



**REPORT ON SURVEY OF
WINNIPEG YOUTH REGARDING THE
*HEADS UP?! CAMPAIGN***

March 21, 2012

Prepared for:
ChangeMakers

Table of Contents

1.0	Introduction.....	1
1.1	Methodology.....	1
1.2	Profile of respondents and weighting	3
1.3	Statistical significance	5
2.0	Advertising awareness	6
2.1	Unaided awareness.....	6
2.2	Aided awareness	8
3.0	Sexual activity and behaviours	12
3.1	Sexually active	12
3.2	Condom use during last sexual activity	14
3.3	Discussions during last sexual encounter	16
3.4	Most recent sexual partner	19
4.0	Attitudes towards sex and condom use.....	21
4.1	Most important reason for using a condom	21
4.2	When it is okay not to use a condom	23
4.3	Perceptions of condoms	24
5.0	Conclusions.....	32

Appendix A – Questionnaire

1.0 Introduction

In the fall of 2011, the Winnipeg Regional Health Authority (WRHA) launched the *Heads Up?!* campaign, which attempts to reduce sexually transmitted infections (STI) among Winnipeggers 15 to 19 years old. To assess the impact of the campaign, and establish a baseline of youth behaviours, the WRHA and ChangeMakers hired PRA to conduct a survey with young Winnipeggers.

1.1 Methodology

The steps PRA took to ensure a reliable and representative sample are outlined below.

1.1.1 Questionnaire design

In consultation with ChangeMakers and the WRHA, PRA drafted a questionnaire to collect information related to the desired outcomes of the research, specifically awareness of previous WRHA STI campaigns, frequency of sexual activity, frequency of condom use among those who are sexually active, perception of sex and STIs, and motivations related to STI prevention and condom use.

PRA pretested the survey with four youth on December 6, 2011. Based on the results of the pretest, changes were made to question wording to enhance respondents' understanding of questions and increase survey flow. The final version of the questionnaire can be found in Appendix A.

1.1.2 Sample objectives

PRA ensured the sample was representative of Winnipeggers based on area, cultural background, gender, and age. PRA ensured that:

- ▶ There was proportional representation from each of the 12 communities serviced by the WRHA.¹ Regional representation was chosen as a pivotal marker to ensure a mix of respondents across the city that would be a proxy for various socio-demographic characteristics (income, family status, education, etc.).
- ▶ At least 10% of the sample included those who self-identified as Aboriginal.
- ▶ No more than 55% of the sample could be from one gender (i.e., male or female).
- ▶ There would be a fairly equal distribution of respondents across the five age groups, that is, each age from 15 to 19.
- ▶ There would be a representative sample of those who self-identify as being from a cultural background that would be classified as a visible minority.

Section 1.2 shows the representativeness of the sample relative to the Winnipeg population.

¹ Winnipeg Regional Health Authority. Community Profiles. Retrieved from http://www.wrha.mb.ca/research/cha/files/CommunityProfile_Part1.pdf.

1.1.3 Surveying

PRA began the survey process by randomly calling households in Winnipeg with a home telephone to recruit 15 to 19-year olds to complete the survey. Respondents who completed the survey were able to give the name and telephone number of friends 15 to 19 years old who they believed would be interested in completing the survey. Because respondents were able to give any telephone number for the people they referred, this helped to reach respondents who may not have a landline (i.e., cellphone only households). Participants who completed the survey received a \$10 gift certificate for completing it, plus an additional \$5 for every person they referred who completed the survey.

When recruited, respondents were given the option of completing the survey by telephone or online. If they chose to complete the survey by telephone, participants could choose to complete it at the time of the initial contact, or at a time that was more convenient for them. If they chose the online survey, PRA collected their email address, and respondents were emailed a link to the online survey. PRA followed up by email several times for those who did not complete the survey online.

In total, PRA surveyed 523 Winnipeggers 15 to 19 years of age. Among those, 311 were recruited using random-digit dialling, while 212 were referred by another respondent. Of the surveys, 461 were completed by telephone and 62 were completed online. Table 1 provides a summary of these outcomes.

Pretest	December 6, 2011
Survey dates	December 12, 2011–March 14, 2012
Survey method	Telephone and online
Completed surveys	523
- Random digit completes	311
- Referrals	212
- Completed by telephone	461
- Completed online	62

Table 2 shows a summary of call outcomes. Amongst the random sample, PRA dialled 12,157 and was able to establish that there was at least one 15 to 19 year old living at 555 of those dialled numbers. From these numbers, PRA achieved a 56% response rate and a 27% refusal rate. Among the referral sample, PRA was able to establish that 298 of the 423 referred names and numbers had a 15 to 19 year old living there. Among this sample, PRA achieved a 71% response rate.

Outcome	Random	Referrals
Active telephone numbers	12,157	423
Established households with 15 to 19 year old (A)	555	298
- Completes (B)	311	212
- Respondent refusal (C)	149	68
- To be call backed (D)	95	13
- Live outside Winnipeg	-	5
Refusal rate (C/A)	26.8%	22.8%
Response rate (B/A)	56.0%	71.1%

1.2 Profile of respondents and weighting

Table 3 shows that the survey sample and the population are very similar, indicating that respondents are very representative of the population on these key demographic characteristics. Therefore, no weighting of the data was required based on these demographic characteristics.

Table 3: Profile of respondents (unweighted)		
Q26. In what year and month were you born?		
Q27. Are you...		
Q28. People are different in their sexual attraction to other people. Which best describes your feelings? Are you...		
Q29. Are you of Aboriginal descent?		
Q30. I would now like you to think about your ethnic or cultural identity. In addition to being Canadian, to what other ethnic or cultural group(s) do you belong?		
	Overall % (n = 523)	Population
Age		
15	16%	20%
16	21%	21%
17	23%	20%
18	23%	19%
19	16%	20%
No response	<1%	-
Gender		
Male	47%	51%
Female	53%	49%
Other	<1%	-
Aboriginal descent		
Aboriginal	13%	15%
Visible minority (other than Aboriginal)		
Visible minority	23%	16%
Sexual orientation		
Straight	95%	-
Bi-sexual	3%	-
Gay	1%	-
Don't know/no response	1%	-
Note: Age population is estimated and assumed equally distribution by age groups.		
Note: Gender population calculated based on information from the Winnipeg Regional Health Authority based on estimates as of 2005 http://www.wrha.mb.ca/research/cha2009/files/Demographics.pdf .		
Note: Aboriginal population based on estimates from the Winnipeg Regional Health Authority (http://www.wrha.mb.ca/research/cha/files/CommunityProfile_Part1.pdf) and Statistics Canada (http://www.statcan.gc.ca/pub/89-638-x/2010003/article/11082-eng.htm)		
Note: Visible minority information estimated based on total Winnipeg visible minority population retrieved from the City of Winnipeg at http://winnipeg.ca/Census/2006/Selected%20Topics/Data%20Tables/Visible%20Minorities/2006%20Visible%20Minorities%20by%20Neighbourhood.pdf . The largest visible minority groups in the survey include respondents who identify themselves as Filipino (9%), black or African (5%), Chinese (2%) or East Indian (2%).		

Table 4 shows a profile of respondents by where they were living at the time they completed the survey. Generally, the sample proportions are in line with the population of 15 to 19-year olds in Winnipeg; with respondents slightly over-representing those living in St. Boniface and Transcona, and slightly underrepresenting those living in the Downtown, River East, and Seven Oaks.

Table 4: Profile of area (unweighted)		
	Overall % (n = 523)	Population of 15–19 year old Winnipeg population
Assiniboine South	7%	7%
Downtown	8%	10%
Fort Garry	10%	10%
Inkster	6%	6%
Point Douglas	6%	7%
River East	13%	15%
River Heights	6%	6%
Seven Oaks	8%	10%
St. Boniface	10%	7%
St. James	7%	8%
St. Vital	11%	10%
Transcona	8%	5%
<small>Note: Area population based on estimates from the Winnipeg Regional Health Authority (http://www.wrha.mb.ca/research/cha/files/CommunityProfile_Part1.pdf). Note: Columns may not sum to 100% due to rounding.</small>		

Examining the demographic profile of respondents by area in Table 5 shows the following:

- ▶ The average age of respondents in each area was between 17 and 18 years of age with the exception of Transcona (16.9 years), which was slightly younger than 17, and Point Douglas (18.1 years) and River Heights (18.2 years), which were slightly over 18.
- ▶ With the exception of River Heights, where 68% of respondents were female, the remaining areas were close to having a relatively good balance of male and female respondents.
- ▶ Respondents in Point Douglas (23% and St. James (22%) were most likely to self-identify as Aboriginal, while respondents in Seven Oaks (47%) and Point Douglas (43%) were most likely to self-identify as being a member of a visible minority. Respondents in Assiniboine South were least likely to self-identify as Aboriginal (no respondents), while those in Assiniboine South (6%) and Transcona (5%) were least likely to self-identify as being a visible minority.

Table 5: Profile of demographics by area (unweighted)				
	Average age	Female	Aboriginal	Visible minority
Overall	17.5 years	53%	13%	23%
Area				
Assiniboine South	17.6 years	59%	0%	6%
Downtown	17.7 years	49%	12%	37%
Fort Garry	17.2 years	59%	9%	26%
Inkster	17.6 years	55%	10%	38%
Point Douglas	18.1 years	43%	23%	43%
River East	17.5 years	43%	14%	16%
River Heights	18.2 years	68%	13%	29%
Seven Oaks	17.8 years	56%	7%	47%
St. Boniface	17.5 years	54%	11%	13%
St. James	17.2 years	57%	22%	16%
St. Vital	17.5 years	55%	18%	13%
Transcona	16.9 years	50%	11%	5%
Note: Columns may not sum to 100% due to rounding.				

