



# Convenience Advertising

**Evaluation of the Convenience Advertising  
Medium and Health Promotion Unit Messages  
for  
the Department of Health Ireland**

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**Researched and Reported by**

**Maria O' Beirne M.Soc.Sc.**

## Executive summary of results and conclusions from the December evaluation

We conducted our evaluation in two phases, phase one in two entertainment venues and phase two in a regional technical college.

### Main findings in phase one of evaluation

Our sample of patrons in Baddobbs and Sinnotts, fulfilled the demographic profiles of the targeted audience. According to our findings our sample 85% of the respondents were aged between 20 and 35 years, 86% of the respondents were single. Eighty five percent of the respondents seldomly visited the venues where they were interviewed. On the basis of this important variable, the following results were observed.

1. Sixty six percent of respondents had seen one or more of the nine messages in the campaign .
2. Messages two, one, three and six were most frequently recognised and recalled by male respondents.
3. Messages two, four, six and three were most frequently recognised and recalled by female respondents.
4. Most of the messages identified were seen within the week previous to the study.
5. Forty three percent of the respondents saw the messages in the venues where the evaluations were conducted.
6. Fifty percent of the respondents recalled that the messages were in colour. Forty eight percent of the respondents recalled that the messages were in black and white. The respondents who recalled the messages in black and white may have been influenced by the black and white copies of messages used on display boards.
7. The respondents were asked to rate the messages in terms of their easiness to remember on a scale of 1 to 5 (with one being a low value and five being a high value). Over 60% of the respondents gave all nine messages a rating of between 4 to 5 .
8. Using the scale of 1 to 5, the respondents were asked to rate the usefulness of the messages to inform people about HIV and AIDS and over 70% of the respondents gave a rating of 4 to 5 for the nine messages.
9. The respondents were asked to rate the messages for ease of understanding using a scale of 1 to 5 and 85% of the respondents gave a rating of 4 to 5 for the nine messages.
10. According to the male respondents messages two and four were most frequently selected as the easiest of all nine messages to understand. Similarly messages two and four were selected by female respondents as the easiest messages to understand.
11. Messages two and four were identified by male and female respondents as the easiest messages to remember.
12. Messages two and nine were identified by male respondents as the most informative of all the messages. Messages two and four were identified by female respondents as the most informative of all of the nine messages.

13. Respondents were asked whether they considered that good quality correctly used condoms were adequate to offset HIV and AIDS and 80 % of the respondents stated that condoms would provide adequate to very adequate protection.

14. Eighty five percent of the respondents stated that they would use condoms when having sex.

These findings indicate that even with a sample who did not frequently attend the venues where the evaluation was conducted, sixty percent of the respondents recalled one or more of the messages. Overall messages two "*safer sex it's your choice insist on it*" and four "*If you go to bed with someone ....*" have been identified as the most useful, informative, memorable messages. With regard to the use of condoms over 80% of the respondents stated that they would use condoms when having sex as they considered that they were adequate to offset HIV and AIDS.

#### Main findings from phase two of the evaluation

According to our survey, 90% of the respondents were aged between 17 and 20 years and were mainly second year students. On average 68% of the students have used the toilets in the two campuses in Letterkenny Regional Technical College. On the basis of these basic criteria the following results were observed.

1. According to our results, approximately 82% of all respondents had observed at least one of the nine messages.
2. Message four and one were most frequently recalled by male respondents. In contrast messages four and three were recalled most frequently by female respondents.
3. Eighty nine percent of the respondents saw the messages in the campus.
4. Sixty one percent of the respondents stated that the messages were in colour.
5. The respondents were asked to rate the messages using a scale of 1 to 5 on the following criteria.

With regard to the offensiveness of the messages between 76 and 95% of the respondents gave a rating of 1 to 2.

With regard to the ease of understanding between 60% and 87% of the respondents giving a rating of 4 to 5.

With regard to the innovativeness of presentation, approximately a third of the respondents gave a rating of 1 to 2, a third gave a rating of 3 and a third gave a rating of 4 to 5. Similarly a third of the respondents gave a rating of 1 to 2, 3 and 4-5 for the relevance of the messages to their own lives. There was a higher proportion of females who gave a rating of 4 to 5 for the relevance of the messages for their lives.

Between 50 and 78 percent of the respondents gave a rating of 4 to 5 for the ease of remembering the messages.

6. The respondents were asked to select the message which they considered to be easiest to understand. Messages two and six were selected most frequently by male respondents.

Messages two, four and six were selected most frequently by female respondents.

7. Messages two and four were most frequently selected by male respondents as the message which is the easiest to remember. Messages two and six were selected by female respondents as the message which is easiest to remember.

8. Messages six and four were selected by male and female respondents as the most informative of all the messages.

9. The respondents were asked whether they considered condoms would provide adequate protection against HIV and AIDS. Over 80% of the respondents considered that condoms provided adequate to very adequate protection against HIV and AIDS. Between 60 and 78 percent of the respondents stated that they have used condoms in the past. Between 86 and 88 percent of the respondents stated that they would use condoms in future.

From these results we can say that there was a very high recall rate for the messages. Message two " *HIV and AIDS : safer sex, its your choice, insist on it* ", four " *If you go to bed with someone* " and six " *You cannot get HIV infection by ...* " were most frequently selected by the respondents, for being informative, memorable, useful. With regard to the impact of the medium, the results indicate that the medium is a good disseminator of information to people and that people do notice the messages, even when they have been infrequent visitors to the premises where the messages are displayed.