



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

July 11, 2014

Prepared for:
Winnipeg Regional Health Authority

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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. The 2011 campaign had a brief relaunch in July and August 2012. The campaign was launched again in the fall of 2012 and of 2013.

To assess the impact of the campaign and establish a baseline of youth behaviours, PRA conducted a survey with 523 Winnipeggers 15 to 19 years of age between December 2011 and March 2012.

A similar survey was attempted in 2013 and 2014 with youth who had participated in the previous survey, along with a new sample of youth. The purpose of the second and third wave of the studies was to determine changes in respondents' attitudes and behaviours relative to baseline information.

1.1 Questionnaire revision

In 2013 in consultation with the WRHA, PRA updated the previous questionnaire to collect information related to the desired outcomes of the research. New questions were added to determine the age at which respondents became sexually active. There were no changes made to the questionnaire in 2014.

The final version of the current questionnaire can be found in Appendix A.

1.2 Methodology

1.2.1 Surveying past survey participants

To survey the youth who participated in the previous survey (who were still 15 to 19 years old), PRA took the following steps:

- ▶ PRA began calling participants to complete the survey, offering them the opportunity to complete the survey by telephone or online.
- ▶ For those respondents who PRA could not reach by telephone, either because their number was no longer in service or the person was no longer living with or using this phone number, PRA sent emails asking them to update their contact information or complete the survey online (by clicking on the link embedded in the email).

1.2.2 Surveying new respondents

To survey those who had not completed a past survey for the WRHA, PRA used two methods:

- ▶ **Referrals.** Respondents who completed the survey were able to give the name and telephone number of friends 15 to 19 years of age 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.
- ▶ **Random calling.** PRA randomly called households in Winnipeg using landline and cell phone numbers to recruit 15 to 19-year-olds to complete 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.

Table 2 outlines the fielding period for the three surveys.

Table 1: Field dates	
Field dates	
Year	Dates
2012	December 12, 2011 – March 14, 2012
2013	December 19, 2012 – April 2, 2014
2014	April 16, 2014 – June 3, 2014

1.2.3 Survey outcomes

In total, PRA surveyed 406 15 to 19-year-olds. Among those, 16 were recruited using random digit dialling, 159 were referred by other participants, and 231 were those who had completed a past WRHA survey. Table 2 provides a summary of these outcomes.

Table 2: Completed surveys by type 2014	
Total completed surveys	406
- Random digit completes	16
- Referrals	159
- Previous participants	231

1.3 Profile of respondents

Table 3 shows the representativeness of the sample relative to the Winnipeg population. Unless otherwise stated, the 2014 survey results are reported out of all respondents.

Table 3: Profile of respondents (unweighted)		
	2014 % (n = 406)	Population
Age		
15	7%	19%
16	21%	20%
17	23%	20%
18	30%	20%
19	20%	21%
Gender		
Male	39%	51%
Female	61%	49%
Aboriginal descent		
Aboriginal	12%	15%
Visible minority (other than Aboriginal)		
Visible minority	18%	16%
Sexual orientation		
Straight	95%	-
Bisexual	4%	-
Gay	1%	-
<p>Note: Age population is based on 2011 estimates from Statistics Canada http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CMA&Code1=602&Geo2=PR&Code2=46&Data=Count&SearchText=winnipeg&SearchType=Begin&SearchPR=01&B1=All&Custom=&TABID=1</p> <p>Note: Gender population calculated according to information from the WRHA based on estimates as of 2005 http://www.wrha.mb.ca/research/cha2009/files/Demographics.pdf.</p> <p>Note: Aboriginal population based on estimates from the WRHA (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)</p> <p>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 (5%), East Indian (3), or black or African (2%).</p>		

1.4 Weighting

In 2014, the data was weighted to correct for representation by age and gender (i.e., men and those 15 and older were weighted up). In previous years, weights were applied by area of the city participants were living, Aboriginal status, and gender. Tables presented in this report show weighted outcomes, unless otherwise stated.

1.5 Crosstabulation and 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.¹ 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.

In most cases, crosstabulated results are shown by key demographic groups, primarily age, gender, and ethnicity.

1.6 Age comparisons over time

Throughout the report, comparisons are made by age in terms of a year-to-year comparison. This comparison compares to different cohorts over time on the same variable, in this case age. For example, respondents who were 15 in 2012 are compared against the new cohort of 15 year olds in 2013, while those who were 15 in 2012 (and subsequently 16 in this survey) are compared against 16 year olds from 2012. These comparisons allow to determine changes related to respondents current age, taking out potential maturation affects that occur in the longitudinal comparison.

1.7 Changes to 2013 data in 2014 report

In 2013, data was reported for two separate groups, those who had participated in the 2012 survey (i.e., longitudinal participants) and a new sample of 15-year olds who were participating for the first time in 2013. Because 2014 data included respondents across all age groups, data for 2013 was updated to be reported out of all those who participated in 2013 in order to maintain comparability to how data was reported in 2014 and 2012.

¹ 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, 34% of respondents mention recently seeing or hearing something that can be specifically tied to the *Heads Up?!* campaign in 2014. This is up from 28% in 2013 and 23% in 2012. It appears that using the same campaign in 2014 as 2013 helped to increase awareness among this cohort.

See Table 4 for a complete breakdown of responses.

Table 4: 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?			
	2012 (n = 523)	2013 (n = 487)	2014 (n = 406)
Recall seeing/hearing any advertising	73%	68%	71%
Aware of "Heads Up" campaign (net)	23%	28%	34%
"Heads up!"	17%	21%	26%
People holding/getting hit with balls	-	6%	9%
Condom with a smiley face	2%	3%	3%
Free t-shirt	1%	1%	1%
Get some condoms	2%	-	1%
Video about teens in school talking about condoms	1%	1%	<1%
Radio: "We're all thinking about sex"	<1%	-	<1%
People holding signs	3%	1%	-
Other information			
Use a condom / reasons to use a condom	33%	28%	28%
Location of ad	28%	14%	18%
Ad for condom company	7%	7%	8%
About STIs	-	-	3%
Condoms (general)	3%	3%	1%
Website to get condoms	<1%	2%	1%
Other ads or information	2%	1%	1%
Free condoms	2%	1%	1%
Outcomes from not using a condom	4%	<1%	1%
Buy condoms	1%	<1%	1%
Condoms aren't 100% effective	1%	-	-
Thumbs up	<1%	-	-
Nothing	2%	5%	5%
Other	3%	5%	1%
Don't know/no response	3%	4%	6%

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

2.1.1 Profile of unaided awareness

Examining respondents who, unaided, recalled seeing the *Heads Up?!?* campaign shows that there are no statistically significant differences among groups in 2012, 2013, or 2014. However, results show the following:

- ▶ Prior to 2014, 15 year olds were the least likely to remember seeing the *Heads Up?!?* campaign; however, in 2014 they are most likely among the age groups to remember.
- ▶ Female respondents continue to be more likely than male respondents to have seen the *Heads Up?!?* campaign, although the gap has closed a fair amount by 2014 (from 11 percentage point difference in 2012 to 4 percentage point difference in 2014).

Table 5: Profile of unaided awareness			
	2012 (n = 523)	2013 (n = 487)	2014 (n = 406)
Overall	23%	28%	34%
Age			
15	13%	17%	43%
16	26%	28%	30%
17	26%	38%	42%
18	24%	33%	30%
19	25%	28%	24%
Gender			
Male	17%	24%	32%
Female	28%	33%	36%
Cultural background			
Caucasian/European	27%	31%	33%
Aboriginal	25%	30%	35%
Visible minority	15%	23%	33%

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*, 62% in 2014 recalled the campaign. This is up for the third consecutive year.