To correct for these slight discrepancies by area, PRA weighted the data to conform more closely to WRHA’s information. Since this technique assigns a percentage “weight” to respondents, the number of weighted respondents may be slightly different from the total number interviewed. Tables presented in this report show weighted outcomes, unless otherwise stated.

1.3 Statistical significance

Large sample sizes may inflate measures of statistical significance and may lead to false conclusions about the strength of association. The chi-square measure of association, in particular, is susceptible to this possibility.² Therefore, the standards for designating whether a relationship is statistically significant were increased. For a difference to be deemed *statistically significant*, the Pearson’s chi-square must have probability of a type 1 error of less than .001. Throughout this document, any differences reported meet this criterion, unless otherwise stated.

² Pearson’s chi-square tests whether the observed frequency distribution differs from a theoretical distribution.

2.0 Advertising awareness

This section reports on respondents' awareness of the *Heads Up?!* campaign.

2.1 Unaided awareness

Unaided, approximately 1 in 4 Winnipeg youths (23%) mention recently seeing or hearing something that can be specifically tied to the *Heads Up?!* campaign. Other respondents mention information that might come from the *Heads Up?!* campaign, such as a message to use a condom (33%), where to get free condoms (2%) or a website to get condoms (<1%); however, these respondents did not give enough information in their response or did not remember enough about the advertising to truly identify it as coming from the *Heads Up?!* campaign.

See Table 6 for a complete breakdown of responses.

Table 6: Unaided awareness		
Q1. Do you remember recently seeing or hearing any advertising about using condoms?		
Q2. What do you remember about the ad? What did it show? What did it talk about?		
	Overall (n = 523)	Among those who recall seeing any advertising (n = 384)
Recall seeing/hearing any advertising	73%	100%
Aware of 'Heads Up' campaign (net)	23%	31%
'Heads up!'	17%	24%
People holding signs	3%	5%
Get some condoms	2%	3%
Condom with a smiley face	2%	3%
Free t-shirt	1%	2%
Video about teens in school talking about condoms	1%	1%
Radio: 'We're all thinking about sex'	<1%	<1%
Other information		
Use a condom / reasons to use a condom	33%	45%
Location of ad	28%	38%
Ad for condom company	7%	10%
Outcomes from not using a condom	4%	5%
Condoms (general)	3%	5%
Free condoms	2%	3%
Other ads or information	2%	2%
Condoms aren't 100% effective	1%	1%
Buy condoms	1%	1%
Thumbs up	<1%	1%
Website to get condoms	<1%	<1%
Nothing	2%	3%
Other	3%	4%
Don't know/no response	3%	5%

Note: Respondents could give more than one response; therefore, columns will sum to more than 100%.

Examining respondents who, unaided, recalled seeing the *Heads Up?!* campaign show that there are no statistically significant differences among groups; however, results in Table 7 show that:

- ▶ Respondents 15 years of age (13%) are about half as likely as those 16 to 19 (24% to 26% across these ages) to recall seeing the *Heads Up?!* campaign.
- ▶ Female (28%) respondents are much more likely than male (17%) respondents to have seen the *Heads Up?!* campaign.
- ▶ Caucasian (27%) and Aboriginal (25%) respondents are almost twice as likely as visible minority respondents (15%) to have seen the campaign.
- ▶ Respondents in St. James (35%), Downtown (33%) and Fort Garry (30%) are most likely to mention the *Heads Up?!* campaign unaided. Respondents living in Transcona (14%) are least likely.

Table 7: Profile of unaided awareness	
	Overall % (n = 523)
Overall	23%
Age	
15	13%
16	26%
17	26%
18	24%
19	25%
Gender	
Male	17%
Female	28%
Cultural background	
Caucasian/European	27%
Aboriginal	25%
Visible minority	15%
Area	
Assiniboine South	18%
Downtown	33%
Fort Garry	30%
Inkster	21%
Point Douglas	27%
River East	17%
River Heights	26%
Seven Oaks	16%
St. Boniface	17%
St. James	35%
St. Vital	20%
Transcona	14%

2.2 Aided awareness

When respondents were asked if they *remembered recently seeing or hearing any advertising about using condoms that included the line 'Heads up?', and promoted the website getsomecondoms.com* about half say that they recall this advertising.

This aided recall is somewhat similar to the unaided recalls, as female, Caucasian, and Aboriginal respondents are more likely than their counterparts to recall seeing the campaign. However, unlike unaided recall, when asked directly about “Heads up?” recall is highest among those 15 years of age. When prompted with information about the campaign, 60% of respondents 15 years of age recall seeing the *Heads Up?! campaign*, which is highest among the age groups (ranging from 45% to 54%).

Examining awareness by area, respondents in River Heights (65%) are most likely to be aware of the campaign, while respondents in Transcona (36%) are least likely.

Refer to Table 8 for aided awareness by demographic groups.

Table 8: Profile of aided awareness	
	Overall % (n = 523)
Overall	52%
Age	
15	60%
16	52%
17	45%
18	54%
19	51%
Gender	
Male	46%
Female	57%
Cultural background	
Caucasian/European	57%
Aboriginal	53%
Visible minority	40%
Area	
Assiniboine South	49%
Downtown	58%
Fort Garry	59%
Inkster	54%
Point Douglas	40%
River East	44%
River Heights	65%
Seven Oaks	54%
St. Boniface	50%
St. James	57%
St. Vital	58%
Transcona	36%

As shown in Table 9, respondents who recall seeing the *Heads Up?!* advertising predominantly get a message related to condom use. Many say the message is simply to *use a condom* (46%) or *practice safe sex* (24%), while others define the message in terms of how using a condom helps to *prevent STIs* (15%), to *prevent pregnancy* (12%), or to *keep them safe during sex* (8%). A few thought the message was to *raise awareness of condoms* (3%), *tell people to get condoms* (2%), or *tell people how to get free condoms* (2%). Messages related to condoms come across very clearly.

Table 9: Main messages for <i>Heads Up?!</i> campaign	
<i>Q4. What do you think these ads were trying to tell you?</i>	
	% among those aware of <i>Heads Up?!</i> ad (n = 271)
Use a condom	46%
Practice safe sex	24%
Use a condom to prevent STIs	15%
Use a condom to prevent pregnancy	12%
Use a condom for safety	8%
Raise awareness of consequences of unprotected sex	5%
Raise awareness of condoms	3%
Get condoms	2%
Free condoms available	2%
Visit the website	2%
Think before having sex	2%
Other	6%
Nothing	1%
Note: Respondents could give more than one response; therefore, column will sum to more than 100%.	

Among those who recall seeing the *Heads Up?!* advertising, just 5% mention the WRHA as the sponsor. However, overall awareness of any sponsor (correct or incorrect) is low, as 70% of those who saw the advertising are unable to mention the sponsor. This result is not surprising given the focus group research conducted for this campaign. In the focus group research, participants had trouble identifying the sponsor, even though the WRHA logo appeared on the ads that were tested and participants looked at the ads for much longer than they would when encountering the ads in real life.

See Table 10 for a complete list of sponsors respondents mentioned.

Table 10: Sponsorship of <i>Heads Up?!</i> advertising	
<i>Q5. As far as you know, who sponsored this advertising?</i>	
	% among those aware of <i>Heads Up?!</i> ad (n = 271)
Manitoba government	6%
WRHA	5%
Government (general)	5%
Manitoba Health	4%
Federal government	2%
The website	2%
Schools	2%
Health clinics	1%
Radio station(s)	1%
City of Winnipeg	1%
Other	3%
Don't know/no response	70%
Note: Respondents could give more than one response; therefore, column will sum to more than 100%.	

Table 11 demonstrates that respondents saw the ads in many different venues, most commonly in public transit, either *in buses* (35%) or *on bus shelters* (26%). In *their school* (31%) and *on the radio* (22%) were also common sources for seeing or hearing the advertising. Although 22% mention they saw the ads *on television*, this campaign did not have a TV advertising component. However, respondents may have seen information about the advertising on the news (on TV) or may have seen the video on the website or on YouTube and simply confused the mediums.

Of note, most respondents who recalled the *Heads Up?!* advertising mention seeing the ad from multiple sources, which indicates that there was strong cross-collaboration of mediums.

Table 11: Where respondents saw or heard the <i>Heads Up?!</i> advertising	
<i>Q6. Where did you see or hear this advertising?</i>	
	% among those aware of <i>Heads Up?!</i> ad (n = 271)
In buses	35%
School	31%
Bus shelters	26%
Television	22%
Radio	22%
Billboards or posters	11%
Facebook	8%
Movie theatre	4%
Word of mouth/t-shirts	4%
Clinic or doctor's office	1%
Bathrooms	<1%
Other	4%
Don't know/no response	<1%
Note: Respondents could give more than one response; therefore, column will sum to more than 100%.	

3.0 Sexual activity and behaviours

This section summarizes respondents' sexual activity and behaviours when sexually active.

3.1 Sexually active

Overall, about 4 in 10 respondents have been sexually active in the past three months. Among those who are sexually active, 57% recall seeing the *Heads Up?!* campaign, compared to 48% of those who are not sexually active.

Table 12: Sexually active	
<i>Q18. In the past 3 months, have you had any of the following types of sex?</i>	
	Overall % (n = 523)
Sexually active (net)	43%
- Oral	35%
- Vaginal	34%
- Anal	4%
None	57%
Don't know/no response	1%
Note: Responses may not sum to 100% due to rounding.	

