



Convenience Advertising

Market Research Scotland

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EVALUATION OF THE UNIVERSITIES AND COLLEGES CONVENIENCE ADVERTISING RESEARCH REPORT (2)

JULY 1999

Prepared For: HEALTH EDUCATION BOARD FOR SCOTLAND

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1. PROJECT SUMMARY

- Market Research Scotland were commissioned to carry out research with students at Scottish universities and colleges to evaluate convenience advertising.
- 477 interviews were carried out with males and females who were currently sexually active and aged 17 to 23 years. The interviews were carried out on site at 15 Scottish Universities and Colleges.
- The majority recalled advertising about HIV/AIDS or safer sex. About three quarters of that awareness was attributed spontaneously to posters in toilets at university/college.
- There was good prompted recall of the 4 posters:
 - Now You've Got Your Trousers.....(60%)
 - Solution to HIV/AIDS (75%)
 - Now You've Got Your Knickers.....(71%)
 - What You're Sitting On..... (71%)
- The vast majority of this prompted recall was attributed to convenience ads. The main messages were 'Use a Condom' and 'Have Safer Sex'.
- The posters were seen as entertaining and funny. Females were more likely to say it makes them think more, whilst males were more likely to say they don't care. The ads were most strongly identified as:
 - Easy to understand
 - Worthwhile reminder
 - Appropriate for heterosexuals & homosexuals
- About half attributed these ads to HEBS.

- Whilst unlikely to use the FREEPHONE number for the National Aids Helpline, the vast majority saw it as worthwhile featuring.
- The convenience ads location was very strongly perceived as appropriate.

2. INTRODUCTION

- The Health Education Board for Scotland (HEBS) commissioned Market Research Scotland to evaluate the reach and impact of a convenience advertising campaign in Scottish universities and colleges. This report details the findings of the market research evaluation of the convenience advertising campaign.
- This document sets out the research background, aims and objectives, the methodology used and a profile of the sample. Section 6 details the Research Findings.
- The Appendix contains details of the interview locations, a copy of the questionnaire used and a copy of the convenience advertising campaign posters.

3. BACKGROUND

- For a number of years HEBS have been using specialised targeted poster advertising in toilets commissioned through Convenience Advertising. Previous HEBS research into acceptability of the concept of advertising in toilets found that the approach was interesting and not patronising with definite scope for future development. This approach has also been adopted by many of the 15 Health Boards who now also carry out Convenience Advertising campaigns.
- In particular, HEBS have used Convenience Advertising to communicate safer sex messages to males and females, between the ages of 17 and 23 years who attend universities in Scotland. The campaign aims are to keep safer sex and HIV/AIDS on the agenda of young people and to encourage open discussion of these topics with peers. This is also a useful format to encourage young people to think not only of themselves but also their partners in sexual situations.
- The convenience advertising "environment", i.e. on the back of cubical doors and above sinks and urinals, allows HEBS to tackle people when they are receptive to reading a reasonable amount of copy. In addition, it allows the target audience to consider potentially sensitive topics in relative privacy.
- Since 1992, new posters have been produced almost annually and have included a range of styles and formats.

- An initial evaluation was carried out 6 months after posters were first displayed in the universities. The results from this evaluation were positive; demonstrating good levels of awareness, understanding, and communication value.
- HEBS considered it important to evaluate the series of posters, which have been sited in 17 Scottish universities and colleges since October 1998.

4. RESEARCH AIMS AND OBJECTIVES

- The overall aim of the research was to “evaluate the reach and impact of the current poster campaign on the target groups”.
- More specifically the research objectives were to establish:
 - *levels of awareness of the posters (spontaneous and prompted);*
 - *impact and communication value of the posters (i.e. general attitudes and key messages taken);*
 - *the extent to which posters were used as discussion stimulus with peers or partners;*
 - *the impact of posters in relation to considering the sexual health of themselves as well as their partners;*
 - *reactions to the location of the posters and perceived appropriateness of this format;*
 - *levels of awareness of HEBS as originator of the campaign.*

4.1 Research Target Group

- The convenience advertising campaign was aimed at sexually active 17 to 23 year old males and females attending Scottish universities and colleges.
- Consequently, an appropriate research target group was considered to be 17 to 23 year old males and females attending the Scottish universities and colleges in which the most recent campaign had been sited since October 1998.

5. RESEARCH METHODOLOGY

- The research methodology used was on site interviews. Market Research Scotland had experience of carrying out numerous projects with this target group and this method was considered the most appropriate approach.
- Before conducting any fieldwork, permission for interviewers from Market Research Scotland's in-house fieldwork team to enter the premises of the universities and colleges taking part in the research was gained. This was considered essential since universities and colleges have a very strict security code.
- Permission was gained by sending letters to the appropriate person within each university and college targeted. Telephone contact was then made to confirm permission to interview, and agree interview dates, times, location of interviewers and organise any security passes. Permission was gained from all relevant universities and colleges with the exception of 3 where we were unable to get permission before exams commenced and access was denied.
- Each interview was structured by a questionnaire designed by Market Research Scotland with input, comment and approval from HEBS prior to fieldwork. The questionnaire was subject to a pilot to test screening questions, strike rate and the format of the questionnaire.
- A small scale pilot study of 25 interviews was conducted. The pilot survey included interviews with males, females and representatives of all ages. The pilot study highlighted a small number of questionnaire amendments which were discussed and approved by HEBS.
- Each interview took approximately 10 to 12 minutes to administer and included the use of colour stimulus of the posters to establish prompted awareness. Copies of the questionnaire used and campaign posters are appended.

- Since some of the issues involved were considered sensitive to some respondents, Market Research Scotland used a non verbal disclosure technique. This was considered particularly important since most interviews were conducted in public space. For questions of a sensitive nature, respondents were given a Showcard with a question and choice of responses. There was not a requirement for the interviewer to read the question aloud and the respondent gave an answer by choosing a letter appropriate to the answer.
- Interviewers were sited in the main concourse or similar busy thoroughfare within each university or college. All students (within the research target group) had an equal chance of taking part in the research, since a next person passing method of selecting respondents was utilised working to a quota on respondent gender to ensure an even split.
- Screening questions were asked before an interview was conducted to ensure the respondent was currently sexuality active and aged between 17 and 23 years of age.
- All fieldwork was conducted during May and early June. The interview locations in terms of universities and colleges are appended.
- The target number of interviews was 450, 477 interviews were achieved.

6. PROFILE OF THE SAMPLE

- The profile of respondents who participated in the research is as follows:-
 - All aged between 17 and 23 years of age (with a spread of ages interviewed).
 - Approximately equal proportions of male and female respondents.
 - The majority had one sexual partner in the last year, although males were slightly more likely to have had between 2 to 5 sexual partners than females.
- The exact profile of the sample is detailed below.

FIGURE A: PROFILE OF SAMPLE

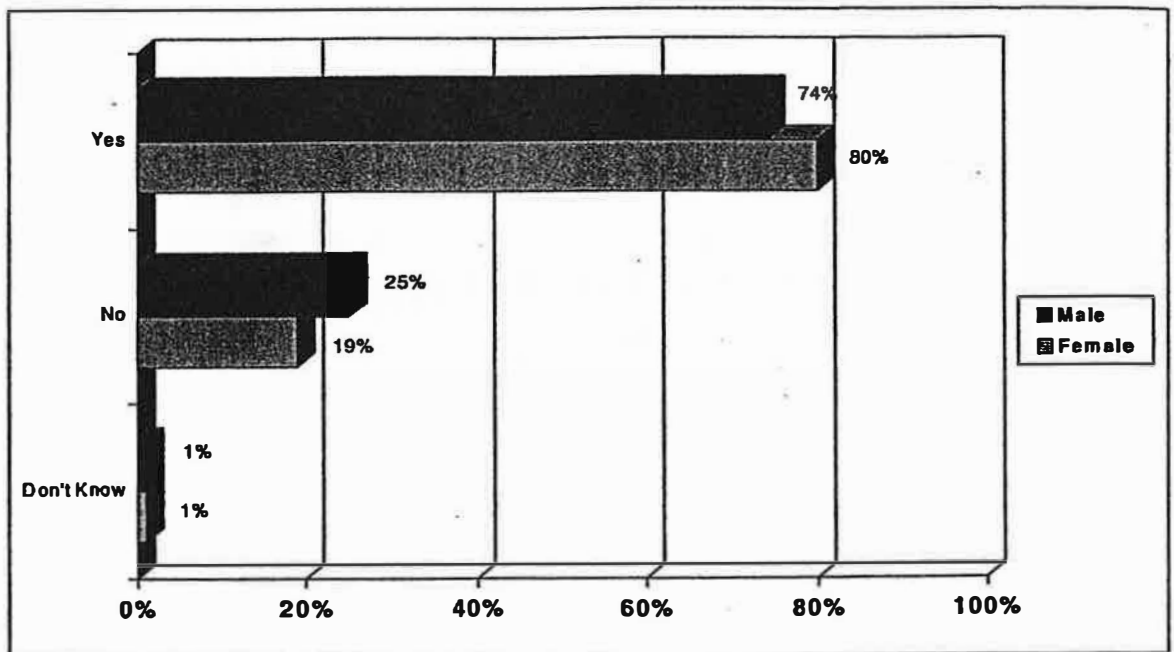
	MALE	FEMALE
	%	%
AGE		
17	2	3
18	17	15
19	21	24
20	22	15
21	16	20
22	12	9
23	9	13
GENDER		
Male	51	-
Female	-	49
NO. OF SEXUAL PARTNERS IN LAST YEAR		
1	51	65
2-5	42	31
6-10	5	3
11+	2	3
BASE	243	234

