



# Convenience Advertising

**Evaluation of Convenience Advertising AIDS Prevention  
Posters**

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## **1) Introduction:**

Convenience Advertising, Liverpool, developed a strategy for AIDS prevention in association with the Bavarian Sozial-Ministerium. A total of 229 posters were displayed in 60 venues over a period of 6 months.

An evaluation of the effect of these posters was carried out.

## **2) Methods:**

### **2.1) Procedure:**

The posters were assessed in 10 bars by means of an oral interview. The questioning took place at the venue exit.

### **2.2) Population:**

The population was the clientele of the chosen pubs who were in the toilet area at the time of questioning.

### **2.3) Survey:**

#### **2.3.1) Coverage:**

An average of 16 interviews were conducted in each pub, making a total of 160.

#### **2.3.2) Selection procedure:**

The interviews were carried out at the following venues, consisting of a mixture of discos, pubs and cafes:

Munich					
Name	Type (Disco = D, Concert = Co, Pub = P, Cafe = C)	Opening times:	Clientele type (A= Yuppie B = average C= working class)	Number of posters	Interviews
Baader Cafe	C		B	3	
Ball Haus	P		A/B	2	
B. Bones	P		B/C	4	
University cafe	C		B	4	
Cafe Roxy	C		A/B	4	25
Cafe	C		A/B	3	
Wienerplatz					
Chaterhalle	D/P		B	8	
Club Morriz	P		A/B	2	
Crash	D		B/C	6	
Feierwerk	D/P		B	6	
Fraunhofer	P		B	4	
Irish Folk Pub	P		B	4	
Kreuzberger	P		B	4	
Ksar Club	P		B	2	
Liberty	D		B	5	
Max Emanuel	P		B	4	
Muffatcafe	C		B	4	
Muffathalle	D/P		B	8	
Nachtcafe	C		A	7	
Park Cafe	D		A/B	8	25
Podium	P		B/C	4	
Pot	P		B	5	25
Shamrock	P		B	4	
Sushi Rolls	P		A/B	2	
Stadtcafe	C		B	2	
Substanz	P		B/C	4	25
Terminal 1	D/P		B	8	
Tomate	P		B	4	
Tribuehne	P		B	4	
<b>Total for Munich</b>				<b>129</b>	<b>100</b>



**Nurenberg**

Name	Type (Disco = D, Concert = Co, Pub = P, Cafe = C)	Opening times	Clientele type (A= Yuppie B = average C= working class	Number of posters	Interviews
Brown Shugar	D		B/C	3	10
Cafe Central	C		B	3	
Cafe Lorenz	C		B	4	10
Cafe Sebald	C		B	4	
Cafe Stella	C		B	3	
Finnigan's Harp	P		B	3	
Flohmarktkneipe	P		B	3	
Green Goose	D		B	4	
Kaiserburg	P		B	4	
Little Rockcafe	P		B	3	
Mach 1	D		A/B	5	10
Meisengeige	P		B	3	
Metropolis	P		B	3	
Nachtwaechter	P		B/C	3	
Ruhestoerung	P		B	3	10
Schmelztiegel	P		B	3	
The Shamrock	P		B	3	
Treibhaus	P		B	3	
<b>Total Nurenberg</b>				<b>60</b>	<b>40</b>

Rosenheim					
Name	Type (Disco = D, Concert = Co, Pub = P, Cafe = C)	Opening times	Clientele type (A= Yuppie B = average C= working class	Number of posters	Interviews
Arkaden	D		B/C	3	10
Asta	P		B	3	10
Beletrage/ Firlefan	P		B	3	
Cafe Cinema	C		B	3	
Cafe Giornale	C		B	3	
Cafe Harmony	C		B	3	
Cafe Journal	C		A/B	3	
Cafe Uno	C		B	4	
Don Quichotte	P		B	3	
Fischkueche	P		B	3	
Happy O/ Nachtcafe	D		B	3	
Peaches	P		B	3	
Tati's	P		A/B	3	
<b>Total Rosenheim</b>				<b>40</b>	<b>20</b>
<b>Overall Total</b>				<b>229</b>	<b>160</b>

The respondents were chosen at random

The following conditions were applied:

- Respondents were aged between 16 and 25 years and consisted of
- 50% males and 50% females.

**2.4) Interviewers:**

The interviewers were aged between 23 and 26 years.

The use of interviewers ensured the questionnaire was answered question by question, the questions were read word for word, no additional prompting was given and the answers were written down verbatim.

The women were interviewed by women, and the men were interviewed by men.

The questionnaire itself was not complicated, ensuring very little non-response.

**2.5) Time of interviews:**

The interviews were carried out in the last week of May, on Thursdays, Fridays and Saturdays, two hours before closing (from 11 o'clock for discos).

**2.6) Evaluation:**

The evaluation was performed on an inma evaluation package, ROGO, on an AT 486 computer. Where appropriate, answers were split by sex, age and venue.

### 3) Results:

#### 3.1) Profile of respondents:

See tables 1 to 4.

The interviews were split according to city:

- Munich 63%
- Nurenberg 24%
- Rosenheim 13%

The results show no significant difference between the cities.

Interviews were conducted in 10 different venues split by venue type:

- Discos/Concert Halls 34%
- Pubs 44%
- Cafes 22%

The age of the respondents was as follows:

- 16 to 20 years 50%
- 21 to 25 years 50%

The gender split was as follows:

- Males 50%
- Females 50%

### 3.2) Frequency of patronage:

See tables 5 to 7

The number of times the respondent had visited the venue in the last 3 months was reported as being:

- Once 18%
- Twice 14%
- Three times 13%
- More than three 55%

The majority of the respondents had been to the venue more than three times in the last three months, and can therefore be described as regulars. This increased the possibility of contact with the AIDS posters. A similarly high percentage of respondents admitted seeing the posters prior to the interview (Table 12).

More than half of the respondents - the questioning took place at the venue exit! - had consumed an alcoholic drink, 10% more than three, therefore a presumption was made that they may have been inebriated.