Results in Table 13 show the following:

- ▶ As might be expected, the older respondents are, the more likely they are to be sexually active. About 20% of respondents 15 years old report being sexually active in the past three months, and the proportion generally increases by year, up to 65% of those 19 years old.
- ▶ Those who recall seeing the campaign (47%) are more likely to be sexually active than those who do not recall seeing it (38%).
- ▶ Male respondents (49%) are more likely than female respondents (37%) to report being sexually active. Also, Aboriginal respondents (57%) are more likely to be sexually active than Caucasians (46%) and members of visible minorities (30%). Although all of these results are somewhat telling of respondent behaviours, none of these differences meet the threshold for statistical significance.
- ▶ Respondents living in River East (57%) and River Heights (55%) are most likely to be sexually active, while those in Fort Garry (28%) are least likely.

Table 13: Profile of those sexually active	
	Overall % (n = 523)
Overall	43%
Saw Heads Up?! campaign	
Yes	47%
No	38%
Age	
15	20%
16	21%
17	45%
18	59%
19	65%
Gender	
Male	49%
Female	37%
Cultural background	
Caucasian/European	46%
Aboriginal	57%
Visible minority	30%
Area	
Assiniboine South	35%
Downtown	37%
Fort Garry	28%
Inkster	35%
Point Douglas	47%
River East	57%
River Heights	55%
Seven Oaks	33%
St. Boniface	48%
St. James	49%
St. Vital	42%
Transcona	43%
Note: Bolded percentages indicate a statistically significant difference between groups.	

3.2 Condom use during last sexual activity

As Table 14 shows, respondents are much more likely to have used a condom the last time they had anal (76%) or vaginal (71%) than if they had oral sex (12%).

Table 14: Condom use during last sexual activity			
<i>Q19. Did you use a condom the last time you had vaginal sex?</i>			
<i>Q20. Did you use a condom the last time you had anal sex?</i>			
<i>Q21. Did you use a condom the last time you had oral sex?</i>			
	Used condom last time you had...		
	Anal sex (n = 20)*	Vaginal sex (n = 178)	Oral sex (n = 184)
Yes	76%	71%	12%
* Caution, sample size is very small. Interpret with caution.			

Examining condom use for during respondents' last vaginal and oral sexual experience, results show:³

- ▶ Those who do not recall seeing the campaign are equally as likely as those who saw the campaign to report using condoms for vaginal or oral sex the last time.
- ▶ Condom use during vaginal sex decreases the older respondents are, from 100% of those 15 years of age down to 62% of those 19 years of age. There is less of a pattern of condom use for oral sex by age, although those 16 and 17 are most likely to say they used a condom the last time they had oral sex.
- ▶ Men (77%) are more likely to report that a condom was used that last time they had vaginal sex than women (64%). However, there is practically no difference by condom use for the last time respondents had oral sex.
- ▶ Aboriginal respondents (83%) are much more likely than respondents who identify as Caucasian (72%) or a visible minority (61%) to report using a condom when having vaginal sex. The proportion using a condom for oral sex is virtually the same across cultural groups.
- ▶ For the most part there is little difference by area for condom use with one noticeable exception. Respondents who are sexually active in Seven Oaks (30%) are least likely to report wearing a condom the last time they had vaginal sex. In fact, at least 62% of respondents in other regions report using condoms. However, it should be noted that in Seven Oaks, there were only 12 respondents who reported being sexually active, so the sample size for this area is very low.

³ Because only 20 respondents report having anal sex in the last three months, tests of statistical differences between groups are not warranted or practical.

Table 15: Profile of condom use during last sexual activity		
	Used condom for vaginal sex	Used condom for oral sex
Overall	71%	12%
Saw Heads Up?! campaign		
Yes	69%	12%
No	72%	12%
Age		
15	100%	7%
16	82%	16%
17	71%	17%
18	70%	10%
19	62%	10%
Gender		
Male	77%	10%
Female	64%	14%
Cultural background		
Caucasian/European	72%	12%
Aboriginal	83%	10%
Visible minority	61%	12%
Area		
Assiniboine South	70%	0%
Downtown	62%	14%
Fort Garry	83%	18%
Inkster	75%	0%
Point Douglas	62%	18%
River East	70%	21%
River Heights	75%	7%
Seven Oaks	30%	15%
St. Boniface	86%	10%
St. James	73%	13%
St. Vital	78%	0%
Transcona	94%	9%
Note: The sample size by area is very small and results should be interpreted with caution.		

3.3 Discussions during last sexual encounter

Thinking about the last time they had sex, about 2 in 3 respondents say they *talked about using or having condoms with their partner* and 6 in 10 say they talked about having sex with their partner. Examining differences among various groups shows:

- ▶ Those who remember seeing the *Heads Up?!* campaign are no more likely than those who did not see it to talk about condoms or sex with their partner.
- ▶ There is some variation by age in whether they discussed condoms or sex the last time they had sex, although no patterns to indicate that age has a linear effect on either of these behaviours.
- ▶ Female respondents are more likely than male respondents to say they talked about condoms or sex with their partner.
- ▶ Aboriginal respondents are more likely than Caucasian and visible minority respondents to talk about sex or condoms with their partner.
- ▶ Although those who say they used a condom the last time they had vaginal sex are much more likely than those who did not use a condom to talk about condoms (77% to 49%), it is interesting that half of those who did not use a condom still discussed using or having a condom. Also, those who used or did not use a condom the last time they had vaginal sex are equally as likely to have discussed sex with their partner.
- ▶ By area, at least half of respondents in each area talked about condoms with their partner the last time they had sex, ranging from 56% in Downtown to 83% in St. Vital. There is much more variance in the proportion who discussed sex with their partner, ranging from 42% in Transcona to 80% in Inkster.

Table 16: Discussions during last sexual encounter

Q22. Now thinking about the last time you had sex, did you talk about it with your partner?

Q23. Now thinking about the last time you had sex, did you and your partner talk about using or having condoms?

	Sexually active (n = 223)	
	Talked about condoms	Talked about sex
Overall	67%	60%
Saw Heads Up?! campaign		
Yes	67%	61%
No	67%	59%
Age		
15	67%	65%
16	50%	55%
17	66%	64%
18	73%	63%
19	67%	54%
Gender		
Male	63%	55%
Female	71%	66%
Cultural background		
Caucasian/European	67%	61%
Aboriginal	80%	74%
Visible minority	50%	53%
Used condom during vaginal sex		
Yes	77%	58%
No	49%	60%
Area		
Assiniboine South	75%	75%
Downtown	56%	75%
Fort Garry	73%	67%
Inkster	60%	80%
Point Douglas	71%	57%
River East	63%	48%
River Heights	77%	53%
Seven Oaks	57%	57%
St. Boniface	62%	54%
St. James	67%	61%
St. Vital	83%	71%
Transcona	63%	42%

Note: Bolded percentages indicate a statistically significant difference between groups.

Note: The sample size by area is very small and results should be interpreted with caution.

Among those who are sexually active, almost all (93%) of respondents have had some conversation with their most recent sexual partner. In fact, most have discussed several issues with their most recent sexual partner, most often about the following:

- ▶ whether they were using or going to use other forms of birth control (72%), such as the pill, the patch, or IUD
- ▶ whether the relationship was monogamous (63%)
- ▶ whether they were virgins (45%)
- ▶ whether or not the male would “pull out” before ejaculating (44%)
- ▶ whether they and/or their partner would get tested for STIs (44%) or that they had already been tested for STIs (35%)

See Table 17 for a complete list of responses as to what respondents talked about with their most recent sexual partner.

Table 17: Other discussions with most recent sexual partner	
<i>Q24. Have you and your most recent sexual partner talked about any of the following?</i>	
	% among those who are sexually active (n = 223)
Using birth control (pills, patch, depo, IUD, etc.)	72%
Not having sex with anyone else	63%
That one or both of us were virgins	45%
Pulling out	44%
Would get tested for STIs	44%
Already got tested for STIs	35%
Using sex dams	5%
Other	2%
Did not talk about anything	7%
Don't know/no response	1%
Note: Respondents could give more than one response; therefore, column will sum to more than 100%.	

3.4 Most recent sexual partner

About 7 in 10 of those who are sexually active say their last sexual experience was with their significant other, that is, a boyfriend, girlfriend, or spouse. For the other 3 in 10, their last sexual encounter was not with someone they would define as their significant other.

- ▶ For most, this relationship might be classified as a “friend with benefits,” as 17% say their last sexual encounter was with a friend they have known for a long time.
- ▶ For another 8%, their last sexual encounter appears to be with someone they have met just recently but would not consider a significant other. This might be someone with whom they have gone on a few dates, someone they may have met at a few social events, or it could be a friend of a friend.
- ▶ About 5% are those who would likely be classified more commonly as a one-night stand; that is, having a sexual encounter with someone they had just met. Of course, it is possible that some of these encounters may morph into a long-term relationship, but at the time of their last sexual encounter, it was with someone they had just met.

	% among those who are sexually active (n = 223)
Your boyfriend or girlfriend	68%
A friend you've known for a long time	17%
A person you met recently	8%
A person you had just met	5%
Your spouse	1%
Don't know/no response	1%

Of interest, who respondents had as their last sexual partner appears to be somewhat tied with condom use. For instance, 73% of those who said their last partner was someone they met recently or just met report using a condom the last time they had vaginal sex, while 67% of those who said their last partner was a significant other or spouse say they used a condom. Among those who say it was with a friend they have known for a long time, 91% say they used a condom during the last time they had vaginal sex. Although the results are informative, the differences are not statistically significant.⁴

⁴ Because all respondents who were sexually active were asked this question, it is not possible to determine what type of sex respondents may have had with this person during their last sexual encounter. It is possible that those who said their last partner was a boyfriend, girlfriend or spouse, may be more likely to have had oral sex as their last encounter, thus reducing the reported use of condoms, since frequency of condom use for this sexual behaviour was lowest. Even with this caveat, there is little evidence to suggest that sexual behaviours would be drastically different depending on who respondents' last sexual partner was. Indeed, even if respondents' last sexual behaviour was oral sex, many respondents likely considered the last time they had vaginal sex when responding to this question.

