

PROTECTOR® CONDOM/RADIO AD RESEARCH  
The Futures Group International/SOMARC Uganda  
February 1997

## A. Introduction

SOMARC, an international social marketing project funded by the US Agency for International Development and administered by The Futures Group International, has been providing high-quality, low-cost condoms to Uganda since 1991. The condoms have been made available through social marketing under the Protector® brand name.

In order to determine condom preferences and to pretest new Protector radio advertisements, SOMARC Uganda conducted one-on-one interviews with 50 condom users. The specific objectives of the research were:

- 1) To identify key features of condoms that appeal to male condom users.
- 2) To explore awareness of and attitudes towards Protector condoms (both the product and the brand name/logo).
- 3) To obtain reactions to five new Protector radio advertisements.

A team of three experienced interviewers from Makerere University Institute of Social Research were selected to conduct the 50 interviews. Training of interviewers and pretesting of the questionnaire tool was conducted by SOMARC Uganda staff and a technical advisor from Makerere University. SOMARC Uganda was responsible for all analysis of the results.

The research was conducted in Kampala and Luwero between January 29 and February 3, 1997. Twenty-five urban males were interviewed in Kampala, and 25 males were interviewed in Luwero. All respondents were aged between 18 and 35. In addition, all were condom users who usually pay for condoms they use. Interviews were conducted in Luganda, although respondents were screened for English comprehension since the Protector radio advertisements were in English.

## B. Key Findings

The research provided quantitative and qualitative information on the following topics: preferences regarding condom features; differences between condom brands;

- A number of respondents (17/50) indicated that there was something that did not appeal to them about Protector condoms. The most common complaints were: weakness; odor; unreliability; and holes in the condom.
- When shown a picture of the Protector couple, most of the respondents were able to identify correctly the picture as the image found on the Protector pack. Many were also able to recognize the Protector sign/slogan "Be wise. Always wear Protector condoms." However, respondents said that the slogan appeared on the Protector pack, which, in fact, it does not.

### Reactions to Protector Condom Radio Advertisements

Each respondent listened to three (3) of the new Protector condom radio advertisements. With 50 total respondents, each ad was tested 30 times (listening order of the ads was rotated to avoid sequencing bias). All of the ads were in English, although the interviews were conducted in Luganda (see attached scripts for details).

- The general response to all of the radio advertisements was positive. Reactions to the five ads were similar in terms of what respondents remembered, the key messages, and what was liked about the ads.
- The features of "safe" and "strong" were very memorable in most of the ads. Most memorable ideas by each ad were as follows: "Makula example" in Ad #1 (Wise); "reliability" in Ad #2 (Safe) and Ad #3 (Shop); "Made in the USA" and "strong" were most memorable for Ad #4 (USA); and "prevents HIV/STDs in Ad #5 (Learn).
- Respondents identified "Always wear Protector condoms" as the key message in all five of the ads. Also mentioned were "strong" in Ad #4 and "prevents HIV/STDs" in #5.
- Responses were similar across all five radio ads with regards to what respondents liked about the ads: "(contains) good information" was the top reason and "encouraging (condom) use" was second for all five.
- A small number of respondents (an average of 6/30 for each ad) said that they did not like the ads. Disliked about all five ads was the music and the fact that they were not in vernacular.
- The majority of the respondents (46/50) agreed that the ads presented Protector as a good, high-quality product. They felt that the ads conveyed this idea by listing detailed qualities of Protector condoms (18/50), specifically that they are strong (14/50) and safe (9/50).

- The new radio ads mention that Protector is a "smooth" condom. In order to determine whether the concept of smoothness has relevance amongst Ugandan men, respondents were asked to define "smooth." (NOTE: if respondents could not understand the English word "smooth," a translation was given in Luganda.) Of the 50 respondents, 38 were able to identify and define the concept of smooth (19 in English and 19 in Luganda). Smooth was defined as "not rough," "soft" and "thin." No negative perceptions were mentioned.
- Many respondents (34/50) agreed that the ads mentioned that Protector is made in the USA. Of these 34 respondents, 27 said that this was a positive, appealing feature.
- Most of the respondents (41/50) liked the music in the ads, because it was "good," "clear," "fits well with the song," and "is a good tune." Reasons for not liking the music included "not interesting" and "the music covered (muffled) the words of the song."
- All radio ads include a rap/song "Protector's safe, Protector's strong, Protector's smooth." When asked if they remembered each part of this song, 31 remembered "safe," 38 remembered "strong," and 26 remembered "smooth." Additionally, 32/50 respondents were able to say or sing the words to the song.
- Respondents were asked to rank the ads in order of preference. Urban and rural respondents differed slightly. Most popular ads for rural respondents were: Ad #3, then Ads #5 and #1. For urban respondents the most popular ads were Ads #4, #1 and #3. The least popular ad for rural respondents was Ad #2 and Ad #5 for urban respondents.
- When ad preferences were analyzed by respondent age group, both the 18-24 year olds and the 25-35 year olds chose Ads #1, #3 and #4.

## Conclusions

Protector brand condoms seem to be well known to the public. People prefer using a brand name, and Protector was the brand most noted. Though more respondents chose Lifeguard when presented with four unpackaged condoms, image, advertising, packaging, and positive experience using Protector give way to a Protector preference.

In smoothness versus studs, smoothness was definitely preferred and was a top condom feature for 36 out of 50 respondents.

The general response to the radio ads was positive. Though many noted problems with music covering the words, a majority of respondents were able to remember the important key words "safe" and "strong."

Popularity of ads varied slightly between rural and urban: most popular for rural was #3 and the most popular for urban was #4. Though there were preferences and favorites asked for in the interview, the general feeling is that they were all good.

### Recommendations

Protector condoms have a positive image and reputation. Advertising and packaging should continue along the same lines.

- The smooth, strong, lubricated Protector should not change its features.
- The packet image of the couple is easily identified and should remain the same.
- The slogan "Be Wise. Always Wear Protector Condoms" is well known and should continue.

The radio ads that were tested had a good response.

