN'S ADVERTISEMENT IE BOXER SHORTS AND KNICKERS IS A VERY GOOD POSTER.

THE MAN'S CROTCH AT EYE LEVEL ABOVE THE URINALS IS QUITE ANNOYING.

THE NEED TO BE CAREFUL

THE ONE WITH THE CONDOM ON THE HEAD WAS FUNNY. IT MADE YOU WANT TO READ IT.

THE ONES THAT I HAVE SAW, MADE ME THINK! AND REALLY STOOD OUT.

THE POSTERS WERE QUITE GOOD ON KNOWLEDGE BUT I THOUGHT THEY WERE A LITTLE 'TAME' NOT SEXY ENOUGH.

THE POSTERS WERE WITTY AND EYE CATCHING. I THINK THIS IS LIKELY TO PRODUCE THE DESIRED EFFECT OF HAVING PEOPLE READ THEM AND WOULD DEFINITELY SPARK UP A DISCUSSION BETWEEN MYSELF AND MY GROUP OF FRIENDS.

THE USE OF CELEBRITIES MADE ME TAKE NOTE.

THE WAY IN WHICH THE MESSAGE WAS GIVEN WAS GOOD AS YOU ACTUALLY HAD TO STOP AND THINK ABOUT WHAT YOU WERE LOOKING AT.

THEIR GOOD.

THEY AMUSED ME BUT MADE ME THINK.

THEY ARE EYE CATCHING.

THEY ARE EYE-CATCHING AND I THINK QUITE EFFECTIVE. PEOPLE ARE BOUND TO PAY ATTENTION TO THEM, ESPECIALLY AS THEY ARE POSTED EVERYWHERE.

THEY ARE GOOD

THEY ARE GOOD BECAUSE THEY HAVE A SERIOUS MESSAGE BUT SAY IT IN A FUN WAY.

THEY ARE IMPORTANT AND TRYING TO GET IMPORTANT MESSAGES ACROSS.

THEY ARE REALLY GOOD AND CATCHY

THEY ARE VERY CLEVER - MAKING SERIOUS TOPIC 'AVAILABLE' TO YOUNG PEOPLE.

THEY BRING TO LIGHT WHICH CAN AND DOES HAPPEN TO YOUNG PEOPLE

THEY CATCH YOUR ATTENTION BECAUSE THEY ARE MODERN AND QUITE FUNNY (ALTHOUGH IT'S A SERIOUS SUBJECT).

THEY CATCH YOUR ATTENTION - LOOK AS THOUGH THEY'RE GOING TO BE FUNNY, BUT ARE ACTUALLY SERIOUS

THEY CAUGHT MY ATTENTION BECAUSE THEY WERE FUNNY, WHICH COMPELLED ME TO READ THEM.

THEY CAUGHT MY ATTENTION.

THEY CAUGHT MY EYE AND I READ THEM. I'M ALWAYS CAREFUL ANYWAY WHEN I HAVE SEX SO IT DIDN'T REALLY CHANGE MY BELIEFS.

THEY CAUGHT MY EYE, THEY GOT ACROSS THE MESSAGE THEY WANTED TO.

THEY CAUGHT MY EYE. SOME OF THE IMAGES MADE ME LAUGH INITIALLY.

THEY CAUGHT YOUR EYE AND MADE YOU READ THE INFORMATION.

THEY DID HOLD YOUR ATTENTION.

THEY DON'T CONVEY THE SERIOUSNESS OF SEXUALLY TRANSMITTED DISEASES. CLEVER GRAPHICS BUT THAT'S ALL.

THEY DREWED MY ATTENTION. FOUND THEM EDUCATIONAL.

THEY EXPLAIN STD'S AND GIVE PEOPLE AN EXPLANATION IN HOW THEY ARE CONTRACTED.

THEY GET AN IMPORTANT POINT ACROSS

THEY GET THE MESSAGE ACROSS IN A CLEVER MANNER.

THEY GIVE THE AWARENESS OF THE PROBLEMS BUT NO QUICK INFO

THEY HAVE MADE ME THINK ABOUT WHAT DISEASES ARE AROUND

THEY MADE ME LAUGH (SOME OF THEM) AT FIRST, WHICH MADE ME READ IT AND TAKE NOTE OF IT.

THEY MADE ME THINK

THEY MADE ME THINK ABOUT SAFE SEX.

THEY MADE YOU LOOK BECAUSE THEY WERE FUNNY, BUT WHEN YOU READ THEM THEY WERE DEADLY SERIOUS.

THEY MAKE YOU THINK ABOUT THE CONSEQUENCES OF UNPROTECTED SEX. IT CAN HAPPEN TO ANYONE. PEOPLE NEED TO BE EDUCATED ABOUT THESE INFECTIONS AND THE RISKS INVOLVED

THEY REMINDED ME HOW DANGEROUS SEX WITHOUT A CONDOM IS.

THEY WERE A GOOD IDEA AS THEY WOULD INCREASE AWARENESS! THEY WERE EYE-CATCHING AND AMUSING

THEY WERE ATTENTION CATCHING. BUT COULD HAVE BEEN MORE SO.

THEY WERE CATCHY. BY USING MODERN IMAGES THEY CAUGHT PEOPLE'S ATTENTION.

THEY WERE CLEVER AND HUMOROUS.

THEY WERE CLEVER AS THEY CAUGHT MY EYE AND MADE ME THINK ABOUT STD'S.

THEY WERE CLEVERLY DONE AND GOT THE MESSAGE ACROSS.

THEY WERE CLEVERLY WRITTEN.

THEY WERE DIFFERENT.

THEY WERE EYE CATCHING AND MADE ME THINK ABOUT THE STI'S.

THEY WERE EYE-CATCHING ESPECIALLY ONE ON BACK OF TOILET DOORS WHERE THERE IS NOTHING ELSE TO LOOK AT - ALSO INFORMATIVE

THEY WERE FUNNY BUT ALSO INFORMATIVE

THEY WERE FUNNY BUT ALSO MADE ME THINK.

THEY WERE GOOD

THEY WERE GOOD.

THEY WERE GOOD.

THEY WERE GOOD.

THEY WERE INFORMATIVE AND DIFFERENT WHICH MADE THEM STAND OUT SO YOU ARE MORE LIKELY TO READ THEM.

THEY WERE INFORMATIVE AND MOST OF THEM IN GOOD PLACES WHERE YOU CAN SEE THEM EG LIKE THE TOILETS.

THEY WERE INFORMATIVE.

THEY WERE INTERESTING AND EYE-CATCHING.

THEY WERE NOTICEABLE
THEY WERE QUITE COOL AND EYE CATCHING.
THEY WERE REALLY HYSTERICALLY FUNNY, BUT THEY MADE ME THINK ABOUT MY OWN
SEX LIFE AND THEN THEY WEREN'T FUNNY UNTIL I THOUGHT ABOUT MY EX-BOYFRIEND,
BECAUSE HE WAS A SLAG.
THEY WERE VERY EYE CATCHING AND USED IMAGES RELATED TO EVERY DAY LIFE.
THEY WERE VERY GOOD AT MAKING THE POINT OF SAFE SEX.
THOUGH IT WAS QUITE INTERESTING REMIND ME TO BE MORE CAREFUL.
THOUGHT ABOUT ANY RISKS I'VE TAKEN.
THOUGHT IT WAS AMUSING
THOUGHT IT WAS FUNNY BUT CLEVER
THOUGHT JESUS BETTER BE SAFE DON'T WANT TO CATCH AN STD.
THOUGHT THE ADVERTISEMENTS WERE FUNNY AND SHARP, NOT BORING SO YOUR MORE
LIKELY TO TAKE NOTICE.
THOUGHT THEY WERE A MORE MODERN APPROACH TO STDS BUT STILL REASONABLY
UNAFFECTED I THINK ALCOHOLS THE MAIN REASON PEOPLE DON'T USE CONDOMS
THEREFORE STDS.
THOUGHT THEY WERE EYE CATCHING
THOUGHT THEY WERE FUNNY AND GOT THE MESSAGE ACROSS.
TO BE AWARE.
TO BE CAREFUL WHEN HAVING SEX
TO BE CAREFUL.
TO BE HONEST I TEND NOT TO TAKE TO MUCH NOTICE.
TO BE MORE CAREFUL DURING SEX
TO GET SOME CONDOMS.
TO TAKE CARE AND BE SAFE WHEN HAVING SEX.
TO THE POINT
TO THE POINT, MAKES YOU STOP AND THINK ABOUT THINGS
TO THE POINT. EASY TO UNDERSTAND.
TOILET DOORS BEERMATS
TOOK ENOUGH NOTICE TO READ.
TOOK NOTICE OF IT BECAUSE I DID READ IT
TYPICAL RUGBY BOY ADVERT.
UNDERSTANDABLE
USE A CONDOM
USE PROTECTION.
USEFUL INFORMATION. DIDN'T REALLY THINK ABOUT IT
USEFUL.
USING A CONDOM
USUAL RUBBISH YOU OBSERVE IN TOILETS. NEEDS TO BE MORE SHOCKING LIKE THE AFTER
EFFECTS OF THE DISEASE. EVERYTHING IN TODAY'S SOCIETY IS WRAPPED IN COTTON WOOL!
GIVE FACTS AND SHOW FACTS - NOT PRETENTIOUS ARTISTIC POSTERS
V INFORMATIVE.
V. INFORMATIVE, CLEAR LAYOUT, ORIGINAL IDEAS AS DIRECTED AT YOUNG AUDIENCE
GOOD IDEA USING CD'S - AS FAVOURITE PAST TIME OF YOUTH.
VERY AMUSING.
VERY CATCHING AND TO THE POINT
VERY CATCHY YET INFORMATIVE. CHLAMYDIA IS THE MOST COMMON STI IN BRITAIN. I
ONLY KNOW THIS FROM POSTERS.
VERY CLEVER
VERY CLEVER ADVERTISING.
VERY CLEVER AND WITTY TARGETED THE AUDIENCE WELL, VERY MODERN.
VERY CLEVER.