7. RESEARCH FINDINGS

7.1 Spontaneous Recall of Advertising Related to HIV/AIDS or Safer Sex

- A large proportion of both males (74%) and females (80%) thought they had seen advertising about HIV/AIDS or safer sex recently, as shown in Figure 1.

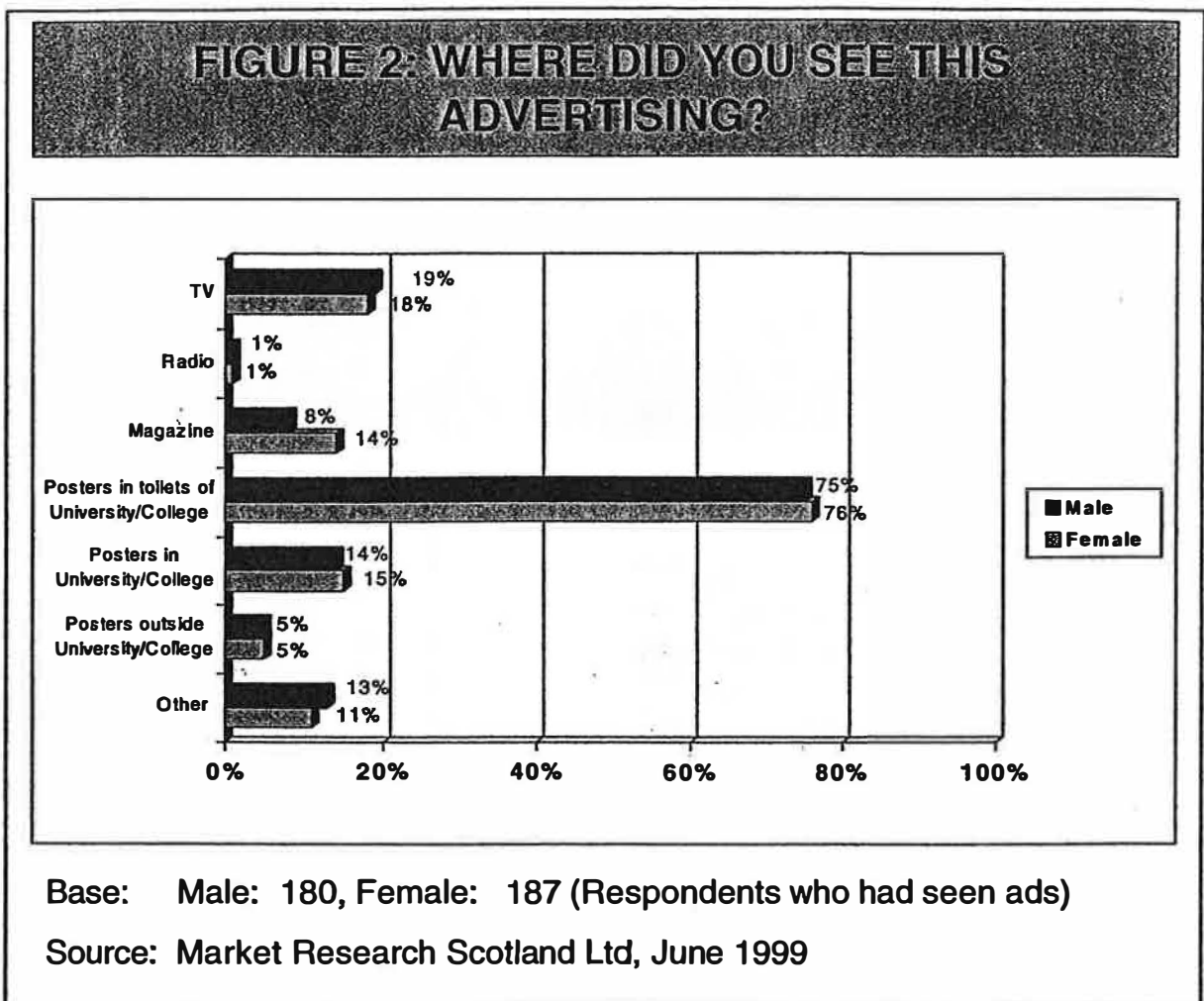
FIGURE 1: HAVE YOU SEEN ANY ADVERTISING RECENTLY ABOUT HIV/AIDS OR SAFER SEX?



Base: Male: 243, Female: 234 (All respondents)

Source: Market Research Scotland Ltd, June 1999

- Approximately three quarters of those who had seen any advertising about HIV/AIDS or safer sex thought they had seen this advertising on posters in toilets of the university or college, as shown in Figure 2.



- The level of spontaneous recall of advertising related to HIV/AIDS or safer sex and the proportion who appropriated this to convenience advertising is relatively high, compared with other types of advertising and communication evaluation conducted by Market Research Scotland.
- Those respondents who spontaneously recalled the convenience advertising were asked (without prompting) what they could remember about the advertising.

- As figure 3A below indicates some of the most common elements of recall were “grafitti style” (12% for both males and females) and “mirror” (11% male and 13% female). Males were more likely to remember “promote condom use” (12 % male v’s 7% female) whereas females were more likely to recall something “written on tiles” (12% v’s 5% respectively).
- It is worth bearing in mind that respondents were able to give more than one answer.

FIGURE 3a: WHAT CAN YOU REMEMBER ABOUT THIS ADVERTISING? (SPONTANEOUS)

