

Liverpool Bus Posters

Evaluation Report

V1.3

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1. Introduction

1.1 Background

To reach an audience aged 14 to 17 years, the Institute of Physics ran a poster campaign in Spring 2008 using five different designs of posters. The posters appeared inside and on the outside of buses in and around Liverpool, Bootle, Widnes and Runcorn during April, May and June 2008. They were accompanied by postcards, showing the same designs. These were placed in public places of interest. The posters, plus an additional sixth design, were also published on the Institute's public website www.physics.org

1.2 Posters' objectives

The main messages of the campaign were:

1. Physics is driven by curiosity
2. Physics is accessible to all
3. Physics is in everything around us

1.3 The scope of this report

This report details the findings of all strands of the evaluation, which assessed the project against its aims. It used a mixture of quantitative and qualitative surveys to address the following questions:

1. Did the project effectively meet its key objectives?
2. What was the cognitive (understanding) and affective (attitudinal) impact of the posters on the target audience (14 to 17 year olds)?
3. Did the posters, postcards and website represent appropriate media for communication of the project messages?
4. What lessons/good practices are there from this project that would be of use to future campaigns/practitioners?

2. The Evaluation

2.1 Methodology

There were several strands to the methodology:

In-campaign Bus Survey - The evaluator travelled on buses and visited bus stops where the target audience would be encountered e.g. on school routes for three days during the campaign. She conducted interviews with people in the target age group who were in line of sight of the posters both on and in buses. 108 interviews were completed on 1, 2 and 8 May 2008.

It was originally anticipated that the target of 100 interviews would be achieved in 2 days. However the wide geographic spread of the campaign, which included Widnes and Runcorn as well as Liverpool, plus the fact that most of the school bus routes were not in central Liverpool, required additional time to achieve the target.

Post-campaign Bus Survey - The evaluator visited routes for 1.5 days after the campaign (9 and 10 June 2008) and conducted interviews at appropriate places (e.g. at bus stops where it

was known the posters had been seen) with people in the target 14 to 17 years age group. 57 interviews were completed. During the post-campaign survey, several of the posters were noticed to remain on the outside of the buses. Interviews were only completed with subjects who could not see the posters and who had not been interviewed during the campaign.

On-line survey - An on-line survey was used to obtain additional opinions about the posters from people who visit www.physics.org. The people completing this survey had not necessarily have seen the posters in-situ. A total of 55 on-line surveys were completed.

The subjects for the In- and Post-Campaign surveys were self-selecting on the basis of their availability and willingness to speak to the evaluator. In order to find interviewees in the target age group, the evaluator targeted school bus routes. The subjects for the on-line survey were self-selecting based on their willingness to complete the survey. All data were collated and entered into spreadsheets for analysis.

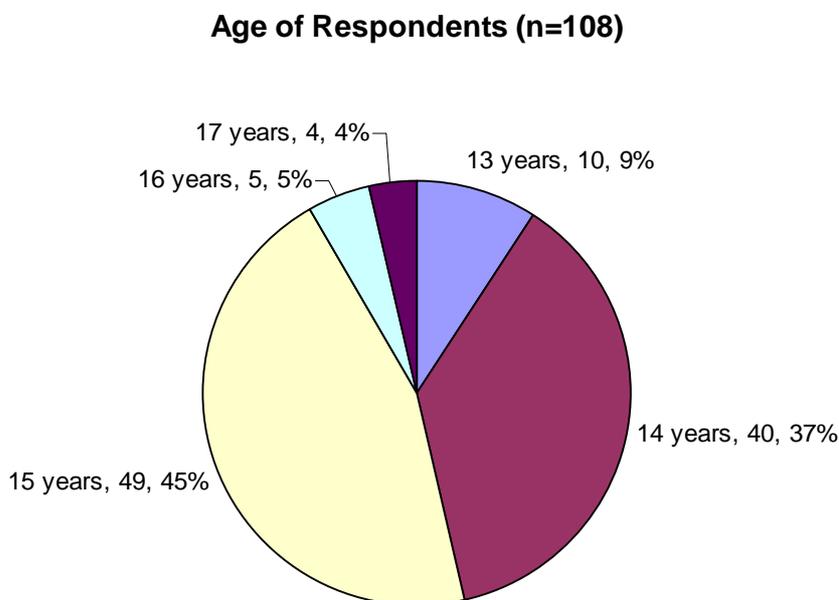
3. Evaluation findings

3.1 In-campaign survey

This section describes the findings of the surveys conducted on 1, 2 and 8 May during the period when the posters were displayed on and in buses in Liverpool, Bootle, Runcorn and Widnes.

3.1.1 Age

The sample of 108 was selected randomly from amongst people stood at bus stops and who were passengers within the target age group. The posters were targeted at 14-17 year olds, which comprise 91% of the sample. The remainder of the sample were aged 13.



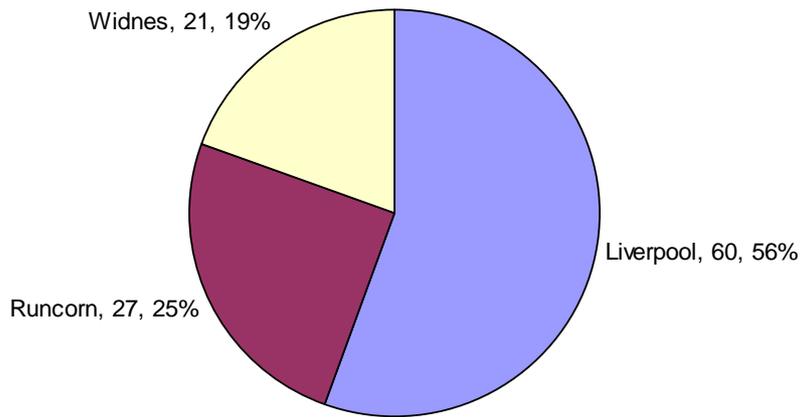
3.1.2 Gender

Overall, females are slightly better represented in the sample with 63 (58%) respondents. The number of male respondents is 45 (42%).

3.1.3 Home location

Most respondents (56%) have a Liverpool (includes Bootle) home post code. The most common post codes are WA7 (Runcorn), WA8 (Widnes) and L25 (Woolton, Hunts Cross, Belle Vale and Gateacre, which are southern suburbs of Liverpool).

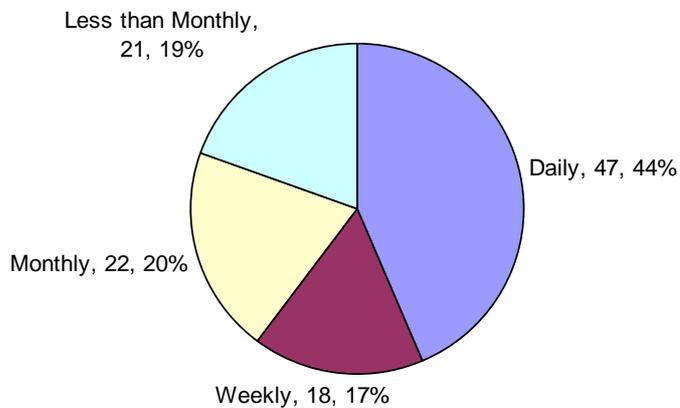
Respondents' Home Locations (n=108)



3.1.4 Travel habits

A majority of respondents (81%) use buses monthly or more often. It should be noted that many of those interviewed were passengers on dedicated school routes which could account for the number using buses daily. All the respondents aged 17 say they use buses less than monthly.

Respondents' Use of Buses (n=108)



Respondents were asked to explain their answers. The most frequent comments in each category of bus usage are shown below.