Examining respondents who, aided, recalled seeing the *Heads Up?! campaign* shows that there are no statistically significant differences among groups in 2012, 2013, or 2014. However, results show that female respondents continue to be more likely than male respondents to have seen the *Heads Up?! campaign*.

Table 6: Profile of aided awareness			
	2012 (n = 523)	2013 (n = 487)	2014 (n = 406)
Overall	52%	59%	62%
Age			
15	60%	49%	54%
16	52%	68%	61%
17	45%	67%	71%
18	54%	57%	67%
19	51%	60%	57%
Gender			
Male	46%	57%	55%
Female	57%	62%	69%
Cultural background			
Caucasian/European	57%	60%	62%
Aboriginal	53%	69%	67%
Visible minority	40%	47%	63%

2.3 Campaign messaging

As shown in Table 7, respondents who recall seeing *Heads Up?!* advertising predominantly get a message related to condom use. These messages include *use a condom* (54%) or *practice safe sex* (43%). Some are more explicit, saying the ads provide a reason to use a condom, such as to *prevent STIs* (24%) or *prevent pregnancy* (8%). These results are very similar to 2013, which is expected given that there were no major changes to the campaign.

Table 7: 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		
	2012 (n = 271)	2013 (n = 289)	2014 (n = 251)
Use a condom	46%	56%	54%
Practice safe sex	24%	38%	43%
Use a condom to prevent STIs	15%	16%	24%
Use a condom to prevent pregnancy	12%	10%	8%
Raise awareness of consequences of unprotected sex	5%	6%	5%
Use a condom for safety	8%	1%	5%
Raise awareness of condoms	3%	4%	4%
Use your head before having sex	-	4%	4%
Free condoms available	2%	3%	3%
Get condoms	2%	4%	2%
Think before having sex	2%	1%	2%
Visit the website	2%	2%	1%
Play on words	-	2%	<1%
Heads up	-	2%	<1%
Other	6%	4%	1%
Nothing	1%	1%	1%
Don't know/no response	-	4%	7%

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

2.4 Where respondents saw *Heads Up?!* campaign

Table 8 demonstrates that respondents saw the ads in many different venues, most commonly in public transit, either *on bus shelters* (48%) or *in buses* (42%). Overtime there has been an increase in the proportion of respondents who have seen ads *on bus shelters* or *in buses* and on *billboards or posters*. Other ad locations have fluctuated slightly with no noticeable trends.

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

Table 8: 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		
	2012 (n = 271)	2013 (n = 289)	2014 (n = 251)
Bus shelters	26%	34%	48%
In buses	35%	33%	42%
School	31%	34%	36%
Billboards or posters	11%	9%	20%
Television	22%	15%	18%
Radio	22%	12%	15%
Movie theatre	4%	11%	8%
Facebook	8%	7%	8%
YouTube	-	2%	3%
Clinic or doctor's office	1%	1%	2%
Word-of-mouth/t-shirts	4%	1%	1%
Bathrooms	<1%	2%	<1%
On hats/toques	-	3%	-
Other	4%	4%	1%
Don't know/no response	<1%	1%	<1%

Note: Respondents could give more than one response; therefore, columns 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

In the 2013 survey, respondents were asked two new questions to determine their age of sexual debut — that is, the age they had their first sexual experience (vaginal, anal, or oral sex). In 2014, amongst all respondents 60% said they are sexually active, which is up from 52% last year.

Examining the profile in Table 9 of those who are sexually active shows that as respondents get older, they are more likely to reporting being sexually active. Otherwise, those who identify as a member of a visible minority are less likely to be sexually active than those who identify as Caucasian or Aboriginal (although this difference is not statistically significant).

Table 9: Profile of sexually active		
<i>Q18A. Have you ever had vaginal, anal, or oral sex?</i>		
	2013 % (n = 487)	2014 % (n = 406)
Overall	52%	60%
Age		
15	25%	34%
16	41%	55%
17	46%	62%
18	59%	73%
19	75%	75%
Gender		
Male	55%	60%
Female	50%	59%
Cultural background		
Caucasian/European	56%	64%
Aboriginal	57%	67%
Visible minority	46%	47%
Note: Bolded percentages indicate a statistically significant difference between groups.		

3.1.1 Sexual debut

The average age of sexual debut is around 16 (15.9 years), ranging from 8 years to 19 years of age. Overall, 40% of youth surveyed became sexually active between 15 and 17 years of age, accounting for 67% of those who are sexually active. Among respondents who are sexually active, 70% say they used a condom during their first sexual experience.

Examining the profile of sexual debut and whether respondents used a condom during their first sexual experience shows the following:

- ▶ The average age of sexual debut is similar across demographic groups, with males (15.7 years) debuting slightly earlier than females (16.3).
- ▶ Respondents who are currently 16 years of age or younger are much less likely than those 17 and older to say they used a condom during their first sexual experience. In part, this is likely because the older the respondent is, the more likely they would be to have their first sexual experience at an older age (as sexual activity increases with age). It may also be that younger participants' first sexual experience was not vaginal sex, where condom use is higher.
- ▶ There is almost no difference by gender and cultural background for using a condom during their first sexual experience.

Table 10: Profile of average age of sexual debut				
<i>Q18A. Have you ever had vaginal, anal, or oral sex?</i>				
<i>Q18B. Approximately, how old were you the first time you had vaginal, anal or oral sex?</i>				
<i>Q18C. Did you use a condom the first time you had vaginal, anal, or oral sex?</i>				
	All sexually active respondents 2013 (n = 254)		All sexually active respondents 2014 (n = 243)	
	Average age of sexual debut	Used condom for first sexual experience	Average age of sexual debut	Used condom for first sexual experience
Overall	15.9 years	73%	15.9 years	70%
Current age				
15	N/A	48%	N/A	57%
16	N/A	79%	N/A	57%
17	N/A	72%	N/A	80%
18	N/A	77%	N/A	79%
19	N/A	75%	N/A	68%
Gender				
Male	15.8 years	72%	15.7 years	67%
Female	16.2 years	75%	16.3 years	73%
Cultural background				
Caucasian/European	16.0 years	76%	16.2 years	67%
Aboriginal	15.8 years	72%	16.0 years	73%
Visible minority	16.0 years	70%	16.4 years	70%
Note: The average age of sexual debut is not shown by age group, as these results would be greatly affected by the current age of respondents.				

3.2 Sexually active in past three months

In the current year, about half (48%) of respondents were sexually active in the three months prior to taking their survey, this is up slightly from the previous two years.

In 2014, awareness of the *Heads Up?!* campaign is slightly higher among those who are sexually active (67%) than those who are not (60%), although this difference is not statistically significant.

Table 11: Sexually active in past three months
Q18. In the past 3 months, have you had any of the following types of sex?

	2012 (n = 523)	2013 (n = 487)	2014 (n = 406)
Sexually active (net)	43%	42%	48%
- Vaginal	34%	37%	40%
- Oral	35%	34%	42%
- Anal	4%	4%	5%
None	57%	58%	52%
Don't know/no response	1%	<1%	<1%

Note: Responses may not sum to 100% due to rounding.

Results in Table 12 show the following:

- ▶ Older respondents (specifically those 18 and older) are more likely than younger respondents to have been sexually active in the past three months.
- ▶ Visible minority respondents (35%) continue to have been less sexually active in the past three months than Aboriginal (49%) or Caucasian (54%) respondents. This results has been consistent over time.