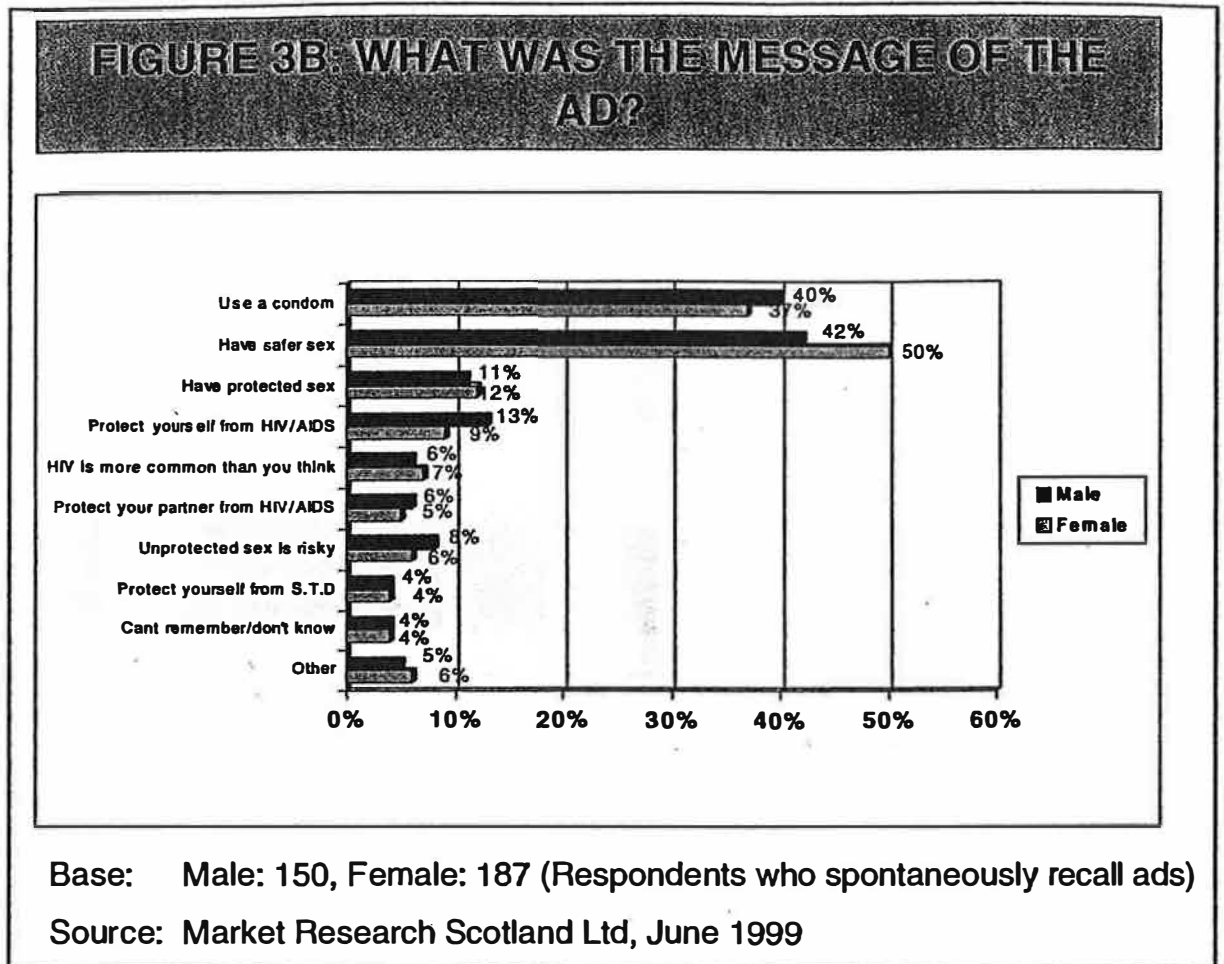
	MALE %	FEMALE %
Blue background	5	6
Graffiti Style	12	12
Words on blue background	9	9
Written on tiles	5	10
Mirror	11	13
Promote condom use	12	7
Short stories	4	7
Caught with pants down	5	-
Red with writing	2	5
The cure to HIV in your hands	7	-
Can't remember/don't know	24	16
Other	15	27

Base: Males: 150, Females: 161 (Respondents who spontaneously recall ads)
 Source: Market Research Scotland Ltd, June 1999

- The main message taken out of the ads among those respondents who had spontaneous recall were:-

- Use a condom (40% males v’s 37% females)
- Have safer sex (42% males v’s 50% females)

- Figure 3B below shows the range of other secondary messages which were taken out of the ads spontaneously recalled. All related to HIV/AIDS and safer sex issues.

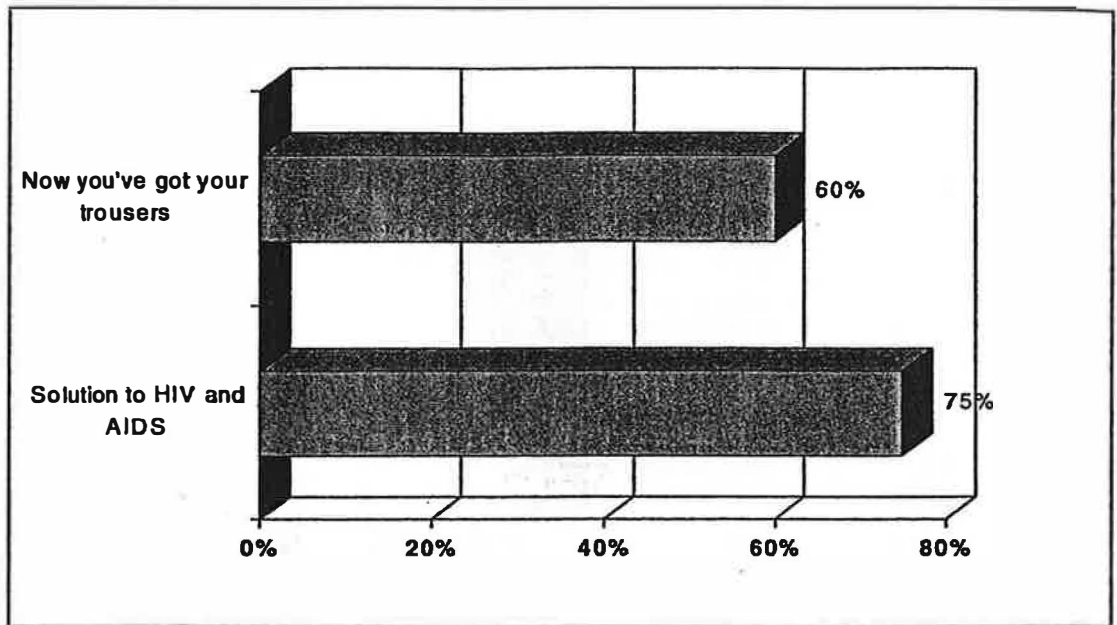


7.2 Prompted Recall of Advertising Related to HIV/AIDS or Safer Sex

- All respondents were shown the posters aimed at their gender group. Therefore male respondents were shown. A Solution To HIV And AIDS Is In Your Hands and the Now You've Got Your Trousers Round Your Ankles. Female respondents were shown the What You're Sitting On and the Now You've Got Your Knickers Round Your Ankles posters. Copies of these can be found in the Appendix.

- 60% of male respondents recalled the Now You've Got Your Trousers ad with three quarters (75%) of males recalling the Solution To HIV and AIDS advert once prompted.

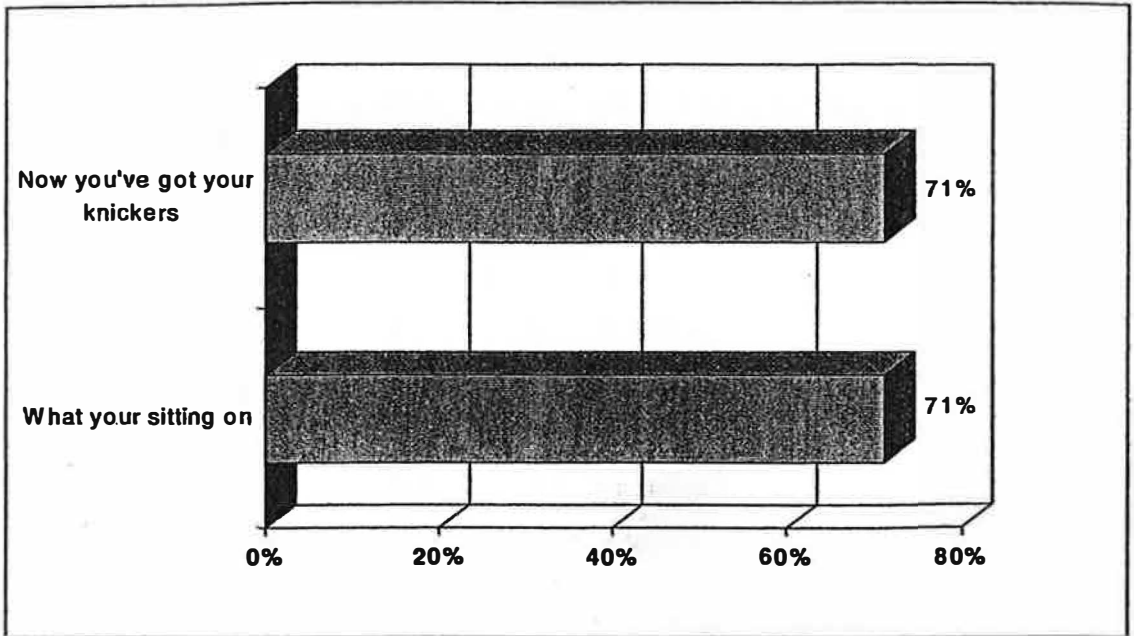
FIGURE 4: DO YOU REMEMBER SEEING THESE POSTERS? (MALES)



Base: Males: 243 (All male respondents)
Source: Market Research Scotland Ltd, June 1999

- Among female respondents, prompted recall of the two female orientated ads was identical. Approximately 7 out of 10 recalled both the Now You've Got Your Knickers and the What You're Sitting On ads.