### 3.3) Condoms:

See tables 29, 38

Accept that using a condom correctly , protects from AIDS	Total	Sex		Age	
		Male	Female	16 - 20	21 - 25
Certain	14%	16%	12%	16%	12%
Quite sure	70%	77%	63%	73%	67%
Undecided	12%	5%	19%	8%	16%
Not sure	4%	2%	6%	4%	4%

Of the target group, not everyone was sure that a condom represented complete protection from AIDS. Women were more sceptical than men, and the older age group were more sceptical than the 16 to 20 year olds.

Admit will use a condom in the future because of the posters	Total	Sex		Age	
		Male	Female	16 - 20	21 - 25
Already do	81%	88%	74%	87%	75%
Will in future	11%	6%	16%	6%	16%
Will not	8%	6%	10%	8%	8%

One in nine of the respondents admit that they would use a condom in the future because of the posters. Even though this promise was given verbally, the posters are shown to have had a strong effect on people.

### 3.4) Recognition:

#### 3.4.1) Recall:

See tables 8 and 9.

The recall value represents remembering the posters without any prompting.

Remember the poster in the toilets without any assistance	Total	Location		
		Munich	Nurenberg	Rosenheim
	59%	61%	41%	85%

The majority who remembered the poster could describe it as follows:

- 53% remembered the text (AIDS theme)
- 43% remembered the colour in particular (lilac)
- 33% remembered the drawings (condom, couple).

### 3.4.2) Recognition:

See tables 10 to 13

The recognition value represents remembering the posters with some prompting.

Remember the poster in the toilets with some assistance	Total	Location		
		Munich	Nurenberg	Rosenheim
	72%	75%	61%	79%

Of those who remembered the posters:

- 34% remembered both
- 46% only remembered the 'AIDS IST...' poster
- 20% only remembered the 'SICH LIEBEN...' poster

The poster 'AIDS IST EIN THEMA AUCH FÜR DICH' was clearly more memorable than the other one, this poster also received a more favourable reception.

The first contact with the posters did not always take place on the day of the interview since the respondents were generally regulars, the posters had been seen by two-thirds of them beforehand.

When asked where the posters were displayed, the majority said toilets in discos, cafes, pubs etc., but also named other locations such as lifts, notice boards, train stations, schools and universities.

### 3.4.3) Contents:

See table 31

Two points in particular stuck in people's minds. These were that

- Everyone carries the responsibility! and
- Condoms protect from AIDS!

### 3.5) Idea/point:

See tables 14, 15, 39 to 43

The idea was said to be:

- very good 23%
- good 66%
- bad 11%

The overwhelming majority found the idea a good one.

The following points were especially positive:

- The theme of AIDS was made clear to 31% of people, they were given food for thought.
- 26% thought that not enough could be done.

On the other hand, the poster could be:

- for 11% more dramatic, it seemed more like a poster for the Pill - it was boring.

Is the use of posters to advertise the use of condoms as a protection from the dangers of AIDS a good idea?

- Yes 90%
- No 10%

In particular:

- For 48% it made the subject topical and a subject of conversation,
- For 36% of people, any information on this subject was worthwhile,
- 6% thought the idea was stupid.

The following points were seen as good:

- It involved everybody (22%)
- It brought the subject into conversation (19%)
- It educated the masses (10%)
- The attractive style of the posters (10%)

The following points were seen as bad:

- The unappealing style of the posters (23%)
- They were only in the toilets (12%)
- The text was too long and illegible (10%)



The following could be better:

- Better, more interesting presentation (34%)
- Larger posters (18%)
- More, and in particular, more radical information (14%)
- More intelligent text, particularly geared towards young people, larger text (13%)
- Different colours, contrasting colours (12%).

There is no doubt that the idea of the posters and their display was seen positively, on the other hand, the style of the posters came in for some criticism.

**3.6) Appraisal of the Posters:**

See tables 16 to 29.

Criteria	Assessment	Poster	
		'SICH LIEBEN...'	'AIDS IST...'
Text	<p>The text was:</p> <p>Very good</p> <p>Good</p> <p>Average</p> <p>Bad</p> <p>Reasons:</p> <p><b>+ve general:</b>  short, matter of fact, unambiguous, clear, appealing, comprehensive, sensible</p> <p>Appealing, not shocking, correct, concise, substantial, informative, short and matter of fact</p> <p><b>-ve general:</b>  not concise, too banal, stupid, unoriginal, no new ideas, boring, conservative, too simple</p> <p>Conservative, plain, too sterile, boring, stale, middle-class, average, catholic, clumsy</p> <p><b>+ve text/content:</b>  Catchy, exactly right, brief, meets its target, simple slogan, shows protection, hits at the heart</p> <p>Affects one personally, contains everything, vertical position of the word AIDS as initial letters is good, direct, clear</p> <p><b>-ve text/content:</b>  No information, not progressive, lacking something, no advise on condoms, the word condom is missing, more information, too much text, a bit long-winded, too much moralising, political</p>	<p>13%</p> <p>43%</p> <p>33%</p> <p>11%</p> <p>34%</p> <p>32%</p> <p>18%</p> <p>12%</p>	<p>17%</p> <p>46%</p> <p>21%</p> <p>16%</p> <p>14%</p> <p>16%</p> <p>46%</p> <p>21%</p>

Criteria	Assessment	Poster	
		'SICH LIEBEN...'	'AIDS IST...'
Message	<p><b>General/condom:</b> Use a condom, love = condom, condom protects both, reminder to use a condom Eye-catching, personally appealing, affects everyone, encourages anonymous advice,</p> <p><b>Responsibility:</b> Be responsible when having sex, loyalty, don't be promiscuous, be careful, protection for both, safer sex Decision between risk and protection, reveals the danger, love means responsibility, steady partners</p>	63%	11%
	<p><b>Instructions/information:</b> Appeals for good sense, warning of AIDS, brings the danger of AIDS into the open, addresses the issue AIDS is a theme for everyone, affects everyone, AIDS should not be a taboo, warning of AIDS No response</p>	29%	55%
		10%	35%
		9%	11%

