



Convenience Advertising

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**An Evaluation of Target Audience's Views About
the Sexual Health Education Posters
on Display
in Entertainment Venues in Dublin, Cork and Galway**

Prepared for:

**The Health Promotion Unit
Department of Health.**

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1. Introduction:

In December 1995, the Health Promotion Unit, together with Convenience Advertising launched a new set of sexual health posters in entertainment venues in Dublin, Cork and Galway.

This new set of sexual health posters consists of four messages [one male specific, one female specific and two general] which were designed to remind young heterosexual adults, who are out socialising to "Always using a condom when having sex".

These four posters, are a progression from the previous set of red, black and white "textual" posters which had been on display in entertainment venues. The new set of posters were designed with more visuals and colours, while using only the minimum number of words. These elements were incorporated into the poster design, so that the target audience [18-35 year olds] would be exposed to simple, short, memorable messages.

In January 1996, Convenience Advertising suggested to the Health Promotion Unit that they would undertake a small piece of research to identify the target audience's views about the four new posters.

Following consultations with the Health Promotion Unit, it was agreed that this research would take place in July 1996, and would involve a survey of 60 people from the target audience, in entertainment venues in Dublin, Cork and Galway.

In the following section, the methodological procedures which were implemented in this study are described, and in the subsequent sections, the findings from the study are presented.

2. Methodology:

As mentioned in the introduction, in January of 1996, Convenience Advertising suggested to the Health Promotion Unit, that they would undertake a piece of research to examine the target audience's views about the four new sexual health posters.

During the development of the four sexual health posters a focus test of the messages was not carried out.

Therefore, both the Health Promotion Unit and Convenience Advertising wanted to assess the target audience's feedback to the posters, as soon as possible.

It was, consequently, decided that six months after the campaign had been installed into the venues, a small scale survey would be undertaken.

2.1 Sample:

In April and May, Convenience Advertising presented two methodological options, for the proposed research, to the Health Promotion Unit, for consideration. From the options which were presented, it was agreed that Convenience Advertising would conduct a survey of 60 patrons, from three entertainment venues in Dublin, Cork and Galway.

As such, 20 people (10 male and 10 females), would be surveyed from each of the three selected entertainment venues. The respondents would, thereafter, be selected at random, as they entered and left the venue.

2.2 Venues selected for the study:

In June 1996, we commenced the organisation of the survey. Initially we examined the range of venues participating in the programme and from the list, we selected the following three venues.

In Cork, we selected a night-club. This venue (T.G.) is one of several night-clubs in a large city centre pub/night-club complex. It is a small to medium size night-club, which attracts mainly 18-29 year olds. The music played in the club, is a mixture of house, disco and chart music.

In Galway, we selected a pub. This venue (L) is a family run establishment and it would appear that it attracts mainly a local clientele. The main bar has a duke box, and there are two pool rooms off the bar area. The venue attracts a mixture of age groups from 18-15 year olds during the day, along with people aged 25 years and older at night.

In Dublin we selected a late night venue which is also a music bar. This venue, (M.T.) attracts mainly 18-35 year olds and is very popular, because of its late-night bar extension. The venue is very large with a central bar area and a small stage for a band. The venue has an American ambience with flags and pictures covering the walls. The venue attracts not only Dubliners, but is also popular with tourists.

These three venues were selected for the following reasons:

1. They were popular venues frequented by the target audience.
2. They reflected the range of entertainment venues participating in the programme.

The owners and managers of the three venues, gave their consent for the surveys to take place on their premises during the first week in July.

The survey was conducted in Cork on the Thursday night, Galway on the Friday evening and Dublin on the Saturday night.

2.3 Response rate:

In order to get the 60 interviews we approached 67 people. Of these 67 patrons, three males refused to give an interview and three males and one female were not included in the survey because they were tourists on holidays from Britain, France and America. Two respondents from Australia were included in the survey because they had been staying in Cork, for six weeks.

In Cork and Dublin, potential respondents were recruited at random, whereby every second person either entering or leaving the night club and the late night bar, was approached and asked to participate in the survey.

