



Convenience Advertising

DRAFT

Coopers
& Lybrand

Health Promotion Agency for NI
Evaluation of Convenience Advertising Campaign
Draft Report dated October 1996



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I Executive Summary

Survey of young people

101 518 young people were interviewed at 20 of the venues which participated in the 'Convenience Advertising' campaign. The sample was representative in terms of age, gender and socio-economic background.

- 91% of those interviewed attended a participating venue at least on a monthly basis. All those interviewed had attended a participating venue at least once in the previous six months.
- 70% were aware of 'safer sex' or 'HIV' advertising. This figure rose to 76% after further prompting. Of this figure, 57% were able to say spontaneously that they had seen the advertising in toilets, pubs or nightclubs and on prompting this rose to 79%.
- In total 60% of the sample were able to say, without seeing the posters, that they were aware of the HPA's 'Convenience Advertising' campaign. 69% of the total sample recognised the campaign when they were shown the posters.
- Those least likely to recognise the posters were occasional visitors to the participating venues, those aged 25-35 and the DE socio-economic groups.
- There was some evidence of fatigue or familiarity with the posters with 12% not reading the posters at all when they last encountered the advertising.
- Two thirds of those who had seen the posters had read them fully. Those least likely to have read them were those aged 25-35 and males.
- It was thought that the campaign was mainly aimed at those aged 17 to 25 years. However all but 9% agreed with the statement that the posters were aimed at people like them.
- The main messages coming through were 'to use condoms' and 'diseases can be caught from unprotected sex'. There was less awareness of the message about 'knowing your partner's sexual history' and 'the need to wear a condom even if your partner is on the pill'.
- 29% of respondents had discussed the advertising with their friends.
- 96% expressed the opinion that the posters told them nothing they didn't already know.
- Reactions to the posters were generally very positive with the vast majority agreeing that they were 'eye catching', 'easy to understand' and that locating them in toilets was a very good idea.

- 22% thought there should be more information on the posters and 20% thought they were too bright and jazzy.
- Around one third said that, as a direct result of the campaign, they were more aware of and better informed about safer sex, HIV and AIDS, and were more likely to use condoms. However around one in five claimed that they did not learn anything from the campaign.

Venue owners/managers survey

- Interviews were conducted with 38 of the 51 pub owners/managers who participated in the campaign.
- 79% of respondents were very willing to participate in the campaign.
- Few owners remembered refusing to allow particular posters on the premises.
- There was little incidence of customers complaining about the campaign.
- 58% of owners/managers had experienced problems with posters being vandalised. These problems related to the posters being taken off the wall - this was not always viewed negatively.
- The owner/managers reaction to the campaign was positive with the vast majority agreeing that the location of the posters was a good idea, that the posters were easy to understand, and that they had a responsibility to customers to display this type of advertising.
- 90% of respondents had condom vending machines on their premises and of the rest, all but one would consider installing them.
- Few of the owners/managers were aware of the amount of sales from the condom machines. Of those that were, sales were generally thought to have remained the same during the advertising campaign.
- The vast majority said that they would be willing to participate in future campaigns and a third said that they would be willing to maintain the posters at their site.

Conclusions and recommendations

102 We would like to stress that the results of this survey are very positive. The high awareness levels of the campaign indicate that it has been a very effective method of reaching your target audience.

- **We would recommend that this type of targeted advertising should be considered for future campaigns. However careful consideration needs to be given to the target audience and the type of topic that is suitable for this sort of campaign.**

103 The location appears to have been effective in contributing to the success of the campaign. The level of recall for the toilet location was among the highest recorded when compared to any of the previous research conducted for the HPA. It was higher than TV advertising which normally scores well in this type of research evaluation.

104 The location appears to work particularly well for females with women more likely to have read the full poster. This may be because they have more privacy to read the poster as they have no alternative to using the cubicles. Males may feel more inhibited about reading the full poster in the less private urinal area of the toilets.

- **We would recommend that using the toilet areas of social venues for advertising should be used in the future if there is a need to target this particular audience. Again caution should be adopted when considering which topics to address.**

105 The main messages of using condoms and safer sex appear to be getting through however, there was a lower level of recall for messages specific to this campaign such as the need to get to know their partner's sexual history and the need to use condoms even with other contraceptions.

- **Those messages which are not being recalled as frequently could be developed in future campaigns.**

106 It appears that some respondents are becoming familiar with the posters and no longer feel as compelled to read them fully.

- **Caution should be adopted in estimating the further effectiveness of this campaign if it was to continue in its current format as further fatigue may develop. Ways of developing the campaign further should be considered.**

107 Although it was the intention of the campaign to target 18 to 35 year olds most respondents felt that the posters were not aimed at those aged over 30. Also those aged over 25 were less likely to have read the poster in full. In reality it may be difficult to target such a wide age group using one technique.

- **If you specifically wish to target those aged 25-35 it may be more effective to use alternative techniques.**

108 The vast majority believed they hadn't learnt anything new from the posters however this is perhaps not as important as keeping awareness of the issues high.

109 This type of advertising was well received by venue owners/managers.

- **The findings from this research and the venue owners/managers themselves could potentially be used as advocates to help extend the advertising to other venues.**

110 Over half of the venue owners/managers had experienced vandalism of the posters.

- **Other methods of displaying the posters should be investigated. Employing the venue owners/managers to maintain the sites may help to alleviate some of the problems which arise from vandalism of the posters.**

111 Venue owners/managers were not able to recall the posters which they had originally rejected from displaying.

- **As the venue owners/managers are now familiar with the campaign, it may be worthwhile to reaffirm with them which posters can be displayed.**

II Our approach

Terms of reference

201 In the following section we have outlined our approach to the research to evaluate the effectiveness of The Health Promotion Agency's Sexual Health Campaign.

202 The first stage of the project was to review and agree, at an initial project meeting, the methodology behind the survey. At this meeting the objective was to agree the terms of reference, set up reporting procedures, and set key reporting dates.

203 The objectives of the research were:-

- to examine the effectiveness of the location for providing information;
- to examine the advantages/disadvantages of receiving information when socialising;
- to examine the recall of messages;
- to explore views of the messages;
- to examine the impact of the posters; and
- to examine the views of owners/managers.

204 The next stage was to assess the previous research carried out on the campaign. This allowed us to review any key issues that arose from the previous research and therefore enabled us to address these issues in a comprehensive manner for this research.

205 The first stage of the research involved a telephone survey of the venue owners/managers who participated in the fieldwork campaign. They were contacted firstly by post to make them aware of the survey taking place, and secondly by telephone in order to complete a semi-structured questionnaire. 38 interviews were achieved. A questionnaire was designed addressing the key issues of the research (Appendix A).

206 The main body of research was carried out by the completion of interviews with 518 young people who frequented the sites at which the campaign had been undertaken. A sample of 20 sites were identified and 25-26 respondents interviewed at each site. Sites for the sample were chosen by the following criteria to provide a balanced sample in terms of:-

- location;
- size; and
- customer profile.

207 A quota was placed on the interviewees to ensure the sample was representative of Northern Ireland's 'single' population, in terms of age, sex and socio economic grouping. The required quota and the achieved numbers of interviews are set out in the table 2.1.

Table 2.1

Young peoples survey quotas

		% Expected	% Achieved
Age	18-19	23	23.9
	20-24	44	43.5
	25-35	33	32.4
Gender	male	56	55.7
	female	44	44.1
SEG	ABC1	40	45.9
	C2DE	60	53.9

208 Quotas were not placed on sexual activity however, 80% of respondents indicated that they were sexually active, 18% said they were not sexually active and 2% declined to answer. 35% of those aged under 19 and 28% of females said they had never been sexually active.

209 In order to produce a more detailed analysis of the effectiveness of the campaign a series of mini-depth interviews were conducted. This allowed a more qualitative response to be explored by the interviewers. The mini-depth interviews lasted in the region of 20 minutes and covered the same core issues in enhanced form and hence provided reasoning behind many of the quantitative results of the survey.

210 After the completion of all the interviews the questionnaires were collated and entered onto computer using our in-house team to edit, code and input the data. Analysis was then completed using a statistical software package. We will now discuss the key findings in the following sections.

Figure 3.1

Last visit to the venue

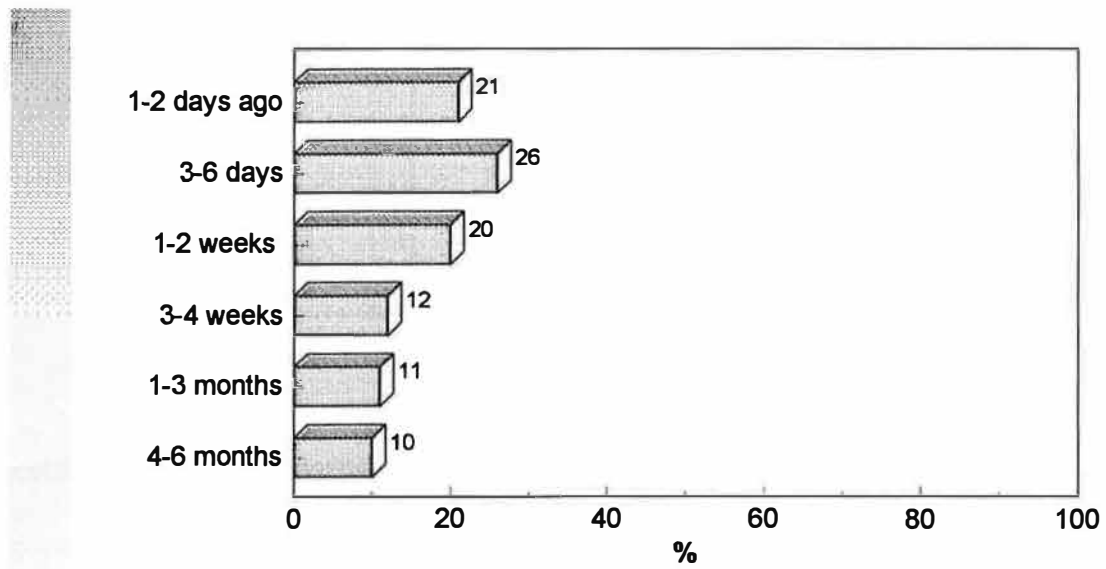
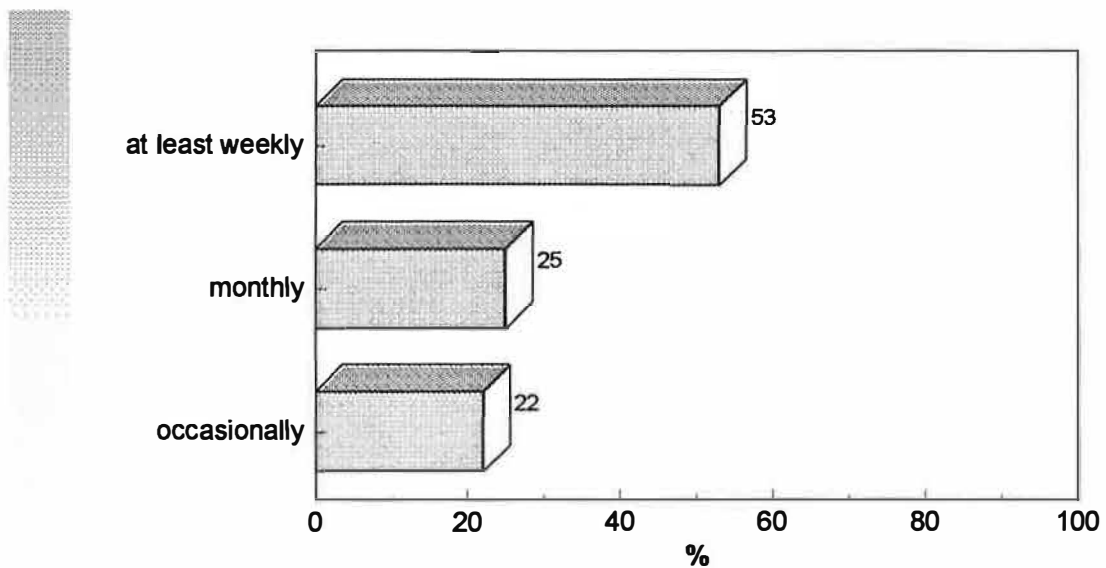


Figure 3.2

Frequency of visiting venue



III Key findings from the young people's survey

Frequency of visiting social venues

301 All respondents had visited the venue they were attending on at least one occasion in the previous 6 months, thus ensuring that all those interviewed had potential exposure to the campaign. Two third (67%) had visited the venue in the previous 2 weeks. (Figure 3.1)

302 Over half (53%) were regular visitors and frequented the venue on a weekly basis, a further quarter (25%) made monthly visits and 22% visited occasionally. (Figure 3.2)

303 Further exposure to the advertising campaign may potentially have occurred during visits to other participating venues. Therefore respondents were questioned about their frequency of visiting these other venues.