Frequency of travel	Most Common Explanations for Travel Habits
> weekly	<ul style="list-style-type: none">• Travel to and from school• Travel to and from an out of school activity (e.g. sport, music or dance class)
Weekly	<ul style="list-style-type: none">• Travel to and from an out of school activity (e.g. sport, music or dance class)• To visit friends
Monthly	<ul style="list-style-type: none">• To meet friends• To go shopping
< monthly	<ul style="list-style-type: none">• Only use buses when lifts not available• Buses are always late

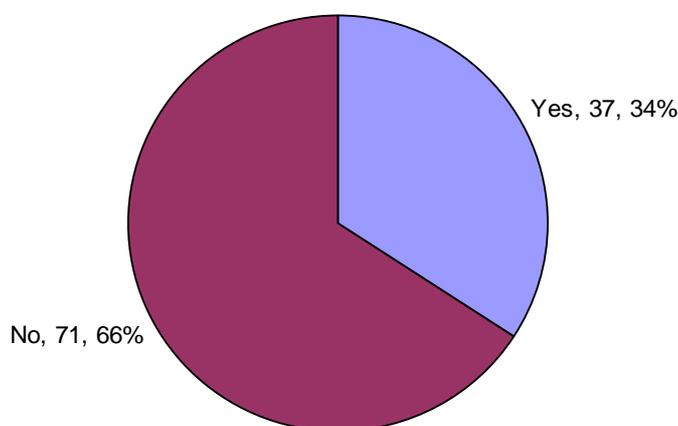
3.1.5 Poster Viewing Habits

Inside Buses

Most respondents (66%) do not look at posters inside buses. Examples of the most common explanations given for this include: *“they are usually boring”*, *“they advertise things for old people”*, *“nothing fun is ever on them”*, *“I am talking to my friends, not looking at posters”*, *“I never notice them”*.

Examples of the most common explanations given by respondents who answered yes are: *“I might look at them when I am on my own and there’s nothing else to do”*, *“I am looking for college courses and you sometimes see them on buses”*, *“I only look at them when I am bored”*.

Do you look at posters inside buses? (n=108)

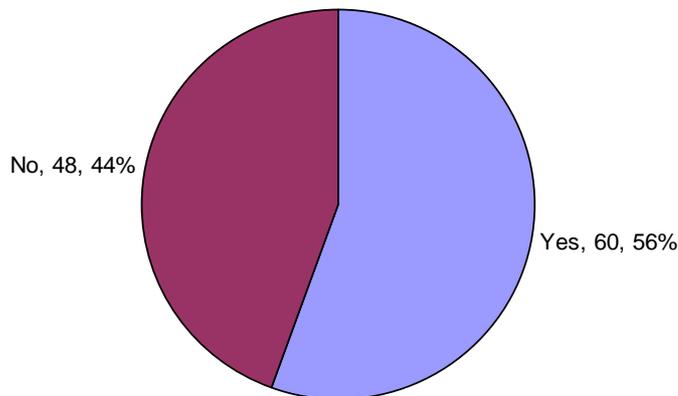


Outside of Buses

56% of respondents say they look at posters on the outside of buses. Examples of the most common explanations given for this include: *“they often are about a film or something else that I’ve seen about already”, “they are big and I notice them”, “new shops advertise on them”, “sometimes they cover a whole bus and you can’t miss them”, “my mother reads them out when we are stuck behind buses in the car”.*

Examples of the most common explanations given by respondents who answered no are: *“I don’t really notice them”, “I don’t look at posters”, “I find out about stuff on my computer, not from posters”.*

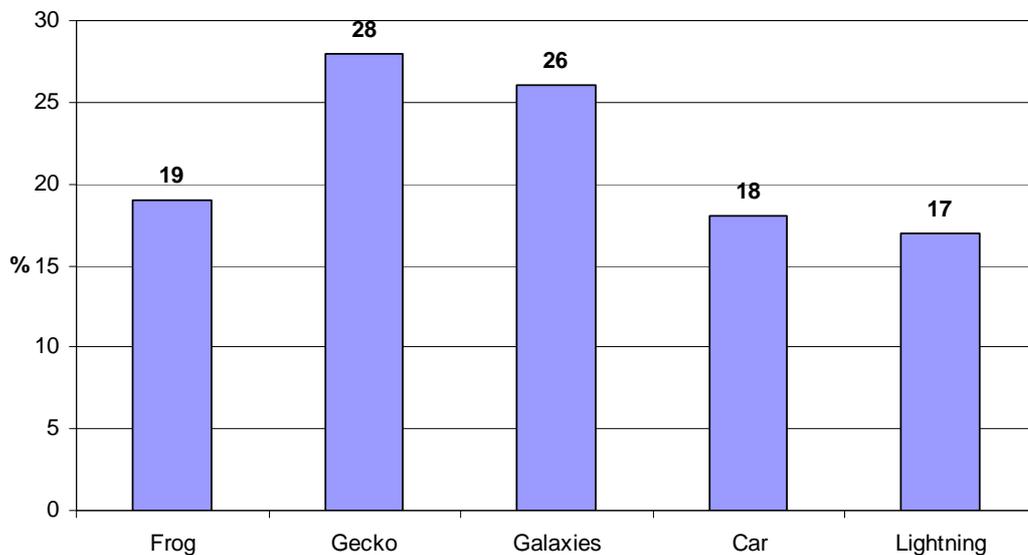
Do you look at posters on the outside of buses? (n=108)



3.1.6 Which poster?

In cases where respondents could see more than one poster (i.e. where there were two or more different designs inside or outside a bus), only the design of the nearest poster was used for the survey. The respondents viewing each design were reasonably well balanced in terms of numbers and gender.

Which poster can you see? (n=108)



Unsolicited Comments about Different Designs

A number of respondents (43) made unsolicited comments about the poster that they could see. Many of the comments were consistent throughout the sample. The most frequently mentioned comments are listed below:

Frog

Respondents comment positively on the humour and the bright colours and eye-catching characteristics of the picture. Respondents suggest that the text should be a brighter colour to make the poster more appealing. The poster is also described as easy to read.

Gecko

Respondents describe this poster as interesting and colourful. A few people say the word Gecko is an insult in their school.

Galaxies

The pointing hands are liked by many respondents. A fascination with space is mentioned several times. 12 people say the poster contains too many words to be read quickly on the outside of a passing bus.

Car

A number of respondents question the accuracy of the fact and some ask if it is really physics. Some respondents say they do not own a car and 'your' is the wrong word to use for a them. A number say the text is too long to be read quickly on the outside of a passing bus.

Lightning

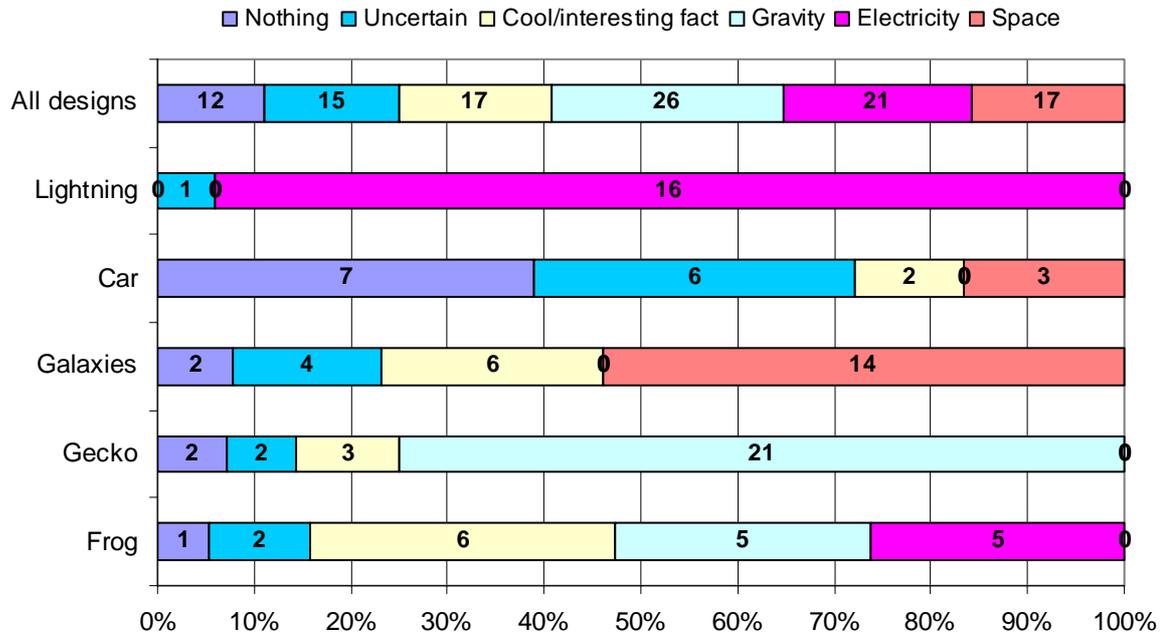
Respondents comment positively about the fact, which they apparently understand and like, with some saying that the link to food is appealing. A small number say the toaster looks like a suitcase or bag.