VERY CLEVER.

VERY CLEVER. GOOD WAY TO GET THE POINT ACROSS. SHOULD HAVE THE POSTERS ON BILLBOARDS, ITS NOT JUST CLUBBERS AND PUB GOERS THAT HAVE SEX.

VERY EDUCATIONAL

VERY EFFECTIVE.

VERY EFFECTIVE.

VERY EFFECTIVE. MAKES YOU AWARE.

VERY EFFECTIVE. FUNNY YET INFORMATIVE. BEING DRUNK THOUGH, MOST OF THE ADVERTS TOOK SOME TIME TO REMEMBER.

VERY EFFECTIVE. INFORMATIVE AND ORIGINAL

VERY EYE CATCHING AND COLOURFUL.

VERY EYE CATCHING AND ACTUALLY QUITE AMUSING. IT GETS THE POINT ACROSS IN AN ENTERTAINING AND YET CLEAR MANNER.

VERY EYE-CATCHING, STRAIGHT TO THE POINT IN THE MEANING

VERY GOOD

VERY GOOD

VERY GOOD BECAUSE TRENDY IMAGE GRABS THE ATTENTION AND DELIVERS IMPORTANT INFORMATION IN AN ACCESSIBLE MANNER TO (YOUNG) PEOPLE

VERY GOOD FOR MAKING PEOPLE MORE AWARE

VERY GOOD FOR PEOPLE WITH LOTS OF PARTNERS, TAKE EXTRA CARE

VERY GOOD THAT THIS BRINGS US AND MY PEERS INFO AND REMINDS THEM TO USE INFO

VERY GOOD THEY'RE WELL DESIGNED, QUITE LIGHT BUT GET THE IMPORTANT MESSAGE ACROSS.

VERY GOOD! VERY LIFELIKE.

VERY GOOD, HELPS RAISE AWARENESS IN AREAS WHERE PEOPLE MIGHT OTHERWISE DO SOMETHING THEY WOULD REGRET LATER (ESPECIALLY STUDENTS!!!)

VERY GOOD, MAKES YOU THINK!

VERY HELPFUL

VERY HELPFUL

VERY HELPFUL

VERY HELPFUL, IT HELP ME TO UNDERSTAND ABOUT ALL SEXUAL DISEASES.

VERY INFORMATIVE

VERY INFORMATIVE

VERY INFORMATIVE

VERY INFORMATIVE, MADE ME THINK ABOUT DANGERS OF UNPROTECTED SEX

VERY INFORMATIVE.

VERY INFORMATIVE.

VERY INFORMATIVE.

VERY INFORMATIVE.

VERY INFORMATIVE. GOOD IDEA

VERY INFORMATIVE. KEEPS YOU AWARE.

VERY INTERESTING

VERY INTERESTING.

VERY INTERESTING.

VERY NICELY THOUGHT OUT?

VERY POWERFUL, EYE-CATCHING AND CLEVERLY DONE.

VERY REVEALING, INFORMATIVE.

VERY SCARY, THEY ARE SHOWING YOU HOW YOU MUST BE CAREFUL.

VERY SMART, WITTY, EYE CATCHING.

VERY STRIKING AND EFFECTIVE.

VERY USEFUL

VERY USEFUL

VERY USEFUL.

VERY VISUAL, MAKES YOU LOOK AT THEM - VERY GOOD ADVERTISING
BENEFIT FROM BEING MORE OBVIOUS, YOU HAVE TO TAKE THE TIME TO STOP AND READ
THEM TO FIND OUT MESSAGE. TOO MUCH DETAIL IN EACH PICTURE, MUCH MORE SIMPLE
FORMAT NEEDED.
VERY WITTY, CLEAR AND TO THE POINT.
VERY WORRYING.
WANTED TO KNOW MORE INFO.
WAS CONCERNED AND READ LEAFLETS/POSTERS.
WAS INTERESTED. TOOK LEAFLET.
WAS THANKFUL THAT I HAVE CONDOMS.
WELL PLACED IN PUB/CLUB TOILETS. YOU'VE GOT LOOK AT SOMETHING!.
WELL, THEY ARE COMICAL
WHAT IS THE MEANING OF LIFE?
WHAT IS THIS? (SO I READ IT).
WHAT'S THAT ALL ABOUT THEN? LOOK LIKE JEANS' ADVERTS.
WHEN I SAW THEM, I THOUGHT 'WHAT?' THEN I LOOKED AT IT MORE CLOSELY AND THOUGHT
YES PEOPLE SHOULD KNOW MORE ABOUT SEXUALLY TRANSMITTED DISEASES.
WHEN I SEEN THE ADVERTS, I THOUGHT IT WAS A GOOD WAY TO ADVERTISE SAFE SEX.
WHENEVER YOU HAVE SEX - BE CAREFUL
WHERE THE NEAREST JOHNNY MACHINE IS.
WHETHER TO GO FOR A CHECK UP.
WHETHER TO GO FOR A CHECK UP.
WHY WASN'T IT ADVERTISED EARLIER?
WICKED DO SOME MORE IN PUBS AND CLUBS.
WITTY AND THOUGHT PROVOKING
WITTY SOME QUITE EYE CATCHING
WITTY, GOOD TO AIM AT YOUNG PEOPLE. MADE IT MORE REAL, ESP. THE ONE WITH THE MAN
AND HIS OPEN TROUSERS. ALSO GOOD TO AIM CONDOMS AT WOMEN RE: SEE THRU' NUMBER
WONDERED WHAT IT WAS! - MADE ME READ IT.
WONDERED WHAT WERE ABOUT AND THEN A CASUAL INTEREST.
WORRIED, MADE ME THINK TWICE.
YES THEY ARE GOOD.
YES VERY GOOD.
YOU EXPECT TO SEE THAT KIND OF THING IN THE DOCTORS.
YOU SHOULD PRACTICE SAFE SEX.
YOU SHOULDN'T PUT CONDOMS ON YOUR HEAD.

CAN YOU REMEMBER ANYTHING SPECIFIC ABOUT THE RADIO ADVERTISING?

2 YOUNGSTERS DISCUSSING RUINING THE NIGHT IF NO PROTECTION WORN.

A GIRL TALKING TO HER FRIENDS ABOUT HAVING SEX.

ABOUT 1 GUY SAYING THAT HE LIKES FOOTBALL, ETC. THEN SAYING I HAVE AN S.T.D.

"ALWAYS USE A CONDOM ADVERT."

ABOUT CHLAMYDIA AND ALWAYS USE PROTECTION

ABOUT CHLYMIDIA

ADVERTS FOR FAMILY PLANNING CLINICS MAINLY.

AGAIN IT WAS VERY OPEN AND HONEST, VERY CLEAR AND TO THE POINT.

AIDS DISCUSSION.

ALL I REMEMBER IS NOT REALISING IT WAS AN ADVERT ABOUT SEXUALLY TRANSMITTED DISEASES UNTIL THE VERY END. BUT IT WAS A VERY GOOD ADVERT AS IT MADE ME THINK!

ALWAYS USE PROTECTION.

BACK AT SCHOOL.

BEING SAFE

CAN'T REMEMBER

CAN'T REMEMBER

CAN'T REMEMBER SORRY.

CANT REMEMBER.

CANT REMEMBER.

CATCHY

CATCHY

CAUGHT MY ATTENTION.

CHLAMYDIA IS THE MOST COMMON

CONDOM ADVERT. - BOY AND GIRL TALKING.

CONDOMS...

ERMM...NOT REALLY!

ERRM...NO, SORRY.

GAVE ALL THE INFORMATION NEEDED BUT WAS TOO QUICK.

GENERAL INFORMATION ON S.T.D.

GENERAL STI 'DON'TS' -

GENERALLY ABOUT THE IMPORTANCE OF USING PROTECTION.

GIRL TALKING ABOUT BEING CONFUSED AND NO UNDERSTANDING

I REMEMBER ALL THE DIFFERENT DISEASES YOU CAN GET.

I THINK IT WAS FOR A HELPLINE FOR STI'S.

I THOUGHT THE BOXER SHORTS WERE CALVIN KLEIN. IT CAUGHT MY ATTENTION.

