

**London Teenage Pregnancy
Advertising Tracker –
Benchmark Wave**

Report of Findings

**Prepared for COI on behalf
of the Department of Health
and the Department for
Education and Skills**

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1 INTRODUCTION

1.1 Background to the Survey

Within Western Europe, the UK has the highest rate of teenage conception at c95,000 a year, and around 8,000 of these to girls under 16 years of age and 2,000 to girls 14 or under. Rates in the UK are five times those in the Netherlands, three times those in France, and twice those in Germany (1998 comparisons).¹

Following an enquiry in 1999 by the Social Exclusion Unit into the main factors associated with teenage pregnancy, a major initiative, the Teenage Pregnancy Strategy, was launched in England to address this problem. The Teenage Pregnancy Unit was created within the Department of Education and Skills to execute this Strategy across all government departments. Two national targets of the Strategy are to:

- Halve the under 18 conception rate in England by 2010
- Increase the participation of teenage mothers in education, training or work to reduce the risk of long term social exclusion.

Media activities form a major component of the Teenage Pregnancy Strategy, alongside educational initiatives and health and social service provision. The 'RUThinking' national campaign was launched in October 2000 and ran for four years.

The overall objectives of the campaign are to:

- Reduce the rate of teenage conceptions by half by 2010
- Reduce the incidence of sexually transmitted infections amongst under 18s as part of the overall strategy to reduce STIs amongst everyone by 25% of the 1998 rate, by 2007

More specifically, the current 'RUThinking' campaign aims:

- To give **advice** on how to deal with the pressures to have sex

¹ Source: Teenage Pregnancy Unit – Teenage Pregnancy: An overview of the research evidence.

- To **encourage communication** between boys and girls about sex, relationships, contraception and sexual health
- To **underline the importance of contraception**. To inform young people with the facts about teenage pregnancy and to make them aware of the risk of sexually transmitted infections. To use a condom when having sex
- To make teenagers aware of their right to **talk confidentially to professionals** about sex and contraception.

Qualitative research was undertaken to review the 'RUThinking' campaign and generate insights to inform the new campaign strategy. It was found that whilst teenagers had high awareness and understanding of the current campaign, around 25% of Local Authorities still had static or increasing under 18 conception rates and the incidence of STIs was highest amongst 16-19 year old women. Fifty percent of conceptions occurred in only 20% of wards with the highest rates. As such, achieving the set objectives by 2010 would require a strong regionally targeted initiative to address the high rates within hotspot areas. As London has the highest concentration of the hotspot wards, the plan was to concentrate effort there in the short term within the context of the national information campaign.

As part of a broader evaluation of the strategy, a tracking survey has been running for the past four years specifically to evaluate the media campaign in meeting the campaign objectives.

It was decided to adopt a new more focussed campaign for specific regions and target groups. Again the effectiveness of the campaign needed to be assessed. TNS was awarded the research for the London component of this measure with these specific research objectives:

- Measure **awareness** and **recognition** of the communications
- Investigate **understanding** of the message of the communications and **perceived relevance** of these messages
- Track changes in broad **attitudes** to sexual behaviour and especially those relating to the specific campaign messages

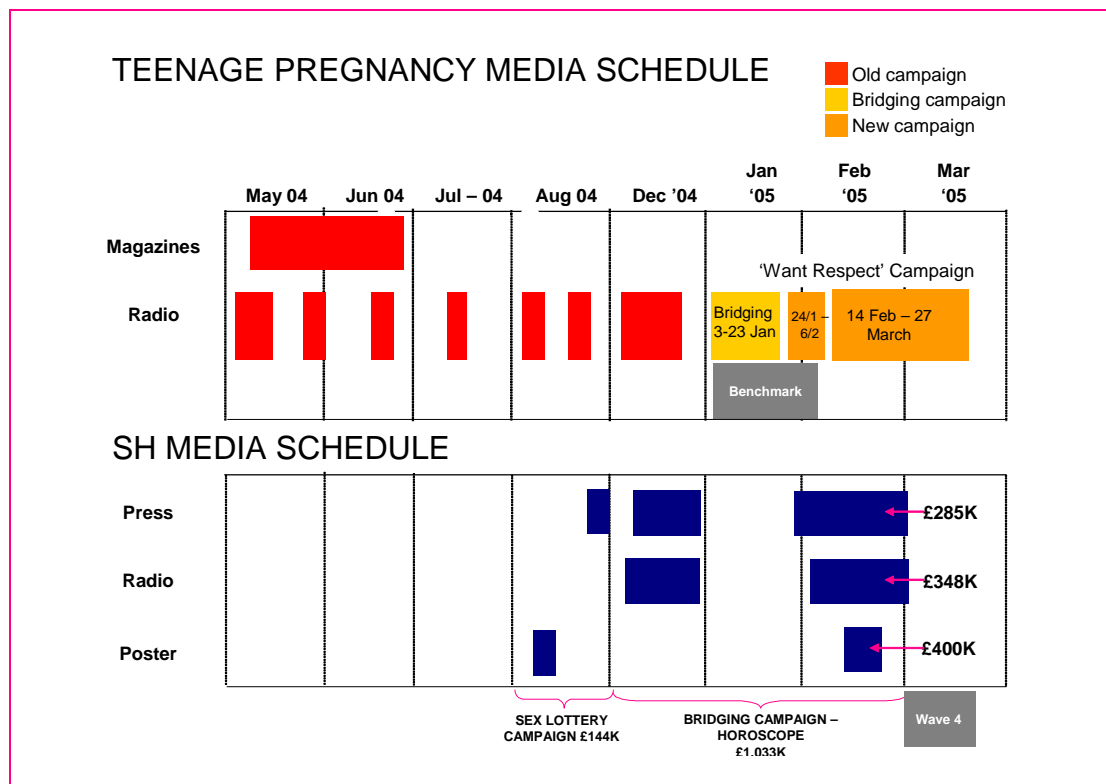
1.2 Teenage Pregnancy Media Schedule

The 'RUThinking' national campaign was launched in October 2000 and ran for four years to December 2004. Prior to the launch of the new campaign, two radio executions were aired for three weeks in January to bridge the old and new campaigns. The new campaign 'Want Respect' was launched on the 26th of January 2005, shortly after the bridging activity had ended. The 'Want Respect' campaign targeted teenagers and communicated the message of using a condom.

Although the fieldwork ran concurrently with the Teenage Pregnancy bridging activity the research was scheduled to provide a benchmark for the future measures of advertising effectiveness of the 'Want Respect' campaign.

There was considerable amount of media activity around this period including a burst of Sexual Health advertising towards the end of the fieldwork. Details of the media and research schedule are shown in Chart 1.

Chart 1



1.3 Sample

The primary sample comprised of teenagers between the ages of 13 and 17 years (referred to as 'teenagers' throughout this report) living in London - the target audience of the advertising.

A secondary sample of London adults was also included in survey. There were two adult sub-samples, namely young men between the ages of 18 and 21 years and parents of teenagers between the ages of 13 and 17 years.

The reason for inclusion of young males was to assess the effect of the campaign among those who could potentially be the 'boyfriends' of the teenage girls and would share the responsibility of using contraceptives.

The new advertising campaign is targeted at specific teenage pregnancy 'hotspots' in London. In order to ensure the sample was representative of the target audience TNS drew the sampling points from a list of hotspot areas identified by the media agency. The list of hotspots was supplied to TNS by COI. The TNS Sampling Department then ranked the list according to percentage of under 18 year olds living in those wards. Fifty-six wards with a penetration of teenagers greater than 11 percent were randomly selected from the list [see *Appendix 1: Sample* for the full list of wards and those selected for inclusion in the study]. Sampling points were then drawn from these selected wards.

Table A provides an outline of the areas selected and the number of teenage interviews conducted in each area.

Table A

NUMBER OF TEENAGE INTERVIEWS BY LOCAL AUTHORITY

	Number of interviews
	(377)
Croydon	46
Haringey	37
Hackney	35
Newham	32
Enfield	31
Barking Dagenham	28
Merton	24
Southwark	15
Greenwich	13
Bexley	12
Lewisham	12
Ealing	11
Brent	11
Hammersmith and Fulham	10
Lambeth	9
Camden	8
Waltham Forest	8
Redbridge	8
Kingston Upon Thames	8
Kensington and Chelsea	2
Westminster	5
Islington	4
Sutton	5
Hounslow	4

Base: Number of interviews completed in each area (teenage sample, 13-17 years)

1.3.1 Teenagers (13-17 years)

A total of 377 interviews were achieved amongst teenagers between the ages of 13 and 17 years. For teenagers younger than 16 years of age, signed consent was sought from a parent or guardian before beginning the interview. Parents were given an explanatory letter informing them of the content of the survey. If they were happy with the content of the survey they were then given the opportunity to give their consent for their child to be interviewed. Consent was recorded with the signature of the parent on the CAPI machine.

A breakdown of the number of interviews achieved within age and gender is shown in Table B.

Table B

SAMPLE BREAKDOWN – TEENAGERS (13-17 YEARS)

	Total	Boys	Girls
	(377)	(186)	(191)
13 – 15 years	184	94	90
16 – 17 years	193	92	101

Base: Total number of teenagers interviewed

1.3.2 Young men and parents of teenagers

A sub-sample of adults was included as part of the study. A total of 97 interviews amongst young men (aged 18 – 21 years) and 200 interviews amongst parents of teenagers between the ages of 13 and 17 years were achieved at the benchmark wave. Table C shows detail of the parents sample achieved. Throughout the interview parents who had more than one child aged 13-17 years were asked to answer the questions in reference to one specific child, the details are which were recorded in the interview.

Table C

SAMPLE BREAKDOWN - PARENTS

	Total	Mums	Dads
	(200)	(100)	(100)
Parents with children 13 – 15 years	100	49	51
Parents with children 16 – 17 years	100	51	49

Base: Total number of parents interviewed

1.3.3 Ethnicity and Tenure Breakdown of the Sample

An overall ethnicity and tenure breakdown for teenagers (13-17 years), young men (18-21 years) and parents is shown in Chart 2.

Chart 2

SAMPLE PROFILE			
	Teenagers 13-17 (n=377) %	Young men, 18-21 (n=92) %	Parents of teens (n=200) %
ETHNICITY			
White	46	54	56
Black	18	10	13
Caribbean	13	12	14
Asian	10	14	12
Mixed background	7	7	2
Other	3	3	3
TENURE			
Rented from council/housing association	43	41	24
Privately owned/mortgage	33	32	46
Other	24	27	30

1.4 Fieldwork

All fieldwork was conducted by TNS trained interviewers, working under supervision. All the interviewing was completed face-to-face and was administered by interviewers using multi-media Computer Assisted Personal Interview (CAPI) machines.

The most sensitive questions in the questionnaire, specifically those relating sexual experiences and experience of pregnancy, were contained in a self-completion section to afford privacy. Respondents were shown how to use the CAPI machines by interviewers and helped to complete a number of practice questions before completing the self-completion section. Interviewers then completed the remaining interview with the respondents. On average the interview length was between 35 and 40 minutes.

The fieldwork was completed between the 4th of January and the 7th of February 2005.

Respondents were interviewed face-to-face either in their homes or at selected venues (in-halls). The bulk of the interviews were conducted in-home (90%) and the balance (10%) in halls.

During the fieldwork process it was found that respondents living in certain council estates were not at home despite interviewers returning several times and at different times of the day. On investigation it was found that these youths were spending their time at local community centres and shops. In order to ensure these respondents were part of the sample, TNS Field set-up interviewing facilities in halls relating to where the target respondents were spending their free time. Interviewers intercepted potential respondents as they walked past. To ensure they were respondents from the targeted wards, they were asked for their postcode before the interview commenced.

1.5 Analysis

Data has been weighted to correct minor imbalances between the actual sample and the desired sample. The teenagers sample was weighted by age and gender. Parents' data was weighted by gender of the parent, and by the gender and age of their children. The young men sample was not weighted.

	Achieved sample	Weighted sample
	%	%
Teenage Respondents		
Gender		
Male	49	50
Female	51	50
Age		
13-15 years of age	49	50
Parents		
Gender		
Male	38	50
Female	62	50
Gender and age of child		
Parent of teenage boy aged 13-15 years	28	25
Parent of teenage girl 13-15 years	28	25
Parent of teenage boy aged 16-17 years	22	25
Parent of teenage girl aged 16-17 years	22	25

Interviews overlapping with the beginning of the 'Want Respect' campaign were flagged and the results of these interviews compared with the earlier interviews and there were no significant differences found in the data.

Throughout the report when significance is mentioned it has been calculated at a 95% confidence level.

2 MANAGEMENT SUMMARY

This first wave of research aims to establish a benchmark for the 'Want Respect' campaign against which future campaign activity can be evaluated.

Prompted recognition

Results of the awareness of advertising and publicity are based on the response given by 13-17 year olds as they are the target audience for the advertising.

Two Teenage Pregnancy bridging radio ads were measured at this benchmark wave, these being 'Cocktail' and 'DJ'. Some of the Sexual Health bridging campaign advertising overlapped with the tail end of fieldwork and as such press and radio ads from this campaign were also measured, these being the 'Virgo' press ad and two radio ads (Sagittarius and Capricorn).

