



## **Convenience Advertising**



# Irish Healthy Heart Campaign

*Evaluation of the Convenience Advertising Medium*

Presented to

Maureen Mulvihill

The Irish Heart Foundation

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Convenience Advertising Ireland  
Dublin



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## Executive Summary

Convenience Advertising (CA) conducted a small evaluation on behalf of the Irish Heart Foundation around the A4 sized Heart messages on display in 250 Irish venues. The campaign was targeted to 18-35 year olds and the CA component ran from November 1997 to March 1998. A total of 192 primarily young people were interviewed using the intercept interviewing method and short questionnaires. Key results include:

- 78.6% reported seeing 'a health poster in the toilet area'
- Of those, almost half (47%) recalled the Healthy Heart message
- 65.6% recognised the Heart poster when shown
- Over half who had read the message agreed it made them think of their health; however under a quarter agreed it encouraged them to take any action
- 98% of respondents agreed displaying posters in toilets was a good way of reaching people with this kind of information
- More men recalled the Heart posters unprompted, however more women recognised the poster when shown
- There was a higher unprompted recall rate in Trinity (65%) than in DIT (38%) or Clondalkin (55%)
- DIT had the highest prompted recall rate at 92%.
- Clondalkin, a disadvantaged area, was the place where the highest level of encouragement to change behaviours was recorded (85%)

The campaign was overall well received with a respectable unprompted recall rate and a high prompted recall rate. The posters provoked thought among the target audience with regards to their health, but not necessarily behaviour change.



## I. INTRODUCTION

Convenience Advertising (CA) was commissioned in November 1997 by the Irish Heart Foundation to display and maintain A4 sized framed Healthy Heart messages in venues throughout Ireland. The campaign was launched during the Healthy Heart Week in early November 1997.

The target group was defined as women and men aged 18-35 years. The Healthy Heart message features Pauline McLynn, the actress who portrays Mrs. Doyle on the popular television comedy program, *Father Ted*. Please refer to Appendix One for a colour sample.

A total of 250 posters were displayed from November 1997 through February 1998 throughout Ireland. The distribution was as follows:

• Third Level Colleges and Universities	168
• Nightclubs	34
• Pubs/Bars	35
• Leisure and Gaming	<u>13</u>
	250

Please refer to Appendix Two for a site summary detailing participating venues.

A previous report detailed CA's programme methodology providing computed analysis of audience reaction to the communication from graffiti and direct written comments damage reports. Replacement rates by message type, gender, season, and geographical criteria are reported. Experience has shown that posters taken down by the audience and not left behind are 'souvenired' and taken by the audience for display perhaps within their residence and/or elsewhere, these interactions with the message are viewed as positive.

Overall, an average replacement rate of about 15% was gleaned. This was relatively low as the campaign was set amidst school holiday periods of December to January. Even more impressive was the increase to a final replacement rate of 42% among the Leisure and Gaming venues in the disadvantaged areas of Dublin, revealing a definite interaction with the messages on behalf of this group. These are primarily venues attracting people from lower socio-economic areas. The replacement rates across the board indicate that the campaign was well received by the audience.



In March 1998 the Irish Heart Foundation commissioned CA to undertake a small evaluation of the program with a target sample of 200 people from four participating venues. This was conducted over three days in early March, the results of which are detailed below.



## II. METHODOLOGY

The target sample was 200 people from four participating venues from the education and pub/bar categories. The targeted venues were:

- Trinity College: a large city campus with 16 posters on display
- DIT at Kevin Street: a smaller technical based school with 8 displays
- Bruxelles Bar: an inner city large bar with 4 displays
- Sinnotts Bar: another inner city bar with 2 displays (available if needed)
- Finche's Lounge: a local bar servicing the housing estates in Clondalkin with 2 displays

All venues were contracted to the programme with details such as number of clients by day (bars, pubs) and full time and part time annual student population (education) (see Appendix Three for the Venue Demographic report)

A questionnaire (see Appendix Four) was developed in collaboration with the Irish Heart Foundation, seeking basic information in terms of recall and impact. CA manages a national Sexual Health programme delivering HIV/AIDS related information/education and service provider sign posting in the same venues, questions were used to differentiate which posters were identified by respondents.