Table 12: Profile of those sexually active

	2012 (n = 523)	2013 (n = 487)	2014 (n = 406)
Overall	43%	42%	48%
Age			
15	20%	19%	34%
16	21%	33%	43%
17	45%	38%	47%
18	59%	51%	61%
19	65%	62%	56%
Gender			
Male	49%	44%	47%
Female	37%	41%	50%
Cultural background			
Caucasian/European	46%	47%	54%
Aboriginal	57%	51%	49%
Visible minority	30%	32%	35%

Note: Bolded percentages indicate a statistically significant difference between groups.
* Areas have very small sample sizes; results should be interpreted with caution.

3.3 Condom use during last sexual activity

As Table 13 shows, condom use among the initial cohort has decreased for each type of sexual activity. This type of activity is not unexpected, as condom use typically decreases with age due to a number of factors (e.g., increased likelihood of having a long-term sexual partner, increased use of other forms of birth control, etc.).

Table 13: Condom use during last sexual activity			
Q19. Did you use a condom the last time you had vaginal sex?			
Q20. Did you use a condom the last time you had anal sex?			
Q21. Did you use a condom the last time you had oral sex?			
	Used condom last time you had...		
	2012	2013	2014
Anal sex*	76%	66%	48%
Vaginal sex	64%	64%	64%
Oral sex	12%	9%	7%
* Caution; sample size is very small. Interpret with caution. Sample size for anal sex: 2012 (n = 20), 2013 (n = 18), 2014 (n = 21) Sample size for vaginal sex: 2012 (n = 178), 2013 (n = 178), 2014 (n = 163) Sample size for oral sex: 2012 (n = 184), 2013 (n = 165), 2014 (n = 169)			

Results show very little difference for use of a condom for oral sex, with the exception that Aboriginal respondents were more likely than other cultural groups to have used a condom.

Table 14: Profile of condom use during last sexual activity			
	Used condom for oral sex		
	2012 (n = 184)	2013 (n = 165)	2014 (n = 169)
Overall	12%	9%	7%
Age			
15	7%	12%	24%
16	16%	4%	7%
17	17%	11%	3%
18	10%	7%	7%
19	10%	7%	-
Gender			
Male	10%	9%	9%
Female	14%	7%	5%
Cultural background			
Caucasian/European	12%	10%	6%
Aboriginal	10%	8%	19%
Visible minority	12%	4%	5%

The following differences for vaginal sex:²

- ▶ In each year, 19 years old were the least likely to have used a condom for vaginal sex.
- ▶ Male respondents continue to be more likely to report using a condom for vaginal sex than female respondents. The difference in 2014 was 73% versus 56%.
- ▶ In 2012 and 2013, respondents who self-identify as being a member of visible minority are most likely to report using a condom for vaginal sex; however, in 2014 the differences among cultural groups are almost non-existent.

Table 15: Profile of condom use during last sexual activity			
	Used condom for vaginal sex		
	2012 (n = 178)	2013 (n = 178)	2014 (n = 163)
Overall	71%	64%	64%
Age			
15	100%	60%	72%
16	82%	81%	64%
17	71%	73%	74%
18	70%	69%	71%
19	62%	56%	44%
Gender			
Male	77%	77%	73%
Female	64%	51%	56%
Cultural background			
Caucasian/European	72%	65%	63%
Aboriginal	83%	52%	73%
Visible minority	61%	84%	70%

Those who saw the *Heads Up?!* campaign in 2014 (66%) are just as likely those who did not see the campaign (63%) to report using a condom for vaginal sex in the current survey. Similarly, those who saw the campaign (5%) are equally likely than those who did not to report using a condom for oral sex (8%).

² Because less than 25 respondents reported having anal sex in the last three months, tests of statistical differences between groups are not warranted or practical.

3.3.1 Experiences using a condom during last sexual encounter

Respondents who said they used a condom the last time they had vaginal or anal sex were asked if they experienced any problems using the condom. For vaginal sex, almost 1 in 4 did not use a condom properly or experienced problems. Most often, they *started having sex before putting a condom on* (15%). Another 8% said the *condom slipped off*, while 4% said they *took the condom off and continued having sex* and 2% said *the condom broke*.

For anal sex, just 1 respondent out of 10 who used a condom encountered a problem, which was that the *condom slipped off*. See Table 16.

Table 16: Problems using condom during last sexual encounter				
Q19B. Thinking about the last time you had vaginal sex, did any of the following happen?				
Q20B. Thinking about the last time you had anal sex, did any of the following happen?				
	Used condom last time you had...			
	2013		2014	
	Vaginal sex (n = 114)	Anal sex* (n = 12)	Vaginal sex (n = 104)	Anal sex* (n = 10)
Put on condom after starting	11%	10%	15%	-
Took condom off and continued having sex	3%	-	4%	-
Condom broke	5%	-	2%	-
Condom slipped off	3%	-	8%	13%
No problems	84%	90%	75%	87%

* Caution; sample size is very small. Interpret with caution.
Note: Respondents could choose more than one option; therefore, columns may sum to more than 100%.

3.3.2 Reasons for not using a condom

Among those who did not use a condom the last time they had vaginal, anal, or oral sex, results in Table 17 show the following:

- ▶ For vaginal sex, the main reasons tend to be reasons they believe they or their partner would not get pregnant because of *using other forms of birth control* (47%). This is interesting given that respondents tend to rate STI prevention as more important than preventing pregnancy, yet reasons for not wearing condoms tend to relate to forms of pregnancy prevention. Another common theme is being with a *long term partner* (13%) or *trusted partner* (10%) perhaps indicating that they have less concern about contracting an STI or getting pregnant. Another 14% state that they do not wear a condom because it *decreases pleasure* (14%). About 1 in 10 say that they *did not have one* (11%), suggested that if one was available, they would have used it.
- ▶ For oral sex, the main reasons tend to be related to not believing that condoms are necessary for oral sex, based on comments such as saying one is *not necessary* (26%), there is *no risks involved* (12%) or it is *unnatural to use* (8%). Also, the theme of having a *long-term* (10%) or *trusted* (7%) partner comes through.
- ▶ The sample for anal sex is much too small to analyze, with just 10 respondents.

It is important to note that for vaginal (13%), anal (13%), and oral sex (26%), a notable proportion of respondents who did not use a condom could not provide a response, indicating that they did not put any thought into why they did not use a condom at the time, and were not able to indicate why they did not use one retrospectively.

Table 17: Reasons for not using condom during last sexual encounter			
<i>Q19A. Why did you not use a condom the last time you had vaginal sex?</i>			
<i>Q20A. Why did you not use a condom the last time you had anal sex?</i>			
<i>Q21A. Why did you not use a condom the last time you had oral sex?</i>			
	Did not use condom last time you had...		
	Vaginal sex (n = 58)	Anal sex* (n = 10)	Oral sex (n = 155)
Use other forms of birth control	47%	-	5%
Decreases pleasure	14%	17%	12%
With long-term partner/spouse	13%	20%	10%
Did not have one	11%	-	7%
Trust partner	10%	20%	7%
No risks involved	10%	30%	12%
Partner has been tested	8%	-	5%
Did not think about it	7%	-	4%
Did not want to	6%	20%	8%
Not necessary	3%	25%	26%
Condoms too expensive	-	-	1%
Not natural to use	-	-	8%
Other	8%	6%	4%
Don't know / no response	13%	13%	26%

* Caution; sample size is very small. Interpret with caution.
 Note: Respondents could choose more than one option; therefore, columns may sum to more than 100%.