Criteria	Assessment	Poster	
		'SICH LIEBEN...'	'AIDS IST...'
Graphics	<p>The graphical presentation is:</p> <p>Very good 7% 13%</p> <p>good 38% 42%</p> <p>Average 39% 32%</p> <p>Bad 16% 13%</p> <p><b>Reasons:</b></p> <p><b>+ve general:</b></p> <p>A bit different, simple but striking, peculiar but good, cryptic, clear lines 17%</p> <p>Clear, catching, striking, appealing, clear, very symbolic 18%</p> <p><b>-ve general:</b></p> <p>Too conservative, plain, bland, impersonal, too simple, cheap, monotonous, unfunny 31%</p> <p>Not striking, doesn't appeal, too muddled, simple, boring, cheaply made, unclear 18%</p> <p><b>+ve picture/graphics:</b></p> <p>Couple in a condom is funny, clear, looks good, picture fits the text, very expressive 14%</p> <p>Good graphics, AIDS (letters below each other) is good, good combination, Picture surrounded by text 16%</p> <p><b>-ve picture/graphics</b></p> <p>A bit static, too small, not artistic enough, picture doesn't fit text, no gimmick 8%</p> <p>Real people would be better, bigger picture, a lot of things on one poster, too symmetrical 8%</p> <p><b>+ve text:</b></p> <p>Logo says it all, text is big and clear, legible 5%</p> <p>Text and picture well placed, text goes from large to small, logo makes the theme clear, large headline text 16%</p> <p><b>-ve text:</b></p> <p>Illegible, addresses written too small, too little explanation, text protrudes a bit 17%</p> <p>Too much text, too many addresses, too small, bad text, too calm, seems like the bible, religion 16%</p>		

Criteria	Assessment	
Pictures	<p><b>The pictures are:</b></p> <p>Very good 21%</p> <p>Good 47%</p> <p>Average 21%</p> <p>Bad 11%</p> <p><b>Reasons:</b></p> <p><b>+ve general:</b></p> <p>Very good, says it all, well expressed, know what it is about, clear form, relevant 34%</p> <p><b>-ve general:</b></p> <p>Conservative, plain, too little relevance to the subject, not striking enough, not provocative enough 14%</p> <p><b>+ve picture:</b></p> <p>Condom shows protection, body contact effective, excellent design, symbolic characters 34%</p> <p><b>-ve picture:</b></p> <p>Too abstract, unclear at 1st glance, badly drawn, like mother like child, holy picture with condom</p>	
Colours	<p><b>The colours are:</b></p> <p>Very good 10%</p> <p>Good 26%</p> <p>Average 30%</p> <p>Bad 34%</p> <p><b>Reasons:</b></p> <p><b>+ve general</b></p> <p>Striking, catch the eye, not loud, well chosen, calming, appealing 9%</p> <p><b>-ve general:</b></p> <p>Not vivid enough, don't give off any signal, like a chocolate advert, conservative, middle-class 16%</p> <p><b>+ve lilac:</b></p> <p>I like lilac, text fits lilac well, my favourite colour, lilac and green combine well, green = hope 21%</p> <p><b>-ve lilac:</b></p> <p>Too matt, not trendy enough, no complimentary colours, strange, green on lilac is stupid, more striking colours, confused 49%</p>	

The text of both posters was viewed positively:

- The poster 'AIDS IST..', with a lot of text, was found to be better than the 'SICH LIEBEN..' poster which had very little text.

- The text of the 'SICH LIEBEN..' poster was especially striking through its matter of fact words, conciseness and lack of ambiguity. This positive assessment, however, is contrasted by the negative criticism: Not concise enough, not addressing the facts exactly. The text of the 'AIDS IST ...' poster was particularly liked for its play on words, it was described as direct and clear, but also too boring.

- The message was immediately recognised for both posters: The main theme of the 'SICH LIEBEN..' poster was the need to use a condom, of the 'AIDS IST..' poster the theme was self responsibility.

The graphics were judged in a more critical way:

- The graphics of both posters were described by over half the respondents as either average or bad. The somewhat simple and static figures were particularly criticised, plus the difficulty in reading the text (particularly through the poor contrast of colours).

The pictures, on the other hand were seen by the majority as being droll and relevant and:

- The symbolism of the characters was quickly recognised.

The colours were seen in a negative light by the majority:

- The lilac colour was too matt, there were no complimentary colours, the colour gave off no signals, and was somewhat strange.

### **3.7 Conversation about the poster:**

See tables 34 to 36.

One in eight of the respondents had spoken to someone about the posters. The subjects were: AIDS, the graphical design and the typography and the idea of the campaign. The main reasons why people had *not* discussed the poster were:

- 27% thought the posters were uninteresting and not very striking,
- 23% thought there was no particular theme to discuss,
- 13% said the opportunity for discussion had not arisen,
- 5% said they would not talk about such things.

### 3.8) Personal Relevance:

See table 37

The overwhelming majority of respondents (84%) admit to have been personally affected by the subjects mentioned in the posters.