Respondents who engage in more risky sexual behaviour, that is, their last partner was someone they just met or met recently, are most likely to be 15 years of age (26% of sexual encounters with someone they just met or met recently), be male (19%), not recall seeing the *Heads Up?! campaign* (19%), and living in St. Boniface (27%) or St. James (28%). However, these results are not statistically different.

Table 19: Profile of last sexual partner		
	Sexually active (n = 223)	
	Significant other or spouse	Person just met or met recently
Overall	69%	13%
Saw Heads Up?! campaign		
Yes	71%	10%
No	65%	19%
Age		
15	52%	26%
16	72%	10%
17	65%	14%
18	71%	8%
19	74%	16%
Gender		
Male	60%	19%
Female	80%	7%
Cultural background		
Caucasian/European	69%	13%
Aboriginal	73%	11%
Visible minority	68%	15%
Area		
Assiniboine South	92%	0%
Downtown	56%	19%
Fort Garry	80%	7%
Inkster	60%	0%
Point Douglas	71%	14%
River East	70%	10%
River Heights	77%	18%
Seven Oaks	86%	7%
St. Boniface	54%	27%
St. James	50%	28%
St. Vital	70%	13%
Transcona	74%	5%
Note: Bolded percentages indicate a statistically significant difference between groups. Note: The sample size by area is very small and results should be interpreted with caution.		

4.0 Attitudes towards sex and condom use

This section explores respondents' attitudes about sex and using condoms.

4.1 Most important reason for using a condom

When asked what they believed the most important reason was to use a condom, participants most often said that reducing the risk of getting an STI and getting pregnant are the most important reasons. About 4 in 10 believe that both of these reasons are important and say that one is not more important than another.

Among those who distinguish between the importance of using a condom to reduce the risk of getting an STI or reduce the chance of getting pregnant, 23% say the former is most important, while 24% say the latter is most important. This indicates that among this population, there is fairly equal belief in the importance of these two reasons.

Another 1 in 10 (11%) respondents say the most important reason is to have safe sex, which likely includes reasons related to STIs and pregnancy. Just 2% specifically say that the most important reason is to reduce the risk of getting HIV or AIDS.

See Table 20 for complete responses.

Table 20: Most important reason for using a condom	
<i>Q7. In your opinion, what is the most important reason for using a condom?</i>	
	Overall % (n = 523)
To prevent pregnancy and STIs	39%
To prevent pregnancy	24%
To reduce the risk of getting STI	23%
For safe sex	11%
To reduce the risk of getting HIV / AIDS	2%
Should not have sex before marriage	<1%
Other	<1%
Don't know/no response	1%

When looking at the differences in whether respondents think the most important reason is to prevent pregnancy or reduce the risk of getting an STI, there are no statistically significant differences by groups. However, the results in Table 21 show the following:

- ▶ Female respondents are slightly more likely than male respondents to mention pregnancy prevention as the most important reason (26% to 22%), whereas male respondents are slightly more likely to mention STI risk reduction is most important (28% to 19%).
- ▶ Aboriginal respondents are most likely among cultural groups to mention pregnancy prevention as the most important reason and least likely to mention STI risk reduction as the most important reason.
- ▶ Those who are sexually active are slightly more likely to mention pregnancy prevention than those who are not sexually active as the main reason for using a condom.

Table 21: Profile of most important reason		
	Overall % (n = 523)	
	Prevent pregnancy	Reduce risk of getting STI
Overall	24%	23%
Saw Heads Up?! campaign		
Yes	24%	20%
No	24%	27%
Age		
15	20%	13%
16	25%	25%
17	30%	22%
18	23%	27%
19	22%	27%
Gender		
Male	22%	28%
Female	26%	19%
Cultural background		
Caucasian/European	26%	25%
Aboriginal	29%	18%
Visible minority	19%	24%
Sexually active		
Yes	27%	22%
No	22%	24%
Area		
Assiniboine South	35%	15%
Downtown	35%	19%
Fort Garry	17%	21%
Inkster	14%	24%
Point Douglas	30%	20%
River East	26%	27%
River Heights	19%	23%
Seven Oaks	21%	35%
St. Boniface	15%	22%
St. James	35%	16%
St. Vital	18%	24%
Transcona	23%	27%

4.2 When it is okay not to use a condom

About 8 in 10 respondents can mention a time when they believe it is okay not to use a condom. Results in Table 22 show the following:

- ▶ For many, the reasons appear to be about being in a committed relationship. Thus, not using a condom is related to wanting to get pregnant (49%), being married (20%), being old or mature enough (5%), or being in a monogamous relationship (10%).
- ▶ For others, it is about what other steps have been taken to prevent pregnancy. About 8% say someone doesn't need to use a condom if their partner (a female) is on the pill or unable to have children, such as, after a man has had a vasectomy (2%).
- ▶ Trust also appears to play a role in the decision. If they know that their partner does not have an STI (12%) or that their partner is a virgin (1%), it is said that it is okay not to use a condom.

Among respondents, 18% say there is never a time when people should not use a condom. When examining responses by demographic groups, results show Aboriginal respondents (25% to 17%) and females (23% to 13%) are more likely than their counterparts to believe that condoms should always be worn.

Table 22: Times when it is ok <u>not</u> to use a condom	
<i>Q8. In your opinion, when is it OK not to use a condom??</i>	
	Overall % (n = 523)
When you want to get pregnant	49%
If married	20%
Know partner does not have STI	12%
In a committed or monogamous relationship	10%
If partner is on the pill	8%
Old or mature enough	5%
Made the choice not to use one	4%
Vasectomy/unable to have kids	2%
When not having vaginal or anal sex	2%
Virgin	1%
When there is a problem with the condom	1%
If you pull out	<1%
Other	<1%
Never	18%
Don't know/no response	4%

Note: Respondents could give more than one response; therefore, column will sum to more than 100%.

4.3 Perceptions of condoms

Participants were asked their level of agreement with nine statements about condoms. The following sections examine respondents’ agreement with each statement. It should be noted that all questions reported in this section were asked on an anchored scale where 1 equalled strongly disagree and 5 equalled strongly agree. Labels for ratings of 2, 3, and 4 have been used for descriptive purposes only.

4.3.1 Reasons for using condoms

Top-of-mind, respondents were about equally as likely to mention pregnancy and STIs as the most important reasons for using a condom (see Table 20). However, as seen in Figure 1, respondents are more likely to strongly agree with statements about using a condom to prevent STIs (65% strongly agree) or HIV or AIDS (64%) than they are to agree about using condoms to prevent pregnancy (42%). Although reducing the risk of pregnancy is important, it does not appear to be as important as reducing the risk of getting an STI. See Figure 1.

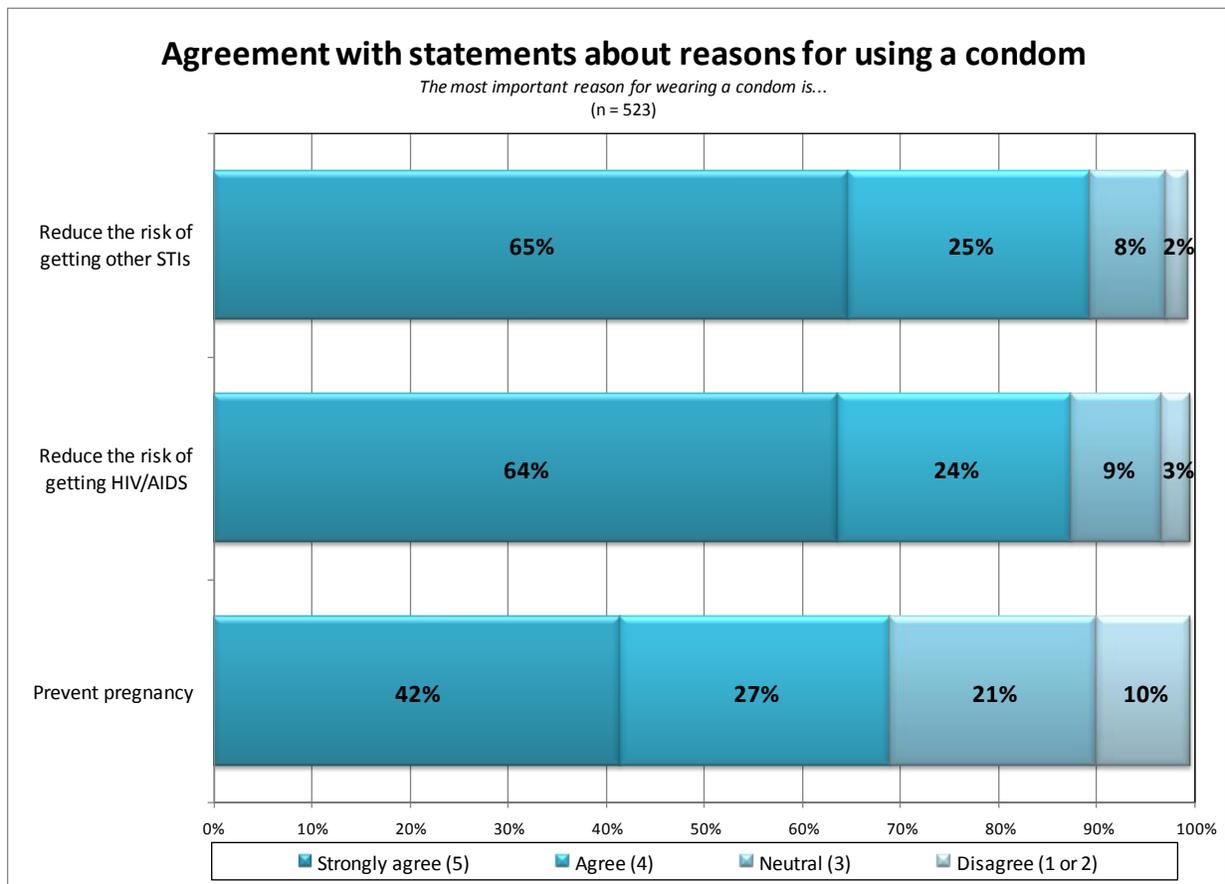


Figure 1⁵

⁵ Those who did not provide a response to this question are included in the calculations, but are not shown in Figure 1.