3.4 Discussed condoms during last sexual encounter

Thinking about the last time they had sex, almost two in three respondents say they *talked about using or having condoms with their partner*. Over time, there has been very little change in the proportion who mention they talked with their partner (ranging from 63% to 67%).

Results show very little difference among various groups, with the exception that those who used a condom were more likely to report having talked about condoms with their partner than those who did not use one.

Also, it should be noted that those who saw the *Heads Up?! campaign* in 2014 were only slightly more likely (65%) to report that they talked with their partner about using or having condoms than those who did not (60%).

Table 18: Talked about condoms last time respondents had sex			
<i>Q23. Now thinking about the last time you had sex, did you and your partner talk about using or having condoms?</i>			
	Sexually active		
	2012 (n = 223)	2013 (n = 254)	2014 (n = 243)
Overall	67%	64%	63%
Age			
15	67%	54%	57%
16	50%	71%	61%
17	66%	63%	71%
18	73%	66%	67%
19	67%	65%	56%
Gender			
Male	63%	64%	65%
Female	71%	65%	60%
Cultural background			
Caucasian/European	67%	62%	67%
Aboriginal	80%	68%	55%
Visible minority	50%	67%	62%
Used condom during vaginal sex			
Yes	77%	80%	77%
No	49%	48%	35%
Note: Bolded percentages indicate a statistically significant difference between groups.			

3.5 Most recent sexual partner

For the vast majority of respondents, their last sexual partner was a significant other, either a boyfriend/girlfriend (68%) or spouse (1%).

Table 19: Most recent sexual partner
Q25. Now thinking about the last time you had sex, was it with...

	% among those who are sexually active		
	2012 (n = 223)	2013 (n = 254)	2014 (n = 243)
Your boyfriend or girlfriend	68%	67%	68%
A friend you've known for a long time	17%	18%	21%
A person you met recently	8%	7%	8%
A person you had just met	5%	2%	2%
Your spouse	1%	3%	1%
Don't know/no response	1%	2%	1%

Just as in previous years male respondents continue to have the most risky sexual behaviours, with these respondents reporting the highest frequency of their last sexual partner being someone they just met or met recently. The youngest respondents (those 15 years old) are also most likely to say their most recent sexual partner was someone they just met or met recently, although this difference has not been statistically significant.

Table 20: Profile of last sexual partner

	% person just met or met recently		
	2012 (n = 223)	2013 (n = 254)	2014 (n = 243)
Overall	13%	10%	10%
Age			
15	26%	13%	13%
16	10%	30%	8%
17	14%	8%	6%
18	8%	10%	12%
19	16%	1%	12%
Gender			
Male	19%	15%	17%
Female	7%	3%	3%
Cultural background			
Caucasian/European	13%	10%	11%
Aboriginal	11%	9%	6%
Visible minority	15%	7%	8%

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

3.6 Other forms of birth control used

Among those who are sexually active, about 2 in 3 use at least some type of birth control other than condoms, predominantly *birth control pills* (63%). However, about 3 in 10 admit to not using any other methods of birth control.

Table 21: Other types of birth control used		
<i>Q23A. Other than condoms, what other types of birth control do you/your partner use?</i>		
	% among those who are sexually active	
	2013 (n = 254)	2014 (n = 243)
Birth control pills	50%	63%
Depo	3%	2%
Nuvaring	1%	1%
IUD	1%	<1%
Patch	2%	-
Birth control needle	1%	-
Pull out	1%	-
Other	1%	-
None	32%	27%
Don't know/no response	10%	7%

4.0 Attitudes towards sex and condom use

Participants were asked their level of agreement with ten 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 was strongly disagree and 5 was strongly agree. Labels for ratings of 2, 3, and 4 have been used for descriptive purposes only.

4.1 Reasons for using condoms

Just as in past years, respondents in 2014 are more likely to strongly agree that the most important reason to wear condoms is to *reduce the risk of getting an STI* (57% strongly agree) or *HIV/AIDS* (56%) than to *prevent pregnancy* (46%). When comparing results over time, results show that respondents have become less likely to strongly agree that the most important reason to wear a condom is to *reduce the risk of getting an STI* or *HIV/AIDS*, while more likely to agree strongly agree that the most important reason to wear a condom is to *prevent pregnancy*. This result correlates with respondents reasons for not using a condom and use of other types of birth control. See Figure 1.

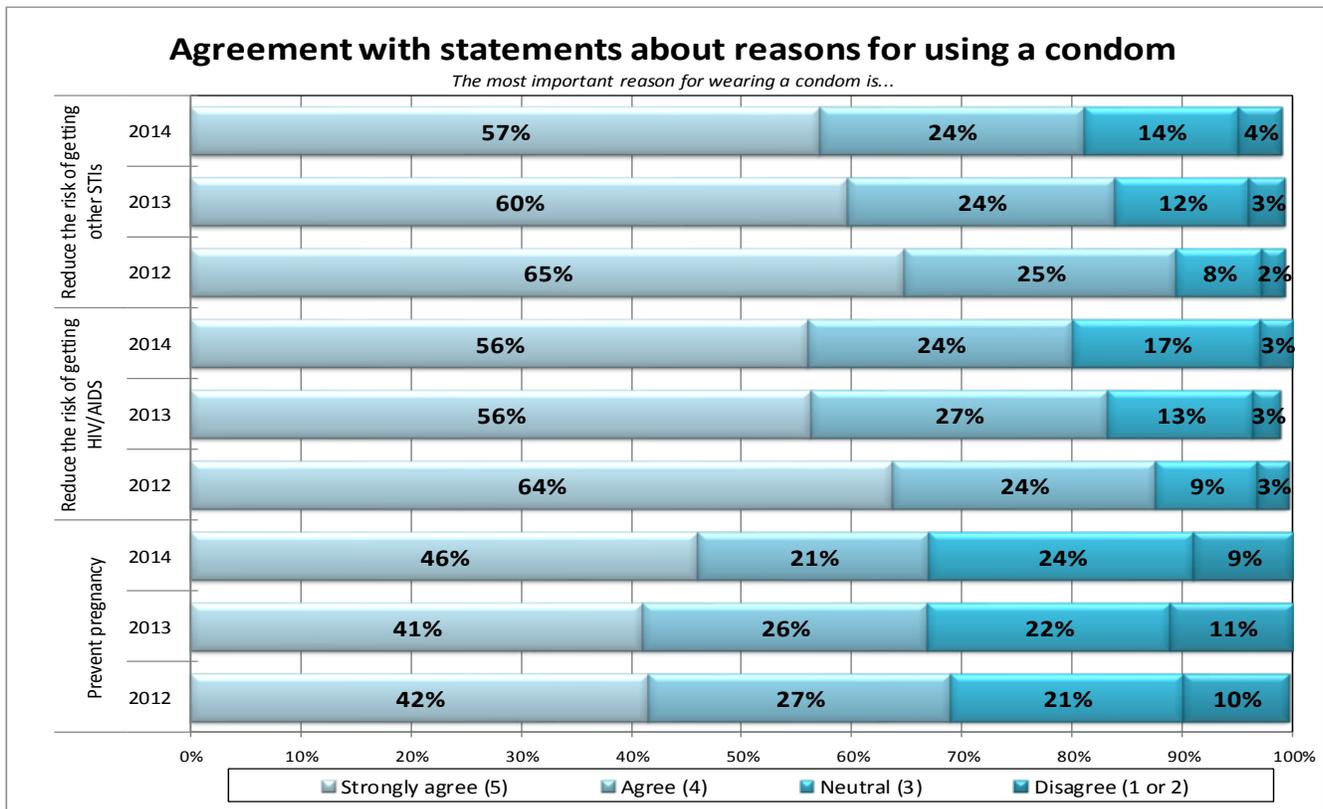


Figure 1³

³ 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 very little difference among demographic groups in 2014. The only consistent difference appears to be that visible minority respondents tend to be more likely to strongly agree with each statement than other ethnic groups (with the exception of *preventing pregnancy* in 2014).