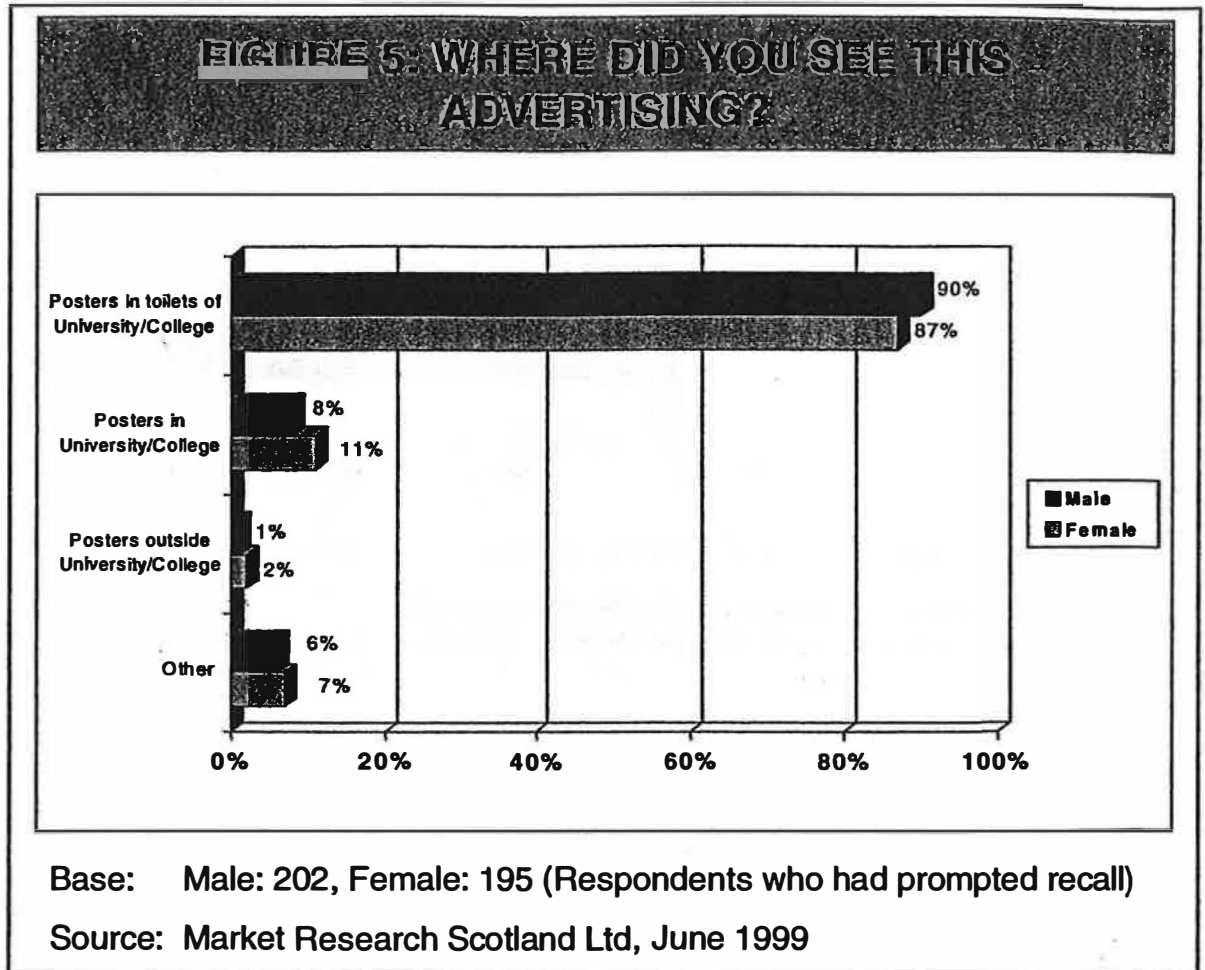
FIGURE 4: DO YOU REMEMBER SEEING THESE POSTERS? (FEMALES)



Base: Females: 234 (All female respondents)
Source: Market Research Scotland Ltd, June 1999

- Those respondents who recalled the ads when prompted were asked where they had seen the advertising.

- As Figure 5 below demonstrates, the vast majority (90% male and 87% female) attributed the posters to the toilets of the university or college with about 1 in 10 remembering the posters in the university or college generally (8% male and 11% female).



- The main perceived message of the adverts amongst all respondents were as follows:-

Use a condom

Have safer sex

- Figure 6 below details the range of other secondary messages respondents believed the posters were telling them. The vast majority of the messages were clearly thought to relate to HIV/AIDS and safer sex.

FIGURE 6: WHAT IS THE MAIN MESSAGE OF EACH OF THESE ADS?

	MALES %		FEMALES %	
	A Solution	Trousers	Sitting On	Knickers
Use a condom	58	46	44	37
Have safer sex	35	36	45	50
Have protected sex	11	13	11	13
Protect yourself from HIV/AIDS	13	13	9	14
HIV is more common than you think	2	5	3	4
Protect your partner from HIV/AIDS	3	3	3	4
Unprotected sex is risky	3	5	5	6
Protect yourself from sexually transmitted diseases	4	9	9	8
Other	2	3	1	-

Base: Male: 243, Female: 234 (All respondents)
 Source: Market Research Scotland Ltd, June 1999

7.3 Reaction and Attitude to the Campaign

- Respondents were shown the relevant poster for their gender and asked what is or was their first reaction to the ads.
- Overall the most common first reaction to the ads was that it “makes you think more about HIV/AIDS”. This was more likely to be true of females rather than males. Other common reactions were “entertaining/funny” which was equally true of males and females. Males were more likely than females to feel the ads had “no effect/don’t care”.

- Importantly less than 1 in 10 expressed fear or anxiety to the advert and around 1 in 6 indicated their first reaction was to “try and be more careful”.
- There was little difference in perceptions between the two executions aimed at males and females.

FIGURE 7: WHAT IS/WAS YOUR FIRST REACTION TO THESE ADS?

	MALES %		FEMALES %	
	A Solution	Trousers	Sitting	Knickers
No effect/don't care	26	28	15	15
Scared/worried	3	3	7	3
Surprised	4	5	11	6
Entertaining/funny	24	21	26	26
Try to be more careful	16	19	12	15
Makes you think more about HIV/AIDS	28	26	35	39
Other	5	5	9	9

Base: Male: 243, Female: 234 (All respondents)
 Source: Market Research Scotland Ltd, June 1999

- The respondents were read out a list of statements which could relate to the ads and asked which they thought best described each ad. These statements are detailed in Figure 8a.
- The posters were most strongly seen by males and females as ‘easy to understand’ and a ‘worthwhile reminder’. It is interesting that ‘Now You’ve Got Your Trousers’ was not quite as easy to understand as ‘A Solution to HIV/AIDS’.
- Over three quarters of the males and 8 in 10 females thought that the posters were appropriate for heterosexuals and homosexuals.

- Females were slightly more likely to think that the posters would “make them think about safe sex before you were in a sexual situation”. Despite this, over two thirds of males held the same opinion.
- Most males and females thought they would “feel comfortable discussing the ads with their current sexual partner”.
- The ads appealed slightly more to females than males. Overall, 72% of females said the ads appealed to them in comparison with about 6 in 10 males.
- Just over half the males and almost two thirds of females thought the posters would “encourage them to take a different attitude to safer sex”.
- About half of the respondents, particularly females thought the ads were an “interesting talking point” and “did not talk down to them”. A similar proportion (half) of males and females thought the ads had “made them think more about the sexual health of their partner”.
- Only about a fifth thought these ads were “definitely not meant for people like me”. Only one of the ads, (Now You’ve Got Your Trousers) was highlighted as “telling me something I don’t already know” (21%).

