

**Sexwise  
2003 Caller Satisfaction Survey**

**Report**

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# **1 Introduction**

## **1.1 Background and objectives**

Sexwise is a telephone Helpline managed by COI and funded by the Department of Health. The service is provided by the Essentia Group and offers callers confidential and anonymous advice and information about sexual matters. It was launched in 1995 and is primarily aimed at teenagers. It provides them with support and information as part of the campaign to reduce teenage pregnancy.

Previous evaluations of the Sexwise Helpline have been conducted by BMRB Social Research in 1996, 1999, 2001 and 2002. This survey aimed to evaluate the current level of caller satisfaction and to compare this with the previous four surveys.

Throughout the report it should be remembered that we believe the 1999 survey should be viewed as a stand alone survey rather than as part of a series of surveys. This is due to the particular Sexwise advertising campaign during the 1999 survey, which may have led to a different profile of callers during that time.

## **1.2 Survey method**

The survey method for the 2003 survey was identical to the previous studies to ensure comparability across the years. BMRB interviewers were based at the offices of Essentia in Glasgow, alongside the advisers. Interviews were conducted over the telephone after the caller had completed their call to the adviser. All the interviews were conducted using CAPI (Computer Assisted Personal Interviewing).

All callers to Sexwise were eligible for interview, but it was decided to exclude all calls that were “silent” or “trial” calls, as well as abusive callers. Those callers who were felt to be too stressed to conduct an interview were also excluded. The decision on who was eligible to include in the study was made by individual advisers.

Interviews were conducted according to the “next available” rule. Only if the interviewer signalled that they were available to receive a call would the adviser ask the caller to take part in the survey. By stipulating that as soon as the interviewer becomes free the next eligible and willing caller must be transferred, the advisers’ subjective choice of which caller to transfer is largely removed.

As with the previous surveys, advisers working during the times when an interviewer was working were asked to keep a record of all the calls they handled themselves, distinguishing

between “eligible” and “ineligible” calls. Advisers were asked to record the outcome of each “eligible” call, for example caller refused, transferred successfully etc.

Fieldwork took place between 28<sup>th</sup> February and 27<sup>th</sup> March 2003. A total of 449 interviews was achieved. The shift patterns were the same as used in the previous surveys (See Appendix B). Shifts were arranged to cover all times of day when Sexwise operates (8am-midnight) and all days of the week (Monday – Sunday). Fieldwork was completed over a 4-week period to ensure a wide spread of callers was gained.

Interviews were conducted in accordance with the Code of Conduct of the Market Research Society (MRS). Usually, we would not interview under-16s without first obtaining parental permission to do so. However, in this case, obtaining parental permission would have broken the confidentiality on which the Sexwise Helpline is based. Therefore, permission to interview without first gaining parental permission was obtained from the MRS Professional and Ethical Standards Committee.

### **1.3 Weighting**

Weighting was applied using the same procedure as employed in previous surveys. Weighting corrected for the variable flow of eligible calls on different days and times of day, as recorded by the advisers.

In order to restore the equal probabilities of being interviewed to each caller, accurate data about the flow of calls during fieldwork shifts was required. The advisers kept records of the total number of eligible calls within each interviewer shift, and these were used as the basis for the weighting applied. Weights were applied to each interviewer shift worked.

The target weight for each shift was calculated by working out the proportion of eligible calls handled by advisers per shift, as a percentage of the total eligible calls handled during the whole fieldwork period.

Full details of the weighting are given in the Appendices.

### **1.4 Arrangement of this volume**

This volume contains the commentary of the results for the 2003 survey. The full data tabulations can be found in a separate volume. A copy of the questionnaire and fieldwork documents can be found in the Appendices.

### **1.5 Interpreting the tables**

The following points should be noted when interpreting the tables and charts included in this report:

Whole percentages are shown in the tables and rounding of weighted data may mean that individual statistics do not always sum exactly to 100.

The following notation is used:

‘\*’ represents a percentage lower than 0.5.

‘-’ represents zero.

## **2 Summary of findings**

### **2.1 Introduction and method**

The study is the fifth in a series of surveys examining the views of callers to the Sexwise Helpline. The Helpline offers confidential advice and information about sexual matters to teenagers and young people.

At the time of the 2003 survey, the RUThinking media campaign aimed at young people aged 13-17 was running, with advertising on the radio and in magazines. The campaign that was aimed at improving teenagers' understanding around sex and sexual issues, had only just started at the time of the 2001 survey, and results reflect the build up of this campaign over time.

Callers to the Helpline were asked to take part in a short interview with an independent interviewer after completing their conversation with the Sexwise adviser. In 2003, 449 young people took part in the survey.

### **2.2 Main findings**

Although the majority of calls to Sexwise (59%) were made from call boxes, progressively more calls have been made from mobile phones over the last few years: 19% of young people were calling from a mobile phone in 2003 compared with 4% in 1999. Correspondingly, the proportion of calls made from phone boxes has decreased (from 74% in 1996 to 59% in 2003). This reflects the increase in mobile phone ownership among young people over the years, but may have implications for the quality of the conversation between the young person and the adviser.

Young people are finding it less difficult to contact the Helpline than before – with fewer having difficulty finding the number (5% in 2003, 10% in 1999) and having difficulty getting through (31% in 2003 compared to 42% in 1999). Clearly the ease of contacting the Helpline is an important issue, as those who have had some difficulty making contact tend to be less satisfied with the service they receive from the Helpline. It is therefore not surprising to see that those who call the Helpline during quieter times (e.g. mornings) tended to give higher ratings of the service they received.

Overall, however, callers are highly positive about the service and treatment they receive from the Helpline. Over nine in ten (95%) rated the service as good, with two fifths (45%) rating it as excellent and a third (30%) rating it as very good. At the previous wave, a gradual decline in young people giving an 'excellent' rating had been noted, however it looks like this has been addressed as the trend was reversed in 2003, with an increase in 'excellent' ratings from 34% in 2002 to 45% in 2003.

Mirroring these results, the very slight downward trend in perceptions of Sexwise that had been noted in 2002 was reversed in 2003.

Given the positive perceptions of service recorded, it is not surprising to note that the vast majority of callers were highly likely to call again in the future if they needed to. In 2003, 94% said they were likely to call again, with almost three-quarters (71%) saying they were very likely to call again. Those who rated the service highly were most likely to say they would call again.

Just under three in ten callers (29%) said that they had been advised to speak to someone else as a result of their call, with many referred to their GP or Family Planning Clinic. Informal networks were also mentioned, although it is likely that young people are being referred to their friends and family for support rather than for specific 'medical' advice.

Three quarters (77%) of those advised to speak to someone else said that they were likely to do so, and it appears that the service received from the Helpline has an impact on likelihood of following up this referral: 80% of those who rated the Helpline as good said they would contact the organisation they were referred to; of the 6 people who rated the Sexwise Helpline as poor, 3 said they would do so. It is clear that callers are tending to follow up on referrals made – around a half of those who had been advised to contact someone else on a previous call had gone on to do so. It therefore appears that the Sexwise Helpline is being very effective in directing young people to other local sources of help or advice.

One of the additional information sources available to young people is the website [RUThinking.co.uk](http://RUThinking.co.uk), and around a half of callers (48%) had heard of the site. This was a notable increase in awareness from 2002 when only a third (34%) had heard of the site. Looking at where this awareness came from, it seems that the main increase in awareness has come from Sexwise advisers mentioning the site during the call: a fifth of those who had heard of the site (21%) had done so because of an adviser referral, compared with 2% in 2002.

As a result of this increased awareness, callers were also more likely to have visited the [RUThinking](http://RUThinking.co.uk) website: 7% of all callers said they had visited it in 2003, compared with 3% in 2002.

Friends remain the single most common way of raising awareness about the Helpline (61% found out about it from friends in 2003). However, advertising is also very important. In total, 47% of callers had been made aware of Sexwise through some form of advertising<sup>1</sup>.

However, there are key differences in the messages which different information sources give about the Helpline. Callers said that word of mouth sources tended to give recommendations of the service provided, whereas campaign materials gave more factual information, such as the telephone number. However, it seems that awareness of the telephone number is increasing among the word of mouth sources: 14% of young people said that they had found out about the number from the word of mouth sources, compared with 8% in 2002. In total nearly two thirds (63%) of all callers had seen or heard some advertising for the Helpline recently, a similar proportion to that seen in 2002.

These two sources of information tend to work together in building expectations of the Helpline in advance of the call, but expectations are not always positive. Almost half (47%) of callers had negative expectations of the Helpline in advance of calling and a similar proportion was observed in 2002. The main negative comments made centred on fear of the unknown or worries about being embarrassed, but the vast majority (81%) of the respondents who thought the Helpline was different from their expectations said that the experience was better than they expected. Very few became more negative about the Helpline as a result of their call.

Overall, the research suggests that the Sexwise Helpline continues to provide an excellent service to the young people it targets. It seems that improvements have been made to reverse the slight downward trend in satisfaction and to implement measures such as mentioning the RUThinking website to young people during the call. As usage has increased and is likely to increase further it is important to ensure that the RUThinking website is kept as up-to-date and relevant as possible.

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<sup>1</sup> Forms of advertising included: radio ad, magazine ad, poster in public toilet and postcard



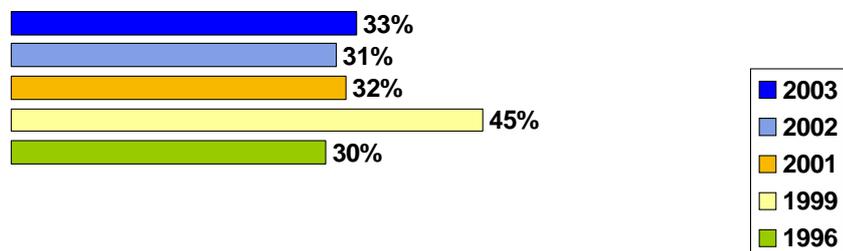
### 3 Sample profile

Before looking at the detailed survey findings, we provide a context for the results by examining the profile of callers interviewed.

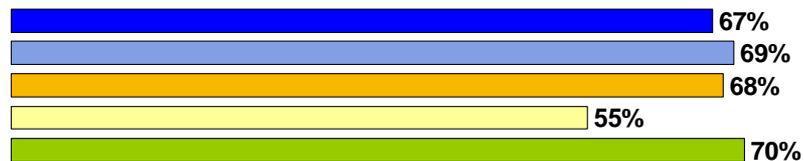
The majority of callers who were interviewed for the survey in 2003 were females (67%), which is similar to the surveys in 1996, 2001 and 2002. At the 1999 survey the breakdown was more even (55% females).

Chart 3a Profile of sample - Sex

#### Male



#### Female

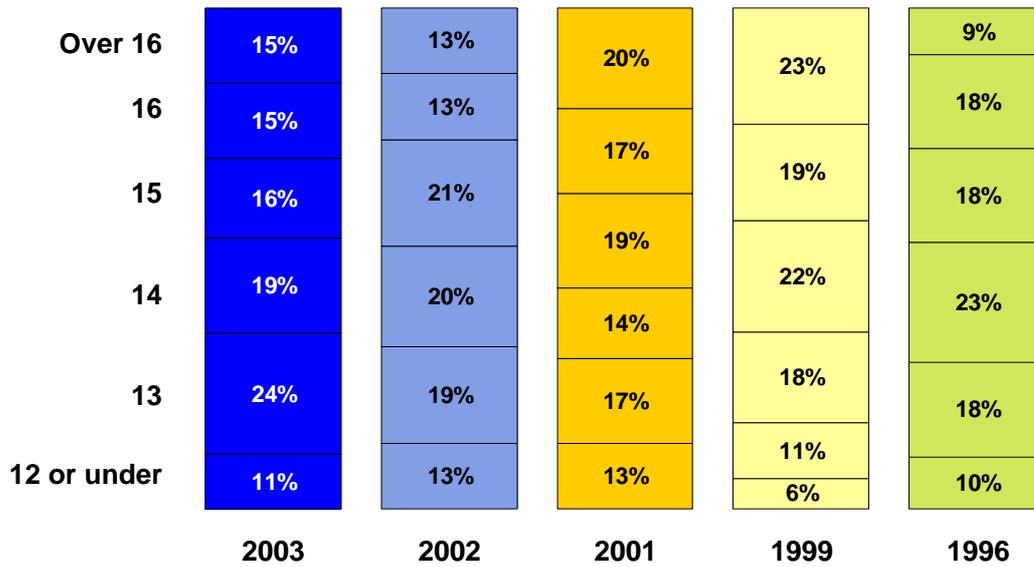


Base: All respondents 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Turning now to the age profile of those we interviewed in 2003, seven in ten were aged up to 15 (69%) and three in ten were aged 16 or over (29%). The profile is quite similar to that seen in 2002. The biggest fluctuations were among the 13 year olds (24% in 2003, compared with 19% in 2002) and 15 year olds (16% in 2003, 21% in 2002).

The changes in the profile of callers at this wave are no greater than those seen at previous waves and should not have a serious impact on the results.