3.1.7 Interpretation of posters

Respondents were asked what the posters were telling them about physics. Their responses were coded into non-specific (e.g. uncertain or 'cool/interesting fact') and specific categories (e.g. gravity, space).

For all designs, 59% (64) respondents mention a specific aspect of physics (e.g. gravity) 16% (17) mention 'cool or interesting physics fact'.

What does the poster tell you about physics? (n=108)



Frog

The most common response is an unspecified cool/interesting fact (32% of those of saw this design), followed magnetism (26%).

Gecko

The most common response is gravity (75%), followed by cool/interesting fact (11%).

Galaxies

The most common response is space (54%), followed by cool/interesting fact (23%).

Car

The most common response is nothing (39%), followed uncertain (33%).

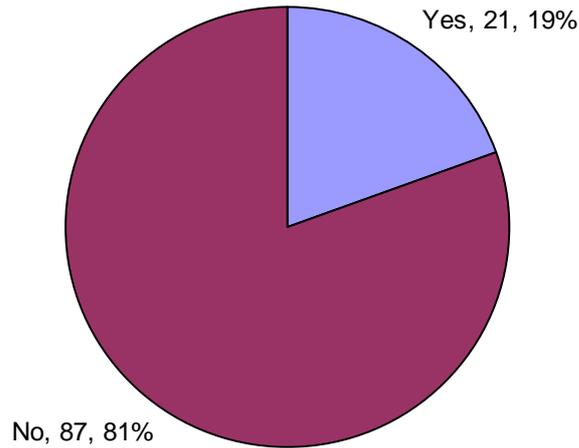
Lightning

The most common response was electricity (94%).

3.1.8 Other Sightings

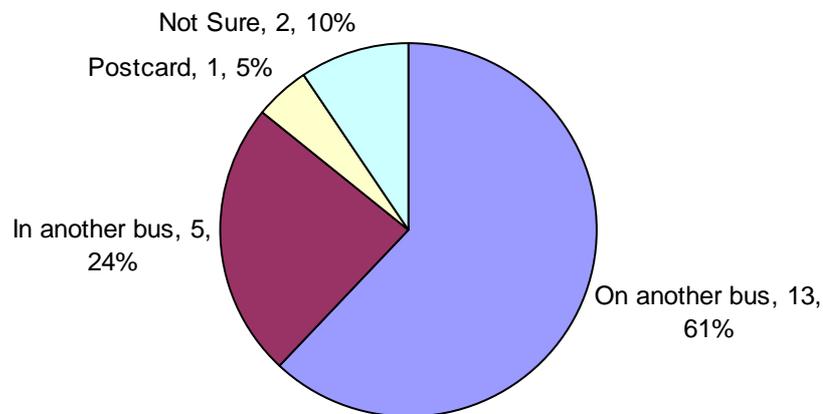
Respondents were given a brief look at a sheet printed with all five designs and asked if they had seen them anywhere else. Twenty one respondents (19%) say they remember seeing the designs elsewhere.

Have you seen these designs elsewhere? (n=108)



A majority of respondents who have seen the designs elsewhere (13, 61%) say they remember seeing the designs on the outsides of buses. The one person who said they had seen a postcard indicated that they thought a parent had given it to them.

Where else did you see these designs? (n=21)



3.1.9 Recall of Other Sightings

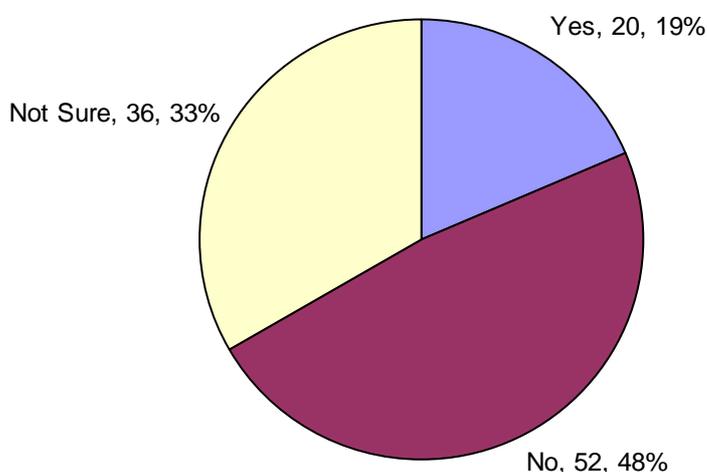
The respondents who remember seeing the designs were asked what they remembered about the posters. They were no longer shown the designs when answering this question.

Most of these respondents (11, 51%) say they were not sure or uncertain about what they remember other than the pictures. 5 respondents (24%) recall elements of the facts in relation to the Gecko, Lightning and Frog posters or only the picture in relation the Galaxies poster. 3 respondents (14%) mention physics. 2 respondents (9%) mention both the fact and the picture in relation to the Lightning and Frog designs. No respondents mention any aspect of the car design. In total 10 respondents (49%) remember something specific about the posters.

3.1.10 Would you visit physics.org?

20 respondents (19%) definitely would visit the website. A majority of respondents say 'No' or 'Not sure'. The most common reason for answering no is having no interest in physics. Not remembering the website address or only looking at it when needed for homework are the most common reasons given for answering 'not sure'. A number of respondents would like their teachers to mention the site in class to help them remember it. Several say having the posters up in school would also be a helpful reminder of the site.

Would you visit www.physics.org? (n=108)



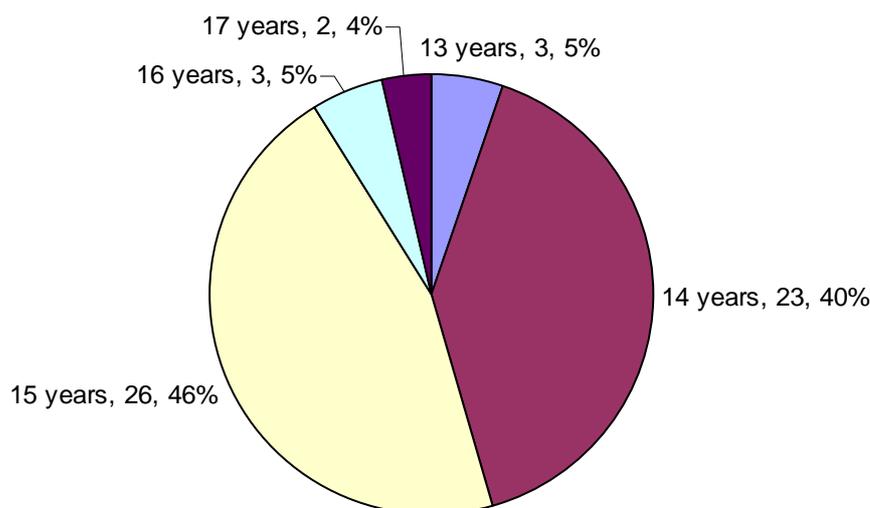
3.2 Post-campaign survey

This section describes the findings of the surveys conducted on 9 and 10 June after the official end of the campaign.

3.2.1 Age

The sample of 57 was selected randomly from amongst people stood at bus stops and who were passengers within the target age group. The posters were targeted at 14-17 year olds, which comprise 95% of the sample. The remainder of the sample were aged 13.

Age of Respondents (n=57)



3.2.2 Gender

Overall, females are slightly better represented in the sample with 30 (53%) respondents. The number of male respondents is 27 (47%).