304 From the information provided we were able to classify respondents into three categories based on their frequency of visiting the participating venues. Table 3.1 details these categories:

Table 3.1

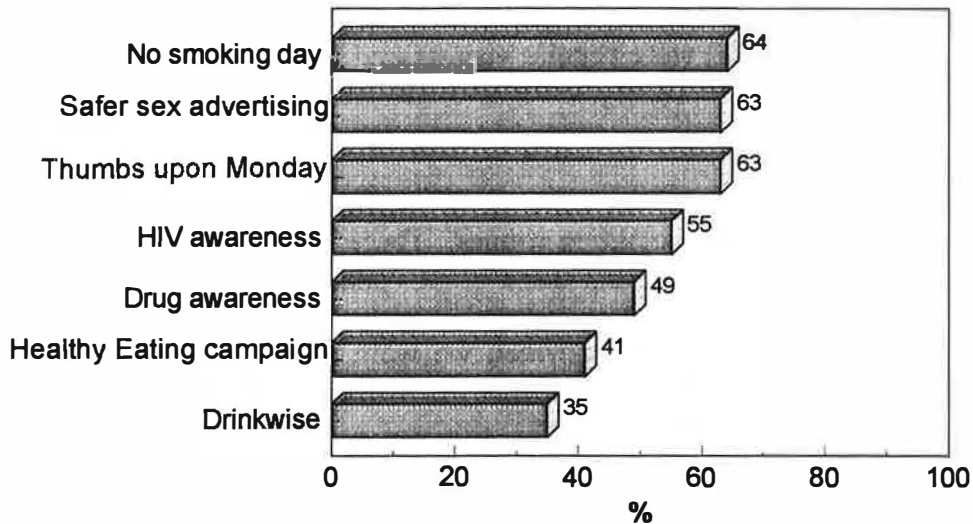
Frequency of attending participating venues

Frequent exposure to the advertising (attended a participating venue at least once a week)	71%
Regular exposure to the advertising (attended a participating venue at least once a month)	20%
Occasional exposure to the advertising (attended a participating venue less than once a month)	9%

305 This pattern of visiting the participating venues means that the vast majority of respondents have potentially been exposed to the advertising campaign on a frequent or regular basis.

Figure 3.3

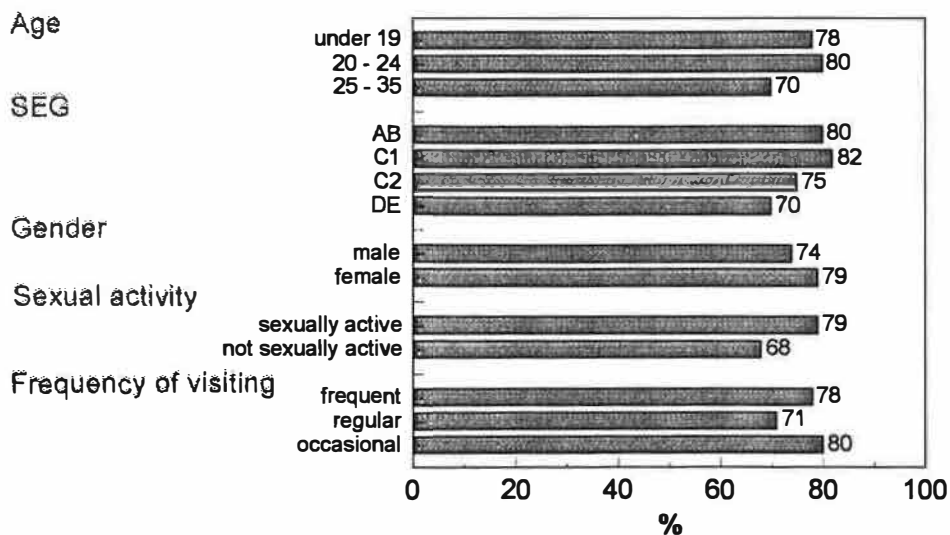
Awareness of recent advertising campaigns



* 70% were aware of either "safer sex" or "HIV awareness" advertising

Figure 3.4

Awareness of "safer sex" or "HIV" advertising



Awareness of 'Safer Sex' or 'HIV' advertising

306 To give an indication of the comparative awareness of 'safer sex' or 'HIV' advertising respondents were asked if they had heard of or noticed a number of different advertising campaigns.

307 The greatest awareness was for 'No smoking day' (64%), closely followed by the Fire Authority's 'Thumbs Up On Monday' television campaign (63%) and 'safer sex' advertising (63%). There was also high awareness of 'HIV' advertising (55%). (Figure 3.3)

308 Those who were interviewed at venues outside Belfast were more likely to report having seen 'safer sex' advertising (70% compared to 61% of those in Belfast).

309 In total, 70% said that they were aware of either 'safer sex' or 'HIV' advertising. After further prompting this rose to 76% of the sample.

310 Overall awareness was least for those aged 25-30 (70%), the DE socio-economic grouping (70%) and those who said they were not sexually active (68%). (Figure 3.4)

311 The level of awareness of 'safer sex' and 'HIV' advertising appears to be high in the sample which we interviewed. However, when we compared the level of awareness for other advertising campaigns to results from previous research conducted for the HPA the levels of awareness were broadly similar. (Appendix B).

Figure 3.5

Location in which they had seen "safer sex" or "HIV" advertising

(Base: Those who have seen "safer sex" advertising n=394)

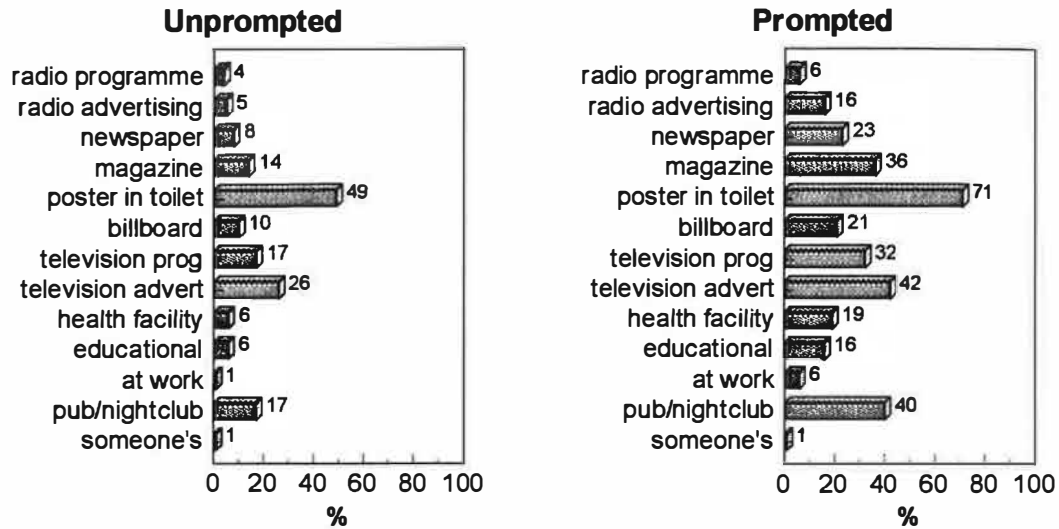
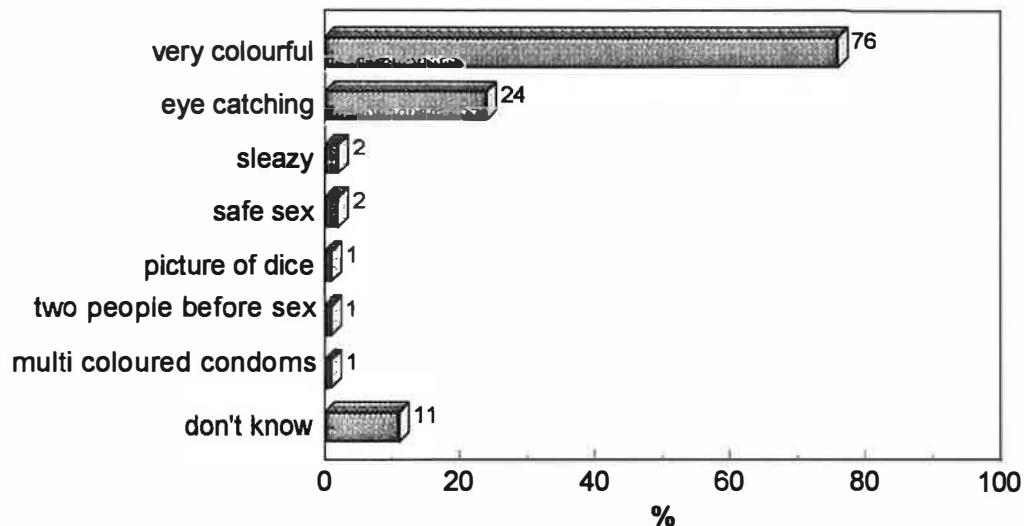


Figure 3.6

Unprompted recall of how the campaign looked

(Base: Those who have seen the advertising in toilets/pubs/nightclubs n=312)



Awareness of the "Convenience Advertising" campaign

312 There are a number of 'safer sex' and 'HIV' campaigns other than the 'Convenience Advertising' campaign. Therefore it was necessary to probe further to assess if the levels of awareness related to this particular campaign. We did this by asking respondents where they had seen the advertising.

313 Almost half (49%) of those who had seen 'safer sex' or 'HIV' advertising were able to say, **unprompted**, that they had seen it on a poster in toilets. 18% reported seeing the advertising in a pub or nightclub. In total, 57% had seen the advertising in either of these places. (Figure 3.5)

314 When prompted the level of awareness for advertising in either of these two places increased from 57% to 79%.

315 This represents 60% of the total sample interviewed reporting that they were aware of the 'Convenience Advertising' campaign without actually being prompted by the posters. This is a good result given that a television campaign such as 'Thumbs up on Monday' had 63% awareness.