### 3.9) Behaviour/Attitude

Behaviour/ Attitude		Total	Sex		Age	
			Male	Female	16 - 20	21 - 25
Sexual behaviour	I have a regular partner	50%	38%	62%	40%	60%
	I change my sexual partners	29%	38%	20%	29%	29%
Condom	The poster reminds me to use a condom	79%	77%	81%	79%	79%
	I always have a condom on me	23%	29%	17%	20%	26%
Contraception	I insist on using a condom during sexual intercourse	42%	35%	49%	42%	42%
	I think the responsibility for pregnancy rests with the woman	9%	9%	9%	11%	7%
	I think the responsibility for protecting from AIDS rests with the man	14%	17%	11%	13%	15%
	The Pill can protect from AIDS	4%	2%	6%	5%	3%
	The last time I had sex, I protected myself with: the Pill	36%	20%	54%	34%	38%
	a condom	46%	56%	37%	50%	42%
	a coil	1%	0%	2%	0%	2%
	something else	3%	3%	3%	3%	3%
nothing	14%	21%	7%	12%	16%	
Drugs	I know people who take drugs	77%	79%	74%	79%	75%
	I could easily get hold of drugs	59%	66%	66%	61%	57%
	I have taken drugs myself	45%	48%	48%	43%	47%

- One in two respondents admit to having a regular partner, one in four are promiscuous.
- Almost one quarter regularly have a condom on their person, over three quarters would remember to use a condom thanks to the AIDS posters.
- Over 40% insist on the use of a condom during sexual intercourse, one in three uses the Pill.
- Contact to drugs is high: Three quarters of those interviewed knew people who took drugs, almost two thirds had access to drugs and almost one half had already taken drugs.



#### 4) Recommendations:

##### 4.1) Target Group:

It is sensible to warn the target group about the danger of AIDS and to encourage a change in behaviour because:

- only 80% of people accept that wearing a condom is the best form of protection from AIDS
- 4% think that the Pill can protect from AIDS

##### 4.2) Effect

The effect of the posters was determined using a questionnaire, recording *verbal* responses, an actual change in behaviour was not recorded.

The posters had an effect.

##### 4.2.1) Recall

- 72% remembered the posters after some prompting (recognition level)
- 59% recalled the posters unaided (recall level), the majority being able to describe the posters.

##### 4.2.2) Idea

- 59% found the idea either good or very good, of which 23% thought it very good.

##### 4.2.3) Message

- Practically everyone understood the message
- 79% were reminded by the posters that they should use a condom
- 13% admitted learning something new from the posters
- 13% have (even) spoken to someone about the posters.

##### 4.2.4) Change of behaviour

- 11% said they would use a condom in the future because of the posters.

#### 4.3) Appearance:

##### 4.3.1) Text:

- The text was judged in a positive light by the overwhelming majority; on the other hand some found it too banal and thought it could be sharper.

##### 4.3.2) Graphics:

- The graphical appearance was, likewise, viewed as not being striking enough, more powerful graphics were expected.

##### 4.3.3) Pictures:

- The pictures were well received with the symbolic meaning of the characters understood.

##### 4.3.4) Colours:

- On the one hand, the striking nature of the lilac colour made the posters easy to remember; on the other hand, however, almost everyone expressed a dislike to the colours.
- The mixture of green on lilac caused problems: the text proved difficult to read.

### Recommendations:

It can be proven without any doubt that the AIDS prevention posters had an effect.

Therefore, the continuation of this project must be recommended.

On the other hand, the form of the posters, in particular the colours, should be reconsidered.

Furthermore, it should be considered whether the strategy of 'hiding' the posters in toilets and their small format could be changed to have an even greater advertisement effect.

5) Appendix

5.1) Posters

5.2) Questionnaire

6) Acknowledgements

Survey Design

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Fieldwork

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**Table 1**

**Number of Interviews by Location**

Munich	63%
Nurenberg	24%
Rosenheim	13%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 2**

**Number of Interviews by Venue**

Arkaden	6%
Asta	6%
Brown Sugar	6%
University Cafe	26%
Cafe Lorenz	6%
Mach 1	6%
Park Cafe	16%
Pot	16%
Ruhestoerung	6%
Substanz	16%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 3****Age Distribution**

16 to 20 years	50%
21 to 25 years	50%
TOTAL (%)	100%
TOTAL (NO.)	157

**Table 4****Sex Distribution**

Male	50%
Female	50%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 5****How often have you been to this venue in the last three months?**

Once	18%
Twice	14%
Three times	13%
More than three times	55%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 6****Type of drink consumed**

No reply, nothing	23%
Mineral water	13%
Cola, Red Bull	4%
Cola with a spirit	0%
Beer, Weissbier, Pils, Radler	44%
Wine, champagne	12%
Vodka	1%
Coffee, cocoa, cappucino, tea	8%
Whisky	1%
Mixed drink, cocktail, punch	3%
Martini	1%
Cider	3%
Gin and Tonic	1%
Schnaps, ouzo	3%
TOTAL (% multiple response)	117%
TOTAL (NO.)	160



**Table 7**

**Number of alcoholic drinks consumed**

0	43%
1	29%
2	18%
3	5%
4	2%
5	2%
6 or more	1%
TOTAL (%)	100%
TOTAL (NO.)	158

**Table 8**

**Can you remember any poster in the toilets?**

Yes	59%
No	41%
TOTAL (%)	100%
TOTAL (NO.)	156

**Table 9**

**What kind of poster was it: can you describe it please?  
What pictures were there? What text can you remember?  
What colours can you remember?**

No response	43%
Colours:	43%
Lilac background, lilac, black, white, red, violet, green, pink	
Text:	42%
AIDS theme, give AIDS a chance, love one another, protect yourself, addresses, think about it, AIDS is a theme for everyone, everything is your responsibility, protect from AIDS, safety, responsibility, risk, picture around text, AIDS affects all, information about AIDS, AIDS is your responsibility, AIDS letters under each other is good, contact points, 2 figures, advice points, responsibility is yours	
Illustrations:	33%
Couple, 2 people, silhouette (condom), couple embracing, condom, two people entwined, man and woman in a condom, a condom on a whole body, silhouette of a man and woman, schematic couple, naked couple	
Frame:	2%
Plastic frame, A4 frame	
Poster:	11%
Anti-AIDS poster, AIDS poster	
TOTAL (% multiple response)	174%
TOTAL (NO.)	160

**Table 10**

**(Both posters taken out of the cubicle and shown)**

**Can you remember this poster?**

Yes	72%
No	28%
TOTAL (%)	100%
TOTAL (NO.)	152

**Table 11**

**Which poster do you remember?**

Both	34%
'AIDS IST..' only	46%
'SICH LIEBEN..' only	20%
TOTAL (%)	100%
TOTAL (NO.)	116