3.2.3 Home location

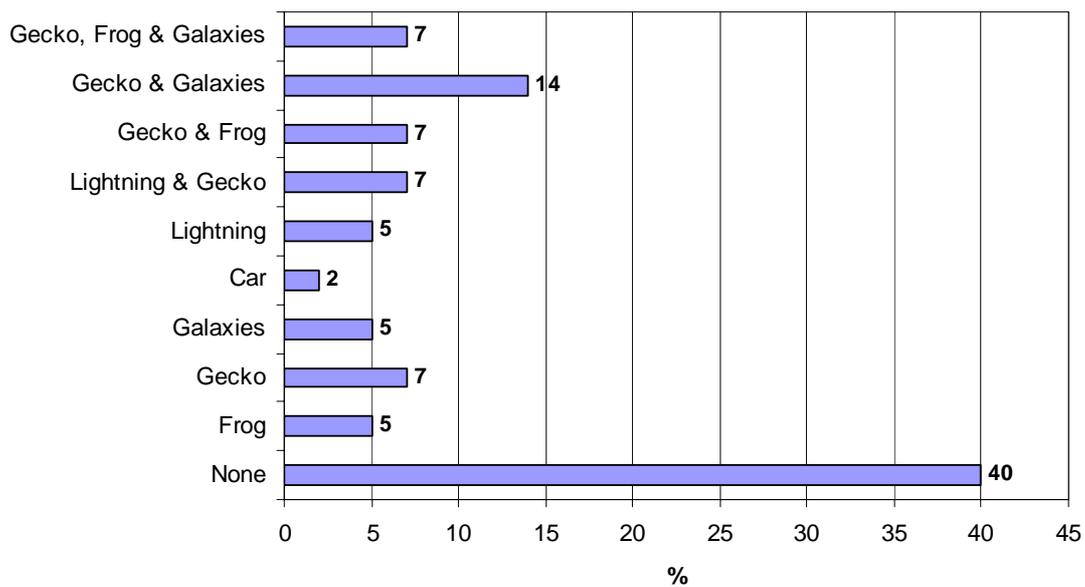
Most respondents (39, 68%) have a Runcorn (WA7) postcode. The remainder have a L25 postcode i.e. they are from the southern suburbs of Liverpool.

3.2.4 Recall of Posters

Respondents were given a brief look at a sheet printed with all five designs and asked if they had seen them anywhere else. Thirty four respondents (60%) say they remember having seen at least one of the designs. Twenty three respondents (40%) say they did not remember.

Respondents were also asked which design(s) they remember. 35% (20) respondents remember two or more designs. The Gecko design is remembered by most respondents (24, 42%). It should be noted that the evaluator recalled that this was the most frequently occurring design along the routes where the evaluation interviews took place.

Which design(s) do you remember as a % ? (n=57)

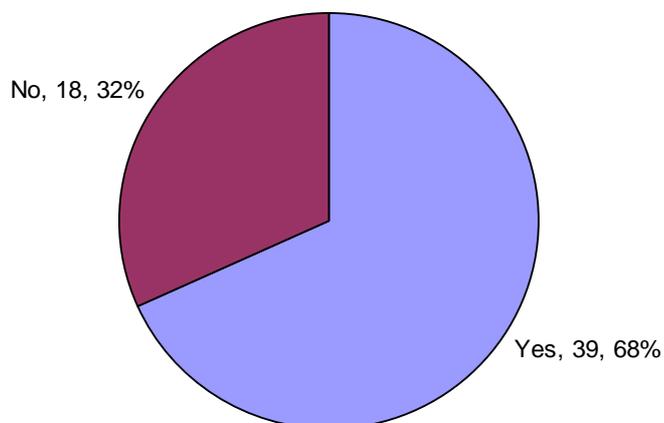


When asked what they remembered about the posters and no longer shown the prompt sheet, respondents give a wide variety of answers, with the most common response (25, 43% of those who recall the posters) being non-specific, e.g. they just remember seeing the posters but do not recall anything specific about them. 12 respondents (21%) mention something specific about the facts described in the posters. It appears that the most accurately recalled fact is that from the Lightning poster, where electricity is mentioned by all 7 respondents who recollect it.

3.2.5 Other Sightings

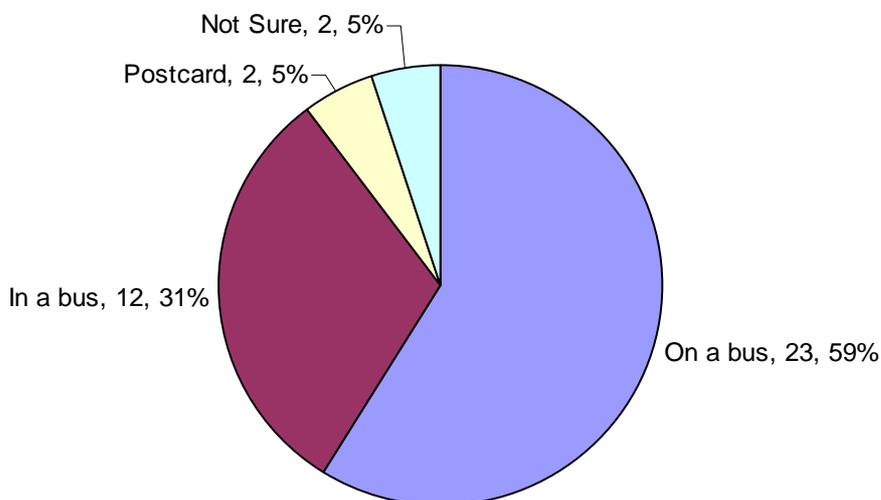
Respondents were asked if they had seen the designs anywhere else, which was explained as being not where they stood/sat at the time of the interview. Thirty nine respondents (68%) say they remember having seen the designs elsewhere.

Have you seen these designs elsewhere? (n=57)



A majority of respondents who have seen the designs elsewhere (35, 90%) say they remember seeing the designs inside or on the outsides of buses. Two respondents (5%) say they have seen the postcards, and both thought they were shown them by a teacher at school.

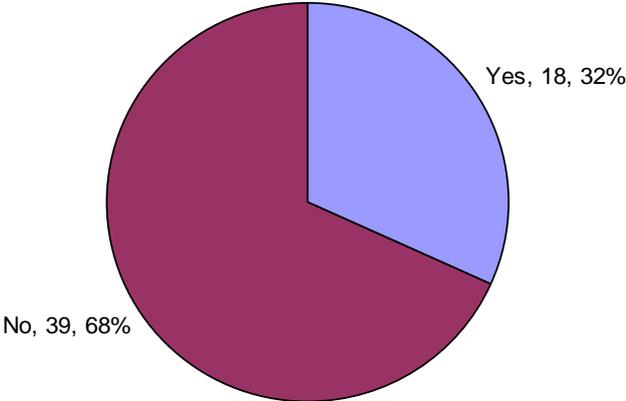
Where else did you see these designs? (n=39)



3.2.6 Have you visited physics.org?

13 respondents (23%) say they have visited the website. A majority of respondents answer 'No' or 'Not sure'. As with the in-campaign survey, the most common reason given for answering no is having no interest in physics or science. 12 respondents who answer no say they may visit the site in the future to help with homework, school projects or revision.

Have you visited www.physics.org? (n=57)



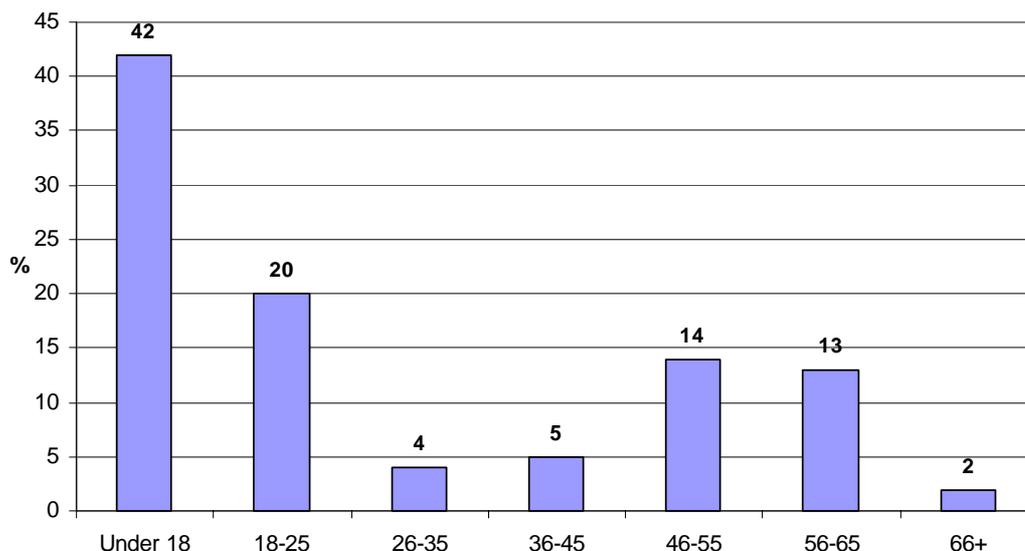
3.3 Website survey

This section describes the findings of 55 responses to a voluntary on-line survey conducted during and immediately after the campaign from mid-April to the end of June 2008.

3.3.1 Age

The posters were targeted at 14-17 year olds and under-18 is the best represented age group in the sample at 23 (42%).

Age of respondents as % (n=55)



The respondents who saw the posters on or in buses are represented in four age groups as shown the following table.