I WAS AT HOME AND THEY SAID SOMETHING ABOUT PREVENTION USING CONDOMS, NO, I THOUGHT "OH! YES, IT'S TRUE!"

INFORMATION WARNINGS. WHAT TO DO IF YOU HAVE SOMETHING OR SUSPECT YOU DO.

INFORMATIVE

INFORMATIVE. A GOOD IDEA.

IT HAD A BOY OFFERING ALL DIFFERENT KINDS OF CONDOMS TO HIS GIRLFRIEND BUT HE DID NOT HAVE ANY BISCUITS TO GIVE HER!!

IT HAD A HELPLINE FOR LISTENERS TO RING IN.

IT IS A DISEASE

IT JUST GAVE BRIEF INFO AND A CONTACT NUMBER.

IT MADE A POINT ABOUT HOW SOMEONE CAN EASILY HAVE A DISEASE DUE TO UNPROTECTED SEX AND NOT KNOW ABOUT IT. IT ALSO MADE A POINT ABOUT HOW YOU CAN NEVER BE SURE WHO'S GOT IT. SO ALWAYS USE A CONDOM.

IT MADE THE TOPIC EASIER TO TALK ABOUT, LESS EMBARRASSING.

IT SAID "R YOU THINKING ABOUT SEX ENOUGH?"

IT SAID YOU SHOULD WEAR A CONDOM.

IT TALKS ABOUT DIFFERENT CONDOMS I.E. RIBBED, FLAVOURED, COLOURED ETC. THEN DIFFERENT POSITIONS AS IF THEY WERE ALL COCKTAILS E.G. SEX ON THE BEACH, BANG AGAINST WALL ETC.

IT WAS A GIRL TALKING ABOUT HER PROBLEM.

IT WAS ABOUT CONDOMS

IT WAS ABOUT CONDOMS

IT WAS ABOUT NOT BEING EMBARRASSED TO BUY CONDOMS.

IT WAS ABOUT USING CONDOMS AND THE DIFFERENT DANGERS IF YOU DON'T WEAR ONE.

IT WAS FUNNY BUT TO THE POINT

IT WAS GOOD

IT WAS GOOD

IT WAS GOOD.

IT WAS LIKE A NORMAL CONVERSATION AND THEN STARTED TALKING ABOUT STD'S ETC.

QUITE FUNNY BUT SHOCKING - CAN'T REMEMBER TOO MUCH.

IT WAS PRETTY MUCH LIKE THEY WERE READING ONE OF THE POSTERS I'VE SEEN IF I REMEMBER CORRECTLY.

IT WAS QUITE AMUSING.

IT WAS QUITE HARD HITTING AND THE MESSAGE COME ACROSS WELL.

IT'S BEEN A WHILE SINCE I HEARD IT, I CAN'T REMEMBER IT WELL.

JUST THAT IT CAUGHT MY ATTENTION, BECAUSE USUALLY YOU IGNORE/DISMISS THE ADVERTS. IT PUT INTO WORDS WHAT THE POSTERS ARE SHOWING. IT REFRESHES AND REMINDS YOU OF THE DANGERS OF STI'S.

JUST THE CAMPAIGNING FOR SAFE SEX

JUST THE FREE PHONE HELP LINE.

KIC FM (VOLUNTARY YOUTH STATION IN MIDLANDS)

LOTS OF COCKTAIL NAMES

MADE ME REALISE HOW REAL THE PROBLEM IS AND HOW RELEVANT IT MAYBE TO WARDS ME.

MADE ME REALISE STD/IT'S CAN AFFECT EVERYONE INCLUDING ME.

MADE ME THINK.

MAINLY CONCERNED THE YOUNGER GENERATION GOING OUT AND FORGETTING TO TAKE PRECAUTIONS.

MAKE A JOKE THEN WITH A SERIOUS PUNCHLINE?

MOSTLY CONCERNED WITH CHLAMYDIA

NO - DID MAKE ME WONDER A BIT THOUGH

NOT MUCH THAT I CAN REMEMBER

NOT PARTICULARLY.

NOT REALLY

NOT REALLY ANYTHING.

NOT REALLY BUT I REMEMBER IT SAYING ("BETTER SAFE THAN SORRY")

NOT REALLY IT JUST CAUGHT MY ATTENTION.

NOT REALLY, BUT IT WAS ABOUT CHLAMYDIA SPECIFICALLY BUT I DON'T RECALL ANY PARTICULAR STATISTICS IT MAY HAVE GIVEN

NOT REALLY, I WAS VERY MUCH AWARE OF STD'S BEFORE I HEARD IT.

PRACTICE SAFE SEX!

PROMOTION OF SAFE SEX - RISKS OF NOT, ETC.

RATES OF STD'S INCREASING

SAFE

SAFE SEX STRESSED, MAINLY PREGNANCY.

SAID THAT CHLAMYDIA HAS NO SYMPTOMS AND CAN LEAVE WOMEN INFERTILE. GAVE TEL NO. TO CALL FOR ADVICE.

SERIOUS MESSAGE, LIGHT HEARTED ADD. GOT POINT ACROSS WELL

SHARP AND TO THE POINT - USEFUL INFO.
SOMETHING ABOUT A BLOKE IN THE ARMY.
SOMETHING ABOUT BE SAFE
SORRY NO
SUNDAY SURGERY - ALWAYS OFFERING ADVICE ABOUT SUCH THINGS.
THE AMOUNT OF PEOPLE STD'S EFFECT.
THE EFFECTS OF THE DISEASES AND HOW EASY THEY CAN BE PASSED ON.
THE ONE WHERE SHE SAYS:- "WHATEVER YOU GIVE YOUR PARTNER THIS CHRISTMAS MAKE SURE IT'S PROPERLY WRAPPED".
THE RISK OF CHLAMYDIA - BEING THE MOST COMMON STI
THE STATISTIC'S SHOCKED ME.
THE TUNE WAS CATCHY
THERE WAS A MAN SPEAKING BUT I CAN'T REMEMBER MUCH ELSE.
THEY COVERED EVERYTHING ON IT IE.CAUSE, PREVENTION ETC.
THEY WERE MOSTLY ABOUT CHLAMYDIA.
THINK IT WAS SOMETHING TO DO WITH CHLAMYDIA?
TO ALWAYS WHERE PROTECTION AND TO BE SAFE OF WHAT I DO.
USE A CONDOM
USE A CONDOM.
USE A CONDOM.
VERY INFORMATIVE
WARNINGS AND REMINDERS ABOUT PREVENTION.
WAS FUNNY/HUMOURS.
WEAR CONDOMS.
WHERE TO GO IF YOU GET AN STD
YES, I KNOW THE DIFFERENCE BETWEEN EACH ONE NOW.
YES, ONLY THAT IT WAS A GOOD WAY OF ENABLING EMBARRASSED PEOPLE TO ASK QUESTIONS ETC.
YES. THEY CAN PREVENT YOU FROM HAVING CHILDREN AND I REMEMBER THE NUMBER.
YOU LISTEN, AS THE ADVERTS DON'T INITIALLY LET YOU KNOW WHAT THEY ARE ABOUT.
YOU LISTEN OUT OF CURIOSITY
YOUNG PEOPLE.

ANY FURTHER COMMENTS ABOUT THE STI PREVENTION CAMPAIGN.

1 IN 14 PEOPLE HAVE CHLAMYDIA WHICH MEANS THAT ABOUT 20 PEOPLE IN HERE HAVE IT - SO WATCH OUT SLAGS!.

A BOOKLET WITH ALL THE SYMPTOMS AND TREATMENTS WOULD BE USEFUL (A MINI-DIAGNOSIS STYLE).

A FAB IDEA

A GOOD IDEA BUT SHOULD BE MORE FOCUSED AT THE YOUNGER AGE GROUP (PRE 18) AS THIS IS WHERE IGNORANCE OF THE ADVERTISED FACTS ARE MOST COMMON IN MY OPINION AND EXPERIENCE.

A GOOD WAY ESPECIALLY TO TARGET YOUNG PEOPLE WHO I THINK ARE PROBABLY MOST EXPOSED, NAIVE AND CARELESS ABOUT STD'S.

A LOT MORE SHOULD BE DONE TO ACT AS PREVENTION, THERE ARE A LOT OF PEOPLE OUT THERE ESPECIALLY YOUNG PEOPLE WHO ARE VERY NAIVE.

A VERY GOOD THING TO SEE. (INFO) ESPECIALLY IN TOILETS.

A WELL THOUGHT OUT CAMPAIGN WITH RELEVANT INFORMATION WHERE IT WAS MOST LIKELY TO BE SEEN.

ABOUT TIME.

ADVERTISE MORE ON TELEVISION AND PERHAPS A FEW PAMPHLETS IN DOCTORS SURGERY'S, BECAUSE SOME PEOPLE GET EMBARRASSED ABOUT ASKING CERTAIN QUESTIONS AND I FEEL THESE WOULD BE REALLY HELPFUL, TO TAKE AND READ UP ON.