A total of 44% of teenagers claimed to recognise any of the Teenage Pregnancy bridging ads. 'DJ' received the higher recognition with 29%, and 'Cocktail' received 26% recognition.

Recognition of the Sexual Health advertising was lower, with a third of teenagers claiming to have seen or heard any of the advertising. The press ad ('Virgo') received the lowest recognition at 6%. The radio advertising received a higher level of recognition (24% of teenagers claimed to have heard 'Capricorn' and 22% 'Sagittarius').

Communication of advertising

Teenagers (13-17 yrs) were asked what they thought the messages of the ads were (unprompted).

One in four teenagers (13-17 years) claimed they thought the message was 'use condoms', and one fifth claimed they thought the message was 'use contraceptives'. 'Safe sex' was mentioned 18% of the time. 'Think about what you're going to do' and 'be careful/cautious' were mentioned less often.

Teenagers were prompted with a list of positive and negative statements and asked to select ones they would associate with the advertising. The majority of respondents associated positive statements with the advertising, and only one fifth chose negative descriptors.

Impressions of advertising

'Made me realise that it is important to use condoms' and 'made me think that using a condom is sensible' were the two strongest impressions of the advertising (43% and 38% respectively amongst all teenagers (13-17 yrs). 'Made me think that not using a condom is stupid' and 'made me realise how important it is to talk to your partner about using condoms' also received a high number of mentions.

Teenagers who had recognised the Teenage Pregnancy bridging advertising had stronger impressions of the advertising, 'made me realise that it is important to use condoms', 'made me think that using a condom is sensible' and 'made me think that not using a condom is stupid' all received a significantly higher number of mentions.

Target of Teenage Pregnancy bridging campaign

The majority of teenagers (13-17 yrs) believed the advertising was aimed at them, and one fifth claimed the advertising was aimed at people either younger or older than them. More teenagers (13-17 years) who recognised the advertising believed the advertising was aimed at them.

Two thirds of young men believed the advertising was targeted at them and a quarter said the advertising was aimed at people younger than them.

Party responsible for the advertising

A third of teenagers (13-17 yrs) claimed they did not know who was responsible for the advertising.

Amongst those who recognised the advertising, significantly fewer claimed they did not know who was responsible for the advertising.

'RUThinking' received the highest level of awareness at one fifth. Fifteen percent mentioned the Government specifically and a further 8% said the Department of Health was responsible for the advertising.

Claimed effect of advertising on sexual behaviour

Over half of all teenagers (13-17 yrs) claimed they would be either 'extremely' or 'quite' likely to start using condoms as a result of the advertising. Nearly three-quarters of those claiming to be sexually active claimed they would be 'extremely or 'quite' likely to start using condoms more often as a result of the Teenage Pregnancy bridging ads.

Sources of information on sex and relationships

Most of the younger teenagers (13-15 years) claimed to have learnt about sex and relationships at school from their teachers. Whilst older teenagers (16-17 years) also claimed 'teachers' as a source (46%), they were more likely to mention 'friends' (52%) and 'girlfriend or boyfriend' (26%) than the younger teenagers.

Most parents believed their children had enough information about sex and relationships and felt they had disseminated sufficient information to their teenage children on the subject. Similarly most teenagers (13-17 years) felt their parents had given them sufficient information about sex and relationships.

Parents of teenagers (13-17 years) further indicated they found it easy to talk to their teenage children about sex and relationships, whilst teenagers found it less easy. Two thirds of older teenagers (16-17 years) claimed to know of a clinic or place in their area to go to for advice on sex.

Awareness of specific information resources

Just under one fifth of 13-17 year olds were spontaneously aware of 'Sexwise', this was slightly higher when prompted. Of those who were aware of 'Sexwise', over a quarter claimed they heard about 'Sexwise' from their teachers.

'RUThinking.co.uk' received lower awareness than 'Sexwise' with one in ten claiming to be aware of 'RUThinking.co.uk'. After direct prompting, this increased to 27%. Unlike 'Sexwise', respondents claimed radio was the primary source of awareness of the website.

Few parents were aware of 'Time to Talk' (8%), however overall awareness of helplines was higher amongst parents. Spontaneously only 11% of parents were aware of Parentline Plus. This measure increased to 23% once prompted with a list of helplines and to 34% when asked directly about the helpline.

Attitudes about sex and contraception

Most teenagers (13-17 years) agreed using condoms showed you cared for someone and was the grown up thing to do. There was also a strong belief that not using condoms was childish.

Most teenagers claimed they found it easy ('very' or 'quite') 'to get condoms', 'suggest using them' or 'to use them properly'. Young men were more likely to agree 'condoms made sex less fun'.

Three quarters of teenagers (13-17 years) claimed they would be able to say no to something sexual they did not want partake in.

Most teenagers believed STIs were on the increase, and about half felt at risk of catching an STI – this belief increased with age.

Knowledge and experience

On average, young men and parents were aware of 6 different STIs when prompted; this was lower amongst teenagers (16-17 years) who were aware of between 4 and 5 STIs.

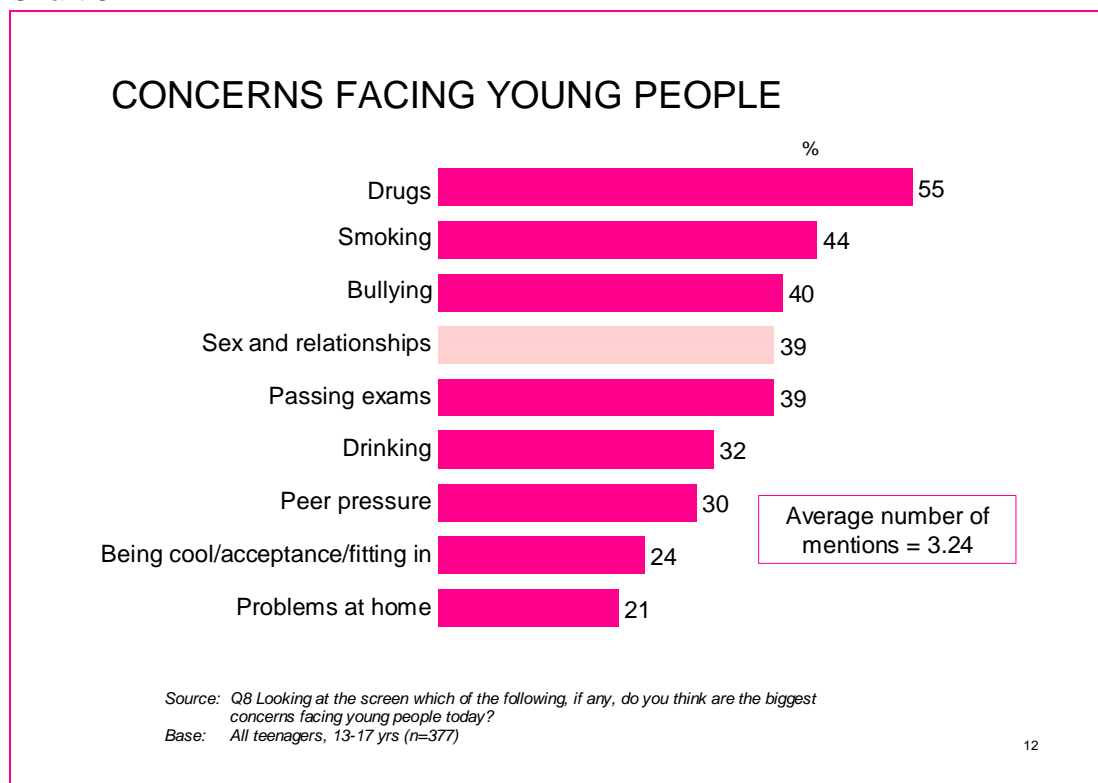
Twenty-eight percent of teenagers claimed they had had sexual intercourse, encouragingly 83% claimed they had used a condom the first time they had had sex.

Regardless of their own behaviour, most teenagers believed other teenagers have had sexual intercourse.

3 CONCERNS FACING YOUNG PEOPLE

A contextual question was asked at the start of the interview to assess the primary concerns of London teenagers. Respondents were shown a list of possible concerns and asked to select which they thought were the biggest facing young people today. The results are shown in Chart 3.

Chart 3



On average, teenagers selected three concerns, with ‘drugs’ considered the biggest concern for young people (55%). ‘Smoking’ and ‘bullying’ were the second and third highest concerns at 44% and 40% respectively.

‘Sex and relationships’ and ‘passing exams’ received the fifth highest number of mentions (39% each). ‘Drinking’, ‘Peer pressure’, ‘being cool/fitting in’ and ‘problems at home’ all received lower levels of mentions.

Amongst younger teenagers (13-15 years), ‘sex and relationships’ (35%) was considered to be less of a concern, while ‘drugs’ (49%), ‘smoking’ (44%), ‘bullying’ (43%) and ‘passing exams’ (41%) were all larger concerns than amongst teenagers as a whole.

'Sex and relationships' was more of a concern amongst older teenagers (16-17 years) where it received the third highest number of mentions (42%). 'Drugs' and 'smoking' were still considered to be the principle concerns amongst this group (62% and 44% respectively).

Gender differences were evident at this question. 'Sex and relationships' was ranked fifth amongst boys aged 16-17 years (32%), while amongst girls aged 16-17 years, 'sex and relationships' was considered to be their second biggest concern.

4 PROMPTED RECOGNITION

All respondents were played two Teen Pregnancy radio executions ('Cocktail' and 'DJ') and asked whether they recalled hearing them recently.

As the Sexual Health bridging campaign was on air during the tail end of fieldwork period, Sexual Health advertising material was also shown to respondents to assess recognition levels for this campaign. The Sexual Health material included one press ad (Virgo), and two radio ads – 'Sagittarius' and 'Capricorn'. The ads within the two campaigns were played in a randomised order to avoid any order effect.

Copies of the press ad and radio ad scripts shown and played to respondents at this benchmark wave have been appended. [See Appendix 3: Stimulus material]

Chart 4 details the total campaign recognition (Teenage Pregnancy bridging activity and Sexual Health bridging campaigns) and recognition of the individual ads amongst the three samples.

Chart 4

RECOGNITION OF TP ACTIVITY AND SH BRIDGING CAMPAIGN			
	Teenagers 13-17 (n=377) %	Young men 18-21 (n=92) %	Parents of teens (n=200) %
TP BRIDGING ADS			
Cocktail	26	38	24
DJ	29	29	28
Either ad	44	49	39
None/DK	56	51	61
ASH BRIDGING ADS			
Capricorn	24	24	20
Sagittarius	22	26	18
Virgo (press)	6	15	8
Any radio ad	32	32	28
Any Ash ad	33	41	33

Source: Teens and young men: Q32a/b, 36a/b Have you heard this advert before? Q36c Have you seen this ad recently? Parents: Q24a/b, 27, 28 Have you heard this advert before? Q29 Have you seen this ad recently? 20

Amongst teenagers (13-17 years), the primary target audience of the TP advertising campaign, the Teenage Pregnancy bridging activity (44%) achieved higher recognition than the Sexual Health bridging campaign (33%). 'DJ' achieved the highest recognition of the two radio ads measured (at 29% compared with 26% for 'Cocktail').

Teenagers who had had sexual intercourse were more likely to have heard 'DJ' (42%), whilst females aged 13-15 years (24%), those who had not had sexual intercourse (23%) and respondents who did not listen to the radio (11%) were less likely to have had heard 'DJ'.

Medium (43%) to heavy (42%) radio listeners were significantly more likely to have heard 'Cocktail'. Males aged 13-15 years (18%) and those who had not had sexual intercourse (21%) were significantly less likely to have heard 'Cocktail'.

A third of teenagers (13-17 years) recognised any of the Sexual Health advertising. 'Capricorn' and 'Sagittarius' achieved similar levels of recognition at 24% and 22% respectively. The 'Virgo' press ad achieved the lowest recognition (6%).

Females (9%) and those in the C1 social grade (10%) were significantly more likely to have seen 'Virgo'.

Males (16-17 years) (38%), medium (43%) to heavy (42%) radio listeners and those in the C1 (29%) and C2 (29%) social grades were significantly more likely to have heard 'Capricorn' and 'Sagittarius'.

Young men (18 – 21 years)

Just under half of young men (49%) recognised either of the Teenage Pregnancy bridging ads. Compared to the teenage (13-17 years) sample significantly more young men claimed to have heard 'Cocktail' (38%). The same number of young men as teenagers recognised 'DJ' (29%).

Two fifths of young men recognised any of the Sexual Health bridging ads which is low given they are within the target audience for this campaign. Significantly more young men than teenagers saw 'Virgo' (15%).

Young men had similar recognition levels of the Sexual Health radio ads to teenagers (13-17 years), and 26% claimed they heard 'Sagittarius' and 24% 'Capricorn'.

Parents of teenagers

Compared to young men (18-21 years) and teenagers (13-17 years), parents of teenagers had the lowest recognition of either of the campaigns which is not unexpected given they are not the target audience.