In Galway, the selection of respondents was undertaken in a different format. The pub selected in Galway, is a small venue, without a hallway at the entrance/exit. On the day when the survey commenced, it was very showery which would have made it impossible to interview patrons, outside the venue, as they left. With the permission of the management, we approached and interviewed patrons inside of the pub, while they were sitting at tables, at the bar or playing pool.

This process worked very well, as the respondents were relaxed, comfortable and willing to spend as much time as was required to complete the survey. The process also worked very well because the bar was not too crowded and the respondents could complete the survey in relative privacy.

It is unlikely, however, that this process would not yield the same quality of results if it was undertaken during the evening or night time given certain variables (like number of patrons on site, volume of alcohol consumed and willingness to participate, when socialising with friends and partners).

The interviews took, on average, seven minutes to complete. Respondents were assured of the confidentiality of the information they provided in the survey, and were interviewed on a one to one basis.

The quality of the data collected in the survey is sufficiently good to make definite conclusions. However, there were some obstacles which increased the difficulty in getting good quality data. Some of the respondents did not give detailed answers, and other respondents had to be brought back around to the questions asked because they wandered off the point in their answers. These two situations were due to respondents wanting to complete the survey quickly and to move on, and in other cases to the volume of alcohol consumed.

Once all the interviews were completed the data was collated and analysed using the Data Desk[®], statistical package.

3. Results:

The following section presents the results from the survey. The results are presented in the order of the questions which were asked.

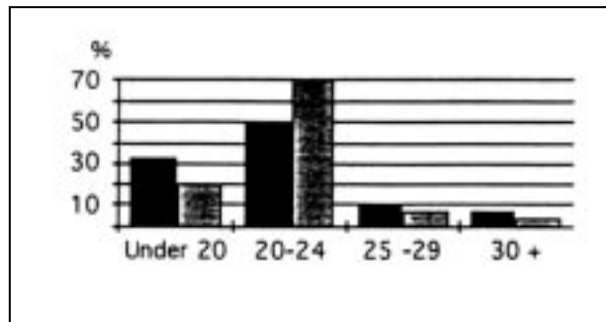
1. A profile of the respondents (gender, age, marital status, employment status).
2. Frequency with which the respondents had visited the selected venues prior to the survey.
3. Recall rate unprompted and prompted.
4. Other venues where the respondents have noticed the posters.
5. Respondents' perceptions of the overall message in the posters.
6. Respondents' views about the design and wording in the posters.
7. Respondents' views about the overall look of the posters.
8. Respondents' views about the choice of colours used in the posters.
9. Respondents' views about the choice of wording in the posters.
10. Respondents' views about the ease of understanding the messages in the posters.
11. Respondents' views about the relevance of the posters for the respondents and other 18-35 year olds.

12. Respondents' views about the offensiveness of the messages in the posters.
13. Respondents' views about whether the posters have influenced them in any way.

3.1 Profile of the respondents:

As mentioned in the previous section, 60 patrons were interviewed. Thirty of these respondents are male and 30 are female.

Figure one



Black bars = male respondents, Grey bars = female respondents

Figure one illustrates the age profile of the respondents. The graph highlights that the majority of male and female respondents are aged 24 years and younger.

Ninety five percent of the respondents are single, of which 17% are in a steady relationship. There are no married respondents amongst the sample.

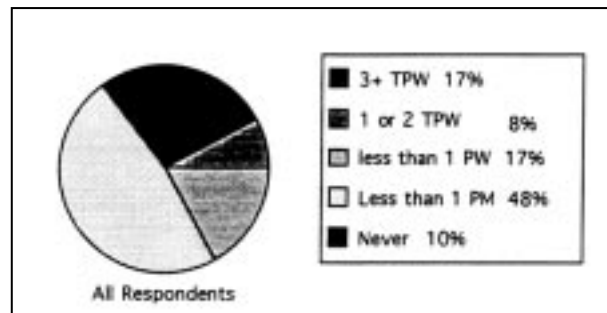
Eighty eight percent of the respondents are employed, and 12% are either students in full time education or are unemployed.