Age Group	No. of respondents who saw posters
Under 18	0
18-25	4
26-35	0
36-45	1
46-55	7
56-65	6
66+	0

3.3.2 Gender

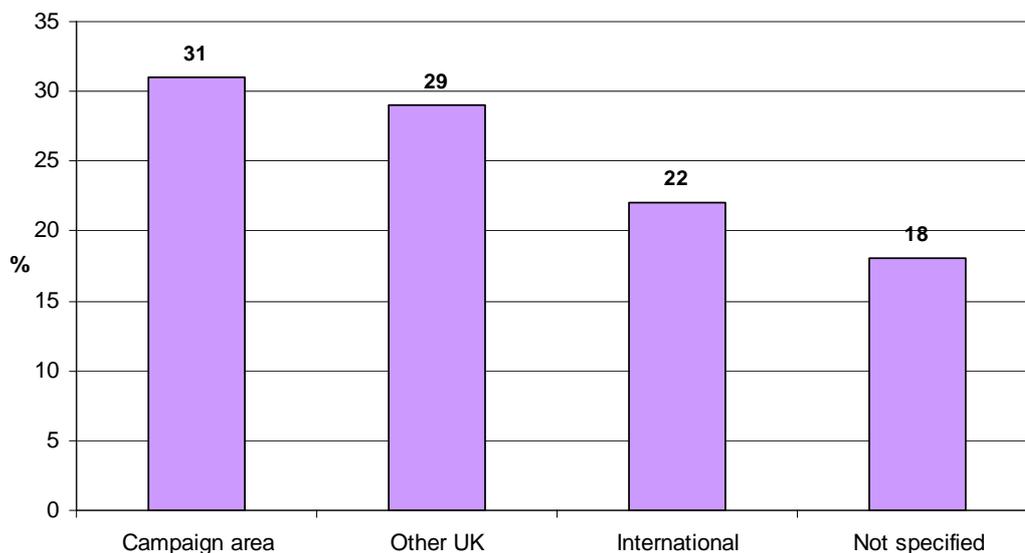
Overall, males are slightly better represented in the sample with 29 (53%) respondents. The number of female respondents is 26 (47%). In the under-18 age group the figures are similar at 52% male and 48% female.

3.3.3 Home location

Respondents living in the area covered by the poster campaign are best represented in the sample at 17 (31%). In total 33 (60%) of respondents have UK postcodes.

One respondent in the under-18 age group has a home postcode within the campaign area. A total of 8 respondents (35% of that age group) in the under-18 age group have UK postcodes, which is the same as the number who have international codes.

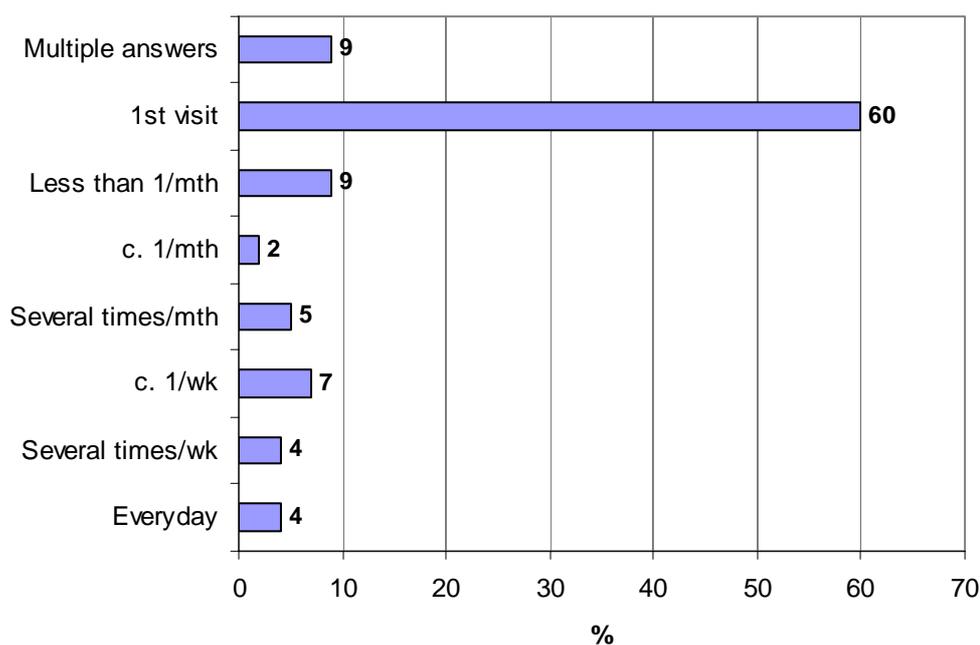
Location of respondents as % (n=55)



3.3.4 Website usage habits

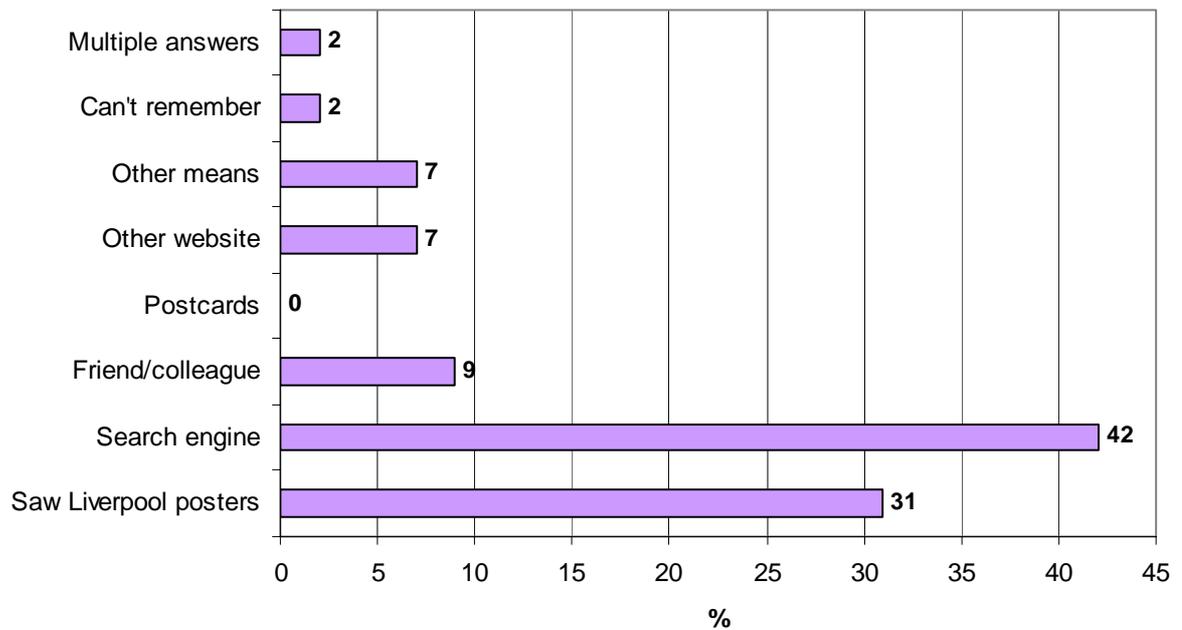
A majority of respondents 33 (60%) were visiting www.physics.org for the first time. 12 of these first time visitors (22% of the total sample) are in the under-18 age group.

Frequency of visiting physics.org as % (n=55)



Most respondents (23, 42% of the total) found the site via a search engine, the most frequently named of these is Google, followed by Yahoo. The second most common means of finding the site is 'Posters in or on buses in Liverpool', which is cited by 17 (31%) of respondents. No respondents in the under-18 age group refer to the posters. One under 18, who has a Bristol postcode, mentions having been give the postcards by a teacher. In the under-18 group most respondents (15, 65% of age group) refer to Search Engines, with 9 mentioning specific search engines. 8 respondents mention Google and one mentions Yahoo.

