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**REPORT ON AN ADVERTISING PRETEST
FOR THE
PERSONAL CHOICE INJECTABLE**

(One Volume Only)

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INDEX

	<u>PAGE</u>
1.0 INTRODUCTION	1
2.0 EXECUTIVE SUMMARY	1
2.1 Conclusions	1
2.2 Recommendations	2
3.0 OBJECTIVES	3
4.0 METHODOLOGY	3
5.0 DETAILED FINDINGS	4
5.1 General Comprehension	4
5.1.2 Main topic of Advertisement	4
5.2 Specific Points Of Interest	6
5.2.1 Particular likes for Advertisement	6
5.2.2 Particular dislike for Advertisement	7
5.3 Information gained from Advertisement	8
5.3.1 New information learnt concerning the Injection	8
5.3.2 Benefits of the Contraceptive Injection	9
5.3.3 Duration of Protection	9
5.3.4 Sourcing Information concerning Contraceptive Injection	10
5.4 Response to Execution and Content of Advertisement	
5.4.1 Execution Preferences	11
5.4.2 Description of Advertisement	12
5.4.3 The type of women the advertisement targets	12
5.4.4 Perception of how safe the product is	13
5.5 Likelihood of further interest in product	14
5.5.1 Likelihood of viewing advertisement on local TV	14
5.5.2 Likelihood of speaking with a Health Professional	14
5.5.3 Likelihood of trying Contraceptive Injection	15

5.6	Overall ratings/Suggestions for the Improvement of the advertisement	16
5.6.1	Overall ratings for the advertisement	16
5.6.2	Ways in which ad can be improved	16
5.7	User Characteristics	18
5.7.1	Contraceptive Use among respondents	18
5.7.2	Incidence of prior use of the Contraceptive Injection	18
5.7.3	Knowledge of products in the Personal Choice Program	19
5.7.4	Sample Composition	19

QUESTIONNAIRE

1.0 INTRODUCTION

Advertising pretesting was undertaken for the Personal Choice Injectable between April and May 1996. A total of 100 women in union and of child bearing age were interviewed in the Kingston Corporate Area. They were largely from the lower middle income socio-economic group.

Two different executions were tested representing a change in the audio as well as the use of a testimonial approach in the one versus the other. The testimonial approach also recognized client concern for side effects. Visuals remained the same in both.

The following represents the findings of this study.

2.0 EXECUTIVE SUMMARY

2.1 Conclusions

- There was good overall understanding of the message as focusing on the injectable as a contraceptive method.
- The main idea was seen as being the promotion of contraceptive use. Specific to the method was the recognition of its convenience (30%) and the fact that it is a temporary method (28%). Product safety and reliability was noted as a main point by more persons viewing the testimonial ad.
- Main benefits of the method were recalled as the period of protection (56%), the fact that it is a temporary method (29%) and the fact that it is effective and worry free (21%). Again we note that viewers of the testimonial ad were three times more likely to recall the safety of the product as a benefit than those who saw the 1st ad. The overall benefit of contraceptive protection was recalled by 31% of respondents.
- More of the respondents who viewed the testimonial advertisement assessed it as being simple, direct and easy to understand (33%), moreso than the first (4%). Most

respondents (80%) had no specific dislikes while 15% thought that the information provided was inadequate.

- More than half of respondents (59%) claimed to have learnt something new, and correct knowledge of the protection period and the temporary nature of the method was recalled by the vast majority of respondents.
- One half (50%) of respondents correctly identified that wherever the Personal Choice Provider sign appeared that was where the relevant information could be had.
- Anxiety about the injectable as a safe method with few side effects is widespread and 60% of the respondents are of the opinion that they would not try the method largely for fears related to this issue of side effects and safety. Among these 60 persons, 11 were categorically scared of injections and therefore not at all likely to try the method. The need to address this issue in a longer ad also accounted for the vast majority of suggested ways to improve the ad i.e. give more information on the method (mentioned by 40 persons).
- Preference was stated for a female announcer as well as a female doctor, however for just about a half of the total sample, gender was not an issue for either role.
- Almost all respondents were of the opinion that the advertisement contained important information (98%), but too little information (42%). This was again collaborated when 40 of the 52 respondents who gave suggestions for improvement of the commercial cited the need for more general information overall.