Table 22: 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		
	2012	2013	2014	2012	2013	2014	2012	2013	2014
Overall	65%	60%	57%	64%	57%	56%	42%	41%	46%
Age									
15	63%	60%	54%	63%	59%	52%	36%	55%	51%
16	60%	59%	59%	60%	57%	56%	37%	32%	48%
17	73%	58%	55%	72%	58%	53%	54%	39%	45%
18	62%	61%	60%	61%	55%	59%	38%	45%	50%
19	64%	61%	56%	62%	56%	59%	40%	34%	38%
Gender									
Male	61%	54%	58%	60%	52%	56%	38%	42%	52%
Female	68%	67%	56%	67%	62%	55%	44%	40%	40%
Cultural background									
Caucasian/European	64%	54%	51%	62%	51%	51%	39%	36%	44%
Aboriginal	59%	60%	63%	63%	58%	63%	46%	41%	54%
Visible minority	70%	74%	66%	67%	71%	67%	46%	52%	40%
Sexually active									
Yes	66%	58%	55%	64%	54%	56%	39%	36%	47%
No	64%	59%	74%	63%	56%	71%	44%	37%	52%

4.2 Condoms' effect on sexual pleasure

Just as in the past two years, respondents are split about whether they agree or disagree that *condoms decrease the pleasure they or their partner feels during sex* in 2014. About as many agree as disagree with this statement, indicating that there is a significant proportion who believe that condoms affect sexual pleasure. See Figure 2.

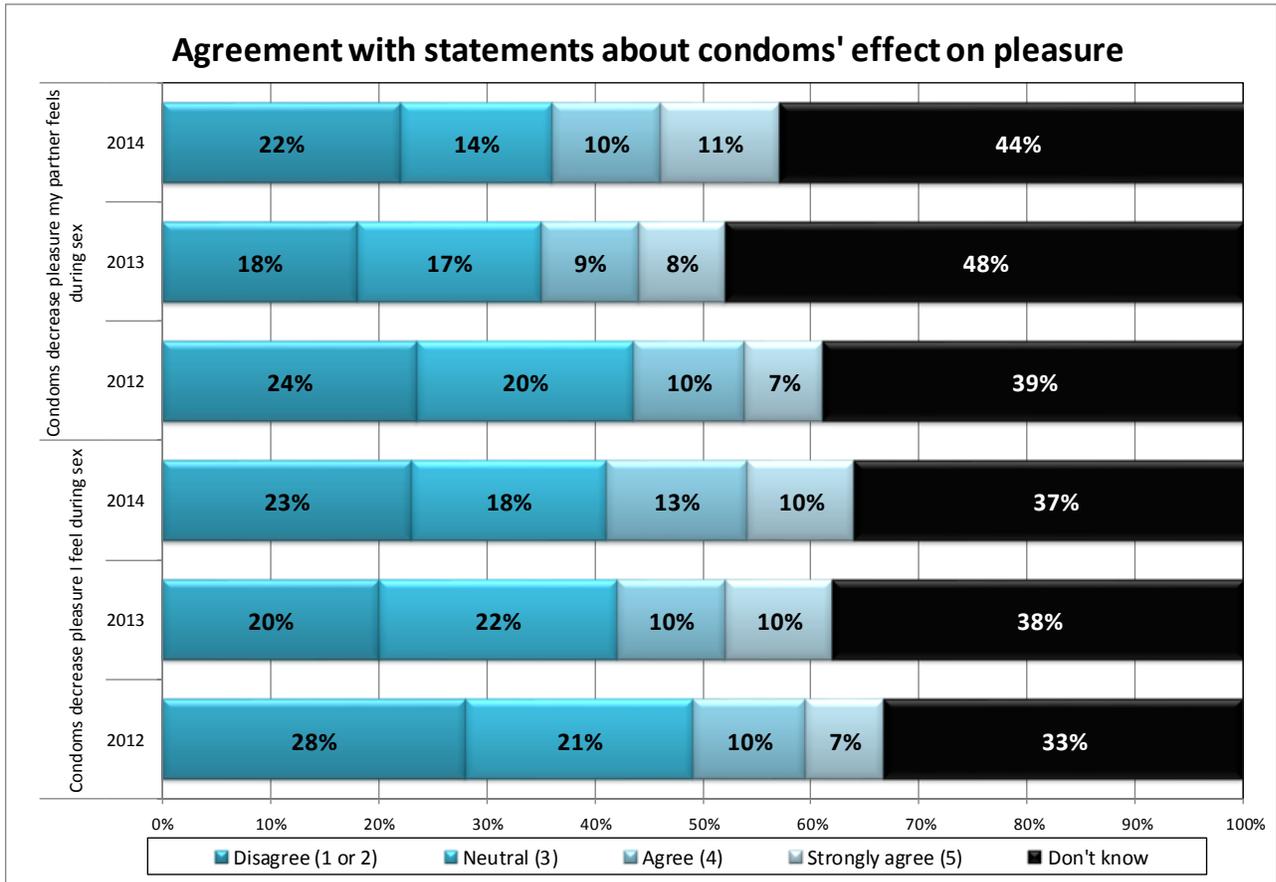


Figure 2

Examining the proportion of respondents who strongly agree that condoms decrease the pleasure they or their partner feels shows the following:

- ▶ Older respondents are generally more likely to agree with both statements, although it is not a consistent increase for each age group.
- ▶ Male respondents are more likely than female respondents to agree that condoms decrease their own pleasure during sex, while agreement for sexual partners is almost identical for men and women in 2014.
- ▶ The difference in the proportion of respondents who strongly agree with either statement is because those who are not sexually active are much less likely to be able to answer these questions.

Table 23: 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		
	2012	2013	2014	2012	2013	2014
Overall	7%	10%	10%	7%	8%	11%
Age						
15	5%	4%	8%	6%	4%	8%
16	6%	9%	5%	4%	5%	7%
17	10%	10%	10%	10%	7%	9%
18	6%	9%	11%	5%	12%	10%
19	12%	15%	17%	12%	11%	19%
Gender						
Male	11%	14%	13%	8%	9%	10%
Female	4%	5%	7%	7%	7%	11%
Cultural background						
Caucasian/European	6%	10%	12%	5%	9%	11%
Aboriginal	7%	14%	7%	6%	8%	14%
Visible minority	9%	9%	7%	12%	8%	8%
Sexually active						
Yes	12%	16%	15%	11%	13%	17%
No	4%	5%	7%	5%	7%	10%
Note: Bolded percentages indicate a statistically significant difference between groups.						

4.3 Condoms and sexual partners

The results in Figure 3 show the following:

- ▶ In 2014, over 8 in 10 strongly agree *it is okay talk with their partner about condoms*. These results are almost unchanged from the past two years.
- ▶ Three quarters of respondents strongly agree that *it is okay to refuse to have sex if my partner does not want to use a condom*, which is almost unchanged from 2012 and 2013.