Unprompted recall of how the campaign looked

316 Those who reported they had seen the campaign in toilets or a pub or nightclub were asked to describe how it looked.

317 Three quarters (76%) described the posters as 'very colourful' and 25% said they were eye catching, small percentages were able to give descriptions of the pictures which appeared on the posters. (Figure 3.6)

Figure 3.7

Unprompted recall of what the campaign said

(Base: Those who have seen the advertising in toilets/pubs/nightclubs n=311)

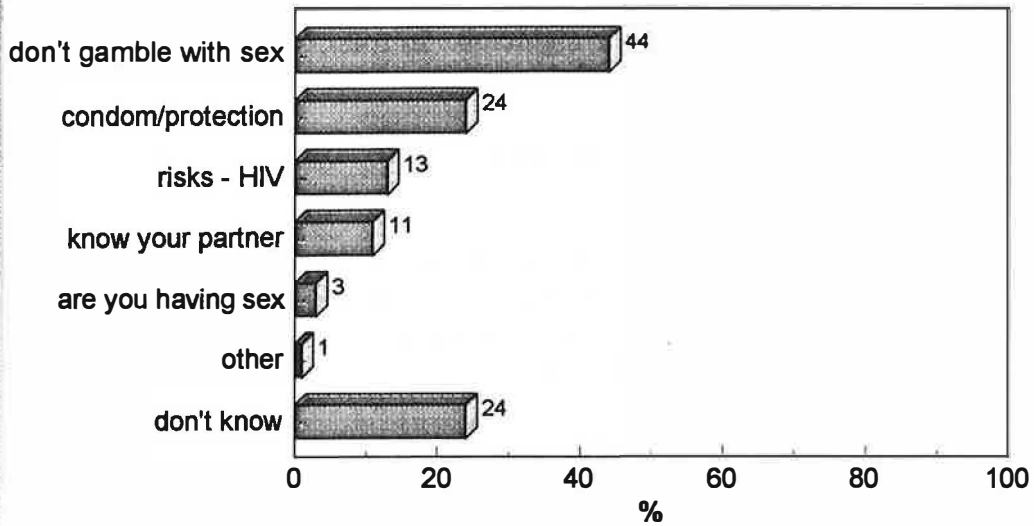
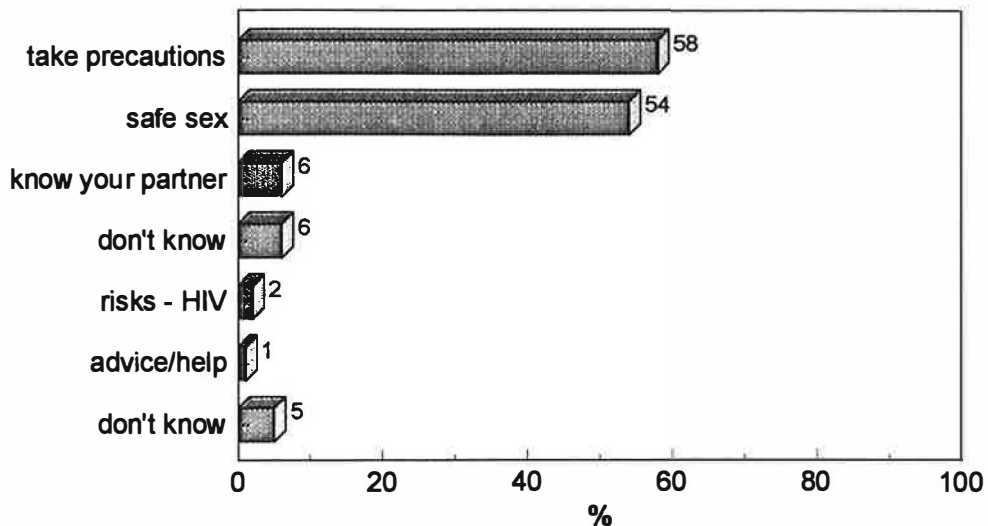


Figure 3.8

Unprompted recall of the campaigns message

(Base: Those who have seen the advertising in toilets/pubs/nightclubs n=310)



Unprompted recall of what the campaign said

318 'Don't gamble with sex' was the description which was remembered most often (44%). Just less than a quarter (24%) recalled that the posters mentioned condoms and being protected. 24% did not know what the campaign said. (Figure 3.7)

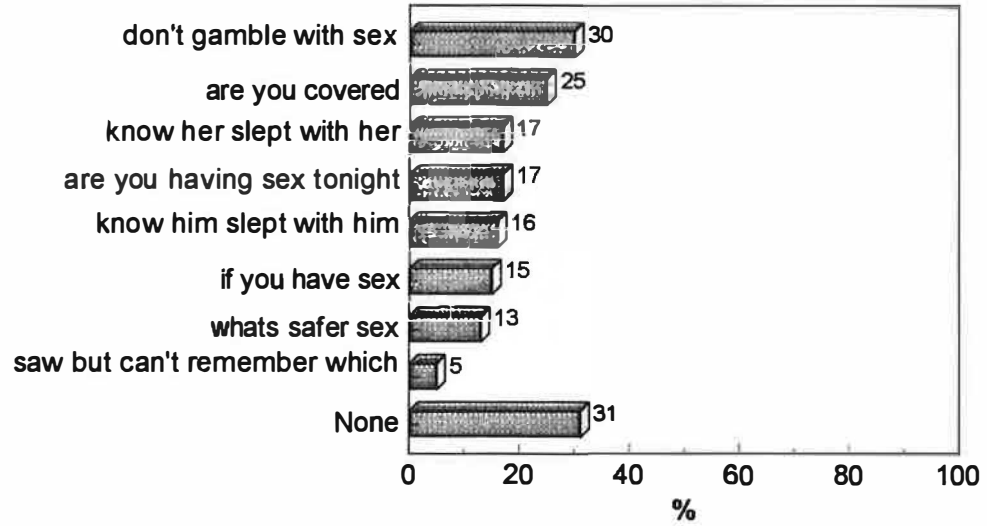
Unprompted recall of the campaigns message

319 The message which was recalled most often by respondents was 'To take precautions/carry condoms' (58%). 54% said it was about safer sex. Only 6% mentioned 'knowing your partner'. (Figure 3.8)

320 The main messages of taking precautions and safer sex were recognised in total by 89% of the respondents who were aware of the advertising. However the message of 'knowing your partner' does not appear to be as high in the respondent's consciousness. The need to use condoms even if using other contraception was not specifically recalled. This may be an area which could be developed in the future.

Figure 3.9

Awareness of campaign posters



Recognition of the Posters

321 All respondents were shown the posters which were used in the advertising campaign and asked to indicate those which they had seen before.

322 Almost a third (31%) did not recognise the posters. This was most prevalent among those who did not attend the participating venues frequently, those aged 25-35 and C2DEs (Table 3.2).

Table 3.2 Incidence of not having seen the posters

		%
Frequency of attending venues	frequent	27
	regular	38
	occasional	50
Age	< 19	35
	20 - 24	24
	25 - 35	39
Gender	male	31
	female	31
SEG	AB	25
	C1	23
	C2	36
	DE	39
Activity	sexually active	31
	not sexually active	34
Location	Belfast	26
	Outside Belfast	32

323 Awareness was highest for the 'Don't gamble with sex' poster (30%). A quarter (25%) recognised the 'Are you covered' poster and 25% recognised either of the 'Know him/her, slept with him/her' posters. (Figure 3.9)

324 Details of the awareness of each poster by venue attended are enclosed at Appendix C.

Initial Reaction to the Poster

325 Those who participated in the enhanced survey described their initial reaction to the poster campaign as:

	%
• a good idea	14
• attention grabbing	14
• bright/colour/bold	10
• thought it made sense	7
• to the point	7
• scared/shocked	7
• was interested in what it had to say	5
• made them think	5
• was nothing new	5

Current Thoughts on the Posters

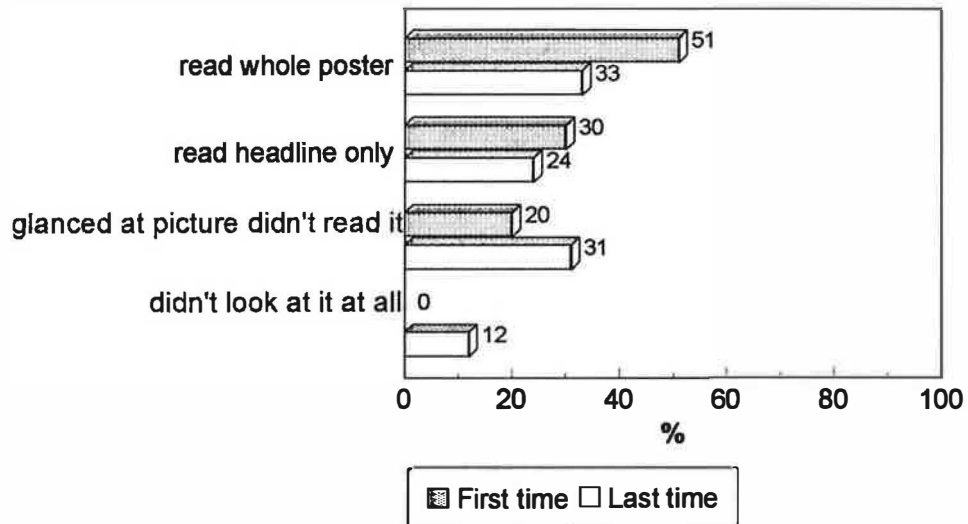
326 The following statements describe their current thoughts on the posters.

	%
• a good idea	28
• eye catching/bright	15
• should be changed at intervals	7
• informative	7
• makes you think	5

Figure 3.10

The way in which the poster was read

(Base: Those who have seen the posters n=358)



Familiarity with the campaign

327 When designing this research we realised that there may be an element of fatigue or familiarity regarding the poster campaign due to the length of time it has been ongoing.

328 In an attempt to measure this we asked respondents how much of the poster they read when they first and last saw it.

329 While just over half (51%) read the whole poster when they saw it first, this figure was reduced to 33% when they saw it last. (Figure 3.10)

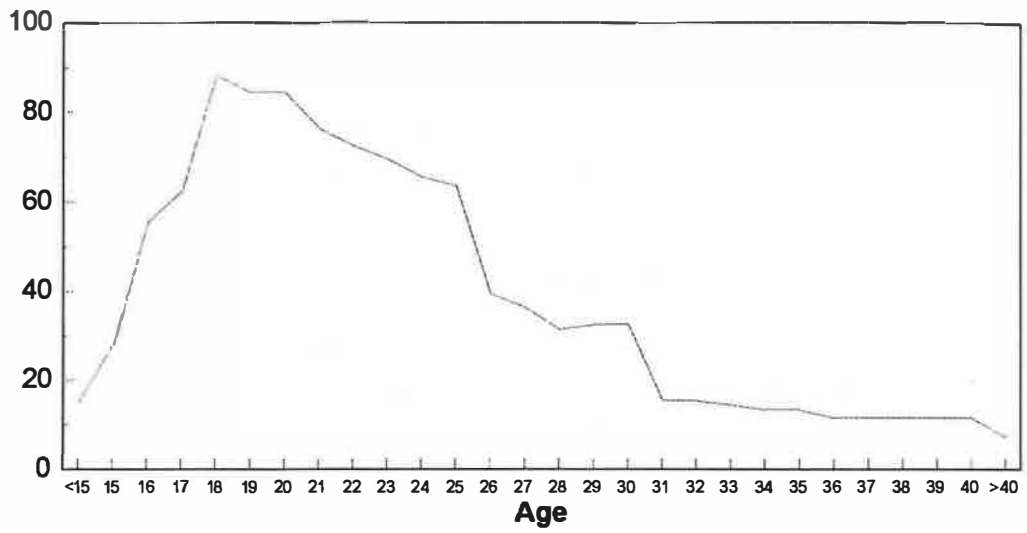
330 While it was less likely that the poster was last read in full there was a higher proportion (31%) who glanced at it. 12% said they didn't look at it at all when they saw it last.

331 It would appear that respondents are becoming familiar with the posters and no longer feel as compelled to read them fully. However few do not notice them at all indicating that the majority are still aware of them. Caution should be adopted in estimating the further effectiveness of the campaign if it was to continue in its current form as further fatigue may develop.

Figure 3.11

Age range at which the campaign is aimed

(Base: Those who have seen the posters n=358)



Incidence of reading the whole poster

332 Two thirds (66%) of those who had seen the poster had read it fully at some time. Those least likely to have read it were those aged 25-35 and males. (Table 3.3)

333 Although the campaign is aimed at the 18-35 year old groups this perhaps indicates that it is not as appealing to the older age group.

Table 3.3 Incidence of reading the whole poster
Base: Those who have seen the posters

		Read the whole poster %	Didn't read the whole poster %
All		66	34
Age	< 19	72	28
	2-24	72	28
	25-35	52	48
Gender	male	60	40
	female	75	25
SEG	AB	65	35
	C1	73	28
	C2	63	37
	DE	63	37
Activity	sexually active	64	36
	not sexually active	74	26

The age group at which the campaign is aimed

334 Respondents were asked to indicate the age group at which they thought the posters were aimed. From figure 3.11 it can be seen that the 17 to 25 year old age group attracted most of the responses. Responses tailed off considerably after age 26.

335 The same pattern was found across all age groups although those aged 25-30 were more likely to say that the campaign was aimed at those aged up to 30. However there was little difference across the age groups with the number saying the campaign was aimed at the 31 plus age group.