Examining those who strongly agree with each statement shows some slight, albeit not statistically significant, differences among demographic groups.

- ▶ Those who have not seen the *Heads Up?!* campaign are more likely than those who have seen the campaign to strongly agree with each statement. In part, it may be that those who have seen the campaign are more likely to think that there are many reasons to use a condom, and no single reason is most important.
- ▶ Respondents 17 years of age appear to be most likely to strongly agree with each statement.
- ▶ Female respondents are more likely than male respondents to strongly agree with each statement.
- ▶ There is little difference among cultural groups, whether respondents are sexually active, or the area they live and the proportion who strongly agree with each statement.

Table 23: Profile of those who strongly agree with statements about reasons for using a condom			
	% who strongly agree		
	The most important reason for wearing a condom is...		
	Reduce risk of other STIs	Reduce risk of AIDS or HIV	Prevent pregnancy
Overall	65%	64%	42%
Saw <i>Heads Up?! </i>campaign			
Yes	62%	61%	38%
No	68%	67%	46%
Age			
15	63%	63%	36%
16	60%	60%	37%
17	73%	72%	54%
18	62%	61%	38%
19	64%	62%	40%
Gender			
Male	61%	60%	38%
Female	68%	67%	44%
Cultural background			
Caucasian/European	64%	62%	39%
Aboriginal	59%	63%	46%
Visible minority	70%	67%	46%
Sexually active			
Yes	66%	64%	39%
No	64%	63%	44%
Area			
Assiniboine South	56%	53%	29%
Downtown	67%	63%	49%
Fort Garry	60%	59%	45%
Inkster	76%	76%	52%
Point Douglas	70%	77%	43%
River East	67%	67%	43%
River Heights	74%	65%	36%
Seven Oaks	70%	63%	49%
St. Boniface	59%	59%	35%
St. James	60%	60%	38%
St. Vital	53%	56%	31%
Transcona	71%	75%	46%

4.3.2 Condoms' effect on sexual pleasure

Overall, slightly less than 1 in 5 agree that *condoms decrease pleasure they have or their partner has during sex*, including 7% who strongly agree with each statement. These respondents believe that condoms are a major deterrent against feeling pleasure during sex. Conversely, about 1 in 4 disagree with either statement. Many participants (primarily those who are not sexually active) cannot provide a response to this question. See Figure 2.

When only those who were able to provide a response to the question are examined, 29% agree that condoms decrease the pleasure their partner feels during sex and 26% agree that condoms decrease their own pleasure during sex.

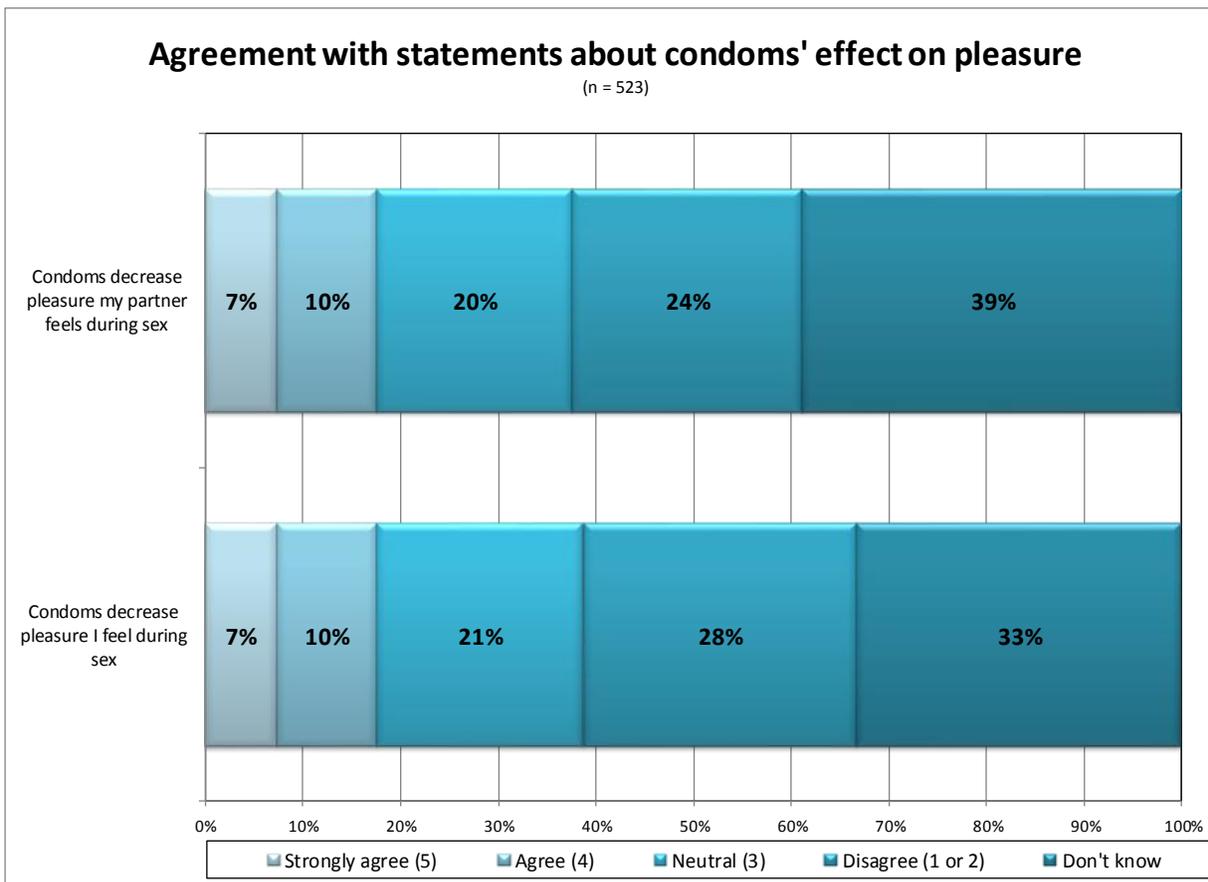


Figure 2

There is very little difference among demographic groups and the proportion who strongly agree that condoms decrease the pleasure that respondents or their partner feels during sex if they use a condom. Some interesting results show:

- ▶ As might be expected, males are more likely than females to strongly agree that condoms decrease the pleasure they feel during sex, but they are equally as likely to strongly agree that it decreases the pleasure their partner feels. This seems to indicate that males overestimate the decrease in pleasure their partners would have if they wore a condom.
- ▶ Visible minority respondents are most likely among cultural groups to say that condoms decrease the pleasure they or their partner feels during sex. They were also least likely to report using condoms the last time they had vaginal sex.
- ▶ The statistical difference in the proportion of respondents who strongly agree that condoms decrease the pleasure they or their partner feels during sex is due to the fact that about half of those who are not sexually active do not provide a response to this question.

Table 24: Profile of those who strongly agree with statements about condoms decreasing pleasure		
	% who strongly agree condoms decrease pleasure...	
	I feel during sex	My partner feels during sex
Overall	7%	7%
Saw Heads Up?! campaign		
Yes	6%	6%
No	9%	9%
Age		
15	5%	6%
16	6%	4%
17	10%	10%
18	6%	5%
19	12%	12%
Gender		
Male	11%	8%
Female	4%	7%
Cultural background		
Caucasian/European	6%	5%
Aboriginal	7%	6%
Visible minority	9%	12%
Sexually active		
Yes	12%	11%
No	4%	5%
Area		
Assiniboine South	6%	9%
Downtown	9%	5%
Fort Garry	4%	8%
Inkster	7%	7%
Point Douglas	10%	10%
River East	10%	9%
River Heights	10%	3%
Seven Oaks	9%	14%
St. Boniface	7%	6%
St. James	8%	8%
St. Vital	2%	4%
Transcona	5%	5%

Note: Bolded percentages indicate a statistically significant difference between groups.

4.3.3 Condoms and sexual partners

The results in Figure 3 show the following:

- ▶ More than 9 in 10 respondents agree that *it is okay talk with their partner about condoms*, including 84% who strongly agree. Just 3% disagree.
- ▶ More than 8 in 10 respondents agree that *it is okay to refuse to have sex if my partner does not want to use a condom*, including 76% who strongly agree. Another 1 in 10 respondents disagree with this statement.