The profile therefore suggests that the sample is skewed by being:

- predominantly single.
- predominantly aged 24 years and younger.
- predominantly in employment.

The sample of patrons does not, therefore, represent the overall age range of the target audience, aimed at in this programme, that is 18 to 35 year olds. However, the sample is, consistent with the intended target audience, in respect to marital status (mainly single) and employment status (mainly employed).

Figure two



TPW = times per week. PW = per week. PM = per month.

Figure two illustrates that almost half of the respondents (48%) visited the selected venues, less than once a month, while twenty five percent of the respondents visited the selected venues on a weekly basis (more than once per week). It is worth noting that most of the respondents who frequented the venues more than once a week were from Galway. This finding is not too surprising as many of the respondents in the survey reported that the pub selected for this study, was their "local".

More respondents from Dublin, than from Cork or Galway, reported that they had visited the selected venue less than once a month. This is not too surprising either, as the target audience in Dublin, is likely to visit many of the other entertainment venues in the city.

3.2 Recall of the posters in the programme:

3.2.1 Unprompted recall rates:

In the survey the respondents were asked whether they had ever noticed any posters concerning sexual health information in the selected venue. The respondents were not assisted with hints, i.e. they were not shown copies of the posters in the programme or were not prompted as to where they could have seen posters in the venue. The results from this question would enable us to gauge a level of unprompted/unassisted recall. Thirty three percent of the male respondents and 37% of the female respondents reported that they had seen the sexual health posters previously and they correctly recalled that these posters were displayed in the toilet areas (See table one).

The most frequently recalled posters by the male respondents were [Focus safer sex] (19%) and [If there's a chance tonight] (16%). The most frequently recalled posters for female respondents were [When he says he loves you] (27%). Ten percent of the female respondents recalled the previous series of HIV/AIDS posters which were on display in the entertainment venues [the red, black and white posters].

Table one

| | Male % | Female % |
|-------------------|---------------|-----------------|
| Unprompted Recall | 33.3 | 37 |
| Prompted recall | 33.3 | 63 |
| No recall | 33.3 | 0 |
| Total Number | 50 | 50 |

Those respondents who were unable to recall having seen any posters before, were offered assistance to prompt their memory. The respondents were shown miniature colour copies of the sexual health posters on display in the toilets.

3.2.2.A Male prompted recall rate:

After seeing the copies of the posters, thirty three percent of the male respondents reported that they had noticed the posters previously. Thirteen percent reported that they remembered seeing the poster [Focus: safer sex], 10% reported they had seen the poster [If you go to bed with someone] and three percent reported that they had seen the poster [If there's a chance tonight]. A further seven percent of the respondents mentioned that they had seen both [Focus: safer sex] and [If there's a chance tonight].

Thirty three percent of the male respondents reported that they had not seen any of these posters previously.

3.2.2.B. Female prompted recall rate:

The prompted recall rate for the female respondents was significantly higher. Sixty three percent of the female respondents reported that they had remembered seeing the posters previously. Thirty percent of the female respondents reported that they had seen the poster [When he says he loves you], while thirteen percent reported that they had seen the poster [Focus: safer sex].

A further twenty percent of the female respondents reported that they remembered having seen more than one poster. Fourteen percent of these respondents mentioned that they had seen the posters [Focus: safer sex], [When he says he loves you] and [If you go to bed with someone] and six percent reported that they had seen the posters [When he says he loves you] and [If you go to bed with someone].

Overall, between prompted and unprompted recall, 83% of the respondents in the survey reported that they had seen one or more of the sexual health posters in the programme.

3.3 Other venues where respondents may have noticed the posters:

The respondents were asked whether they had seen the sexual health posters in any other venues. Sixty percent of the respondents reported that they had seen the posters in other venues, which included:

1. Other pubs participating in the programme;
2. Other night-clubs participating in the programme;
3. Colleges and universities.