336 This indicates that, while it is the aim of the campaign to target the 18-35 year age group, it is thought not to be as appealing to those aged over 30.

337 In reality it may be difficult to target such a wide age group using one technique.

Figure 3.12

The main message of the campaign

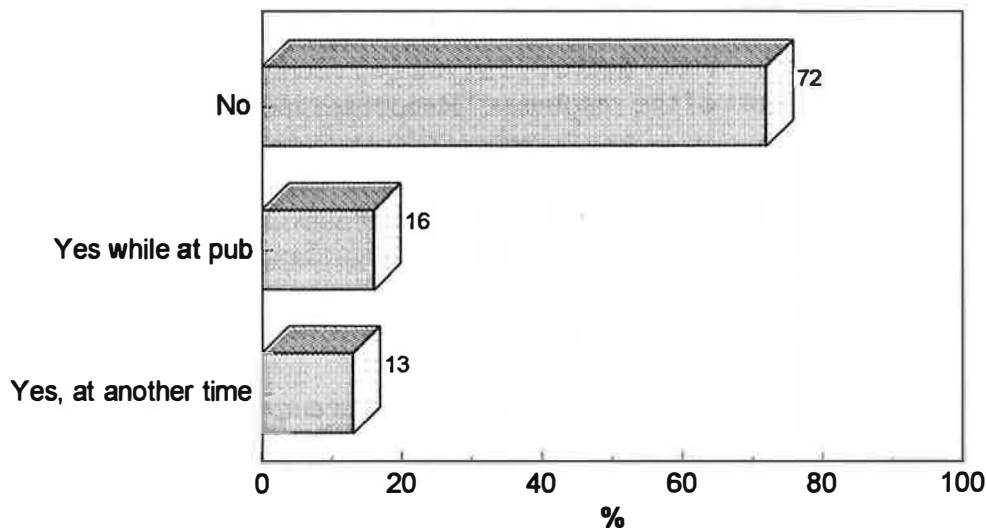
(Base: Those who have seen the posters n=358)



Figure 3.13

Incidence of discussing advertising with friends

(Base: Those who have seen the posters n=358)



The main message of the campaign

338 Those who had seen the posters were asked to describe the main message of the campaign.

339 Over two thirds (68%) said that the main message was 'to use a condom when you have sex'. 40% said it was that 'you could catch diseases from unprotected sex.' (Figure 3.12) Again as indicated in paragraph 320 there was a low awareness for the campaign messages 'to know your partners sexual history' (14%) and 'you should use a condom even if you use other contraceptives' (15%).

Incidence of Discussing the Advertising with Friends

340 Almost three quarters (71%) reported that they had not discussed the advertising campaign with their friends. 16% had discussed it while in the pub or nightclub and 13% had discussed it at another time. (Figure 3.13)

341 During the enhanced interviews it emerged that the conversations were based around the following:

- what was on the poster;
- joking about the poster;
- discussing the effectiveness of the advertising;
- quoting the headlines to friends;
- about the dangers of unprotected sex; and
- about how sexual partners are chosen.

Figure 3.14

Posters tell anything new

(Base: Those who have seen the posters n=358)

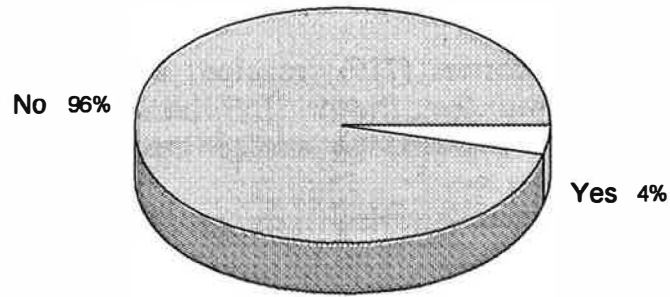
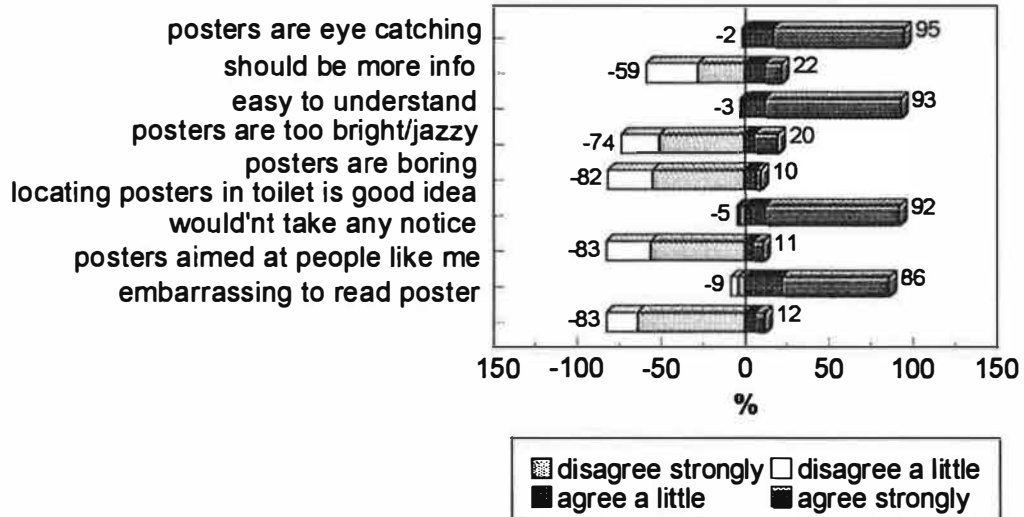


Figure 3.15

Opinions about the posters

(Base: Those who have seen the posters n=358)



Incidence of learning from the posters

342 When asked if the posters told them anything they didn't already know, the majority of respondents (96%) said 'no'. (Figure 3.14)

343 For those that did learn something the main things were:

- that there is a GUM clinic;
- who to ring if in trouble;
- what happens if you sleep around;
- to be careful/to use condoms to prevent HIV; and
- about HIV.

344 A small number also mentioned that the poster helped to keep them aware that 'safer sex' is important.

Opinions about the posters

345 Respondents who had seen the advertising campaign were given a number of statements about the posters and were asked to say if they agreed or disagreed with them.

346 The responses were very positive towards the posters and the campaign. 95% agreed that the posters were very eye-catching, 93% agreed that they were easy to understand and 92% agreed that locating them in toilets was a very good idea. (Figure 3.15)

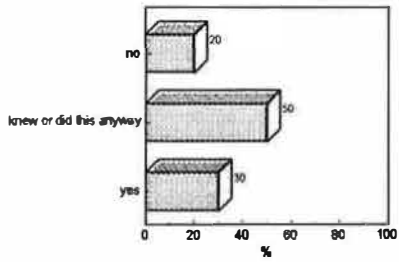
347 Points to note were that 22% thought there should be more information on the posters and 20% thought the posters were too bright and jazzy.

348 All but 9% agreed that the posters were aimed at people like them. There was little difference in this result across all the main demographic categories.

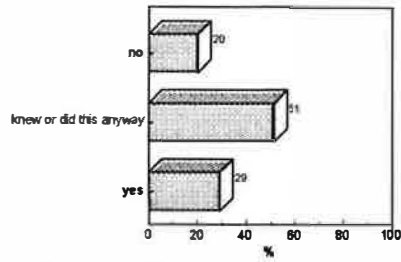
Figure 3.16

The direct effect of the campaign

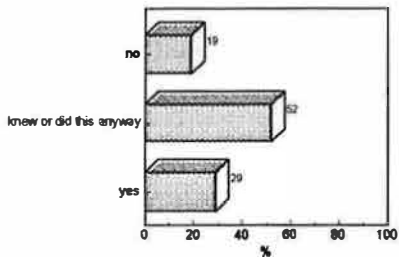
As direct result of campaign are now more aware about safer sex



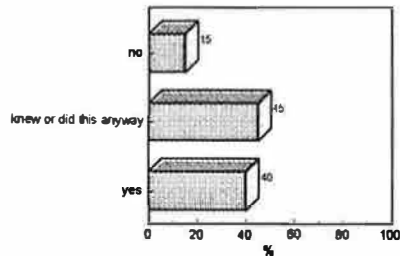
Better informed about how to avoid HIV



Better informed about safer sex



More likely to use condoms



Effect of the campaign

349 As a direct result of the campaign, around a third of those who had seen the posters said they were more aware of and better informed about safer sex, were better informed about HIV and AIDS and were more likely to use condoms. Around half said they knew or did these things anyway. This leaves around one in five respondents who claim they did not learn anything from the campaign. (Figure 3.16)

Incidence of opinions changing

350 14% of those who had seen the posters said that their opinions had changed.

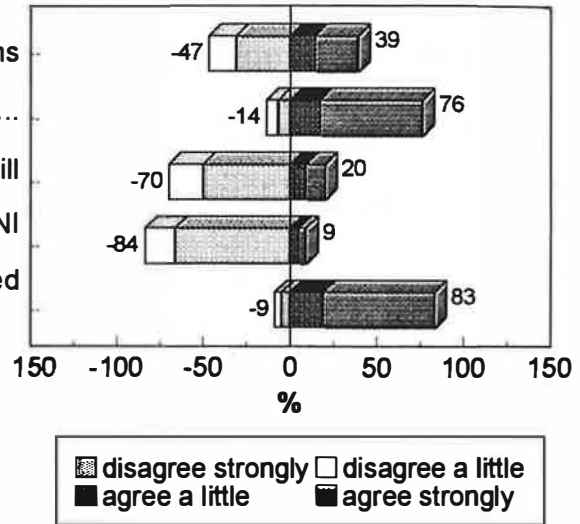
351 The ways in which they had changed included:

- having more awareness about the need for safer sex;
- being more careful about sex;
- thinking more when in a sexual situation; and
- about how easy it is to get STDs.

Figure 3.17

Opinions about "safer sex" issues

its the mans responsibility to carry condoms
would always make sure I had a condom...
don't need condom if on the pill
little chance of catching HIV in NI
easy to get condoms if needed



Opinions about 'safer sex' issues

352 All respondents were asked if they agreed or disagreed with a number of statements about 'safer sex' issues.

"It's the mans responsibility to carry condoms."

353 Views were mixed on this statement with 39% agreeing, 47% disagreeing and the remainder having no strong opinion. (Figure 3. 17) Those that agreed were more likely to be male (42% vs 34% female), from socioeconomic groups DE (44%), and those who had not read the full poster (44%)

"I would always make sure I had a condom if I thought there was a chance of having sex."

354 14% disagreed with this statement. They were more likely to be aged 25-35 (17%), from socio-economic groups DE (17%), and those who had not read the full poster (17%)

"You don't need to use a condom if you/your girlfriend are/is on the pill."

355 20% agreed with this statement. Males were more likely to agree than females (24% vs 14%).

"There is very little chance of catching the HIV virus in Northern Ireland."

356 Almost one in ten agreed with this statement (9%). Although there wasn't a large difference, those holding this view were more likely to be aged 25-35 (12%) or from socio-economic group DE (13%).

"It is easy to get condoms if you need them."

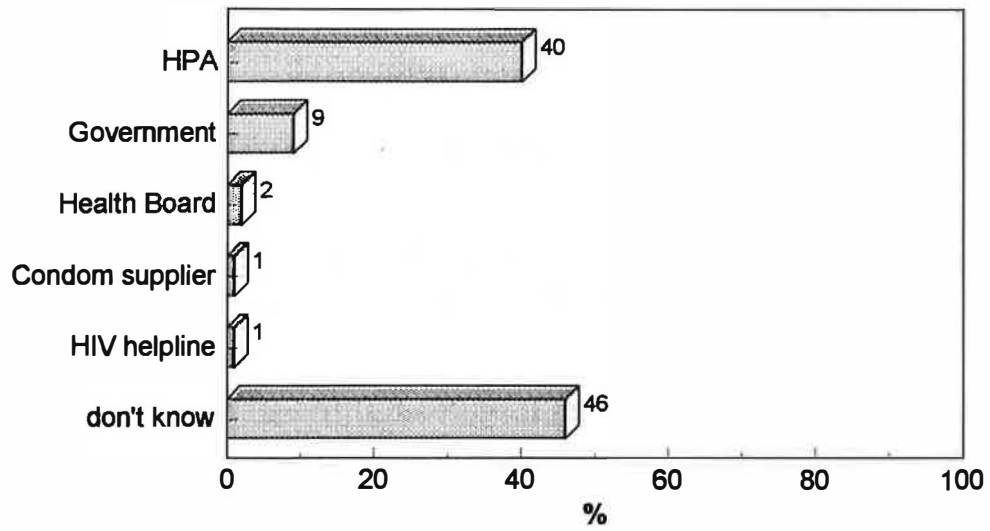
357 9% disagreed with this statement. They were more likely to be aged under 19 (13%). There was little difference in opinion based on whether the venue was located inside or outside Belfast.