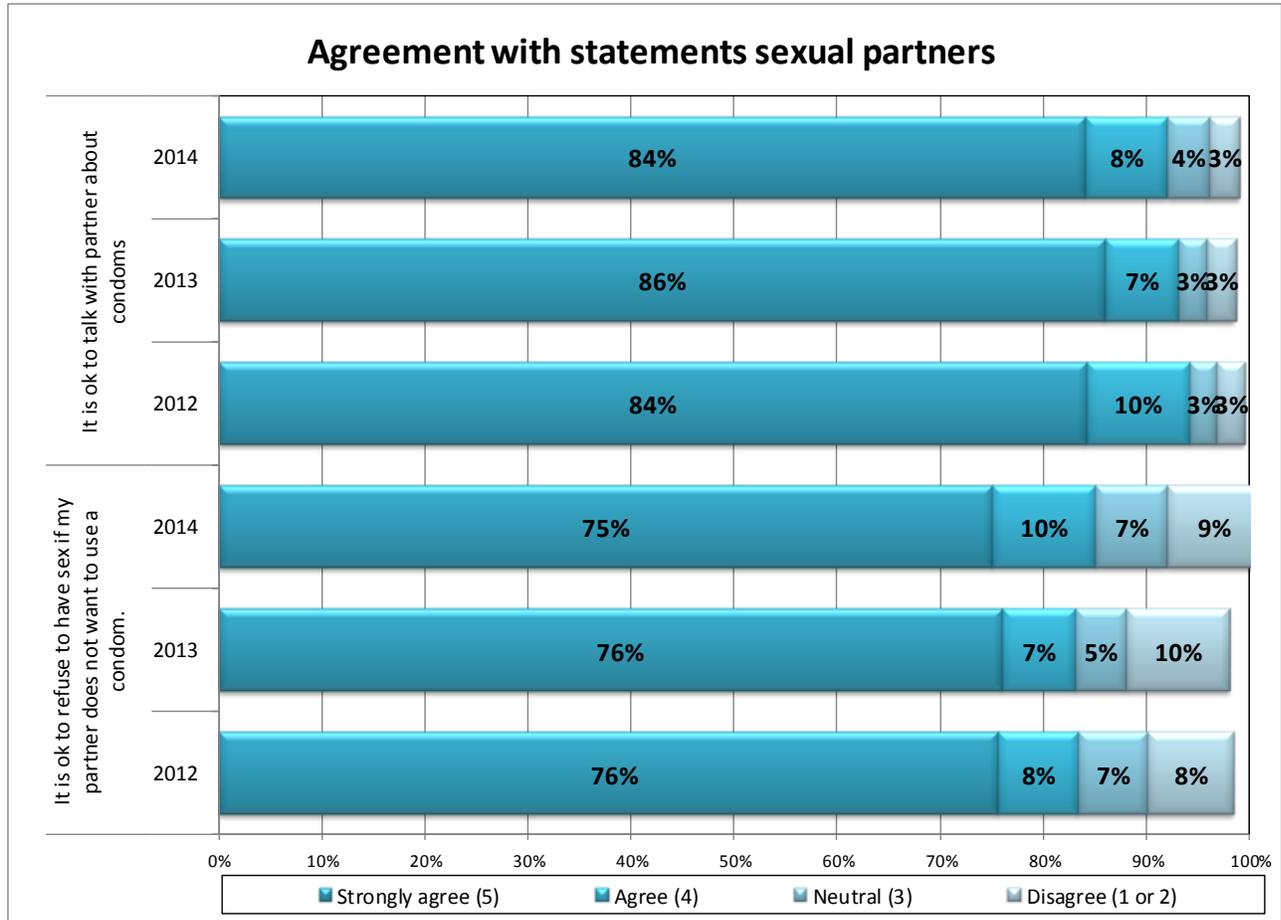


Figure 3⁴

⁴ Those who did not provide a response to this question are included in the calculations but are not shown in Figure 3.

Results in Table 24 show that visible minority respondents are less likely than their counterparts to strongly agree with either statement, indicating that they are less likely to *talk with their partners about condoms* or *refuse to have sex if their partner refuses to use a condom*.

Table 24: Profile of those who strongly agree with statements about sexual partners						
	% who strongly agree it is okay to...					
	Talk with partner about condoms			Refuse to have sex		
	2012	2013	2014	2012	2013	2014
Overall	84%	85%	84%	76%	76%	75%
Age						
15	81%	77%	81%	68%	72%	58%
16	75%	89%	85%	77%	74%	81%
17	84%	87%	88%	78%	79%	77%
18	90%	84%	89%	77%	74%	83%
19	89%	91%	79%	76%	78%	75%
Gender						
Male	77%	81%	79%	64%	73%	64%
Female	90%	91%	90%	86%	78%	86%
Cultural background						
Caucasian/European	88%	89%	83%	79%	80%	76%
Aboriginal	86%	91%	91%	72%	76%	74%
Visible minority	76%	75%	77%	71%	63%	65%
Sexually active						
Yes	92%	95%	91%	74%	77%	80%
No	79%	87%	85%	77%	80%	72%
Note: Bolded percentages indicate a statistically significant difference between groups. * Areas have very small sample sizes; results should be interpreted with caution.						

4.4 Access to condoms

Results in Figure 4 show the following:

- ▶ About 6 in 10 strongly agree that *it is okay to carry condoms with you*, which is down from 2013 and on par with 2012.
- ▶ About 6 in 10 strongly agree that *it is easy to get condoms when they need them* in 2014, which is similar to responses in 2013 and 2012.