2.2 Recommendations

Any mass media campaign for this product must clearly recognize the issue of side effects. Indications are that the product is being highlighted in an environment in which much anxiety already surrounds its use as a safe contraceptive method and although one approach recognized it as a concern and spoke briefly to this issue, this was inadequate. The target, after viewing the ad must therefore be very clearly directed to a source for additional information should she desire it and supporting product information should be used to further address it, wherever possible. The alternative approach which briefly addressed the issue of side effects without losing clarity of message and comprehension of product benefits is recommended for use in the media campaign.

3.0 OBJECTIVES

The overall objective of the pretest was to test the effectiveness of the approach in communicating the message in terms of comprehension, clarity, appeal and to obtain consumer feedback that can be used to finalize the commercial.

4.0 METHODOLOGY

A total of 100 women in union who were not sterile and between the ages of 20 - 34 years were intercepted in central locations and recruited for participation in the study.

Participants were from the lower middle/lower socio economic groups with selection more weighted to the lower middle as requested by the client. Occupation and/or educational level were used to guide this selection.

A structured questionnaire prepared in association with the client was the instrument used for data gathering. This was administered through face to face interviewing by trained interviewers. Each participant viewed one execution only. Each participant viewed the proposed commercial twice after which she was asked detailed questions about it. The commercials were tested in animatic form.

Originally one execution was submitted for test, however a noticeably high level of negative reaction to the ad as one which was seen by most participants as deliberately avoiding any mention of possible side effects was observed by Hope Enterprises Ltd. and the client advised accordingly. This was after 48 interviews had been conducted and resulted in modification being made to the execution and a change to a testimonial approach. The remaining 52 persons were exposed to that execution.

5.0 DETAILED FINDINGS

5.1 General Comprehension

5.1.1 Main topic of Advertisements

The majority of respondents understood the advertisement to be focusing on either a Personal Choice Contraceptive or Depo Provera specifically. It is clear though that it was primarily the respondents viewing the testimonial advertisement (64%) who spontaneously perceived the advertisement to be generally talking about Depo Provera, than those viewing the first (35%).

Table 1
Main Topic Of The Ad

	Total %	1st Ad %	2nd Ad %
Personal Choice Contraceptive	86.0	89.6	82.6
Depo Provera	50.0	35.4	63.5
Pregnancy	8.0	12.5	3.8
Other	1.0	2.1	-
Total	*	*	*
Base (Total # of respondents)	100	48	52

** Percentages exceed 100 due to multiple responses.*

Main ideas communicated

Respondents perceived the main idea to be the promotion of contraceptive use (47%). However, specific to the method was the understanding that it was temporary (28%), convenient (30%), and safe and reliable (14%).

Contraceptive use (58%) was the main idea expressed by those who had viewed the first advertisement, while the main idea noted by those who had viewed the testimonial advertisement is that the method is temporary (40%).

Table 2
Main Ideas The Advertisement Is Trying To Communicate

	Total %	1st Ad %	2nd Ad %
Use of contraceptives	47.0	58.3	36.5
A convenient method	30.0	27.1	32.7
The method is temporary	28.0	14.6	40.4
A reliable & effective method	14.0	8.3	19.2
Use 4 times per year	13.0	12.5	13.5
Safe for breast feeding mothers	6.0	12.5	-
Consult a doctor before using injection	4.0	-	7.7
Few side effects compared to others	4.0	-	7.7
Other	5.0	8.4	1.9
Don't Know	4.0	6.3	1.9
Total	*	*	*
Base	100	48	52

** Percentages exceed 100 due to multiple responses.*

Aspects perceived as confusing/hard to understand

Eight (8) respondents found the advertisement confusing/ hard to understand.