358 Spontaneous comments about these statements from those who participated in the enhanced survey included:

- men don't care/are selfish;
- the posters should be made to attract one's attention more;
- there should be better availability of contraception;
- Family Planning Clinics are very good;
- more women are taking an interest in the issues surrounding safer sex;
- it is not always easy to put safer sex into practise; and
- condoms are no longer a taboo subject.

Figure 3.18

Organisation responsible for the advertising



Organisation responsible for the advertising

359 40% of respondents correctly said that the HPA was responsible for the advertising a further 9% believed it was the Government, and 2% the Health Board. Almost half (46%) did not know who was responsible for it. (Figure 3.18)

360 The following section will now go on to describe the key findings from the survey of venue owners and managers.

IV Key findings from the venue owners/managers survey

401 In addition to the survey of young people a survey of the venue owners/managers who participated in the advertising campaign was conducted.

402 In total we were able to complete interviews with 38 of the 51 pub owners/managers who participated in the campaign. There were 3 refusals to the survey. We were unable to make contact with 10 owner/managers during the fieldwork period. (This was mainly due to potential respondents being unavailable due to holidays).

403 All but one of the venue owners/managers reported that they participated in the campaign. The one exception said that their nightclub was closed due to renovations.

Profile of the customers

404 The venue owners/managers were asked to give a description of the type of customers their venue attracts.

405 The following table (Table 4.1) provides a description of the average percentage of customers in each age group who attend the venues.

Table 4.1 Average percentage of customers by age

	Mean %
Up to 19 years	23
20-24	41
25-35	26
36+	16

406 The majority of customers were within the target age group of the advertising campaign (18-35).

407 The venues attracted a range of different types of professions. Table 4.2 details the average percentage of customers to the venues who belong to each of the professions.

Table 4.2 Average percentage of customers by age

	Mean %
students	39
manual/labourers/factory workers <35 years	27
young professional <35 years	26
unemployed <35 years	11
nurses	10
other	2

Number of toilets

408 Venue owners/managers were asked how many toilets (including urinals) they had on their premises.

409 For male toilets the number ranged from 2 to 30 with an average of 9 toilets/urinals. For female toilets the range was 1 to 23 with an average of 7 toilets.

Figure 4.1

Person responsible for deciding to participate in campaign

Base: 38

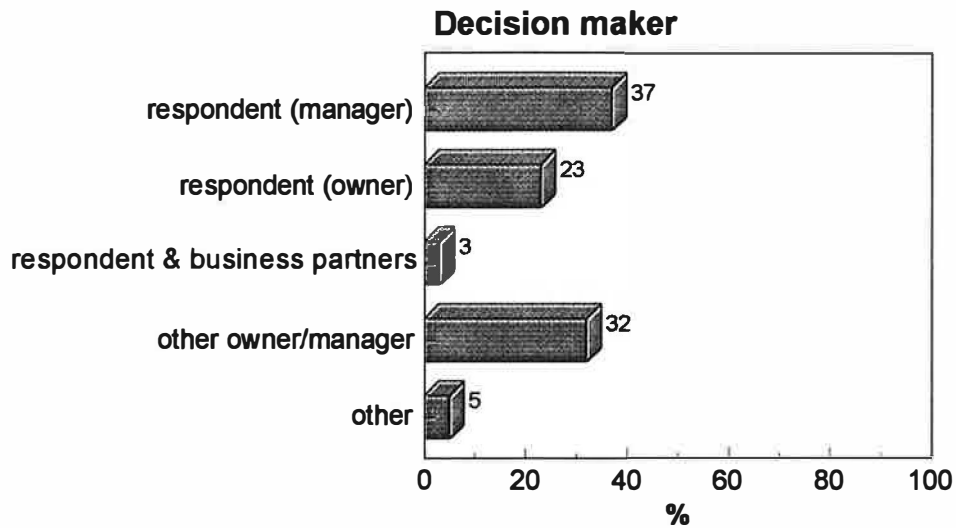
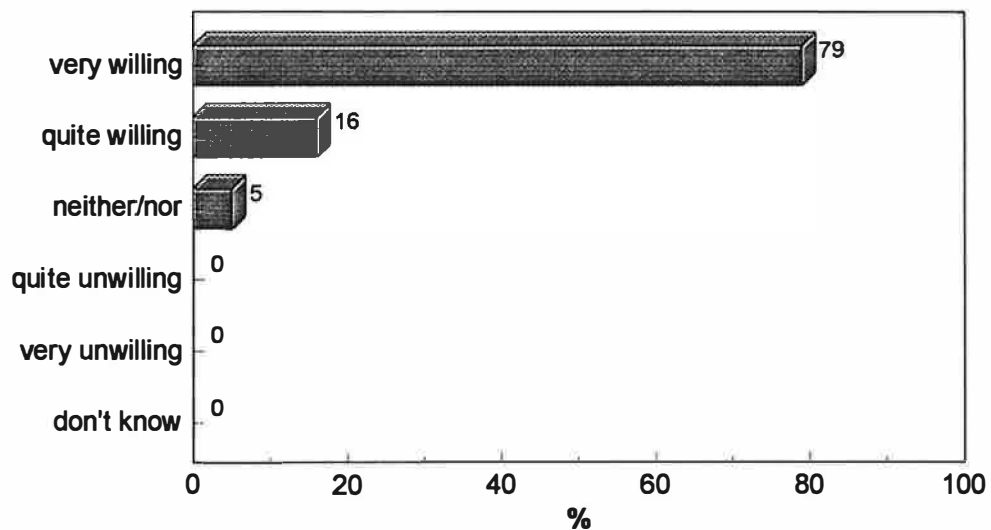


Figure 4.2

Willingness to participate



Person responsible for deciding to participate in the campaign

410 The majority of respondents to whom we spoke were responsible for making the decision to display the posters (60%). Almost a third (32%) of the decision were made by other owners/managers. (Figure 4.1)

Willingness to participate in the campaign

411 The majority of respondents (79%) said that they were very willing to participate in the advertising. No one reported that they were unwilling. (Figure 4.2)

412 The reasons given for this willingness included:

- the posters provide up to date information (42%);
- good public relations (32%);
- it's a good idea (11%);
- have no problems with the advertising (11%); and
- complements own safe sex campaign (5%).

413 One person mentioned that the 'Convenience Advertising' representative was very persistent.

Display of the posters

414 Only one of the respondents reported that they refused to allow a particular poster or on their premises. This was poster M7 'What's Safer Sex'. The reason given was because it had the word 'masturbation' on it.

415 The response to this question does not concur with the information given in the Convenience Advertising report for February/March 1996. However this lack of consistency may be partly attributed to recall bias on behalf of the venue owners/managers. (Many may have decided which poster they allowed up to a year previously).

416 It may be worthwhile, now that the venue owners/managers are familiar with the campaign to reaffirm which posters can be displayed.

Incidence of complaints from customers

417 Only one respondent reported that they had a complaint from customers. The complaint was because of the posters being located in the toilets.

Figure 4.3

Problems with posters being vandalised

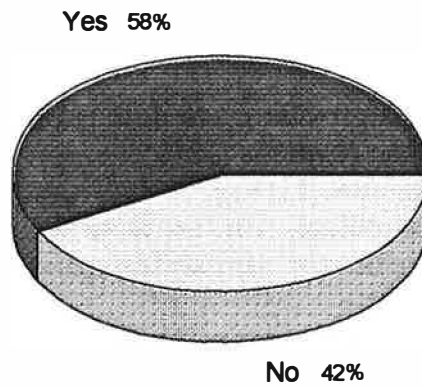
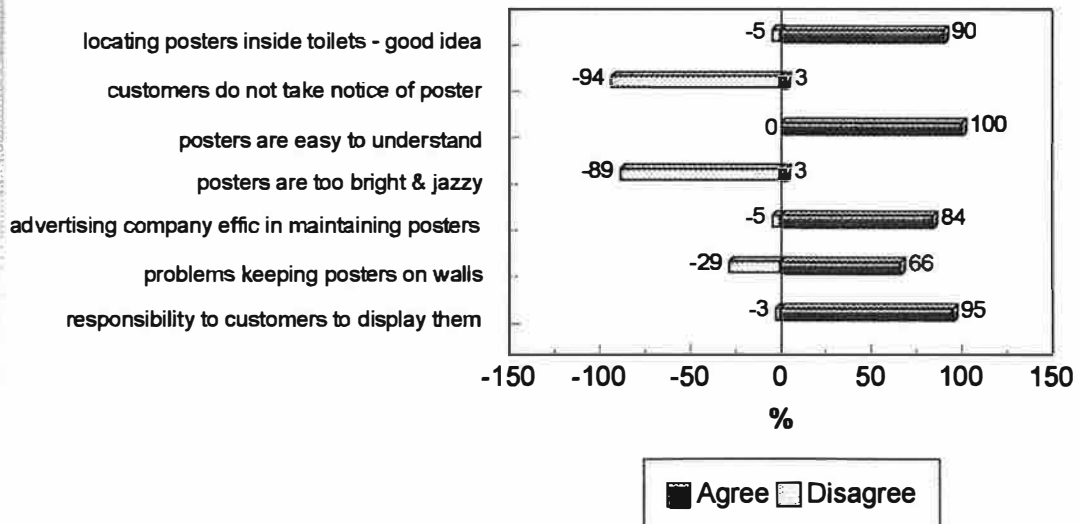


Figure 4.4

Level of agreement



Incidence of the posters being vandalised

418 58% of respondents reported that they had experienced problems with vandalism of the posters. (Figure 4.3) All the problems related to the posters being taken off the walls. It was suggested that something stronger is needed to keep them on the walls.

Opinions about the posters and the campaign

419 The venue owners/managers reaction to the campaign was very positive with 90% agreeing it was a good idea to display the posters in toilets, 100% agreed that the posters were easy to understand and 95% agreed that they had a responsibility to their customers to display this type of advertising. (Figure 4.4)

420 3% thought that their customers took no notice of the posters and that the posters were too bright and jazzy.

421 Two of the respondents did not agree that the advertising company were efficient in maintaining the posters. However 26 of the 38 respondents agreed strongly that they were efficient.

422 Two thirds (66%) said they had problem keeping the posters on the walls. This was not always viewed as a bad thing because it resulted in the poster being more widely distributed.

Figure 4.5

Incidence of having condom vending machine on premises

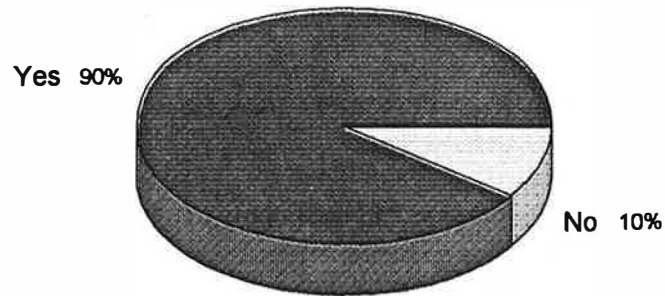
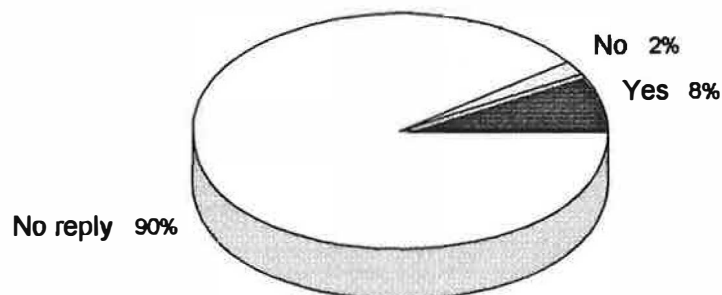


Figure 4.6

Consider installing a condom machine



Condom vending machines

423 The majority of respondents (90%) had condom vending machines on their premises, 8% said they would consider installing them with only 1 respondent (2%) saying that they wouldn't consider it. (Figures 4.5 and 4.6)

424 27% of those who had condom machines knew the amount of sales from the machines. On balance sales of condoms were thought to have stayed the same since the start of the campaign.