These respondents correctly identified venues which are currently participating in the sexual health programme.

However, eight percent of the respondents reported that they had seen the posters in pubs and night clubs, which, we know, are not participating in the programme.

The two Australian respondents mentioned that they had seen "similar" type posters, in the toilets at the Airport, in Melbourne. It is quite likely that these respondents had been exposed to the "Travel safe" programme which is co-ordinated by Convenience Advertising Australia on behalf of the Commonwealth Department of Health, Housing, and Community Services.

Six percent of the respondents reported that they had seen the posters in other venues, but could not remember where or what these venues were.

3.4 Respondents' views about the overall message contained in the posters:

As mentioned before, the four posters in this programme were designed originally to remind young heterosexuals aged between 18 and 35 to practice safe sex, to use a condom every time they have sex and to be aware that many sexually transmitted diseases have no symptoms, but most can be cured, with the exception of the HIV virus. In this survey we wanted to establish whether the target audience could distinguish the "intended" messages in the posters.

We, therefore, asked the respondents who had seen the posters whether there is an overall message running through the four posters and if so what form does this message take.

Seventy eight percent of the respondents reported that the posters do contain a common message linking them together. The following are a list of some of the messages suggested by the respondents, and presented in order of popularity.

- Always have safe sex.
- Remember to use a condom when you have sex.
- Mind yourself/protect yourself.
- Think about what you do before you have sex.
- Carry condoms.
- Be aware of STDs.

"Have safe sex", the most frequently reported message identified by both male and female respondents, is a general statement. Safe sex can mean various things to different people, such as using a condom, only having sex in a one faithful partner relationship etc. In the interview situation, there was no time to probe exactly what each of the respondents understood by the term "safe sex". However, from the information collected overall in each survey, it is believed that the term implies "protected sex" such as using a condom.

3.5 Respondents views about the design and wording of the posters:

This sexual health education programme, as also noted previously, consists of two general sexual health posters, [Focus - safer sex] and [If you go to bed with someone]; one male specific poster [If there's a chance tonight] and one female specific poster [When he says he loves you].

Male respondents were questioned about the male specific and two general posters while the female respondents were questioned about the female specific and two general posters.

The respondents were asked to assess the design and wording of the posters by rating the following factors:

- a. The overall look of each poster, including the visual and graphic content and it's eye catching potential.
- b. The choice of colours used in each poster.
- c. The choice of wording in each poster.
- d. The ease of understanding the message in each poster.
- e. The relevance of the message in each poster for the respondent and other 18-35 year olds.
- f. The offensiveness of message in each poster.

3.5 A The overall look of the posters:

The respondents were shown a copy of the posters and asked to rate each of them, in terms of their overall look (incorporating the choice of visuals and graphics used), using a scale from one to five (five being the highest rating and one being the lowest rating).

Table two

| | Focus: Safer Sex | | If you go to bed | |
|------------------|-------------------------|-----------------|-------------------------|-----------------|
| Rating | Male % | Female % | Male % | Female % |
| 1 | 3 | 10 | 7 | 17* |
| 2 | 30* | 27* | 52* | 10 |
| 3 | 23* | 33* | 17 | 44* |
| 4 | 37* | 20* | 17 | 13 |
| 5 | 7 | 10 | 7 | 16* |
| Total No. | 50 | 50 | 50 | 50 |

The table highlights the interesting range of scores for the over all look of the posters, including the visuals and graphics used.

The male respondents rated the posters [Focus: Safer Sex] with a low, to medium, to high score (the figures have been marked with an asterisks). A similar type score was recorded by female respondents. The following comments explain some of the respondents thoughts regarding the poster.

"It's Okay"

"It doesn't do an awful lot for me"

"I kinda like the look of it"

These comments highlight the respondents perception of the moderate impact of the poster in terms of its overall look.

The poster [If you go to bed] yielded more diverse ratings from male and female respondents. Fifty two percent of the male respondents gave the poster a rating of two. The overwhelming comment made by male respondents regarding this poster was:

"I wouldn't read that poster, it's too wordy and would not catch my eye".