- Mixing of the music and words need to be reworked, words need to be clear.
- Rap "Protector's Safe, Protector's Strong, Protector's Smooth" is catchy and memorable, use recommended.
- Use of Makula and Kapere is positive, continuing to use these characters is recommended.
- Mentioning "made in the USA" is seen by most as positive, use recommended.

RADIO ADVERTISEMENTS USED IN SURVEY

From : TFGJ KENYA

PHONE No. : 254 2 448326

Nov. 23 1996 5:01PM P12

FROM : BNYC HARARE

PHONE NO. : 2634498068

AD#1: "Wise"

"Wise Guys" 

COPY: FUTURE

PRODUCT: PROTECTOR "WISE GUYS"

RAIJIUJU"

DATE: 11 NOVEMBER 1996

DOCKET NO: P0236/12

SFX:

UP-BEAT ETHNIC FUNK THROUGHOUT.

MVO SUNG LINE:

Wise guys are streetwise

FVO SPOKEN TO BEAT:

And otherwise?

MVOSUNG LINE:

They're smooth . . . . . EMPHASIZE

MVO2:

Makula knows all about life's dangers and pitfalls -

FVO.

Outlining situationally.

MV2:

- and pleasures

...

But Makula also believes that life is a wonderful gift - to celebrate - to protect. That's why Makula has made Protector condoms a part of his life style and that's no surprise.

FVO SUNG:

No surprise.

MVOSPOKEN TO THE BEAT: For a wise guy!

MVO3:

Be wise. Always wear Protector condoms.

BEST AVAILABLE COPY

"Safe"

AD #2: "SAFE"

CLIENT: FUTURES  
DATE: 6 DECEMBER 1996

PRODUCT: UGANDA RADIO 40" "SAFE"  
DOCKET NO: FG236/ USA/R2

SFX: HIP HOP MUSIC OVER SUNG LINE

SUNG LINE(rap): PROTECTOR STRONG, PROTECTOR SAFE,  
PROTECTOR SMOOTH.

SFX: NATURAL OUTDOOR ENVIRONMENT.

MVO1 MAKULA: Hey Kapere. if we're going out tonight we need to  
be safe.

MVO2 KAPERE: Look Makula, we've been to this club a thousand  
times and have we ever had any trouble?

SFX: SHOP DOOR BELL

MVO1 MAKULA: No I mean Protector condom safe.

MVO3: Strong, safe, smooth and made in the USA.  
Protector is Uganda's favourite  
condom.

SFX: CLUB ATMOSPHERE

MVO1 MAKULA: Now I feel really .....

FVO1: Hi Makula

MVO1 MAKULA: Safe!

SFX: MUSICAL SIGNATURE

MVO3: Be wise. Always wear Protector Condoms.

BEST AVAILABLE COPY

From : TFGI KENYA

PHONE No. : 254 2 440326

Dec. 03 1996 4:06PM P12

From : TFGI KENYA

PHONE No. : 254 2 410376

Nov. 15 1996 5:52PM P13

FROM : BACC HARARE

PHONE NO : 010-440326



AD #3 : "SHOP"

"Shop"

CLIENT/FUTURES  
DATE: 21 November 1990

PRODUCT: PROTECTOR 30" RADIO (01101)  
DOCKET NO: FUDJN/01101/R/2/10"

- SFX: IN-STORE HUSTLE AND BUSTLE
- MVO: Protector condoms..... (whispered).
- FVO: Pardon?
- MVO: Protector condoms (whispered louder)
- FVO: Sorry - I can't hear you sir.
- MVO: Protector condoms (shouted)
- SFX: Silence.
- SFX: GASPS OF HORROR - A BOTTLE BREAKS - A LADY SCREAMS
- MVO: KISSA WAK for protector condoms. Made in the U.S.A.  
Protector condoms, are smooth, reliable and reasonably priced.
- SFX: A SIGN OF RELIEF - UP HARMONIOUS MUSIC.
- MVO2: Be wise. Always wear Protector condoms.

BEST AVAILABLE COPY

"Made in USA"

AD #4: USA

CLIENT: FUTURE

PRODUCT: UGANDA RADIO- MADE IN USA  
40"

DATE: 6 DECEMBER 1996

DOCKET NO: FG 236/USA/R2

SFX:

HIP HOP MUSIC OVER THE SUNG LINE

SUNG LINE (rap):

PROTECTOR STRONG, PROTECTOR SAFE,  
PROTECTOR SMOOTH.

SFX:

NATURAL OUTDOOR ENVIRONMENT

KAPERRE (MV01):

Hey Makula, are those new jeans I see you  
wearing?

MAKULA (MV2):

They are indeed!

KAPERRE (MV1):

Ooooh! And from America I see. Hey man you  
are going up in the world. First it's Protector  
"made in the U.S.A" condoms and now it's jeans.

MAKULA (MV2):

Look they've even got a little pocket for my  
Protector condoms.

KAPERRE (MV1):

Hey just look at that!

MAKULA (MV2):

In fact my jeans are just like Protector condoms,  
smooth and comfortable yet strong....  
Hey Kapere you should be like me and always wear  
Protector condoms.

SFX:

MUSICAL SIGNATURE

Strong, safe, smooth and made in the U.S.A.  
Protector is Uganda's favourite condom.

Be wise. Always wear Protector condoms.

AD #5: "LEARN"

"Learn"

CLIENT: FUTURES  
DATE: 6 DECEMBER 1996

PRODUCT: UGANDA RADIO- "LEARN" - 40"  
DOCKET NO: FG236/ LEARN/R2

SFX: HIP HOP MUSIC OVER THE SUNG LINE

SUNG LINE(rap): PROTECTOR STRONG, PROTECTOR SAFE,  
PROTECTOR SMOOTH.

SFX: CLUB ATMOSPHERE

KAPERRE (MV1): Hey Makula! Just look at all these lovely girls who  
just want to have fun - Hi girls!  
Tonight it's going to be a night to remember.

MAKULA (MV2): Kapere, it will be if you don't wear Protector  
condoms. You'll remember it for the rest of your  
life!

Haven't you heard of STDs.....

KAPERRE (MV1): Hey Makula don't talk about STDs and Aids and  
keep your voice down about condoms in front of  
girls, you'll frighten them away.