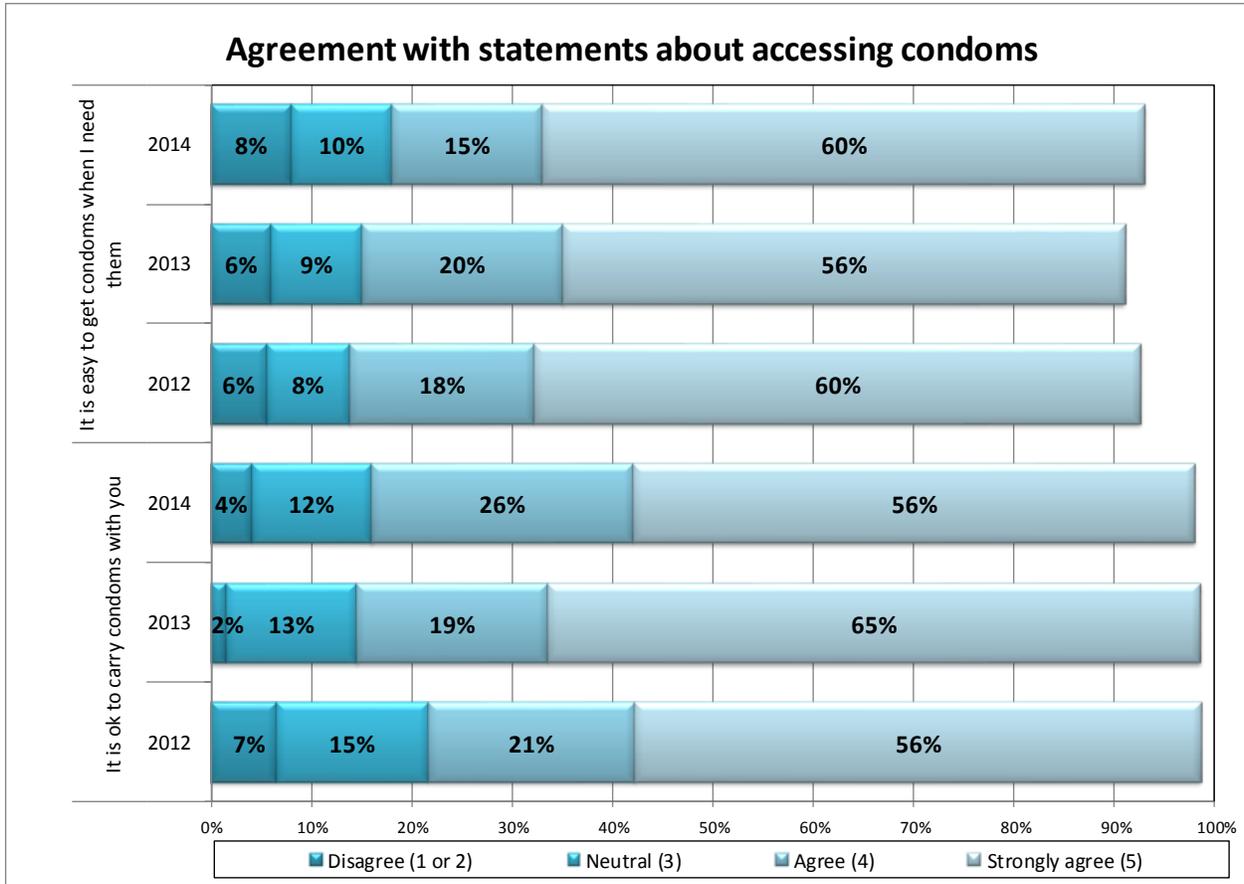


Figure 4⁵

⁵ Those who did not provide a response to this question are included in the calculations, but are not shown in Figure 3.

Table 25 shows several statistical and practical differences between groups and their agreement with statements about accessing condoms.

- ▶ Those who are 18 years of age are more likely to agree it is easy to get condoms when needed and that it is okay to carry condoms with them than any other age.
- ▶ Females are slightly more likely than males to strongly agree that it is okay to carry condoms with them. This difference is statistically significant.
- ▶ Visible minority respondents are more likely than their counterparts to agree with either statement. This continues a trend of visible minority respondents having more proactive attitudes and behaviours related to condoms.

Table 25: Profile of those who strongly agree with statements about accessing condoms						
	% who strongly agree					
	Easy to get condoms when needed			Okay to carry condoms with them		
	2012	2013	2014	2012	2013	2014
Overall	60%	56%	60%	56%	65%	56%
Age						
15	52%	44%	49%	49%	53%	55%
16	54%	57%	56%	55%	61%	55%
17	58%	48%	64%	50%	65%	58%
18	65%	54%	72%	57%	63%	66%
19	73%	69%	60%	70%	75%	49%
Gender						
Male	57%	51%	60%	53%	58%	44%
Female	64%	61%	60%	59%	71%	70%
Cultural background						
Caucasian/European	66%	58%	60%	57%	68%	55%
Aboriginal	71%	61%	52%	70%	66%	61%
Visible minority	43%	48%	57%	46%	56%	62%
Sexually active						
Yes	71%	73%	67%	71%	81%	60%
No	53%	65%	62%	46%	76%	55%
Note: Bolded percentages indicate a statistically significant difference between groups.						

4.5 Knowing how to put on a condom

In 2013, respondents were asked for the first time their agreement with the statement *I know how to put on a condom properly*. Overall in 2014, almost 8 in 10 agree, including 64% who strongly agree. However, there are 5% who disagree, indicating they do not know. Also, almost 1 in 10 could not provide a response to this question, most of whom were those who were not sexually active. These respondents may not have provided an answer because they have not had the chance to use a condom, and may not have felt they could answer it without putting any knowledge they have into practice.

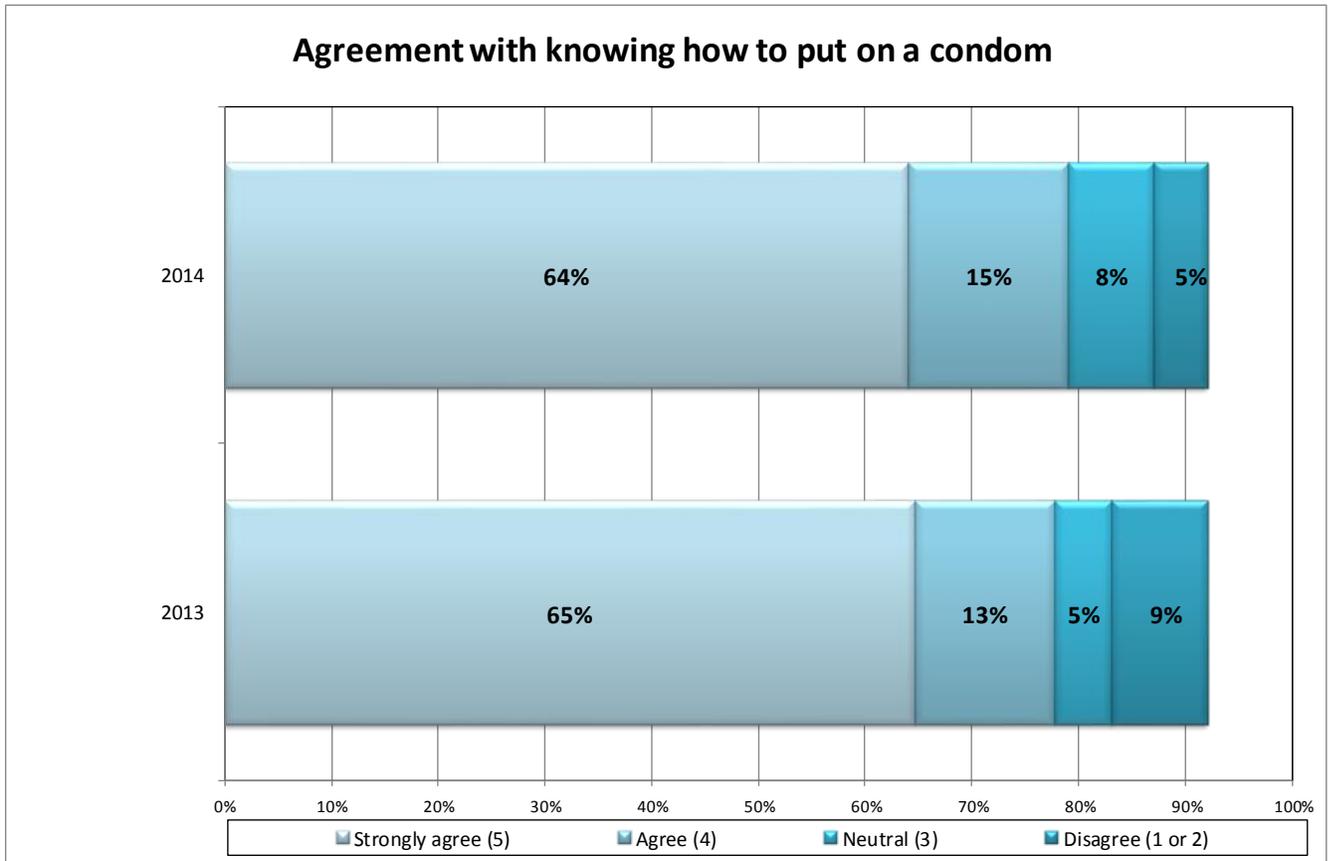


Figure 5⁶

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

Examining the proportion of those who strongly agree that they *know how to put on a condom properly*, shows the following differences:

- ▶ Male respondents (71%) are much more likely than female respondents (55%) to strongly agree, which is expected, given that men would be the ones wearing the condom.
- ▶ Those who are sexually active (77%) in the past three months are much more likely than those who are not (51%) to know how to put one on.
- ▶ Increased sexual activity likely explains why, as age increases, respondents are more likely to strongly agree with this statement.

