



SEXUAL HEALTH AWARENESS SURVEY 2010

**For the Hull and East Riding Sexual and Reproductive
Healthcare Partnership**

Prepared by: Marketlink on 15th February 2010





Locations included in the Study

- Hull
- Pocklington & Market Weighton
- Driffield
- Beverley
- Bridlington
- Goole





Specific Objectives were to establish:

- To establish awareness and communication of specific local advertising campaigns
- To establish awareness of specific local initiatives and publicity
- To establish awareness of specific services
- To investigate consumer preferences re. sources of information, service provision, and location
- Where possible, compare findings with previous years





Methodology and Sample Profile

- Structure interviews lasting approx. 15 minutes
- Approximately 345 people took part between the ages of 15 and 50 with a bias towards the younger age groups
- 100 interviews were conducted in Hull
- 45-50 interviews were conducted in each of the other five locations
- Sample representative of social class





Main Findings of the Study





Awareness of Local Radio Advertisements

- Spontaneous awareness of radio advertisements was at 18%
 - 1% higher than 2008 but 3% lower than 2005
- Source of awareness:
 - 47% mentioned Viking FM (74% in 2008)
 - 40% mentioned Galaxy 105 (22% in 2008)
- 14% were unable to recall specific content
- 58% made references to chlamydia





Awareness of Local Radio Advertisements

Awareness of scripts

- 31% were aware of the scripts
 - A 15% rise from 2008
- 13% recalled 'This is fantastic' 2nd Time Around script
- 11% recalled 'This is brilliant' 2nd Time Around script
- 11% recalled 'Life is more interesting' 2nd Time Around script
- 10% recalled 'I feel different' 2nd time Around script
- 7% recalled 'I feel like a teenager' 2nd Time Around script
- 4% recalled 'Erectile dysfunction' script





Awareness of Local Initiatives

- Spontaneous awareness for 11 local and 2 national initiatives showed 15%
 - A 14% rise from 2008
- Prompted awareness results are shown in the following table



Awareness of Local Initiatives

Initiative	2010 %	2008 %	2005 %
Clued up schoolgirl – E	6	-	-
Clued up youth (special) - F	7	-	-
Clued up youth (condom) - G	16	-	-
Clued up girl (right person) - H	7	-	-
Hepatitis B – I	37	45	-
Poster	5	-	-
Leaflet	33	-	-
Teenage Pregnancy Support Service – J	8	5	16
Termination of pregnancy poster – K	15	24	10
Network logo – L	25	44	9
Reliable contraception – M	7	-	-
Poster	7	-	-
Card	1	-	-
Man 2 Man – N	9	-	-
Goole Young Peoples leaflet – O	Goole 23	Goole 17	-
National campaign – P	19	-	-
Poster/leaflet 1 (today)	18	-	-
Poster/leaflet 2 (best)	13	-	-



Awareness of new Bus Advertising

- Spontaneous awareness of the 'No Gluv, No Luv' external bus advertisement was at 67% with 16% awareness of the new 'luvhull.co.uk' advertisement
- Both 2010 and 2008 show a considerable improvement on the 2005 awareness level of





Awareness of Telephone Directory Entries relating to Sexual Health

- The five directory entries shown to respondents were: Conifer House, Abortion NHS, Pregnancy; Advice and Testing, Sexual Health Services, Contraception Services
- After viewing the show card 17% claimed recall of one or more of the entries. This is much higher than the 3% awareness recorded in 2008 and the 7% awareness recorded in 2005. The Conifer House advertisement was recalled by 13% of respondents, none of the other entries were recalled by more than 3%.





Preferences relating to the location and availability of advice and services

- The GP, the local Sexual Health Website and Conifer House emerged as the agencies most respondents claimed they would think of seeking advice from and were also considered the most convenient
- 30% expressed a preference for the local Sexual Health website and 36 % considered this the most convenient
- Advice on contraception/protection and STI's were the only specific needs mentioned by significant percentages, 24% and 23% respectively. The majority of those expressing a need for advice were younger respondents
- 27% claimed they had "no need" for further information/advice on sexual health compared to 57% in 2008.