MAKULA (MV2): They'll be a lot more frightened if you are not  
wearing a Protector condom, they'll be scared to  
death.

MVO3: Strong, safe, smooth and made in the USA.  
Protector is Uganda's favourite condom.

SFX: MUSICAL SIGNATURE

Be wise. Always wear Protector condoms.

# QUESTIONNAIRE

## PROTECTOR CONDOMS/RADIO AD QUESTIONNAIRE

January 28, 1997

No: \_\_\_\_\_

Names of Interviewer: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

Location of Interview (circle):   Urban                   Rural

**RECRUITER:**                   Read to all respondents before starting questionnaire (in Luganda):

SOMARC, a project that markets family planning products, is conducting a survey on the opinions of Ugandan men about family planning products and advertising. I assure you that anything you say in this interview is completely confidential, so please do not feel embarrassed or afraid to be completely honest in your responses. Additionally, your name will not be recorded on this questionnaire, so no one will ever know what responses you gave to the questions.

We will ask you some questions about your opinions about family planning and about three radio advertisements that have recently been developed. The interview will last about one half hour. At the end of the interview, you will receive a soda/samosa as a token of our appreciation of your cooperation and participation in this survey.

**RECRUITER:**                   After reading the above statement, casually screen all potential respondents for English comprehension level. If the person is able to understand English, proceed to screen him for other criteria using the following questions (Q.1 - Q.6).  
(NOTE: Interviewer should re-ask Q.1-Q.6 to confirm and record responses.)

NO.	QUESTION	CODING CATEGORY	SKIP
Q.1	How old are you? _____	18-24..... 1 25-35.....2 Other:                   Thank and Terminate	
Q.2	What is the highest level of education you attained?	Primary/Junior.....1 Secondary.....2 Post-secondary.....3 Refused/Missing.....9 9	
Q.3	What is your occupation? _____ (Cross-check with Class schedules.)	Class C.....1 Class D.....2 Other:                   Thank and Terminate	
Q.4	Are you currently married?	Yes..... 1 No..... 2 Refused/Missing.....9 9	
Q.5	Do you currently use condoms for family planning or any other purpose? (within the last 3 months)	Yes..... 1 No:                        Thank and Terminate	
Q.6	Do you usually pay for condoms or do you usually receive them for free?	Pay..... 1 Free:                     Thank and Terminate	

NO.	QUESTION	CODING CATEGORY	SKIP
Q.7	How often do you use condoms? (Read list of possible responses.)	Every time you have sex.....1 Frequently, but not every time.....2 Sometimes, but not often.....3 Only when you have sex with someone other than your regular partner.....4 Refused/Missing.....99	
Q.8	Do you prefer any particular brands of condoms?	Yes.....1 No.....2 Refused/Missing.....99	Q.10 Q.10
Q.9	What are the brands that you prefer?	Protector.....1 Rough Rider.....2 Engabu.....3 Lifeguard.....4 Trust.....5 Other: _____ Refused/Missing.....99	

Q.10 Condoms vary in the kinds of features that they have. I'm going to read you a list of different features. For each feature that I mention, please tell me whether or not this feature is important to you.  
(Read list and circle 1, 2 or 99 for each item on the list.)

FEATURE	CODING CATEGORY		
	Yes=1	No=2	M/R=99
Safety	1	2	99
Price	1	2	99
Packaging	1	2	99
Widely Available	1	2	99
Strength	1	2	99
Studs	1	2	99
Color	1	2	99
Smoothness	1	2	99
Thickness	1	2	99
Lubrication	1	2	99
Sensitivity	1	2	99

NO.	QUESTION	CODING CATEGORY	SKIP
Q.11	Are there any other features that are important to you?	Yes.....1 No.....2 Refused/Missing.....99	Q.13 Q.13

Q.12	What other features are important to you?	_____	
		_____	
		_____	
		_____	
		_____	

**INTERVIEWER:** If respondent answered that price is important in Q.10 (i.e. if "1" is circled under price in Q.10), proceed to Q.13. Otherwise skip to the next interviewer instructions.

NO.	QUESTION	CODING CATEGORY	SKIP
Q.13	You mentioned that price is important to you. What about price is important? (Probe)	Low Price.....1 High Price.....2 Other : _____ Refused/Missing.....9 9	

**INTERVIEWER:** Review the results of Q.10, Q.12 and write down all of the features that the respondent said are important to him (all features with "1" circled in Q.10 and all written responses in Q.12) in the space provided.

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**Q.14** You answered that the following features are important to you. (Read list that you made at the end of Q.13) Of these features, please rank them as follows:

NO.	QUESTION	CODING CATEGORY	SKIP
Q.14a	Which is the most important?	_____	
Q.14b	Which is the second most important?	_____	
Q.14c	Which is the third most important?	_____	

**INTERVIEWER:** Remove Rough Rider, Lifeguard, Protector and Engabu condoms from primary package and display in front of respondent. No packaging should be shown to the respondent.

NO.	QUESTION	CODING CATEGORY	SKIP
Q.15	Are there any differences between these condoms?	Yes.....1 No.....2 Refused/Missing.....9 9	Q.17 Q.17

Q.16 What differences do you notice?

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**INTERVIEWER:** Let the respondent examine the condoms.

NO.	QUESTION	CODING CATEGORY	SKIP
Q.17	Do you notice any (other) differences between these condoms?	Yes.....1 No.....2 Refused/Missing.....9 9	Q.19 Q.19

Q.18 What differences do you notice?

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Q.19 Which of these condoms would you prefer to buy?  
(Circle each condom as identified by respondent. Do not read list.)

CONDOM	CODING CATEGORY		SKIP
	Mentioned=1	Not Mentioned=2	
Rough Rider	1	2	
Lifeguard	1	2	
Protector	1	2	
Engabu	1	2	
Refused/Missing		99	Q.21

Q.20 Why?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.21	Have you used Protector condoms?	Yes..... 1 No..... 2 Refused/Missing.....99	Q.24 Q.24

**Q.22** What appeals to you about Protector condoms? (Probe. Do not read list. Circle whether feature was mentioned or not mentioned for each response on the list.)