ADVERTISING IN PUBS AND CLUBS IS A GOOD WAY OF INFORMING PEOPLE ALTHOUGH THEY MAY NOT TAKE IN THE INFORMATION INITIALLY, THEY MAY THINK ABOUT IT LATER ON I WAS NEVER AWARE UNTIL VISITING THE FAMILY PLANNING CLINIC JUST HOW WIDESPREAD THESE INFECTIONS WERE

ADVERTS SHOULD BE PLACED IN COMMUNAL AREAS IN LARGE EMPLOYERS IN AREA.

ALTHOUGH I DIDN'T LOOK AT THE LEAFLETS, THE POSTERS DIDN'T SEEM THAT INFORMATIVE ABOUT THE CONSEQUENCES OF GETTING SOME STD'S OR THE EASE OF PASSING EG HEP C, ON VISUALLY THOUGH THEY MADE THEIR POINT WHICH IS GOOD SINCE ATTITUDES HAVE RELAXED OVER TIME

ALTHOUGH IT DIDN'T HAVE MUCH IMPACT ON ME I DID FIND THEM USEFUL AND THEY ARE IMPORTANT TO OTHERS FOR EXAMPLE STUDENT.

ALWAYS WEAR A CONDOM.

AS I WORK IN ENGLAND IN A PUB, THERE IS NOTHING ADVERTISED ABOUT PREVENTION OF STIS AT ALL, EITHER IN TOILETS OR ON TV/RADIO/PRESS, THIS COULD BE A GOOD IDEA TO EXTEND THE WELSH CAMPAIGN FURTHER.

AT THE MOMENT THE POSTERS ONLY STATE THE OBVIOUS. MOST PEOPLE KNOW ALL ABOUT THIS STUFF AND TAKE NECESSARY PRECAUTIONS WHEN NEEDED.

BE CAREFUL!!!

BIN BAG.

BRIGHT CAMPAIGNS THAT SHOCK PEOPLE ARE MOST LIKELY TO CATCH PEOPLE'S EYE. THESE POSTERS DO THIS PRETTY WELL. I'VE SEEN A FEW OF THEM AND HAVE ALWAYS STOPPED TO READ THEM

BROCHURES AVAILABLE IN IE WASHROOMS.

CAMPAIGNS ARE GETTING BETTER BUT IT NEEDS TO BE MORE ACCESSIBLE TO YOUNGER PEOPLE AS PEOPLE ARE GETTING YOUNGER HAVING SEX THESE DAYS

CLEVER ADVERTISING, IT MAKES YOU THINK ABOUT THE PROBLEM AT HAND.

CONTINUE THE POSTERS

CONTINUE TO USE ADVERTISING LIKE THE POSTERS SEEN IN THIS QUESTIONNAIRE AS THESE ARE EYE CATCHING, HUMOROUS AND PORTRAY ESSENTIAL INFO. YOUNGER AGE GROUPS POSSIBLY NEED TO BE TARGETED AS WELL AS THIS WILL HELP STOP TEEN PREGNANCY AND INFORM OF STIS ETC

CONTINUE WITH THE CAMPAIGN

I AGREE WITH PHONE NOS. FOR HELP AND THINK THEY SHOULD BE MORE WIDESPREAD. HOWEVER, THIS SORT OF INFORMATION IS COMMON KNOWLEDGE BY THE TIME PUBS, CLUBS, ETC. ARE APPEALING TO MY AGE GROUP.

I AM NEVER SURE HOW EASY IT IS TO BE TESTED WHEN YOU HAVE NO VISIBLE PROBLEMS. I WOULD SUGGEST THAT MAKING AND ENCOURAGING REGULAR TESTING WOULD HELP TO PREVENT THE SPREAD OF SEXUALLY TRANSMITTED DISEASES.

I AM SURE IT MUST BE A BETTER COVERED CAMPAIGN THAN I HAVE MADE OUT. I WASN'T AWARE ABOUT IT UNTIL NOW.

I BELIEVE IT IS A GOOD IDEA ON THE WHOLE BUT HOW AFFECTIVE IT WILL BE WILL BE INTERESTING TO SE.

I BELIEVE THAT PERSONAL SOCIAL EDUCATION IN SCHOOLS IS A VERY EFFECTIVE WAY TO ENSURE THAT YOUNG PEOPLE ARE INFORMED OF STDS. IN MY EXPERIENCE, IT IS VERY IMPORTANT THAT YOUNG PEOPLE ARE AWARE OF STDS. AND HOW THEY ARE TRANSMITTED, PREVENTION RATHER THAN CURE

I DO FEEL THAT THIS FORM OF ADVERTISING IS SUCCESSFUL. I AM NOW FULLY AWARE OF SEXUALLY TRANSMITTED DISEASES.

I DON'T THINK PEOPLE WILL CHANGE THEIR SEXUAL HABITS DRASTICALLY AS A RESULT OF ANY ADVERTISING CAMPAIGN, ALTHOUGH IT MAY GET THROUGH TO A FEW.

I FIND A LOT ON THEM

I HAD A CHECK UP! (I WAS OK).

I HAVE ONLY EVER SEEN CAMPAIGNS THAT PROMOTE SAFE SEX. BY MEANS OF CONDOMS - I THINK MORE EFFORT SHOULD BE MADE TO RAISE PEOPLE'S AWARENESS OF ALTERNATIVE FORMS OF CONTRACEPTION.

I THINK IT IS A GOOD IDEA ESPECIALLY ON A COLLEGE CAMPUS AND IN TOILETS IN CLUBS.

I THINK IT IS A GOOD IDEA MORE PEOPLE SHOULD BE AWARE OF THE DANGERS OF STD'S.

I THINK IT IS A GOOD IDEA TO CAMPAIGN. I THINK PEOPLE SHOULD BE MORE AWARE OF RISKS.

I THINK IT IS A GOOD WAY TO REMIND PEOPLE OF THE DANGERS

I THINK IT IS A REALLY GOOD CAMPAIGN AND REALLY USEFUL, IT HAS MADE ME UNDERSTAND MORE ABOUT SEXUALLY TRANSMITTED INFECTIONS.

I THINK IT IS A VERY GOOD IDEA - A LOT OF PEOPLE DON'T KNOW ABOUT POTENTIAL STD'S. IF YOU ARE ON A NIGHT OUT AND DRUNK - IT MAKES YOU TAKE NOTICE AND BE MORE AWARE AND THEREFORE MORE CAREFUL

I THINK IT IS A VERY GOOD IDEA, AS PEOPLE NEED TO KNOW MORE ABOUT SEXUALLY TRANSMITTED DISEASES.

I THINK IT IS A VERY IMPORTANT PROBLEM

I THINK IT IS AN EXCELLENT IDEA BECAUSE IT IS SO EASY TO GET CAUGHT OUT BY IT. IT IS FOR EVERYONE'S BENEFIT TO MAKE IT MORE AWARE.

I THINK IT SHOULD BE KEPT UP, AND MORE T.V. ADVERTISING USED.

I THINK IT WILL GET MORE PEOPLE TO LISTEN AND USE CONDOMS MORE.

I THINK IT WOULD BE A REAL GOOD IDEA TO GO INTO SCHOOLS AND GRAB CHILDREN AGED 16ISH AND WARN THEM ABOUT RISK - I NEVER HAD THIS AND I WOULD HAVE FOUND IT USEFUL! ALSO TV CAMPAIGNS ARE USEFUL AT HITTING THE TARGET AUDIENCES.

I THINK IT'S A GOOD CAMPAIGN AND IT MAKES PEOPLE REALISE AND MORE AWARE OF GETTING AN INFECTION FROM SEXUAL INTERCOURSE.

I THINK IT'S A GOOD IDEA IN TOILETS. GOOD GIMMICKS ARE USEFUL.

I THINK ITS A GREAT IDEA TO GIVE PEOPLE AN INSIGHT ON ALL THE DIFFERENT AREAS OF STI'S.

I THINK IT'S A GREAT IDEA TO PUT POSTERS AROUND SO EVERYONE KNOWS TO BE SAFE THAN SORRY, THEY WILL BE ABLE TO LIVE THE REST OF THEIR LIVES HAPPY.

I THINK IT'S A GREAT PROJECT TO WARN EVERYONE ABOUT ALL THE DIFFERENT INFECTIONS PEOPLE CAN CATCH SO EASILY. IT ONLY TAKES ONE TIME AND IT'S THERE FOR THE REST OF YOUR LIFE.

I THINK ITS A REALLY GOOD IDEA AND SHOULD BE ADVERTISED IN MORE PLACES.

I THINK IT'S A VERY WORTHWHILE CAUSE TO TRY AND EDUCATE YOUNGSTERS AGAINST STD'S AND HOW THEY CAN PREVENT FROM CATCHING STD'S OR PASSING THEM ON IF THEY CONTINUE TO BE SEXUALLY ACTIVE, BUT IN THE END IT IS THEIR DECISION - ESPECIALLY WHEN UNDER THE INFLUENCE

I THINK IT'S GOOD

I THINK IT'S GOOD TO HAVE POSTERS, ETC. IN PUBLIC PLACES INSTEAD OF PRETENDING THEY DON'T EXIST.