The main reason given by these few respondents is that the information is not specific or clear enough (6).

	f
_ Information not specific enough/not clear	6
_ Unsure of how often one would be injected	2
_ Unsure of what is provided at the PC sign	1
_ Unsure if the lady in the advertisement had already conceived	1
Base	8

(frequency totals >8 because of multiple responses)

5.2 Specific Points of Interest

5.2.1 Particular Likes for Advertisement

Spontaneous likes can be categorized as either content or execution related. For the first ad, this was more content related while specific likes for the testimonial ad were more execution related. The testimonial advertisement which recognized user concerns early had more respondents assessing it as simple, direct and easy to understand (33%).

Table 3
Particular Likes for Ad

	Total %	1st Ad %	2nd Ad %
Execution related	27.0	14.6	38.5
Simple, direct, easy to understand	19.0	4.2	32.7
Doctor giving advice	4.0	2.1	5.8
Use of a family	4.0	8.3	-
Content related	36.0	43.7	28.8
Product as a temporary method	7.0	2.1	11.5
General product information	6.0	8.3	3.8
Convenience of method	5.0	10.4	-
Okay for breast feeding mothers	5.0	10.4	-
No side effects	3.0	-	5.8
Other	10.0	12.5	7.7
No specific likes	37.0	41.7	32.7
Total	100.0	100.0	100.0
Base	100	48	52

5.2.2 Particular Dislikes for Advertisement

Most respondents were unable to cite any particular area of dislike (80%). The main area of complaint for the remaining 20% was "inadequate information" (15%).

Table 4
Particular Dislikes for Advertisement

	Total %
Content related: Information inadequate	15.0
Execution related	5.0
Announcer speaks too fast	3.0
Needs music	2.0
No specific dislike	80.0
Total	100.0
Base	100

5.3 Information gained from Advertisement

5.3.1 New Information learnt concerning the Injection

More than half of the respondents (59%) claimed to have learnt something new about Contraceptive Injections viz.:

- _ the period of protection (51%)
- _ the fact that the injection is a temporary method (24%)

More respondents who viewed the testimonial ad claimed to learn about the injection as a temporary method (33%) than those who had viewed the first (14%).

Table 5
What did you learn about the injection

	Total %	1st Ad %	2nd Ad %
Did you learn something new?			
Yes	59.0	60.4	57.7
Base	100	48	52
What new learnt:			
Period of protection	50.9	51.7	50.0
Injection is a temporary method	23.7	13.8	33.3
Safe for breast feeding mothers	15.3	31.0	-
Convenient/easy to use/effective	11.9	10.3	13.4
Few side effects	3.4	-	6.7
Other	10.2	17.0	3.3
Total	*	*	*
Base	59	29	30

5.3.2 Benefits of the Contraceptive Injection

The main benefit noted by respondents is that it is "convenient/ easy to use/protects for 3 months" (56%).

The second most cited benefit is that it "prevents pregnancy/can plan your family" (31%).

This is followed by the fact that the contraceptive is reversible (29%), and that it is "effective / reduces worry" (21%).

Table 6
Benefits of the injection as a contraceptive

	Total %	1st Ad %	2nd Ad %
Convenient/Easy to Use/Protects for 3 months	56.0	52.1	59.0
Prevents pregnancy/Can plan family	31.0	37.5	25.0
Reversible	29.0	20.8	36.5
Effective/Reduces worry	21.0	25.0	17.3
Safe for breast feeding mothers	8.0	16.7	-
Safe to Use	9.0	4.2	13.4
Other	4.0	4.2	3.8
Don't Know	7.0	8.4	5.8
Total	*	*	*
Base	100	48	52

** Percentages exceed 100 due to multiple responses*

5.3.3 Duration of Protection

Overall, 95% of respondents agree that the Injection is a temporary method.