**Table 12**

**When did you first see this poster?**

Today in the toilets	31%
Previously in the toilets	61%
Satzinger Muehle	1%
Ruhestoerung	1%
Treibhaus	2%
Cafetscherl	1%
Club Moritz	1%
Tribuehne	1%
Underground station	1%
TOTAL (%)	100%
TOTAL (NO.)	116%

**Table 13**

**In your opinion, where should these posters be displayed?**

No response	4%
Toilets in a disco (or next to a mirror)	65%
Toilets in a cafe, pub, restaurant, bar, youthclub cafe (or next to a mirror)	63%
Lift	6%
Everywhere	10%
Train stations, public transport	11%
Schools, universities	11%
Notice boards	4%
Public institutions	9%
Entrance and exit of pub	11%
Condom machines	7%
Shop entrances	1%
Toilet cubicles, own toilet	1%
Cinemas	2%
Doctor's waiting room	1%
TOTAL (% multiple response)	206%
TOTAL (NO.)	160

Table 15

Could you give a reason for that?

No answer	4%
Text: Direct affect, noticeable, addresses, promotes love, enlightening, matter of fact	17%
General: Because something has been done, ignored by the majority, important theme, promotes awareness, attractive, shows involvement, you can't do enough, good, good thought provoker, striking, not pushy, better than 'Give AIDS a chance', necessary, great idea, educating the masses	26%
AIDS theme: AIDS should not be taken lightly, you must always be reminded of this subject, very important, subject should not be played down, effects all, subject you should think about, protection, think about AIDS, subject is addressed, AIDS danger, advert about AIDS, explanation of AIDS is important, the subject should always be confronted, important anti-AIDS campaign, self responsibility is made clear	31%
Design: Appealing, good logo	3%
Presentation: Too boring, could be more dramatic, more like a Pill packet, moral apostle effect, not striking enough, boring, doesn't awake enough interest, like an advertising campaign from the public health department	11%

Information:	13%
The general public is informed too, everyone is informed about it, important information, affect more people, even the most stupid need to know what to do, much has to be done to inform people	
Illustration:	4%
Unambiguous, everyone understands it, it is clear what is meant, bright picture, very good picture, good illustration	
Colours:	1%
Choice of colours, good colours	
TOTAL (% multiple response)	110%
TOTAL (NO.)	160

**Table 16**

**If you study the text in particular, what do you think?**

Very good	13%
Good	43%
Average	33%
Bad	11%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 17**  
**What are your reasons for this?**

No response	6%
-ve general:	32%
Doesn't say enough, boring, conservative, could be more dramatic, a bit old-fashioned, not catchy, sex has less and less to do with love, too simple, more bite, not striking enough, unappealing, too general, slimy, not succinct, not strong enough, no surprise, doesn't grab you, unoriginal, no new ideas, stupid, not funny enough, too banal, too educational	
+ve general:	34%
Tells the truth, if you love someone you should not want to harm them, short and sweet, matter of fact, appealing, concrete, says it all, concise, easy to understand, sensible, catchy, just right, addresses me, short and good, not overloaded	
-ve text:	12%
Speech should be more relaxed, no information, too little text, no advice on condoms in the text, doesn't address the subject, not progressive enough, the sentence isn't good, no key words, dragged out, not particularly good text, half sentence, lacking something, the word 'love' disturbs me, shouldn't begin anything with text	
+ve text:	18%
Shows protection, easily remembered, simple slogan, addresses people in a steady relationship, addresses the thing directly, it's important to protect yourself, raises awareness, absolutely correct, good text, brevity is the soul of wit, hits at the heart, puts love and protection together, play on words with 'Love is...' is good	
TOTAL (% multiple response)	102%
TOTAL (NO.)	160



**What is this poster trying to say?****What does it say?**

No response	9%
Responsibility:	29%
Responsibility belongs to sex, loyalty, no bit on the side, be careful, protection before illness, monogamy, foresight is better than hindsight, don't risk illness during sexual intercourse, AIDS protection, protection for both partners, safer sex, love with intelligence and understanding	
Education:	7%
AIDS affects all, the danger of AIDS is brought into people's minds, warning of AIDS, asks people to use their common sense	
Condom:	63%
Use a condom!, love=condom, loving=protection, contraception, safer sex, use a condom when changing partners, reminder to use a condom, condoms aren't a problem, condoms protect both of you, important when you have a lot of partners	
Security:	1%
Information:	3%
Through addresses, informs again and again	
TOTAL (% multiple response)	112%
TOTAL (NO.)	160

**And now the graphical presentation:  
What do you think about the graphical presentation?**

Very good	7%
Good	38%
Average	39%
Bad	16%
TOTAL (%)	,100%
TOTAL (NO.)	160

**Could you give a reason for that?**

No response	13%
+ve picture:	14%
Couple in the condom is funny, unambiguous, looks good, picture fits the text, clearly presented, very relevant, picture says it all, picture prompts you to read the text, whole body in a condom	
-ve picture:	8%
Picture is so isolated, a bit static, no joke, badly drawn, picture too small, not artistic enough, picture doesn't fit the text	
+ve general:	17%
A bit different, simple yet impressive, well expressed, peculiar but good, simple, hits you between the eyes, important, striking, addresses the young, cryptic, easy to understand, fits well, not obtrusive, goes down well, clear outline	
-ve general:	31%
Too conservative, plain, bland, impersonal, too decent, not striking enough, doesn't address me, too basic, cheap, a bit monotonous, not strong enough, not easily remembered, no surprise, stupid, no new ideas, not funny enough	
+ve layout:	1%
Text - picture - text	
+ve text:	5%
Logo says it all, text is large and clear, good logo, legible	
-ve text:	17%
Illegible, text not legible, written too small, text doesn't stick out enough, not enough explanation, addresses written too small	
TOTAL (% multiple response)	106%
TOTAL (NO.)	160