Two interviewers were utilised, one covering Finches bar in Clondalkin while another concentrated on the remaining venues. Intercept interviews were utilised with interviewers approaching patrons of the bars and people within the school campuses and asking them for a few minutes to complete a questionnaire about a health campaign at the venue. The interviews occurred during the second week of March from Wednesday to Friday from 11:00 AM to 8:00 PM in the Dublin city venues and from 3:00 PM to 11:00 PM in the Clondalkin venue.

The results were then entered into a spreadsheet for basic calculations.



### III. RESULTS

#### *Interviewer Comments*

The Dublin city interviewer noted several themes that arose regularly throughout the interviews.

Of those who went on to say that the poster did not encourage them to take action, the primary reasons appeared to be:

- They felt they were already healthy and the poster's message did not apply to them [especially among many men who went to the gym and played sport]
- They felt they were too young to worry about their hearts
- The posters were not 'hard-hitting' enough

There were a number of respondents who recognised Pauline McGlynn, and may have said they recognised the poster yet did not know what the poster was 'about' indicating that they had not read the information and message.

A number of men recalled the earlier 'Real Men Get Heart Disease' poster from the previous campaign. Indeed several had mentioned that they still had the posters in their rooms/homes. When asked to describe the heart poster they had seen (unprompted) seven mentioned the Real Men tagline.

#### *Response Rate*

The actual response rate was not recorded however the interviewer reported that very few people refused the interview. It should be noted that of the 192 returned questionnaires, seven (7) are incomplete in that page two is not completed. The seventeen (17) respondents who recognised the poster but had no idea of the content or indeed theme, were not asked page two questions. In such cases the interviewer ended the interview as in such cases the poster would not have been able to impact upon personal health if it had not been read in any way. There were twelve of these cases specifically.





## *Questionnaire Results*

Overall, a total of 192 people were interviewed. There were 98 women and 94 men aged between 17 and 54 years with a mean age of 23.5 years. As 100 interviews were done in an educational venue, it is not surprising that there were more students (122) with 55 employed, 13 unemployed and 2 unidentified.

### *Unprompted recall*

Of all respondents, 151 (78.6%) reported seeing 'a health poster in the toilet area' [Question 4]. However, the HIV/AIDS related posters were recognised more frequently, with 75.5% identifying them. Almost half (47%) of those noted, unprompted, heart messages in the toilet area. An additional 14 noted 'health' posters and they may very well be referring to the heart messages. Over a third (37%) described seeing the actress Pauline McLynn, 14% described the correct colour and several noted the catch phrase 'Go on' or the healthy tips provided. A total of seven respondents described the 'Real Men get Heart Disease' poster from the previous campaign.

### *Prompted Recall*

Respondents were then shown the poster and asked if they had seen it before [Q. 7]. A total of 126 respondents recognised the poster giving a prompted recall rate of 65.6%. Due to some incomplete questionnaires and those who recognised the image but did not know what it was about, a total of 103 of the 126 respondents went on to answer the second page [Q. 8 - 11].

### *Message Impact*

Over half (60.2%) of those who had read the messages agreed that it 'made them think about their health' [Q. 8]. However, just under a quarter (24.3%) agreed it encouraged them to do anything with their health [Q. 9]. Of those who did agree they were encouraged to act on behalf of their health, the most popular response was 'changing their diet' (14) and exercise (11).



## *Convenience Advertising*

A question asking whether the respondents agreed placing posters in toilets was effective was placed at the end of the questionnaire and as such, only those fully completed questionnaires (primarily those who identified the campaign) provided results. A total of 101 (98%) agreed it was an effective way to reach people. Only two felt it was not and no explanations were given.