I THINK ITS REALLY IMPORTANT THAT CAMPAIGNS SUCH AS THIS CONTINUE AS MANY PEOPLE THINK THEY ARE BEING CAREFUL WHEN IN FACT THEY ARE NOT. YOUNG PEOPLE DEFINITELY NEED TO BE WELL INFORMED ABOUT STD AND HOW TO PREVENT THEM.

I THINK PEOPLE SHOULD BE AWARE OF SEXUALLY TRANSMITTED DISEASES AND I THINK THE CAMPAIGN IS VERY BENEFICIAL TO PEOPLE EVERYWHERE.

I THINK PEOPLE SHOULD BE MORE AWARE OF SYMPTOMS OF INFECTIONS, SO THEY CAN BE TREATED

I THINK POSTERS IN TOILETS IS A GOOD IDEA. I ALWAYS REMEMBER TOILET DOOR POSTERS FOR WOMEN'S CAR INSURANCE AT SERVICE STATION TOILETS.

I THINK PREVENTATIVE MEASURES SHOULD BE MADE MORE READILY AVAILABLE!

I THINK THAT ALTHOUGH THE POSTERS ARE QUITE TABOO AND FUNNY, I AM A LOT BETTER INFORMED ABOUT SEXUAL TRANSMITTED DISEASES.

I THINK THAT IT'S A POSITIVE THING TO INFORM PEOPLE ABOUT SEXUALLY TRANSMITTED INFECTION.

I THINK THAT THE ADVERTS ARE INFORMATIVE BUT SHOULD BE SHOWN MORE SO MORE PEOPLE COULD SEE THEM.

I THINK THAT THE INFORMATION CONTAINED IN THE ADVERTS IS RELEVANT TO EVERYONE. IT'S NICE TO SEE POSTERS CONTAINING PROPER INFORMATION, STRAIGHT TO THE POINT AND NOT PATRONISING.

I THINK THE CAMPAIGN IS A USEFUL TOOL TO PREVENT INFECTION

I THINK THE CAMPAIGN IS VERY EFFECTIVE AND CLEVERLY DONE. THEY ARE VERY RELEVANT AND THEREFORE I THINK IT'S IMPORTANT THAT THEY CONTINUE TO BE USED. I LIKE THE FACT THAT THEY'RE NOT THE TYPE OF POSTERS WHICH REACH BUT ARE FAR MORE EFFECTIVE THROUGH SUGGESTION

I THINK THE POSTERS ARE A GOOD IDEA!!

I THINK THE POSTERS ARE ESPECIALLY NOTICED IN THE LOOS AND THE ELEMENT OF HUMOUR DRAWS YOU IN TO THE SERIOUS MESSAGE BEING GIVEN. THE POSTERS DON'T REALLY FORCE ON THE MESSAGE BUT YOU DO LEARN A LOT FROM THEM.

I THINK THERE SHOULD BE A LOT MORE INFO ABOUT IT AROUND

I THINK THERE SHOULD BE MORE ADVERTISING AND HEALTH PROMOTION REGARDING STDS. STDS ARE ON THE INCREASE AND PEOPLE SHOULD BE AWARE OF THE PROBLEM TO PREVENT MORE.

I THINK THESE CAMPAIGNS ARE VERY IMPORTANT FOR YOUNG PEOPLE - ESPECIALLY AT UNI.

I THINK THEY ARE VERY GOOD AND QUITE STRIKING. I ALSO THINK THEY ARE "FASHIONABLE" IN THAT THEY SEEM TO APPEAL TO US (I.E. PEOPLE MY AGE(21)) AND ARE MODERN IN ATTITUDE

I THINK THEY MIGHT BE A BIT SUBTLE, AND ALSO MORE INFO. MIGHT BE INCLUDED - I KNOW CHLAMYDIA CAUSES INFERTILITY AND IS ALMOST UNDETECTABLE, BUT I FOUND OUT FROM A MAGAZINE AND NOT FROM THESE ADS.

I THINK THEY NEED TO BE MORE BLUNT.

I THINK THEY SHOULD PUT MORE POSTERS UP IN SCHOOLS.

I THINK THIS CAMPAIGN IS REALLY USEFUL TO YOUNGER PEOPLE AND VERY INFORMATIVE.

I THINK THIS CAMPAIGN SHOULD BE ORIENTATED TO YOUNGER ADULTS AS THEY COULD BE MORE IGNORANT OF THE FACT THAT DISEASES EXIST AMONGST THE SOCIAL ASPECT OF YOUNG PEOPLE EG, NIGHTCLUBS

COULD BE MORE WIDELY PROMOTED/EXPLAINED AFFECTS EVERYONE, SO ADVERTISEMENTS SHOULD NOT BE LIMITED TO PUBS/CLUBS/LATE NIGHT TELLY.

CRABS HE HE HE

DEFINITELY EDUCATED ME ON A LOT OF THEM. I KNOW I'VE SEEN A LOT OF PEOPLE READING THE POSTERS IN THE TOILETS WHERE I WORK SO THAT'S PROBABLY ONE OF THE BEST WAYS TO GET THROUGH TO PEOPLE.

DO MORE OF THEM!

DO NOT KNOW THAT MUCH ABOUT THE INFECTION

DOESN'T REALLY APPLY TO ME

DOING A GOOD JOB. SHOCK HUMOROUS ADVERTISEMENT WORKS WELL.

DON'T RAM IT DOWN PEOPLE'S THROATS AND THEY'LL TAKE MORE NOTICE.

DON'T SLEEP AROUND WITHOUT A CONDOM.

EASY TO UNDERSTAND. APPROACH IS GOOD. CREATING A JOKE OUT OF IT MAKES PEOPLE DISCUSS STD'S MORE.

EDUCATION IS THE KEY. ONLY BY TELLING PEOPLE ABOUT THE INFECTIONS/DISEASES, AND THE POTENTIALLY DAMAGING EFFECTS THEY MAY HAVE CAN PUBLIC ATTITUDES BE CHANGED. OFTEN, THERE IS A "IT'LL HAPPEN TO OTHER PEOPLE" IMPRESSION-HOWEVER WE'RE ALL OTHER PEOPLE

EFFECTIVE FOR ME BUT ONLY THROUGH POSTERS IN PUB TOILETS. PEOPLE TEND TO FLICK THROUGH MAGAZINES AND IGNORE ADVERTS.

ERM NO

EXCELLENT CAMPAIGN. KEEP UP THE GOOD WORK.

FANTASTIC IDEA!!

FIND THEM EDUCATIONAL.

FREE CONDOMS!

FREE CONDOMS. LEAFLETS LEFT IN TOILETS?. MORE FREE PHONE HELPLINES.

FREEBIES!! (NOT THE DISEASE, SILLY!)

GETS THE MESSAGE ACROSS USING COMEDY SO IT'S MORE INTERESTING TO READ.

GOOD

GOOD AND IMPORTANT

GOOD AND INFORMATIVE

GOOD CAMPAIGN

GOOD IDEA - EFFECTIVE

GOOD IDEA - EFFECTIVE ADVERTISING METHODS VERY STUDENT FRIENDLY.

GOOD IDEA, MAKES PEOPLE THINK, AND INCREASES AWARENESS.

GOOD IDEA.

GOOD IDEA.

GOOD IDEA. THINK IT HELPS.

GOOD LUCK! KEEP THEM IN PLACES WHERE STUDENTS (SOBER ONES) WILL SEE THEM.

GOOD LUCK.

GOOD LUCK.

GOOD ON YER. BIT STUDENTY FOR MY TASTE, BUT I'M SURE IT'LL WORK.

GOOD PLAN!

GOOD THAT THEY AIM AT PUB/CLUB CULTURE.

GOOD WORK!

GOOD.

GREAT - KEEP ADVERTISING....IT'S NEEDED!

HAVE ONLY REALLY SEEN THIS AROUND UNI BARS, SHOULD PERHAPS BE AROUND THE CITY MORE.

HAVEN'T SEEN MUCH OF IT

HELPS

I THINK THIS IS A VERY IMPORTANT CAMPAIGN AND WE SHOULD ALL LEARN MORE ABOUT IT (MYSELF INCLUDED).

I THINK YOU'VE CHOSEN THE BEST APPROACH - IT'S JUST NOW A CASE OF GETTING MORE INFO ACROSS, IN A QUICK EFFECTIVE WAY

I THOUGHT CRABS WERE THE SAME AS CHLAMYDIA BUT NOW I KNOW BETTER.

I WOULD LIKE TO KNOW MORE INFO ON POSTERS E.G. HOW I KNOW IF I HAVE STI'S AND IF BEING WITH A PARTNER, I AM STILL VULNERABLE.

I WOULD LIKE TO SEE MORE INFORMATION IN PUBLIC PLACES AS I HAVE ONLY SEEN ADVERTISEMENTS IN UNIVERSITY AND AT THE DOCTORS

IN TODAY'S WORLD IT IS NECESSARY TO KEEP PEOPLE WELL INFORMED.