Importantly too, most persons responded correctly (87%) when asked for the duration of guaranteed protection.

Table 7
Protection Period

	Total %	1st Ad %	2nd Ad %
Three months	87.0	89.6	84.6
Four months	8.0	8.3	7.7
One year	1.0	-	1.9
Unsure	4.0	2.1	5.8
Total	100.0	100.0	100.0
Base	100	48	52

5.3.4 Sourcing information concerning Contraceptive Injection

One half (50%) of respondents correctly identified that wherever the Personal Choice Provider sign appeared that was where the information on the product could be had.

A third of respondents named the doctors' office as a possible source.

Table 8
What To Look For To Get Information on Injection

	Total %	1st Ad %	2nd Ad %
Personal Choice Provider Sign	50.0	54.2	46.2
Doctor's Office	33.0	27.1	38.5
Family Planning Clinic	3.0	6.3	-
Other	1.0	2.0	-
Unsure	13.0	10.4	15.3
Total	100.0	100.0	100.0
Base	100	48	52

5.4 Response to Execution and Content of Advertisement

5.4.1 Execution preferences

Almost half (47%) of all respondents indicated a preference for a female announcer, and a third (30%) a preference for a female doctor. Interestingly though, half of the respondents indicated no gender preference for the doctor or announcer.

Almost all (91%) respondents found that the announcer was convincing and 75% thought the characters appealing.

Table 9
Execution Preferences

	Total %
Announcer:	
Prefer female	47.0
Prefer male	8.0
No preference	45.0
Doctor:	
Prefer female	30.0
Prefer male	20.0
No preference	50.0
Announcer was convincing	91.0
Characters were appealing	75.0
Base (all respondents)	100

5.4.2 Description of advertisement

Almost all respondents commented that the advertisement contained important information (98%) and that it was reassuring (90%). Interestingly though almost half (42%) of respondents thought there to be too little information in the ads.

Four (4) of the 100 respondents perceived aspects of the ad to be offensive or upsetting:

These included:

- _ the picture of the woman's body being unsuitable for children
- _ the showing of young persons in the Ad, when the injection is for older women

Table 10
Words/Phrases Which Best Describes The Advertisement

	Total %	1st Ad %	2nd Ad %
Was reassuring	90.0	91.7	88.5
Contained important information	98.0	100.0	96.2
Contained too little information	42.0	39.6	44.2
Contained too much information	1.0	-	1.9
Contained the right amount of information	56.0	60.4	51.9
Contained new information	52.0	62.5	42.3
Base	100	48	52

5.4.3 The type of women the advertisement targets

Unprompted, the majority of respondents perceive the target to be all sexually active women (59%), however when prompted, more than half of respondents identified four categories viz.:

- _ women who have children and want to delay having another - spacers (77%),
- _ sexually active women (75%)
- _ busy women (65%)
- _ breast feeding women (51%)

Table 11
The Type Of Woman The Advertisement Is Speaking To/Is Well Suited For

	Unprompted %	Prompted %
All sexually active women	59.0	75.0
Spacers	16.0	77.0
Busy women	14.0	65.0
Working class women	11.0	
Women with children	7.0	
Women without children	5.0	48.0
Women in stable unions	4.0	
Women less than 30 years	6.0	
Breast feeding women	1.0	51.0
Other	6.0	
Don't Know	1.0	
Total	*	*
Base (all respondents)	100	100

** Percentages exceed 100 due to multiple responses*

5.4.4 Perception of how safe the product is

Most respondents who viewed the ad, whether the first or the testimonial, perceived the product to be either very safe or somewhat safe (71%).