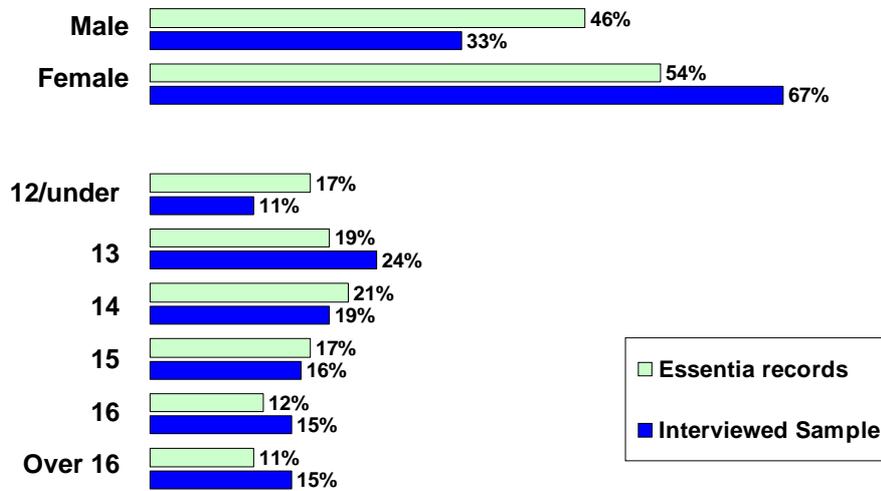
Chart 3a Profile of sample - Age



Base: All respondents, 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

We also checked the sample of callers who were interviewed with the profile of actual callers to Sexwise taken from the records completed by Essentia staff. Advisers are asked to complete sample details of one in twenty callers to the Helpline. Chart 3c shows the interviewed sample compared with the Essentia records.

Chart 3c Sample compared with Essentia records



Base: All respondents, 2003 (449)

When looking at our sample compared to the Essentia records, it shows that we have sampled a greater proportion of females. This is consistent with previous surveys and may be because females are more likely to be willing to be interviewed about the service they have received. It may be the case that some males feel there is a stigma attached to phoning the Helpline and once they have built up the courage to phone Sexwise, want to hang up the phone as soon as their query is dealt with, rather than discussing the service they have received.

Examining the sample by age group, our survey has always slightly over-represented older callers aged over 16 years. Callers in this age group are more likely to have more confidence to talk to a stranger about the service, and they are also more likely to understand the nature of a confidential interview. As would be expected, the under 13s have been under-represented, as they are less likely to want to carry on talking and have less confidence with strangers (11% of interviews compared to 17% of callers).

The sample was not weighted to account for these differences (see Weighting section in the Appendices), but these sample differences should be borne in mind when examining the results of the survey. However, the differences are slight and should not unduly affect the results. In addition, the difference is fairly consistent; allowing comparisons to be made wave on wave.

Having looked at the profile of those interviewed, we now turn to the main findings of the survey.

## 4 Contacting Sexwise

### 4.1 Location of call

Sexwise is a confidential and anonymous Helpline and calls do not show up on the callers' (or their parents') telephone bill. This is of course unless the call is made from a mobile. Some contract mobile phones charge for the call, and this call may show up on the itemised telephone bill. The location of the phone from which the call is made, may also have implications for the quality of the call.

All callers were asked where they were calling from and this is shown in Table 4a

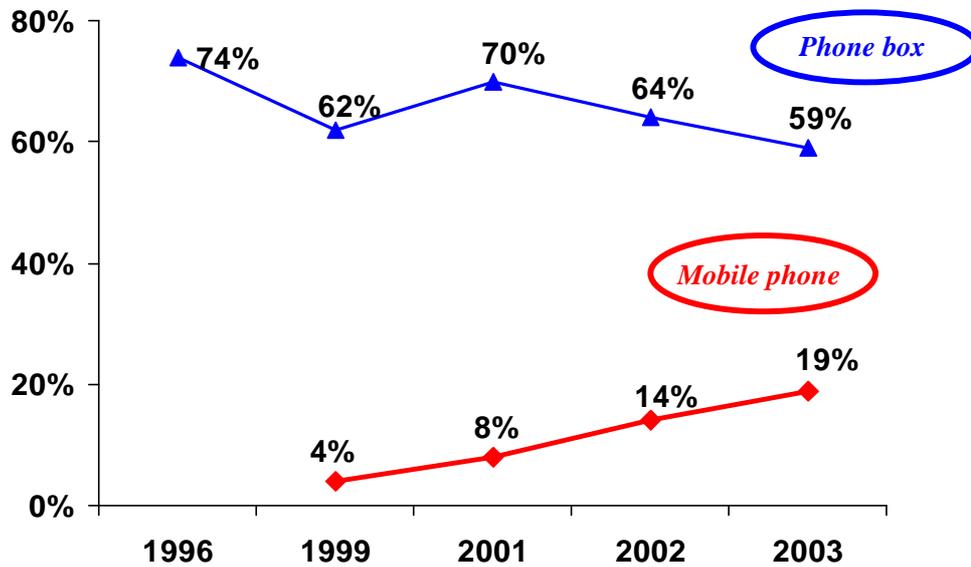
Table 4a Location of call

	<b>Base:</b>
	<b>449</b>
Call box	59%
Own home	19%
Someone else's home	3%
Mobile phone	19%

As with previous surveys, the majority of calls were made from telephone boxes (59% in 2003). Calling from a phone box may still give the best opportunity of calling the Helpline in private, without the danger of another party overhearing the call. There is also anecdotal evidence to suggest that the number of the Helpline is occasionally written by previous callers in the phone boxes. Calling from a phone box also ensures the anonymity of the caller as they can not be traced. This may be a motivating factor for those who are either unaware of the confidentiality of the Helpline, or those who don't believe that calls do not show up on telephone bills.

However, over the five waves, there has been a decline in the use of telephone boxes, from three quarters of all calls in 1996 to under three in five in 2003 (see Chart 4a).

Chart 4a Calls from telephone boxes and mobile phones over time



Base: All respondents, 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Correspondingly, the proportion of calls to the Helpline from mobile phones has steadily increased, from 4% in 1999 to 19% in 2003. This is to be expected with mobile phone ownership amongst young people also increasing. However calling from mobile phones raises a few issues.

The first is the price. The fact that calls from mobile phones to Sexwise are not always free may mean that the increase in mobile calls to the Helpline will be less than might otherwise have been expected. A number of young people may hang up when they hear the message telling them that will be charged for the call. However, on a more positive note those callers with real problems of a more serious nature are unlikely to be deterred by the cost.

The second issue to bear in mind in the context of increasing calls from mobile phones is the quality of the call. It could be argued calls from mobile phones may be the cause of problems: callers moving around, bad signal areas, and batteries going flat. Mobiles could cut off in the middle of important questions and leave the caller with their problems unsolved. On the other hand mobile phones give callers the opportunity to go somewhere comfortable and private like their bedroom. Furthermore, they will be less restricted with regard to when they can make the call.

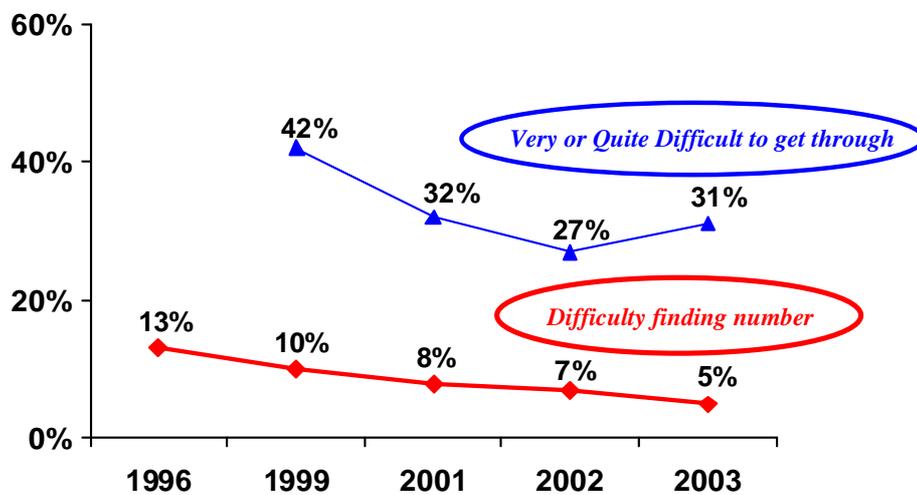
Calls from the callers' own home have remained constant throughout the surveys, apart from an increase in 1999. However, throughout the report it should be remembered that we believe the 1999 survey should be viewed as a stand alone survey rather than as part of a

series of surveys. This is due to the particular Sexwise advertising campaign during the 1999 survey, which may have led to a different profile of callers during that time.

## 4.2 Difficulty in contacting Sexwise

At the start of the interview, callers were asked whether they had experienced any difficulty in finding the phone number to make the call and whether they had any difficulty in getting through to an adviser.

Chart 4b Difficulty in contacting Sexwise



Base: All respondents, 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Since the first survey in 1996 there has been a gradual decline in the proportion of callers experiencing difficulties in finding the telephone number of the Helpline. At the latest wave, only one in twenty callers (5%) had any difficulty. The decline in the numbers having difficulty finding the number is likely to be related to the raised profile of Sexwise, as well as the RUThinking advertising campaign. Indeed, those who reported having seen or heard an ad about the Helpline were less likely to have difficulty finding the number (3%, compared with 9% of those not remembering seeing or hearing an ad).

Around three in ten (31%) said it was either “quite” or “very” difficult to get through to speak to an adviser, a similar proportion as that seen in 2001 and 2002, and a fall from 42% in 1999 (the question was not asked in 1996). Those callers trying to get through on weekends were more likely to have trouble getting through (42% experienced some difficulty, compared with 24% for weekday callers). Evening callers also had more difficulty (36%, compared with 29% in the afternoon and 27% in the morning).

Ease of getting through is a very important factor in overall satisfaction of the service: 97% of callers who found it easy to get through rated the service as good, compared to 90% of callers who found it difficult to get through. There is also some correlation between the ease of getting through and the likelihood of calling again: 76% of those finding it easy to get through were very likely to call again, compared to 61% of those finding it difficult to get through.

Seven in ten callers (70%) said they had managed to get through to speak to someone the first time they called. This is an increase on the proportion seen in 2002 when 53% reported getting through the first time and could be explained by the fact that the Helpline was generally less busy during the fieldwork period in 2003 than 2002. There has been a decrease in the number of eligible calls to the Helpline since 2002 and this may be due to the Easter Holiday falling later this year rather than during the fieldwork period as in previous years. During holiday periods the volume of calls can be greater than during term time as young people have more time and/or opportunities to make a call to the helpline.

At previous waves, those calling in the morning had been more likely to get through the first time, however this difference was no longer in evidence at this wave (73% of morning callers got through first time, compared with 69% of afternoon or evening callers). Again, this change could be attributed to the generally lower call volumes this year.

Those callers who had made a previous attempt to get through were asked on how many occasions they had tried. One in two callers having made a previous attempt (51%) had tried once or twice previously, with a further two in five (40%) having made three or four attempts. Only 3% had called ten or more times before getting through.

The mean number of attempts to get through was 2.93, down from 3.59 in 2002 and 4.18 in 2001, indicating that even for those not getting through to an adviser first time, fewer attempts are needed before getting through.

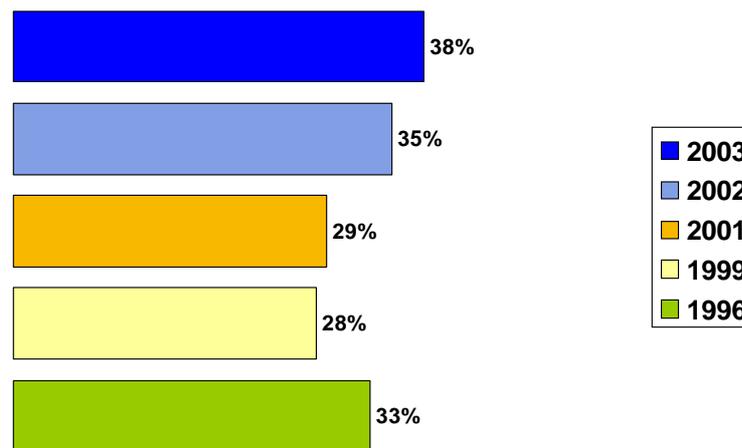
Three quarters (77%) of those callers who had made a previous attempt to call the Helpline had done so earlier during the same day, with 12% having called the previous day and 10% longer ago.

### **4.3 Non-interactive calls**

A number of calls made to the Sexwise Helpline are classed as 'non-interactive'. These are calls where the caller remains silent or hangs up immediately, or calls that are considered abusive. It is believed that calls where the caller remains silent are "trial" calls, where the caller may be testing to see if someone answers the phone or if the call appears on their phone bill.

As non-interactive callers do not take part in the survey on this particular call, the only way to investigate this phenomenon is to ask young people taking part whether they have ever made a non-interactive call in the past. All callers were therefore asked if they had previously called the Helpline but felt unable to speak to the person who answered. Results are shown in Chart 4c.

Chart 4c Whether ever called and felt unable to speak



Base: All respondents, 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Over a third of all callers had previously called the Helpline and felt unable to speak to the adviser. The proportion of callers feeling unable to speak has increased over the past three years. It is difficult to explain why but this is something to look out for in the next survey.

Older callers were slightly less likely than younger callers to have made a silent call, which is perhaps unsurprising as younger callers are less likely to have confidence to talk about their issues. Among those aged 15 or under, 39% had previously made a “non-interactive” call, compared to 34% of those aged 16+.

Those callers who had previously made a “non-interactive” call were asked the reasons why they felt unable to speak. The most common answer was because of embarrassment (50%) and most other answers could be linked to this general feeling of embarrassment. Just under a fifth (18%) said they felt unable to speak because a man answered the phone. Feeling afraid (11%) and not knowing what to say (8%) were amongst reasons mentioned. Very few mentioned negative attributes to do with the Helpline: only 5% felt the adviser was unfriendly or rude. Some typical comments made include:

*“It was a man and I felt uncomfortable”*

*"The person sounded rude "*

Unsurprisingly non-interactive females were more likely than males to feel unable to talk because a man answered the phone (21%, compared with 10% males).