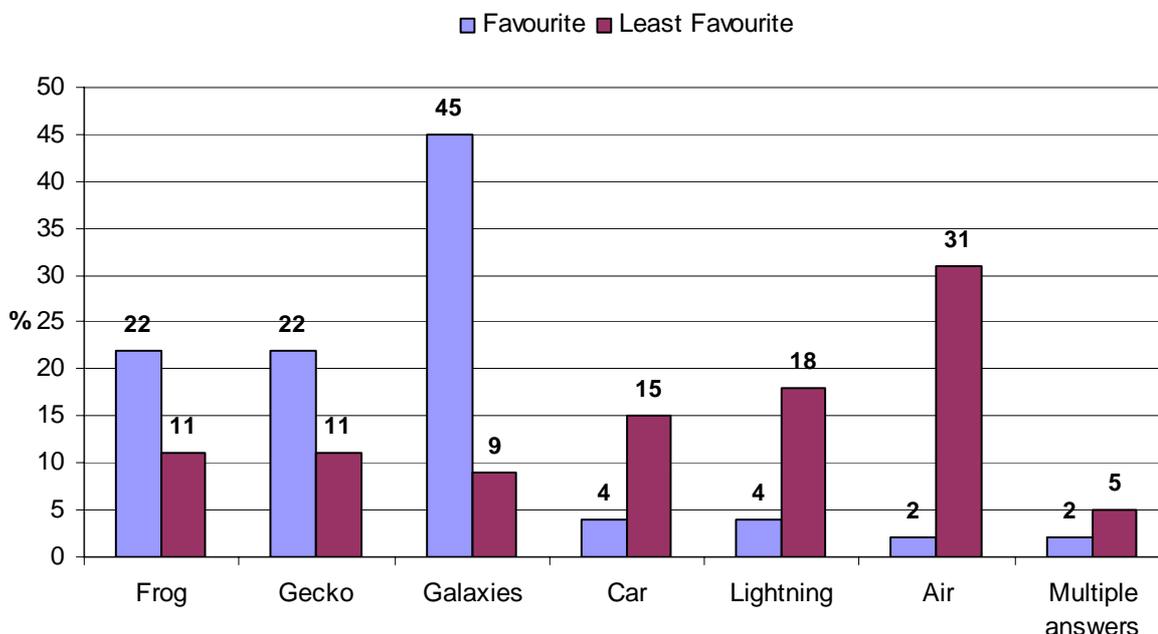
How found out about site as % (n=55)



3.3.5 Opinions of Poster Designs

Respondents were asked to name their favourite and least favourite designs. Galaxies is selected as 'Favourite' by the highest number of respondents (25, 45%). Air, which has already been dropped as a poster, is selected as 'Least Favourite' by the highest number of respondents (17, 31%). The most commonly selected 'Least Favourite' design, which is still being used as a poster, is 'Lightning' (10, 18%).

Favourite and least favourite designs as % (n=55)



28 respondents give reasons for their choice of 'Favourite' designs. Their primary reasons can be categorised as shown in the following table. The 'Other' category includes non-specific comments such as 'it's cool' or 'I just like it'.

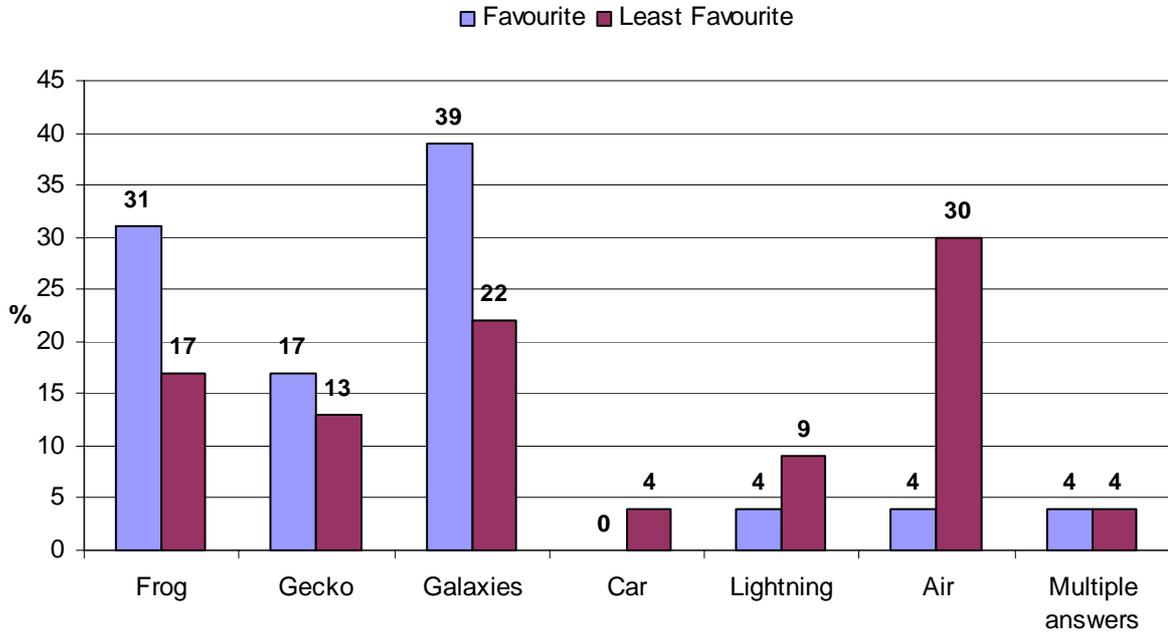
Reason	No. of respondents
Fact(s)	11
Design, colour or picture	7
Interest in the subject	3
Other	7

31 respondents give reasons for their choice of 'Least favourite' designs. Their primary reasons can be categorised as shown in the following table. The 'Other' category includes design specific comments such as not believing that space has been explored and believing the Gecko image represents experimentation on animals.

Reason	No. of respondents
Fact(s) too simple/not novel	8
Design, colour or picture	9
Don't have a least favourite	7
Other	7

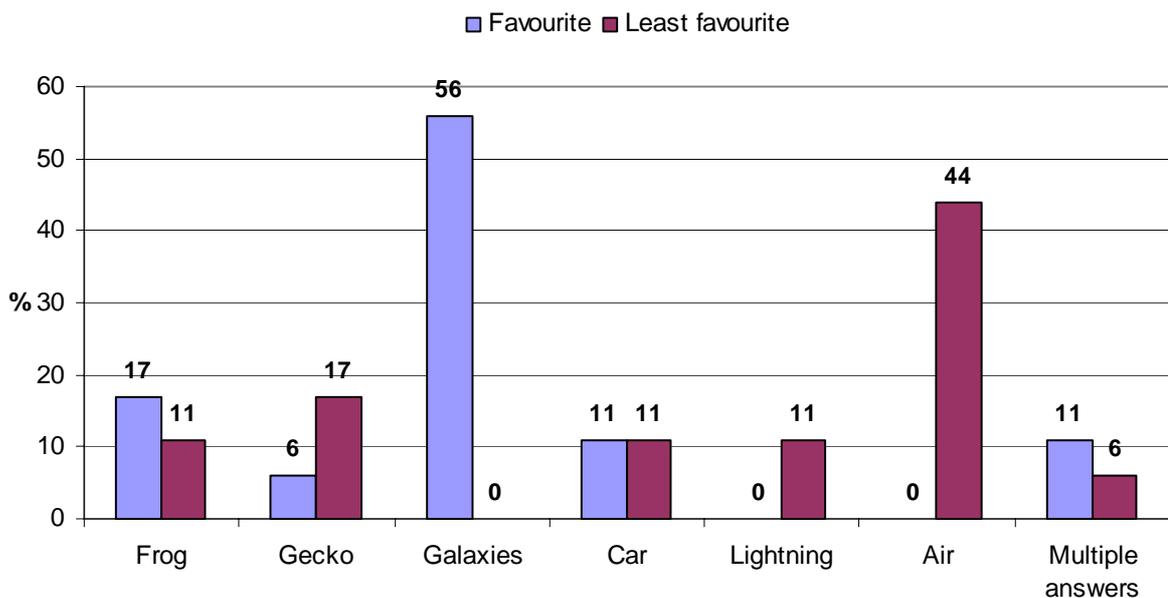
In the under-18 age group the most frequent choices by respondents are Galaxies as 'Favourite' (9, 39%) and Air as 'Least Favourite' (7, 30%). The most commonly selected 'Least Favourite' design that is still being used as a poster, is also 'Galaxies' (5,22%).