The female respondents offered a wider range of ratings for the poster [If you go to bed]. Forty four percent, gave a medium score for the look of this poster. Again, they supported their rating with a comment along the line of:

"It's Okay to look at, not too dull or too bold".

The table highlights two smaller groups of female respondents who gave either the highest or the lowest scores for the posters. Those respondents who gave the lowest score of one, remarked that the poster is not eye catching, because it is too wordy and not visual enough.

Those respondents who gave the highest score of five, remarked that the poster is very hard hitting because of the lay out and formatting of the wording and the large question mark in the background, which caught their attention.

Table three

| Rating | If there's a chance tonight Male message |
|------------------|---|
| 0 | 6 |
| 1 | 14 |
| 2 | 36* |
| 3 | 20* |
| 4 | 20* |
| 5 | 4 |
| Total No. | 50 |

[If there's a chance tonight] is a poster specifically designed for men. Again, this poster was given a low, to medium, to high score for its overall look. The largest proportion of male respondents (36%) gave the poster a score of two, which is a low score. These respondents remarked that the wording is too small, that the wallet is too "expensive looking" and that the poster is not bold/striking enough. One male respondent added "I don't think I'd even look at it, if I had a few drinks on me".

On a positive note, the respondents who have a rating of four, mentioned that the wallet was a good visual to use, because it is an item that most men carried on them when they go out for the night.

Table four

| Rating | When he says he loves you Female message |
|------------------|---|
| 0 | 4 |
| 1 | 0 |
| 2 | 4 |
| 3 | 13 |
| 4 | 35* |
| 5 | 44* |
| Total No. | 50 |

The message [When he says he loves you] is designed specifically for women. The female respondents, as the table highlights, rated this poster highly, in contrast to the two general sexual health posters.

Seventy nine percent of the female respondents gave a high to very high score for the overall look of the poster. These respondents remarked that they liked the poster because it is "bright and eye catching" and it is impossible not to look into the model's face in the poster. One respondent summed up the general feeling about the poster as follows "You can't miss that poster in the toilets, the girl in it stares out at you and it catches your attention".

These findings would suggest that "visually" the two general and the male posters while being moderately eye-catching, do not "grab the attention" of the reader. The colours, lack of graphics, formatting of the wording and quantity of wording used in these two posters have contributed to the low scoring given to these posters.

In direct contrast, the female specific poster "When he says he loves you" was rated highly by the female respondents. It would appear from the comments, given by the female respondents, that this poster has an effective balance of graphics, wording and colouring.

3.5 B. The choice of colours used in the poster:

The respondents were asked to rate the colours used in the posters.

Table five

| | Focus: Safer Sex | | If you go to bed | |
|------------------|-------------------------|-----------------|-------------------------|-----------------|
| Rating | Male % | Female % | Male % | Female % |
| 1 | 0 | 7 | 3 | 17 |
| 2 | 17 | 13 | 23 | 23 |
| 3 | 30* | 47* | 40* | 44* |
| 4 | 33* | 20 | 27 | 3 |
| 5 | 20 | 13 | 7 | 13 |
| Total No. | 50 | 50 | 50 | 50 |

As the table highlights, the poster [Focus: Safer sex] was rated with a medium to a high score by male respondents. Forty seven percent of the female respondents rated the poster with a medium score of three. Some of the male and female respondents who gave a rating of three, mentioned that the colours used in the poster (blue, green and red) are not sharp enough to stand out.

On a positive note, however, some of the male and female respondents who gave a rating of four, mentioned that the colour red used in the poster is really striking. One respondent in Galway, mentioned that this poster looks like a promotional poster/flier for one of the local night clubs. He remarked that when he saw it first, he thought it was an advertisement for a band playing at this night club.

The poster [If you go to bed with someone] was rated with a medium score of three by over forty percent of both male and female respondents. Many of these respondents remarked that the colours used in this poster (navy and green) are "not really eye catching".