INFORMATIVE

IT GETS THE MESSAGE ACROSS.

IT HAS PULLED UP A LOT OF AWARENESS. THANK YOU.

IT IS A GOOD IDEA THAT THE CAMPAIGN IS GOING FORWARD AND TO CONTINUE TO DO SO THIS WILL BENEFIT OTHER PEOPLE.

IT IS A VERY IMPRESSIVE CAMPAIGN AND I AM GLAD THESE POSTERS ARE PUT UP BECAUSE THEY REALLY MAKE YOU THINK.

IT IS A VERY WORTHWHILE CAMPAIGN AS THE STD PROBLEM IS A GROWING ONE IN TODAY'S SOCIETY. HOPEFULLY YOUR DEDICATION TOWARDS HELPING PEOPLE WILL PAY OFF AND GET THE MORE IRRESPONSIBLE OR UNLUCKY ONES AMONGST US TO CONSIDER THEIR ACTIONS MORE THOROUGHLY

IT IS EXCELLENT, PEOPLE SHOULD BE WARNED. GOOD ON YA!.

IT IS GOOD TO SEE THAT PEOPLE MAKE IT THEIR BUSINESS TO TRY AND HELP PEOPLE BE MORE AWARE OF THE DANGERS OF HAVING UNPROTECTED SEX AND ARE TRYING TO HELP PREVENT THIS.

IT IS IMPORTANT FOR THE CAMPAIGN TO KEEP ON GOING, OTHERWISE PEOPLE FORGET TOO QUICKLY ABOUT SEXUALLY TRANSMITTED DISEASES.

IT IS IMPORTANT THAT YOUNG PEOPLE SHOULD KNOW THE DANGERS OF CASUAL UNPROTECTED SEX

IT IS IMPORTANT TO MAKE SURE THAT WE ARE CONSCIOUS OF THE WHOLE THING.

IT IS QUITE EFFECTIVE AND SHOULD BE KEPT GOING ESPECIALLY IN HIGH STUDENT AREAS.

IT IS VERY GOOD AND IT SHOULD BE ADVERTISED EVEN MORE, PEOPLE NEED TO KNOW THESE THINGS ESPECIALLY TEENAGERS

IT IS VERY GOOD. KEEP UP THE GOOD WORK.

IT IS VERY IMPORTANT AND SHOULD KEEP GOING BUT MAYBE IN A MORE OBVIOUS WAY.

IT IS VERY INFORMATIVE AND IS A VERY GOOD WAY TO GET INFORMATION PASSED ON ABOUT TABOO SUBJECTS.

IT MAKES SENSE TO ADVERTISE TO LET PEOPLE KNOW.

IT MAY BE DIFFICULT - BUT MAYBE THERE SHOULD BE MORE INFORMATION, SPECIFICALLY ABOUT THE MOST POPULAR DISEASES RATHER THAN PICTURES, AS PEOPLE MAY BE TOO EMBARRASSED TO PHONE THE HOTLINES.

IT NEEDS TO BE ADVERTISED MORE AT A YOUNGER AGE, I'M 20 AND THOUGHT I KNEW A LOT BUT DIDN'T

IT NEEDS TO BE ADVERTISED MORE OPENLY THAN POSTERS, EG TV, RADIO, NOT JUST ON POSTERS IN TOILETS. TO ALSO STOP HIDING THE FACT THAT SEXUALLY TRANSMITTED DISEASES ARE A COMMON CASE.

IT NEEDS TO BE PUSHED MORE.

IT SHOULD BE MADE AWARE TO PRIMARY SCHOOL CHILDREN AT AGE 10-11 YEARS OLD BECAUSE THEY KNOW A LOT MORE ABOUT SEX NOW THEN 10 YEARS AGO!.

IT'S A GOOD CAMPAIGN ALTHOUGH MY ANSWERS MAY NOT REFLECT THIS! I WAS LGB OFFICER FOR A YEAR AND NOW AM SECRETARY THEREFORE HAVE MORE THAN AVERAGE KNOWLEDGE ABOUT THIS SUBJECT DUE TO SOME OF THE CAMPAIGNS WE RAN WITHIN THE UNIVERSITY.

IT'S A GOOD IDEA AND GETS YOUNG PEOPLE MORE INFORMED ABOUT IT.
IT'S A GOOD IDEA AND SHOULD CARRY ON.
IT'S A GOOD IDEA BEING MODERN, SHOULD BE EVENLY DISTRIBUTED (WELSH TO ENG).
IT'S A GOOD IDEA TRYING TO REACH PEOPLE THROUGH CLEVER POSTERS, BUT MAKING IT SO PUBLIC COULD EMBARRASS SOME PEOPLE AND THEY MAY BE PUT OFF SEEKING ADVICE.
IT'S A GOOD IDEA, I THINK THE POSTER I HAVE SEEN WAS THE ONLY ONE OF ITS KIND PUT UP IN MY AREA THOUGH, SHOULD BE MADE MORE WIDE SPREAD.
IT'S A GOOD IDEA.
IT'S A GOOD IDEA.
IT'S A GOOD IDEA.
IT'S A VERY GOOD IDEA TO MAKE PEOPLE AWARE.
IT'S A VERY USEFUL CAMPAIGN, AND I HOPE IT CONTINUES AND GOES FROM STRENGTH TO STRENGTH.
IT'S A VERY WORTHWHILE AND EDUCATIONAL CAMPAIGN.
IT'S CLEVER AND FUNNY, YET IN A PUB I AM USUALLY TOO PISSED TO TAKE NOTICE. YET ON A DAY TIME BASIS IE. HAVE PUB LUNCH, BUT OTHER WISE I SEE THEM AS FUNNY. BUT NOT AS EFFECTIVE AS THEY SHOULD BE.
IT'S DEFINITELY A GOOD IDEA. ANYTHING THAT RAISES AWARENESS IS.
IT'S DEFINITELY A GOOD THING BUT NEEDS TO BE AIMED AT YOUNGER GENERATIONS AS WELL, E.G. IN SCHOOLS/6TH FORM. WOULD BE USEFUL TO KNOW MORE ABOUT HOW TO DO A SELF EXAMINATION/SYMPTOMS OF STI'S
IT'S DOING OK. MORE PUBS SHOULD JOIN IN.
IT'S GOOD
IT'S GOOD - FREE CONDOMS WOULD BE A GOOD IDEA TO GIVE OUT MESSAGE.
IT'S GOOD BECAUSE ITS ALWAYS IN YOUR FACE WHEN YOU USE THE TOILET, YOU CAN'T HELP BUT SEE IT.
IT'S GOOD FOR YOUNG PEOPLE AND MAKES US MORE SOCIALLY AWARE.
IT'S GOOD THAT PEOPLE ARE BEING MADE AWARE OF STI'S.
IT'S GOOD TO BE INFORMED.
IT'S GOOD!
IT'S IMPORTANT BECAUSE NOT EVERYONE HAS ENOUGH INFORMATION.
IT'S IMPORTANT FOR PEOPLE TO BE AWARE OF THE RISKS, MORE CONDOMS FOR FREE TO YOUNG PEOPLE AS THEY ARE SO EXPENSIVE TO BUY PEOPLE TEND NOT TO USE THEM.
IT'S NOT A GOOD THING!
IT'S ONE OF THOSE THINGS IF PEOPLE SLEEP AROUND!
IT'S QUITE GOOD BUT I THINK ALL THE POSTERS ARE KEPT FROM CORNWALL AND I THINK THERE SHOULD BE MORE IN UNI
IT'S VERY GOOD AND USEFUL.
I'VE HAD LOADS OF STI'S AND THINK THE PUBLIC SHOULD BE AWARE. MY WARTS HAVE COME BACK AFTER BEING TOLD THEY WERE CURED.
I'VE ONLY EVER SEEN A FEW POSTERS IN PUBS AND IT'S USUALLY WHEN I'M DRUNK SO I DON'T TAKE MUCH NOTICE
I'VE ONLY SEEN A FEW, BUT TOILETS AND UNION BUILDINGS ARE A GOOD PLACE TO ADVERTISE. ALSO BUS, TRAINS, BUS STOPS, GYMS, DOCTORS, LIBRARIES, BANKS ETC ARE BRILLIANT TOO AND CINEMA ADVERTS
I'VE RECENTLY BEEN QUITE WORRIED BUT NOW FEEL MORE CONFIDENT ABOUT DEALING WITH ANY POSSIBLE PROBLEMS I MIGHT HAVE.
JUST HEARD OF THE GUM CLINICS
JUST MAKE CONDOMS FREE!!
KEEP AT IT!. I THINK THE CURRENT CAMPAIGN IS GOING IN THE RIGHT DIRECTION WITH ENOUGH TACT AND USEFUL INFORMATION.
KEEP GOING.
KEEP IT GOING.