FEATURE	CODING CATEGORY	
	Mentioned=1	Not Mentioned=2
Nice Package	1	2
Price	1	2
Manufacturing Location	1	2
Availability	1	2
High Quality	1	2
Safety	1	2
Strength	1	2
Sensitivity	1	2
Thinness	1	2
Thickness	1	2
Smoothness	1	2
Studs	1	2
Color	1	2
Lubrication	1	2
Other: (Specify)	_____	
Refused/Missing	99	

**INTERVIEWER:** Review the results of Q.22 and write down all of the features that the respondent said are important to him (all features with "1" circled in Q.22) in the space provided.

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**Q.23** You answered that the following features are important to you. (Read list that you made at the end of previous question) Of these features, please rank them as follows:

NO.	QUESTION	CODING CATEGORY	SKIP
Q.23a	Which is the most important?	_____	
Q.23b	Which is the second most important?	_____	
Q.23c	Which is the third most important?	_____	

NO.	QUESTION	CODING CATEGORY	SKIP
Q.24	Is there anything that does not appeal to you about Protector condoms?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.26a Q.26a

**Q.25** What does not appeal to you?

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**INTERVIEWER:** Show respondent picture of Protector couple.

NO.	QUESTION	CODING CATEGORY	SKIP
Q.26a	Do you recognize this picture?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.27a Q.27a

**Q.26b** Where have you seen this picture? (Probe for details.)

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**INTERVIEWER:** Show respondent Protector slogan.

NO.	QUESTION	CODING CATEGORY	SKIP
Q.27a	Do you recognize this sign?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.28a Q.28a

Q.27b Where have you seen this sign? (Probe for details.)

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Q.28a What type of man uses condoms?

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Q.28b What type of man uses Protector condoms?

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**RADIO AD PRETEST**

**INTERVIEWER:** Write the name of the ad that is in the first position here: \_\_\_\_\_  
 (See rotation schedule.) Play the Protector radio ad that is in the first position two times and ask the following questions.

**Q.29** What do you remember about this ad?

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**Q.30** In your opinion, what are the key messages in this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.31	Is there anything that you like about this ad?	Yes..... 1	Q.33
		No..... 2	
		Refused/Missing.....9 9	

**Q.32** What do you like about this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.33	Is there anything that you dislike about this ad?	Yes..... 1	Q.35
		No..... 2	
		Refused/Missing.....9 9	

**Q.34** What do you dislike about this ad?

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**INTERVIEWER:** Write the name of the ad that is in the second position here: \_\_\_\_\_.  
 (See rotation schedule.) Play the Protector radio ad that is in the second position  
 two times and ask the following questions.

**Q.35** What do you remember about this ad?

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**Q.36** In your opinion, what are the key messages in this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.37	Is there anything that you like about this ad?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.39 Q.39

**Q.38** What do you like about this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.39	Is there anything that you dislike about this ad?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.41 Q.41

**Q.40** What do you dislike about this ad?

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**INTERVIEWER:** Write the name of the ad that is in the third position here: \_\_\_\_\_.  
 (See rotation schedule.) Play the Protector radio ad that is in the third position two times and ask the following questions.

**Q.41** What do you remember about this ad?

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**Q.42** In your opinion, what are the key messages in this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.43	Is there anything that you like about this ad?	Yes..... 1	Q.45
		No..... 2	
		Refused/Missing.....9 9	

**Q.44** What do you like about this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.45	Is there anything that you dislike about this ad?	Yes..... 1	Q.47a
		No..... 2	
		Refused/Missing.....9 9	

**Q.46** What do you dislike about this ad?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.47a	Do these ads say to you that Protector is a good, high quality product?	Yes..... 1 No..... 2 Refused/Missing.....9 9	

Q.47b Why, or why not?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.48a	Do these ads say to you that Protector is "smooth"?	Yes (English).....1 Yes (Luganda).....2 No..... 3 Refused/Missing.....9 9	Q.49a Q.49a

Q.48b What does "smooth" mean to you?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.49a	Do these ads say to you that Protector is "made in the USA"?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.50 Q.50
Q.49b	Is this appealing to you?	Yes..... 1 No..... 2 Refused/Missing.....9 9	

Q. 49c Why, or why not?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.50	Is there anything that you like about the music?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.52 Q.52

Q.51 What do you like about the music?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.52	Is there anything that you dislike about the music?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.54 Q.54

Q.53 What do you dislike about the music?

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.54	Do you remember the song? (Circle all that are appropriate.)	Safe..... 1 Strong..... 2 Smooth.....3 No..... 4 Refused/Missing.....9 9	Q.56 Q.56
Q.55	Can you sing or say the words to the song?	Yes..... 1 No..... 2 Refused/Missing.....9 9	

NO.	QUESTION	CODING CATEGORY	SKIP
Q.56	Of all the ads that you just heard, is there one ad that you like best? (Probe. 'Which was your favorite ad?' Or, what was your favorite part of the ads you just heard?')	First Ad.....1 Second Ad.....2 Third Ad..... 3 Refused/Missing.....9 9	Q.58

Q.57 Why? (Probe. 'Which parts of the ad did you like?')

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NO.	QUESTION	CODING CATEGORY	SKIP
Q.58	Do you think all of these ads would make people interested in buying Protector condoms?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.61
Q.59	Do you think some of these ads would make people interested in buying Protector condoms?	Yes..... 1 No..... 2 Refused/Missing.....9 9	Q.61 Close
Q.60	Which ads?	First Ad.....1 Second Ad.....2 Third Ad.....3 Refused/Missing.....9 9	

Q.61 Why?

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**INTERVIEWER: CLOSE INTERVIEW.** Thank you for your time. Your thoughts and opinions are very valuable to us. (Give soda/samosa to respondent.)

# TABULATIONS

**Protector Condom/Radio Ad Pretest  
Preliminary Tabulations**

Q1 How old are you?

Q1 (n=50)	18-24	25-35	NA	Total
Rural	8	17	0	25
Urban	13	12	0	25
Total	21	29	0	50

Q2 What is the highest level of education you attained?

Q2 (n=50)	Prim./Junior	Secondary	Post-Sec.	NA	Total
Rural	12	13	0	0	25
Urban	11	12	2	0	25
Total	23	25	2	0	50

Q3 What is your occupation?