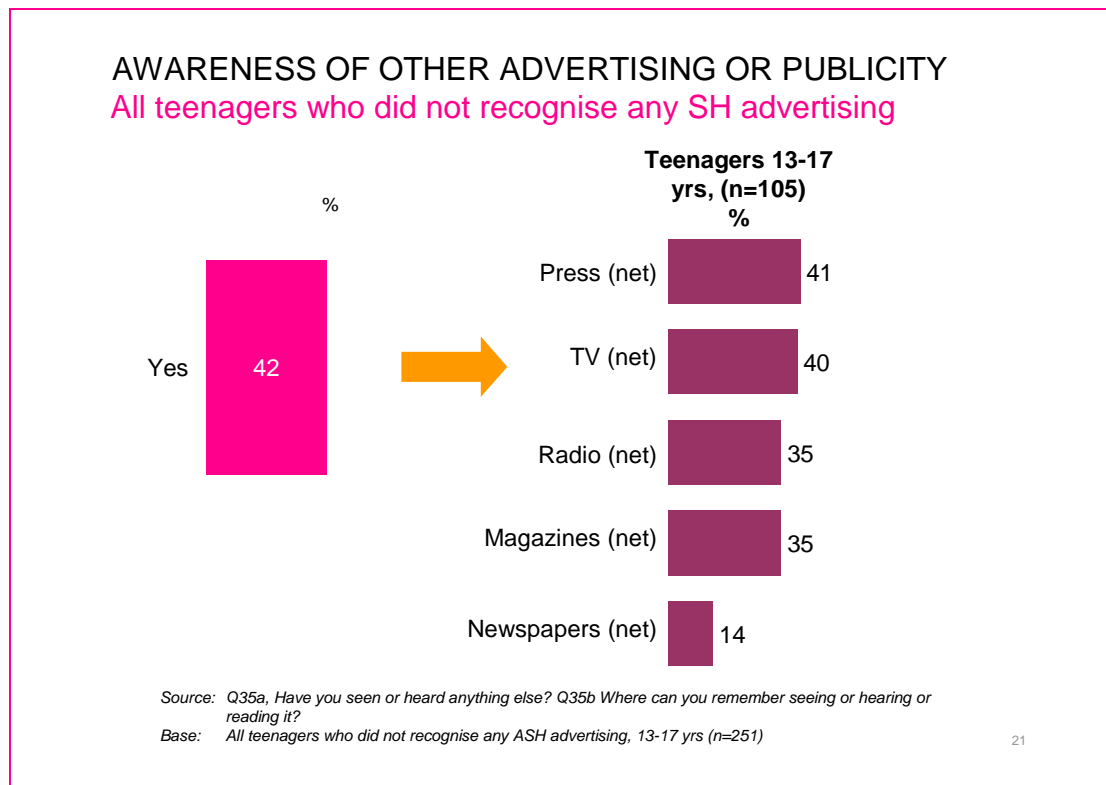
Under two fifths of parents claimed they heard either of the two radio ads. 'DJ' received the higher recognition of the two Teenage Pregnancy radio ads (28%), and 'Cocktail' had slightly lower recognition at 24%.

Amongst parents the Sexual Health campaign received the same level of recognition as amongst the teenage (13-17 years) sample, with a third claiming to have seen or heard either of the ads. One fifth claimed to have heard 'Capricorn', and 18% claimed to have heard 'Sagittarius'. 'Virgo' received the lowest recognition, with 8% claiming to have seen this ad.

5 AWARENESS OF OTHER ADVERTISING OR PUBLICITY ON SEX AND RELATIONSHIPS

After respondents were played the Teen Pregnancy radio ads, they were asked whether they had heard or read anything else recently about young people and sex and relationships and what they had seen or heard. They were then played and shown the Sexual Health bridging ads. In order to assess the level of ‘other’ noise on the subject, recognisers of any of the Sexual Health advertising were removed from the sample at analysis to show how many respondents were thinking of something else entirely. Awareness of other advertising or publicity amongst respondents who did not recognise Sexual Health advertising is shown in Chart 5.

Chart 5



Just over two fifths (42%) of teenagers (13-17 years) claimed they had seen other advertising or publicity about sex and relationships which suggests a high level of ‘noise’ on the subject. Press and television were the primary sources of this awareness at 41% and 40% respectively. Radio and magazines as a source of awareness achieved the third highest mention (35% each). Newspapers were mentioned by only 14% of the sample.

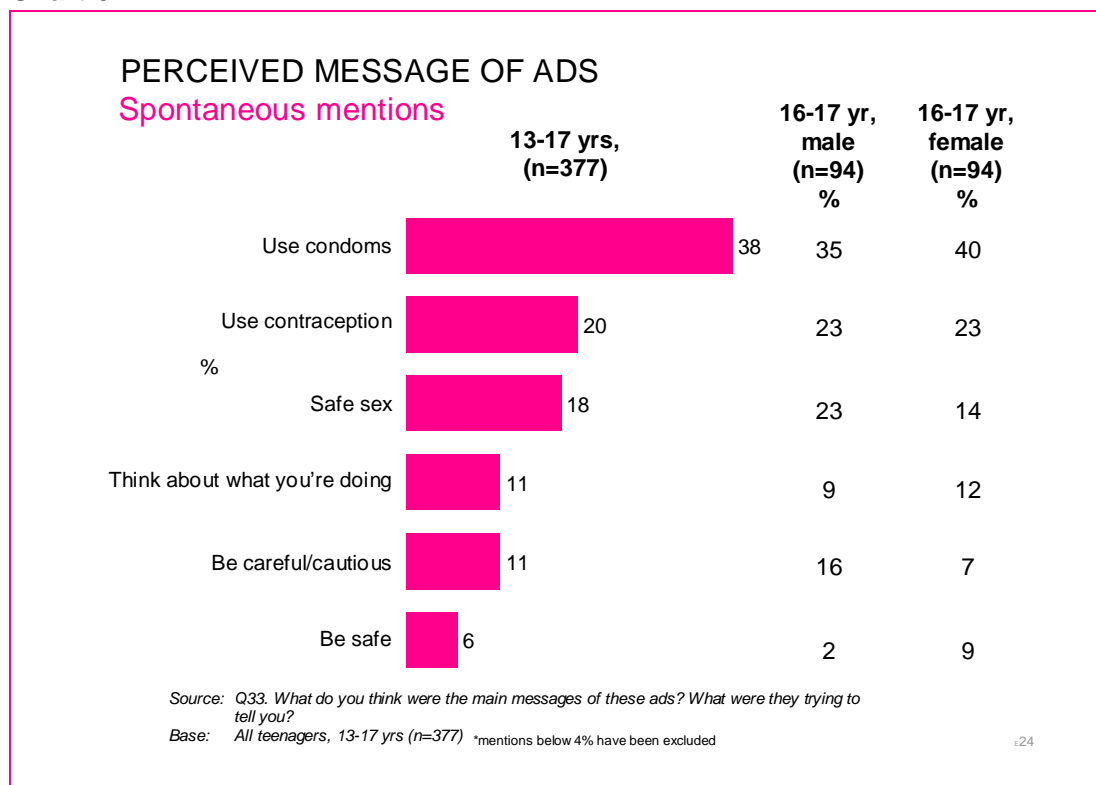
6 COMMUNICATION OF THE ADVERTISING

6.1 Perceived Message of the Ads

Young people were asked what they thought the main message of the advertising was. This question was asked as an open-ended question and verbatim responses were written down and coded into common responses.

The results for all teenagers (13-17 years) and a gender comparison for the older teenagers (16-17 years) are detailed in Chart 6.

Chart 6



The strongest message for the teenage sample (13-17 years) was 'use condoms', with 38% mentioning this. Two fifths claimed the message was 'use contraception' and a further 18% claimed the message was 'safe sex'.

One in ten teenagers believed the message was 'think about what you're doing' and 'be careful/cautious' and 6% believed the message was to 'be safe'.

Amongst older teenagers (16-17 years), females (40%) mentioned ‘use condoms’ more often than males (35%). Just under a quarter (23%) of both males and females claimed ‘use contraception’ to be the message. Although not a significant difference, 23% of males believed the message was ‘safe sex’ compared with 14% of females.

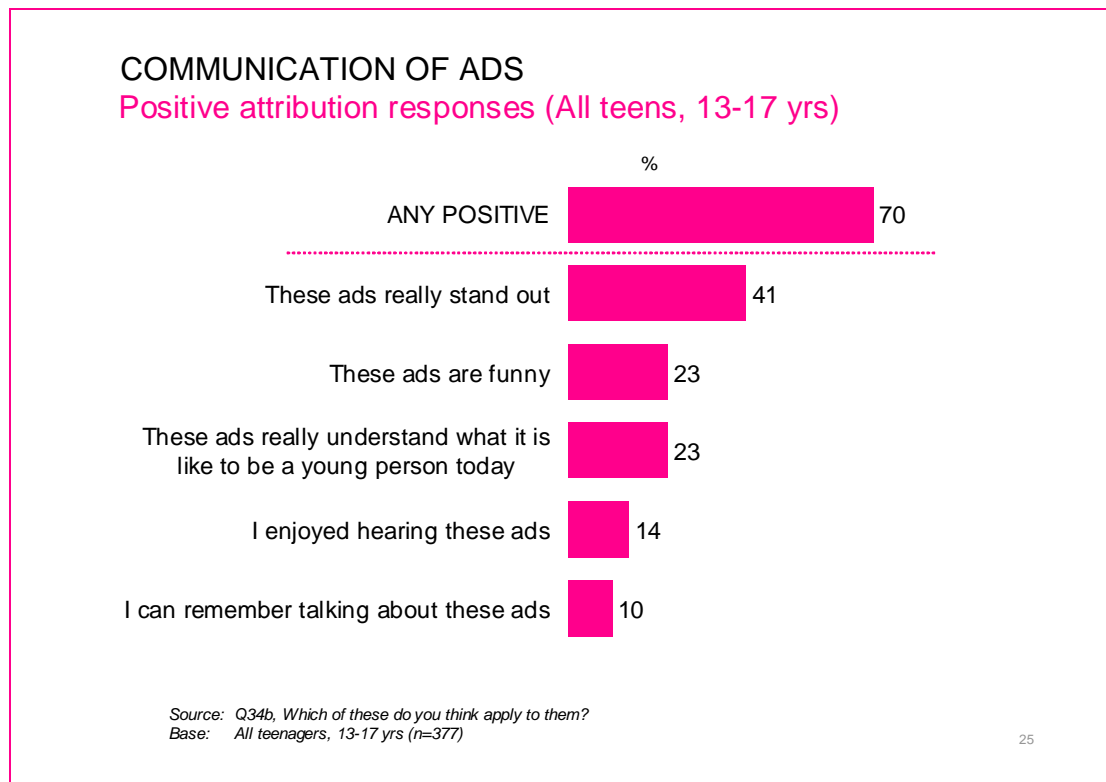
Sixteen percent of males believed the message was ‘be careful/cautious’, while only 7% of females claimed this to be the message.

6.2 Impressions of the Advertising

Teenagers were shown a number of positive and negative statements about the advertising and asked which they thought applied to the ads they had just heard. The statements were grouped into positive and negative nets at analysis.

The positive attributions measured are illustrated below in Chart 7.

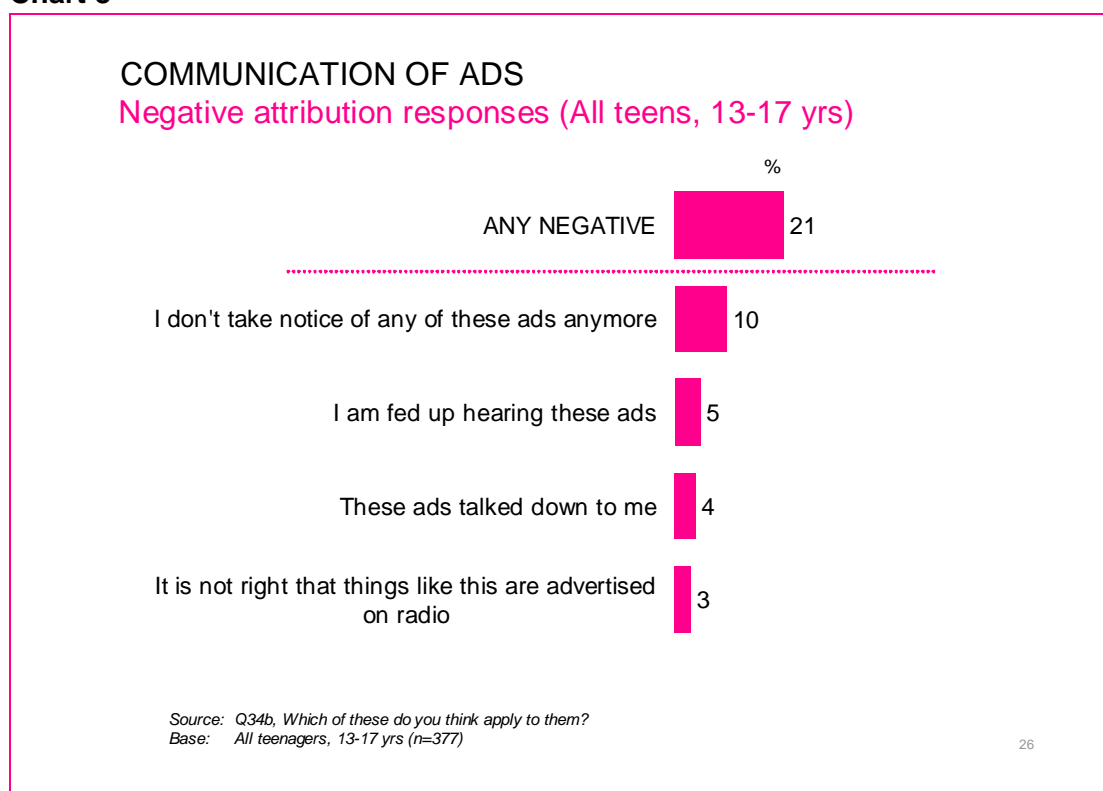
Chart 7



Significantly more respondents selected positive statements to describe the advertising (70%). 'These ads really stand out' received the highest number of mentions (41%) and just under a quarter (23%) of respondents mentioned 'these ads are funny' and 'these ads really understand what it is like to be a young person today'. Fourteen percent mentioned they enjoyed hearing the ads and one in ten claimed they could remember talking about the ads.