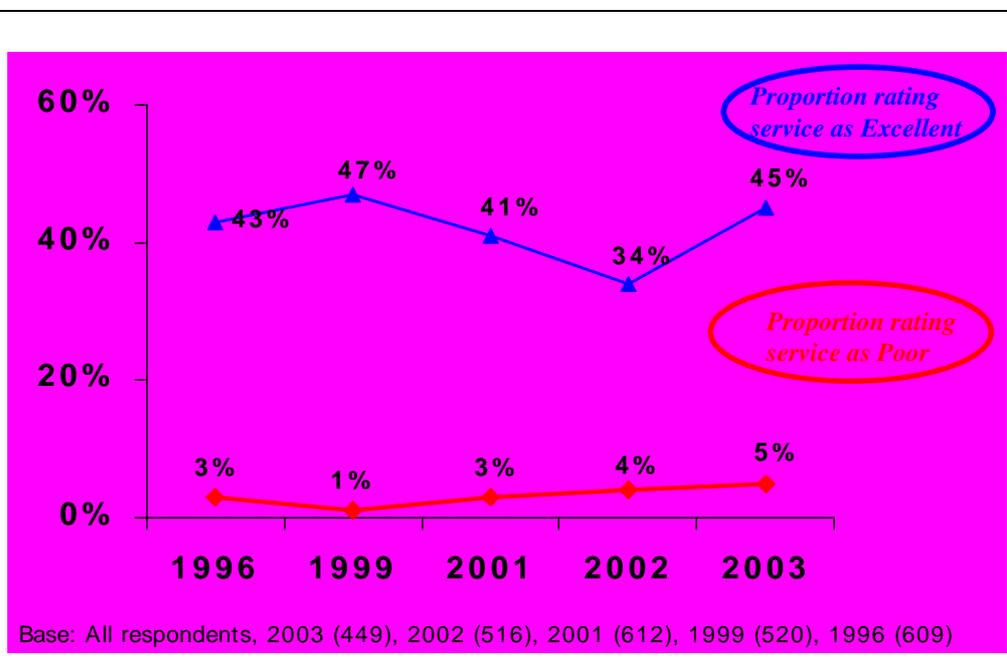
## 5 Rating of service

The rating of the service is a very important measure for the study and so a number of different dimensions of satisfaction were explored.

### 5.1 Rating of treatment from the Helpline

All callers were asked to rate the treatment and service they received from the Helpline on a six point scale ranging from “Excellent” to “Extremely poor”. This question was early on in the questionnaire, before they were prompted to think about the specifics of the call. Results are shown in Chart 5a.

Chart 5a Rating of Helpline

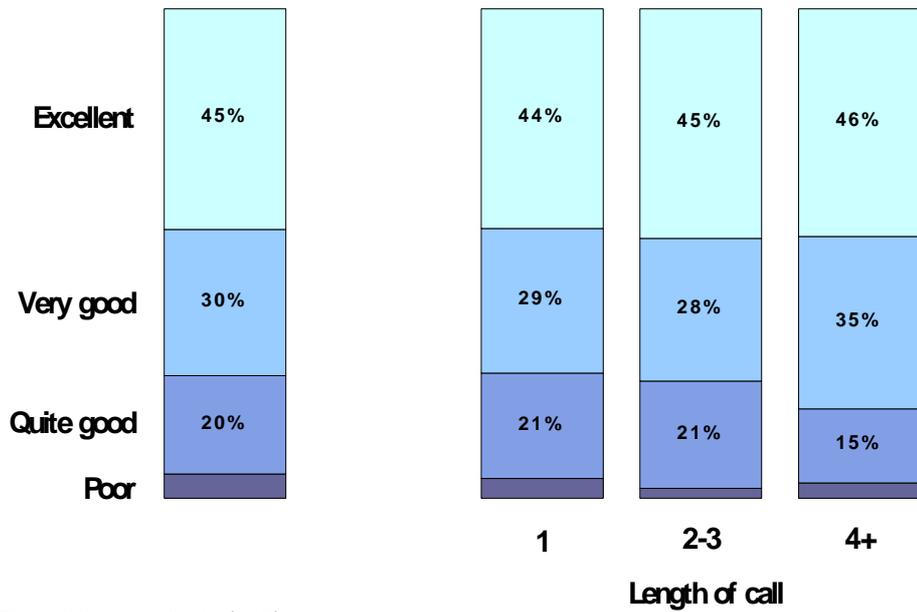


Almost all callers gave a positive rating of the Helpline at the most recent wave, with 95% rating it as “quite good” or better. The proportion of callers giving Sexwise a positive rating has remained stable since 1996.

In the past couple of years there has been a steady decline in the proportion rating the Helpline as ‘excellent’ (34% in 2002, 41% in 2001, 47% in 1999). However, it appears that this problem has been addressed as in the current survey the proportion rating the service as “excellent” has risen 11% since last year (45% in 2003).

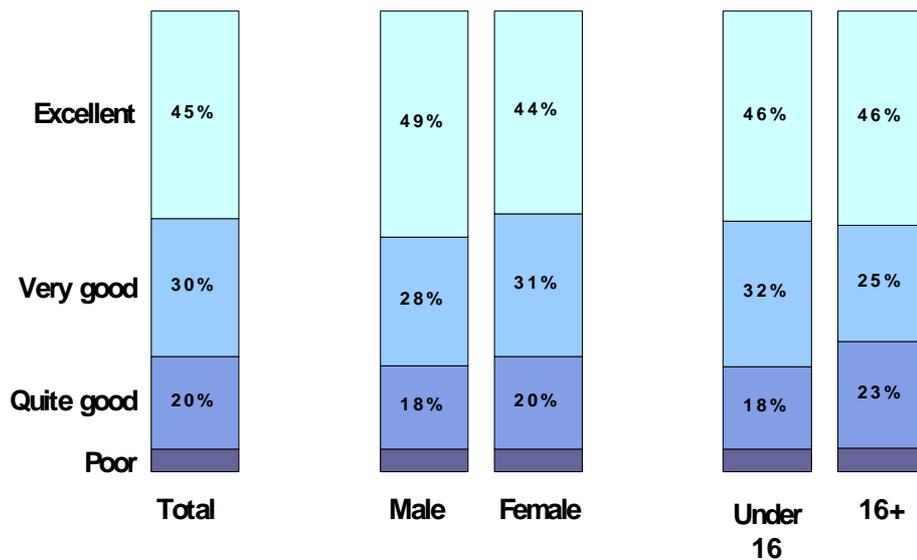
Unsurprisingly, 50% of callers who rated the Helpline as excellent were ‘very likely’ to call back. Only 1% were ‘unlikely’ to call back, and this could be because all their questions had already been answered.

Chart 5b Rating of Helpline by length of call



Base: All respondents (449)

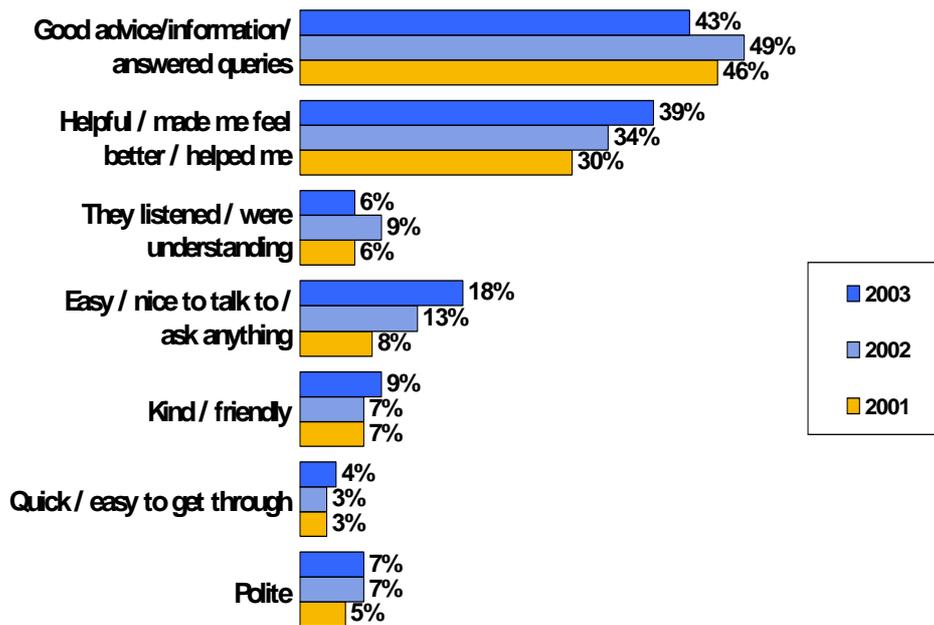
Chart 5c Rating of Helpline by sex and age



Base: All respondents (449)

It is interesting to note that there are hardly any differences in the rating of Sexwise by subgroups, as shown in Chart 5b and Chart 5c. Rating of the Helpline remained stable regardless of the length of the call. Male callers were marginally more likely than female callers were to give the Helpline an ‘excellent’ rating.

Chart 5d Reason why service was good



Base: All giving positive rating: 427 in 2003

Some examples of the answers that callers gave are;

*"They are very helpful and you have a one to one conversation "*

*"The people talk to you and don't judge you. They know what they are talking about"*

*"They're always bright and cheerful. They're always very very helpful. I had a very big problem today and they were very good."*

There were very few changes in reasons for positive perception over time. The most frequently mentioned reason relates to the content and quality of information given by the advisers: 43% said that they were given good advice or information, or that their queries were answered. The second most cited reason was to do with the result of the call: almost two fifths (39%) thought the advisers were helpful or made them feel better. Other

categories where callers rated the service positively were related to attitude or soft skills of the adviser.

Boys (43%) were slightly more likely than girls (37%) were to say that the advisers were helpful.

All callers who had given the service a “poor” rating were also asked for their reasons. Only 5% of all callers gave a “poor” rating and the main reasons given included the fact that the advisers were not very helpful and that the caller did not understand the answers they were given. Examples of some of the verbatim comments follow;

*“I asked a decent question and the man put the phone down on me”*

*“When I ring they don’t always answer”*

*“They did not believe me and said I was talking rubbish”*

*“Because one of them swore and said for f...s sake”*

## 5.2 Perceptions of Sexwise Service

All callers were read out a number of statements about the Sexwise service and were asked to what extent they agreed or disagreed with them, on a scale of 0 (“disagree completely”) to 10 (“agree completely”). The mean scores for the three years that the question was asked are shown in Table 5a.

**Table 5a Perceptions of Sexwise**

Base: All respondents			
	<b>2003</b>	<b>2002</b>	<b>2001</b>
Unweighted base	(449)	(516)	(612)
Weighted base	(449)	(516)	(612)
		%	%
They really know what they are talking about	9.00	8.79	9.06
They were very easy to talk with	8.96	8.93	9.10
They were very helpful to me	8.94	8.97	9.31
I believe everything they told me	8.93	8.86	9.10
They were happy to answer all of my questions	8.86	8.89	9.23
They were very clear about their advice	8.83	8.75	9.10
They understood what I wanted from them	8.79	8.69	8.89
Plenty of time	8.74	8.82	8.98
This service is for people like me	8.73	8.86	9.06
They used words I could understand	8.68	8.61	8.86

I felt comfortable talking to them	8.57	8.75	8.92
I felt able to ask all the questions I wanted to	8.52	8.75	8.98

Overall, attitudes towards Sexwise were extremely positive and there were few differences between the individual statements. The highest ratings came for statements relating to the knowledge of the advisers and the ease of talking to them over the phone. There was a lower level of agreement with statements relating to the rapport between the adviser and the caller, although this is still very high at more than eight and a half out of ten.

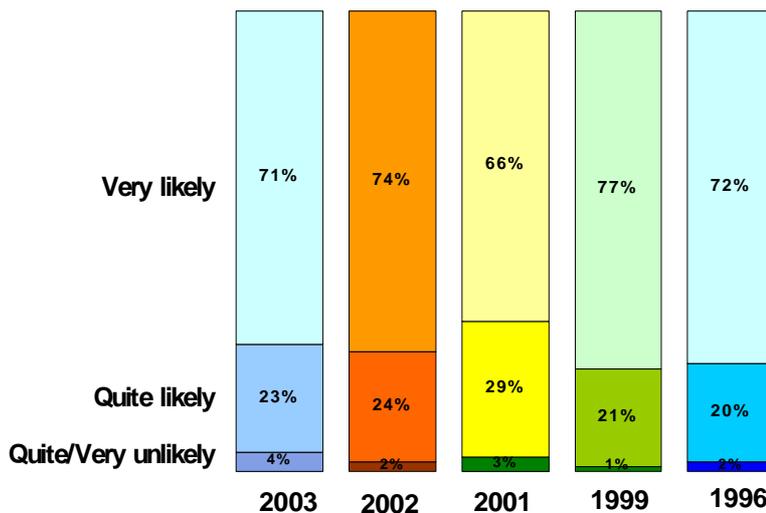
When compared to the previous surveys, most levels of agreement are returning to the previously high levels seen before the decline in 2002. Other levels of agreement have remained stable and only a few have continued to fall. The greatest decline was for the statement “I felt able to ask all the questions I wanted”, which fell by 0.23. This corresponds with the rise in the proportion of callers who felt unable to speak to the adviser when they called (38% in 2003, 35% in 2002 and 29% in 2001).