Q3 (n=50)	Class C	Class D	NA	Total
Rural	14	11	0	25
Urban	13	12	0	25
Total	27	23	0	50

Q4 Are you currently married?

Q4 (n=50)	Yes	No	NA	Total
Rural	12	11	2	25
Urban	12	13	0	25
Total	24	24	2	50

Q5 Do you currently use condoms for FP or any other purpose? ALL (n=50)

Q6 Do you usually pay for condoms or do you usually receive them for free? ALL (n=50)

Q7 How often do you use condoms?

Q7 (n=50)	Every	Freq.	Some.	Non-reg. Partner	NA	Total
Rural	8	5	3	9	0	25
Urban	10	2	3	10	0	25
Total	18	7	6	19	0	50

Q8 Do you prefer any particular brand of condoms?

Q8 (n=50)	Yes	No	NA	Total
Rural	21	4	0	25
Urban	22	3	0	25
Total	43	7	0	50

Q9 What are the brands that you prefer? (43 respondents, 2 gave multiple answers)

Q9 (n=43)	Prot.	RR	Eng.	Life.	Trust	Other	Total
Rural	17	5	0	0	0	0	22
Urban	20	2	0	0	0	1	23
Total	37	7	0	0	0	1	45

Q10 What features do you want in a condom? (multiple answers possible)

Q10 (n=50)	Yes (Rural)	Yes (Urban)	Total
Safety	25	25	50
Price	21	18	39
Packaging	15	17	32
Widely Available	22	19	41
Strength	22	23	45
Studs	9	5	14
Color	1	7	8
Smoothness	19	17	36
Thickness	14	13	27
Lubrication	20	23	43
Sensitivity	16	13	29

Q11 Are there any other features that are important to you?

Q11	Yes	No	NA	Total
Rural	9	16	0	25
Urban	6	19	0	25
Total	15	35	0	50

Q12 What other features?

Q12 (n=15)	Yes (Rural)	Yes (Urban)	Total
Fit	1	4	5
Size/Length	6	2	8
Odor	0	1	1
Durability	0	1	1
Elasticity	1	0	1
Pack Air-pressure	1	0	1

Q13 What about price is important to you?

Q13	Low Price	High Price	NA	Total
Rural	18	2	2	22
Urban	17	3	5	25
Total	35	5	7	47

Q14a-c First, second and third most important feature?

Q14a-c	RURAL			URBAN			TOTAL
	1st	2nd	3rd	1st	2nd	3rd	
Safety	15	1	1	18	2	1	38
Price	1	5	0	0	2	2	10
Packaging	1	1	3	0	1	3	9
Widely Available	2	1	0	0	2	2	7
Strength	2	6	6	0	11	3	28
Studs	0	3	0	0	0	0	3
Color	0	0	0	0	0	0	0
Smoothness	1	4	3	1	1	2	12
Thickness	0	1	2	2	1	2	8
Lubrication	3	2	6	3	3	6	23
Sensitivity	0	1	2	0	0	2	5
Other: Size	0	0	1	1	0	0	2
Fit	0	0	0	0	1	1	2
Odor	0	0	0	0	0	1	1
Durability	0	0	0	0	1	0	1

Q15 Are there any differences between these condoms? (naked condom test)

Q15 (n=50)	Yes	No	NA	Total
Rural	24	1	0	25
Urban	25	0	0	25
Total	49	1	0	50

Q16 What differences do you notice? (multiple answers possible)

Q16 (n=49)	Yes (Rural)	Yes (Urban)	Total
Color	20	18	38
Studs	7	5	12
Size/Length	4	5	9
Lubrication	2	1	3
Smoothness	2	1	3
Thick/Thin	2	6	8
Shape	4	0	4
Strength	1	2	3

Q17 Do you notice any other differences between these condoms?

Q17 (n=50)	Yes	No	NA	Total
Rural	18	7	0	25
Urban	16	9	0	25
Total	34	16	0	50

Q18 What differences do you notice?

Q18 (n=34)	Yes (Rural)	Yes (Urban)	Total
Color	2	0	2
Studs	8	5	13
Size/Length	1	1	2
Lubrication	4	0	4
Smoothness	0	0	0
Thick/Thin	6	8	14
Shape	0	0	0
Strength	2	4	6

Q19 Which of these condoms would you prefer to buy? (multiple answers possible)

Q19 (n=50)	Yes (Rural)	Yes (Urban)	Total
Rough Rider	4	2	6
Lifeguard	9	14	23
Protector	8	6	14
Engabu	7	4	11
NA	0	0	0

Q20 Why?

Q20 - Rough Rider (n=6)	Yes (Rural)	Yes (Urban)	Total
Sensitivity/Pleasure	1	0	1
Studs	2	0	2
Strength	1	1	2
Thin	0	1	1
NA	1	0	1

Q20 - Lifeguard (n=23)	Yes (Rural)	Yes (Urban)	Total
Sufficient Lubrication	3	3	6
Elasticity	1	0	1
Strength	3	7	10
Proper Thickness	1	2	3
Attractive	0	2	2
Smooth	0	1	1
Dependable	0	1	1
Safe	0	1	1
Longer Tip	0	1	1
Outer Ring Fit	0	1	1
Mistaken for Protector	0	2	2

Q20 - Protector (n=14)	Yes (Rural)	Yes (Urban)	Total
Sufficient Lubrication	4	2	6
Good Size	1	0	1
Safe	1	0	1

Identifies with Brand	1	3	4
Strength	0	2	2
Smooth	3	1	4
Elasticity	1	0	1
Thick	0	1	1
Pleasure	1	0	1
Color	1	0	1
NA	1	0	1

Q20 - Engabu (n=11)	Yes (Rural)	Yes (Urban)	Total
Strength	1	0	1
Smooth	3	2	5
Thin	2	1	3
Color	1	0	1
Elasticity	1	0	1
Pleasure	1	0	1
Attractive	0	1	1
New Condom	1	0	1
NA	0	1	1

Q21 Have you used Protector condoms?