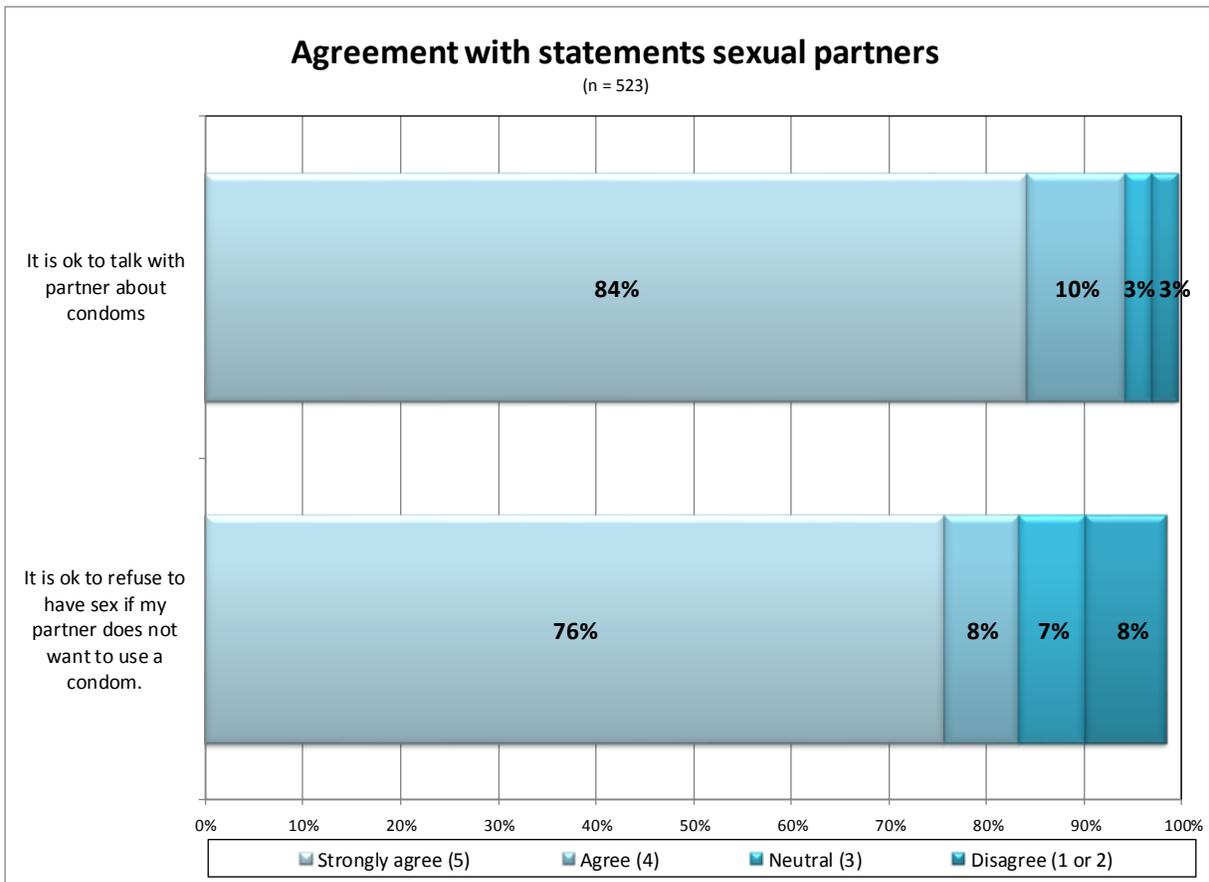


Figure 3⁶

⁶ Those who did not provide a response to this question are included in the calculations, but are not shown in Figure 3.

Although there are few statistically significant differences by demographic groups and their agreement with statements about their sexual partners, results in Table 25 show:

- ▶ Respondents who recall seeing the *Heads Up?!?* campaign are more likely than those who have not seen the campaign to strongly agree that it is okay to talk with their partner about condoms or refuse to have sex if their partner does not want to use a condom.
- ▶ Female respondents are much more likely than male respondents to strongly agree with both statements. This difference is statistically significant for agreement that they can refuse to have sex if their partner does not want to use a condom. In fact, the difference in the proportion who strongly agree is quite striking, as 64% of males strongly agree that they can refuse compared to 86% of females.
- ▶ Those who are sexually active are more likely than those who are not sexually active to say it is okay to talk with their partner about condoms (92% to 79%). However, there is virtually no difference in the proportion who strongly agree that they can refuse to have sex if their partner does not want to use a condom.

Table 25: Profile of those who strongly agree with statements about sexual partners		
	% who strongly agree it is ok to...	
	Talk with partner about condoms	Refuse to have sex
Overall	84%	76%
Saw Heads Up?!? campaign		
Yes	89%	82%
No	79%	70%
Age		
15	81%	68%
16	75%	77%
17	84%	78%
18	90%	77%
19	89%	76%
Gender		
Male	77%	64%
Female	90%	86%
Cultural background		
Caucasian/European	88%	79%
Aboriginal	86%	72%
Visible minority	76%	71%
Sexually active		
Yes	92%	74%
No	79%	77%
Area		
Assiniboine South	79%	74%
Downtown	88%	77%
Fort Garry	91%	83%
Inkster	79%	76%
Point Douglas	83%	83%
River East	81%	70%
River Heights	87%	74%
Seven Oaks	84%	72%
St. Boniface	91%	74%
St. James	81%	78%
St. Vital	78%	78%
Transcona	86%	68%

Note: Bolded percentages indicate a statistically significant difference between groups.

4.3.4 Access to condoms

Respondents generally agree that *it is easy to get condoms when they need them* and *it is okay to carry condoms with them*. In each case, almost 8 in 10 agree, including 60% who strongly agree with the former statement and 56% with the latter. See Figure 4.

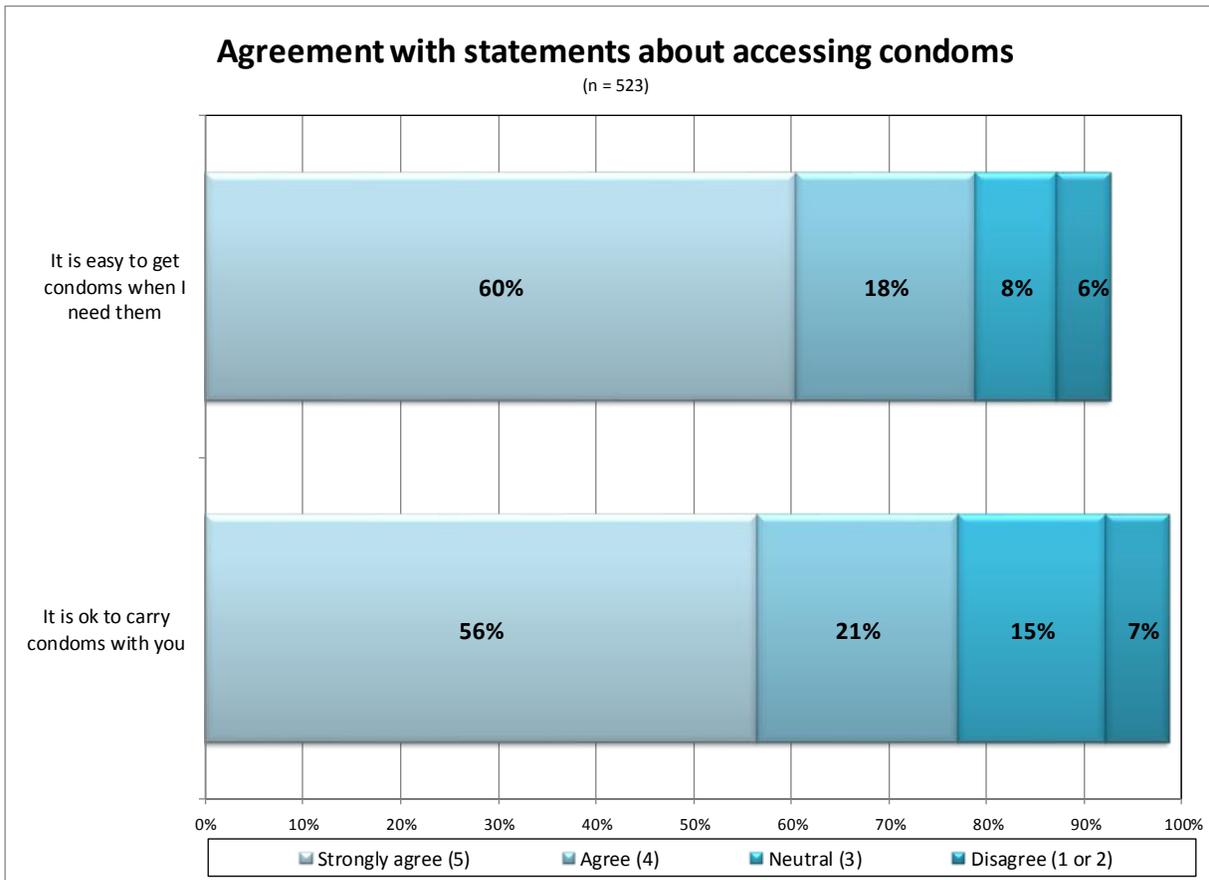


Figure 4⁷

⁷ Those who did not provide a response to this question are included in the calculations, but are not shown in Figure 3.

Table 26 shows several statistical and practical differences between groups and their agreement with statements about accessing condoms.

- ▶ Those who saw the *Heads Up?! campaign* are more likely than those who have not seen it to strongly agree that it is easy to get condoms when needed and okay to carry condoms with them.
- ▶ As respondents get older, they are generally more likely to strongly agree with both statements.
- ▶ Females are slightly more likely than males to strongly agree with both statements.
- ▶ Aboriginal respondents are more likely than Caucasian respondents to strongly agree with each statement, while visible minority respondents are least likely (and substantially less likely than Aboriginal respondents).
- ▶ Respondents who are sexually active are more likely than those who are not sexually active to strongly agree that it is easy to get condoms and okay to carry condoms with them.

Table 26: Profile of those who strongly agree with statements about accessing condoms		
	% who strongly agree	
	Easy to get condoms when needed	Ok to carry condoms with them
Overall	60%	56%
Saw <i>Heads Up?! campaign</i>		
Yes	65%	62%
No	56%	51%
Age		
15	52%	49%
16	54%	55%
17	58%	50%
18	65%	57%
19	73%	70%
Gender		
Male	57%	53%
Female	64%	59%
Cultural background		
Caucasian/European	66%	57%
Aboriginal	71%	70%
Visible minority	43%	46%
Sexually active		
Yes	71%	71%
No	53%	46%
Area		
Assiniboine South	59%	47%
Downtown	63%	51%
Fort Garry	79%	59%
Inkster	38%	62%
Point Douglas	63%	57%
River East	47%	50%
River Heights	74%	65%
Seven Oaks	58%	47%
St. Boniface	46%	61%
St. James	70%	76%
St. Vital	67%	58%
Transcona	57%	55%

Note: Bolded percentages indicate a statistically significant difference between groups.