### 5.3 Likelihood of calling Sexwise in the future

A further indicator of the perception of quality of service provided is likelihood of calling Sexwise again if needing information or advice about sex.

Chart 5e shows the proportion of callers who are likely to call Sexwise again in the future should they feel they needed to.

Chart 5e Likelihood of calling Sexwise again



Base: All respondents (449)

Over nine in ten callers said they would be likely to call the Helpline again in the future (94%), a similar figure to the previous surveys. Over seven in ten callers rated themselves as “very likely” to call again, that is a slight decrease from 2002. Very few callers rated themselves as “unlikely” to call again (4% in 2003).

As would be expected, the likelihood of calling again is closely correlated with the overall rating of service given, previously discussed in section 5.1.

Males were slightly more likely than females to say they were “very likely” to call the Helpline in the future (76% compared to 69%).

Those calling on a weekday were more likely to say they would call again (97% compared to 90% calling on a weekend), however, this could be linked to difficulties in getting through. As you would expect, those who found it easy to get through to the Helpline were also more likely to call again (96% compared to 90% of those who had difficulty getting through). It is also interesting to note that those callers who spoke to the adviser for more than four minutes (81%) had more of a tendency to say they were ‘very likely’ to call the Helpline again than those whose call lasted for less than two minutes (66%). This is perhaps unsurprising as longer calls tend to deal with more complicated problems.

Those callers who were likely to call the Helpline again in the future were asked for their reasons why. Almost half (49%) said that the Helpline was good, helpful or understanding, while just under a third (30%) felt the advisers were knowledgeable. Just less than one in five (18%) thought the advisers were easy to talk to. Some examples of answers the callers gave are;

*"They give good information. It's easy and it's embarrassing to talk to someone you know. "*

*"If I can't speak to my mum I would phone this line and see what they had to say."*

*"This line is the only line I know and it's helpful."*

A total of 17 respondents (less than 4% of total callers) said they were unlikely to call again in the future. The reasons they gave were mostly either they found the advisers unhelpful, they felt they could get help/information from an alternative source in future, or their questions had been answered so they could not see a future need to call. Some examples of verbatim comments are shown below:

*"because of the people and they way they speak to you, they're snobby."*

*"I now have my mum and sister to speak with."*

## 6 Referrals to other organisations

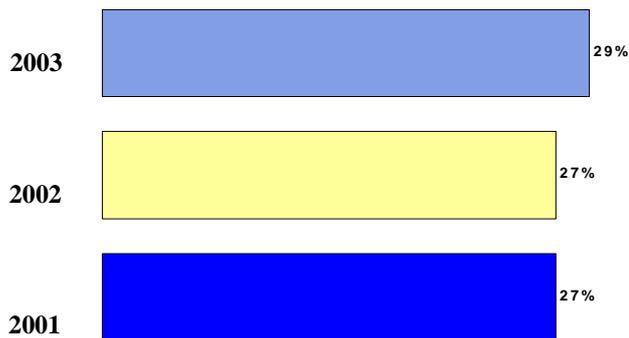
Sexwise advisers can refer callers to another organisation or person for further assistance. This chapter looks at referrals to other organisations as a result of the call and the likelihood of those other organisations being contacted. For those who had previously received a referral, we asked whether the other organisation or person was contacted and the caller's satisfaction with their call to this referred organisation.

Firstly, we examine responses for those referred at this call. Other referrals are examined in 6.2.

### 6.1 Referrals at this call

All callers were asked whether they were advised by the Helpline adviser to speak to another organisation or person. Results are shown in Chart 6a.

Chart 6a Those referred to someone else – this call



Base: All respondents, 2003 (449), 2002 (516), 2001 (612)

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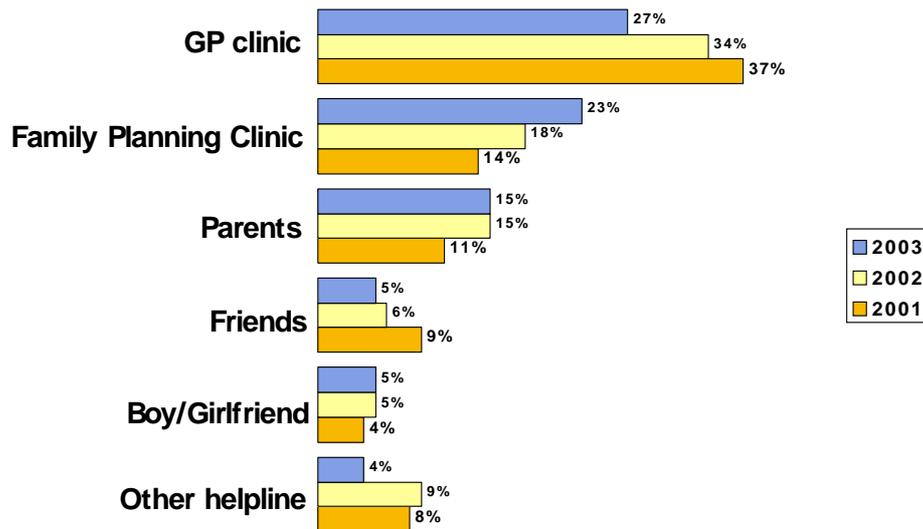
Almost a third of callers (29%) were advised to speak to someone else as a result of their call on the day they were interviewed. Females were very slightly more likely than males to be referred (31% compared to 26%), as were those aged 16 or over (39% compared to 26% of under 16s).

Referrals are likely to be related to the seriousness of the issues raised by the caller, which may explain why older respondents are slightly more likely to be given a referral. Older callers are likely to be more educated regarding sexual matters and, as such, they may be

more likely to have more complex issues to discuss, which again may not be able to be dealt with in one phone call.

Those who had been referred to another organisation at this call were asked whom they were referred to. Results are shown in Chart 6b.

Chart 6b Who referred to



Base: All who were advised to talk to someone else on this call (164 in 2001, 138 in 2002, 132 in 2003)

Just over a quarter (27%) of those who were advised to speak to someone else at this call were referred to their GP, with 23% being advised to speak to a Family Planning Clinic. Informal networks were also used for advice, with 15% being advised to speak to their parents and 5% being advised to speak to their friends. While it might appear a little concerning that young people are being referred to their friends, this may simply be for support or ‘someone to talk to’.

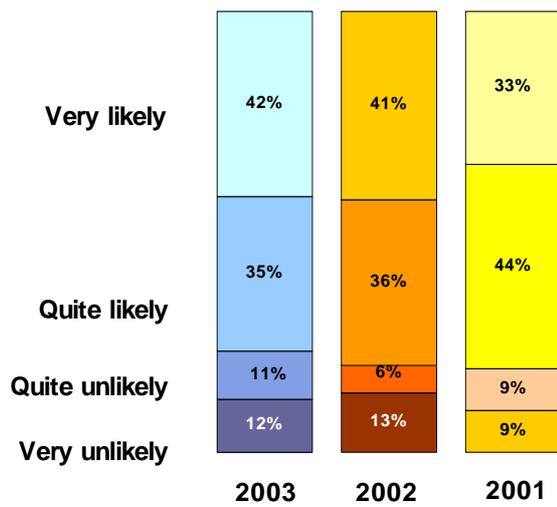
Males who were referred on were slightly more likely to be advised to speak to their GP (30% compared to 26% of females) while females were more likely to be referred to the Family Planning Clinic (24% compared to 19% of males) or to their parents (18% compared to 10% of males).

Under 16s were also more likely to be referred to their parents (20% compared to 10%). This may be because the nature of queries under 16s have tend to be questions or insecurities which can be resolved informally by a parent and do not require professional help.

In recent years there appears to have been a decline in the proportion of callers being referred to their GP and a progressive increase in the proportion being referred to a Family Planning Clinic.

Those callers who were advised to speak to someone else were asked how likely they were to make contact. Results are shown in Chart 6c.

**Chart 6c Likelihood of contacting someone else**



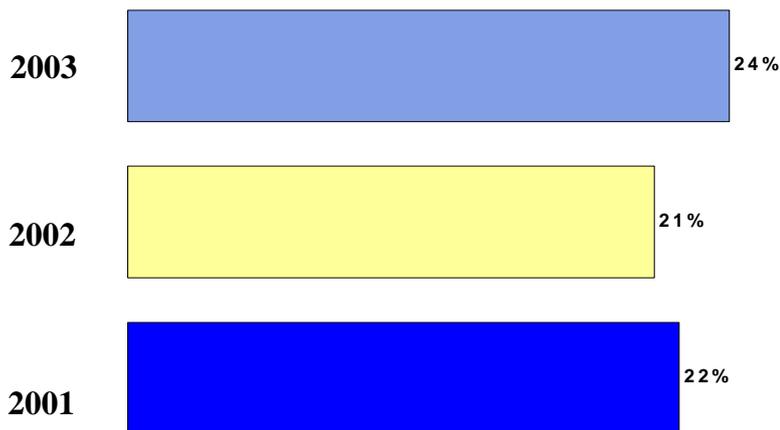
Base: All who were advised to speak to someone else, 2003 (120), 2002 (132), 2001 (145)

Three quarters of those advised to speak to someone else in 2003 said they were likely to do so (77%), with 42% saying that they were very likely to speak to them. The proportion of callers saying that they were very and quite likely to speak to the person they were referred to has remained constant over the last three years (77% in 2003, 2002, and 2001).

## 6.2 Referrals at previous calls

Almost half of callers (48%) had spoken to an adviser on the Helpline on a previous occasion. Of those callers (n=215), a quarter (24%) had been advised to speak to someone else when they last called.

**Chart 6d Likelihood of contacting someone else – previous call**



Base: All called before and got through 2003 (215), 2002 (269)

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Of those callers who were advised to contact someone else last time they called three in five (58%) actually made contact with the recommended person or organisation.

Having made contact with the person they were referred to, satisfaction with the service is important as this reflects upon the service provided by the Sexwise Helpline. Almost all (21 out of 25 respondents) of those who had contacted the person or organisation they were referred to were satisfied with the service they received, which is encouraging for the Helpline. The main reasons for satisfaction with the service received were that the referral was helpful or gave the right advice.

## 7 Sources of information and advice

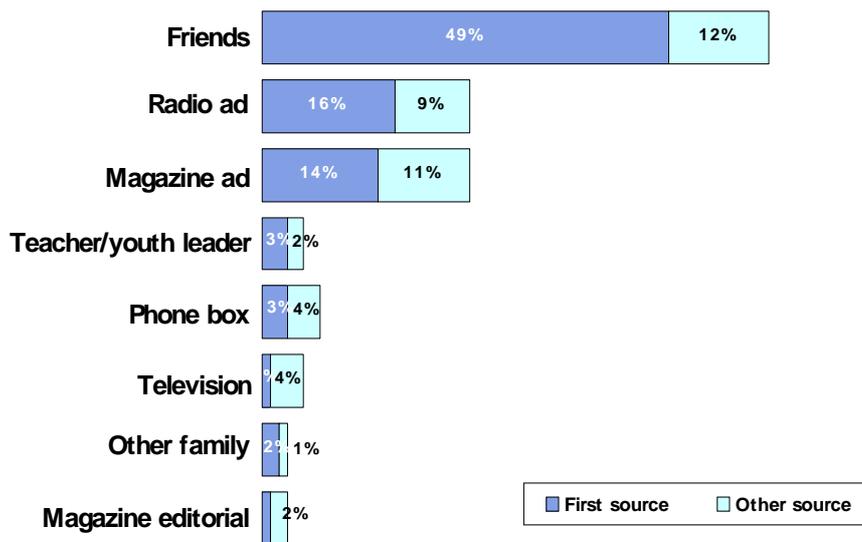
The Sexwise Helpline is only one of a number of potential sources of advice and information about sex and relationships for teenagers. A number of questions were asked about callers' sources of awareness about the Sexwise Helpline and these alternative sources.

### 7.1 Sources of awareness about Sexwise

Half of callers (53%) had become aware of Sexwise during the two months before their call, while one in five (22%) had been aware of the Helpline for more than one year.

All callers were asked how they had become aware of Sexwise; these results are shown in Chart 7a.

Chart 7a How become aware of Sexwise



Base: All respondents (449)

Three fifths (61%) of callers in 2003 had found out about the Helpline from their friends, similar to 2002 and 2001. A quarter had found out from radio advertising and the same proportion from an ad in a magazine. In total, 47% had found out about Sexwise from some form of advertising indicating that advertising is also a very important source of awareness of the Helpline.

The figures for awareness of Sexwise are similar to those recorded in a separate survey conducted by BMRB Social Research. The Teenage Pregnancy Strategy Evaluation Survey,

asked the same question about sources of awareness about Sexwise. In that survey, just under a third (27%) had found out about Sexwise from a radio ad and 13% from a magazine ad.