## *Gender differences*

A higher proportion of women (87.8%) responded that they had seen some form of poster [Q. 4] when compared with men (69.1%). Of the women, 81.4% identified HIV / AIDS posters, 43% identified heart posters and an additional 12% identified 'health' posters. Fewer men recognised the HIV / AIDS posters (67.7%) but more recalled seeing heart posters 52.3%. Of those who specifically mentioned seeing heart posters, more women (97.3%) than men (61.8%) pointed out Pauline McLynn as an identifier.

In terms of prompted recall, more women (71.4%) recognised the Healthy Heart campaign poster than men (59.6%). There were no significant differences in terms of impact, with about 60% of both genders who saw the poster agreeing that it made them think of their health. However, under a third (27% women, 20% men) felt it encouraged them to take any action with regards to their health.



## Venue Differences

The participating venues have been classified into four groups with the educational venues analysed separately as they present a different group of students, the city licensed venues grouped together, and the Clondalkin venue separate as representing a marginalised audience. A total of fifty interviews were completed among the groups with the exception of Clondalkin where a total of 42 questionnaires were returned. The table below sets out the core findings with regard to recall and impact.

	Trinity	%	DIT	%	City Bars	%	Clondalkin	%	Totals
Saw posters	43	86	47	94	25	50	36	84	151
ID HIV/AIDS	37	86	26	55	18	72	33	92	114
ID Heart	28	65	18	38	5	20	20	55	71
Prompted recall	40	80	46	92	16	32	24	56	126
Thought of health	23	62	16	46	5 *	45	18	90	62
Took action	2	5	3	9	3 *	27	17	85	25

\* Based on a total of 11 responses to Q. 8 and 9.

As can be seen, the educational venues presented the highest recall rates. It should be noted that the city bars are centrally located and often visited by tourists and shoppers who do not stay long and may not have visited the toilet area. In fact, a total of eight respondents reported that they had not been in that venue in the last three months so may not have seen the posters.

Among the educational venues, Trinity College had the highest level of recall. This may be as a result of having more posters on display (16) than DIT at Kevin Street (8) and possible reaching a greater number of students. There was a relatively high level of unprompted recall from the Clondalkin area at 55% (higher than DIT).

The most striking difference lies in the impact of the posters. The Clondalkin respondents were the only group to say that they had indeed been encouraged to take action as a result of the poster campaign with almost all those who said it made them think, also taking action. This again supports the suggestion that the campaign was particularly well received and effective within the marginalised areas of Dublin.



## *Respondent Comments*

Just under fifty respondents offered comments. While primarily positive remarks were heard about the campaign (28), some negative comments (15) were also recorded. Negative comments about the actual poster revolved around the text ('too many words') and the impact ('not hard-hitting'). Positive remarks were generally around the effective use of a known celebrity. Below is a selection of comments.

- "Good catch phrase and personality to use" (Male 22)
- "Not very appropriate for students. Hard to recognise her" (Female 23)
- "I take good care of myself anyway... it encouraged me to continue to do so. Good choice of personality too" (F 22)
- "Real Men Get Heart Disease was more direct and effective" (M 23)
- "Helped to re-enforce what I already do" (F 22)
- "It's too passive, general need for a more 'in-your-face' approach" (M 21)
- "Mrs. Doyle is a good idea because she attracts peoples' attention. Hear disease is a huge problem in Ireland" (F 19)
- "It seemed to be aimed at older people, not students" (M 19)
- "I think it's a very good poster because it gives people an idea to think about their health" (F 21)
- "T.V. characters do not equate with health, you just sit in front of the telly" (M 23)
- "Good character, good location!" (F 21)
- "It only affects people who are unhealthy, like smokers" (F 22)
- "The character attracted attention" (F 20)
- "Didn't affect me enough to actually do something about my health" (M 21)
- "Gets the point across!" (M 20)
- "She should look more healthy herself to promote it" (F 20).
- "Effective, it works" (F 22)



## IV. CONCLUSIONS

Overall the campaign was well received by the audience, particularly among students, though some commented that it was not an effective campaign for young people. Unprompted recall rates varied, being relatively low overall (37%) but reaching 65% in an educational venue. This suggests that such information is best received among that environment as opposed to licensed venues. However, the Clondalkin sample was taken from a licensed venue and the campaign was well received in that area.