5.0 Conclusions

Overall awareness of the *Heads Up?!* campaign among the target age group is very good. About half of respondents have seen the campaign, and even then, 1 in 4 respondents were able to recall the campaign unaided, which is impressive given the amount of condom and sexual behaviour advertising that targets this age group.

When respondents see the campaign, messaging is very clear, as most get a message telling them to use condoms and/or the reason to use condoms. There is very little confusion in this regard and the messages respondents take away fit very well with the reasons they believe people should use condoms (i.e., reduce risk of STIs and prevent pregnancy). The only message that does not come through as strong is getting free condoms. Few mention that the ads told them about free condoms or how to get them.

The one area where there appears to be the most confusion or lack of clarity is around sponsorship. Although it may not of importance to insure people are aware that the WRHA sponsors the campaign, very few can even harbour a guess as to the organization responsible for the campaign.

Although the messaging is clear, it does not appear in the short period of time the campaign has been running that it has had much impact on condom use among respondents. Indeed, the frequency of condom use among those who were sexually active was virtually identical between those who had or had not seen the campaign. However, respondents who have seen the ads tend to have more positive perceptions of condoms and are more likely to agree with positive behaviours related to sex, such as having discussions with their partner. Although the behaviours may not have changed, there is some evidence to suggest that attitudes among those who have seen the ads are more positive. At a minimum, the campaign appears to re-enforcing positive attitudes and behaviours already held by some teens.

Results appear to indicate that two groups are most in need of messaging regarding condoms and positive sexual behaviours. Specifically:

- ▶ Members of visible minority groups, although least likely to be sexually active, are also the least likely to report using condoms and also have the least positive perceptions of condoms. Although they tend to engage in discussions about sex and condoms with their partner, this does not appear to consistently translate into condom use. In part, culture may play a role, as visible minority respondents are most likely to say that condoms reduce the pleasure they or their partner feels during sex and least likely to say that condoms are easy to get and they should carry them with them.
- ▶ Non-sexually active participants also appear to have many issues regarding condom use. For some, it appears to be a general lack of knowledge about sex, as many respondents who are not sexually active could not provide answers regarding their perceptions of condoms and their use. Also, they are least likely to agree that it is okay to engage in pre-sexual behaviour discussions with their partners, and least likely to say it is okay to carry condoms with them.

As mentioned, the messaging respondents take away from the campaign is on point and increasing the visibility of the messaging to these two groups may be of importance. The difficulty may be that those who are not sexually active may be less likely to pay attention to advertising related to sex because they believe the message is not intended for them (although the message would be intended for them when they do become sexually active). In part, some of these participants may not believe they will be sexually active soon, or when they do, it may be after they are married, which for many, was a time when they would not be using a condom.

Appendix A – Questionnaire

INTRO:

Hello... PHONE: \$N CALLBACK INFO: <name> <info1> <info2>

\$PRONTO DIAL phoneno=\$N

Continue	01	D	
Not in service.....	10		=> /END
Fax/modem.....	11		=> /END
Busy.....	30		=> /END
No answer.....	31		=> /END
Answering machine.....	32		=> /END
No answer.....	P1	N	=> /END
Busy.....	P2	N	=> /END
Operator intercept.....	P3	N	=> /END
Answered and dropped.....	P4	N	=> /END
Answering machine.....	P5	N	=> /END
Fax/modem.....	P6	N	=> /END
No ring, no dial tone, cancelled.....	P7	N	=> /END
Default value	P8	N	=> /END
In do not call list.....	P9	N	=> /END
Time out.....	W0	N	=> /END
More than session attempted at the same time.....	W1	N	=> /END
Project inactivated while session in progress.....	W2	N	=> /END
Disconnected by supervisor.....	W3	N	=> /END

INTR1:

Start of Questionnaire

(IF THERE'S A NAME: Can I please speak with <flwup>) Hello my name is _____, and I am calling from PRA Inc. on behalf of the Winnipeg Regional Health Authority who are conducting a very important study about sexual behaviours with Winnipeggers 15 to 19 years old. In fact you may have recently heard about this study in the news. Are you, or is anyone in your household, 15 to 19 years of age?

Yes - someone in household is 15-19.....	1	
No - CODE AS 70.....	7	=> /INT01
TERMINATE CALL.....	9	=> /INT01

FSAQ:

We are looking for young people living in certain areas of the city. Could you tell me the first three characters in your postal code?

.....	R2E	N	=> INTR2
.....	R2G	N	=> INTR2
.....	R2K	N	=> INTR2
.....	R2L	N	=> INTR2
R2P.....	R2P		=> INTR2
.....	R2R	N	=> INTR2
R2V.....	R2V		=> INTR2
R2W.....	R2W		=> INTR2
.....	R2X	N	=> INTR2
R3A.....	R3A		=> INTR2
R3B.....	R3B		=> INTR2
R3C.....	R3C		=> INTR2
R3E.....	R3E		=> INTR2
R3G.....	R3G		=> INTR2
R4A.....	R4A		=> INTR2
Not one of the above postal code.....	888		

TERM:

I'm sorry we have filled our quota in your area. Thank you very much for you interest.

TERMINATE - CODE AS 22 1 => /INT01

INTR2:

How old is the person who is 15 to 19 in your household?

15 15

16 16

17 17

18 18

19 19

(DO NOT READ) Refuse - TERMINATE 99 => /INT01

TINTR5:

Can I please speak with _\$Recall (RECALL="the 18", CONDITION="NOT INTR2=19")
 _\$Recall (RECALL="the 19", CONDITION="NOT INTR2=18") _\$Recall
 (RECALL="either the 18 or 19", CONDITION="INTR2=19 AND INTR2=18") year old
 person in your household?

=> /+1***ERR
 if NOT INTR2=18,19

Yes - continue 1 => DUMM3

No - SET TEEN CALLBACK 7 => /INT01

TERMINATE CALL 9 => /INT01

PINTR1:

Are you the person's parent or legal guardian?

Yes 1

No - PARENT OR GUARDIAN COMING TO THE PHONE 2

No - PARENT / GUARDIAN NOT AVAILABLE - SET CALLBACK3 => /INT01

TERMINATE CALL 9 => /INT01

DUMM2:

=> *
 if IF ((PINTR1=2),1,0)

Hello, my name is ____, and I am calling from PRA on behalf of the Winnipeg Regional Health Authority who are conducting a very important study with Winnipeggers 15 to 19 years old to learn more about their sexual behaviors and perceptions of sex. In fact, you may have recently heard about this study in the news. 1

.....

..... 0

PINTR2:

<dumm2> The survey will take about 10 minutes of their time; will ask them questions about advertising, their sexual behaviors, and perceptions of sex. We will be asking a few questions that may be sensitive in nature, but we assure you that all answers will be anonymous. For participating, they will receive their choice of one of three \$10 gift certificates. Do we have your permission to ask your son or daughter to participate?

Yes - CONTINUE 1

No - CODE AS PARENT REFUSAL 0 => /INT01

Don't know / no response - TERMINATE 9 => /INT01

PINTR3:

Thank you. Is your son or daughter available to do the survey now?

Yes - TEEN COMING TO THE PHONE 1 => DUMM3
No 0

FLWUP:

We will try to call them back at another time. May I please have their first name, so when we call, we can ask for them directly. RECORD NAME

FLWUP2:

When's the best time to reach them? CONTINUE - SET AS CALLBACK
Continue - SET CALLBACK..... 1 D => /INT01

DUMM3:

=> * if IF ((PINTR3=1),1,0)

We have spoken to your parent(s) and they have given us their permission to speak to you and request your help with the research. 1
..... 0

TINTR1:

<dumm3> The research we are conducting for the Winnipeg Regional Health Authority involves completing this survey, along with another survey a few months from now. The first survey takes approximately 5 minutes and once you complete it, you will receive a \$10 gift certificate of your choice from one of Boston Pizza, Tim Hortons, iTunes, or Futureshop. You will also receive a gift card for completing any additional surveys in the future. I want to reassure you, if you agree to participate, all the answers you provide will remain confidential and anonymous. Some of the questions are personal in nature - therefore, you have the right to refuse to answer any question. Only the project researchers will have access to the individual information collected and even they will not see anything that identifies you. After you complete the survey, we will send you a \$10 gift certificate of your choice. Are you interested?

Yes - CONTINUE 1
No - CODE AS TEEN REFUSAL 0 => /INT01
Don't know / no response - TERMINATE 9 => /INT01

TINTR2:

We can complete the survey by phone right now, but because of the sensitive nature of the questions, we are giving participants the option of completing the survey online. Would you prefer to complete it by phone or online? (In order to complete the survey online you must have a valid email address)

Phone 1 => Q1
Email 0

NAM1:

screen [template 8] -> EMAIL
What is your name and email address?
NAME:

EMAIL:

EMAIL:
\$@

TINTR4:

Thank you. You will receive an email from us in the next few days. The subject of the email will be "WRHA Study"

CODE AS 02 1 D => /INT01

INT01:

INITIAL CALL STATUS SCREEN

----- RECORD CALL STATUS BELOW -----

Send Email.....	02	=> /BYE
Hard appointment	04	=> /NAME
Soft appointment.....	05	=> /NAME
Teen Callback.....	07	=> /NAME
Business line.....	12	=> /BYE
Parent refusal	20	=> /BYE
Teen refusal	21	=> /BYE
QUOTA FILLED	22	=> /BYE
Refusal at introduction.....	23	=> /BYE
Other	50 O	=> /BYE
Language/Heath/Hearing problem.....	60	=> /BYE
Non-qualified - No 15-19 year olds in household	70	=> /BYE

Q1:

Q1. Do you remember recently seeing or hearing any advertising about using condoms?