A number of negative attributes were included in the set of attributes. These negative attributions are shown in Chart 8.

Chart 8

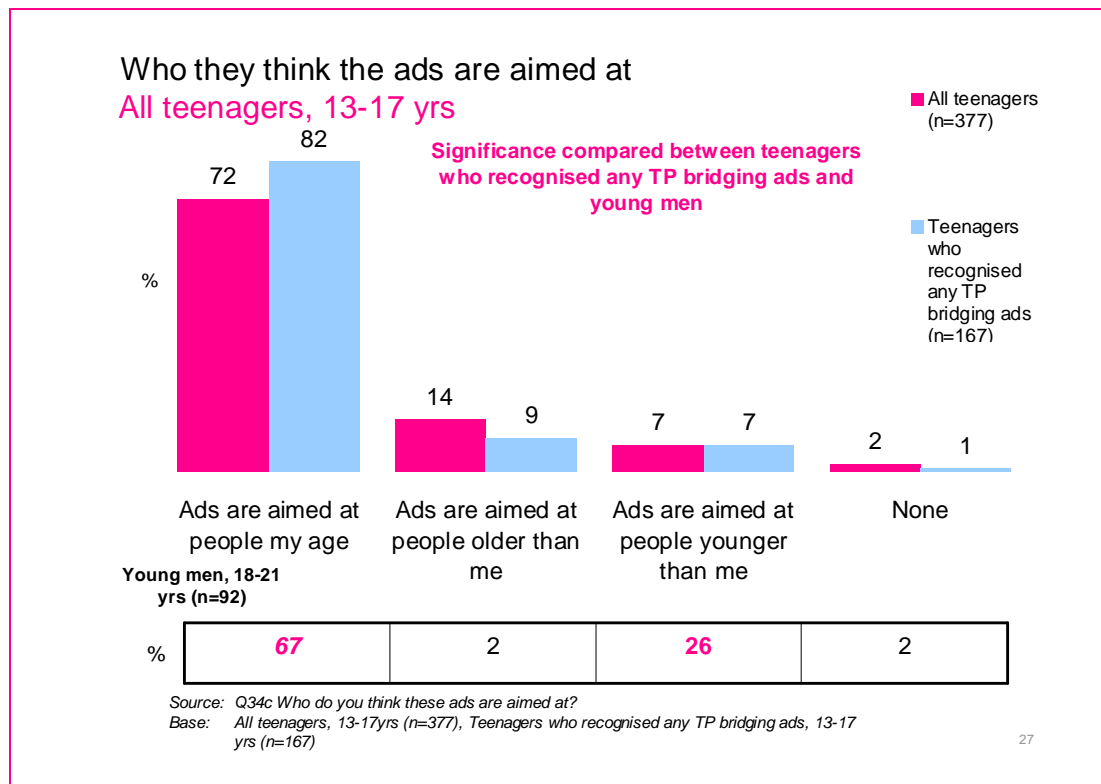


Encouragingly, under a quarter of teenagers (13-17 years) selected any of the negative attributes (21%). One in ten respondents claimed they did not take any notice of the ads anymore and 5% claimed they were fed up hearing these ads. Four percent claimed the ads talked down to them and a further 3% claimed it was not right for this type of thing to be advertised on radio.

6.3 Target of Teenage Pregnancy Bridging Campaign

Chart 9 shows who respondents believed the ads were aimed at. The total teenage sample was compared to those teenagers who recognised any of the Teenage Pregnancy bridging ads. The results for the young men (18-21 years) have also been detailed in Chart 9.

Chart 9



When comparing the total teenage sample to those who recognised the Teenage Pregnancy bridging ads, there were no significant differences. A higher proportion of those teenagers who recognised the ads claimed the ads were aimed at them (82%).

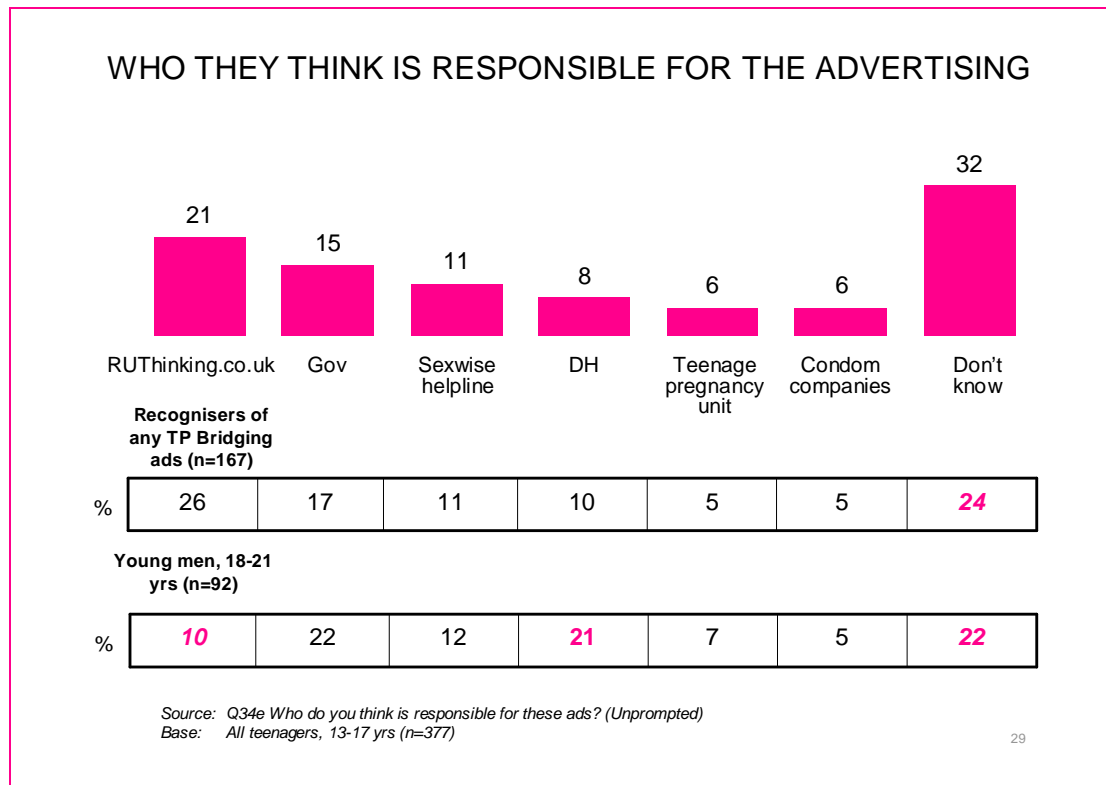
Whilst two thirds of young men (18-21 years) believed the ads were aimed at them, this was significantly lower than teenagers who had recognised any of the Teenage Pregnancy advertising (82%). One quarter of young men (18-21 years) (26%) believed the ads were aimed at people younger than them.

6.4 Party Responsible for the Advertising

After watching the ads, all young people were asked who they felt was responsible for putting the ads out. Respondents were not prompted with a list of options.

These results have been graphically shown in Chart 10, and compares the teenage sample (13-17 years) to teenagers who recognised any Teenage Pregnancy bridging ads and young men (18-21 years).

Chart 10



Just under a third (32%) of teenagers (13-17 years) claimed they did not know who was responsible for the advertising. This was significantly lower amongst those who recognised any of the advertising (24%) and young men (22%).

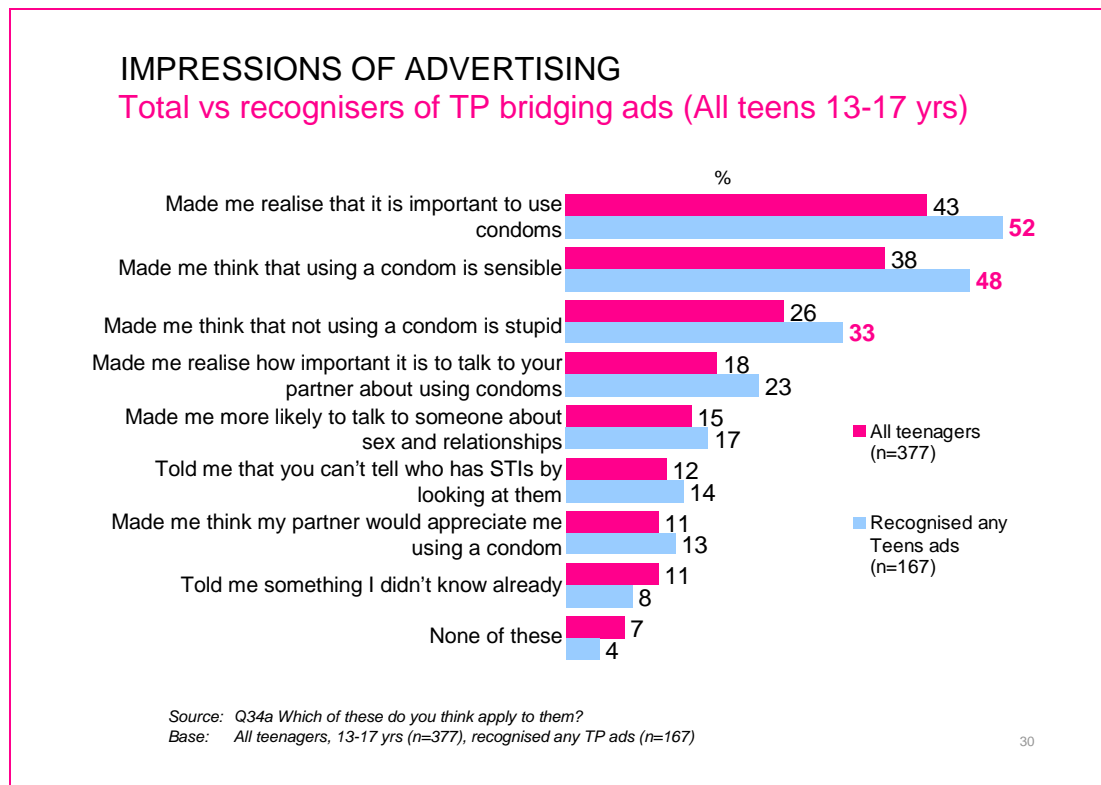
Twenty-one percent of teenagers (13-17 years) claimed 'RUThinking.co.uk' was responsible for the advertising; again this was significantly lower amongst young men where only one in ten believed it was 'RUThinking.co.uk' was responsible.

The Department of Health was mentioned by 8% of the teenage sample (13-17 years) and by one in ten of those who recognised the Teenage Pregnancy bridging ads. Significantly more young men believed the Department of Health was responsible for the advertising (21%).

6.5 Prompted Descriptions of the Advertising

Respondents were further prompted with a list of statements associated with the advertising and asked which they would use to describe the Teenage Pregnancy advertising. The results for this question are graphically shown in Chart 11.

Chart 11



Amongst teenagers (13-17 years) the statements relating to condoms; ‘made me realise that it is important to use condoms’ (43%), ‘made me think that using a condom is sensible (38%) and ‘made me think that not using a condom is stupid’ (26%) received the highest number of mentions.

A further 18% claimed it made them realise how important it was to talk to their partners about condoms and 15% were more likely to talk to someone about sex and relationships.