- With regard to availability the majority response again indicated a requirement throughout the entire day from early am to late pm. This year, although the percentage suggesting 24/7 is higher, more respondents favoured evenings and weekends.
- Only 3 respondents claimed to need information in a different format: 2 mentioned Polish translation and 1 mentioned audio requirement





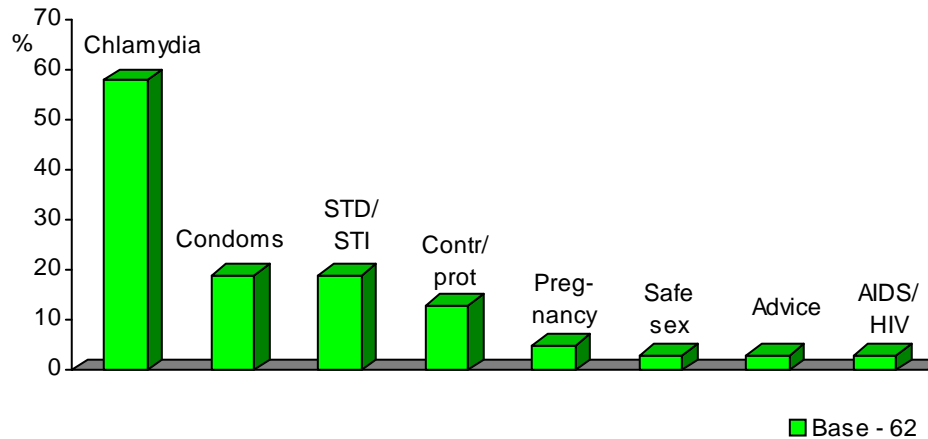
Awareness and Patronage of local radio stations

- Viking FM claimed patronage of 58% compared to Galaxy 105 at 54%
- This year patronage of KCFM was disappointingly low at 4%; in 2008 this new local station secured a reasonable audience with 24% patronage





Spontaneous awareness of local radio content

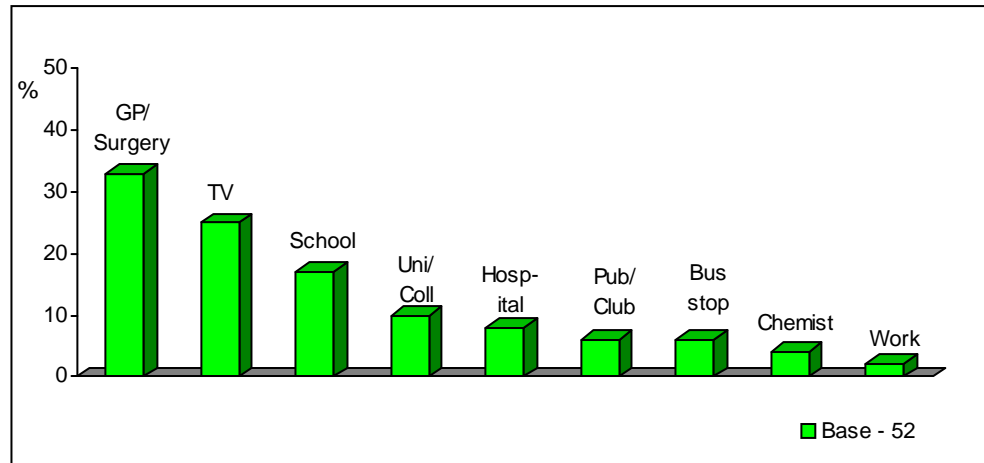


Some of the recall appears relevant to the radio scripts, in particular references to condoms, STIs and pregnancy. The highest percentage mentioned was chlamydia; perhaps reflecting recall of a different radio campaign and/or the amount of media coverage this STI has received recently.