Yes.....	1	
No	0	=> Q3
Don't know	8	=> Q3
No response	9	=> Q3

Q2:

Q2. What do you remember about the ad? What did it show? What did it talk about?

Other (specify).....	66 O	
Nothing	00 X	
Don't know	88 X	
No response	99 X	

Q3:

Q3. Do you remember recently seeing or hearing any advertising about using condoms that included the line Heads up?, and promoted the website getsomecondoms.com?

Yes.....	1	
No	0	=> Q7
Don't know	8	=> Q7
No response	9	=> Q7

Q4:

Q4. What do you think these ads were trying to tell you?

Other (specify).....	66	O
Nothing.....	00	X
Don't know.....	88	X
No response.....	99	X

Q5:

Q5. As far as you know, who sponsored this advertising?

Other (specify).....	66	O
Don't know.....	88	X
No response.....	99	X

Q6:

Q6. Where did you see or hear this advertising?

Bus shelters.....	01	
Facebook.....	02	
In buses.....	03	
Movie theatre.....	04	
Radio.....	05	
School.....	06	
Television.....	07	
Billboards.....	08	
Other (specify).....	66	O
Don't know.....	88	X
No response.....	99	X

Q7:

Q7. In your opinion, what is the most important reason for using a condom?

Reason (specify).....	66	O
Don't know.....	88	X
No response.....	99	X

Q8:

Q8. In your opinion, when is it ok not to use a condom?

Other (specify).....	66	O
Never.....	00	X
Don't know.....	88	X
No response.....	99	X

Q9:

screen [template 3] -> Q17

Q9. I have a series of questions about sex and condoms. For each, please rate how much you agree or disagree with the statement on a scale of 1 to 5 with 1 meaning you strongly disagree and 5 meaning you strongly agree. If you don't think the statement applies to you please answer "don't know".							
	1 - Strongly disagree	2	3	4	5 - Strongly agree	Don't know	No response
<i>It is ok to carry condoms with you</i>	•	•	•	•	•	•	•
<i>It is ok to talk to my partner about condoms</i>	•	•	•	•	•	•	•
<i>It is ok to refuse to have sex if my partner does not want to use a condom</i>	•	•	•	•	•	•	•
<i>Condoms decrease the pleasure I feel during sex.</i>	•	•	•	•	•	•	•
<i>Condoms decrease the pleasure my partner feels during sex.</i>	•	•	•	•	•	•	•
<i>The most important reason to wear a condom is to prevent pregnancy</i>	•	•	•	•	•	•	•
<i>The most important reason for wearing a condom is to reduce the risk of getting HIV/AIDS</i>	•	•	•	•	•	•	•
<i>The most important reason for wearing a condom is to reduce the risk of getting other sexually transmitted infections such as gonorrhoea, syphilis, or Chlamydia</i>	•	•	•	•	•	•	•
<i>It is easy to get condoms when I need them</i>	•	•	•	•	•	•	•

Q18:

Q18. I would like to ask you a few questions about your sexual behaviours. I just want to remind you that anything you say will remain confidential and anonymous. In the past 3 months have you had any of the following types of sex?

- Vaginal (that is, putting someone's penis in your vagina/putting your penis in someone's vagina) 1
-
- Anal (that is, putting your penis in someone's rectum/ putting someone's penis in your rectum) 2
-
- Oral (that is, putting someone's penis/vagina in or on your mouth, or putting your penis/vagina in or on someone else's mouth) 3
- None of the above in the last three months 0 X => Q26
- Don't know 8 X => Q26
- No response 9 X => Q26

Q19:

Q19. Did you use a condom the last time you had... ..Vaginal sex (that is, putting someone's penis in your vagina/putting your penis in someone's vagina)

```
=> /+1***ERR
if NOT Q18=1
```

- Yes..... 1
- No 0
- Don't know 8
- No response 9

Q20:

Q20. Did you use a condom the last time you had... ..Anal sex (that is, putting your penis in someone's rectum/putting someone's penis in your rectum)

```
=> /+1***ERR
if NOT Q18=2
```

- Yes..... 1
- No 0
- Don't know 8
- No response 9

Q21:

Q21. Did you use a condom the last time you had... ..Oral sex (that is, putting someone else's penis/vagina in or on your mouth, or putting your penis/vagina in or on someone else's mouth)

```
=> /+1***ERR
if NOT Q18=3
```

- Yes..... 1
- No 0
- Don't know 8
- No response 9

Q25:

Q25. Now thinking about the last time you had sex, which could include vaginal, anal, or oral sex.... Was it with... (READ RESPONSES)

Your spouse	4
Your boyfriend or girlfriend	5
A friend you've known for a long time	3
A person you met recently	2
A person you had just met	1
Don't know / Don't remember	8
No response	9

Q22:

Q22. Now thinking about the last time you had sex, which could include vaginal, anal, or oral sex.... ...Did you talk about it with your partner?

Yes.....	1
No	0
Don't know	8
No response	9

Q23:

Q23. Now thinking about the last time you had sex, which could include vaginal, anal, or oral sex.... Did you and your partner talk about using or having condoms?

Yes.....	1
No	0
Don't know	8
No response	9

Q24:

Q24. Have you and your most recent sexual partner talked about any of the following... (READ RESPONSES) (SELECT ALL THAT APPLY)

That one or both of us were virgins	07
Using birth control (pills, patch, depo, IUD, etc.)	01
Pulling out	02
Using sex dams.....	03
Having already been tested for STIs.....	04
Not having sex with anyone else	05
That we already got tested	06
Anything else (specify).....	66 O
Did not talk about anything	00 X
(DO NOT READ) Don't know	88 X
(DO NOT READ) No response	99 X

Q26:

Q26. Finally, just a few questions to help us better understand the people who are participating in our survey. In what year were you born?

\$R 1991 1997	
.....	1991 I
.....	1992 I
.....	1993 I
.....	1994 I
.....	1995 I
.....	1996 I
.....	1997 I
No response	9999

Q26A:

Q26A. In what month were you born?

January.....	01
February.....	02
March.....	03
April.....	04
May.....	05
June.....	06
July	07
August	08
September	09
October	10
November	11
December.....	12
No response	99

Q27:

RECORD GENDER (DO NOT ASK)

Male.....	1
Female	2
Other	3 I
Unknown / No response	9

Q28M:

Q28. People are different in their sexual attraction to other people. Which best describes your feelings? Are you...

```
=> /+1 ***ERR
if Q27=2
```

Only attracted to females	1
Mostly attracted to females.....	2
Equally attracted to females and males.....	3
Mostly attracted to males.....	4
Only attracted to males	5
(DO NOT READ) Don't know / Unsure.....	8
(DO NOT READ) No response	9

Q28F:

Q28F. People are different in their sexual attraction to other people. Which best describes your feelings? Are you...

=> /+1***ERR
if NOT Q27=2

- Only attracted to males 1
- Mostly attracted to males 2
- Equally attracted to males and females..... 3
- Mostly attracted to females..... 4
- Only attracted to females 5
- (DO NOT READ) Don't know / Unsure..... 8
- (DO NOT READ) No response 9

Q29:

Q29. Are you of Aboriginal descent?

- Yes..... 1 => Q31
- No 2
- Don't know 3
- No response 4

Q30:

Q30. I would now like you to think about your ethnic or cultural identity. In addition to being Canadian, to what other ethnic or cultural group(s) do you belong?

First Nations	01
Metis	02
Inuit	03
Austrian	04
Black/African	05
Belgian.....	06
Bulgarian	07
Chilean.....	08
Chinese	09
Croatian	10
Czech	11
Danish.....	12
Dutch	13
East Indian	14
English.....	15
Filipino/a.....	16
Finnish	17
French.....	18
German	19
Greek	20
Hungarian	21
Icelandic	22
Indonesian.....	23
Iranian.....	24
Irish.....	25
Italian	26
Jamaican	27
Japanese.....	28
Korean	29
Laotian.....	30
Latvian.....	31
Lebanese.....	32
Norwegian	33
Pakistani	34
Peruvian.....	35
Polish	36
Romanian.....	37
Russian	38
Salvadorian.....	39
Scandinavian.....	40
Scottish	41
Serbian.....	42
Slovakian	43
Spanish	44
Sweden	45
Ukrainian	46
Vietnamese	47
Welsh.....	48
West Indian.....	49
Yugoslavian.....	50
Ethnic / cultural group (specify)	66 O
Don't know	88 X
No response	99 X

Q31:

Q31. Which the following businesses would you like to receive the \$10 gift card?

Futureshop 1
Tim Horton's 2
Boston Pizza 3
iTunes 4

PNAME:

screen [template 15] ->
PCOD2

In order to send you your gift card, please provide your name and mailing address. Please note, that this information will not be stored with your responses from this survey.

NAME:

ADDR:

ADDRESS:

PCOD1:

PCOD2:

EMALE:

As we mentioned, there may be follow-up surveys we conduct in the future. Do you have an email address you check regularly that we could email you information about future surveys? (RECORD EMAIL ADDRESS - LEAVE BLANK IF THEY DON'T HAVE ONE OR REFUSE)

\$@

RNAM1:

screen [template 0] ->
RPHON7

ENTER NAME:

RPHON1:

TELEPHONE (PLEASE INCLUDE AREA CODE)

INT99:

Thank you very much for completing the survey. Just a reminder, that we may be contacting you in the future to complete additional surveys. You should receive your \$10 gift card in the mail in the next couple of weeks.

COMPLETIONCO D => END