



Condom Distribution Service

Online Public Survey

December 2013-January 2014

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## 1. Survey Design

A web based survey was published on the Free Condoms web-site throughout December 2013 and January 2014. The purpose of the survey was to find out more about public perceptions and levels of customer satisfaction. In particular, the survey queried the usability of the service, suitability of the product range, proximity of locations/venues and navigational ease of the web-site.

The survey was made available via the Survey Monkey platform and links were placed in prominent positions on the Free Condoms web-site including picture links on the 'slide shows'. A £50 I-Tunes voucher was offered as incentive. The survey was deliberately short and included 7 questions. Each question also gave the opportunity to provide additional comments.

**Table 1 – Survey Questions**

Q1	Have you used the Free Condoms service before?
Q2	If you have used the service before did you find it easy to collect Free Condoms?
Q3	What do you think of our product range?
Q4	Using the Free Condoms Service makes it easier to collect condoms
Q5	Are you able to collect Free Condoms from somewhere near your home/work/place of study?
Q6	Is our website easy to navigate?
Q7	What can we do to make collecting Free Condoms easier/better?

## 2. Survey Response and Results

31 people responded to the survey which is disappointing considering the web-site received 2529 visits (from 2049 unique visitors) during the survey period. 83 people clicked on the survey link.

### 2a. - Previous Service Use

Table 2 – Question 1

Q1	Have you used the Free Condoms service before?	
Answer Choices	Responses No.	Responses %
Yes	14	45.16%
No	16	51.61%
Not Sure	1	3.23%
Total	31	100.00%

Web analytics suggest that most visits to the Free Condoms site are short with visitors viewing between 4 and 10 pages per visits with an average time of around 2 minutes per page. It appears that most visitors look at the home page and the venue search facility with products and 'how does the service work' information also features high on viewing numbers. Question 1 demonstrates that just over half of respondents were new to the service. Although 16 survey respondents have not used the service, it is possible that they have found information on products and venues and thereby have some background knowledge on the service.

### 2b. - Ease of Use

Table 3 – Question 2

Q2	If you have used the service before did you find it easy to collect Free Condoms?	
Answer Choices	Responses No.	Responses %
Yes	13	41.94%
No	2	6.45%
Not used service	16	51.61%
Total	31	100.00%

16 hadn't used the service before. At question 1, 14 people stated they had used the service before and of these it appears that 13 found the service easy to use. 2 didn't find the service easy to use but did not leave further comment.

## 2c. – Product Range

Table 4 – Question 3

Q3	What do you think of our product range?	
Answer Choices	Responses No.	Responses %
Lots of Choice	17	54.84%
It's ok	8	25.81%
Couldn't find right product	6	19.35%
Total	31	100.00%

Encouragingly 17 respondents were positive about the range of products available. 6 couldn't find a suitable product choice. With a further 8 respondents suggested that product choice is 'ok' it is reasonable to suggest that around 80% of respondents are satisfied with product choice.

## 2d. - Ease of Use

Table 5 – Question 4

Q4	Using the Free Condoms Service makes it easier to collect condoms	
Answer Choices	Responses No.	Responses %
Agree	23	74.19%
Disagree	2	6.45%
Not Sure	6	19.35%
Total	31	99.99%

Almost three quarters of respondents agreed that the service makes condom collection easier. 15 respondents chose to leave further comment at this point.

**2 comments were negative with 1 respondent describing a negative experience at a venue. 1 respondent remarked on the lack of signage at other venues.**

- *Was told I was only allowed one thing either condoms or lubricant not both. Staff member was very rude and cheeky.*
- *Whenever I take my child to polyclinics I collect them from there. The only reasons I feel awkward as I have never seen any posters or advertisements in other venues.*

**2 comments were around venue locations with 1 respondent looking for postal service. 1 further respondent appears to be from a rural area outwith our board area.**

- *I wish to get them by post but I couldn't find website where can I get them*
- *Could it be made available to rural places as well? I live on an island in the west coast and although our local health centre has free condoms, they leave them in a basket to take in the hall but no one ever seems to fill it up! And it can be embarrassing going to the reception desk in front of all patients in the waiting area to ask for them*

**Positively, 5 respondents stated that the Free Condoms service reduced embarrassment.**

- *It's very embarrassing getting them from shops but going somewhere that deals with sexual health matters is a lot more comforting.*