Also of note was the striking difference between the number of those who thought about their health and those who then went on to take some form of action. The campaign was effective in raising awareness and had a relatively high level of thought provocation.

In terms of the Convenience Advertising narrowcast media strategy, this was well received by the vast majority of respondents. In addition, the high levels of unprompted and prompted recall for the CA messages in general indicates that it is successful on reaching a target audience with health information, particularly in a sustained manner.

Based on the limited findings of this evaluation, some recommendations can be put forth:

- A continuing campaign targeting the health needs of disadvantaged communities placed within popular venues should be considered.
- A greater number of posters should be displayed any licensed venues to make use of the cubicle spaces so regularly used by the female audience in particular
- Campaigns should last at the absolute minimum, for three months, though a greater length of displays creates an ongoing and sustained form of information dissemination.



## Appendix One

Colour copy of the 'Go on...' Healthy Heart Message for 1997





# Go on....

# Look after your heart!

Pauline McLynn also  
known as Mrs Doyle star of  
*Father Ted*

## Go on....

- ♥ Get active.
- ♥ Eat more fruit and vegetables and less fat and fries.
- ♥ Try to quit smoking.
- ♥ Go easy on the alcohol.
- ♥ Have your blood pressure and cholesterol level checked.
- ♥ Relax - do something you enjoy.

## Go on....

### Get the balance right and get more out of life.

For more information phone the Irish Heart Foundation at 1850 364 364 or talk to your family doctor.



IRISH  
HEART  
FOUNDATION





## Appendix Two

Site Summary for message display points



# Site Summary

Campaign: Healthy Heart



## Active Venues

Report Date: 24/3/98

				Booked Actual Venue		
State	Reg	Venue	Suburb	Mess	Mess	Total
<b>Bar &amp; Nightclub</b>						
Dublin North	44	The Tower	Ballymun	2	2	10
<b>Total display points for Bar &amp; Nightclub</b>				<b>2</b>	<b>2</b>	
<b>Education</b>						
Carlow	4	RTC Carlow	Carlow	5	5	31
Cork	20	College of Commerce	Cork	2	2	19
Cork	30	RTC Cork	Cork	6	6	30
Cork	19	University College Cork	Cork	5	5	37
Donegal	38	RTC Letterkenny	Letterkenny	4	4	18
Donegal	39	RTC Letterkenny (Port Rd)	Letterkenny	8	8	24
Dublin	99	Dublin Business School	Dublin 2	6	6	24
Dublin	79	National College of Industrial Relati	Dublin	2	2	9
Dublin North	56	College of Marketing and Design	Dublin	6	6	24
Dublin North	53	National College of Art and Design	Dublin	5	5	19
Dublin North	57	Dublin City University	Dublin 9	9	9	33
Dublin South	54	DIT - Bolton Street	Dublin	11	11	32
Dublin South	55	DIT - College of Catering	Dublin 2	5	5	23
Dublin South	58	DIT - Kevin Street	Dublin 2	8	8	32
Dublin South	60	Trinity College Dublin	Dublin 2	16	16	56
Dublin South	59	University College Dublin	Dublin 4	8	8	37
Galway	7	RTC Galway	Galway	4	4	34
Galway	6	University College Galway	Galway	2	2	16
Kerry	5	RTC Tralee	Tralee	8	8	33
Kildare	17	St. Patrick's College - Maynooth	Kildare	6	6	35
Limerick	2	Limerick University	Limerick	8	8	55
Limerick	3	Shannon College of Hotel Manager	Shannon	6	6	25
Louth	1	RTC Dundalk	Dundalk	9	9	32
Sligo	80	RTC Sligo	Sligo	6	6	24
Waterford	15	RTC Waterford	Waterford	8	8	44
Westmeath	16	RTC Athlone	Athlone	5	5	34
<b>Total display points for Education</b>				<b>168</b>	<b>168</b>	
<b>Leisure &amp; Gaming</b>						
Dublin	86	Barney's	Dublin	2	2	4
Dublin North	45	Ballymun Snooker and Leisure Cen	Ballymun	2	2	7
Dublin North	85	Dr. Quirkey's	Dublin	2	2	10
Dublin Southwes	34	Blacks Snooker Hall	Tallaght	2	2	5
Dublin Southwes	52	Q's Snooker Hall	Clondalkin	2	2	9
Dublin Southwes	32	Snooker world	Tallaght	1	1	2
<b>Total display points for Leisure &amp; Gaming</b>				<b>11</b>	<b>11</b>	
<b>Nightclub</b>						
Cork	29	Rearden's Mill	Cork	4	4	28
Cork	23	Side Trax	Cork	2	2	16
Dublin	81	The System	Dublin	3	3	12
Dublin Southwes	33	Cocos N/C - Belgard Inn	Tallaght	2	2	9