KEEP IT UP!
KEEP IT UP!
KEEP IT UP.
KEEP PUTTING UP THE POSTERS.
KEEP THE POSTER CAMPAIGNS GOING, ONE OF THE MOST EFFECTIVE POSTER CAMPAIGNS
I'VE SEEN THIS YEAR
KEEP UP THE ADVERTISING - ITS A VERY IMPORTANT ISSUE THAT NEEDS TO BE ADDRESSED
AS MUCH AS POSSIBLE.
KEEP UP THE GOOD WORK
KEEP UP THE GOOD WORK
KEEP UP THE GOOD WORK - WE ALL NEED MORE EDUCATION ON THIS SUBJECT!!
KEEP UP THE GOOD WORK, PEOPLE ARE FINDING OUT A LOT FROM THE POSTERS. YOU ARE
DOING AN EXCELLENT JOB.
KEEP UP THE GOOD WORK, WOULD LIKE TO SEE THE ADVERTS IN MORE PROMINENT PLACES,
NOT JUST TOILETS
KEEP UP THE GOOD WORK.
KEEP UP THE GOOD WORK.
LET IT SOAK.
LOOK AFTER YOUR LIFESTYLE ABOUT SLEEPING AROUND.
MAKE BROCHURES AVAILABLE IN CONJUNCTION WITH THE POSTERS.
MAKES PEOPLE MORE AWARE.
MANY MORE POSTERS SHOULD BE MADE
MAY MAKE YOUNG PEOPLE MORE AWARE OF SEXUALLY TRANSMITTED INFECTION IN THE
FUTURE.
MAY THE FORCE BE WITH YOU.
MAYBE COMMENTS FROM PEOPLE WHO CAUGHT DISEASES AS A RESULT OF UNPROTECTED
SEX SHOULD BE PRINTED ON THE POSTERS.
MAYBE, HAVE WORKSHOPS AVAILABLE TO YOUNG PEOPLE AT SOCIAL EVENTS, COLLEGE
ETC. ETC.
MORE ADVERTISEMENT TO ENSURE THAT PEOPLE ARE MORE AWARE.
MORE ADVERTISING NEEDED IN CLUBS.
MORE ADVICE NEEDED IN SCHOOL ETC.
MORE INFO ABOUT WHAT TO DO IF YOU THINK YOU HAVE AN STI, MAYBE ADDRESSES/NO.S
OF DROP-IN CLINICS IN THE AREA THE POSTER HAS BEEN PUT IN. FREE INFO. PACK COULD BE
MADE AVAILABLE AND THE DETAILS OF HOW TO GET IT BE PUT ON POSTER.
MORE INFO NEEDS TO BE AVAILABLE ON HOW TO KNOW IF YOU HAVE AN STI
MORE INFORMATION AS TO WHERE TO GO!
MORE INFORMATION NEEDED
MORE INFORMATION ON SYMPTOMS.
MORE KNOWLEDGE ON WHAT CAN HAPPEN AFTER GETTING DIFFERENT INFECTIONS. MORE
"SHOCKING".
MORE LEAFLETS AND DETAILS OF CLINIC TIMES SHOULD BE AVAILABLE AND ALSO MORE
FREE CONDOM OUTLETS
MORE MORE MORE.
MORE PEOPLE NEED TO BECOME A WARE OF THESE ISSUES
MORE POSTERS AROUND UNI YEAR ROUND EXPOSURE (SEEMS SEASONAL)
MORE POSTERS NEEDED IN PUBLIC AREAS.
MORE POSTERS.
MORE SHOULD BE DONE IN, THE WAY OF PRESENTATIONS BY PROFESSIONALS TO LARGE
COMPANIES OR SCHOOL/COLLEGES.
MOST PEOPLE WILL FINK ITS A CONDOM ADVERT.
MUST BE PART OF SCHOOL CURRICULUM - EXACT CAUSES, SYMPTOMS ARE NOT WIDELY
KNOWN BY YOUNG ADULTS

MY FRIEND SUFFERED FROM CHLAMYDIA EARLIER THIS YEAR AND THANKS TO THE ADVERTS WE KNEW WHERE TO GO FOR HELP AND GET IT SORTED. WE WERE GRATEFUL. NEED A GREATER TARGET AUDIENCE. SEEMS AIMED AT 18 YEAR-OLDS. NEED MORE ADVERTISING. MAYBE FREE CONDOMS IN THE AREAS THAT ADVERTISE THE PROBLEMS REGARDING STD'S. NEED MORE. NEED TO MAKE MORE IMPACT NEEDS MORE ADVERTISING IF IT IS TO BE THOROUGHLY EFFECTIVE. NEEDS TO BE BETTER EMPHASISED IN LATER YEARS OF SCHOOL IN SEX EDUCATION. NEEDS TO BE MORE WIDESPREAD IE IN NEWSPAPERS, MAGS AND ON TV. NEVER SLEEP WITH DIRTY GINGE. NICE ONE! THANK YOU FOR THE THREE POUNDS. NOT ENOUGH NOT ENOUGH INFO ABOUT WHERE TO BE TREATED IF YOU NEED ADVICE OR HELP. PEOPLE ARE SURPRISINGLY IGNORANT ABOUT STI'S AND THIS CAMPAIGN IS A GOOD WAY OF INFORMING PEOPLE AND IT CONTAINS HUMOUR WHICH LIGHTENS THE SERIOUS POINT OF THE ADS. PEOPLE NEED MORE INFO ABOUT THEM. PEOPLE NEED TELLING ABOUT THEM AT A YOUNG AGE, BUT IT DOESN'T SINK IN TILL YOU FIND OUT ABOUT THEM FIRST HAND. PEOPLE NEED TO KNOW MORE PEOPLE NEED TO KNOW MORE PEOPLE NEED TO THINK ABOUT SEXUAL INTERCOURSE IN A MORE MATURE MANNER. PEOPLE WHO WANT TO TAKE "PRECAUTIONS" WILL; THOSE WHO DON'T WON'T UNLESS THE ADVERTS TERRIFY THEM TO THE POINT THAT THEY TAKE NOTICE. PERHAPS A VISUAL POSTER OF A SERIOUS INFECTION WOULD BRING PEOPLE TO THEIR SENSES. PERHAPS LIKE ITALIANS WE COULD HAVE MORE CONTRACEPTIVE VENDING MACHINES IN MORE PUBLIC PLACES. PERHAPS THE CAMPAIGN COULD PUT POSTERS UP IN MORE PLACES, ESPECIALLY WHERE THERE ARE YOUNG PEOPLE, AS IT SEEMS THAT THE AGE OF PEOPLE PARTAKING IN SEXUAL ACTIVITY IS GETTING YOUNGER. PERSONALLY, I'VE HEARD IT ALL BEFORE. BUT MOST PEOPLE ARE STUPID AND NEED REMINDING. PICTURES ARE GOOD. PLEASE MAY IT BE SHOWN AROUND MORE PLACES LIKE WORKING ENVIRONMENTS AND SCHOOLS PLEASE NAME A DISEASE AFTER DAZZ. HE DESERVES IT FOR THE AMOUNT OF TIMES THE WARTS CAME BACK. EVEN AFTER HE USED BLEACH. OUCH!!!! POSTERS COULD BE MORE INFORMATIVE E.G. STATISTICS ETC. POSTERS GOOD BUT MORE INFO COULD BE PUT ON THEM. SIMPLE STATEMENTS ARE BEST COZ YOU DON'T PAY A LOT OF TIME READING. PERHAPS A SERIES (LIKE BUD AD) THAT CARRIES ON. THANK YOU. POSTERS: NEED TO BE MORE OF THEM. CATCHY SLOGANS, GIVE AWAYS. PROMOTE IT MORE, GET CELEBS TO HELP ADVERTISE IT. PROVIDE MORE INFO ABOUT THE NON-COMMON DISEASES. PUT UP WARPED PICTURES OF GENITAL GRIMNESS RADIO WOULD BE A GOOD MEDIUM TO TARGET A YOUNG AUDIENCE. REMEMBER IT COMING ON WHEN MY PARENTS AROUND-EMBARRASSING! CAMPAIGN IS GOOD BUT ACTUALLY RECEIVING SUPPORT IS POOR. FOR EXAMPLE TRIED TO GO TO FAMILY PLANNING TO GET CONDOMS AND AM HAVING TO WAIT 3 WKS (STILL WAITING). NOT POSSIBLE TO GET FROM UNIV DR. SCHOOLS, YMCA, SPORT CENTRES SHOULD BE TARGETED MORE