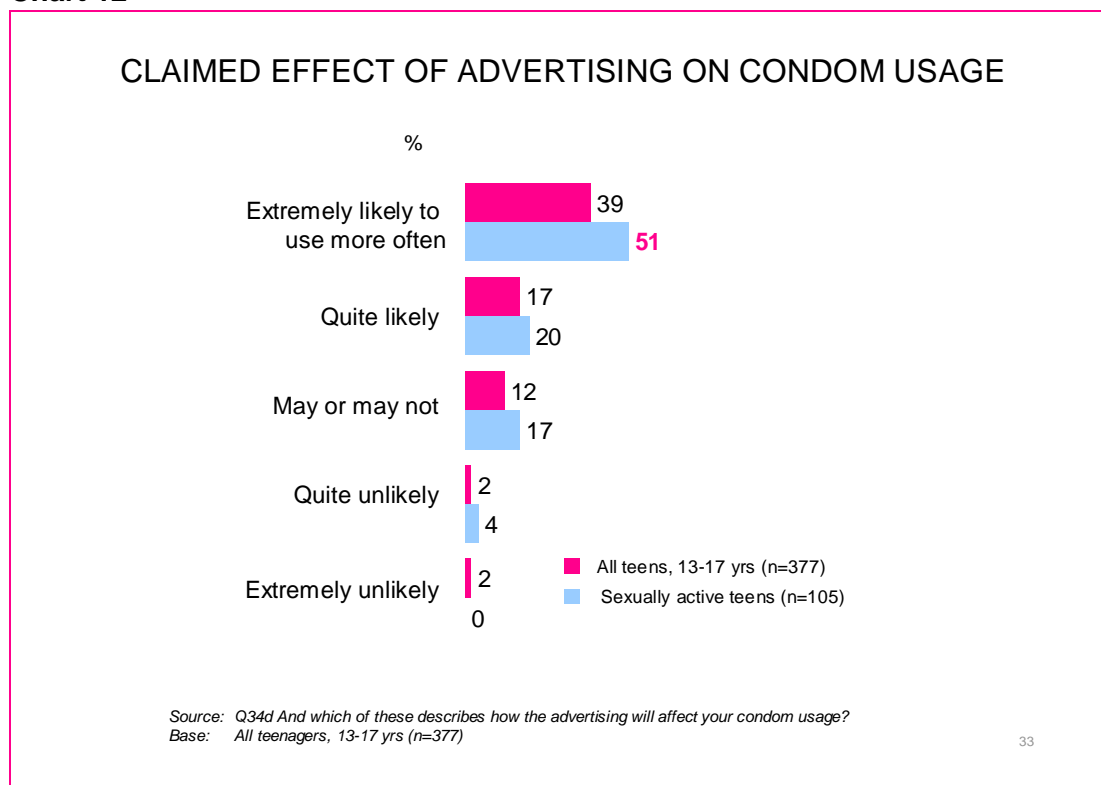
Responses for the top three statements amongst teenagers who recognised any of the Teenage Pregnancy bridging ads was significantly higher - 'made me realise that it is important to use condoms' (52% compared with 43% amongst all teens), 'made me think that using a condom is sensible' (48% compared with 38% amongst all teens) and 'made me think that not using a condom is stupid' (33% compared with 26% amongst all teens).

6.6 Claimed Effect of Advertising on Condom Usage

In order to assess the impact of advertising on potential condom usage respondents were shown a five-point scale and asked to select which scale point best described how likely they would be to use a condom in the future as a result of the seeing/hearing the advertising.

In Chart 12, all teenagers (13-17 years) have been compared with teenagers who claimed to be sexually active.

Chart 12



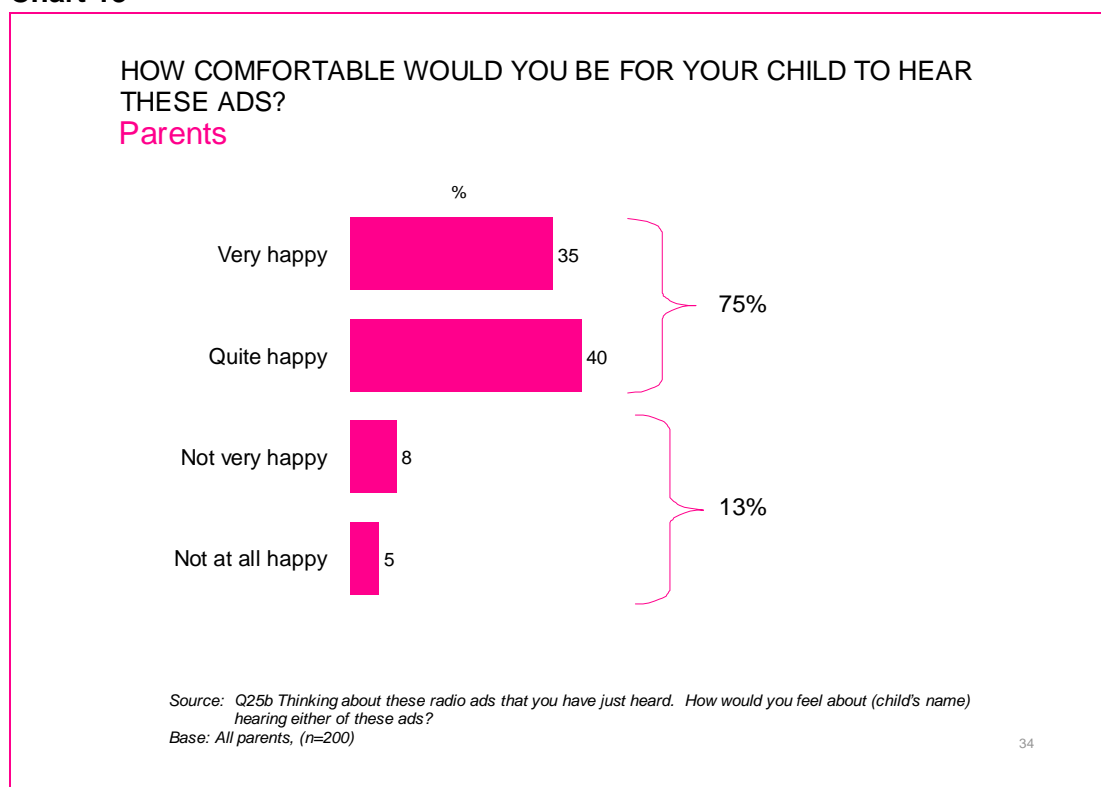
More than half of teenagers (56%) claimed they would either be 'extremely' or 'quite' likely to use condoms more often. Amongst those who were sexually active, 71% claimed they would either be 'extremely' or 'quite' likely to use condoms more often.

Significantly more sexually active teenagers claimed they would be 'extremely more likely to use a condom' (51% compared to 39% of all teenagers). Amongst older teenagers (16-17 years), more males (48%) than females (44%) claimed they were 'extremely likely to use condoms more often'.

6.7 Parent Response to Advertising

Parents were asked how comfortable they would be for their children to hear any of the Teenage Pregnancy bridging ads. Parents were shown a four point scale and asked to choose the scale point which best described how they felt about their children hearing the ads. Response to this question is outlined in Chart 13.

Chart 13



The majority of parents (75%) were either 'very' (35%) or 'quite happy' (40%) for their children to hear any of the Teenage Pregnancy bridging ads.

Only 13% claimed they were 'not very happy' or 'not at all happy' for their children to hear these ads. Fathers (19%) and non-white parents (23%) were more likely to be uncomfortable for their children being exposed to the ads.

7 SOURCES OF INFORMATION ON SEX AND RELATIONSHIPS

This section details the sources of information about sex and relationships used by young people.

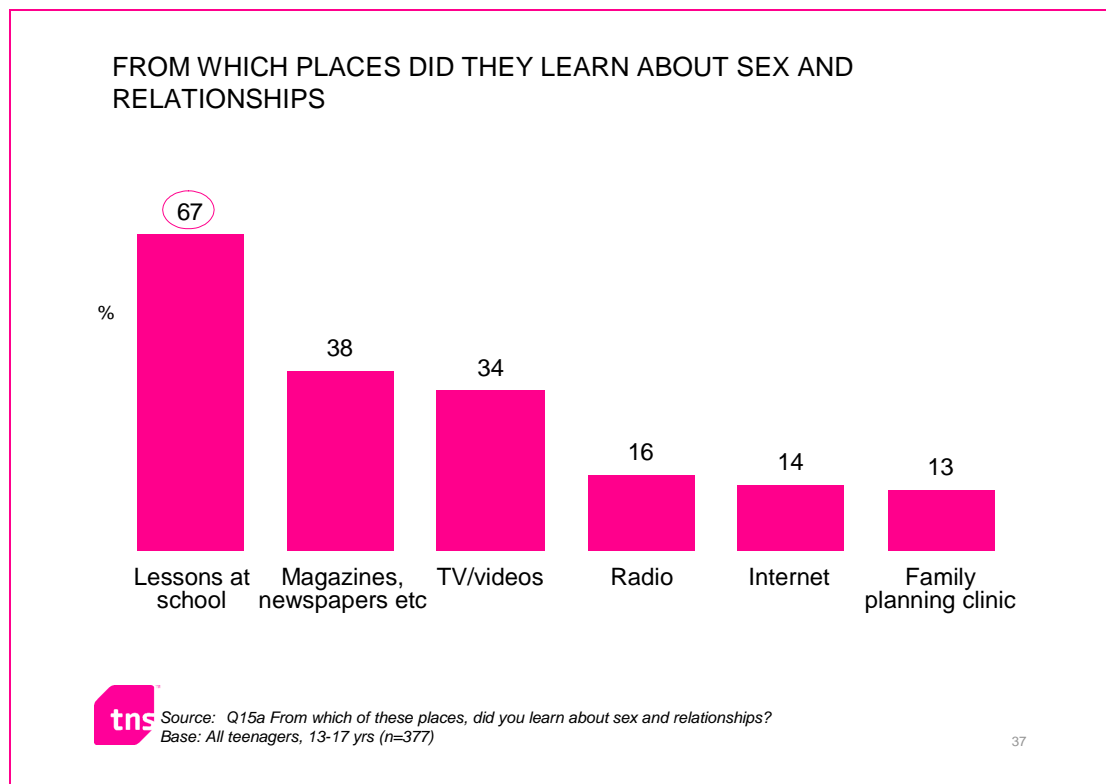
This section will analyse responses from all 13-17 year olds and where relevant will report on the parent sample.

7.1 Source of Knowledge

Early in the interview, teenagers (13-17 years) were asked which places they had used to find information about sex and relationships. Teenagers were prompted with a list of potential places.

The results for this question are graphically shown in Chart 19.

Chart 14

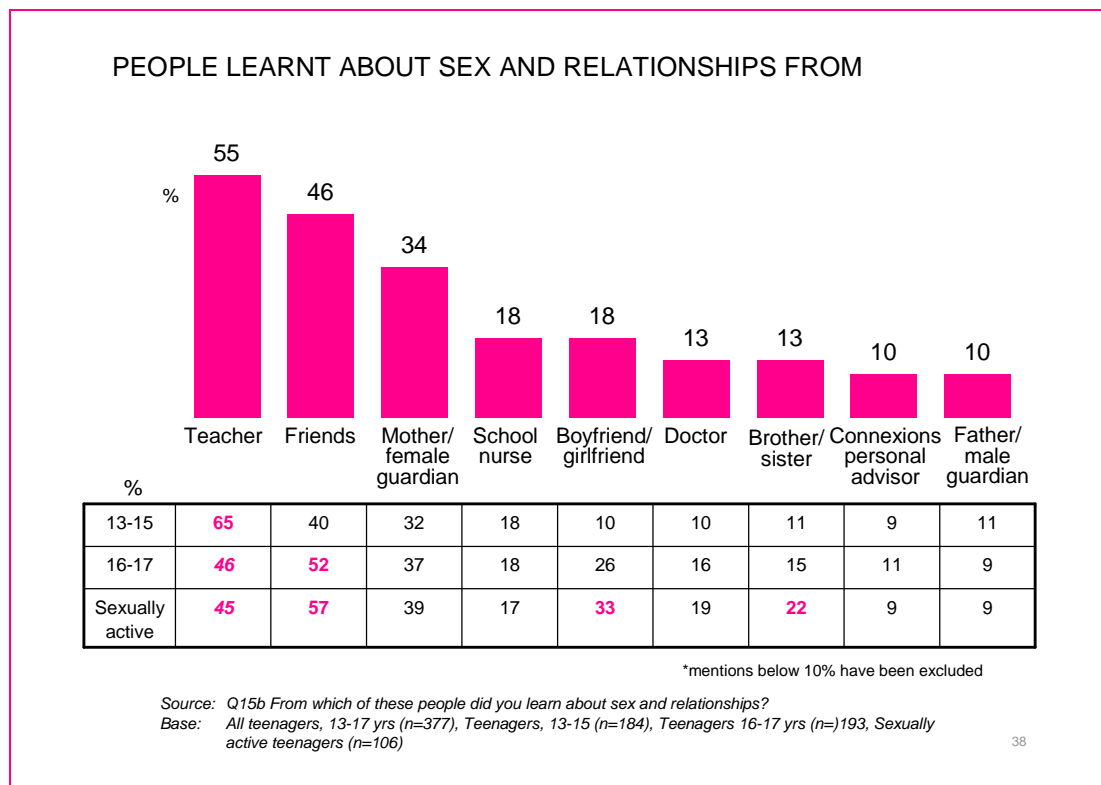


Two thirds of teenagers (13-17 years) claimed they had learnt something through 'lessons at school'. Just under two fifths (38%) claimed 'magazines or newspapers' and just over a third (34%) claimed 'TV/videos' to have been their source of information.

'Radio', 'Internet' and 'Family Planning Clinic's' were other common sources of information with between 13% and 16% mentioning one of these.

At this benchmark wave, teenagers (13-17 years) were asked in a separate question from whom they had learnt about sex and relationships. The results for this question are detailed in Chart 20.

Chart 15



More than half of the sample (55%) claimed they had learnt about sex and relationships from a 'teacher'. Just under half of teenagers claimed 'friends' as a source of knowledge, and a third claimed they had learnt about sex and relationships from their 'mother/female guardian'. 'School nurse' and 'boyfriend/girlfriend' were each mentioned 18% of the time. Receiving slightly lower mentions were 'doctor' and 'brother/sister' at 13% each. One in ten teenagers claimed they had learnt about sex and relationships from a 'Connexions advisor' or 'father/male guardian'.