Figure 4.7

Willing to participate in further campaign

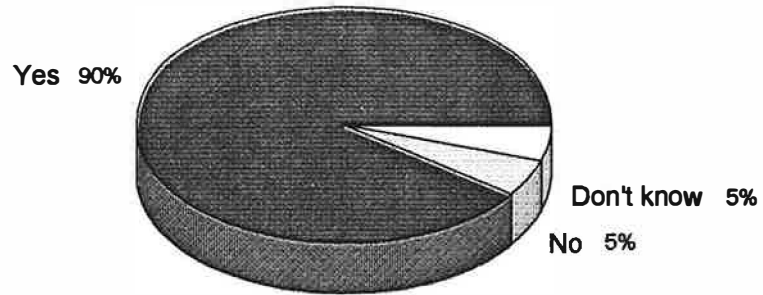
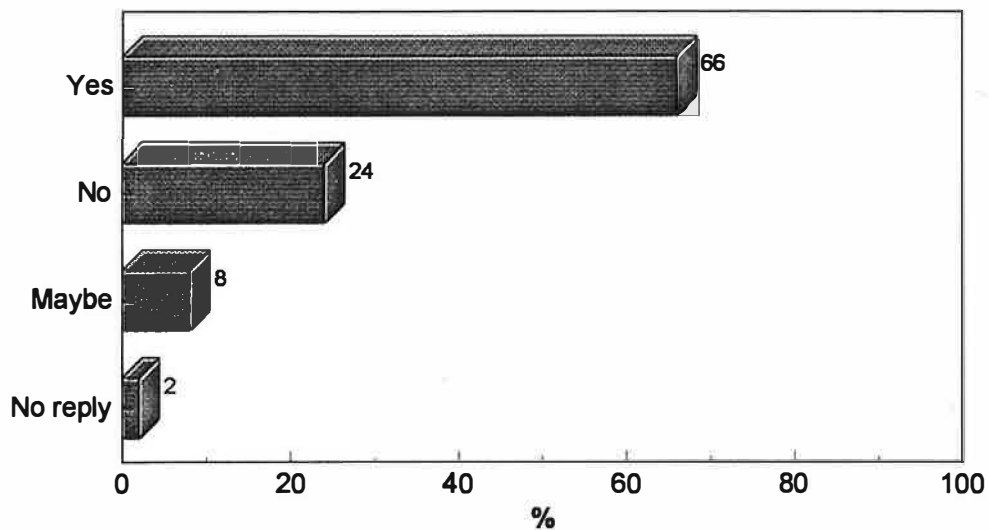


Figure 4.8

Would you consider maintaining posters on your site?



Suggestions for extending or improving the campaign

425 Suggestions for extending or improving the campaign included:-

- change the design of the posters regularly (3)
- extend the advertising to the television (2)
- produce a video (2)
- provide individual packs for students which contain leaflets and condoms (2)
- provide better maintenance of the posters (2)
- extend the campaign to schools/techs etc (2)

Willingness to participate in further campaigns

426 All but two of the respondents said that they would be willing to participate in further advertising campaigns. (Figure 4.7)

427 Suggestions for other topics which could be covered by this type of advertising included.

- drugs (5)
- aids awareness (3)
- STDs (2)
- charity events (1)
- drink driving (1)
- information helpline for gay community (1)
- alcoholism (1)

Willingness to maintain posters

428 Two thirds of respondent (66%) said that they would be willing to maintain the posters on their site and 8% said that they would consider it. A quarter (24%) said that they would not be willing. (Figure 4.8)

Appendix A
Questionnaires

HPA Convenience Advertising Evaluation - Young peoples questionnaire

	(1-3)		(4-6)								
Ser No.			Int. No			Edit		Data entry		Back check	

Good evening. My name is from Coopers & Lybrand's market research division. We are conducting some research on a recent advertising campaign and I wonder if you could spare some time to answer a few questions.

Record: _____

Venue: _____

Town: _____

Section 1 Personal details

(a) Do any of your friends or members of your family work in any of the following professions?

Market research	1
Marketing	2
Media	3
Advertising	4
Health promotion specialist	5

If yes to any, thank and close

(b) Into which of the following age brackets do you fall?
SHOWCARD A

(8)

Under 19	1
20-24	2
25-35	3
36+	4

Check quota

(c) Record sex

(9)

Male	1
Female	2

Check quota

(d) Can you tell me your occupation?
IF STUDENT TICK BOX AND ASK FOR PARENTS OCCUPATION

Record: _____ (11)

(10)

AB	1
C1	2
C2	3
DE	4

Check quota

(e) (i) Apart from tonight have you visited this venue in the past 6 months

(12)

Yes	1	continue
No	2	close

(ii) When was the last time you visited this venue

(13)

1 - 2 days ago	1
3 - 6 days ago	2
1 - 2 weeks ago	3
3 - 4 weeks ago	4
1-3 months	5
4-6 months	6

(f) How often do you normally frequent this venue

(14)

at least weekly	1
monthly	2
occasionally	3

Section 2

(a) I would like you to think about some recent local advertising or promotional campaigns which you may have noticed. In the last couple of months have you heard of or noticed:
Circle all that apply

(15-16)

No Smoking Day	1
Healthy Eating campaign	2
Drinkwise '95	3
Safer sex advertising	4
HIV awareness	5
Thumbs up on Monday	6
Drug awareness	7

IF RESPONDENT HAS NOTICED "SAFER SEX ADVERTISING" OR "HIV AWARENESS" GO TO (c)

IF RESPONDENT HAS NOT NOTICED ANY OF THESE CONTINUE

(b) Have you noticed any advertising or other promotional information relating to safer sex or HIV awareness

(17)

Yes	1	continue
No	2	Go to Section 3

- (c) You said that you have seen/heard of a safer sex/HIV awareness advertising campaign. Where did you hear/learn about the campaign?

DO NOT PROMPT, RECORD UNDER UNPROMPTED COLUMN

- (d) Did you hear/learn about it from any of the following sources
PROMPT, RECORD UNDER PROMPTED

	(18-20)	(21-23)
	Unprompted	Prompted
Radio programme	1	1
Radio advertising	2	2
Newspaper	3	3
Magazine	4	4
Poster in toilets	5	5
Bill board	6	6
Television programme	7	7
Television advertising	8	8
Health facility	9	9
Educational facility	A	A
At work	B	B
Pub/nightclub	C	C
Someones house	D	D
Don't know	E	E

IF ANSWERED, 'Poster in toilets' or 'pub/nightclub', CONTINUE, ELSE GO TO SECTION 3

- (e) What do you remember about the safer sex/HIV awareness campaign? Firstly can you describe how it looked?

(24-25)

(26-27)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

- (ii) Can you describe what it said?

(28-29)

(30-31)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

- (iii) What was it trying to tell people?

(32-33)

(34-35)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

Section 3

- (a) Can I check if you have seen any of these posters which relate to the safer sex/HIV awareness campaign?
SHOWCARD B RECORD ALL WHICH APPLY

(36-37)

Don't gamble with sex	1
Are you covered	2
Know her? slept with her!	3
Know him? slept with him!	4
Are you having sex tonight	5
If you have sex	6
What's safer sex	7
Saw them but can't remember which	8
None	9

- (b) IF NONE GOP TO Q4d
Where did you see these posters
(RECORD ALL VENUES)

Venue:	(38)	(40)	(42)	(44)	(46)
Location:	(39)	(41)	(43)	(45)	(47)

- (c) (i) Thinking back to when you first saw one of these posters which of these statements best describes how you looked at it
- (ii) And thinking back to the last time you saw one of these posters, which of these statements best describes how you looked at it

(48)

(49)

	First time	Last time
Glanced at the picture but didn't read it	1	1
Read the headline only	2	2
Read the whole poster	3	3
Didn't look at it at all	-	4

- (iii) If respondent didn't answer 3 for either question ask have you ever read the whole poster?

(50)

Yes	1
No	2

- (d) What age range do you think the campaign is aimed at?
CIRCLE THE FULL RANGE THAT RESPONDENT SPECIFIES

(51)	(53)	(55)	(57)	(59)	(61)	(63)	(65)	(67)	(69)	(71)	(73)	(75)	(77)
< 15	15	16	17	18	19	20	21	22	23	24	25	26	27
(79)	(81)	(83)	(85)	(87)	(89)	(91)	(93)	(95)	(97)	(99)	(101)	(103)	(105)
28	29	30	31	32	33	34	35	36	37	38	39	40	> 40

(e) What do you think is the main message of the campaign? DO NOT PROMPT
CODE ALL THAT APPLY

(106-107)

Use condoms when you have sex	1
Do you know about your partners sexual history	2
Talk about sex with your partner before it happens	3
What you should do if you suspect you have a STD	4
Use a condom even if you use another contraceptive	5
You can catch diseases from having unprotected sex	6
Others (specify)	7

(f) Have you ever discussed the advertising campaign with your friends

(108)

Yes, while at the pub/club venue	1
Yes, at another time	2
No	3

(g) Did you posters tell you anything that you didn't know before?

(109)

Yes	1
No	2

IF YES, WHAT

(110-111)

(112-113)

Section 4

- (a) I would like you to think back to when you first saw this poster campaign. Can you tell me whether at that time you agreed or disagreed with each of the statements I am going to read out. Please use the following scale.

Can you give each statement a rating out of 5 with 1 being agree strongly and 5 being disagree strongly SHOWCARD C

- | |
|-----------------------|
| 1 = Agree strongly |
| 2 = Agree a little |
| 3 = Neither/nor |
| 4 = Disagree a little |
| 5 = Disagree strongly |

READ OUT STATEMENTS:-	First time	
The posters are very eye catching		(114)
There should be more information on the posters - if yes what		(115)
The posters are easy to understand		(116)
The posters are too bright and jazzy		(117)
The posters are boring		(118)
Locating the posters inside toilet cubicles is a very good idea		(119)
I wouldn't take notice of any poster no matter where it was sited		(120)
The posters are aimed at people like me		(121)
Its embarrassing to read the poster in front of other people		(122)

- (b) Has your opinion changed in anyway now?

(123)

Yes	1
No	2

IF YES, IN WHAT WAY

(124-125)

(126-127)

- (c) Would you say that as a direct result of this campaign you are now

	Yes	Knew or did this anyway	No	
more aware about safer sex	1	2	3	(128)
better informed about safe sex	1	2	3	(129)
better informed about how to avoid HIV and aids	1	2	3	(130)
more likely to use condoms	1	2	3	(131)

DO NOT READ OUT

- (d) The following are statements about peoples attitudes. Please use the scale to rate your level of agreement.

SHOWCARD D

It's the man's responsibility to carry condoms		(132)
I would always make sure I had a condom if I thought there was a chance of having sex		(133)
You don't need to use a condom if you/your girlfriend are/is on the pill		(134)
There is a very little chance of catching the HIV virus in Northern Ireland		(135)
Its easy to get condoms if you need them		(136)

- (e) Who do you think is did for the poster advertising?