SEEM TO ALWAYS BE DISPLAYED IN APPROPRIATE PLACES FOR TARGETED AUDIENCE.
SEX EDUCATION SHOULD BE TAUGHT AT A YOUNGER AGE.
SHOULD BE MORE LEAFLETS - ARE GOOD.
SHOULD BE POSTERS UP IN SCHOOLS AROUND WALES ABOUT ALL TRANSMITTED DISEASES
SHOULD BE UP IN TOILETS OF MORE PUBS AND CLUBS.
SHOW IT HOW IT IS! THE MILITARY IN BASIC TRAINING SHOW PHOTOGRAPHS OF ALL
DISEASES SO YOU KNOW WHAT TO LOOK FOR AND THAT WAS IN 1988 AND THAT HELPED ME
SEVERAL TIMES. IF YOU SHOW WHAT HAPPENS TO YOUR GENITALS WHEN INFECTED -
PEOPLE WILL TAKE NOTE!
SHOW POSTERS ABOUT WHAT DISEASE LOOKS LIKE (IF ANYTHING AT ALL).
SHOWN AROUND MORE PLACES ESP. PUBLIC TOILETS, SCHOOLS ETC.
SILLY ADVERTS, LITTLE CHILDISH. AIMED AT CERTAIN GROUP POSSIBLY.
SOME ACTUAL PHOTOS OF THE INFECTIONS WOULD SHOCK/DISGUST/SCARE PEOPLE INTO
TAKING MORE CARE. MAKE IT REAL RATHER THAN TRENDY.
START EDUCATIONAL PROCESS AT SCHOOL LEVEL MAKE THINGS A LOT EASIER/BETTER.
STILL NEEDS MORE EXPOSURE
STI'S ARE VERY SERIOUS ESPECIALLY DURING UNIVERSITY LIFE AS CASUAL SEX IS MORE
COMMON. I THINK TOO MANY PEOPLE ARE TOO NAIVE ESPECIALLY THOSE IN
RELATIONSHIPS, AS THEY THINK THEY DON'T NEED TO USE CONDOMS IF THEY ARE ON THE
PILL.
TARGET THE YOUNGER GENERATION.
TELLING PEOPLE TO BE SAFE
THANK YOU FOR MAKING MY LIFE COMPLETE.
THANK YOU FOR MY GIFT
THE CAMPAIGN IS NECESSARY AS MANY ARE NOT CAREFUL ENOUGH AND IT'S SCARY.
THE FACT THAT THE POSTERS MAKE YOU LAUGH INITIALLY, MEANS THAT YOU TAKE THE
TIME TO READ THEM.
THE MORE INFORMATION AND ADVERTISEMENT THE BETTER.
THE POSTERS ARE AN EXCELLENT IDEA AS THEY WILL BE VISIBLE TO YOUNG PEOPLE IN
CLUBS AND PUBS WHO ARE LIKELY TO BE SEXUALLY ACTIVE AND NOT AS INFORMED ABOUT
LESSER KNOWN STDS.
THE POSTERS ARE COOL AND ATTRACTIVE, AND CATCH THE EYE. THEY ARE WELL-PLACED
AND EASILY ACCESSIBLE.
THE POSTERS ARE REALLY FUNNY AND MADE ME LAUGH OUT LOUD.
THE POSTERS ARE REALLY GOOD BECAUSE THEY GIVE YOU SOMETHING TO LOOK AT WHEN
YOU GO TO TOILET.
THE POSTERS MAKE YOU STOP AND THINK! PERHAPS MORE INFO NEEDED - BUT NOT TOO
GRAPHIC. COULD CONDOMS BE FREELY AVAILABLE AS YOU HEAR STORIES OF KIDS USING
MARS BAR WRAPPER.
THE POSTER'S ON THE BACK OF TOILETS DOOR'S SEEM EXTREMELY AFFECTIVE.
THE POSTERS USED ON THE BACK OF TOILET CUBICLE DOORS SERVE AS A REMINDER AND
MAY HINDER ANY RASH DECISIONS.
THE PUNS ARE UNNECESSARY/NO NEED FOR COMIC RELIEF AS IT DISTRACTS FROM THE
ISSUE AT HAND. THEY COULD ALSO BE SEEN AS PATRONISING. A MORE SHOCKING PICTORIAL
ADVERT OF THE EFFECTS OF STDS WOULD BE BETTER AS EVERYONE PRETTY MUCH KNOWS
ABOUT CONDOMS.
THE WAITING LIST FOR THE G.U.M CLINIC IS TOO LONG.
THERE SHOULD BE MORE LEAFLETS, POSTERS AND FREE CONFIDENTIAL ADVICE AVAILABLE
TO STUDENTS IN STUDENT UNIONS.
THERE SHOULD BE MORE CAMPAIGNS MORE OBVIOUS AND THREATENING.
THERE SHOULD BE MORE INFO ABOUT WHERE TO GO IF YOU ARE WORRIED AND MORE
SHOULD BE DONE IN SCHOOLS TO EDUCATE TEENAGERS.
THERE SHOULD BE MORE LEAFLETS WITH DETAILS.

THERE SHOULD BE MORE POSTERS AROUND.

THERE'S NOT A LOT YOU CAN DO TO STOP SEXUALLY TRANSMITTED INFECTIONS FROM BEING SPREAD, BUT EVERY BIT HELPS.

THEY KEEP REMINDING ME I HAVEN'T HAD SEX FOR A WHILE!

THEY SHOULD BE IN MORE MAGAZINES.

THEY'RE MORE USEFUL IN COLLEGES/UNIVERSITIES AS PEOPLE WON'T BE DRUNK TRYING TO READ THEM. ONCE IN YOUR FACE IT'S EASY NOT TO READ THEM.

THINK IT IS A GOOD IDEA TO PUT POSTERS UP IN PUB TOILETS - EVERYONE GOES TO THE LOO. THINK IT'S A GOOD THING TO MAKE PEOPLE AWARE. KEEP DISPLAYING POSTERS IN THE TOILETS, PEOPLE ARE LOOKING AT THEM.

THIS CAMPAIGN SHOULD BE DIRECTED MORE TOWARDS THE YOUNGER GENERATION IE COMPREHENSIVE SCHOOL PUPILS.

THIS IS A GOOD CAMPAIGN MAKING PEOPLE THINK ABOUT SEX AND SAFETY

THROUGH MY EXPERIENCE YOU SHOULD USE A CONDOM, BUT AFTER A FEW BEERS I DON'T. I WISH I HAD, PEOPLE SHOULD TAKE MORE CARE, BUT THEY DON'T.

TO ADVERTISE MORE WITH LEAFLETS THAT YOU CAN TAKE AWAY AND READ MORE CAREFULLY.

TOO IMPORTANT TO BENEFIT FROM GENTEEL APPROACH. POSTERS IN TOILETS ARE A BRILLIANT PLACE TO REACH AS MANY AS POSSIBLE. THE ADS ARE WITTY AND APPEAL TO ME ON THAT LEVEL.

USEFUL

USEFUL FOR ALL TEENAGERS. VERY GOOD WAY TO PROMOTE SEXUAL HEALTH.

USEFUL IF YOU DON'T ALREADY KNOW.

VERY ACCESSIBLE AND DEALT WITH IT IN A NON-PATRONISING WAY.

VERY GOOD - MAKES PEOPLE MORE AWARE.

VERY GOOD AND USEFUL

VERY GOOD IDEA - AS PEOPLE WILL READ THEM AND SOMETHING LIKE THIS NEEDS TO BE DONE TO PREVENT SO MANY STD'S AND TEENAGE PREGNANCIES. VERY GOOD KEEP UP THE GOOD WORK.

VERY GOOD IDEA.

VERY GOOD!

VERY GOOD, I FULLY SUPPORT IT! VERY INFORMATIVE, HELPS PEOPLE'S PERSONAL HEALTH AND WELL-BEING.

VERY GOOD, RELEVANT CAUSE.

VERY GOOD.

VERY HELPFUL PARTICULARLY FOR YOUNG PEOPLE.

VERY HELPFUL, MADE ME REALISE HOW IMPORTANT USING PROTECTION IS

VERY USEFUL AND HELPFUL.

VERY USEFUL. PROVIDES YOUNG PERSONS WITH GENERAL INFORMATION ABOUT S.T.I AND URGES THE IMPORTANCE OF PROTECTION.

VERY WELL-ADVERTISED AND A VERY WORTHWHILE CAUSE.

WELL AIMED AND THOUGHT OUT.

WHEN YOU DO NOTICE THE ADVERTS IT DOES MAKE ME THINK OF WHAT I MAY DO WHEN I AM OUT THAT WEEKEND.

WICKED

WISH THERE WAS MORE INFO ON DISEASES YOU CAN CATCH. ALWAYS THINK IT WON'T HAPPEN TO YOU BUT YOU NEVER KNOW. FRIGHTENING THOUGHT

WOULD LIKE TO SEE MORE AWARENESS TO S.T.D. BEING MADE

WRITING MORE ABOUT OUR OWN INFECTIONS ABOUT SYMPTOMS, THE DIFFERENT INFECTIONS SHOWING AND WHAT IT CAN DO TO YOU LONG-TERM. MORE CONDOMS FOR NOTHING IN MORE USEFUL PLACES.

YES, IT MAKES PEOPLE MORE AWARE ABOUT WHAT CAN HAPPEN IF YOU SLEEP AROUND.

YOU ARE DOING A FANTASTIC JOB - KEEP UP THE GOOD WORK!

YOU CAN NEVER HAVE ENOUGH INFORMATION.
YOU SHOULD TELL PEOPLE THE EFFECTS OF CHLAMYDIA AND OTHER STD ON THE POSTER.
THIS WOULD ENCOURAGE PEOPLE TO USE CONDOMS MORE.
YOU'RE DOING A GREAT JOB, KEEP IT UP!!