Q21 (n=50)	Yes	No	NA	Total
Rural	23	2	0	25
Urban	23	2	0	25
Total	46	4	0	50

Q22 What appeals to you about Protector condoms? (unprompted, multiple answers possible)

Q22 (n=46)	Yes (Rural)	Yes (Urban)	Total
Nice Package	3	1	4
Price	6	5	11
Manufacturing Location	3	0	3
Availability	10	5	15
High Quality	0	2	2
Safety	12	18	30
Strength	10	10	20
Sensitivity	1	1	2
Thinness	1	0	1
Thickness	1	1	2
Smoothness	9	7	16
Studs	0	0	0
Color	0	0	0
Lubrication	12	6	18
Other: Size	2	1	3
Fit	0	7	7
Elasticity	2	0	2

Q23 First, second, third most important feature?

Q23a-c	RURAL			URBAN			TOTAL
	1st	2nd	3rd	1st	2nd	3rd	
Nice Package	2	0	0	0	0	1	3
Price	1	3	1	0	2	1	8
Manufacturing Location	1	0	0	0	0	0	1
Availability	2	4	1	2	1	1	11
High Quality	0	0	0	1	0	0	1
Safety	8	2	2	11	6	0	29
Strength	5	5	1	6	3	1	21
Sensitivity	0	0	1	0	0	0	1
Thinness	1	0	0	0	0	0	1
Thickness	0	0	0	0	0	0	0
Smoothness	0	3	5	0	2	4	14
Studs	0	0	0	0	0	0	0
Color	0	0	0	0	0	0	0
Lubrication	4	2	5	2	2	3	18
Other: Size	0	0	1	0	0	0	1
Fit	0	0	0	1	2	2	5
Elasticity	0	1	0	0	0	0	1

Q24 Is there anything that does not appeal to you about Protector condoms?

Q24	Yes	No	NA	Total
Rural	12	13	0	25
Urban	5	18	2	25
Total	17	31	2	50

Q25 What does not appeal to you? (multiple answers possible)

Q25 (n=17)	Yes (Rural)	Yes (Urban)	Total
Holes	2	0	2
Contains HIV	1	0	1
Size (too big)	1	0	1
Less Lubriaction	0	1	1
Less Sensitive	0	1	1
Number of Condoms	1	0	1
Weak Condoms	4	1	5
Fit	0	2	2
Odor	3	0	3
Not Reliable	2	1	3
Not Durable	0	1	1
Weak Package	1	0	1
Noisy Package	1	0	1

Q26a Do you recognize this picture?

Q26a (n=50)	Yes	No	NA	Total
Rural	23	2	0	25
Urban	20	5	0	25
Total	43	7	0	50

Q26b Where have you seen this picture? (multiple answers possible)

Q26b (n=43)	Yes (Rural)	Yes (Urban)	Total
Protector Package	22	19	41
Signs/Posters	2	1	3
Clinics	5	2	7
Shops	4	0	4

Q27a Do you recognize this sign?

Q27a (n=50)	Yes	No	NA	Total
Rural	20	5	0	25
Urban	18	7	0	25
Total	38	12	0	50

Q27b Where have you seen this sign? (multiple answers possible)

Q27b (n=38)	Yes (Rural)	Yes (Urban)	Total
Protector Package	7	10	17
Signs/Posters	15	4	19
Vehicles	0	2	2
Clinics	5	5	10
Shops	1	3	4

Q28a What type of man uses condoms? (multiple answers possible)

Q28a (n=50)	Yes (Rural)	Yes (Urban)	Total
All	3	4	7
Youth	8	4	12
Unmarried	3	6	9
Wise	1	0	1
For Family Planning	4	4	8
For HIV/STD Prevention	9	7	16
For Safety	1	2	3
With Unknown Partner	2	1	3
With Extramarital/Multiple Partners	2	3	5
With Prostitutes	1	0	1

Q28b What type of man uses Protector condoms?

Q28b (n=50)	Yes (Rural)	Yes (Urban)	Total
All	6	4	10
Youth	8	5	13
Unmarried	2	4	6
Wise	1	0	1
Can Afford	2	1	3
For Family Planning	1	4	5
For HIV/STD Prevention	9	5	14
For Safety	1	2	3
With Unknown Partner	2	1	3
With Extramarital/Multiple Partners	1	2	3

Ad #1

Q29 What do you remember about this ad? (multiples answers possible)

Q29 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	8	2	10
Strong	4	5	9
Smooth	0	2	2
Dependable/Reliable	2	1	3
Good	1	1	2
"Protector"	0	2	2
Wise	1	3	4
Always Wear Protector	2	0	2
Use a Condom	0	2	2
Prevents HIV/STDs	1	1	2
Life is Important	0	1	1
Use Like Makula	2	4	6
Song	1	0	1
NA: Not Distinctive	0	1	1
Cannot Understand	1	0	1

Q30 In your opinion, what are the key messages in this ad? (multiple answers possible)

Q30 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	2	2	4
Strong	1	1	2
Smooth	0	1	1
Dependable/Reliable	1	1	2
Good	2	0	2
Wise	2	0	2
Trust Protector	0	1	1
Always Wear Protector	8	11	19
Use a Condom	0	1	1
Encourage Others to Use	2	3	5
Prevents HIV/STDs	4	1	5
For Family Planning	1	0	1
Use Like Makula	0	1	1
NA: Cannot Understand	1	1	2

Q31 Is there anything that you like about his ad?

Q31 (n=30)	Yes	No	NA	Total
Rural	14	1	0	15
Urban	14	1	0	15
Total	28	2	0	30

Q32 What do you like about his ad? (multiple answers possible)

Q32 (n=28)	Yes (Rural)	Yes (Urban)	Total
Music	1	2	3
Song	1	1	2
Clear Meaning	1	0	1
Good Information	5	7	12
Brief	1	0	1
Good	2	1	3
Encouraging Use	5	5	10

Q33 Is there anything that you dislike about this ad?

Q33 (n=30)	Yes	No	NA	Total
Rural	7	8	0	15
Urban	1	14	0	15
Total	8	22	0	30

Q34 What do you dislike about his ad?