The results were also analysed within each age group and by those who were sexually active.

Significantly more younger teenagers (13-15 years) claimed to have learnt something about sex and relationships from a teacher (65%) than those aged 16-17 years (46%). Older teenagers (52%) were more likely to have learnt about sex and relationships from 'friends' than younger teenagers (40%).

Similar to the older teenagers, those who were sexually active were significantly more likely to have learnt about sex and relationships from 'friends' (57%), 'boyfriend/girlfriend' (33%) or 'brother/sister' (22%). They were less likely to claim to have learnt anything from 'teachers' (45%).

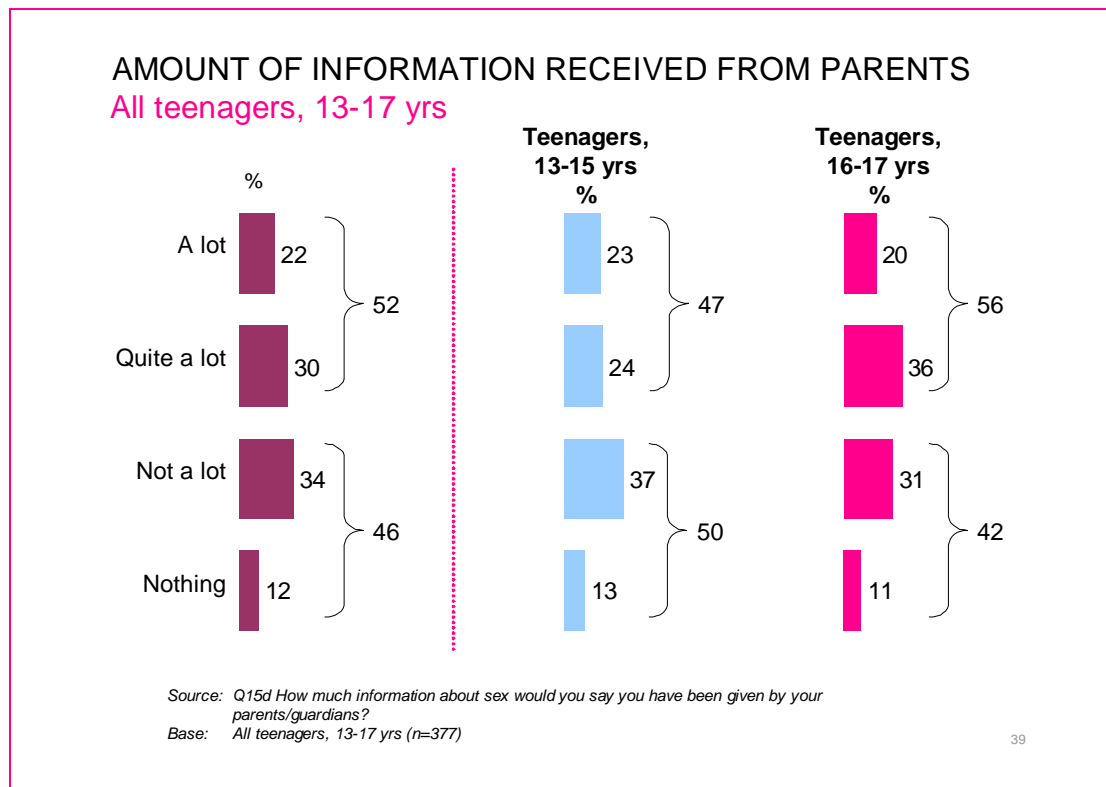
With regards to perceived confidentiality, three quarters (74%) of teenagers were confident that anything that was discussed with a doctor or in a clinic would remain private.

7.2 Learning about Sex and Relationships at Home

One of the objectives of the strategy is to increase the ease with which parents talk about matters relating to sex and relationships with their children. As noted above, a relatively large proportion of young people mentioned their parents as a source of information about sex and relationships.

A further question, asking how much information young people had been given by their parents, probed this issue (Chart 21).

Chart 16



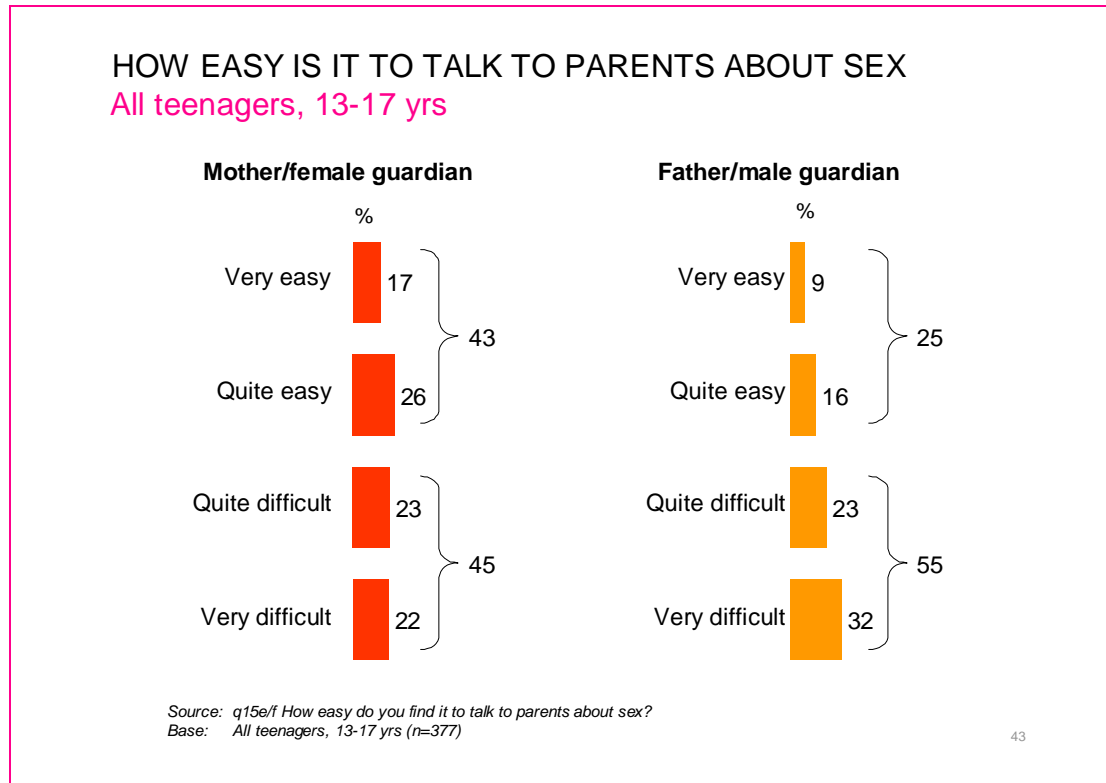
Over half of teenagers (13-17 years) claimed they received either 'a lot' or 'quite a lot' of information about sex from their parents. Twenty-two percent claimed to have received 'a lot' of information about sex from their parents. Only 12% claimed they had received no information.

Although there were no significant differences between the younger and older teenagers, more of the older (56%) than younger (47%) teenagers claimed they had received either 'a lot' or 'quite a lot' of information from their parents.

7.2.1 Ease of communication

Teenagers (13-17 years) were asked how easy they found it to talk about sex and relationships with each of their parents (Chart 22).

Chart 17



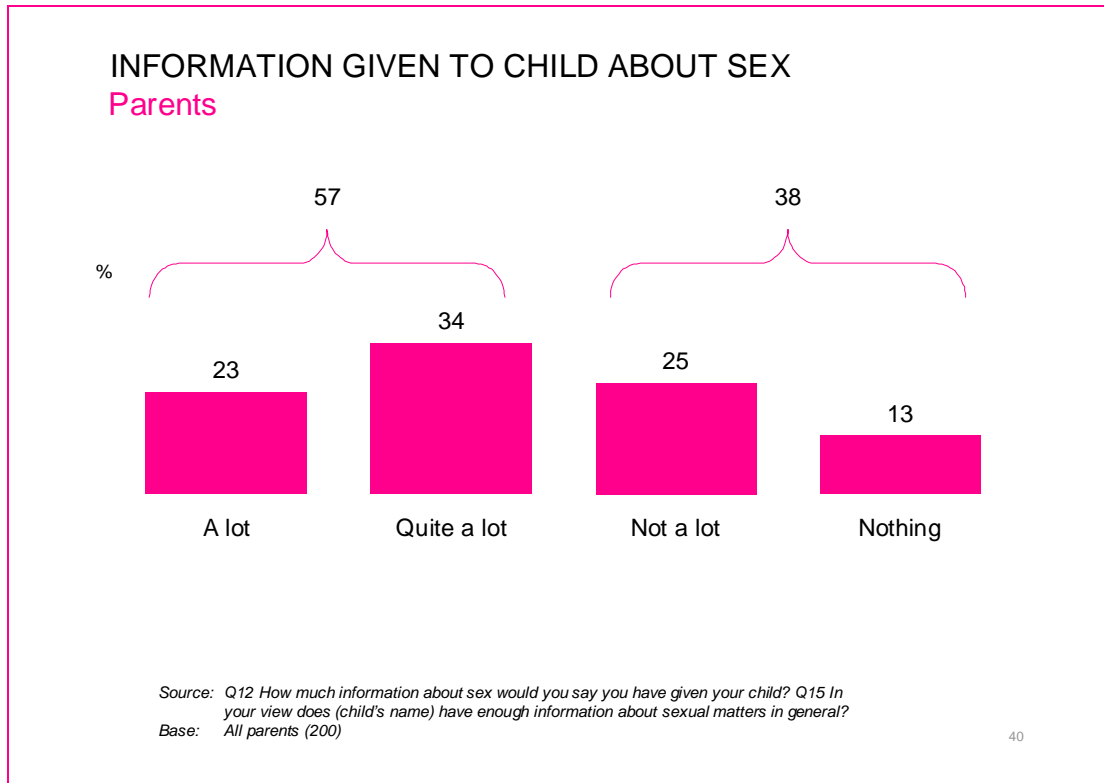
Under half (43%) of teenagers claimed they found it either 'very easy' or 'quite easy' to talk to their mother/female guardian about sex. A quarter claimed it was 'quite easy' to talk to their mother/female guardian and 17% claimed it was 'very easy'.

Teenagers found it more difficult to talk to their fathers/male guardians about sex, with only a quarter claiming they found it 'very' or 'quite' easy.

7.2.2 Information given to child about sex - Parents

Comparatively, parents were asked how much information they had given their child. The results are shown graphically in Chart 23.

Chart 18



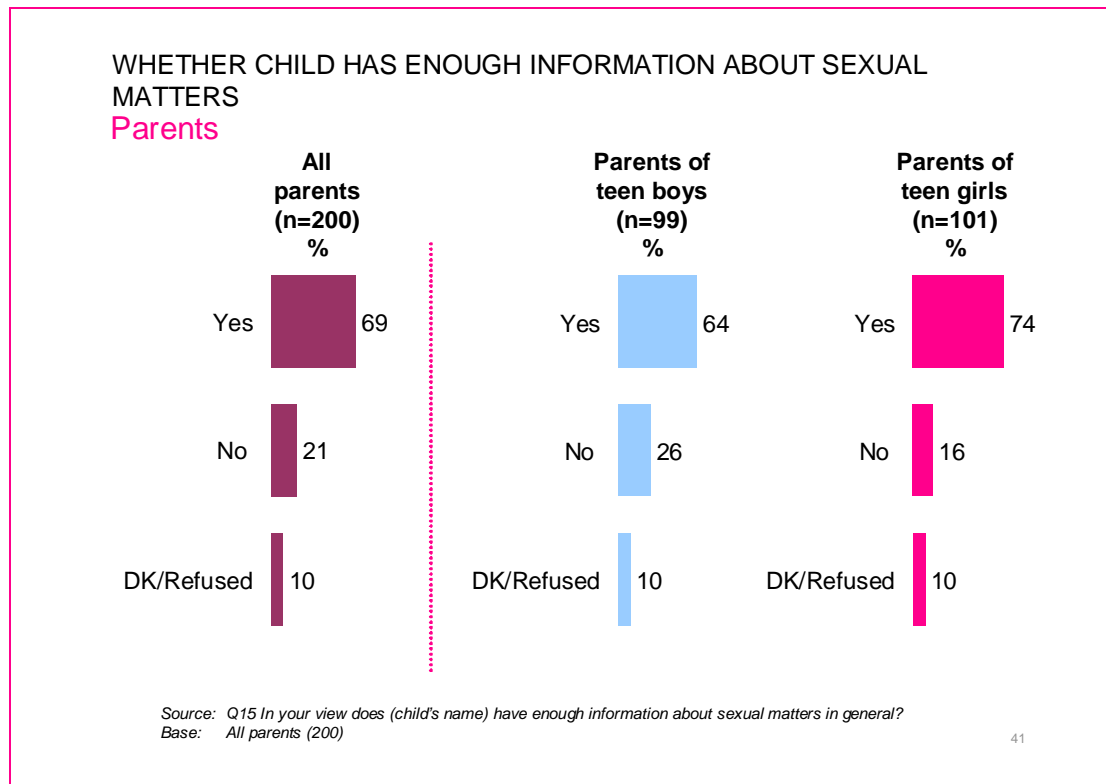
More than half of parents (57%) believed they had given their child 'a lot' or 'quite a lot' of information about sex, with 23% claiming they had given their child 'a lot' of information. This was slightly higher than the level of information the teenagers claimed to have received (52%).