Table 12
Perception of How Safe the Contraceptive is based on Advertisements

	Total %	1st Ad %	2nd Ad %
Very safe	30.0	33.3	26.9
Somewhat safe	41.0	33.3	48.1
Not very safe	8.0	6.3	9.6
Unsure	21.0	27.1	15.4
Total	100.0	100.0	100.0
Base	100	48	52

5.5 Likelihood of further interest in product

5.5.1 Likelihood of viewing advertisement on local TV.

More than one third (38%) of respondents say they would be very likely to watch the advertisement if aired on TV while 50% would be "somewhat" interested.

Table 13
Level of Interest in Viewing Advertisement

	Total %	1st Ad %	2nd Ad %
Very interested	38.0	41.7	34.6
Somewhat interested	50.0	45.8	53.8
Not very interested	11.0	10.4	11.5
Not at all interested	1.0	2.1	-
Total	100.0	100.0	99.9
Base	100	48	52

5.5.2 Likelihood of speaking with a Health Professional

Again there is much interest demonstrated here to seek out more information concerning the contraceptive. Just over half of respondents (52%) indicate that they would be very likely to speak to a health professional.

Table 14
Likelihood of Speaking to a Health Professional about Injection

	Total %	1st Ad %	2nd Ad %
Very likely	52.0	60.4	44.2
Somewhat likely	23.0	16.7	28.8
Not very likely	6.0	4.2	7.7
Not at all likely	17.0	14.6	19.3
Unsure	2.0	4.1	-
Total	100.0	100.0	100.0
Base	100	48	52

5.5.3 Likelihood of trying Contraceptive Injection

Regardless of the high level of interest shown in obtaining information concerning the contraceptive and the many who perceive the product to be safe, most respondents (60%) showed no interest in actually trying the product.

Table 15a
Likelihood of Trying Method

	Total %	1st Ad %	2nd Ad %
Very likely	14.0	18.8	9.6
Somewhat likely	19.0	20.8	17.3
Not very likely	20.0	6.3	32.7
Not at all likely	40.0	45.8	34.6
Don't know	7.0	8.3	5.8
Base	100	48	52

Reasons for not being likely to try contraceptive

Of the 60 respondents who indicated that they were not likely to try the product, more than half (32) said they were unsure of the product's side effects or that they didn't like injection needles.

Table 15b
Reasons For Not Being Likely To Try Method

	Total f
The side effects/not sure of safety of method	21
Don't like injection needles	11
Insufficient info provided	7
Don't like contraceptives	5
Advised against injection as method	4
Ad not credible/something more to it	4
Prefer other methods	5
Other	3
Base (respondents who are not likely to try method)	60

5.6 Overall ratings/Suggestions for the Improvement of the advertisement

5.6.1 Overall ratings for the advertisement

The majority of respondents gave the ad a positive overall rating, with only one respondent rating it poorly.

Table 16
Overall Rating For Advertisement

	Total %	1st Ad %	2nd Ad %
Excellent	11.0	18.8	3.8
Very Good	33.0	22.9	42.3
Good	34.0	31.3	36.5
Fair	21.0	27.1	15.4
Poor	1.0	-	1.9
Total	100.0	100.1	99.9
Base	100	48	52

5.6.2 Ways in which ad can be improved

Fifty two (52) respondents gave suggestions; most of this group (40) noted the need generally for more information on the method outlined.

Table 17
Suggestions for the Improvement of the Ad

	Total f	1st Ad f	2nd Ad f
Content			
Generally more info. on method	40	16	24
On side effects	3	2	1
On advantages of this method	5	-	5
Who it is recommended for	4	1	3
The recommended age of user	2	2	-
Provide more reassurance	1	1	-
Execution			
Needs to be more audible/too fast	5	-	5
Needs music	3	2	1
Use younger characters	1	1	-
Needs a little drama/let characters speak	2	1	1
Base	52	20	32

Suggestion for the best time to air program

In suggesting the best time for the advertisement to be aired on TV, most respondents (63%) noted the prime time viewing period between 7 & 10 pm.