Table six

| Rating | If there's a chance tonight Male message (%) |
|------------------|---|
| 0 | 6 |
| 1 | 6 |
| 2 | 29* |
| 3 | 37* |
| 4 | 16 |
| 5 | 6 |
| Total No. | 50 |

The male specific poster "If there's a chance tonight" was given , a low to medium score for the colours used. Some of the respondents commented that the background colour used in the poster (pale blue) is too dull and does not "stand out" enough.

Table seven

| Rating | When he says he loves you Female message (%) |
|------------------|---|
| 0 | 4 |
| 1 | 10 |
| 2 | 0 |
| 3 | 6 |
| 4 | 34* |
| 5 | 46* |
| Total No. | 50 |

The female specific poster [When he says he loves you] was rated with a high to very high score for the colours used. The female respondents commented that the colours used in this poster (bright pink, yellow and the colour photograph) are very striking and would be very difficult to over look.

Overall, the colours used in the posters were given a low to medium score, with the exception of the female specific poster and to a lesser extent the poster [Focus: safer sex]. Both of these posters involve more colours and in particular more bold colours (such as yellow, bright pink and red) than the other two posters.

3.5 C. The choice of wording in the poster:

Along with examining the graphics and design used, the actual messages and wording of each poster was also assessed.

Table eight

| | Focus: Safer Sex | | If you go to bed | |
|------------------|-------------------------|-----------------|-------------------------|-----------------|
| Rating | Male % | Female % | Male % | Female % |
| 1 | 3 | 6 | 10 | 0 |
| 2 | 7 | 27* | 13 | 17 |
| 3 | 23 | 23 | 27* | 33* |
| 4 | 47* | 37* | 37* | 27* |
| 5 | 20 | 7 | 13 | 23 |
| Total No. | 50 | 50 | 50 | 50 |

Forty seven percent of male respondents rated the wording in the poster [Focus: Safer sex] with a high score of four. Some of these respondents mentioned that the message in the poster is short and to the point - "Have safe sex".

Thirty seven percent of the female respondents also gave a high score for the poster. However, an additional twenty seven percent of the female respondents gave a low score of two for the message in this poster. A few of these respondents remarked that they did not really grasp the meaning of the slogan [Focus: safer sex] until they read it a few times.

The poster [If you go to bed with someone] was rated with a medium to high score by both male and female respondents. On a positive note, respondents mentioned that the message in this poster is very powerful, and would encourage the reader to think about their partners and their own sexual history. On a negative note, some respondents remarked that the message is too long and that they would not read the whole message.

Table nine

| Rating | If there's a chance tonight Male message (%) |
|------------------|---|
| 0 | 0 |
| 1 | 0 |
| 2 | 20 |
| 3 | 20 |
| 4 | 28* |
| 5 | 32* |
| Total No. | 50 |

The male specific poster [If there's a chance tonight] was given a high to very high score by the male respondents. Many of these respondents remarked that the message in this poster is very concise, clear and offers very practical advice to the reader. One male respondent, remarked that there is no room for misinterpreting the message in the poster.

Table ten

| Rating | When he says he loves you Female message (%) |
|------------------|---|
| 0 | 6 |
| 1 | 4 |
| 2 | 10 |
| 3 | 14 |
| 4 | 26 |
| 5 | 40* |
| Total No. | 50 |

Forty percent of the female respondents rated the female specific poster [When he says he loves you] with the very high score of five. The general comments given by the female respondents, noted that the message in this poster is clear, to the point and the slogan is catchy.

Overall, it would appear from the respondents assessment of the wording in these posters, that the two gender specific posters were scored highly, because they were clear and to the point. The poster [Focus: safer sex] was more favourably scored by male respondents, than by female respondents, as many of the male respondents remarked that the wording in the message is clever. The poster [If you go to bed with someone] was given a medium to high rating, however, many of the respondents remarked that although the poster has a very powerful message, it is too wordy.