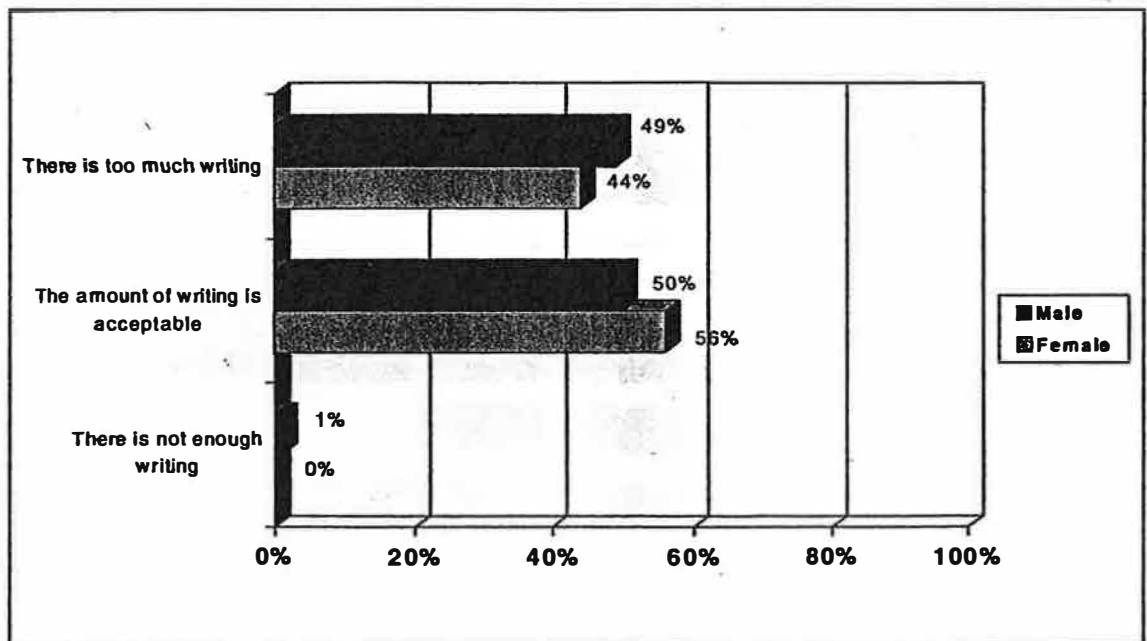
FIGURE 8a: WHICH OF THE FOLLOWING BEST DESCRIBES WHAT YOU THOUGHT ABOUT EACH AD?

	MALES %		FEMALES %	
	A Solution	Trousers	Sitting	Knickers
These ads are easy to understand	94	85	95	93
The ads are a worthwhile reminder you need to protect yourself when having sex	85	82	84	84
They are appropriate for heterosexuals and homosexuals	77	76	81	82
It would make you think about safe sex before you were in a sexual situation	68	69	76	76
I would be comfortable discussing the ads with my current sexual partner	67	68	70	71
These ads appealed to me	60	56	72	72
The ads would encourage you to take a different attitude to safer sex	53	55	62	62
The ads are an interesting talking point	44	45	55	56
These adverts do not talk down to you	48	46	52	55
The ads have made me think more about the sexual health of my partner	45	49	49	50
These adverts are definitely not meant for people like me	20	19	19	24
The ads tell me something I didn't already know	10	21	6	13

Base: Male: 243, Female: 234 (All respondents)
 Source: Market Research Scotland Ltd, June 1999

- The two posters “Now You’ve Got Your Knickers” and “Now You’ve Got Your Trousers” performed well in the research, but it was of interest to determine attitudes to the amount of text featured. The males and females were almost evenly split with about half thinking there was too much writing and half thinking the amount of writing was acceptable.

FIGURE 8b: WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ATTITUDE TO THIS AD?



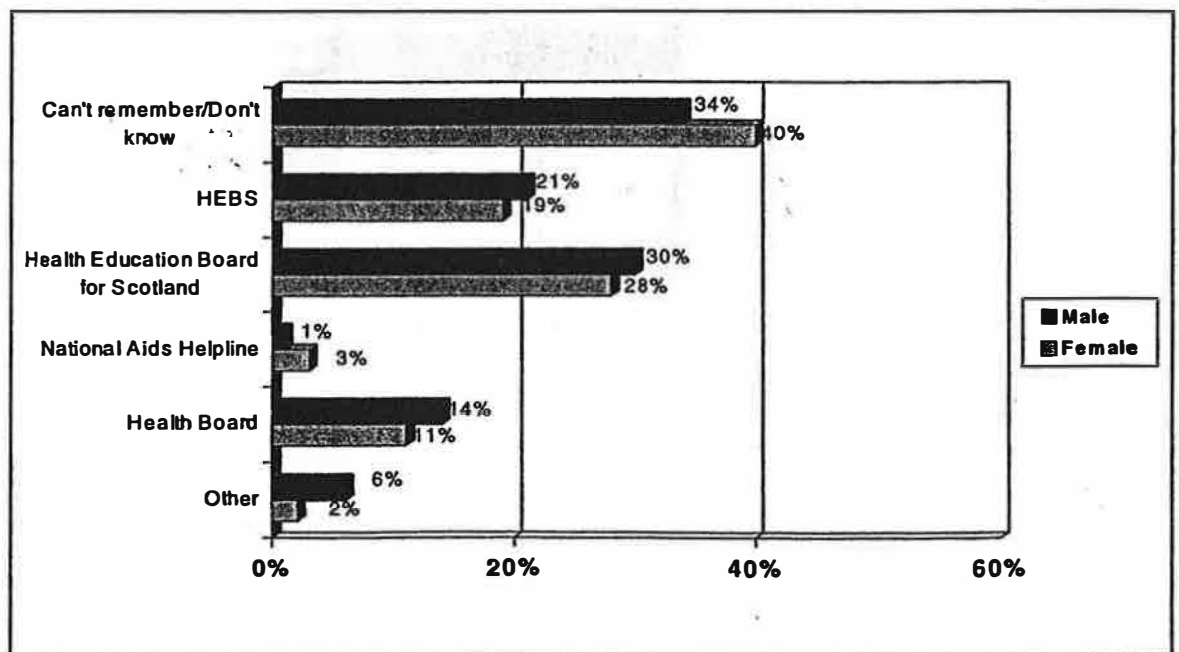
Base: Male: 243, Female: 234 (All respondents)

Source: Market Research Scotland Ltd, June 1999

7.4 Recall of Source

- All respondents were asked who the source of the ads was. A third of males and 4 in 10 females didn't know.
- The most common response was HEBS or Health Education Board for Scotland, 51% of males and 47% of females.
- A smaller proportion (just over 1 in 10) mentioned a Health Board and only a few spontaneously mentioned the National Aids Helpline.

FIGURE 9: CAN YOU REMEMBER WHO WAS RESPONSIBLE FOR THESE ADS?