Table 18
Best Time For Advertisement To be Aired on Television

	Total %	1st Ad %	2nd Ad %
In the mornings	2.0	4.2	-
During the day	3.0	-	5.8
At nights between 7 & 10pm	63.0	64.6	61.5
At nights after 10pm	2.0	2.1	1.9
Anytime/doesn't matter	30.0	29.2	30.8
Total	100.0	100.1	100.0
Base	100	48	52

5.7 User Characteristics

5.7.1 Contraceptive Use among respondents

66% of the respondents interviewed were currently using some form of contraceptive, the main ones being the condoms (61%) and the birth control pills (39%):

Table 19
Method of Contraception being used

	Total %
Condoms	60.6
Birth Control Pills	39.4
Rhythm/Calendar	7.6
Withdrawal	4.5
Abstinence	3.0
Injectable	1.5
IUD	1.5
Other	3.0
Total	*
Base	66

5.7.2 Incidence of prior use of the Contraceptive Injection

Ten (10) of the 100 respondents made any claim to prior use of the Injectable. Of this figure, 4 claimed to be satisfied with the method.

The remaining six were dissatisfied because of:

	<u>f</u>
- Delayed periods	3
- Feeling ill	1
- Weight gain	1
- Unusual discharge	1
- Excessive bleeding	1
- Prevention of ovulation	1
Base	6

(frequency totals >6 because of multiple responses)

5.7.3 Knowledge of products in the Personal Choice Program

Fifty six (56) respondents knew of the Personal Choice program and had some idea of the products that could be contained within it. Fifty one (51) of these respondents identified the pill as one, 4 mentioned the Injection and 1 the condom.

5.7.4 Sample Composition

All respondents were female and fell between the ages of 20 years and 34 years.

Table 20
Sample Composition

Relationship Status	f	Number of Children	f
Married	12	None	65
Common law	11	One (1)	19
Visiting partner	77	Two (2)	12
		Three (3)	4
Last School Attended		S/E Classification	
Basic / Primary	2	Middle/Lower Middle	73
Secondary/Technical	8	Lower	27
High School	12		
Tertiary	67		
Trade Training Centre	7		
Other	4		
Base			100

S.5 Are you employed:

- Fulltime (more than 30 hours per week) 1
- Part time (less than 30 hours per week) 2
- Only at certain times during the year 3
- Not employed 4

S.6 What is your occupation? _____

S.7 What is the occupation of the main income earner of your household?

S.8 What is the last school that you attended?

- Basic/Primary 1
- Secondary/Technical 2
- High School 3
- Tertiary 4
- Trade Training Centre/HEART 5
- None 6
- Other _____ 7

Specify

S.9 S/E Classification: Middle/Lower Middle (C)

Lower (D)

You are the type of person we are interested in showing a rough television commercial to. Your comments about the ad will help us make it better. I would like to take you to a private room where you could watch the ad.

[Show the ad once and ask the following questions.]

General Comprehension

1. What is the ad talking about? **DO NOT READ LIST**

Personal Choice Injection	1
Depo Provera Injection	2
Personal Choice Contraceptive Contraceptives	3
Pregnancy	4
Other(Specify) _____	5
Don't Know/Not sure	6
	7
	98

2. What were the main ideas the ad was trying to get across? Anything else?

3a. Was there anything confusing or hard to understand in this ad?

Yes 1 No 2 -----> Skip to Q.4

3b. IF YES: What was confusing or hard to understand?

4. What, if anything, did you particularly like about the ad? What else?

5. What, if anything, didn't you like about the ad? What else?

11b. Which would you prefer to see in the ad, a male doctor or a female doctor?

Male 1 Female 2 Doesn't Matter 3

12a. Did the announcer in the ad seem convincing to you?

Yes 1 No 2

12b. Which would you be more comfortable with, a male announcer or a female announcer?