Similar to the responses of teenagers (12%), 13% claimed they had not given their child any information.

7.2.3 Whether child has enough information on sex and relationships - Parents

Parents were further asked whether they felt their child had sufficient information about sexual matters. These results are outlined Chart 24.

Chart 19



The majority of parents (69%) believed their child had enough information about sexual matters whilst just over one fifth (21%) claimed their child did not have enough information.

Considering parents of teenage boys (13-17 years) specifically, 64% believed their son had enough information about sexual matters and 26% claimed they did not have enough information.

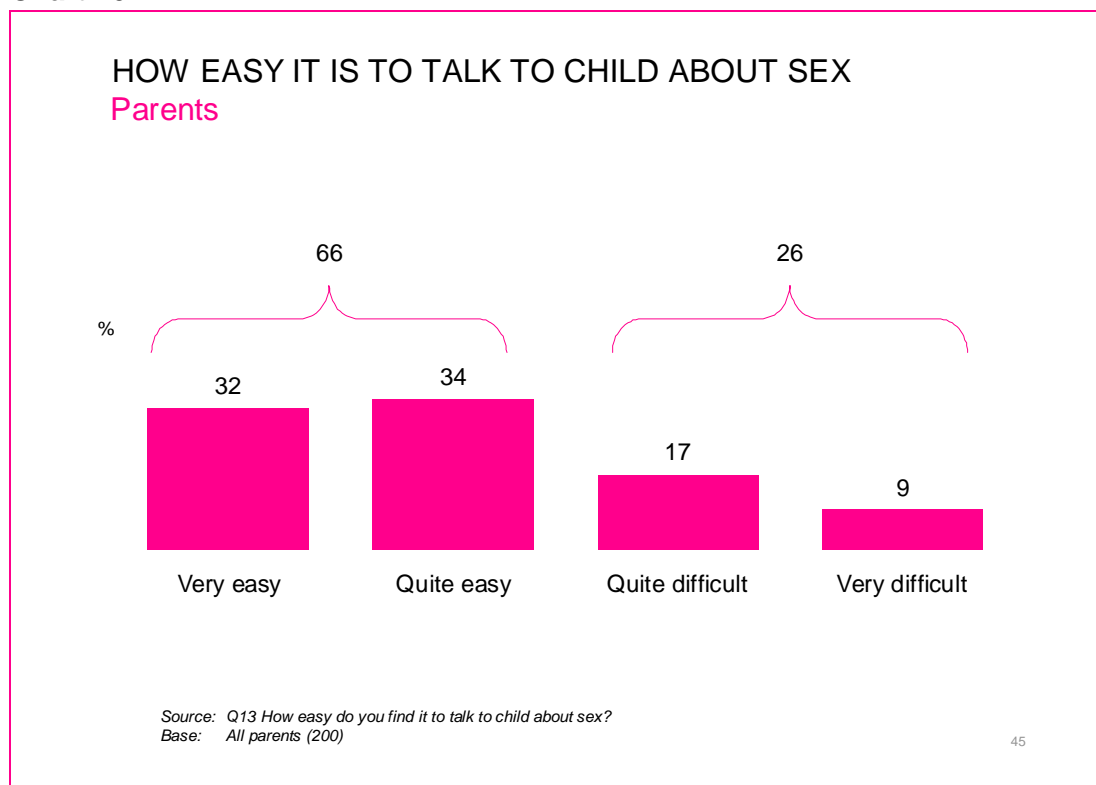
Seventy-four percent of parents of teenage girls (13-17 years) believed their daughters had enough information about sexual matters, and only 16% claimed their daughters did not have enough information.

One in ten parents of teenage girls and boys claimed they 'did not know' if their son or daughter had enough information about sexual matters.

7.2.4 Ease of communication – Parents

Teenagers were asked how easy they found it to talk to their parents about sex and relationships. Parents were asked parallel questions on how easy they thought it was to talk to their child about sex and relationships (Chart 25).

Chart 20



Overall, teenagers (13-17 years) found it more difficult to talk to their parents about sex and relationships than their parents found it to talk to them.

Two thirds of parents (66%) thought their child would find it easy to talk to them about sex and relationships whilst just over a quarter (26%) thought they would find it difficult.

How easy parents found it to talk to their children was to some extent dependent on their gender and the gender of the child. Male parents generally found it more difficult with the most difficult line of communication between male parents and female teenagers, with one-third saying it was difficult and only 21% saying it was 'very easy'. Conversely the easiest line of communication was between female parents and female teenagers, with over three-quarters (76%) saying it was 'very or 'quite' easy to talk to their child.

8 AWARENESS OF SPECIFIC INFORMATION SOURCES

Driving calls to the 'Sexwise' helpline and visits to the allied 'RUThinking.co.uk' website are not primary aims of the media campaign. However, the ads include 'calls to action' to get more information about sex and relationships, either from the 'Sexwise' helpline or 'RUThinking.co.uk', and tracking awareness of these sources of information can provide some indication as to what messages and details the advertising is transmitting to young people.

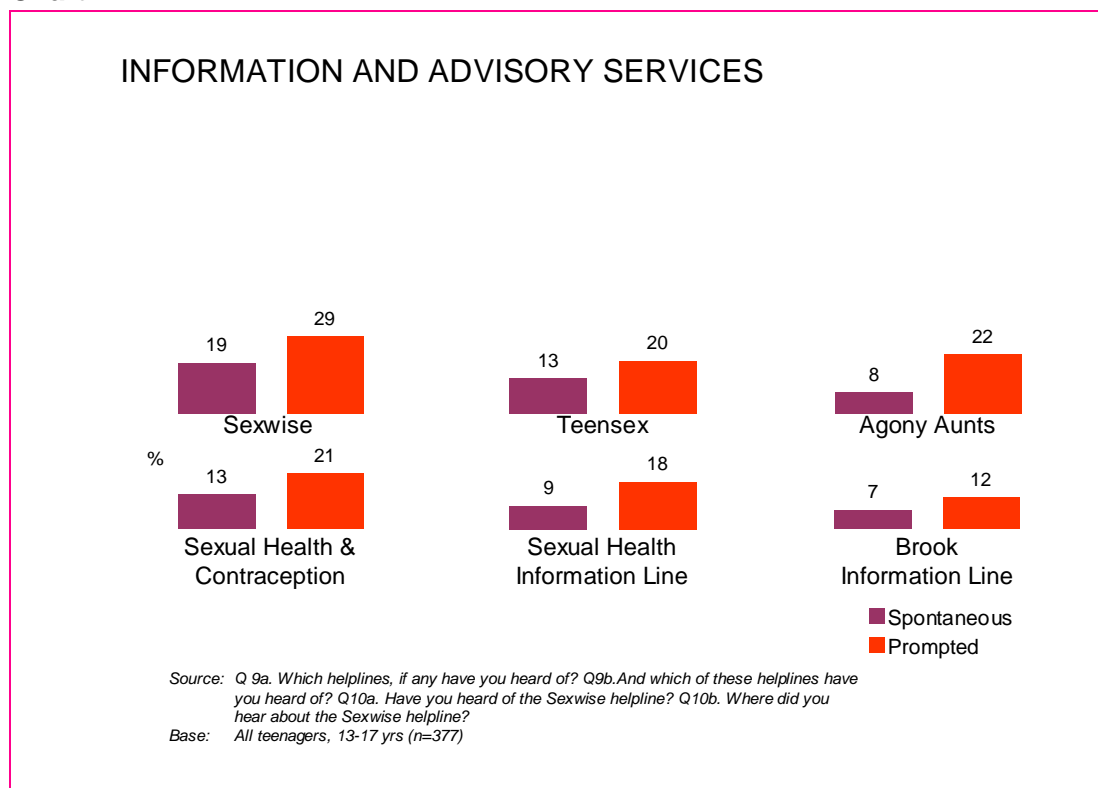
This section looks at awareness and usage of the 'Sexwise' helpline and the 'RUThinking.co.uk' website.

8.1 Awareness of Specific Information Resources

Early in the interview, teenagers were asked to say spontaneously which telephone helplines they were aware of. They were then prompted with a list of helplines and asked which they had heard of. After the spontaneous and prompted awareness was ascertained, respondents who did not say they were aware of 'Sexwise' were given a brief description of the helpline and asked directly if they had heard of 'Sexwise'.

The spontaneous and prompted awareness have been outlined in Chart 14.

Chart 21



Sexwise achieved the highest awareness amongst teenagers (13-17 years) with just under a fifth being spontaneously aware of 'Sexwise' (19%).

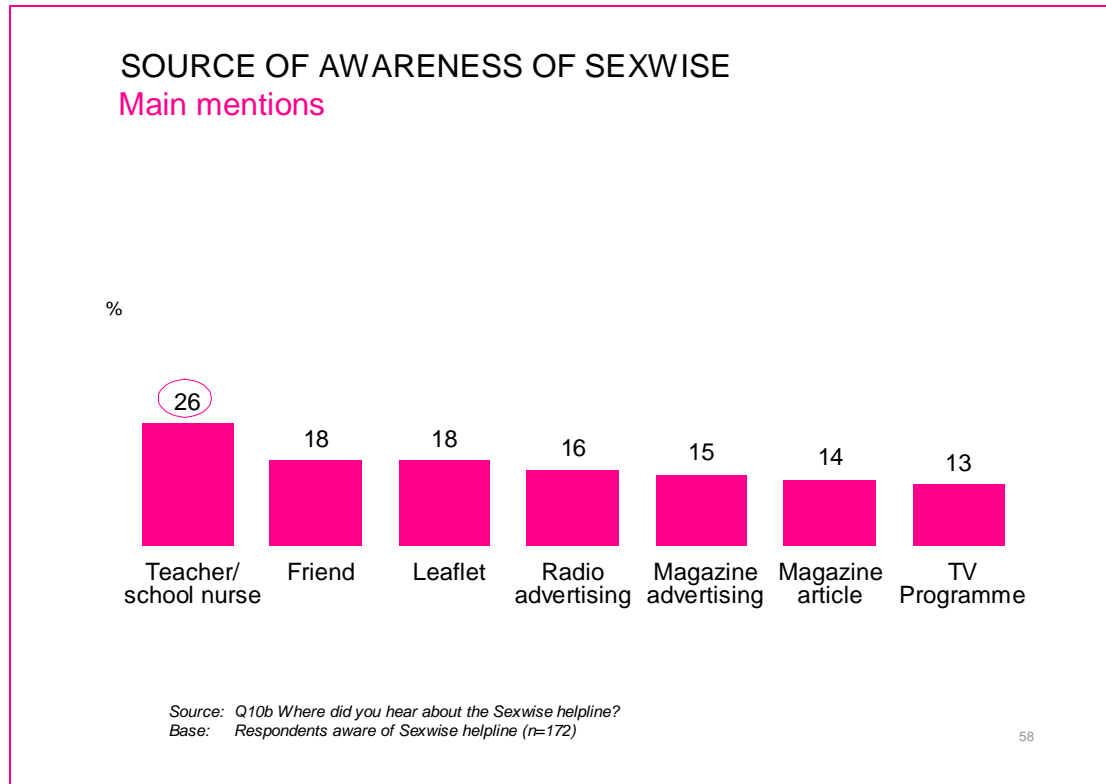
'Teensex' and 'Sexual Health and Contraception' received the second highest spontaneous awareness at 13% each. Nine percent of teenagers (13-17 years) were spontaneously aware of 'The 'Sexual Health Information Line' and 8% of 'Agony Aunts'. The 'Brook Information Line' achieved the lowest spontaneous awareness at 7%.

When prompted, awareness of 'Sexwise' increased by 10% (29%). 'Agony Aunts' achieved the second highest total awareness (22%). 'Teensex' and 'Sexual Health and Contraception' also achieved similar levels of awareness with 20% and 21% respectively. The 'Sexual Health Information Line' achieved an awareness level of 18%, and the 'Brook information Line' had the lowest total awareness (12%).

8.2 Source of Awareness of 'Sexwise'

Respondents who were aware of 'Sexwise' were further asked where they had heard about it. The responses are shown in Chart 15.