**What do you think about the illustrations?  
Do you like the illustrations?**

Very good	21%
Good	47%
Average	21%
Bad	11%
TOTAL (%)	100%
TOTAL (NO.)	160

**What are your reasons for this?**

No response	4%
+ve idea: Good idea, funny idea	6%
+ve style: Clear lines, easily recognisable, eye-catching, artistic	4%
+ve general: Very good, says it all, well expressed, relevant, you know straightaway what is meant, expresses everything, you know what it is about, clear lines, artistic, clear shape, clear	25%
+ve picture: Condom over people, condom shows protection, good because of condom, clear, looks nice, body contact is noticeable, excellent design, symbolic togetherness, picture says it all, catches the eye, links love and AIDS, the picture is the most succinct thing on the poster, simple yet clear, you have to take some time looking at the poster, 2 people drawn as one, artistic, shows affection, gets the topic over, abstract but clear, good symbolic characters, nice embrace	34%
-ve idea: Pinched from Marvel	1%
-ve style: A bit simple, poor quality, too schematic, crap, too boring, unclear	6%
-ve general: Conservative, plain, does not address the subject, not striking enough, not provocative enough, naive, not aggressive enough, unclear, no fantasy, too simple	14%

-ve picture:	13%
There should be people on the poster, too abstract, not clear at first glance, too plastic, personal representation would be better, picture not as important, depicts AIDS illness which shocks, looks like mother and child, people in condom is completely crap, badly drawn, too small, condom is difficult to recognise, religious picture with a condom	
TOTAL (% multiple response)	107%
TOTAL (NO.)	160

**And the colours?**

**What do you think of the colours?**

Very good	10%
Good	26%
Average	30%
Bad	34%
TOTAL (%)	100%
TOTAL (NO.)	160

**What are your reasons for this?**

No response	4%
-ve colours:	49%
Too matt, not trendy enough, no complimentary colours, lilac is a bit strange, lilac doesn't suit, green and lilac is stupid, green is not striking, bright and garish colours, don't like green, too dark, green on lilac makes it difficult to read, more meaningful colours, don't like lilac, more colourful, yellow and white is illegible, not lively enough, contrast is bad, gay colours, too nice, lilac symbolises free love, sweetie colours, lilac is the colour of the woman's movement, red is normally for love, church colours, more colourful	
+ve colours:	21%
I like lilac, text fits well to lilac, my favourite colours, environmental colours, suit each other, lilac and green is a good combination, nice colours, I like the colours, striking, lilac is a warm colour, green=hope, lilac background is good	
-ve general:	16%
Not vivid enough, gives off no signals, like a Milka advert, doesn't grab you, too conservative, middle-class, not eye-catching, not striking enough, easy to miss, too decent, doesn't grab you	
+ve general:	9%
Striking, eye-catching, not pushy, I like it, a bit different, well chosen, has a calming effect, addresses you	
+ve text:	0%
-ve text:	8%
Illegible, unclear, too small, too many contrasts in the text, difficult to recognise, text too aggressive, text too sharp	
TOTAL (% multiple response)	107%
TOTAL (NO.)	160



**What do you think of the text in this poster?**

Very good	17%
Good	46%
Average	21%
Bad	16%
TOTAL (%)	100%
TOTAL (NO.)	160

**What are your reasons for this?**

No response	4%
+ve content:	46%
It addresses you personally, relevant, it makes a statement, it contains everything (AIDS, sexual diseases), The horizontal/vertical wordplay on the letters of AIDS is good, says everything you should know, addresses people, has got more information, easily read, good slogan, it warns of the dangers, everything is in there, addresses the subject directly, responsibility is emphasised, more detailed than the text in the other poster, has a message behind it, the message comes across clearly, addresses are a good idea	
-ve general:	16%
Conservative, plain, too sterile, too boring, unclear, stale, unappealing, average, stupid, catholic, clumsy, middle-class	
-ve text:	5%
The text is really old-fashioned, like a priest would say, too moralistic, no new phrases, too general, everyone knows this already, common sense emphasised too much	
-ve contents	21%
There is no condom, more information, too much text, written too small, lacks headlines, a bit longwinded, too much moralising, nothing about 'how you can protect yourself', says nothing more than the other poster, sounds political, too conservative, too moralistic, the text does not fit the picture, too much like a school teacher, no trendy words	

+ve general:	14%
Short and to the point, better than the other poster, makes a statement, relevant, not frightening, correct, concise, striking, sensible, informative	
+ve text:	3%
Brings the subject into the open, responsibility is your security, self responsibility is emphasised, your own responsibility is the only piece of advice, not a must	
+ve picture:	1%
Pictures speak louder than words	
-ve picture:	0%
TOTAL (% multiple response)	110%
TOTAL (NO.)	160

**What is this poster trying to say?**

No response	11%
+ve general: You feel personally spoken to, better than the other poster, it affects everyone, catches your eye, cartoons for anonymous advice	11%
+ve AIDS:  AIDS concerns everyone, affects everyone, AIDS should not be forgotten, AIDS concerns you, AIDS is no joke, AIDS should not be taboo, AIDS protection, AIDS warning, you should think about AIDS	35%
+ve responsibility:  Lack of responsibility has negative consequences for everyone, responsibility, decision between risk and protection, you should always be responsible, you are responsible for your own health, responsibility protects from AIDS, every one should be sensible  protection is necessary, self responsibility, contraception, use a condom, makes people aware of the dangers, responsibility for both partners, love=responsibility, not only fun, steady partners, use your brain when having sex, the man is responsible too	55%
+ve safety: Safer sex, monogamy	4%
TOTAL (% multiple response)	116%
TOTAL (NO.)	160

