SOCIALUSAGE:

6: 4 + times per day

5: 2-3 times per day

4: once per day

3: A few times per week

2: Once a week

1: A few times per month

Enjoyment:

|  |
| --- |
| (5) A lot |
| (4) Quite |
| (3) Wouldn’t mind |
| (2) Not much |
| (1) Not at all |

Active Involvement 1:

|  |
| --- |
| Pleasant 4 |
| Interesting 3 |
| Boring 2 |
| Irritating 1 |

Active Involvement 2:

|  |
| --- |
| Soothing 4 |
| Distinctive 3 |
| Dull 2 |
| Unpleasant 1 |

Active Involvement 3:

|  |
| --- |
| Gentle 4 |
| Involving 3 |
| Weak 2 |
| Disturbing 1 |

Branding:

|  |
| --- |
| (5) You couldn't fail to remember it was for HIV PREVENTION |
| (4) It is quite good at making you remember it is for HIV PREVENTION |
| (3) It is not all that good at making you remember it is for HIV PREVENTION |
| (2) It could have been for any HIV PREVENTION CAMPAIGN |
| (1) It could have been for almost anything |

WATCHSKIP:

Watch it 4

Stop and look 3

Try to close or skip the ad 2

Ignore or close ad without looking 1

STOPLOOK:

|  |
| --- |
| Definitely 4 |
| Probably 3 |
| Probably not 2 |
| Definitely not 1 |

Ad Distinctiveness :

|  |
| --- |
| (4) Very different to any other advertising |
| (3) Quite different to any other advertising |
| (2) Not very different to other advertising |
| (1) Not at all different to other advertising |

Understanding:

|  |
| --- |
| (4) Very easy |
| (3) Quite easy |
| (2) Quite hard |
| (1) Very hard |

RELEVANCE:

|  |
| --- |
| (4) Very relevant |
| (3) Quite relevant |
| (2) Not very relevant |
| (1) Not at all relevant |

All Message check:

|  |
| --- |
| (4) Very likely |
| (3) Quite likely |
| (2) Probably wouldn't |
| (1) Definitely wouldn't |

CREDIBILITY, BRANDDIFFERENCE, MEETSNEEDS, DYNAMIC, MYKINDAD:

|  |
| --- |
| (5) Agree strongly |
| (4) Agree slightly |
| (3) Neither agree nor disagree |
| (2) Disagree slightly |
| (1) Disagree strongly |

NEWINFORMATION:

|  |
| --- |
| (4) A lot of new information |
| (3) Some new information |
| (2) No new information |
| (1) No information at all |

All Gender Portrayal:

|  |
| --- |
| (5) Strongly agree |
| (4) Slightly agree |
| (3) Neither agree nor disagree |
| (2) Slightly disagree |
| (1) Strongly disagree |

Category\_Distinctiveness:

Very different to any other advertising for HIV Prevention awareness 4

Quite different to any other advertising for HIV Prevention awareness 3

Not very different to any other advertising for HIV Prevention awareness 2

Not at all different to other advertising for HIV Prevention awareness 1

HIV\_Prevention\_Persuasion\_1:

I’m very aware of HIV PREVENTION issues 5

I try to be aware of HIV PREVENTION issues 4

I TEND NOT TO/ DON’T USUALLY think about HIV PREVENTION issues 3

I never think about HIV PREVENTION issues 2

I don’t really know what a HIV PREVENTION is about 1

HIV\_Prevention\_Persuasion\_2:

Makes me much more likely to BEHAVE / TAKE ACTION ON WHAT THE AD IS TRYING TO ENCOURAGE 4

Makes me a little more likely to try to BEHAVE / TAKE ACTION ON WHAT THE AD IS TRYING TO ENCOURAGE 3

Makes no difference 2

Puts me off BEHAVING/ ACTIONING 1

All Issues:

Very important 4

Quite important 3

Not very important 2

Not at all important 1

All Segments:

Strongly Agree 6

Agree 5

Neither agree or disagree 4

Disagree 3

Strongly disagree 2

I would prefer not to answer 1

SEGMENTS:

RESPONSIBLE MOM 6

PROTECTIVE SAVVY 5

CONSERVATIVE SURVIVALIST 4

LIBERATED SURVIVALIST 3

SITUATIONAL STRUGGLER 2

None 1

Interest:

A lot 3

A little 2

Not at all 1

Ethic Group:

Black 4

White 3

Indian / Asian 2

Coloured 1

VIRALPASSALONG:

Definitely 3

Possibly 2

No 1