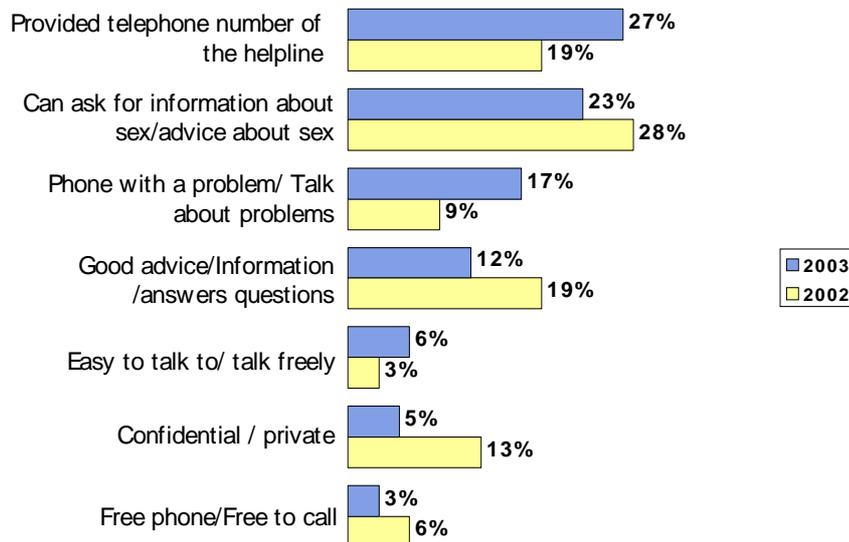
## 7.2 Awareness of advertising

Those callers who did not mention advertising as a way of becoming aware of Sexwise were then asked specifically what advertising they had seen or heard. In total, almost two thirds of callers (65%) had seen or heard some advertising for the Helpline recently. There was an increase in awareness of advertising between 2001 and 2002 as the Teenage Pregnancy campaign was building up momentum but awareness levels have now stabilised and a similar proportion of young people were aware of advertising in 2002 and 2003 (64% and 63% respectively).

Females were more likely than males to be aware of the advertisements (70% compared to 53% of males). Younger callers were also more likely to recall the advertising: 63% of those aged 15 or under compared to 56% of those aged 16 or over. Once again these figures reflect campaign awareness measured in the Teenage Pregnancy study.

## 7.3 What Sources told Callers about the Helpline

Chart 7b What advertisement told caller about Helpline



Base: All who had seen or heard Helpline advertisements 2003 (296), 2002 (331)

One in five (23%) callers mentioned that the ads told them that they could ask for information about sex. This is a specific objective of the advertisements, this message

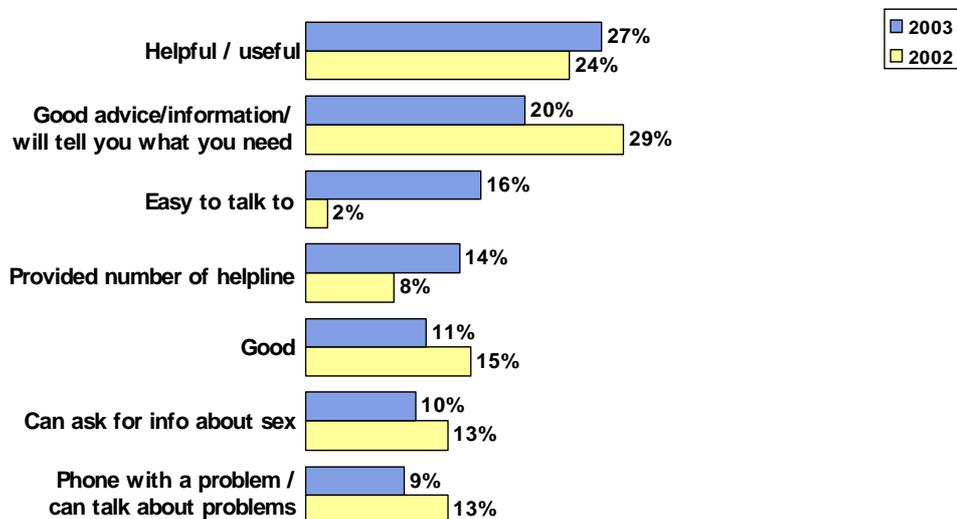
seems to have filtered through to the callers (28% mentioned it in 2002 and 17% in 2001). Just over a quarter (27%) specifically mentioned the telephone number and a further 17% mentioned that you can phone the Helpline with a problem. While Helpline advertisements provide factual information (such as the telephone number) word of mouth sources provide a different angle.

More than two thirds of callers (67%) had heard about the Helpline through word of mouth. These callers were asked what the word of mouth information had told them about the Helpline. Results are shown in Chart 7c.

Much of the information gathered from word of mouth sources was focused on general opinions and recommendations of the Helpline, with one in four saying it was helpful and one fifth saying it offered good advice.

However, although the focus for word of mouth sources is mainly on opinions and ratings, it seems that some factual information is becoming more widely obtained from these less formal routes. For instance there was an increase in mentions of the telephone number from word of mouth sources from 8% in 2002 to 14% in 2003.

**Chart 7c Information obtained by word of mouth**

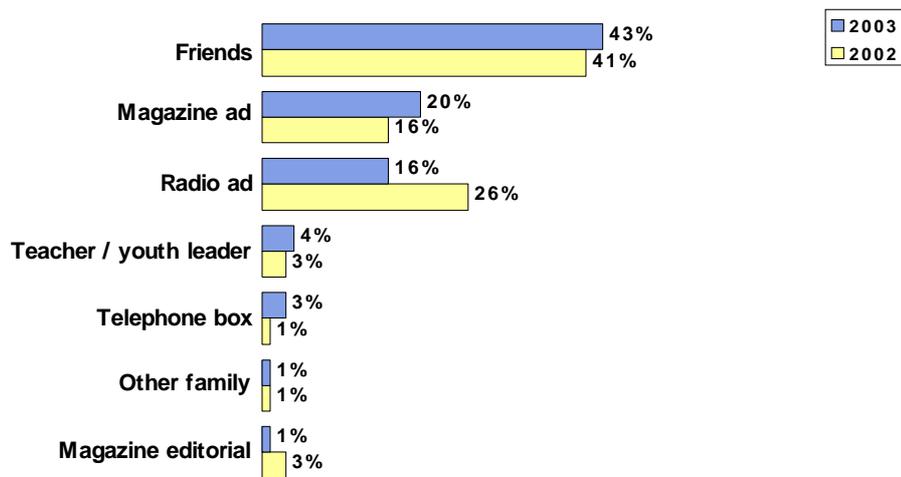


Base: All who heard through word of mouth 2003 (299) 2002 (370),

## 7.4 Most Important Influence on Calling

Almost a half (48%) had heard about the Helpline from more than one source. This is equal to the proportion in 2002. These callers were then asked which source of information had the most important influence on their decision to ring the Helpline. Results are shown in Chart 7d.

Chart 7d Most important influence on decision to call



Base: All who had seen/heard more than one source (216)

The most important influences on callers' decisions to phone the Helpline are their friends (43%), Magazine ads (20%) and radio ads (16%). Although friends are the highest single source, advertising (radio and magazine ads together) also plays a large role in the decision making process (36%). However this is a decrease from last time (42% advertising) and may be because the initial effect of the campaign has reduced. As people are not looking at or hearing something entirely 'new' they might not pay such active attention to the message about Sexwise which they have heard before and therefore see it as a less important influence on calling.

**Table 7a Overall influence on decision to call**

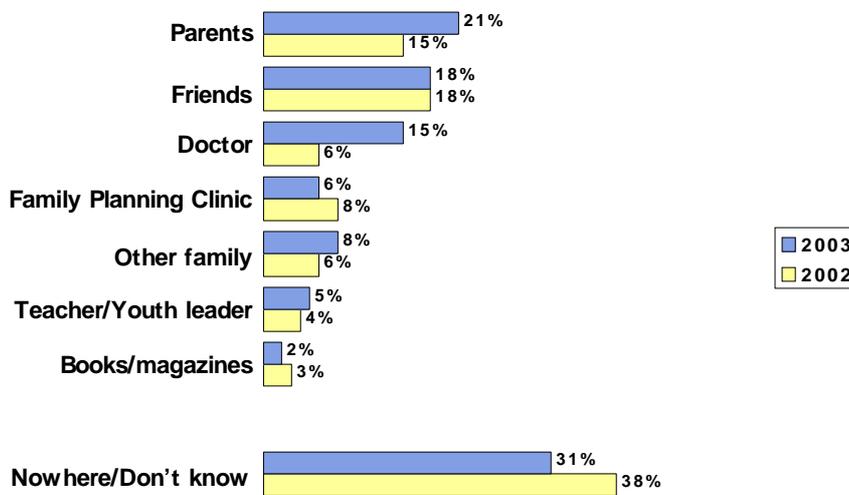
Base: All respondents (449)	
	<b>2003</b>
Friends	49%
Magazine ad	15%
Radio ad	15%
Teacher/youth leader	3%
Telephone box	2%
Other family	2%
Magazine editorial	1%

Chart 7d only looks at those callers who have heard of Sexwise from more than one source. Table 7a is an aggregated table including the data from callers who had only heard of the Helpline from one source and the data in table 7d. Both show a similar picture with friends remaining as the most important influence on the callers' decision to contact Sexwise.

## **7.5 Alternative sources of advice**

All callers were asked if they knew of any alternative sources of information or advice on sex and relationships, if the Sexwise Helpline was not available. Results are shown in Chart 7e.

Chart 7e Alternative sources of advice if Helpline not available



Base: All respondents, 2003 (449), 2002 (516)

It is noticeable that a high proportion of callers (31%) are unaware of any other sources of information or advice apart from the Sexwise Helpline, which in itself shows the importance of the existence of the Helpline. However, it seems that young people may be getting more informed about sources of advice on sex and relationships as the proportion not knowing where to turn has decreased from 38% in 2002.

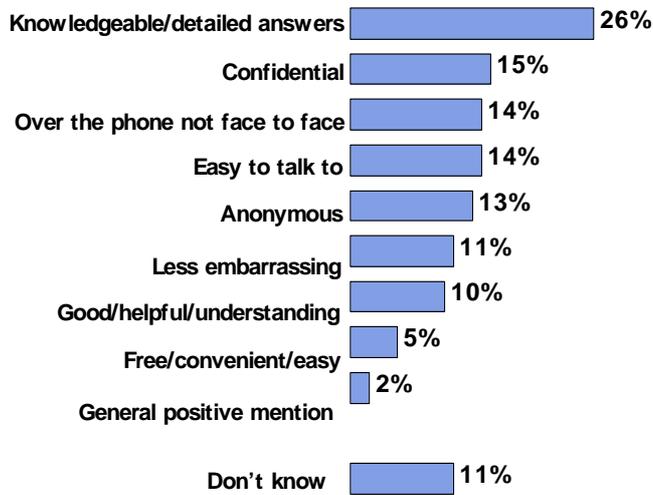
Of the other sources of information mentioned by callers, it is the informal networks rather than professional organisations that are most often mentioned. 21% of callers would find information from their parents, while a further 18% would ask their friends. While informal networks can be a useful provider of information and advice, they are not the ideal source of information in all cases.

Less than one in ten (6%) mentioned a Family Planning Clinic, and only 15% said they would get information from their local GP. Although there has been an increase in the proportion mentioning their GP as an alternative source of information (6% in 2002), these percentages are still low given the fact that many were referred to their GP or FPC (See Chart 6b). This may be related to the perceived difficulty of contacting health professionals, but may also stem from a fear or reluctance to contact this group.

Those callers who were aware of other sources of information were asked in what ways, if any, Sexwise was better than these alternative sources. Results are shown in Chart 7f.

Chart 7f Why Sexwise is better than other sources

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Base: All who mentioned alternative sources of information (245)

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Themes that have recurred throughout the survey are also apparent here. A quarter (26%) of those mentioning other sources said that Sexwise was better in that it offers knowledgeable or detailed answers, while 10% said it was helpful or understanding.

However, the individual aspects of the Helpline come to the fore at this question. 15% said that Sexwise was better because of the confidentiality, while 14% said it was because it is not face-to-face. 13% said Sexwise was better because it is an anonymous Helpline.

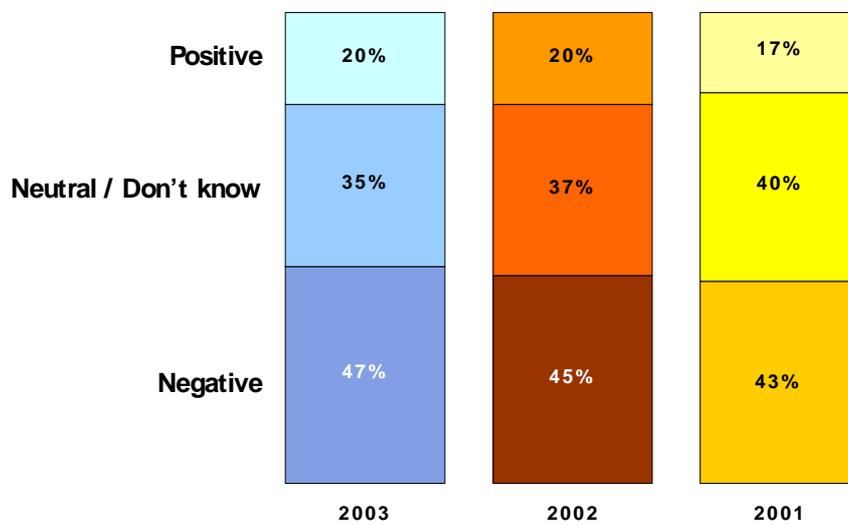
When asked in what ways, if any, other sources are better than Sexwise, few callers gave an answer. A quarter said they didn't know, while 44% said that other sources were not better than Sexwise. Of those callers who did answer, the reasons given were mainly concerned with aspects of service that are not offered by Sexwise. 13% of those asked said that other sources are more personal, while 4% mentioned that other sources are face-to-face.

## 8 Expectations of Sexwise

### 8.1 First expectations of Helpline

All callers were asked, “*when you first decided to ring the Helpline, what did you think it would be like?*”. Answers were recorded verbatim and later coded into categories. At the analysis stage, the answers were examined further and coded as either “positive” or “negative” expectations. Results are shown in Chart 8a.