# Site Summary

Campaign: Healthy Heart



Active Venues

Report Date: 24/3/98

State	Reg	Venue	Suburb	Booked Mess	Actual Mess	Venue Total
Dublin Southwes	51	Miller's at the Jenson Hotel	Clondalkin	2	2	9
Galway	14	CJ's Niteclub	Salthill	2	2	13
Galway	13	Liquid Niteclub	Salthill	2	2	11
Galway	12	The GPO Niteclub	Galway	4	4	15
Limerick	89	Doc's Nightclub	Limerick	4	4	12
Limerick	90	Phase II Niteclub	Limerick	4	4	7
Waterford	93	Junction Bar/Club L.A.	Waterford	2	2	7
Waterford	95	Preachers	Waterford	3	3	5
				<b>34</b>	<b>34</b>	

## Total display points for Nightclub

Pub	Reg	Venue	Suburb	Booked Mess	Actual Mess	Venue Total
Cork	26	Charlies Bar	Cork	2	2	6
Cork	24	Mollie's Bar	Cork	2	2	8
Cork	27	The Phoenix Bar	Cork	2	2	9
Dublin South	69	Badbobs	Dublin 2	3	3	11
Dublin South	66	Bruxelles	Dublin 2	4	4	15
Dublin South	62	Cafe en Seine	Dublin 2	2	2	8
Dublin South	64	Major Toms	Dublin 2	2	2	13
Dublin South	70	Mother Redcaps	Dublin 2	2	2	14
Dublin South	67	O'Dwyer's	Dublin 8	2	2	9
Dublin South	61	Sinnotts Bar	Dublin 2	2	2	11
Dublin South	65	The Harp	Dublin 2	2	2	12
Dublin Southwes	48	Finche's Pub	Dublin 2	2	2	10
Galway	8	Sally Longs	Clondalkin	2	2	7
Galway	11	The Blue Note	Galway	2	2	7
Galway	9	The Kingshead	Galway	2	2	10
				<b>33</b>	<b>33</b>	

## Total display points for Pub

Sport & Recreation	Reg	Venue	Suburb	Booked Mess	Actual Mess	Venue Total
Dublin North	42	Poppintree Sports Complex	Ballymun	2	2	10
				<b>2</b>	<b>2</b>	

## Total display points for Sport & Recreation

Total display points for Campaign: Healthy Heart

250 250

Total display points for this report:

250 250



## Appendix Three

### Venue Demographics Report

# Venue Demographics



Report Date: 24/3/98

Venue Type	Reg State No	Venue	Suburb	Gender	Age	Patronage	Rate	DPT	Comments
<b>Bar &amp; Nightclub</b>									
Dublin North									
	0044	The Tower	Ballymun	F:M	18-30	400	Week	10	
<b>Subtotals for Venue Type: Bar &amp; Nightclub</b>						<b>400</b>		<b>10</b>	
<b>Education</b>									
Carlow									
	0004	RTC Carlow	Carlow	M>F	15-28	2600	Year	31	
Cork									
	0030	RTC Cork	Cork	M>F	15-28	4500	Year	30	
	0020	College of Commerce	Cork	F:M	15-28	2000	Year	19	
	0019	University College Cork	Cork	F>M	15-28	105000	Year	37	
Donegal									
	0039	RTC Letterkenny (Port Rd)	Letterkenny	F:M	15-28	1300	Year	24	
	0038	RTC Letterkenny	Letterkenny	F:M	15-28	1300	Year	18	
Dublin									
	0069	Dublin Business School	Dublin 2	F:M	18 - 24	2900	Year	24	
	0079	National College of Industrial Relations	Dublin	F:M	15-40	1300	Year	9	
Dublin North									
	0056	College of Marketing and Design	Dublin	M>F	15-28	1950	Year	24	
	0053	National College of Art and Design	Dublin	F>M	15-28	720	Year	19	
Dublin North									
	0057	Dublin City University	Dublin 9	F:M	15-28	6000	Year	33	
Dublin South									
	0060	Trinity College Dublin	Dublin 2	F>M	15-28	11200	Year	56	
	0059	University College Dublin	Dublin 4	F>M	15-28	16378	Year	37	
	0058	DIT - Kevin Street	Dublin 2	M>F	15-28	2600	Year	32	
	0055	DIT - College of Catering	Dublin 2	F>M	15-28	1500	Year	23	
	0054	DIT - Bolton Street	Dublin	M>F	15-28	2400	Year	32	
Galway									
	0007	RTC Galway	Galway	F>M	15-28	3800	Year	34	
	0006	University College Galway	Galway	F:M	15-28	7500	Year	16	
Kerry									
	0005	RTC Tralee	Tralee	F:M	15-28	2700	Year	33	
Kildare									
	0017	St. Patrick's College - Maynooth	Kildare	F>M	15-28	4500	Year	35	
Limerick									
	0003	Shannon College of Hotel Management	Shannon	M>F	15-28	300	Year	25	
	0002	Limerick University	Limerick	F:M	15-28	6000	Year	55	
Louth									
	0001	RTC Dundalk	Dundalk	M>F	15-28	2100	Year	32	
Sligo									
	0080	RTC Sligo	Sligo	M>F	15-28	2800	Year	24	
Waterford									
	0015	RTC Waterford	Waterford	F:M	15-28	4200	Year	44	
Westmeath									
	0016	RTC Athlone	Athlone	F>M	15-28	3000	Year	34	
<b>Subtotals for Venue Type: Education</b>						<b>200548</b>		<b>780</b>	

# Venue Demographics



Report Date: 24/3/98

Venue Type	Reg State No	Venue	Suburb	Gender	Age	Patronage Rate	DPT	Comments
<b>Leisure &amp; Gaming</b>								
<b>Dublin</b>								
	0086	Barney's	Dublin	M>F	15-40	500 Week	4	Barney's electric games and gambling machines attracts young and old in this north side venue
<b>Dublin North</b>								
	0085	Dr. Quirkey's	Dublin	M>F	14-25	500 Week	10	Located in the heart of O'Connell Street, it's two floors of electric games and food attracts many youth
	0045	Ballymun Snooker and Leisure Centre	Ballymun	M>F	15-40	150 Week	7	Located in the heart of Ballymun in the shopping centre, it attracts a range of people
<b>Dublin Southwes</b>								
	0052	Q's Snooker Hall	Clondalkin	M>F	10-25+	125 Week	9	A large hall with video games as well, it attracts a lot of local youths
	0034	Blacks Snooker Hall	Tallaght	M>F	14-25	150 Week	5	On the Firhouse road, another leisure venue popular with young people
	0032	Snooker world	Tallaght	F:M	15-28	300 Week	2	Located in Killinarden, it is a popular venue for the local estates.
<b>Subtotals for Venue Type: Leisure &amp; Gaming</b>						<b>1725</b>	<b>37</b>	
<b>Nightclub</b>								
<b>Cork</b>								
	0029	Rearden's Mill	Cork	F:M	18-35	4000 Week	28	Consisting of four floors of entertainment, the club also targets an older crowd of over 30's.
	0023	Side Trax	Cork	M>F	18-30	1500 Week	16	This club attracts an alternative crowd in the heart of Cork.
<b>Dublin</b>								
	0081	The System	Dublin	M>F	18 - 24	2000 Week	12	
<b>Dublin Southwes</b>								
	0051	Miller's at the Jenson Hotel	Clondalkin	F:M	18 - 24	1700 Week	9	The major club in the area, this nightclub attracts many local youth
	0033	Cocos N/C - Belgard Inn	Tallaght	F:M	18 - 24	500 Week	9	This niteclub is held in the basement of a large public house servicing the Tallaght area and likely to reach a wide audience of especially young people
<b>Galway</b>								
	0014	CJ's Niteclub	Salthill	F:M	18 - 24	1000 Week	13	Attracting a young local crowd, another large club on the Galway coast
	0013	Liquid Niteclub	Salthill	F:M	18-30	4000 Week	11	Situated on the coast outside Galway, it attracts young people from town, locals and tourists