**What do you think of the graphical presentation?**

Very good	13%
Good	42%
Average	32%
Bad	13%
TOTAL (%)	100%
TOTAL (NO.)	160

**What are your reasons for this?**

No response	9%
+ve text:	16%
Text and picture are positioned well, text goes from large to small, AIDS letters are clear, offers more information, logo makes the subject clear, large text makes it easy to read, more legible, bright background, better text, the word AIDS brings attention to the subsequent text	
-ve text:	16%
Too much text, too many addresses, too small, text unsuitable, logo too small, bad text, white box with addresses is not very good, like the bible, religion, small print makes it illegible, I don't like AIDS in red, not concise enough, addresses too small	
+ve graphics:	16%
Good graphics, AIDS (letters underneath each other) is good, good combination, picture linked to the text, well portrayed, better than the other one, picture is clearly linked to the words AIDS, graphics bring your attention to the text, whole body in condom	
-ve graphics:	8%
Real people would have been better than outlines, the graphics do not portray a message, bigger picture, too much in the picture, bad picture, too much on one poster, picture and text don't go together, too symmetrical	
+ve general:	18%
Clear, memorable, good, striking, relevant, I like it, much nicer, short and concise, clear, meaningful, very symbolic	

-ve general:	18%
Not striking, doesn't address me, too confusing, simple, almost the same, boring, nothing special, cheap, unmemorable	
+ve colours:	11%
Colours go well together, better colours than the other poster, lilac is brighter, red letters are striking, good combination of colours, red and green are a good contrast	
-ve colours:	10%
Bad colours, hideous colours, colours don't say anything, colours aren't striking, colours are stupid, too few colours, no colour contrast, better choice of colours, christian colours, lilac is too bright	
TOTAL (% multiple response)	122%
TOTAL (NO.)	160

TABLE 30

**How safe a protection from AIDS do you think a condom is when it is used properly**

Completely safe	14%
Quite safe	70%
Not particularly safe	12%
Unsure	4%
TOTAL (%)	100%
TOTAL (NO.)	160



TABLE 31

**Can you remember what the message was in the poster?**

No response	3%
Condoms:	47%
<p>Condoms can protect, protection from AIDS, use a condom, everyone should consider contraception, you should protect yourself, unless you have an AIDS test use a condom during sexual intercourse, whole body in a condom</p>	
Responsibility:	61%
<p>Responsibility is absolutely essential, loyalty is the best protection, I am responsible, decision between risk or safety, protect yourself and others, request to play it safe, be responsible, I should protect myself, self responsibility, be careful, don't leap at every opportunity</p>	
Picture:	6%
<p>Two figures who love each other, two people in a condom, close embrace</p>	
Text:	45%
<p>AIDS is a theme for you, love=protection, addresses, explanation about AIDS, protection is security, warning about AIDS, your decision, your protection, your responsibility, advice points, AIDS is responsibility, small sentence about AIDS, AIDS affect even you, request to consider the implications of AIDS, logo, protection or risk</p>	
TOTAL (% multiple response)	162%
TOTAL (NO.)	160

**Table 32**

**Have you learnt something new from this poster,  
something you didn't know beforehand?**

Yes	13%
No	87%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 33**

**What did you learn?**

No response	86%
Responsibility: Didn't think of this before	1%
Text: Rosenheim health department	13%
TOTAL (% multiple response)	100%
TOTAL (NO.)	160

**Table 34**

**Have you spoken to anyone about this poster**

Yes	13%
No	87%
TOTAL (%)	100%
TOTAL (NO.)	160

TABLE 35

<b>What did you talk about?</b>	
No response	85%
Design: About the design, presentation	3%
Contents: Content does not have to be discussed, it's clear, about AIDS, illegibility,	4%
Graphics: Graphical structure and typography, the picture, whole body in a condom	4%
Effect: Good project, good idea	4%
Location: Better in front of the toilet	1%
TOTAL (% multiple response)	101%
TOTAL (NO.)	160

**Why didn't you speak to anyone about it?**

No response	34%
Own thoughts: I'll make my own mind up, should look for information yourself, I want to keep it to myself, I don't talk about a poster in the toilet	5%
Poster uninteresting:  Poster not very exciting, not striking, not spectacular enough, not striking enough, first time I've seen it, didn't notice the poster, not about this one, didn't really interest me, didn't grab me, like an advert, I don't need a poster to tell me that, didn't really effect me, it was nothing new	27%
Conversation opportunity:  Had no opportunity, no chance, nobody asked, you see it and forget it immediately, didn't occur to me, everyone has seen it, no need, didn't think of it, I will do, spoken so often about it	13%
Not discussable:  It's clear, doesn't have to be discussed, not a conversation topic, everyone more or less knows about it, subject too general, I'm sick of the subject, well-known, people already know enough about it, don't want to, I don't have such problems, no reason for discussion, because everyone can read it, had no need to, we've talked about AIDS but not the poster, not worth talking about, nothing special, not a conversation topic for the pub, talked the subject into the ground, can't be bothered, there's enough opportunity for information, I've got more important things to talk about	23%
TOTAL (% multiple response)	102%
TOTAL (NO.)	160

**Table 37**

**Do you think the things mentioned in the posters have a meaning for you personally?**

Yes	84%
No	16%
TOTAL (%)	100%
TOTAL (NO.)	156

**Table 38**

**Do you think you will change your behaviour?  
Will you use a condom in the future?**

Yes, I already do	81%
Yes, I will in the future	11%
TOTAL (%)	100%
TOTAL (NO.)	154

**Table 39**

**If you think of the project as a whole: i.e.using posters to advertise the use of a condom protecting against AIDS.**

**Is this project a good idea?**

Yes	90%
No	10%
TOTAL (%)	100%
TOTAL (NO.)	158

TABLE 40

**What are your reasons for this?**

No response 8%

Effectiveness: 6%

You feel it is talking to you personally, everyone can read it, the problem is not brought home any other way, you can think about it, you are made aware of the seriousness of the disease, it is not to be joked about