- *Makes getting condoms much more affordable and greatly reduces any embarrassment. Very good for promoting condom use.*
- *It can be fairly embarrassing but it's helpful the service is so discrete.*
- *Generally I feel embarrassed to know the range or to go buy condoms, the service provides a discreet way of selecting condoms and building up my confidence in going to eventually buy the products myself.*
- *Not embarrassing.*

**4 respondents mentioned accessibility and ease of use.**

- *It's a great service whereby you can order condoms and lube at any quantity and is easy and accessible to collect them or be delivered.*
- *It saves money due to being a student and being local it means I can get it quickly and without any travel.*
- *It's a fantastic service and it was so easy to find and pick them up from a local Boots.*
- *The printable card makes it easier for teenagers to use the service*

**2e. – Venue Proximity**

**Table 6 – Question 5**

Q5	Are you able to collect Free Condoms from somewhere near your home/work/place of study?	
Answer Choices	Responses No.	Responses %
Yes	23	74.19%
No	3	9.68%
Unsure	5	16.13%
Total	31	100.00%

Again, three quarters of respondents gave a positive response with only 3 suggesting that there are no suitable venues locations for them. Only one comment was received and this was a respondent asking for a postal service.

**2f. – Web Navigation**

**Table 7 – Question 6**

Q6	Is our website easy to navigate?	
Answer Choices	Responses No.	Responses %
Easy	20	64.52%
Okay	8	25.81%
Difficult	1	3.23%
Not used it before	2	6.45%
Total	31	100.01%

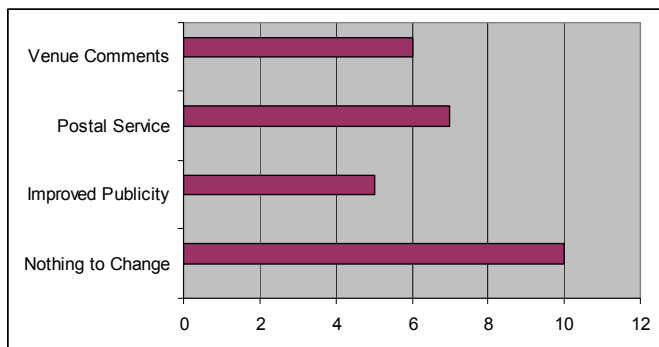
90% of respondents thought the website was either Easy or Okay to use.

Additionally, 5 comments were received, all of which were positive.

- *I find it really easy to navigate the website.*
- *The web site is user-friendly, easy to navigate, designed in a friendly manner and does not confuse the user on how navigate the web page.*
- *It is easy to get to the areas that needed, and to make the correct choice.*
- *The site is lovely.*
- *The website is clear and easy to access the relevant information you need*

## 2g. – Further Comments and Suggestions

Table 8 – Question 7



28 comments were received and all can be collated into 4 categories; comments about venues, request for a postal/home delivery service, improvements to publicity or no changes required.

It is encouraging that 10 respondents suggested that no changes need to be made to the service:

- *Nothing, its perfectly simple as it is*
- *Everything is easier and better – don't change anything*
- *Think its spot*
- *Not sure, it's easy as it is. The card system is good so stick to using that*

5 respondents felt that more could be done to increase publicity:

- *Possibly design an application for a smart phone*
- *More publicity – I noticed in a sign in a pharmacy otherwise I wouldn't have known*
- *Promote more. Hardly any of my friends know about this. Put adverts up at each venue so people know more about it.*
- *Choice cards on display*
- *Increase advertising as many people aren't aware of it*

7 respondents asked for a postal service:

- *Offer a postal service*
- *Using direct delivery*
- *You'd have to deliver them but that would be ridiculous*

6 respondents made varying comments about venues:

- *If they were in more locations and you could pick up a bag yourself but I understand the logistical difficulties this would present.*
- *Allow the choice card to be a form online so you can place an order online and go to pharmacy with a unique code to pick them up.*
- *Nicer staff, being able to collect more than one thing.*

## Summary

Although comments are largely positive there are clearly some actions around encouraging venues to promote the service using signage, posters and choice cards. General publicity could also be greater. There are perhaps some developments around the website to make it more smart-phone friendly and also to look at how technology could be used, for example to print a choice card or incorporate it in a smart-phone app. Postal services are mentioned frequently but this is not a viable option for the service.