# Venue Demographics



Report Date: 24/3/98

Venue Type	State	Reg No	Venue	Suburb	Gender	Age	Patronage	Rate	DPT	Comments
			0012 The GPO Niteclub	Galway	F:M	18-30	3000	Week	15	A large niteclub in the centre of Galway, it is probably the most popular club in the area
<b>Limerick</b>										
			0090 Phase II Niteclub	Limerick	F>M	18 - 24	2000	Week	7	Located in the heart of the city at the Royal George Hotel, this club attracts a range of young people including students
			0089 Doc's Nightclub	Limerick	F>M	18 - 24	2000	Week	12	The low stone ceilings creat a subterranean feeling in this upmarket club just outside the city centre
<b>Waterford</b>										
			0095 Preachers	Waterford	F:M	18 - 24	2000	Week	5	Styleo on a church design, it's wooden interiors and Cu 'pulpit' attract a large upmarket crowd.
			0093 Junction Bar/Club L.A.	Waterford	F:M	18-30	2000	Week	7	With three large areas of entertainment, this American styled club also features pool tables and hot food in it's 'Diner' section.
<b>Subtotals for Venue Type: Nightclub</b>							<b>25700</b>		<b>144</b>	
<b>Pub</b>										
<b>Cork</b>										
			0027 The Phoenix Bar	Cork	F:M	18 - 24	1000	Week	9	Blaring rock music and the dark interiors give away it's attraction to a young audience, with two bar areas on two floors.
			0026 Charlies Bar	Cork	F:M	18-35	2000	Week	6	
			0024 Mollie's Bar	Cork	F:M	18 - 24	3000	Week	8	Mollie's attracts a range of people with it's live music nightly.
<b>Dublin South</b>										
			0070 Mother Redcaps	Dublin 8	F:M	18-35	2500	Week	14	A popular venue for live music and other functions such as readings and performances.
			0069 Badbobs	Dublin 2	F:M	18-30	1500	Week	11	Providing an occassional disco, it is renowned for it's live music and is likely to reach those who do not visit the more upmarket bars and discos
			0067 O'Dwyer's	Dublin 2	F:M	25 - 29	1660	Week	9	Just off Merrion park, O'Dwyers is open until after 2:00 AM on weekends.
			0066 Bruxelles	Dublin 2	F:M	18-30	5200	Week	15	
			0065 The Harp	Dublin 2	F:M	18-30	1200	Week	12	Situated at O'Connell Street the Harp is another long established Dublin venue attracting a range of visitors from all social spheres
			0064 Major Toms	Dublin 2	M>F	18 - 24	3500	Week	13	Very popular among young people and students being situated just off Grafton St. it would also attract young tourists