Topicality: 48%

Brings the subject into conversation, makes the problem a constant theme, subject is topical again, doesn't hush the subject up, makes you start thinking about it, shakes you up, too few people think about it, reminds people, very

important in today's age, reminds you about AIDS, prompts you to think about it, poster reminds you about it all the time, things you see stick in your mind, everyone must know about the danger, everyone must be shaken up, mustn't forget the danger

Informative: 36%

Education protects you from AIDS, I find the additional information good, advice about the dangers of AIDS, it warns about the disease, everyone, including the young, are informed, the more the better, people must always be kept aware of it, you will at least read the headline, education is important, PR work is important, reminder with no obligation, nobody is pointing the finger

Sensible: 9%

Everything that can be done is worth it, rather too much than too little, you can never be too careful, better than nothing, there are always people who don't (want to) know, sensible thing to put in pubs

TABLE 40

Pointless:	8%
By the time they leave the pub 90% will have forgotten about it, unproductive, won't be taken notice of, nobody wants to hear about AIDS, not striking enough, producers of condoms will get rich	
Economics:	1%
Costs too much, something better could be done instead	
TOTAL (% multiple response)	116%
TOTAL (NO.)	160

TABLE 41

**What do you particularly like about this project?**

No response	26%
Text: You feel it addresses you personally, the text AIDS is good, text, for both people, well thought out logo, addresses	6%
Subject:  Brings the subject into the conversation, important subject, subject isn't hushed up, subject is addressed, easily remembered, important for everyone, addresses the young, not too moralistic, AIDS is a subject, doesn't just address the group at risk	19%
Presentation: Cool presentation, the posters, posters for everyone, discreet but relevant, not pushy	10%
Education: Cool way of educating people, whole population must be educated, can be seen by all, important information, reminder to use a condom, posters have a big effect, doesn't provoke panic measures, attempt to educate people	10%
Graphics: Picture says it all, whole body in a condom, drawing	6%
General: It targets everybody, for the general public, posters, something is being done, I can share my point of view with others, cares for society, raises awareness, very good, it's in the pub	22%
Colours: Nice colours, soft colours, lilac, gentle colours	5%



TABLE 41

Information:	1%
Posters are informative, memorable	
TOTAL (% multiple response)	105%
TOTAL (NO.)	160

TABLE 42

**And what don't you like?**

No response	47%
Text:	10%
Text too long, illegible, text too weak, text should be more strikingly presented, too many addresses, should give reasons for using a condom, conservative, too plain, moralistic text, middle-class, not in the words of the young	
Subject:	2%
'Love each other' is too weak, old subject	
Presentation:	23%
Boring presentation, doesn't say enough, presentation of the posters, needs a new design, needs more oumph, too boring, too small, the presentation, doesn't catch your eye, too plain, not striking, lacks a joke, poster should be larger	
Education:	2%
Doesn't make sense for everyone, make it more public	
Graphics:	3%
A bit strong, pictures are not personal enough, like a condom advert	
General:	12%
Only in the toilet, posters like this create anxiety, badly positioned, again a bad project, the questionnaire, free condoms, bigger posters, not striking	
Colours:	9%
The colours, contrast too weak, colours not striking enough, lilac and green	
Information:	0%
TOTAL (% multiple response)	108%
TOTAL (NO.)	160

TABLE 43

**What could be done better in your opinion?**

No response	19%
Graphical presentation:	34%
Not so boring, funnier posters, make it more striking, not so boring, more aggressive, better presentation, design some new posters, more varied posters together, graphical presentation, more relevant, bolder, more flashy, give it more bite, more powerful graphics, draw the figures and condom differently, funnier graphics, use real photos	
Size:	18%
Make it bigger, bigger posters	
Information:	14%
More information in the media, more advertising, more widespread, threaten with death and disease, put up more posters, give the death count, begin with young people, more information on the poster, trivial	
Colours:	12%
Better colours, better contrast, red and green would be better, more striking colours, more flashy colours, red would be a more effective colour, use yellow and red tones	
AIDS help:	3%
State should do more work with AIDS awareness, give out condoms free at the bar	
Text:	13%
More intelligent text, larger text, make the addresses better (the box is bad), information to rip off and take with you, more original text, address the root problem, no sex before marriage, different words (more directed at young people), better headlines, more information	

TABLE 43

Location:	9%
Better places for the posters, different locations, more exposed places	
TOTAL (% multiple response)	122%
TOTAL (NO.)	160

**Table 44**  
**I have a steady partner**

Yes	50%
No	50%
TOTAL (%)	100%
TOTAL (NO.)	157

**Table 45**  
**I often change my sexual partner**

Yes	29%
No	71%
TOTAL (%)	100%
TOTAL (NO.)	156

**Table 46**  
**The poster reminds me to use a condom**

Yes	79%
No	21%
TOTAL (%)	100%
TOTAL (NO.)	159

**Table 47**  
**I always carry a condom**

Yes	23%
No	77%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 48**

**I always insist on using a condom during sexual intercourse**

Yes	42%
No	58%
TOTAL (%)	100%
TOTAL (NO.)	158

**Table 49**

**I think the responsibility for pregnancy lies with the woman**

Yes	9%
No	91%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 50**

**I think the responsibility for protecting from AIDS rests with the man**

Yes	14%
No	86%
TOTAL (%)	100%
TOTAL (NO.)	159

**Table 51**

**The Pill can protect you from AIDS**

Yes	4%
No	96%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 52**

**I know people who take drugs**

Yes	77%
No	23%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 53**

**I could easily get hold of drugs**

Yes	59%
No	41%
TOTAL (%)	100%
TOTAL (NO.)	160

**Table 54**

**I have taken drugs myself**

Yes	45%
No	55%
TOTAL (%)	100%
TOTAL (NO.)	160

TABLE 55

**The last time I had sexual intercourse I protected myself with:**

The Pill	36%
A condom	46%
Regular partner	1%
The coil	1%
It doesn't concern you, it is private	2%
Nothing	14%
TOTAL (%)	100%
TOTAL (NO.)	159