3.5 D. The ease of understanding the message in the poster:

Along with the choice of wording used in the poster, respondents were asked to rate the easiness of understanding the message contained in the posters.

Table eleven

| | Focus: Safer Sex | | If you go to bed | |
|------------------|-------------------------|-----------------|-------------------------|-----------------|
| Rating | Male % | Female % | Male % | Female % |
| 1 | 3 | 3 | 3 | 3 |
| 2 | 13 | 17 | 7 | 7 |
| 3 | 10 | 17 | 18 | 20 |
| 4 | 44* | 17 | 29* | 20 |
| 5 | 30* | 46* | 53* | 50* |
| Total No. | 50 | 50 | 50 | 50 |

The poster [Focus: safer sex] was rated with a high to very high score by over seventy percent of the male respondents. According to some of the male respondents, the message in this poster was simple, and very easy to understand.

A smaller proportion of female respondents rated the same poster with the score of four and five. Conversely, there were more female than male respondents who rated the poster with a low to medium score for the ease of understanding the message. As mentioned in the previous section, one of the reasons for this low score is that female respondents remarked that they had to read the message a few times before they could grasp its meaning.

The poster [If you go to bed with someone] was rated with a high to very high score by both male and female respondents. The respondents remarked that the message is clear and easy to understand, but on a negative note, the message is too wordy and it is possible that some readers would only read the top caption [If you go to bed with someone how many people might you be sleeping with] without reading further.

Table twelve

| Rating | If there's a chance tonight Male message (%) |
|------------------|---|
| 0 | 0 |
| 1 | 2 |
| 2 | 10 |
| 3 | 14 |
| 4 | 26* |
| 5 | 48* |
| Total No. | 50 |

The male specific poster [If there's a chance tonight] was rated with a high to very high score for the ease of understanding. The respondents mentioned that the words used in this poster are the point and very clear.

| Rating | When he says he loves you Female message (%) |
|------------------|---|
| 0 | 4 |
| 1 | 0 |
| 2 | 6 |
| 3 | 6 |
| 4 | 24* |
| 5 | 60* |
| Total No. | 50 |

As with all the other factors assessed in this survey, the female specific poster was rated very highly for ease of understanding its message.

Overall, the respondents found each of the four messages easy to understand. The only negative comments concerning the comprehension of the messages were directed at the poster [Focus: safer sex] by female respondents who had to read the caption a few times, and the poster [If you go to bed with someone], which was regarded by some of the male and female respondents as being too wordy.

3.5 E. The relevance of the messages in the posters for the respondents and other 18-35 year olds:

Over three quarters of the male and female respondents rated all four posters with a score of four or five for being very relevant to themselves and to other 18- 35 year olds. Respondents remarked that it is important to protect oneself sexually, especially if one is starting a new relationship or having casual sex.

"In this day and age you can't afford to take a risk if you're going to have sex with someone" - female respondent.

3.5 F. The offensiveness of messages in the poster:

Over ninety percent of the male respondents rated the four posters with a low or very low score for the offensiveness of the messages or the visuals in the poster.

This finding is not unexpected, as the target age group - 18-35 years olds are exposed to sexual health information via magazines, popular press and television and radio advertisements.

3.6. The perceived influence of the posters on the target audience:

At the end of the survey, the respondents were asked whether the posters had influenced them in anyway. The question was deliberately broad to allow respondents to elaborate on the range of ways (if any) that the posters had influenced them.

Sixty percent of male respondents and 90% of female respondents reported that the posters had influenced them. The following are some of the reported ways that the four posters in the programme have influenced the respondents.

- Reminded respondents to be aware of their own sexual health.
- Reminded respondents of the risks of having unprotected sex.
- Reminded respondents to always use a condom when having sex.
- Reminded respondents to be aware about who they are sleeping with.
- Influenced one respondent to carry condoms around with him.

Overall, the programme has reportedly influenced the respondents by acting as a reminder to have safer sex.

It is unclear from the interviews whether the posters act as a reminder to the respondents in the immediate aftermath of seeing them, in the toilets, or at a later stage when they are in a situation, where they are about to have sex.