Q34 (n=8)	Yes (Rural)	Yes (Urban)	Total
Music	3	0	3
Music Distracts from Words	1	0	1
Not in Vernacular	4	1	5
Poor Quality of Recording	1	0	1

Ad #2

Q29 What do you remember about this ad? (multiples answers possible)

Q29 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	7	4	11
Strong	6	6	12
Smooth	0	1	1
Dependable/Reliable	3	3	6
Best in Uganda	0	2	2
Good	1	3	4
"Protector"	0	1	1
Message	4	0	4
Always Wear Protector	1	3	4
Use a Condom	1	0	1
Prevents HIV/STDs	1	0	1
Use Like Makula	0	2	2
Song	3	0	3

Q30 In your opinion, what are the key messages in this ad? (multiple answers possible)

Q30 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	5	0	5
Strong	2	0	2
Dependable/Reliable	1	0	1
Best in Uganda	1	0	1
Best	0	3	3
Good	5	0	5
Wise	2	2	4
Always Wear Protector	0	11	11
Use a Condom	5	0	5
Encourage Others to Use	0	1	1
Prevents HIV/STDs	1	0	1
Help Makula	0	1	1
NA: Cannot Understand	0	1	1

Q31 Is there anything that you like about his ad?

Q31 (n=30)	Yes	No	NA	Total
Rural	13	2	0	15
Urban	14	1	0	15
Total	27	3	0	30

Q32 What do you like about his ad? (multiple answers possible)

Q32 (n=27)	Yes (Rural)	Yes (Urban)	Total
Music	2	1	3
Song	3	0	3
Good Information	6	9	15
Brief	1	0	1
Longer than Other Ads	0	1	1
Detailed: (strong, safe, etc.)	0	4	4
Wise	0	1	1
Good	3	0	3
Makula Story	0	1	1
Encouraging Use	1	4	5

Q33 Is there anything that you dislike about this ad?

Q33 (n=30)	Yes	No	NA	Total
Rural	5	10	0	15
Urban	1	14	0	15
Total	6	24	0	30

Q34 What do you dislike about his ad?

Q34 (n=8)	Yes (Rural)	Yes (Urban)	Total
Music	2	0	2
Noise Distracts from Words	1	0	1
Not in Vernacular	1	1	2
False Advert re: Prot. Qual.	1	0	1

Ad #3

Q29 What do you remember about this ad? (multiples answers possible)

Q29 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	3	2	5
Strong	4	4	8
Smooth	1	6	7
Dependable/Reliable	3	3	6
Made in USA	1	0	1
Reasonably Priced	0	2	2
Available	0	1	1
Best	0	2	2
Good Quality	2	3	5
"Protector"	4	3	7
Be Wise	0	1	1
Always Wear Protector	2	5	7
NA: Difficult to Understand	0	1	1

Q30 In your opinion, what are the key messages in this ad? (multiple answers possible)

Q30 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	1	0	1
Strong	2	2	4
Smooth	2	1	3
Dependable/Reliable	3	0	3
Made in USA	1	0	1
Best	0	2	2
Good Quality	8	1	9
Wise	0	4	4
Always Wear Protector	5	8	13
Encourage Others to Use	2	5	7
Prevents HIV/STDs	0	1	1

Q31 Is there anything that you like about his ad?

Q31 (n=30)	Yes	No	NA	Total
Rural	13	1	0	14
Urban	16	0	0	16
Total	29	1	0	30

Q32 What do you like about his ad? (multiple answers possible)

Q32 (n=29)	Yes (Rural)	Yes (Urban)	Total
Music	1	1	2
Song	4	0	4
Good Information	2	9	11
Made in USA	0	1	1
Detailed: (strong, safe, etc.)	1	0	1
"Protector"	0	2	2
Good	4	0	4
AIDS Preventioned	0	1	1
Encouraging Use	2	3	5

Q33 Is there anything that you dislike about this ad?

Q33 (n=30)	Yes	No	NA	Total
Rural	2	12	0	14
Urban	0	16	0	16
Total	2	28	0	30

Q34 What do you dislike about his ad?

Q34 (n=8)	Yes (Rural)	Yes (Urban)	Total
Music	1	0	1
Not in Vernacular	1	0	1

Ad #4

Q29 What do you remember about this ad? (multiples answers possible)

Q29 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	1	3	4
Strong	6	5	11
Smooth	3	1	4
Dependable/Reliable	0	2	2
Made in USA	4	7	11
Best in Uganda	0	1	1
Condom	1	0	1
"Protector"	1	1	2
Message	1	0	1
Wise	0	1	1
Always Wear Protector	0	5	5
Encourage Other to Use	1	0	1
Family Planning	0	1	1
Song	2	0	2

Q30 In your opinion, what are the key messages in this ad? (multiple answers possible)

Q30 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	0	3	3
Strong	4	6	10
Smooth	2	1	3
Dependable/Reliable	0	1	1
Made in USA	2	0	2
Best in Uganda	2	0	2
Best	1	2	3
Good	2	0	2
Wise	2	0	2
Always Wear Protector	1	12	13
Use a Condom	2	0	2
Encourage Others to Use	0	1	1
Family Planning	0	1	1
NA: Cannot Understand	1	0	1

Q31 Is there anything that you like about his ad?

Q31 (n=30)	Yes	No	NA	Total
Rural	14	0	0	14
Urban	16	0	0	16
Total	30	0	0	30

Q32 What do you like about his ad? (multiple answers possible)

Q32 (n=30)	Yes (Rural)	Yes (Urban)	Total
Music	0	1	1
Song	3	0	3
Good Information	1	9	10
Made in USA	2	0	2
Detailed: (strong, safe, etc.)	1	0	1
Wise	1	0	1
Good	3	2	5
Good for Youth	0	1	1
Encouraging Use	2	5	7

Q33 Is there anything that you dislike about this ad?

Q33 (n=30)	Yes	No	NA	Total
Rural	5	9	0	14
Urban	1	15	0	16
Total	6	24	0	30

Q34 What do you dislike about his ad?