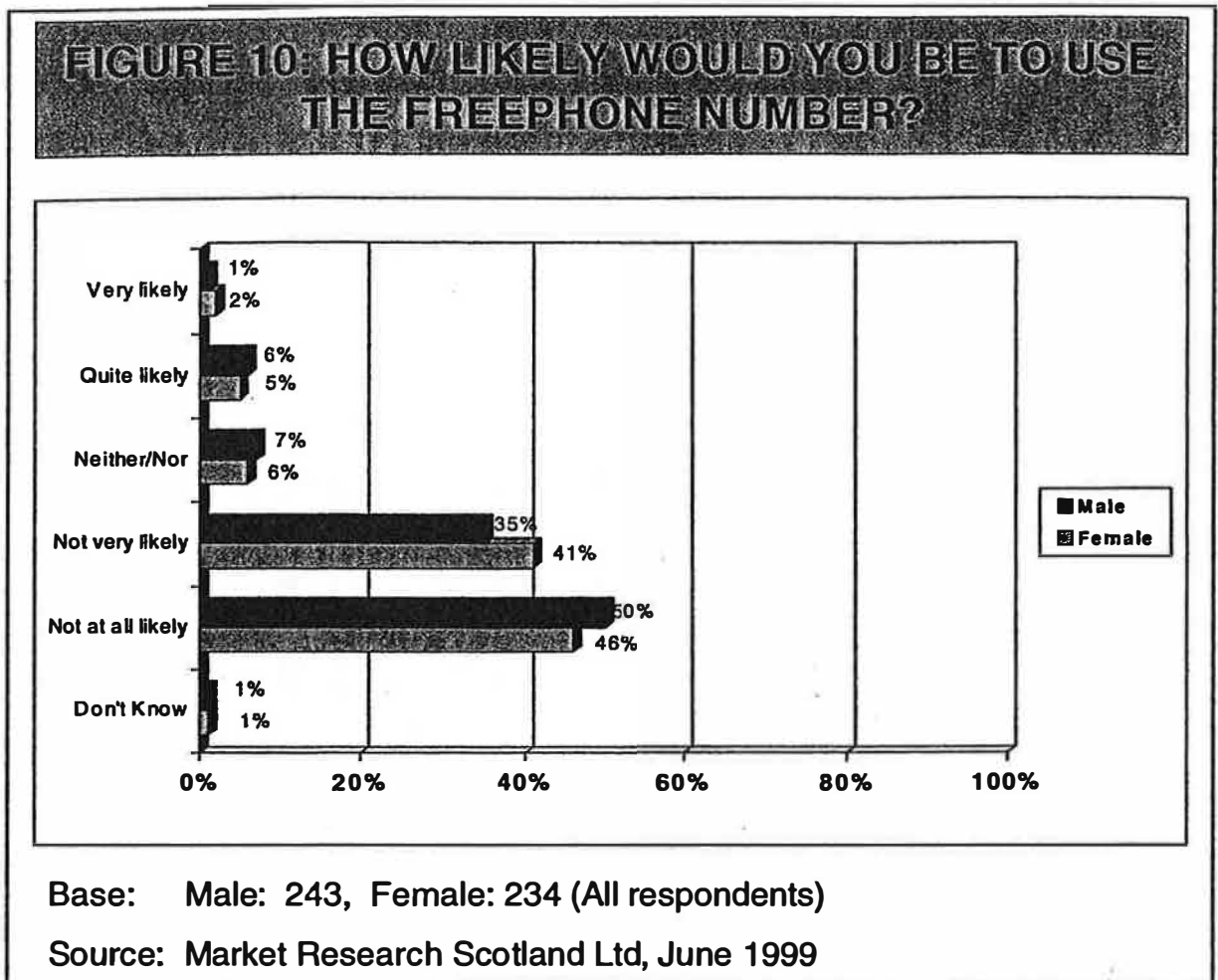


Base: Male: 243, Female: 234 (All respondents)

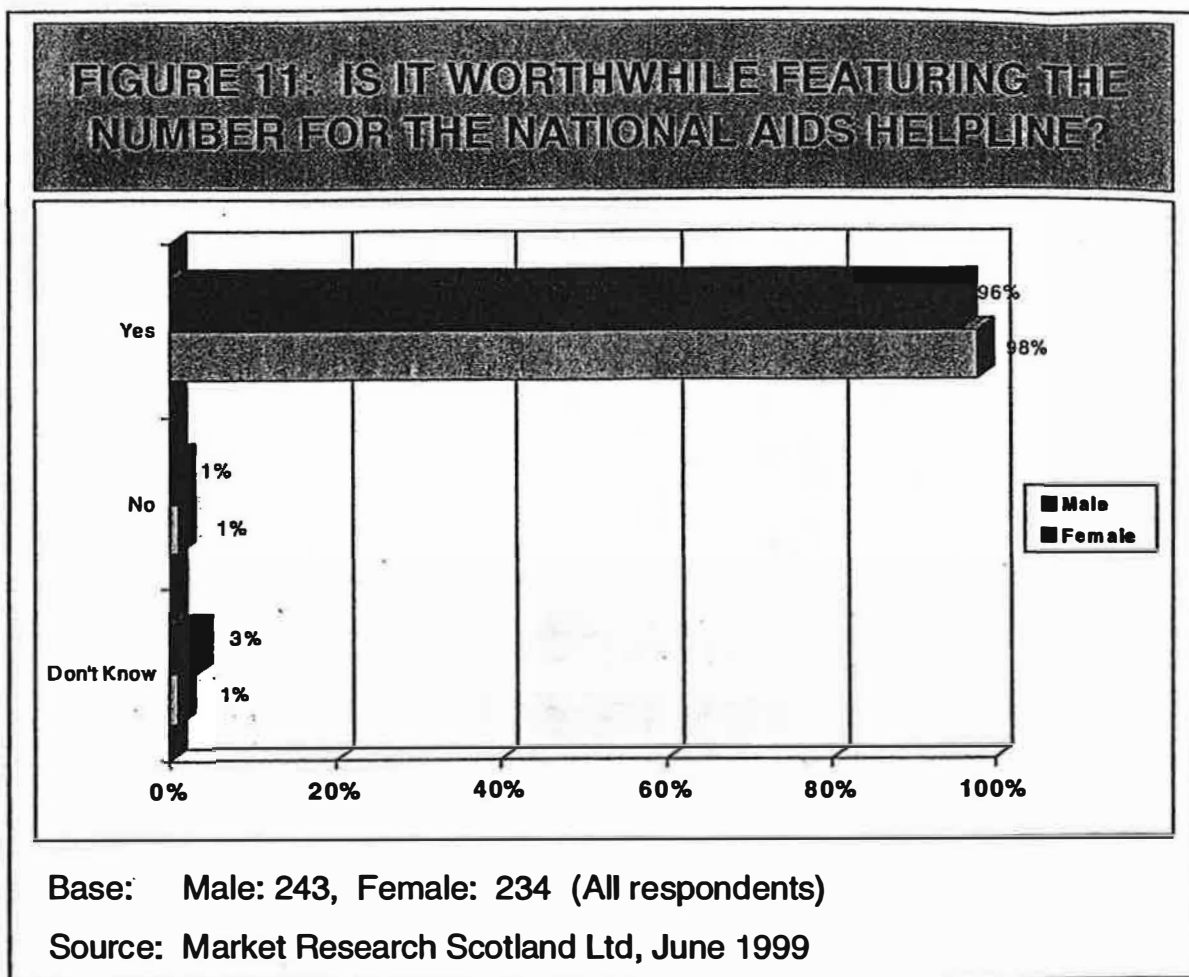
Source: Market Research Scotland Ltd, June 1999

7.5 Freephone Number

- Only 7% of males and females thought they would be likely to use the freephone number for the National Aids Helpline which was featured in the posters.



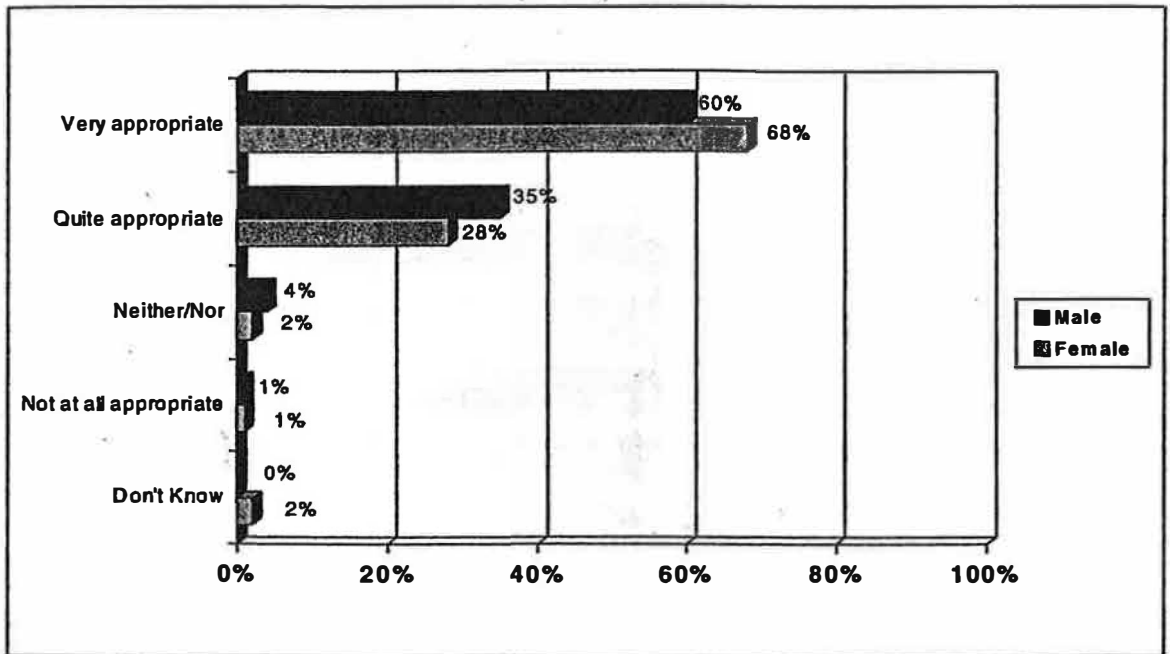
- Despite the limited expected usage, the vast majority still felt it was worthwhile for the helpline number to be shown.



7.6 Appropriateness of Location

- Overall, 95% of males and 96% of females thought it was appropriate for these posters to be displayed on toilet doors.

FIGURE 12: HOW APPROPRIATE IS IT FOR THESE POSTERS TO BE DISPLAYED ON TOILET DOORS?