Health Promotion Agency	1
Other - specify	2
Don't know	3

(f)(i) Have you visited any of the following pubs or clubs in the last 6 months? TICK ALL WHICH APPLY

SHOWCARD D

(ii) IF YES, How often do you normally visit this venue

Town	Venues	Have visited	weekly	monthly	occasionally	
Armagh	Arena Nightclub	1	1	2	3	(147)
	Harry Hoots (139-142)	2	1	2	3	(148)
Ballymena	The Grouse Inn	3	1	2	3	(149)
Ballycastle	Legends Nightclub	4	1	2	3	(150)
Banbridge	The Coach Inn	5	1	2	3	(151)
Bangor	Wolseys	6	1	2	3	(152)
Belfast	Cutters Wharf	7	1	2	3	(153)
	Chester Park Inn	8	1	2	3	(154)
	Crescent	9	1	2	3	(155)
	The Limelight	A	1	2	3	(156)
	Katie Daly's	B	1	2	3	(157)
	Lavery's	C	1	2	3	(158)
	Morrisons	D	1	2	3	(159)
	Kingshead	E	1	2	3	(160)
	Duke of York	F	1	2	3	(161)
Paradise Lost	G	1	2	3	(162)	
Carrickfergus	The Northgate	H	1	2	3	(163)
	The Fergus Inn	I	1	2	3	(164)
Coleraine	The Bullseye	J	1	2	3	(165)
Cookstown	Clubland - "Pink Pussy"	K	1	2	3	(166)
Londonderry	Hennesseys	L	1	2	3	(167)
	The Strand Tavern	M	1	2	3	(168)
	The Castle Bar	N	1	2	3	(169)
	The Metro (143-146)	O	1	2	3	(170)
	Da Vincis	1	1	2	3	(171)
	Gweedore	2	1	2	3	(172)
	McGlinleys	3	1	2	3	(173)
	Squires	4	1	2	3	(174)
Downpatrick	De Courcey's	5	1	2	3	(175)
Enniskillen	Bush Bar	6	1	2	3	(176)
	Mirage	7	1	2	3	(177)
Holywood	The Bear	8	1	2	3	(178)
Newry	Squires	9	1	2	3	(179)
	Rosie O'Grady's	A	1	2	3	(180)
Newcastle	The Anchor	B	1	2	3	(181)
	The Central Park	C	1	2	3	(182)
Omagh	McElroy's	D	1	2	3	(183)
	The Clock Bar		1	2	3	(184)
Portadown	Bennetts Bar	E	1	2	3	(185)
Portrush	Kellys	F	1	2	3	(186)
Portstewart	Anchor Bar	G	1	2	3	(187)
	Neros Nightclub	H	1	2	3	(188)
Strabane	Blue Parrot	J	1	2	3	(189)
	Townhall Bar	K	1	2	3	(190)

Town	Venues	Have visited	weekly	monthly	occasionally	
Armagh	Arena Nightclub	1	1	2	3	(147)
	Harry Hoots (139-142)	2	1	2	3	(148)
Warrenpoint	The Crown	L	1	2	3	(191)
	Marine Tavern - Cheri	M	1	2	3	(192)
Universities - Students Union						
Belfast	Queens University	N	1	2	3	(193)
	Ulster University York	O	1	2	3	(194)
		(198-201)				
Jordanstown	Ulster University	1	1	2	3	(195)
Coleraine	Ulster University	2	1	2	3	(196)
Londonderry	Ulster University	3	1	2	3	(197)

(g) Can you look at the following card and indicate which comment applies to you?
SHOWCARD E

(202)

Ever sexually active	1
Never sexually active	2

THANK AND CLOSE

I declare that this interview was conducted within the code of conduct and according to instructions and that the respondent was unknown to me. I understand that all information given to me must be kept confidential.

Signed: _____

Date: _____

HPA Convenience Advertising Evaluation - Young peoples enhanced questionnaire

	(1-3)		(4-6)											
Ser No.				Int. No				Edit		Data entry			Back check	

Good evening. My name is from Coopers & Lybrand's market research division. We are conducting some research on a recent advertising campaign and I wonder if you could spare some time to answer a few questions.

Record: _____

Venue: _____

Town: _____

Section 1 Personal details

(a) Do any of your friends or members of your family work in any of the following professions?

Market research	1
Marketing	2
Media	3
Advertising	4
Health promotion specialist	5

If yes to any, thank and close

(b) Into which of the following age brackets do you fall?
SHOWCARD A

(8)

Under 19	1
20-24	2
25-35	3
36+	4

Check quota

(c) Record sex

(9)

Male	1
Female	2

Check quota

- (d) Can you tell me your occupation?
IF STUDENT TICK BOX AND ASK FOR PARENTS OCCUPATION

(10)

(11)

Record: _____

AB	1
C1	2
C2	3
DE	4

Check quota

- (e) (i) Apart from tonight have you visited this venue in the past 6 months

(12)

Yes	1
No	2

continue

close

- (ii) When was the last time you visited this venue

(13)

1 - 2 days ago	1
3 - 6 days ago	2
1 - 2 weeks ago	3
3 - 4 weeks ago	4
1-3 months	5
4-6 months	6

- (f) How often do you normally frequent this venue

(14)

at least weekly	1
monthly	2
occasionally	3

Section 2

- (a) I would like you to think about some recent local advertising or promotional campaigns which you may have noticed. In the last couple of months have you heard of or noticed:
Circle all that apply

(15-16)

No Smoking Day	1
Healthy Eating campaign	2
Drinkwise '95	3
Safer sex advertising	4
HIV awareness	5
Thumbs up on Monday	6
Drug awareness	7

IF RESPONDENT HAS NOTICED "SAFER SEX ADVERTISING" OR "HIV AWARENESS" GO TO (c)

IF RESPONDENT HAS NOT NOTICED ANY OF THESE CONTINUE

(b) Have you noticed any advertising or other promotional information relating to safer sex or HIV awareness

(17)

Yes	1
No	2

continue

Go to Section 3

(c) You said that you have seen/heard of a safer sex/HIV awareness advertising campaign. Where did you hear/learn about the campaign?

DO NOT PROMPT, RECORD UNDER UNPROMPTED COLUMN

(d) Did you hear/learn about it from any of the following sources
PROMPT, RECORD UNDER PROMPTED

(18-20)

(21-23)

	Unprompted	Prompted
Radio programme	1	1
Radio advertising	2	2
Newspaper	3	3
Magazine	4	4
Poster in toilets	5	5
Bill board	6	6
Television programme	7	7
Television advertising	8	8
Health facility	9	9
Educational facility	A	A
At work	B	B
Pub/nightclub	C	C
Someones house	D	D
Don't know	E	E

IF ANSWERED, 'Poster in toilets' or 'pub/nightclub', CONTINUE, ELSE GO TO SECTION 3

(e) What do you remember about the safer sex/HIV awareness campaign? Firstly can you describe how it looked?

(24-25)

(26-27)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

(ii) Can you describe what it said?

(28-29)

(30-31)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

(iii) What was it trying to tell people?

(32-33)

(34-35)

RECORD VERBATIM, IF DON'T KNOW, RECORD DON'T KNOW

Section 3

(a) Can I check if you have seen any of these posters which relate to the safer sex/HIV awareness campaign?
SHOWCARD B RECORD ALL WHICH APPLY

(36-37)

Don't gamble with sex	1
Are you covered	2
Know her? slept with her!	3
Know him? slept with him!	4
Are you having sex tonight	5
If you have sex	6
What's safer sex	7
Saw them but can't remember which	8
None	9

(b) IF NONE GO TO Q4d

i What was your initial reaction to the poster(s) PROBE FULLY

(203-204)

(205-206)

ii What do you think of the posters now? PROBE FULLY

(207-208)

(209-210)

Where did you see these posters
(RECORD ALL VENUES)

Venue:	(38)	(40)	(42)	(44)	(46)
Location:	(39)	(41)	(43)	(45)	(47)

- (c) (i) Thinking back to when you first saw one of these posters which of these statements best describes how you looked at it
- (ii) And thinking back to the last time you saw one of these posters, which of these statements best describes how you looked at it

	(48) First time	(49) Last time
Glanced at the picture but didn't read it	1	1
Read the headline only	2	2
Read the whole poster	3	3
Didn't look at it at all	-	4

- (iii) If respondent didn't answer 3 for either question ask have you ever read the whole poster?

(50)	
Yes	1
No	2

- (d) What age range do you think the campaign is aimed at?

CIRCLE THE FULL RANGE THAT RESPONDENT SPECIFIES

(51)	(53)	(55)	(57)	(59)	(61)	(63)	(65)	(67)	(69)	(71)	(73)	(75)	(77)
< 15	15	16	17	18	19	20	21	22	23	24	25	26	27
(79)	(81)	(83)	(85)	(87)	(89)	(91)	(93)	(95)	(97)	(99)	(101)	(103)	(105)
28	29	30	31	32	33	34	35	36	37	38	39	40	> 40

- (e) What do you think is the main message of the campaign? DO NOT PROMPT
CODE ALL THAT APPLY

(106-107)	
Use condoms when you have sex	1
Do you know about your partners sexual history	2
Talk about sex with your partner before it happens	3
What you should do if you suspect you have a STD	4
Use a condom even if you use another contraceptive	5
You can catch diseases from having unprotected sex	6
Others (specify)	7

- (fi) Have you ever discussed the advertising campaign with your friend

(108)	
Yes, while at the pub/club venue	1
Yes, at another time	2
No	3

ii What was your discussion about? PROBE FULLY

(211-212)

(213-214)

(g) Did your posters tell you anything that you didn't know before?

(109)

Yes	1
No	2

IF YES, WHAT PROBE FULLY

(110-111)

(112-113)

Section 4

(a) I would like you to think back to when you first saw this poster campaign. Can you tell me whether at that time you agreed or disagreed with each of the statements I am going to read out. Please use the following scale.

Can you give each statement a rating out of 5 with 1 being agree strongly and 5 being disagree strongly SHOWCARD C

- | |
|-----------------------|
| 1 = Agree strongly |
| 2 = Agree a little |
| 3 = Neither/nor |
| 4 = Disagree a little |
| 5 = Disagree strongly |

READ OUT STATEMENTS:-	First time	
The posters are very eye catching		(114)
There should be more information on the posters - if yes what		(115)
The posters are easy to understand		(116)
The posters are too bright and jazzy		(117)
The posters are boring		(118)
Locating the posters inside toilet cubicles is a very good idea		(119)
I wouldn't take notice of any poster no matter where it was sited		(120)
The posters are aimed at people like me		(121)
Its embarrassing to read the poster in front of other people		(122)

(b) Has your opinion changed in anyway now?

(123)

Yes	1
No	2

IF YES, IN WHAT WAY - PROBE FULLY

(124-125)

(126-127)

(c) Would you say that as a direct result of this campaign you are now

	Yes	Knew or did this anyway	No
more aware about safer sex	1	2	3
better informed about safe sex	1	2	3
better informed about how to avoid HIV and aids	1	2	3
more likely to use condoms	1	2	3

DO NOT READ OUT

(128)

(129)

(130)

(131)

Record any comments

(215-216)

(217-218)

(d) The following are statements about peoples attitudes. Please use the scale to rate your level of agreement.

SHOWCARD D

It's the man's responsibility to carry condoms		(132)
I would always make sure I had a condom if I thought there was a chance of having sex		(133)
You don't need to use a condom if you/your girlfriend are/is on the pill		(134)
There is a very little chance of catching the HIV virus in Northern Ireland		(135)
Its easy to get condoms if you need them		(136)

Record any comments

(219-220)

(221-222)

(e) Who do you think is did for the poster advertising?