Chart 8a First expectations of Helpline



Base: All respondents 2003, (449), 2002 (516), 2001 (612), 1999 (520)

The majority of expectations of the Helpline were either negative (47%) or neutral (35% did not express an opinion either way or did not know). One in five callers had a positive expectation. Over 16s (24%) were more likely to have positive expectations of the Helpline than under 16s (17%) indicating that they may be less anxious about calling. These results have remained very stable over the last three years.

Negative expectations of the Helpline tended to revolve around the fear of the unknown (12% of callers said it was frightening or scary) or being worried about being embarrassed (6%). Several callers also worried that they would be asked lots of questions (5%).

It seems unfortunate that so many young people are worried about calling the Helpline. Some of this may be inevitable as the issues they may want to discuss are likely to be complicated or embarrassing for them. However, it may be worth investigating and addressing these fears in the future advertising or publicity.

Those with positive expectations tended to mention the themes that have emerged throughout the survey. 7% of callers said they thought the Helpline would be helpful, while 4% said they thought it would provide good advice or information.

## **8.2 Changes in expectations**

After their call, around two fifths of callers (37%) said the Helpline had met their expectations, while three in five said it was different (60%). Females (40%) were more likely than males (31%) to find the Helpline as they expected.

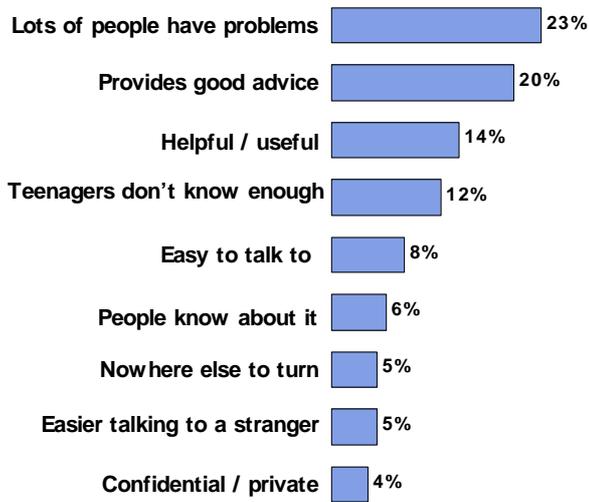
Of those whose experience of Sexwise was different from what they had expected, four in five (81%) found the experience more positive than expected. 19% of those experiencing a change found the Helpline friendlier than they had expected and 18% said the advisers were easier to talk to than they had expected.

However, a minority of respondents (11%) became more negative about the Helpline as a result of their call. Reasons given for a negative change included the caller was surprised by who answered (5%) and the fact that the adviser was less helpful than expected (2%). We have to remember however that these negative comments come from a very small group (30 callers) and that the differences in expectations were positive in the majority of cases.

Towards the end of the questionnaire, callers were told the Helpline gets thousands of calls each week and were asked why they thought it was so popular. Results are shown in Chart 8b.

Chart 8b Perceptions of why Sexwise is so popular

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Base: All respondents 2003 (449), 2002 (516)

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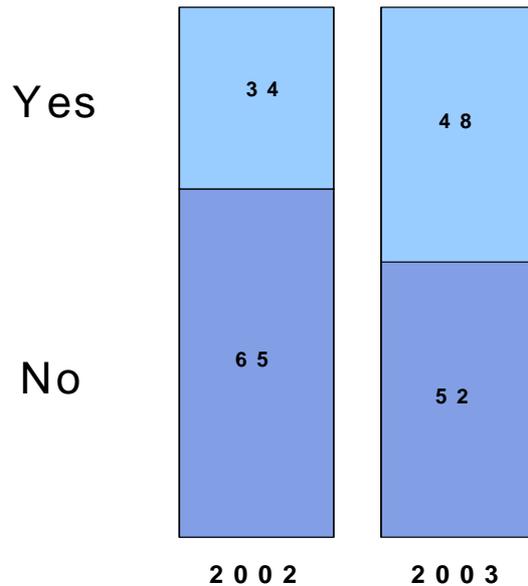
Just over a fifth of callers (23%) thought Sexwise got a lot of calls because lots of people have problems or need information about sex, while one in five thought it was because it provided good advice. 14% mentioned that the Helpline was useful while 12% thought that teenagers don't know enough about sex.

As with previous questions about the Helpline, issues of confidentiality (4%) and the free phone call (2%) were mentioned by fewer callers. Although these are no doubt important, they are not seen as the main reasons for the Helpline being so popular. 5% said that people didn't have anywhere else to turn an indication of how important the Helpline is felt to be.

## 9 RUThinking.co.uk

The RUThinking.co.uk website was launched in 2001 and questions about the website have been included in the current survey and the 2002 survey. This website is linked to Sexwise and both are featured in the Teenage Pregnancy advertising campaign.

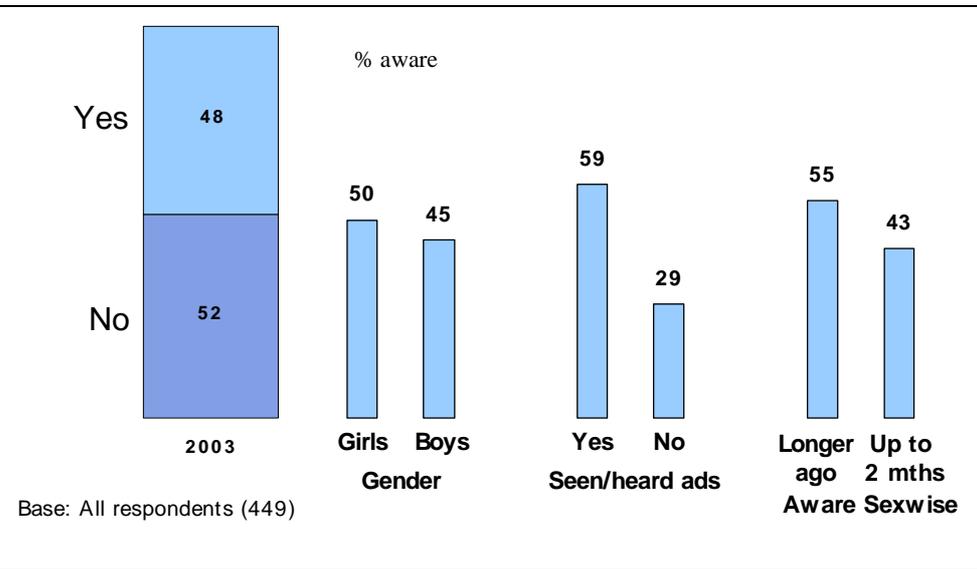
Chart 9a Whether heard of RUThinking.co.uk



Base: All respondents 2003 (449), 2002 (516)

All respondents were asked if they had heard of the website RUThinking.co.uk. Just under half of callers (48%) had heard of the website. This is a notable increase in awareness since 2002 when only 34% had heard of the website. Essentia have asked Sexwise advisers to actively encourage young people to visit the site and this is probably an important factor behind the increased awareness.

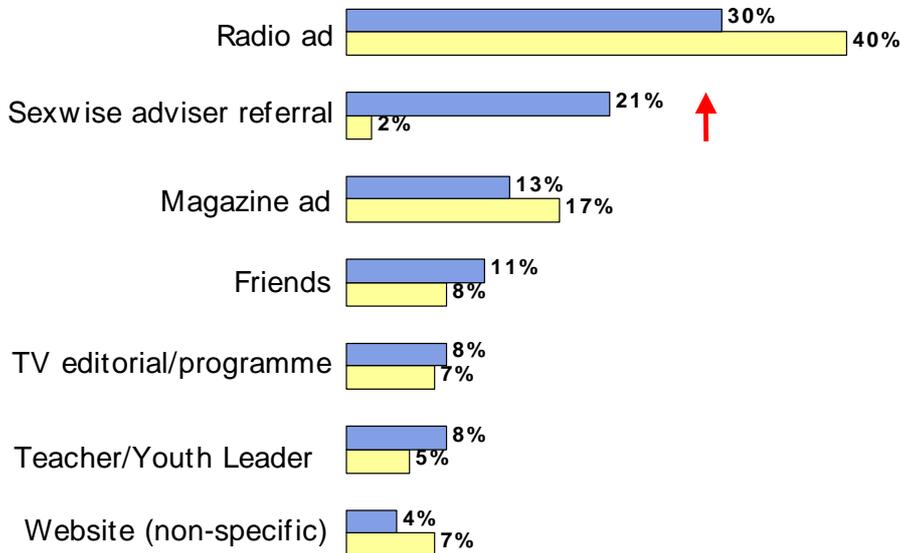
Chart 9b Awareness of RUThinking.co.uk by subgroups



Females were slightly more likely than males to be aware of the website (50% compared to 45% males). Callers who had seen or heard the Sexwise advertisements were considerably more likely to have heard of the RU Thinking website than those who hadn't seen or heard the advertisements (59% compared to 29%). Callers who had known about Sexwise for longer than two months were also more likely to be aware of the website than callers who had only heard about it within the previous two months (55% compared to 43%).

All callers who had heard of RUThinking.co.uk were asked how they had heard of it. Results are shown in Chart 9c.

Chart 9c How heard of RUThinking.co.uk



Base: All who have heard about RUThinking.co.uk 2003 (217), 2002 (176)

Advertising remains the main source of information about the website with 47% of callers having heard of the website from either a radio or a magazine ad. However, the most notable increase in awareness can be seen in the proportion of Sexwise advisers mentioning the site: a fifth of callers who had heard of the site (21%) had done so because of an adviser referral, compared with 2% in 2002. As mentioned earlier, it appears that Sexwise advisers have been actively encouraging young people to visit the site.

The callers who had heard of the RUThinking website and hadn't mentioned the Sexwise adviser as the source of their awareness of it were asked whether the adviser at Sexwise had mentioned it or referred them to it. Just under a quarter (23%) of the callers said the adviser had mentioned the site to them. So a total of 39% of the website awareness is now coming from advisers. This amounts to 19% of all callers being aware of the site thanks to an adviser.

## 9.1 Visiting the RUThinking Website

All who had heard of the website were asked whether they had visited the website. It is encouraging to note that the increased awareness of the website has also resulted in increased visits: 15% of those aware of the site had visited it, equating to 7% of all callers compared with 3% of all callers in 2002.

It is interesting to note that those callers who had difficulty getting through to the Helpline were more likely to have visited the website (24%) when compared to those who found it easy to get through (11%). This suggests that the callers are using the website as a useful alternative source of information when they are unable to get through to an adviser on the Helpline.

In addition, it seems that the website provides a useful source of information for simpler issues and helps prepare young people for their call to the Helpline. Although the percentages are small, 6% of those having visited the website spoke to a sexwise adviser for less than 2 minutes, compared with 22% of those who had not visited the site (but were aware of it).

All those who had visited the RUThinking website were asked which of a list of descriptions applied to it. Of the 32 Sexwise callers who had visited the site 25 found it was easy to use, 20 said it grabbed their attention and 20 also felt the site contained lots of useful information. Only a very small minority had anything negative to say about the site. 3 callers found the site difficult to understand and 3 found it boring.



## Appendix A

### Analysis of response

Advisors working during fieldwork shifts were asked to keep a record of the number of calls they themselves handled, distinguishing only between “eligible” and “ineligible” calls. Of the calls counted by advisors 58% were classed as eligible, a similar proportion to 2002 (54%) and 2001 (49%).

The following table shows the breakdown of calls received during fieldwork shifts.

**Table A1** Breakdown of calls during fieldwork shifts

	<b>Number</b>	<b>%</b>
Eligible calls	30827	100
Interviewer busy, caller not asked to take part	11041	36
Caller disconnected with no reply	17235	56
<b>In-scope calls (e.g. all those invited to take part)</b>	<b>2551</b>	<b>8</b>
<b>All in-scope calls</b>	<b>2551</b>	<b>100</b>
Caller refused	1708	67
Caller agreed but transfer failed	203	8
Transferred successfully – but interview unusable	191	7
<b>Completed interview</b>	<b>449</b>	<b>18</b>

## **Appendix B**

### **Weighting**

As with previous surveys, weighting procedures were followed to correct for the inevitable under-representation of callers during busy times.

In order to restore the equal probabilities of being interviewed to each caller, accurate data about the flow of calls during fieldwork shifts is necessary. The advisors kept records of the total number of eligible calls within each interviewer shift, and it is on the basis of this that weighting is applied. Weights were applied to each interviewer shift worked.

The target weight for each shift is calculated by working out the proportion of eligible calls handled by advisors per shift, as a percentage of the total eligible calls handled during the whole fieldwork period.

The sample was weighted to the target matrix shown in Table A2.