Base: Male: 243, Female: 234 (All respondents)

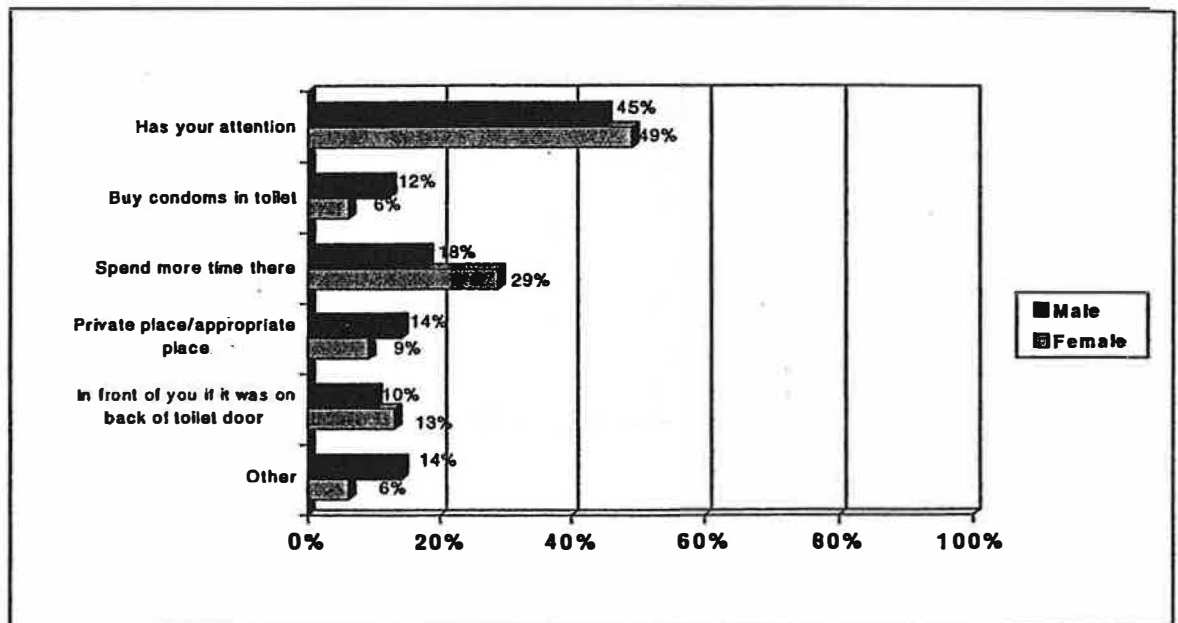
Source: Market Research Scotland Ltd, June 1999

- Only 3 males and 2 females thought the location was inappropriate due to:

- Too much writing
- Doesn't stand out
- Won't take much notice

- The following chart shows the respondents reasons for seeing it as an appropriate location. The most common responses were that it “has your attention” and “spend more time there”.
- It was also seen as appropriate as that is where “condoms are bought” and it’s a “private place”.

FIGURE 13: WHY IS IT AN APPROPRIATE LOCATION?



Base: Male: 240, Female: 227 (Respondents who thought location was appropriate)

Source: Market Research Scotland Ltd, June 1999

8. CONCLUSIONS

- Ad recall and identification of the key messages was very high for a poster campaign. Clearly the respondents 'enjoyed' the posters and whilst not being seen as particularly educational they were still valued as a worthwhile reminder.
- There appears to be no issues with the location of posters, indeed it is very much seen as a bonus.
- A significant proportion attributed the ads to HEBS, one would hope to see this figure to continue to rise over time. Overall the campaign performed well in the research.

APPENDIX ONE

- **Interview Locations**

INTERVIEW LOCATIONS

	MALES %	FEMALES %
Scottish College of Textiles	8	9
St Andrews University	8	9
University of Stirling	3	5
Glasgow Caledonian University	8	9
Strathclyde University	8	9
University of Glasgow	13	12
University of Paisley	9	9
University of Aberdeen	4	4
Inverness College/University	4	4
Edinburgh College of Art	8	8
Heriot Watt University	8	9
Napier University	6	2
Abertay University	8	9
University of Dundee	4	4

Base: Male: 243, Female: 234 (All respondents)
 Source: Market Research Scotland Ltd, June 1999

APPENDIX TWO

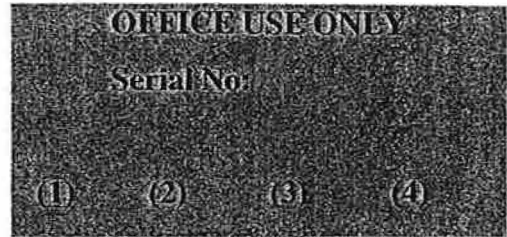
- **Questionnaire**

MARKET RESEARCH SCOTLAND LTD.
Elmwood House, 9 Park Quadrant
GLASGOW. G3 6BS



Market Research Scotland Ltd.

UNIVERSITIES & COLLEGES QUESTIONNAIRE
FEMALE VERSION



NAME _____

ADDRESS _____

TEL. NO. _____

POSTCODE _____

JOB NO: SAS 0 5 0 9

INT. NO: _____

Q. NO: _____

INTERVIEWER SIGN: _____

DATE: _____

INTERVIEWER PRINT: _____

I declare that this interview was conducted within the Market Research Society Code of Conduct, according to the survey specifications, with a respondent previously unknown to me.

INTRODUCTION

We are carrying out research about a campaign relating to safer sex and HIV/AIDS. Could you spare a few minutes to answer some questions about this campaign? All answers given will be treated with the strictest confidentiality. Individual answers or the identity of individuals who take part are never disclosed as we operate to Market Research Society Code of Conduct.

The interview will only take a short time and all answers will be treated in confidence with only combined results report.

EDITED BY: _____

CODED BY: _____

DATE: _____

DATE: _____

Q1. Have you seen any advertising recently about HIV/AIDS or safer sex?

(5)

Yes 1 GO TO Q2

No 2 GO TO Q4

Don't know 3

Q2. Where did you see this advertising? DO NOT PROMPT

TV 1 (6) GO TO Q4

Radio 1 (7)

Magazine 1 (8)

Posters in toilets in university/college 1 (9)

Posters in university/college 1 (10) GO TO Q3a

Posters outside university/college 1 (11)

Other (specify) GO TO Q4

_____ (12) (13)

Q3a. What can you remember about this advertising? DO NOT PROMPT

Blue background 1 (14)

Graffiti style 1 (15)

Words on blue background 1 (16)

Written on tiles 1 (17)

Can't remember/don't know 1 (18)

Other (specify)

_____ (19) (20)

_____ (21) (22)

Q3b. What was the message of the ad? **DO NOT PROMPT**
Probe: What was it telling you?

Use a condom	1 (23)
Have safer sex	1 (24)
Have protected sex	1 (25)
Protect yourself from HIV/AIDS	1 (26)
HIV is more common than you think	1 (27)
Protect your partner from HIV/AIDS	1 (28)
Unprotected sex is risky	1 (29)
Protect yourself from sexually transmitted diseases	1 (30)
Can't remember/don't know	1 (31)
Other (specify)	
_____	(32) (33)
_____	(34) (35)

Q4. SHOW STIMULUS A AND B
Do you remember seeing these posters?

<u>Females</u>	Yes	No	Don't know	
A. What you're sitting on.....(orange)	1	2	3	(36)
B. Now you've got your knickers on..... (blue)	1	2	3	(37)

IF YES TO ANY OF THE ADS AT Q4 GO TO Q5, OTHERS GO TO Q6

Q5. KEEP SHOWING A AND B.
Where did you see this advertising? **DO NOT PROMPT**

Posters in toilet in university/college	1 (38)
Posters in university/college	1 (39)
Posters outside university/college	1 (40)
Other (specify)	
_____	(41) (42)

ASK ALL – KEEP SHOWING A AND B.

Q6. What is the main message of each of these ads? Probe: What do they tell you? DO NOT PROMPT. CODE SEPERATELY FOR EACH POSTER

	FEMALES	
	Ad A	Ad B
Use a condom	1 (43)	1 (55)
Have safer sex	1 (44)	1 (56)
Have protected sex	1 (45)	1 (57)
Protect yourself from HIV/AIDS	1 (46)	1 (58)
HIV is more common than you think	1 (47)	1 (59)
Protect your partner from HIV/AIDS	1 (48)	1 (60)
Unprotected sex is risky	1 (49)	1 (61)
Protect yourself from sexually transmitted diseases	1 (50)	1 (62)
Other (specify)	_____ (51) (52)	_____ (63) (64)
	_____ (53) (54)	_____ (65) (66)

ASK ALL – KEEP SHOWING A AND B.