U-18s' favourite and least favourite designs as % (n=23)



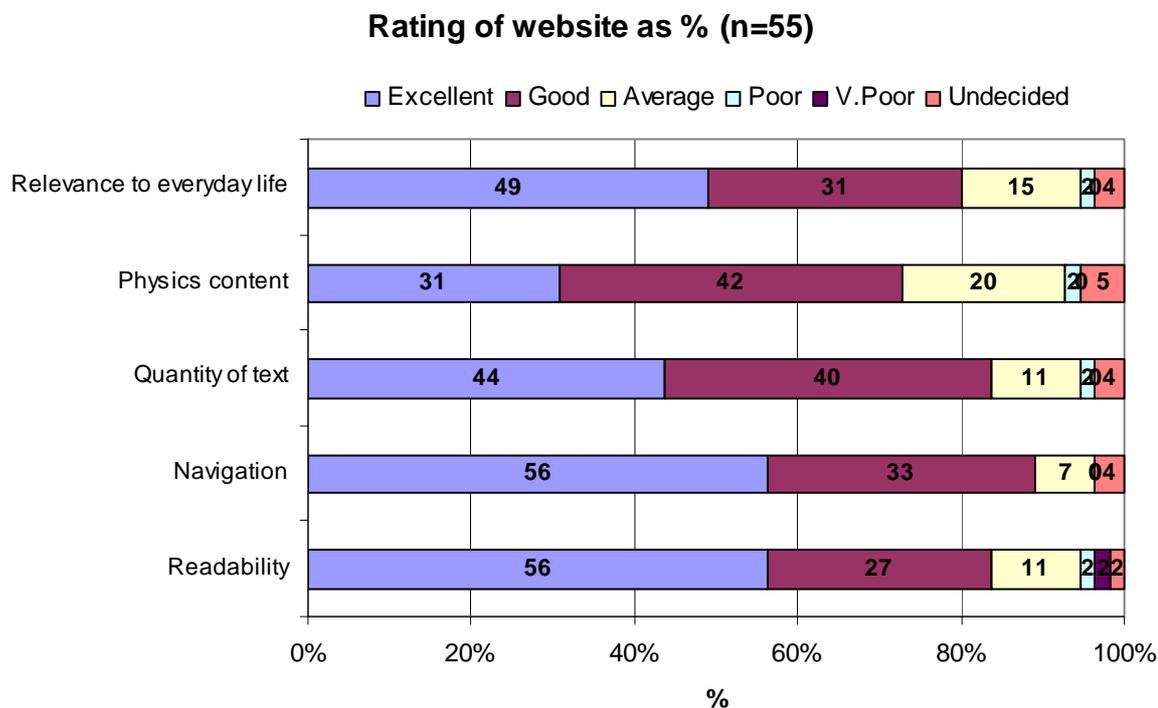
Among respondents who saw the posters in Liverpool, the most frequent choices are also Galaxies as 'Favourite' (10, 56%) and Air as 'Least Favourite' (8, 44%). For this audience the most commonly selected 'Least Favourite' design that is still being used as a poster, is 'Gecko' (3,17%).

Liverpool poster viewers' favourite and least favourite designs as % (n=18)

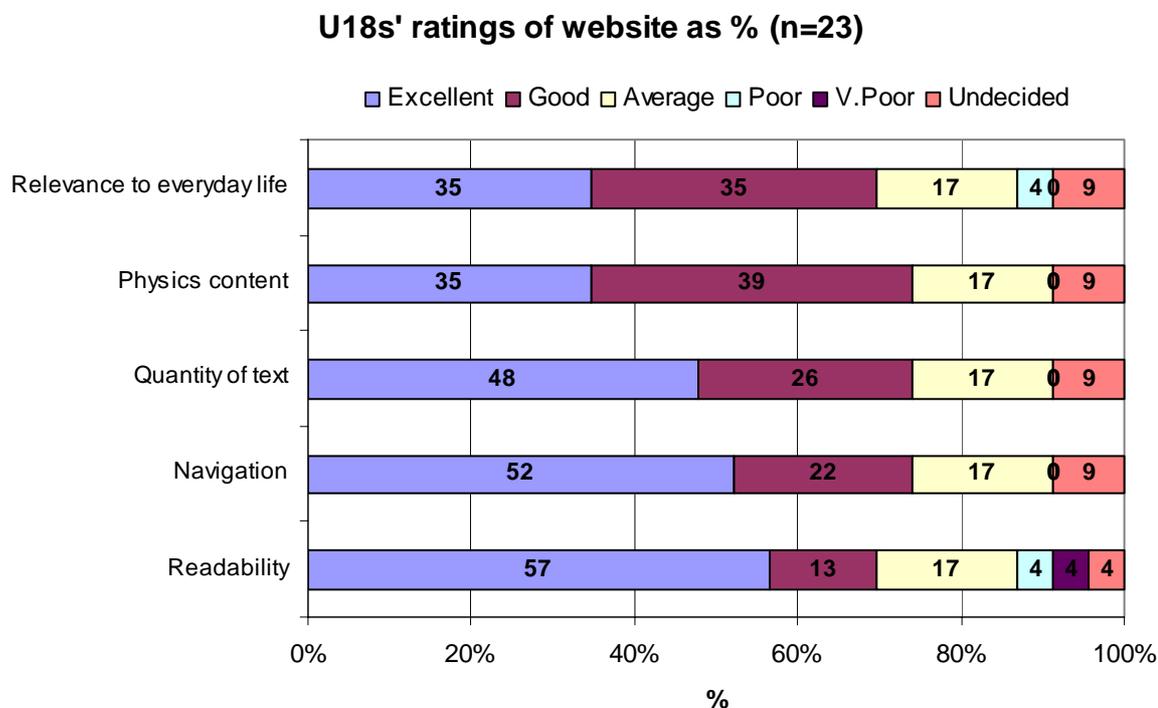


3.3.6 Ratings of Website

Respondents were asked to rate different aspects of the website. All aspects are rated highly by a majority of respondents. The individual who rates ease of reading as 'very poor' also states that some words are spelled incorrectly.



Respondents in the under 18 age group rate the different aspects of the site less well than the total sample. However the majority still rate all aspects highly.

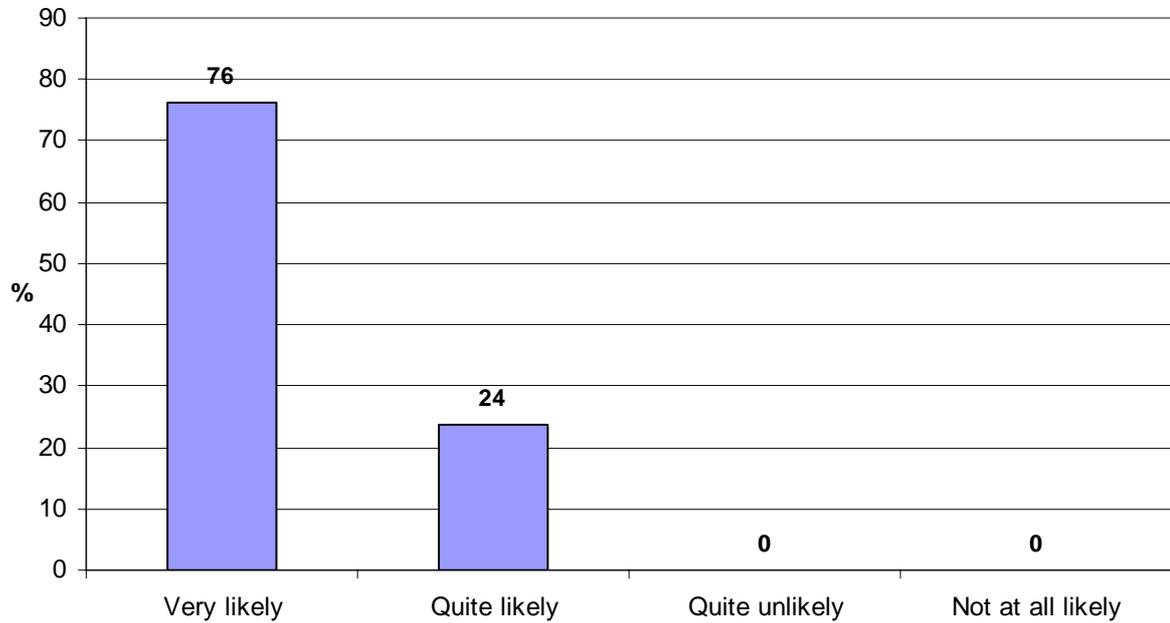


96% of all respondents (53) say they learnt something new from the site. In the under 18 age group, 91% of respondents say they learnt something new.

3.3.7 Likelihood of revisiting site

Most respondents are very or quite likely to revisit the site. In the under 18 age group, 65% are very likely to revisit the site and 35% are quite likely to revisit.