Q34 (n=6)	Yes (Rural)	Yes (Urban)	Total
Music	3	0	3
US Condoms contain HIV	0	1	1
Difficulty Picking Words	1	0	1
Not in Vernacular	1	1	2
Too Brief	1	0	1

Ad#5

Q29 What do you remember about this ad? (multiples answers possible)

Q29 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	5	1	6
Strong	5	4	9
Smooth	2	2	4
Dependable/Reliable	3	2	5
Good for Uganda	0	1	1
Good	3	0	3
"Protector"	2	1	3
Good Information	0	1	1
Wise	0	1	1
Always Wear Protector	0	3	3
Prevents HIV/STDs	7	4	11
Song	1	0	1
NA: Same as Previous	0	1	1
NA: Cannot Understand	2	0	2

Q30 In your opinion, what are the key messages in this ad? (multiple answers possible)

Q30 (n=30)	Yes (Rural)	Yes (Urban)	Total
Safe	2	0	2
Strong	1	0	1
Dependable/Reliable	1	1	2
Good	2	1	3
Wise	0	1	1
Always Wear Protector	6	8	14
Encourage Others to Use	0	2	2
Prevents HIV/STDs	6	5	11
Family Planning	0	1	1
NA: Cannot Understand	1	1	2

Q31 Is there anything that you like about his ad?

Q31 (n=30)	Yes	No	NA	Total
Rural	15	2	0	17
Urban	12	1	0	13
Total	27	3	0	30

Q32 What do you like about his ad? (multiple answers possible)

Q32 (n=27)	Yes (Rural)	Yes (Urban)	Total
Music	2	0	2
"Protector"	1	0	1
Good Information	8	5	13
Best	1	0	1
Longer than Other Ads	1	0	1
Detailed: (strong, safe, etc.)	0	2	2
Good	1	0	1
Prevents HIV/STDs	3	1	4
Family Planning	0	1	1
Encouraging Use	2	6	8

Q33 Is there anything that you dislike about this ad?

Q33 (n=30)	Yes	No	NA	Total
Rural	4	12	1	17
Urban	1	12	0	13
Total	5	24	1	30

Q34 What do you dislike about his ad?

Q34 (n=8)	Yes (Rural)	Yes (Urban)	Total
Too Brief	1	0	1
Not in Vernacular	2	1	3
Price not Mentioned	1	0	1

Q47a Do these ads say to you that Protector is a good high-quality product?

Q47a (n=50)	Yes	No	NA	Total
Rural	23	2	0	25
Urban	23	1	1	25
Total	46	3	1	50

Q47b Why or why not?

Q47b (n=50)	Yes (Rural)	Yes (Urban)	Total
Safe	5	4	9
Strong	5	9	14
Smooth	2	3	5
Dependable/Reliable	2	1	3
Made in USA	1	1	2
Details Qualities	10	8	18
Clear Message/Song	2	1	3
Best in Uganda	1	0	1
Good	5	2	7
NA: Not Mentioned in Ad	3	2	5
No Answer	0	4	4

Q48a Do these ads say to you that Protector is "smooth"?

Q48a (n=50) By Location	Yes (English)	Yes (Luganda)	No	NA	Total
Rural	9	9	7	0	25
Urban	10	10	5	0	25
Total	19	19	12	0	50

Q48a (n=50) By Age	Yes (English)	Yes (Luganda)	No	NA	Total
18-24 years	10	8	3	0	21
25-35 years	9	12	8	0	29
Total	19	20	11	0	50

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Q48b What does smooth mean to you?

Q48b (n=38)	Yes (Rural)	Yes (Urban)	Total
Not Rough	7	5	12
Not Studded	1	1	2
Soft	6	6	12
Easy to Use	4	0	4
Cool	0	3	3
Lubricated	2	3	5
Strong	0	2	2
Thin	3	4	7
Good	1	0	1
Easily Penetrating	1	2	3
Comfortable	0	1	1
Better for Women	0	2	2
Less Friction	0	1	1
Pleasurable	2	1	3

Q49a Do these ads say to you that Protector is made in the USA?

Q49a (n=50)	Yes	No	NA	Total
Rural	17	8	0	25
Urban	17	8	0	25
Total	34	16	0	50

Q49b Is this appealing to you?

Q49b (n=34)	Yes	No	NA	Total
Rural	14	3	0	17
Urban	13	4	0	17
Total	27	7	0	34

Q49c Why or why not?

Q49c (n=34)	Yes (Rural)	Yes (Urban)	Total
Good Information	2	2	4
US - Educated and Wise	7	0	7
Technologically Advanced	0	8	8
Trust Americans	4	3	7
Dependable/Quality Products	5	8	13
US - Wealthy	1	0	1
US - Good	2	0	2
Not Necessary to Include Info.	1	1	2
Cannot Trust Whites	0	2	2
Holes	1	0	1
Contains HIV	1	1	2
Wants a Ugandan Condom	0	1	1
No Reason	1	0	1

Q50 Is there anything that you like about the music?

Q50 (n=50)	Yes	No	NA	Total
Rural	19	6	0	25
Urban	22	3	0	25
Total	41	9	0	50

Q51 What do you like about the music?

Q51 (n=41)	Yes (Rural)	Yes (Urban)	Total
Clear	4	2	6
Easy to Hear Message	2	2	4
Good	12	5	17
Attracts Attention	3	1	4
Interesting	2	2	4
Slow	2	1	3
Loud	1	0	1
Unique	0	1	1
Fits Well with Song	0	6	6
Good Rhythm	3	1	4
Good Tune	0	6	6
Good Message	0	3	3
NA: No Answer	0	1	1

Q52 Is there anything that you dislike about the music?

Q52 (n=50)	Yes	No	NA	Total
Rural	6	19	0	25
Urban	3	22	0	25
Total	9	41	0	50

Q53 What do you dislike about the music?

Q53 (n=9)	Yes (Rural)	Yes (Urban)	Total
Not Interesting	3	0	3
Not Good	2	3	5
Music Covers Words	2	0	2
Doesn't Fit with Message	0	1	1
Not Modern	0	1	1

Q54 Do you remember the song? (multiple answers possible)

Q54 (n=50)	Safe	Strong	Smooth	No	NA
Rural	17	19	12	3	0
Urban	14	19	14	5	0
Total	31	38	26	8	0