Q7. What is/was your first reaction to these ads? Probe: How did they make you feel? DO NOT PROMPT. CODE SEPERATELY FOR EACH AD.

	FEMALES	
	Ad A	Ad B
No effect/don't care	1 (67)	1 (75)
Scared/worried	1 (68)	1 (76)
Surprised	1 (69)	1 (77)
Entertaining/funny	1 (70)	1 (78)
Try to be more careful	1 (71)	1 (79)
Makes you think (more) about AIDS/HIV	1 (72)	1 (80)
Other (specify)	_____ (73) (74)	_____ (81) (82)

Q8a. **KEEP SHOWING A AND B.**

I'm going to show you a list of phrases which describe what some people thought about these adverts. Could you look at this card and then tell me which, if any, describe what you thought about each advert. **SHOWCARD X.**

	FEMALES			
	Ad A		Ad B	
	YES	NO	YES	NO
1. The ads would encourage you to take a different attitude to safer sex	1	2 (83)	1	2 (95)
2. The ads are an interesting talking point	1	2 (84)	1	2 (96)
3. The ads tell me something I didn't already know	1	2 (85)	1	2 (97)
4. I would be comfortable discussing the ads with my current sexual partner	1	2 (86)	1	2 (98)
5. The ads are a worthwhile reminder you need to protect yourself when having sex	1	2 (87)	1	2 (99)
6. The ads have made me think more about the sexual health of my partner	1	2 (88)	1	2 (100)
7. It would make you think about safe sex before you were in a sexual situation	1	2 (89)	1	2 (101)
8. They are appropriate for heterosexuals and homosexuals	1	2 (90)	1	2 (102)
9. These adverts do not talk down to you	1	2 (91)	1	2 (103)
10. These adverts are definitely not meant for people like me	1	2 (92)	1	2 (104)
11. These ads are easy to understand	1	2 (93)	1	2 (105)
12. These ads appealed to me	1	2 (94)	1	2 (106)

Q8b. SHOW STIMULUS B ONLY

Thinking about looking at this poster in a toilet cubicle, which of these statements best describes your attitude to this ad?

(107)

- | | |
|-------------------------------------|---|
| There is too much writing | 1 |
| The amount of writing is acceptable | 2 |
| There is not enough writing | 3 |

Q9. Can you tell me who was responsible for these ads? DO NOT PROMPT

- | | |
|-------------------------------------|---------|
| Can't remember/Don't know | 1 (108) |
| HEBS | 1 (109) |
| Health Education Board for Scotland | 1 (110) |
| National Aids Helpline | 1 (111) |
| Health Board | 1 (112) |
| Other (Specify) | |

_____ (113)(114)

_____ (115)(116)

Q10. The ads featured a freephone number for the National AIDS Helpline, how likely would you be to use it? SHOWCARD Y.

(117)

- | | |
|-------------------|---|
| Very likely | 1 |
| Quite likely | 2 |
| Neither/Nor | 3 |
| Not very likely | 4 |
| Not at all likely | 5 |
| Don't Know | 6 |

Q11. Is it worthwhile featuring the number for the National AIDS Helpline?

(118)

- | | |
|------------|---|
| Yes | 1 |
| No | 2 |
| Don't Know | 3 |

Q12. How appropriate is it for these posters to be displayed on toilet doors?

SHOWCARD Z

(119)

Very appropriate	1	
Quite appropriate	2	GO TO Q13b
Neither/Nor	3	

Not very appropriate	4	
Not at all appropriate	5	GO TO Q13a

Don't know	6	GO TO Q14
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Q13a. Why is it an inappropriate location? **DO NOT PROMPT**

_____ (120)(121)
_____ (122)(123)

Q13b. Why is it an appropriate location? **DO NOT PROMPT**

Has your attention	1 (124)	
Other (specify)		

_____ (125)(126)
_____ (127)(128)

Q14. Age

(129)

17	1
18	2
19	3
20	4
21	5
22	6
23	7

Q15. Gender

(130)

Male	1
Female	2

Q16. Please look at this card (Question Card 2) and tell me the code letter that applies to you?

(131)

- A 1
- B 2
- C 3
- D 4

Q17. Location

(132)(133)

Scottish College of Textiles	0 1
St Andrews University	0 2
University of Stirling	0 3
Glasgow Caledonian University	0 4
Strathclyde University	0 5
University of Glasgow	0 6
University of Paisley	0 7
Robert Gordon Institute of Technology	0 8
University of Aberdeen	0 9
Inverness College/University	1 0
Edinburgh College of Art	1 1
University of Edinburgh	1 2
Heriot Watt University	1 3
Moray House College of Education	1 4
Napier University	1 5
Abertay University	1 6
University of Dundee	1 7

S2 - QUESTION CARD 1

**Which of the following best describes your current situation?
Please read out the corresponding letter.**

A. I am currently sexually active

or

B. I am not currently sexually active

Q16 – QUESTION CARD 2

Please read this question and tell me the code letter that applies to you?

In the last 12 months, how many people have you had sex with?

- A. One person**
- B. Between 2 and 5 people**
- C. Between 6 and 10 people**
- D. More than 10 people**

SHOWCARD Z

VERY APPROPRIATE

QUITE APPROPRIATE

NEITHER/NOR

NOT VERY APPROPRIATE

NOT AT ALL APPROPRIATE

SHOWCARD X

1. **The Ads Would Encourage You To Take A Different Attitude To Safer Sex**
2. **The Ads Are An Interesting Talking Point**
3. **The Ads Tell Me Something I Didn't Already Know**
4. **I Would Be Comfortable Discussing The Ads With My Current Sexual Partner**
5. **The Ads Are A Worthwhile Reminder You Need To Protect Yourself When Having Sex**
6. **The Ads Have Made Me Think More About The Sexual Health Of My Partner**
7. **It Would Make You Think About Safe Sex Before You Were In A Sexual Situation**
8. **They Are Appropriate For Heterosexuals And Homosexuals**
9. **These Adverts Do Not Talk Down To You**
10. **These Adverts Are Definitely Not Meant For People Like Me**
11. **These Ads Are Easy To Understand**
12. **These Ads Appealed To Me**

SHOWCARD Y

VERY LIKELY

QUITE LIKELY

NEITHER/NOR

NOT VERY LIKELY

NOT AT ALL LIKELY

APPENDIX THREE

- **Posters**

NOW YOU'VE GOT YOUR KNICKERS ROUND YOUR ANKLES LET'S TALK SEX

We're sorry to catch you with your pants down. Be honest would you have bothered to read this ad if it were in *More* or *Cosmopolitan*?

After all, it's not as if you really want to hear that the total number of heterosexual people infected with HIV in Scotland is going up.

Or that in the last three years almost twice as many people have been infected with HIV through heterosexual sex as have been infected by intravenous drug use.

And you won't be exactly thrilled

to learn that infections from other sexually transmitted diseases (such as herpes) are now rapidly increasing too.

The truth is that unprotected sex is riskier than it's ever been.

But we're not saying that should spoil your fun, we just want to make sure that you don't add to our statistics. So if you're with a new partner, try talking about sex before you do it.

And whoever you're with always use a condom.

WHAT YOU'RE
SITTING ON NOW
IS A LOT LESS
INFECTIOUS
THAN WHAT YOU
COULD BE SITTING ON
LATER

USE A CONDOM

NOW YOU'VE GOT YOUR TROUSERS ROUND YOUR ANKLES LET'S TALK SEX

We're sorry to catch you with your trousers down. But to be honest would you have bothered to read this ad if it were in Loaded or FHM?

After all, it's not as if you really want to hear that the total number of heterosexual people infected with HIV in Scotland is actually going up.

Or that in the last three years almost twice as many people have been infected with HIV through heterosexual sex as by intravenous drug use.

And you also won't be exactly thrilled to learn that infections from other sexually transmitted diseases (such as herpes) are rapidly increasing too.

The truth is that unprotected sex is riskier than it's ever been.

But we're not saying that should spoil your fun. We just want to make sure that you don't add to our statistics. So if you're with a new partner, try talking about sex before you do it.

And whoever you're with, always use a condom.

A SOLUTION TO
HIV & AIDS
IS IN YOUR HANDS

USE A CONDOM