Likelihood of revisiting site as % (n=55)



3.3.8 Other comments

33 respondents answered the request to make other comments. With the exception of one comment about misspelt words, all comments are positive. Several suggested enhancements are made, including:

- Include additional facts and concepts
- Include more pictures
- Add video clips

Other comments refer to how people will use the site e.g. for home or family learning; at school; and to expand on an existing interest in physics.

4. Summary of Findings

In-campaign survey (n=108)

- The target audience for the posters (14 to 17 year olds) is represented on buses and at or near to the bus stops along routes where the posters appeared.
- Respondents have postcodes in Liverpool, Bootle, Widnes and Runcorn
- 81% (87) of respondents use buses monthly or more often. 34% (37) of respondents look at posters inside buses and 56% (60) look at posters on the outside buses.
- 75% (81) indicate that the posters convey a message about physics. Specific understanding is highest amongst those who saw the Lightning and Gecko designs.
- 19 % of respondents (21) say they have seen the designs elsewhere. 85% (18) of these respondents say they have seen them in or on other buses. One respondent mentions the postcards.
- 49% (10) of respondents who recall the designs indicate that they remember something about physics or the facts described on the posters.
- 19% (20) of all respondents say they would definitely visit www.physics.org, with another 33% (36) saying they are not sure.

Post-campaign survey (n=57)

- 60% (34) of respondents remember having seen the posters. Gecko is the most frequently remembered design.
- 21% (12 respondents) recall something specific about the posters e.g. fact or image, of these 10 respondents specifically mention physics.
- 68% (39) say they have seen the designs elsewhere. 90% (35) of these respondents say they have seen them in or on other buses. Two respondents mention postcards.
- 32% (18) have visited www.physics.org. A further 12 respondents (21%) indicate that they may visit the site in the future

On-line survey (n=55)

- 31% (17) of respondents live within the geographic boundaries of the area targeted by the campaign. 22% (12) are first time visitors to the site who are also under-18.
- 31% (17) of respondents are visiting the site as a result of having seen the posters in Liverpool. None of these are in the under-18 age group.
- Galaxies received the highest overall approval rating with 45% (25) of respondents selecting it as their favourite design. Air received the lowest approval with 31% (17) selecting it as their least favourite.
- A number of different aspects of the website are highly rated by respondents, both overall and in the under-18 age group.
- 96% (53) of respondents say they learnt something new from the site and 76% (42) say they are very likely to revisit, with the remaining 24% saying they are quite likely.

5. Conclusions

Displaying the posters on school bus routes ensured the intended audience of teenagers saw them. Respondents in the target age group had also visited physics.org. However it appears that only older respondents visited the website as a result of having seen the posters. The target audience is generally positive about the posters but has not used them as a lead into the website.

Only 19% of interviewees in the target age group indicated that they were likely to visit the website. There is some indication that they are most likely to do so as part of school work. It appears that teenagers more readily associate physics with school than everyday life. Therefore amongst the target audience it can only be claimed that the campaign was partly successful in achieving its message that physics is in everything around us.

Members of the target audience are more likely to look at posters on the outsides of buses than those on the inside. There is some indication that posters are regarded by the target audience as something they would consider to be part of a more widespread campaign, which includes other media such as TV or Internet advertising.

Lightning, Gecko and Galaxies are the designs with which the target audience is most likely to associate a specific fact, with the facts about Gecko and Lightning being most accurately remembered. Gecko and Galaxies received the most positive comments from the target audience about their designs. The colourful nature of the former and the human hands in the latter are described in particularly positive terms.

Most members of the target audience did not recall having seen the designs elsewhere. Those who did, mentioned the posters in and on buses. Only one person mentioned postcards. Those respondents who mention postcards in all three surveys indicate that they were shown them by teachers and/or parents. It appears that the postcards were not found in venues/locations commonly frequented by the target age group.

Over half of subjects interviewed after the official end of the campaign said they recalled seeing the posters, with most remembering the Gecko and Galaxies designs. The detail of their recall was variable, with the facts about the Lightning poster being most accurately remembered. Additional comments made by respondents indicate that fewer words and smaller numbers are easiest to remember.

Members of the target audience who visited the website chose the Gecko, Frog and Galaxies designs as their favourites. Air was their least favourite.

Respondents in the target age group were generally most positive towards the posters, with higher percentages than overall indicating that they understood that the posters were communicating physics.

The campaign was partly successful in delivering its main messages that:

- Physics is driven by curiosity
- Physics is accessible to all
- Physics is in everything around us

Responses from audiences in all three surveys indicate that the posters had encouraged audiences to think about their content. However audiences in the target age group were less likely than older people to have sufficient curiosity to visit physics.org to find or more.

The posters were accessible to anyone travelling on a bus or seeing buses on a wide number of routes, representing a varied potential audience for the posters.

Members of the target audience associate physics with school. Additional, more direct communication methods may be needed to increase their understanding that physics is all around us.

Responses from the target audience and older people indicated a positive response to the design and content of the posters as well as good understanding of the facts that they were aiming to convey.

The posters and website represent appropriate media for communication of the project messages. However they are most effective at targeting people who are older than the target audience.

6. Recommendations

Recommendation 1: The Institute of Physics should continue to support poster campaigns. Future campaigns can exploit the ability of posters to impact positively on adult and teenage audiences and to attract adults to the physics.org website. i.e. future poster campaigns should not target only teenagers.

Recommendation 2: Maximise potential audiences by focusing on locations where most people are likely to view posters. Posters in urban areas (as opposed to suburban) are likely to be seen by the greatest possible numbers of people. Posters on the outsides of buses / at bus stops are likely to be seen by greater numbers than those on the insides. If bus posters are to be targeted at teenagers then school routes are the most effective routes to choose in terms of optimising target audience numbers. However this needs to be balanced with that audience's association of physics with school, which contradicts the campaign message that physics is all around us.

Recommendation 3: Adapt or extend campaigns to match specific audiences. It appears that the impact of the posters on the target audience (14 to 17 year olds) would be enhanced if they were used alongside other, more direct methods of communication. If other materials and methods, i.e. not posters, are to be used, they should be thoroughly researched to ensure that they will be used by the target audience.

Recommendation 4: Ensure the main message of any campaign is explicit in the content of all posters and any other materials. The fact that physics is all around us should be the focus of the content of any campaign even if that campaign is targeted at a specific age group or the wider public. It could be explicitly stated on all posters to reinforce the message. E.g an appropriate strap line could be used.

7. Reflections on Institute of Physics Poster Campaigns in Manchester (Oct 2007) and Liverpool (May 2008)

The campaign works most effectively for people who are older than the target audience. Future poster campaigns may be less focused in terms of the age of their target audience.

The target audience (14 to 17 year olds) for the posters is represented on buses and at or near to the bus stops and other street sites chosen for the posters. Using school routes increases the likelihood of people in the target age range who see the posters. However it could also reinforce associations between physics and school.

Bus Posters are most effective when they are sited to afford the maximum possible viewing opportunities i.e. in urban areas where the highest possible numbers of buses are likely to be seen. The audience is not particularly mobile, meaning poster campaigns need to be extended to more geographic areas in order to address larger audience numbers.

The target audience age group associates physics with school, and as such is not naturally looking for materials that promote physics outside of the school environment. More direct methods of communication are likely to be needed to convince this audience that physics is all around us and not just a school subject.

There is evidence that the target audience does look at bus posters, and particularly large 'outside' posters when these advertise something that is also being promoted via other means, e.g. a film which is also advertised on TV, a computer game that is also advertised on the Internet. Therefore, poster campaigns do not exclude that audience.

The campaign would benefit if the target audience was alerted to the presence of the posters by some other means. If other – complementary or replacement- communications channels are to be used, they need to be researched very thoroughly to ensure that they attract and are used by members of the target audience. The research should include new media channels such as broadcasting on Youtube.

The posters convey messages about physics that are recognised by the target audience. That the majority of respondents in Liverpool recall the posters maybe influenced by two factors:

- The posters were still displayed on some buses during the post-campaign survey.
- The fact that they were on school bus routes meant there would have been many repeat viewings.

The posters did attract visitors to the physics.org website, including some in the target 14 to 17 age group. However they appear to be more effective in attracting older people to the website. This reflects the view expressed by the target audience that they would not remember the website address even if they wanted to visit it. Respondents in the target age who did visit the site group commented positively about it and the posters.