Male 1 Female 2 Doesn't Matter 3

13. What type of women does this ad speak to? (Don't read responses. Circle all that apply.)

Women who are too busy to remember to use another method 1
Women who are too irresponsible to remember to use another method 2
Women who want to have more children, but not right away 3
Women who are breastfeeding 4
Women who have not yet had children 5
All sexually active women 6
Other (specify) _____ 7

14. Based on the ad which of the following persons do you see the Personal Choice Injection as being well suited for?

	<u>YES</u>	<u>NO</u>
Women with children who would like to delay having the next one	1	2
Women who have not yet had children	1	2
All women who are in the child bearing age	1	2
Women who are busy	1	2
Women who are breastfeeding	1	2

15. Which of the following words or phrases best describe this ad? (Circle only one answer for each set of responses)

a.	Was reassuring	1
	Was not reassuring	2
b.	Contained important information	1
	Contained unimportant information	2
c.	Contained too little information	1
	Contained too much information	2
	Contained the right amount of information	3
d.	Contained information I already know	1
	Contained new information	2

16a. Is there anything in this ad that might be upsetting or offensive to people you know?

Yes 1 No 2----->Skip to Q.17

16b. IF YES: What might be upsetting or offensive to people you know?

17a. Suppose this ad were shown on television in Jamaica, how interested would you be in watching it? Would you say very interested, somewhat interested, not very interested, or not at all interested?

Very interested	1
Somewhat interested	2
Not very interested	3
Not at all interested	4

17b. What is the best time that you think this ad should be shown on

In the mornings	1
During the day	2
At nights between 7 and 10 p.m	3
At nights after 10 p.m	4
Anytime/Doesn't matter	5
Other	6

Overall Impressions

18. Overall, how would you rate this ad? Would you rate it excellent, good, good, fair, or poor?

Excellent	1
Very good	2
Good	3
Fair	4
Poor	5

19. After watching this ad, how safe do you think the contraceptive injection is to use? Would you say very safe, somewhat safe, not very safe, or not at all safe?

Very safe	1
Somewhat safe	2
Not very safe	3
Not at all safe	4
Don't know	98

20. How likely would you be to talk to a health professional about the injection? Would you say very likely, somewhat likely, not very likely, or not at all likely?

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Don't know	98

21a. How likely would you be to try the contraceptive injection? Would you say very likely, somewhat likely, not very likely, or not at all likely?

Very likely	1	----->Skip to Q.22a
Somewhat likely	2	----->Skip to Q.22b
Not very likely	3	
Not at all likely	4	
Don't know	98	

21b. IF NOT VERY OR NOT AT ALL LIKELY, ASK: Why wouldn't you be likely to try it?

22a. Can you think of any way this ad could be improved?

Yes	1	No	2	----->Skip to Q.23a
-----	---	----	---	---------------------

22b. How could this ad be improved?

User Characteristics

23a. Are you or your partner currently using any method of contra

Yes 1 No 2 ----->Skip to Q.24

23b. Which method(s) are you using? DO NOT READ LIST

Condoms	1
Barrier methods (diaphragn, VFT, cervical cap, foam)	2
Birth control pills	3
Injectable contraceptive	4
IUD	5
Norplant	6
Female sterilization	7
Male sterilization	8
Abstinence	9
Rhythm/Calendar	10
Withdrawal	11
Other (Specify) _____	12

**ASK ALL THOSE WHO ANSWERED 'NO' AT Q23A OR DIDN'T MENTION INJE
CONTRACEPTIVE IN Q23B THE FOLLOWING QUESTIONS:**

24. Have you ever used the contraceptive injection before?

Yes 1 No 2

25a. IF YES: Were you satisfied with this method?

Yes 1 No 2

25b. What about it did you/didn't you like?

26. Can you tell me what are the products in the Personal Choice p:
DO NOT READ LIST

Pill	1
Injectable	2
IUD	3
No-Scalpel Vasectomy	4
Other _____	5