

FPEP Outreach – Clinic Response Card Summary March 2009 Data

A total of 3,408 response cards were received from the first round of fielding, but 109 of those were from clinic visits before or after March. Those 109 were excluded in the analyses below, but 414 cards where date of services was missing were analyzed.

Approximately 19% of the cards were Spanish-language surveys.

First visit to the clinic?

Yes	22.4%	(739)	No	76.5%	(2,524)	Missing	1.17%	(36)
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Visit source of pay:

FPEP	58.5%	(1,931)	Not FPEP	34.4%	(1,130)	Missing	7.2%	(238)
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Ad recall by client status (new v. returning)

(Note: Respondents could check multiple categories)

Ad Type/Location	First-time client		Return client		Total	
	#	%	#	%	#	%
Seen ad at all	259	35.5	949	38.3	1208	37.7
On the bus	126	17.2	472	19.0	598	18.6
On MAX/EmX	71	9.7	297	12.0	368	11.5
In bus shelter	34	4.7	162	6.5	196	6.1
On pocket card	34	4.7	215	8.7	249	7.8
On radio/in theatre*	56	7.7	267	10.8	323	10.1
Other location	83	11.4	243	9.8	326	10.2

*We didn't have any radio or theatre ads running in March – these are likely agencies' ads.

Ad recall by visit source of pay (note that 7% of cards are missing source of pay data)

(Note: Respondents could check multiple categories)

Ad Type/Location	FPEP		Not FPEP		Total	
	#	%	#	%	#	%
Seen ad at all	702	36.8	414	38.0	1116	37.2
On the bus	333	17.4	221	20.3	554	18.5
On MAX/EmX	147	7.7	197	18.1	344	11.5
In bus shelter	98	5.1	84	7.7	182	6.1
On pocket card	141	7.4	92	8.4	233	7.8
On radio/in theatre*	207	10.8	88	8.1	295	9.8
Other location	189	9.9	107	9.8	296	9.9

*We didn't have any radio or theatre ads running in March – these are likely agencies' ads.