# Venue Demographics



Report Date: 24/3/98

Venue Type	State	Reg No	Venue	Suburb	Gender	Age	Patronage	Rate	DPT	Comments
			0062 Cafe en Seine	Dublin 2	F:M	18-40+	5000	Week	8	A well known upmarket bar, it's wrought iron chandeliers, highbacked couches and occasional live music on the balcony ensure a continuing loyal clientele of young professionals
			0061 Sinnotts Bar	Dublin 2	F:M	18-30	5000	Week	11	Attracting a range of people from tourists to the after work crowd to college students, it has remained a popular drinking venue in Dublin
<b>Dublin Southwes</b>										
			0048 Finche's Pub	Clondalkin	M>F	15-40	1000	Week	10	This is the only public house within the immediate area, thus attracting many local residents
<b>Galway</b>										
			0011 The Blue Note	Galway	F:M	18 - 24	1000	Week	7	Attracting a range of young people, the Blue Note is well known for it's live blues and jazz
			0009 The Kingshead	Galway	F:M	18-35	4000	Week	10	A long established bar in Galway, it attracts many young persons with it's large screen broadcasts of live sports and occasional live music.
			0008 Sally Longs	Galway	M>F	18-30	1000	Week	7	Sally Longs has long been known as a pseudo 'biker bar' with wall murals depicting legends of rock music.
<b>Subtotals for Venue Type: Pub</b>							<b>38560</b>		<b>150</b>	
<b>Sport &amp; Recreation</b>										
<b>Dublin North</b>										
			0042 Poppintree Sports Complex	Ballymun	M>F	10-25+	150	Week	10	A community based centre servicing the residents of Ballymun and surrounds, it reaches a range of young people
<b>Subtotals for Venue Type: Sport &amp; Recreation</b>							<b>150</b>		<b>10</b>	
<b>Grand Totals for this report:</b>							<b>267083</b>		<b>1131</b>	



## Appendix Four

### Evaluation Questionnaire



## Healthy Heart Poster Campaign Evaluation

### QUESTIONNAIRE

Indicate Gender: ☐ MALE ☐ FEMALE

1. What age are you? \_\_\_\_\_
2. Are you: ☐ Employed  
☐ Unemployed  
☐ Full time Student  
☐ Other \_\_\_\_\_
3. For Licensed Venues: Have you been here before in the last three months? ☐ YES ☐ NO
4. Have you seen any health posters in the toilet area?  
☐ YES ☐ NO [Go to Q. 7]
5. What were the posters about? [if heart or health is not mentioned, go to Q. 7]  
☐ HIV/ AIDS/Sex  
☐ Heart/ healthy heart/ Heart Week  
☐ Health in general [Go to next question]  
☐ Don't know  
☐ Other: \_\_\_\_\_
6. What did the poster look like?  
☐ Gives colour [orange]  
☐ Names character {Pauline McLynn/ Mrs. Doyle}  
☐ Don't Know  
☐ Other: \_\_\_\_\_
7. Have you seen this poster before? [Show heart poster]  
☐ YES ☐ NO [End interview]

8. Did this poster make you think about your health?  
☐ YES ☐ NO
9. Did seeing this poster encourage you to do anything about your health? ☐ YES ☐ NO [Go to Q. 11]
10. If so, what did you do? [may indicate more than one answer]  
☐ Changed diet/ eat better  
☐ Exercised more  
☐ Quit smoking  
☐ Drink less alcohol  
☐ Visit GP / doctor  
☐ Other: \_\_\_\_\_
11. Do you think placing such posters in the toilet area is a good way to reach people with this kind of information?  
☐ YES ☐ NO

Do you have any additional comments about the poster or the campaign?

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Could you please initial here to confirm that I completed this questionnaire.

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Interviewer's signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / 98

Time: \_\_\_\_ : \_\_\_\_ PM / AM

VENUE: \_\_\_\_\_

# CONVENIENCE ADVERTISING

"Narrowcasting in Public Environments"



87 Sandymount Road, Dublin 4, Ireland Tel: +353-1-6601100 Fax: +353-1-6601133 E-mail: [convir@indigo.ie](mailto:convir@indigo.ie)

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