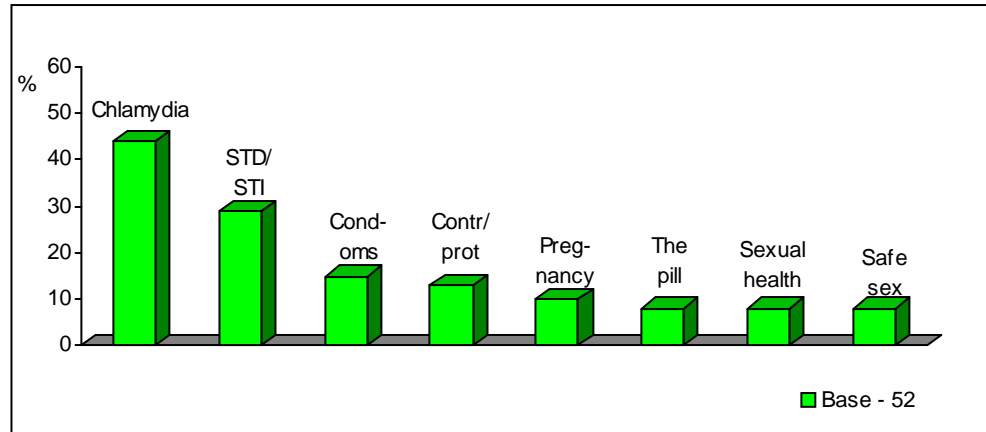


Source of awareness of the initiatives relating to sexual health



GP/Surgery was mentioned by the highest percentage, 33%, with schools/universities and colleges mentioned collectively by a similar percentage. TV was claimed as a source of awareness by 25%. Other sources were mentioned by fewer percentages.





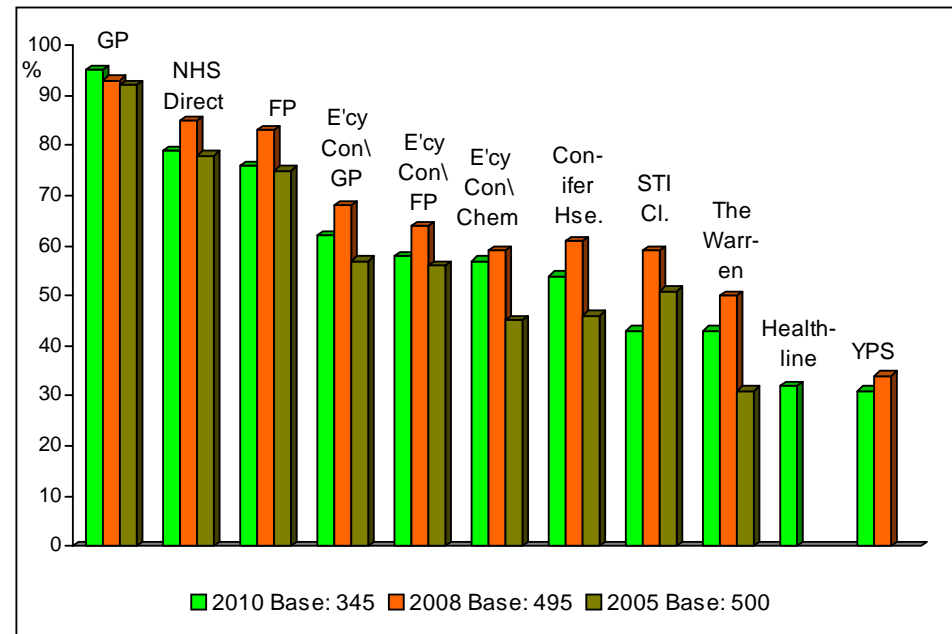
References to STI, condoms, pregnancy and sexual health reflect the content of a number of the specific initiatives but as with the spontaneous recall relative to radio advertisements, chlamydia was mentioned by the highest percentage.