Table A2 Target weighting matrix

Day	Date	Time	Interactive calls	Weight
Saturday	28-Feb	16-20	822	2.67%
Saturday	28-Feb	20-24	595	1.93%
Sunday	01-Mar	8-12	523	1.70%
Sunday	01-Mar	16-20	722	2.34%
Monday	02-Mar	12-16	1442	4.68%
Monday	02-Mar	16-20	1143	3.71%
Tuesday	03-Mar	8-12	470	1.52%
Wednesday	03-Mar	20-24	809	2.62%
Thursday	04-Mar	12-16	1204	3.91%
Friday	05-Mar	8-12	351	1.14%
Saturday	06-Mar	20-24	479	1.55%
Saturday	07-Mar	16-20	1118	3.63%
Sunday	08-Mar	12-16	901	2.92%
Sunday	08-Mar	20-24	631	2.05%
Monday	09-Mar	8-12	448	1.45%
Tuesday	09-Mar	20-24	510	1.65%
Tuesday	10-Mar	16-20	841	2.73%
Wednesday	11-Mar	12-16	1234	4.00%
Thursday	11-Mar	20-24	362	1.17%
Thursday	12-Mar	8-12	562	1.82%
Friday	13-Mar	8-12	390	1.27%
Saturday	13-Mar	12-16	1105	3.58%
Saturday	14-Mar	12-16	1433	4.65%
Sunday	15-Mar	8-12	816	2.65%
Sunday	15-Mar	12-16	1070	3.47%
Monday	16-Mar	16-20	506	1.64%
Tuesday	16-Mar	20-24	180	0.58%
Wednesday	17-Mar	12-16	1465	4.75%
Wednesday	18-Mar	8-12	436	1.41%
Thursday	19-Mar	16-20	1007	3.27%
Friday	19-Mar	20-24	428	1.39%
Saturday	20-Mar	16-20	1149	3.73%
Saturday	21-Mar	8-12	261	0.85%
Sunday	22-Mar	16-20	1014	3.29%
Sunday	22-Mar	20-24	446	1.45%
Monday	23-Mar	8-12	439	1.42%
Tuesday	23-Mar	12-16	888	2.88%
Wednesday	24-Mar	8-12	400	1.30%
Thursday	25-Mar	16-20	768	2.49%
Friday	26-Mar	12-16	1013	3.29%
Friday	27-Mar	20-24	446	1.45%
			<b>30827</b>	<b>100.00%</b>

## **Appendix C**

### **Fieldwork**

The fieldwork was carried out from the 28<sup>th</sup> February to the 27<sup>th</sup> March 2003. Interviewers worked four-hour shifts, evenly spread throughout the fieldwork period as shown in Table A2, and spread throughout each day from 8 am to midnight.

The advisors recorded all calls they received during the interviewer shifts, both eligible and ineligible. These records were used to weight the data.

An example of the call record sheets that the advisors used follows:



**Appendix D**  
**Questionnaire**

## **Sexwise 2003 - FINAL QUESTIONNAIRE**

**sexwise4 - JN: 1151623 – 13 March 2003**

Quanquest v2.1 - QAL v2.2bmr12 - CAPI

---

sexwise4

---

### **QUANCEPT ITEM:**

---

1. THE ADVISER WILL TELL YOU THE LENGTH OF THE CALL - WHEN THEY TRANSFER THE CALL

(IF LESS THAN 1 MINUTE ENTER AS 0)

(1508 - 1510)

Numeric Range \_\_\_\_\_

Permitted Range

0 TO 1 (Up to two minutes) , 2 TO 5 (Two to five minutes) , 6 TO 120 (Over five minutes)

---

**Hello, I'm from the British Market Research Bureau. Thanks for helping us. Just to confirm, this is completely confidential between you and me, the adviser you've been speaking to cannot hear the call. It will take only a few minutes.**

---

2. Can I just check are you the person who spoke to the adviser?

IF NO, TRY TO SPEAK TO THE PERSON WHO TALKED TO THE ADVISER

Yes

1

(1511)

No

2

---

zcheck

**IF ( Q2 = No ) - Termination with data (Quit)**

I'm sorry but I only need to speak to the person who spoke to the adviser. Thank you very much for your time.

---

3. Can I just check, have we interviewed you before about this Helpline?

Yes, interviewed before	1	(1512)
No, first time	2	
Don't Know	Y	

---

4. Did you have any difficulty in finding the phone number to make this call?

Yes	1	(1513)
No	2	
Don't Know	Y	

---

5. When calling the Helpline, how easy would you say it was to get through to someone to talk to?

READ OUT

Very easy	1	(1514)
Quite easy	2	
Quite difficult	3	
Very difficult	4	
Don't Know	Y	

---

6. When you made THIS call, did you get through to someone to talk to on the FIRST time you tried

Yes, first attempt	1	(1515)
No, tried before	2	
Don't Know	Y	

---

**IF TRIED TO GET THROUGH TO HELPLINE BEFORE  
THEN ASK: 7, 8**

---

7. How many times did you have to try before you were able to talk to someone?

(1516 - 1518)

Numeric Range _____		
Don't Know	Y	(1516)

Permitted Range  
0 TO 999 (Numeric Range)

---

8. And how long ago was the very LAST time you tried? I mean, was it earlier today, yesterday or longer ago?

Today	1	(1519)
Yesterday	2	
Longer ago	3	
Don't Know	Y	

**End of Filter icall**

---

9. ASK ALL

Thinking about the way the Helpline treated you when you got through today, would you say the service was good or poor?

Good	1	(1520)
Poor	2	
Don't Know	Y	

---

**IF RATE HELPLINE AS GOOD  
THEN ASK: 10, 11**

---

10. And would you say it was QUITE good, VERY good or EXCELLENT?

Excellent	1	(1521)
Very good	2	
Quite good	3	
Don't Know	Y	

---

11. And why do you say that? Why else?

(1522 - 1526)

Don't Know	Y	(1522)
------------	---	--------

**End of Filter igood**

---

**IF RATE HELPLINE AS POOR  
THEN ASK: 12, 13**

---

12. And would you say it was QUITE poor, VERY poor or EXTREMELY poor?

Quite poor	1	(1527)
Very poor	2	
Extremely poor	3	
Don't Know	Y	

---

13. Why do you say that? Why else

(1528 - 1532)

Don't Know	Y	(1528)
------------	---	--------

**End of Filter ipoor**

---

**I'm going to read out a few things people have said about the Helpline service, and for each one. I'd like you to give a mark out of 10. A mark of 10 means you AGREE COMPLETELY; a mark of 0 means you DISAGREE COMPLETELY. You can use any numbers you like between 0 and 10. So, what mark would you give for.....**

---

14. ...

REPEAT IF NECESSARY: Please give a mark from 0 to 10 where 10 means you agree completely, and 0 means you disagree completely

(1533 - 1534)

Numeric Range \_\_\_\_\_  
Don't Know Y

(1533)

Permitted Range  
0 TO 10 (Mark from 0 to 10)

This question is repeated for the following loop values:

- They really know what they're talking about
- I had plenty of time to talk
- They used words I could understand
- I felt able to ask all the questions I wanted to
- They were very easy to talk with
- I believe everything they told me
- They understood what I wanted from them
- I felt comfortable talking to them
- They were very clear about their advice
- They were very helpful to me
- They were happy to answer all of my questions
- This service is for people like me

A total of 12 iterations occupying columns (1533 - 1534) to (1555 - 1556)

---

15. Did the adviser suggest that you should CALL or TALK to someone else?

Yes	1	(1557)
No	2	
Don't Know	Y	

---

**IF WERE ADVISED TO CALL OR TALK TO SOMEONE ELSE  
THEN ASK: 16**

---

16. Who did they suggest you talked to?

DO NOT PROMPT

GP practice	1	(1558)
Family planning clinic/association (FPC/A)	2	
Brooke	3	
Other national support group	4	
Local support group	5	
GUM clinic	6	
Youth group	7	
Other telephone Helpline (e.g. Childline, Parentline)	8	
Don't Know	Y	
Refused	Z	
None of these	X	
Other	0	

Other specify...	(1559 - 1562)
------------------	---------------

---

**IF RESPONDENT SAID WHO IT WAS THAT THEY WERE SUGGESTED TO SPEAK TO  
THEN ASK: 17**

---

17. How likely is it that you will do that?

READ OUT

Very likely	1	(1563)
Quite likely	2	
Quite unlikely	3	
Very unlikely	4	
Don't Know	Y	

---

**IF UNLIKELY TO CALL OR TALK TO SOMEONE ELSE  
THEN ASK: 18**

---

18. Why do you say that? Why else?

(1564 - 1568)

Don't Know Y (1564)

**End of Filter iunlike**

**End of Filter Isugg**

---

19. Had you expected them to refer you to someone else, before you called today?

Yes 1 (1569)  
No 2  
Don't Know Y

**End of Filter irefer**

---

**Ask all**

---

20. Have you ever called this Helpline before and got through to someone?

Yes 1 (1570)  
No 2  
Don't Know Y

---

**IF RESPONDENT HAS CALLED HELPLINE BEFORE AND GOT THROUGH TO SOMEONE  
THEN ASK: 21**

---

21. When you phoned before, did they suggest you call or talk to someone else?

Yes 1 (1571)  
No 2  
Don't Know Y

---

**IF RESPONDENT WAS ADVISED TO TALK TO SOMEONE ELSE THE LAST TIME THEY CALLED  
THEN ASK: 22**

---

22. Who did they suggest you talked to?

DO NOT PROMPT - CODE FIRST ANSWER HERE

GP practice	1	(1572)
Family planning clinic/association (FPC/A)	2	
Brooke	3	
Other national support group	4	
Local support group	5	
GUM clinic	6	
Youth group	7	
Other telephone Helpline (e.g. Childline, Parentline)	8	
Don't Know	Y	
Refused	Z	
Other	0	

Other specify...

(1573 - 1576)

---

**IF RESPONDENT GAVE THE SOURCE OF INFORMATION THEY WERE REFERRED TO  
THEN ASK: 23**

---

23. Who else did they suggest you talked to?

DO NOT PROMPT - CODE SECOND ANSWER HERE

GP practice	1	(1577)
Family planning clinic/association (FPC/A)	2	
Brooke	3	
Other national support group	4	
Local support group	5	
GUM clinic	6	
Youth group	7	
Other telephone Helpline (e.g. Childline, Parentline)	8	
Don't Know	Y	
Refused	Z	
None of these	X	
Other	0	

Other specify...

(1608 - 1611)

---

**IF RESPONDENT GAVE 2ND RECOMMENDED SOURCE OF INFORMATION  
THEN ASK: 24**

---

24. Who else did they suggest you talked to?

DO NOT PROMPT - CODE THIRD ANSWER HERE

GP practice	1	(1616)
Family planning clinic/association (FPC/A)	2	
Brooke	3	
Other national support group	4	
Local support group	5	
GUM clinic	6	
Youth group	7	
Other telephone Helpline (e.g. Childline, Parentline)	8	
Don't Know	Y	
Refused	Z	
None of these	X	
Other	0	

Other specify...

(1617 - 1620)

End of Filter lyes2

End of Filter lyes

---

**IF RESPONDENT SAID WHO IT WAS SUGGESTED THAT THEY TALK TO  
THEN ASK: 25**

---

25. Did you contact &qwho&?

Yes	1	(1621)
No	2	
Don't Know	Y	

---

**IF RESPONDENT DID NOT CONTACT THE RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 26**

---

26. Why was that?

(1622 - 1625)

Don't Know	Y	(1622)
------------	---	--------

End of Filter lcontac

---

**IF RESPONDENT CONTACTED RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 27**

---

27. How satisfied were you with their service?  
READ OUT

Very satisfied	1	(1626)
Quite satisfied	2	
Not very satisfied	3	
Not at all satisfied	4	
Don't Know	Y	

---

**IF RESPONDENT WAS SATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 28**

---

28. Why was that?

(1627 - 1630)

Don't Know

Y

(1627)

**End of Filter Isatis**

---

**IF RESPONDENT WAS DISSATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 29**

---

29. Why was that?

(1631 - 1634)

Don't Know

Y

(1631)

**End of Filter Isat2**

---

30. Did you need to call Sexwise again after you had contacted &Qwho&

Yes

1

(1635)

No

2

Don't Know

Y

**End of Filter Inocon**

**End of Filter lwho**

---

**IF RESPONDENT SAID WHO IT WAS SUGGESTED THAT THEY TALK TO  
THEN ASK: 31**

---

31. Did you contact &Qwho2&?

Yes	1	(1636)
No	2	
Don't Know	Y	

---

**IF RESPONDENT DID NOT CONTACT THE RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 32**

---

32. Why was that?

(1637 - 1640)

Don't Know	Y	(1637)
------------	---	--------

---

**End of Filter Icon2**

---

**IF RESPONDENT CONTACTED RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 33**

---

33. How satisfied were you with their service?  
READ OUT

Very satisfied	1	(1641)
Quite satisfied	2	
Not very satisfied	3	
Not at all satisfied	4	
Don't Know	Y	

---

**IF RESPONDENT WAS SATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 34**

---

34. Why was that?

(1642 - 1645)

Don't Know

Y

(1642)

**End of Filter Isatis2**

---

**IF RESPONDENT WAS DISSATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 35**

---

35. Why was that?

(1646 - 1649)

Don't Know

Y

(1646)

**End of Filter Isat2B**

---

36. Did you need to call Sexwise again after you had contacted &Qwho2&

Yes

1

(1650)

No

2

Don't Know

Y

**End of Filter locon2**

**End of Filter lwho2**

---

**IF RESPONDENT SAID WHO IT WAS SUGGESTED THAT THEY TALK TO  
THEN ASK: 37**

---

37. Did you contact &Qwho3&?

Yes	1	(1651)
No	2	
Don't Know	Y	

---

**IF RESPONDENT DID NOT CONTACT THE RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 38**

---

38. Why was that?

(1652 - 1655)

Don't Know	Y	(1652)
------------	---	--------

**End of Filter lcont3**

---

**IF RESPONDENT CONTACTED RECOMMENDED PERSON/ORGANISATION  
THEN ASK: 39**

---

39. How satisfied were you with their service?  
READ OUT

Very satisfied	1	(1656)
Quite satisfied	2	
Not very satisfied	3	
Not at all satisfied	4	
Don't Know	Y	

---

**IF RESPONDENT WAS SATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 40**

---

40. Why was that?

(1657 - 1660)

Don't Know

Y

(1657)

**End of Filter Isatis3**

---

**IF RESPONDENT WAS DISSATISFIED WITH SERVICE OF OTHER ORGANISATION  
THEN ASK: 41**

---

41. Why was that?

(1661 - 1664)

Don't Know

Y

(1661)

**End of Filter Isat2C**

---

42. Did you need to call Sexwise again after you had contacted &Qwho3&

Yes

1

(1665)

No

2

Don't Know

Y

**End of Filter locon3**

**End of Filter lwho3**

**End of Filter lelse**

**End of Filter lthroug**

---

43. Were there ever times when you have called this Helpline but felt unable to speak to the person who answered?			
	Yes	1	(1666)
	No	2	
	Don't Know	Y	

---

**IF RESPONDENT EVER FELT UNABLE TO SPEAK TO ADVISER  
THEN ASK: 44**

---

44. Why did you feel you weren't able to speak?

DO NOT PROMPT

I was afraid	1	(1667)
I was embarrassed	2	
I didn't know what to say	3	
I expected a recorded message	4	
I was testing to see if a real person/anyone answered	5	
Don't Know	Y	
Refused	Z	
Other (specify)	0	

Other specify...	(1668 - 1671)
------------------	---------------

**End of Filter lunable**

---

45. If you couldn't use this Helpline, where would you turn to for information or advice about sex?

PROBE: Where else?