(137-138)

Health Promotion Agency	1
Other - specify	2
Don't know	3

(f)(i) Have you visited any of the following pubs or clubs in the last 6 months? TICK ALL WHICH APPLY

SHOWCARD D

(ii) IF YES, How often do you normally visit this venue

Town	Venues	Have visited	weekly	monthly	occasionally	
Armagh	Arena Nightclub	1	1	2	3	(147)
	Harry Hoots (139-142)	2	1	2	3	(148)
Ballymena	The Grouse Inn	3	1	2	3	(149)
Ballycastle	Legends Nightclub	4	1	2	3	(150)
Banbridge	The Coach Inn	5	1	2	3	(151)
Bangor	Wolseys	6	1	2	3	(152)
Belfast	Cutters Wharf	7	1	2	3	(153)
	Chester Park Inn	8	1	2	3	(154)
	Crescent	9	1	2	3	(155)
	The Limelight	A	1	2	3	(156)
	Katie Daly's	B	1	2	3	(157)
	Lavery's	C	1	2	3	(158)
	Morrisons	D	1	2	3	(159)
	Kingshead	E	1	2	3	(160)
Carrickfergus	Duke of York	F	1	2	3	(161)
	Paradise Lost	G	1	2	3	(162)
Carrickfergus	The Northgate	H	1	2	3	(163)
	The Fergus Inn	I	1	2	3	(164)
Coleraine	The Bullseye	J	1	2	3	(165)
Cookstown	Clubland - "Pink Pussy"	K	1	2	3	(166)
Londonderry	Hennesseys	L	1	2	3	(167)
	The Strand Tavern	M	1	2	3	(168)
	The Castle Bar	N	1	2	3	(169)
	The Metro (143-146)	O	1	2	3	(170)
	Da Vincis	1	1	2	3	(171)
	Gweedore	2	1	2	3	(172)
	McGlinleys	3	1	2	3	(173)
Squires	4	1	2	3	(174)	
Downpatrick	De Courcey's	5	1	2	3	(175)
Enniskillen	Bush Bar	6	1	2	3	(176)
	Mirage	7	1	2	3	(177)
Hollywood	The Bear	8	1	2	3	(178)
Newry	Squires	9	1	2	3	(179)
	Rosie O'Grady's	A	1	2	3	(180)
Newcastle	The Anchor	B	1	2	3	(181)
	The Central Park	C	1	2	3	(182)
Omagh	McElroy's	D	1	2	3	(183)
	The Clock Bar		1	2	3	(184)
Portadown	Bennetts Bar	E	1	2	3	(185)
Portrush	Kellys	F	1	2	3	(186)
Portstewart	Anchor Bar	G	1	2	3	(187)
	Neros Nightclub	H	1	2	3	(188)
Strabane	Blue Parrot	J	1	2	3	(189)
	Townhall Bar	K	1	2	3	(190)
Warrenpoint	The Crown	L	1	2	3	(191)
	Marine Tavern - Cheri	M	1	2	3	(192)
Universities - Students Union						
Belfast	Queens University	N	1	2	3	(193)
	Ulster University York	O	1	2	3	(194)
		(198-201)				

Town	Venues	Have visited	weekly	monthly	occasionally
Armagh	Arena Nightclub	1	1	2	3
	Harry Hoots (139-142)	2	1	2	3
Jordanstown	Ulster University	1	1	2	3
Coleraine	Ulster University	2	1	2	3
Londonderry	Ulster University	3	1	2	3

(147)

(148)

(195)

(196)

(197)

- (g) Can you look at the following card and indicate which comment applies to you?
SHOWCARD E

(202)

Ever sexually active	1
Never sexually active	2

THANK AND CLOSE

I declare that this interview was conducted within the code of conduct and according to instructions and that the respondent was unknown to me. I understand that all information given to me must be kept confidential.

Signed: _____

Date: _____

HPA - Convenience Advertising Campaign Evaluation

pub owners/managers questionnaire

(1-3)

(4-6)

Ser No.				Int. No				Edit		Data entry		Back check	
---------	--	--	--	---------	--	--	--	------	--	------------	--	------------	--

Name

Position

Venue(s)

Telephone No

ASK FOR NAMED PERSON OR PUB OWNER/MANAGER.

Good morning/afternoon/evening. My name is _____ from Coopers & Lybrand's market research division. We are conducting some research on behalf of the Health Promotion Agency to evaluate a recent advertising campaign in which your pub/club/university/college participated. The advertising I'm talking about is the posters to promote safer sex which are displayed in the toilet areas. You may remember receiving a letter a few days ago informing you about this research. Could you spare some time to answer a few questions (if hesitant ask would they like to talk to the consultant responsible for the research, Maureen Poland, 3723 or Julie Parkes, 3758).

1

a Firstly, can I confirm that your pub/club/university/college currently participates in the advertising campaign.

(7)

Yes	1
No	2

b If not participating or no longer participating, why not?

(8-9)

_____ (10-11)

(If they have participated but no longer do, continue interview, if they never participated thank and close)

Profile of customers

2 Can you give me some details of the type of customers your venue attracts.

a Approximately what percentage of your customers are aged

%

up to 19 years		(12-14)
20 - 24		(15-17)
25 - 35		(18-20)
36+		(21-23)

b Approximately what percentage of your customers are

	%	
Students		(24-26)
Nurses		(27-29)
Young professionals (under 35)		(30-32)
Manual/labourers/factory workers (under 35)		(33-35)
Unemployed (under 35)		(36-38)
Other		(39-41)

c And about your premises, how many toilets do you have for
(Including Urinals and Cubicles)

Males		(42-43)
Females		(44-45)

3 a Can you tell me approximately when did you first display the advertising.

Month _____ (46-47) Year _____ (48-51)

b Who was responsible for making the decision to agree to participate in the campaign.

(52)

Yourself only	1
Head office	2
Joint, yourself and head office	3
Yourself and business partners	4
Other owner/manager	5
Other (specify)	5

c How willing or unwilling were you or the decision maker to participate in the advertising campaign?

(53)

Very willing	1
Quite willing	2
Neither/nor	3
Quite unwilling	4
Very unwilling	5
Don't know	6

d Why is that?

(54-55)

(56-57)

- e There are 7 designs of poster in the advertising campaign. Did you refuse to allow any of them to be displayed?

(58)

Yes	1
No	2

Go to Q6

- (f) IF YES - Can you remember which one(s)

(59-60)

(61-62)

- (g) Why was that?

(63-64)

(65-66)

- 4 a Have you had complaints from any of your customers about the posters?

(67)

Yes	1
No	2

- b IF YES
What were the complaints about?

(68-69)

(70-71)

- 5 a Have you had any problems with the posters being vandalised?

(72)

Yes	1
No	2

- b IF YES
What type of problems have you experienced?

(73-74)

(75-76)

6 Can you tell me whether you agree or disagree with the following statements? Can you give each statement a rating out of 5 with 1 being agree strongly and 5 being disagree strongly.

Agree strongly	1
Agree a little	2
Neither/nor	3
Disagree a little	4
Disagree strongly	5

Locating the posters inside the toilet cubicles is a very good idea	(77)
My customers wouldn't take any notice of any poster, no matter where it is sited	(78)
The posters are easy to understand	(79)
The posters are too bright and jazzy	(80)
The advertising company is very efficient at maintaining the posters	(81)
I've had a lot of problems keeping the posters on the walls	(82)
As a pub owner/manager I feel I have a responsibility to my customers to display this type of advertising	(83)

7 a Do you have a condom vending machine on your premises?

(84)

Yes	1	Go to c
No	2	Go to b

b Would you consider installing a condom machine?

(85)

Yes	1	Go to Q8
No	2	

c Do you know the amount of condom sales from these machines?

(86)

Yes	1	Go to Q8
No	2	

- d How much, would you say, sales of condoms from these machines have increased or decreased since the start of the advertising campaign.

(87)

Increased a lot	1
Increased a little	2
Stayed the same	3
Decreased a little	4
Decreased a lot	5
Don't know	6

- 8 Do you have any suggestions as to how the advertising campaign can be improved or extended?

(88-89)

(90-91)

- 9 a Would you be willing to participate in any further advertising campaigns?

(92)

Yes	1
No	2
Don't know	3

- b Are there any other topics which you feel would be appropriate to advertise in this type of location?

(93-94)

(95-96)

- c If the campaign was to be continued would you consider maintaining the posters on your site yourself? (INVOLVES REPLACING TORN OR STOLEN POSTERS)

(97)

Yes	1
Maybe	2
No	3

10 We are also talking to young people about their views on the campaign. Would you be willing to let one of our interviewers on to your premises to conduct a small number of interviews?

(98)

Yes	1
No	2

THANK AND CLOSE

I declare that this interview was conducted within the code of conduct and according to instructions and that the respondent was unknown to me. I understand that all information given to me must be kept confidential.

Signed: _____

Date: _____

(99)

FOR OFFICE USE ONLY POSTERS DISPLAYED	
M1	1
M2	2
M3	3
M4	4
M5	5
M6	6
M7	7

Appendix B
Table of advertising awareness

Appendix B

Advertising Campaign	Drinkwise 95 Evaluation	Healthy eating evaluation (post campaign)	Convenience advertising evaluation
Healthy eating	41	39	41
Drinkwise	37	37	35
No smoking day	75	67	64

Appendix C
Awareness of posters by venue

Appendix C

Awareness of posters by venue

	Don't gamble with sex	Are you covered	Know her slept with her	Know him slept with him	Are you having sex tonight	If you have sex	What's safer sex	Saw but can't remember	None
Kellys, Portrush	20	32	24	8	20	4	12	0	44
Squires, Derry	35	15	23	19	19	12	19	4	31
Gweedore, Derry	32	28	36	32	32	28	8	4	20
Town Hall Bar, Strabane	23*	8	15	12	23	23	8*	0	27
The Bear, Holywood	8*	35	8*	8	8*	8*	4*	19*	19
Chester Park Inn, Belfast	25*		&8*	21*	8*	4	0*	4*	42
Duke of York, Belfast	29	17*	25*	21	8*	21*	21*	4*	33
Kingshead, Belfast	69	27	4*	4	8*	19	15*	15	0
Paradise Lost, Belfast	15	4	12	12	19	8	8	12	50
QUB Student's Union	35	31	38	31	38	31	31	4	8
Wolseys, Bangor	65	50	8*	8	27	4	4*	0	31
The Clock Bar, Omagh	35*	4*	19	19	19*	8	4*	0	27
The Bush Bar, Enniskillen	27	12*	23	15	4*	4	15*	4	46
Mirage, Enniskillen	44	20	12	8	12	32	8	4	20
The Crown, Warrenpoint	11	26	22	11	7	15	19	4	59
Harry Hoots, Armagh	39	43	9	30	39	9	17*	4	13
Bennetts, Portadown	52	64	48	32	32*	24	32*	4	20
De Courceys, Downpatrick	8*	44	4*	8*	0*	16	4*	0	36
Fergus Inn, Carrickfergus	16	8	0	20	8	12	20*	16	28
Anchor, Newcastle	24	4	4	4*	12	8	0*	4	56

*

What's

SAFER

sex?

Safer sex does not involve contact between the *man's* semen and the *woman's* vaginal fluids.

It includes kissing, stroking, massage and masturbating each other.

Always use a **reliable condom** for oral, vaginal and anal sex.



For more information contact:

Genito Urinary Medicine (GUM) Clinic, Royal Victoria Hospital, Belfast. Tel: (01232) 320159.

Contraceptive Education Service (FPA). Tel: (01232) 325488 and (01504) 260016.

AIDS Helpline (NI). Freephone: 0800 137437, (Monday to Friday 7pm - 10pm and Saturday 2pm - 5pm).

National AIDS Helpline. Freephone: 0800 567123, (24 hour line).

If **you**
have

SEX

You can catch or spread sexually transmitted diseases (STDs).

Most STDs are **easy to treat**. But if not treated early, **some** can do **permanent damage** to your health.

As you **may not** have any symptoms, it's a good idea to have a regular **check up** at the Genito Urinary Medicine (**GUM**) Clinic. The clinic provides **confidential** advice and treatment if needed.

Check it out at your local **GUM Clinic:**

Belfast: Royal Victoria Hospital Tel: (01232) 320159.

Coleraine: Coleraine Hospital Tel: (01265) 44177 ext 2077.

Londonderry: Altnagelvin Hospital Tel: (01504) 47257.

Newry: Daisy Hill Hospital Tel: (01693) 69523.



For more information contact:

Contraceptive Education Service (FPA). Tel: (01232) 325488 and (01504) 260016.

AIDS Helpline (NI). Freephone: 0800 137437, (Monday to Friday 7pm - 10pm and Saturday 2pm - 5pm).

National AIDS Helpline. Freephone: 0800 567123, (24 hour line).