Table 26: Profile of those who strongly agree with statements about putting on a condom		
	% who strongly agree	
	2013	2014
Overall	65%	64%
Age		
15	55%	58%
16	59%	58%
17	58%	69%
18	71%	66%
19	70%	66%
Gender		
Male	71%	71%
Female	57%	55%
Cultural background		
Caucasian/European	67%	67%
Aboriginal	73%	53%
Visible minority	53%	58%
Sexually active		
Yes	83%	77%
No	51%	51%
Note: Bolded percentages indicate a statistically significant difference between groups.		

5.0 Key findings

Below, we summarize the key findings from this research:

- ▶ Unaided awareness of the *Heads Up?!* campaign is higher in 2014 than in previous years (increasing from 23% in 2012 to 34% in 2014), while aided awareness, up from 2012, is on par with 2013. The unaided awareness increase is positive, given the amount of advertising related to condoms and sexual behaviours.
- ▶ Messaging from the campaign continues to be very clear, with a shift away from recall of messaging related to pregnancy and more emphasis on messaging related to STIs.
- ▶ Although awareness is higher and messaging is clear, most results show that being aware of the campaign (either in the 2012, 2013, or 2014) does not indicate a strong relationship with positive changes in behaviour. However, those who are sexually active are slightly more likely than those who are not to have seen the campaign, indicating the campaign is reaching a primary target audience (even though condom use among those who recall or do not recall the campaign is virtually identical).
- ▶ The main barriers for condom use appear to be the use of other forms of birth control (predominantly birth control pills) or simply not having one. The former issue points to a hypocrisy in respondents' attitudes and behaviours. Respondents tend to say that condoms are more important for preventing the transmission of STIs, but they use them more as a form of birth control than STI prevention. Indeed, when other forms of birth control are in play or participants believe their partner does not have an STI, condom use appears to decrease.
- ▶ Visible minority respondents appear to be a group that requires attention. Although they are less likely to be sexually active, and among those who are condom use is not lower than other minority groups, their attitudes toward condoms are much less positive. They are less likely to talk to their partners about condoms, to refuse to have sex if their partner refuses to use a condom.

Appendix A – Questionnaire

INT

Hello may I please speak with <PARTICIPANT'S NAME>?

Respondent on phone..... 1 => INTR1
Respondent not available - SET CALLBACK 2 => INT01
Respondent no longer lives there..... 3 => INTR4

INTR4:

INTR4. <FNAME > is part of a study which is being conducted by the Winnipeg Regional Health Authority, and involves a series of surveys where people are paid for participating. Do you have a new phone number where we can reach <fname > to complete the survey?

Yes..... 1
No - CODE AS NO LONGER AT PHONE NUMBER..... 0 => /INT01

NPHON:

RECORD NEW PHONE NUMBER (INCLUDE AREA CODE, e.g. 2049999999)

INTR5:

INTR5. Thank you for your assistance today.

Back to Intro / try new number..... 1 => INT

INTR1.

My name is <INTERVIEWER NAME> and I am calling back from Prairie Research Associates about a survey you participated in for the Winnipeg Regional Health Authority in <DATE>. You may have recently received a letter about the survey. We are conducting the second follow-up survey, for which you will receive another \$10 gift card from one of Boston Pizza, Tim Hortons, iTunes, or Futureshop for participating.

Is now a convenient time for you to complete the follow-up survey?

Yes..... 1 => Q1
No 0 => SET CALLBACK
Refusal..... 9 => INT01
Wants to do online..... 2 => INTR2

[PROMPT: The survey will take about 5 minutes and will ask questions about advertising, sexual behaviors, and perceptions of sex.]

TINTR2:

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)

RECORD EMAIL:

Refusal..... 9 => INT01

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?

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 REMOVED

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 AND Q8 REMOVED

Q9:

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>	1	2	3	4	5	8	9
<i>It is ok to talk to my partner about condoms</i>	1	2	3	4	5	8	9
<i>It is ok to refuse to have sex if my partner does not want to use a condom</i>	1	2	3	4	5	8	9
<i>Condoms decrease the pleasure I feel during sex.</i>	1	2	3	4	5	8	9
<i>Condoms decrease the pleasure my partner feels during sex.</i>	1	2	3	4	5	8	9
<i>The most important reason to wear a condom is to prevent pregnancy</i>	1	2	3	4	5	8	9
<i>The most important reason for wearing a condom is to reduce the risk of getting HIV/AIDS</i>	1	2	3	4	5	8	9
<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>	1	2	3	4	5	8	9
<i>It is easy to get condoms when I need them</i>	1	2	3	4	5	8	9
<i>I know how to put on a condom properly.</i>	1	2	3	4	5	8	9

Q18A:

Q18A. 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. Have you ever had vaginal, anal, or oral sex?

Yes.....	1	
No.....	0	=> Q28
Don't know.....	8	=> Q28
No response.....	9	=> Q28

Q18B:

Q18B. Approximately, how old were you the first time you had vaginal, anal or oral sex?

RECORD AGE: _____

Don't know 8
No response 9

Q18C:

Q18C. Did you use a condom the first time you had vaginal, anal or oral sex?

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

Q18: WORDING CHANGE

Q18. 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 => Q28
Don't know 8 X => Q28
No response 9 X => Q28

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 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 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 if NOT Q18=3

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

Q19B:

Q19B. Thinking about the last time you had vaginal sex did any of the following happen?

=> /+1 if NOT Q19=1

- Starting having sex before putting a condom on 1
- Took the condom off and then continued to have sex 2
- The condom slipped off during sex 3
- The condom broke during sex 4
- Don't know 8
- No response 9

Q20B:

Q20B. Thinking about the last time you had anal sex did any of the following happen?

=> /+1 if NOT Q20=1

- Starting having sex before putting a condom on 1
- Took the condom off and then continued to have sex 2
- The condom slipped off during sex 3
- The condom broke during sex 4
- Don't know 8
- No response 9

Q19A:

Q19A. Why did you not use a condom the last time you had vaginal sex?

=> /+1 if NOT Q19=0

- Specify 66
- Don't know 8
- No response 9

Q20A:

Q20A. Why did you not use a condom the last time you had anal sex?

=> /+1 if NOT Q20=0

- Specify 66
 - Don't know 8
 - No response 9
-

Q21A:

Q21A. Why did you not use a condom the last time you had oral sex?

=> /+1 if NOT Q21=0

Specify	66
Don't know	8
No response	9

Q25:

Q25. Now thinking about your last sexual encounter... 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 DROPPED

Q23:

Q23. Now thinking about your last sexual encounter... Did you and your partner talk about using or having condoms?

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

Q24 DROPPED

Q23AF: [FEMALES ONLY]

Q23A. Other than condoms, what other types of birth control do you use?

Birth control pills	1
Depo	2
Other (specify)	66
None	0
Don't know	8
No response	9

Q23AM: [MALES ONLY]

Q23A. Other than condoms, what other types of birth control does your partner use?

Birth control pills	1
Depo	2
Other (specify)	66
None	0
Don't know	8
No response	9

Q26, Q26A, Q27 DROPPED

Q28:

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

- 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

Q29 AND Q30 DROPPED

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

ADDRESS:

In order to send you your gift card, we need to confirm your mailing address. The mailing address we have on file is <READ BELOW>. Is this correct?

- Yes..... 1 => INT99
- No 0
- Don't know 8 => INT99
- No response 9 => INT99

CORRECTION:

May I please have your new:

[READ BACK TO RESPONDENT TO CONFIRM]

- ADDRESS.....
- CITY.....
- PROVINCE.....
- POSTAL 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 a few weeks.

COMPLETIONCO D => END