DO NOT PROMPT

Friends	1	(1672)
Parents	2	
Other family	3	
Books/magazines	4	
Health professional (inc. GP, practice nurse, other doctor, etc.)	5	
Family Planning Clinic/Association (FPC/A)	6	
Brooke	7	
Other national support group	8	
Local support group	9	
GUM clinic	0	(1673)
Youth group	1	
Website (non-specific) /Internet	2	
Other telephone Helpline (e.g. Childline, Parentline)	3	
RUThinking.co.uk website	4	
Teacher/ youth leader	5	
Don't Know	Y	(1672)
Nowhere else	X	
Other (TYPE IN)	0	

Other specify...

(1674 - 1678)

---

**IF WOULD USE ALTERNATIVE SOURCE OF INFORMATION  
THEN ASK: 46, 47**

---

46. How is the Helpline BETTER, if at all, than other places you can get information from?

(1708 - 1712)

Don't Know Y (1708)

---

47. And how are OTHER places you can get information from (that is &qinfo&) better, if at all, than the Helpline  
(1713 - 1717)

Don't Know Y (1713)

**End of Filter isource**

---

**IF DO NOT HAVE ALTERNATIVE SOURCE OF INFORMATION  
THEN ASK: 48**

---

48. How is the Helpline Better, if at all, than other places you can get information from?  
(1718 - 1722)

Don't Know Y (1718)

**End of Filter insourc**

---

49. If you need information or advice about sex in the future, how likely would you be to call this Helpline again?

READ OUT

Very likely 1 (1723)  
Quite likely 2  
Quite unlikely 3  
Very unlikely 4  
Don't Know Y

---

**IF UNLIKELY TO CALL HELPLINE AGAIN ASK QWHY1  
THEN ASK: 50**

---

50. Why do you say that? Why else?

(1724 - 1728)

Don't Know

Y

(1724)

**End of Filter ifuture**

---

**IF LIKELY TO CALL THE HELPLINE AGAIN ASK QNWHY1  
THEN ASK: 51**

---

51. Why do you say that? Why else?

(1729 - 1733)

Don't Know

Y

(1729)

**End of Filter ifutur1**

---

**IF DON'T KNOW WHRETHET WOULD CALL THE HELPLINE AGAIN ASK QNWHY2  
THEN ASK: 52**

---

52. Why do you say that? Why else?

(1734 - 1738)

Don't Know

Y

(1734)

End of Filter ifutur2

53. When did you FIRST become aware of the Helpline?

READ OUT

Within the past 2 months	1	(1739)
More than 2 months ago but less than 6 months ago	2	
6 months to 1 year ago	3	
More than one 1 year ago but less than 2 years ago	4	
2 or more years ago	5	
Don't Know	Y	

54. Thinking back to when you FIRST became aware of the HELPLINE, how did you FIRST find out about it?

DO NOT PROMPT -SINGLE CODE ONLY

Radio ad	1	(1740)
Radio discussion	2	
Magazine ad	3	
Magazine editorial	4	
Newspaper editorial	5	
TV editorial/programme (e.g. soap storylines)	6	
Friend s	7	
Parents	8	
Other family	9	
Teacher/youth leader	0	(1741)
Health professional (inc. GP, practice nurse, other doctor, etc.)	1	
ruthinking.co.uk website	2	
Website (non-specific)/ Internet	3	
Under 18 dance nights	4	
DJ mention	5	
Telephone box	6	
Directory enquiries	7	
Poster in public toilet/shopping centre toilet	8	
Postcard	9	
Don't Know	Y	(1740)
Other	0	

Other specify...

(1742 - 1746)

---

55. Where else have you seen or heard information about the Helpline?

DO NOT PROMPT - MULTICODE IF NECESSARY

Radio ad	1	(1747)
Radio discussion	2	
Magazine ad	3	
Magazine editorial	4	
Newspaper editorial	5	
TV editorial/programme (e.g. soap storylines)	6	
Friends	7	
Parents	8	
Other family	9	
Teacher/youth leader	0	(1748)
Health professional (inc. GP, practice nurse, other doctor, etc.)	1	
ruthinking.co.uk website	2	
Website (non-specific)/Internet	3	
Under 18 dance nights	4	
DJ mention	5	
Telephone box	6	
Directory enquiries	7	
Poster in public toilet/shopping centre toilet	8	
Postcard	9	
Don't Know	Y	(1747)
None of these	X	
Other	0	

Other specify...

(1749 - 1753)

---

**IF HAVE NOT SEEN OR HEARD HELPLINE ADVERTISEMENTS THEN ASK: 56**

---

56. The Helpline has recently been advertised on the radio and in magazines, posters and postcards. Can I just check, have you seen or heard any of this advertising?

Yes	1	(1754)
No	2	
Don't Know	Y	

**End of Filter inoads**

---

**IF HEARD THROUGH WORD OF MOUTH  
THEN ASK: 57**

---

57. Now thinking about ALL the information that you got through WORD OF MOUTH about the Helpline (that is friends, family, teacher, youth worker or health professional), what did they tell you about it?

PROBE: What did you find out about the Helpline from what they said?

(1755 - 1759)

Don't Know

Y

(1755)

**End of Filter inmouth**

---

**IF HAD SEEN OR HEARD HELPLINE ADVERTISEMENTS  
THEN ASK: 58**

---

58. Now thinking about ALL the ADVERTISEMENTS that you have seen or heard about the Helpline (that is radio or magazines, posters and postcards), what did they tell you about it?

PROBE: What message was the advertising trying to get across?

(1760 - 1764)

Don't Know

Y

(1760)

**End of Filter inads**

59. Thinking about ALL the advertising that you have seen or heard about the Helpline, which of these words best describes it? You can choose as few or as many as you like.

READ OUT

Boring	1	(1765)
Exciting	2	
Difficult to understand	3	
Grabbed my attention	4	
Didn't tell me anything I didn't know already	5	
For people like me	6	
Made me feel safe ringing	7	
None of these	X	
Don't Know	Y	

**IF HAVE SEEN OR HEARD THROUGH MORE THAN ONE INFORMATION SOURCE ASK QINFL THEN ASK: 60**

60. You mentioned that you have seen or heard information about the Helpline from &qnawar1& and &qnaw2&, which of these MOST made you want to ring the Helpline?

Radio ad	1	(1771)
Radio discussion	2	
Magazine ad	3	
Magazine editorial	4	
Newspaper editorial	5	
TV editorial/programme (e.g. soap storylines)	6	
Friend s	7	
Parents	8	
Other family	9	
Teacher/youth leader	0	(1772)
Health professional (inc. GP, practice nurse, other doctor, etc.)	1	
ruthinking.co.uk website	2	
Website (non-specific)/ Internet	3	
Under 18 dance nights	4	
DJ mention	5	
Telephone box	6	
Directory enquiries	7	
Poster in public toilet/shopping centre toilet	8	
Postcard	9	
Don't Know	Y	(1771)
Other	0	

Other specify...

(1773 - 1777)

**End of Filter inmore**

---

61. Now thinking back to when you FIRST decided to ring the Helpline, what did you think it would be like?

PROBE: What did you expect before you rang it?

(1808 - 1812)

Don't Know Y (1808)

---

62. Now that you have talked to someone, is the Helpline just as you expected or different from what you expected?

Just as expected 1 (1813)  
Different from what expected 2  
Don't Know Y

---

**IF HELPLINE DIFFERED FROM FIRST EXPECTATIONS ASK QNHOW  
THEN ASK: 63**

---

63. In what way was the Helpline different from what you expected?

(1814 - 1818)

Don't Know Y (1814)

**End of Filter indiff**

---

64. The Helpline gets thousands of calls a week, why do you think that it is so popular?

(1819 - 1823)

Don't Know

Y

(1819)

---

65. Can I just check, have you heard of the website RU thinking.co.uk?

Yes

1

(1824)

No

2

Don't Know

Y

---

**IF 65 = Yes**  
**THEN ASK: 66**

---

66. How did you hear about it?

DO NOT PROMPT

Radio ad	1	(1825)
Radio discussion	2	
Magazine ad	3	
Magazine editorial	4	
Newspaper editorial	5	
TV editorial/programme (e.g. soap storylines)	6	
Friends	7	
Parents	8	
Other family	9	
Teacher/youth leader	0	(1826)
Health professional (inc.GP, practice nurse, other doctor, etc.)	1	
Website (non-specific)/Internet	2	
Under 18 dance nights	3	
DJ mention	4	
Telephone box	5	
Poster in Public toilet/shopping centre toilet	6	
Postcard	7	
Sexwise adviser referred me to it	8	
Don't Know	Y	(1825)
Other	0	

Other specify...
------------------

(1827 - 1830)

---

**IF NOT 66 = Sexwise adviser referred me to it  
THEN ASK: 67**

---

67. Did the adviser you spoke to at Sexwise mention the RU thinking website?

Yes	1	(1831)
No	2	
Don't Know	Y	

**End of Filter inotsex**

**End of Filter iRUthin**

---

68. Have you visited the RU Thinking website?

Yes	1	(1832)
No	2	
Don't Know	Y	

---

**IF 68 = Yes**  
**THEN ASK: 69**

---

69. I'm now going to read out some things that other people have said about the RU Thinking website. Which of these do you think best describes it? You can choose as many or as few descriptions as you like.

READ OUT

Exciting	1	(1833)
Easy to use	2	
Difficult to understand	3	
Grabbed my attention	4	
Didn't tell me anything I didn't know already	5	
For people like me	6	
It had lots of useful information	7	
Told me what I wanted to know	8	
None of these	X	
Don't Know	Y	

**End of Filter ivisit**

---

70. Thank you very much for your help. This is completely anonymous and confidential survey, but just a couple of things before you go...are you calling from a call box, your own home, someone else's home, or a mobile phone?

Call box	1	(1834)
Own home	2	
Someone else's home	3	
Mobile phone	4	
Other	5	
Not stated	X	

---

71. Are you male or female

Male	1	(1835)
Female	2	

---

72. And how old are you?

ENTER THE AGE IN YEARS

			(1836 - 1837)
	Numeric Range _____	Z	(1836)
Permitted Range	Refused		
1 TO 12 (Twelve or under) , 13 TO 13 (Thirteen) , 14 TO 14 (Fourteen) , 15 TO 15 (Fifteen) , 16 TO 16 (Sixteen) , 17 TO 99 (Over sixteen)			

---

73. Is there anything else you'd like to say about the Helpline before we finish?

Nothing to say	1	(1838)
Don't Know	Y	
Other (TYPE IN)	0	

Other specify...	(1839 - 1843)
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**QUANCEPT ITEM:**

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**QUANCEPT ITEM:**

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74. CODE THE OUTCOME OF THIS CALL

Complete interview	1	(1844)
Partial interview: caller had to go	2	
Partial interview: caller not serious	3	
Partial interview: technology failed	4	
Other (TYPE IN)	0	

Other specify...	(1845 - 1849)
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75. Enter the time at which you started this interview

8am - 8.59am	1	(1850)
9am - 9.59am	2	
10am - 10.59am	3	
11am - 11.59am	4	
12pm - 12.59pm	5	
1pm - 1.59pm	6	
2pm - 2.59pm	7	
3pm - 3.59pm	8	
4pm - 4.59pm	9	
5pm - 5.59pm	0	(1851)
6pm - 6.59pm	1	
7pm - 7.59pm	2	
8pm - 8.59pm	3	
9pm - 9.59pm	4	
10pm - 10.59pm	5	
11pm - Midnight	6	

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76. Firstly the month

March 2002	1	(1852)
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77. Now enter the date (E.G. FOR 18TH MARCH ENTER "18")

(1853 - 1854)

Numeric Range \_\_\_\_\_

Permitted Range  
1 TO 31 (Numeric Range)

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**NOW ENTER THE DAY**

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78.

Monday	1	(1855)
Tuesday	2	
Wednesday	3	
Thursday	4	
Friday	5	
Saturday	6	
Sunday	7	

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79. Do you have any other comments about this interview?

No comment	1	(1856)
Don't Know	Y	
Other (TYPE IN)	0	

Other specify...
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(1857 - 1861)

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**QUANCEPT ITEM:**

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**QUANCEPT ITEM:**