While the majority of male and female respondents reported that the posters had influenced them, a significant minority (40%) of male respondents reported that they had not been influenced by the posters. Some of these respondents remarked that they were "sensible" and always used condoms when having sex, or that they knew about 'safe sex' already before they had seen the posters.

3.7 Additional comments:

The respondents were given the opportunity to add in any of their own personal comments after the survey. The majority of respondents did not have anything further to say. However, a few of the respondents mentioned that they thought the posters were necessary and a very good idea. These respondents commented further that people needed to be reminded to use condoms and that night-clubs and pubs were excellent places to get this message across to single people.

4.

Summary of respondents' assessment of the posters

The following summary, presents the main findings from the respondents' assessment of the four posters.

The six criteria (Overall look- of the poster, colours used, wording used, ease of understanding, offensiveness of the message, relevance of the message) along with the scores given by the respondents are presented below each poster.

The score given by the largest proportion of respondents, for each of the six criteria, is presented below.



1. Overall look of the poster (whether it is eye-catching):

Male: High rating.

Female: Medium rating.

2. Colours used in the poster:

Male: High rating.

Female: Medium rating.

3. Wording used in the poster:

Male: High rating.

Female: High rating.

4. Ease of understanding the message in the poster:

Male: High rating.

Female: Very High rating.

5. Offensiveness of the message in the poster:

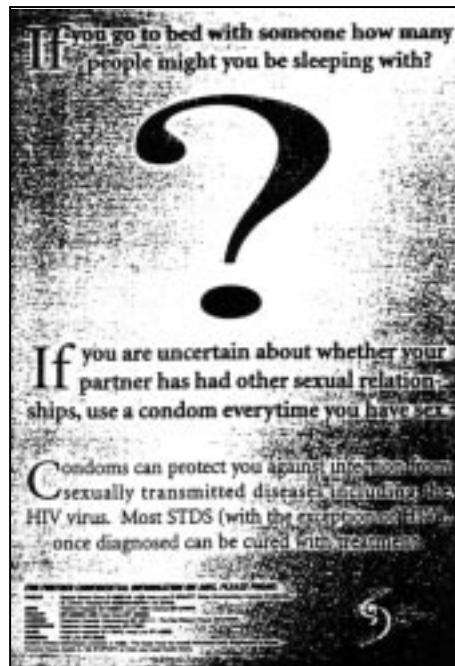
Male: Very Low rating.

Female: Very Low rating.

6. Relevance of the message for respondent and other 18 to 35 year olds:

Male: High rating.

Female: High rating.



1. Overall look of the poster (whether it is eye-catching):

Male: Low rating.

Female: Medium rating.

2. Colours used in the poster:

Male: Medium rating.

Female: Medium rating.

3. Wording used in the poster:

Male: High rating.

Female: Medium rating.

4. Ease of understanding the message in the poster:

Male: Very High rating.

Female: Very High rating.

5. Offensiveness of the message in the poster:

Male: Very Low rating.

Female: Very Low rating.

6. Relevance of the message for respondent and other 18 to 35 year olds:

Male: High rating.

Female: Very High rating.



1. Overall look of the poster (whether it is eye-catching):

Male: Low rating.

2. Colours used in the poster:

Male: Medium rating.

3. Wording used in the poster:

Male: Very High rating.

4. Ease of understanding the message in the poster:

Male: Very High rating.

5. Offensiveness of the message in the poster:

Male: Very Low rating.

6. Relevance of the message for respondent and other 18 to 35 year olds:

Male: High rating.



1. Overall look of the poster (whether it is eye-catching):

Female: Very High rating.

2. Colours used in the poster:

Female: Very High rating.

3. Wording used in the poster:

Female: Very High rating.

4. Ease of understanding the message in the poster:

Female: Very High rating.

5. Offensiveness of the message in the poster:

Female: Very Low rating.

6. Relevance of the message for respondent and other 18 to 35 year olds:

Female: Very High rating.