Awareness and patronage of local agencies/organisations

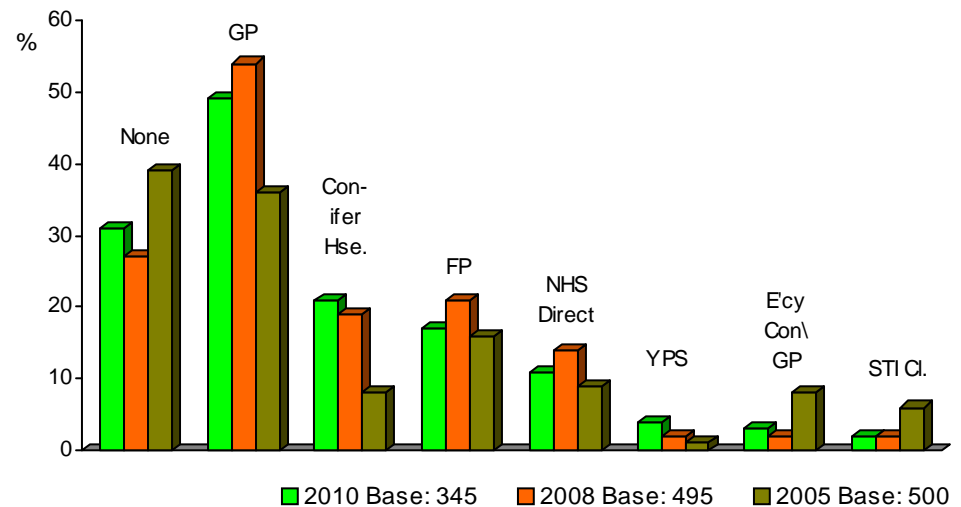
Respondents were invited to mention which sexual health advisory agencies and organisations they were aware of and subsequently prompted with those not mentioned. Thus the measures of total awareness shown in the chart (right) were obtained.





It was of interest to establish whether respondents had patronised any agency or organisation for advice. The response is shown in the chart (right).

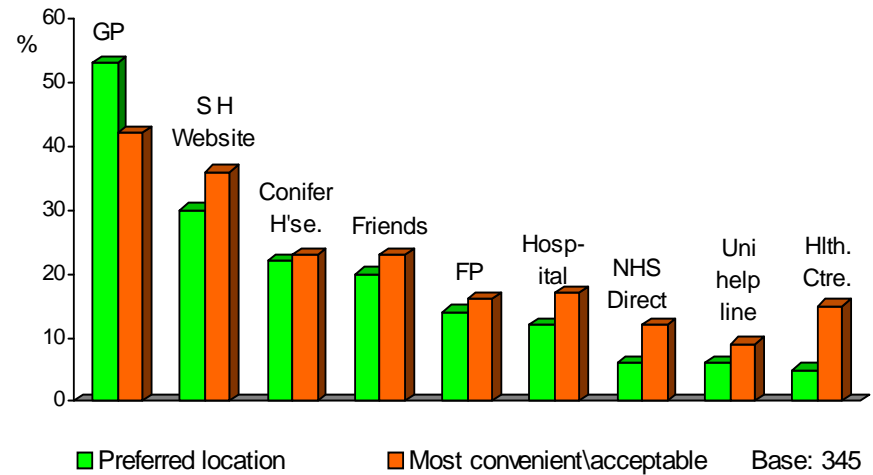
As in previous years, the GP emerged as the most heavily patronised, this year claimed patronage of Conifer House was higher than claimed patronage of Family Planning. NHS Direct was next in 'popularity' with all other agencies mentioned by fewer than 4%.





Preferences relating to the location and availability of advice and services

Respondents were encouraged to suggest where they would think of seeking advice and then to select from a list featuring a number of agencies the most convenient and acceptable. The chart (right) features the response to both questions.





The next aspect of advice provision investigated was that of availability. The chart (right) illustrates the times suggested by the highest percentages.

This year more respondents favoured evenings and weekends.