Chart 22



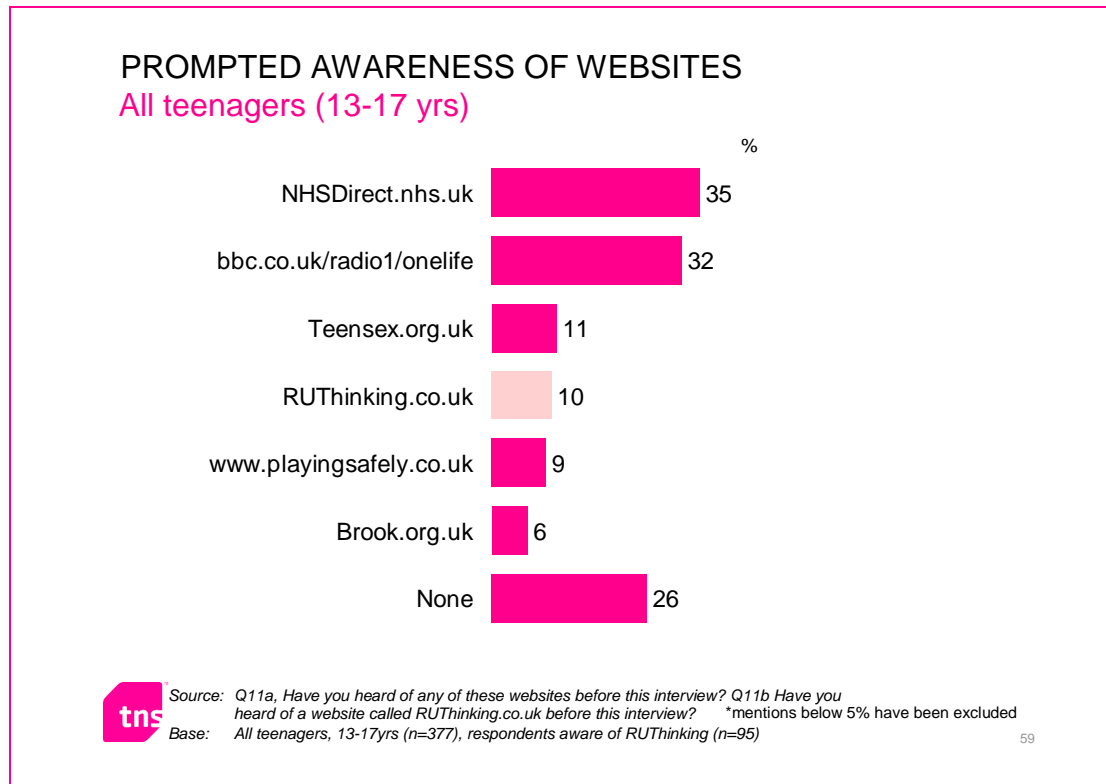
Just over a quarter (26%) of those aware of 'Sexwise' claimed their source was a teacher or a school nurse. This source was significantly higher than any other the others mentioned. Eighteen percent claimed they had heard of 'Sexwise' from a friend or a leaflet.

Radio advertising (16%), magazine advertising (15%), magazine articles (14%) and TV programmes (13%) were all common sources of awareness.

8.3 Prompted Awareness of Websites – ‘RUThinking.co.uk’

Teenagers (13-17 years) were shown a list of websites and asked which they were aware of. These responses are outlined in Chart 16.

Chart 23



As would be expected ‘NHSDirect.nhs.uk’ achieved the highest level of awareness (35%), ‘bbc.co.uk/radio1/onelife’ followed close behind with just under one third (32%) claiming to be aware of the website.

One in ten respondents claimed they were aware of ‘RUThinking.co.uk’. Those who did not mention ‘RUThinking.co.uk’ were asked directly if they had heard of it. After direct prompting, total awareness of ‘RUThinking.co.uk’ increased to 27%.

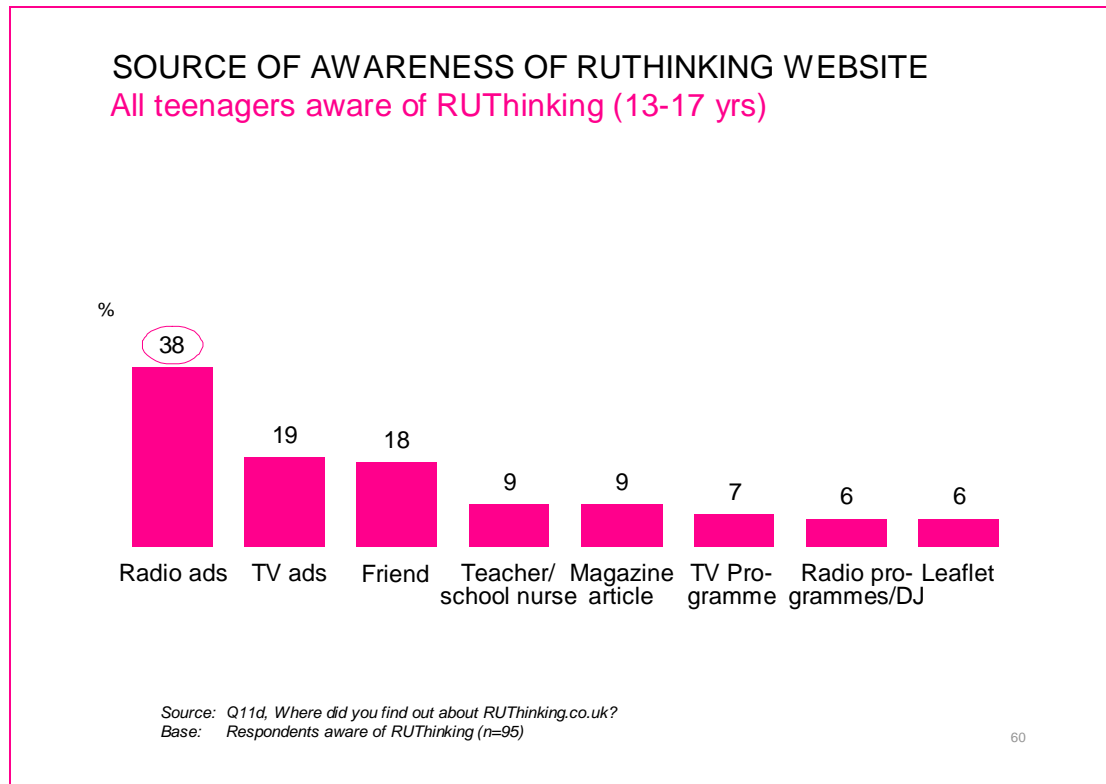
Encouragingly, of those who were aware of ‘RUThinking.co.uk’, a quarter claimed they had visited the website.

Surprisingly, over a quarter (26%) of all teenagers (13-17 years) claimed not to be aware of any of the websites.

8.4 Source of Awareness of 'RUThinking.co.uk'

Teenagers who were aware of 'RUThinking.co.uk' were asked directly where they had heard about the site. The results for this benchmark wave are outlined in Chart 17.

Chart 24



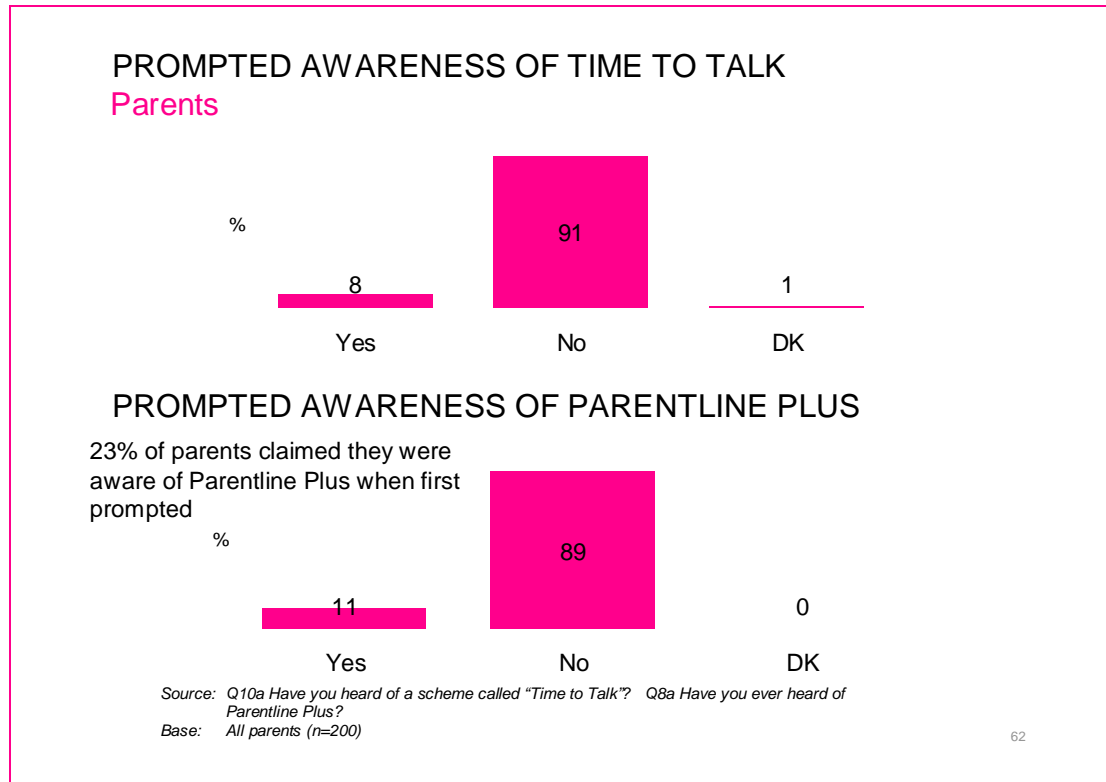
Radio ads were the most common source of awareness with 38% claiming this was where they had heard of 'RUThinking.co.uk'. This source was mentioned significantly more often than any of the others. Just below a fifth (19%) of respondents claimed TV ads and friends were their source of awareness.

Other common sources were 'teacher/school nurse' (9%), 'magazine article' (9%), TV programme (7%), 'radio programmes/DJs' (6%) and 'leaflets' (6%).

8.5 Awareness of ‘Time to talk’ and ‘Parentline Plus’ – Parents

All parents were asked whether they had heard of a scheme called ‘Time to Talk’ and the ‘Parentline Plus’ helpline. The awareness of these two services is outlined in Chart 18.

Chart 25



The overall prompted awareness of ‘Time to Talk’ was only 8%. However, awareness of the ‘Time to Talk’ poster was 14%.

Prompted recognition of the Green, Orange, Blue and Purple ‘Time to Talk’ leaflets was between three and four percent among parents.

Parents were prompted with a list of helplines and asked to indicate which they were aware of, 23% of parents claimed they knew of Parentline Plus.

Parents who had not heard of the helpline were directly asked if they had heard of Parentline Plus, an additional 11% claimed to have heard of the helpline (total cumulative level of awareness of 34%). When asked, one in ten parents who were aware of the helpline claimed they had used it.

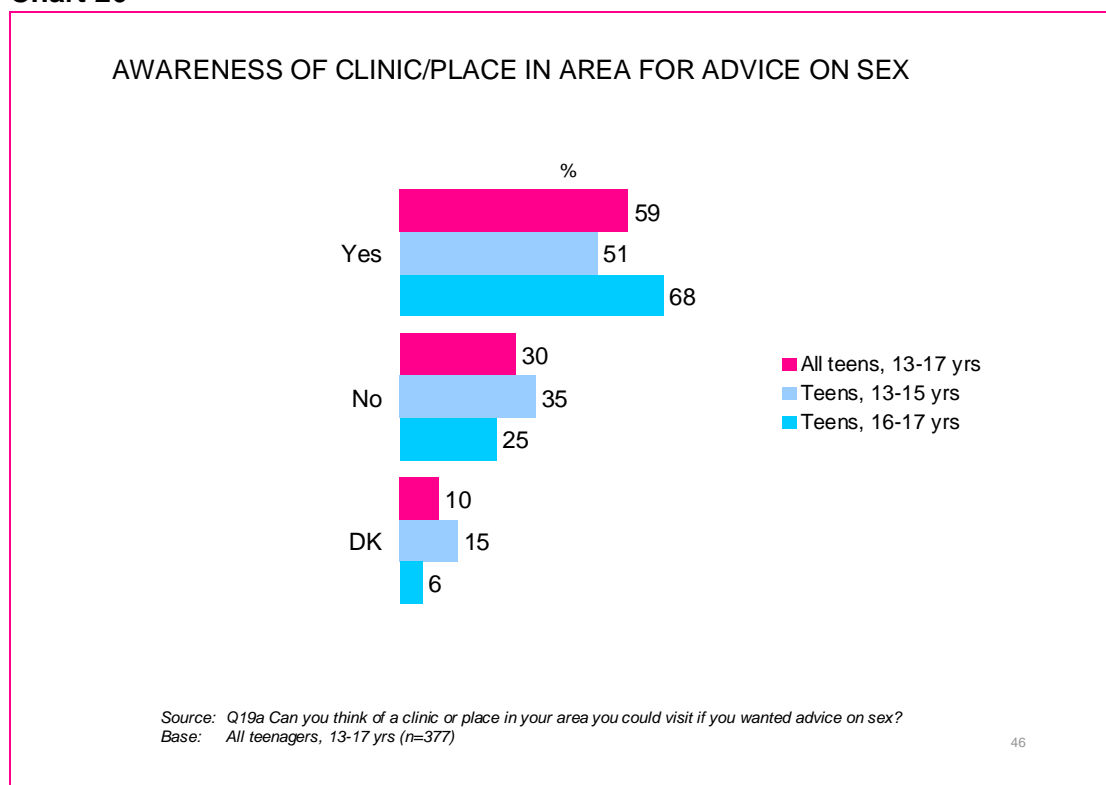
9 CONTRACEPTIVE ADVICE AND SUPPLIES

A key aim of the strategy is to ensure that all young people have access to contraceptive advice and supplies. This section examines awareness and experience of obtaining contraceptive advice and supplies.

9.1 Awareness of Local Sources of Advice on Sex

In the self-completion section of the questionnaire, teenagers were asked whether they were aware of a clinic or another place in their area that they could visit if they wanted advice on sex.

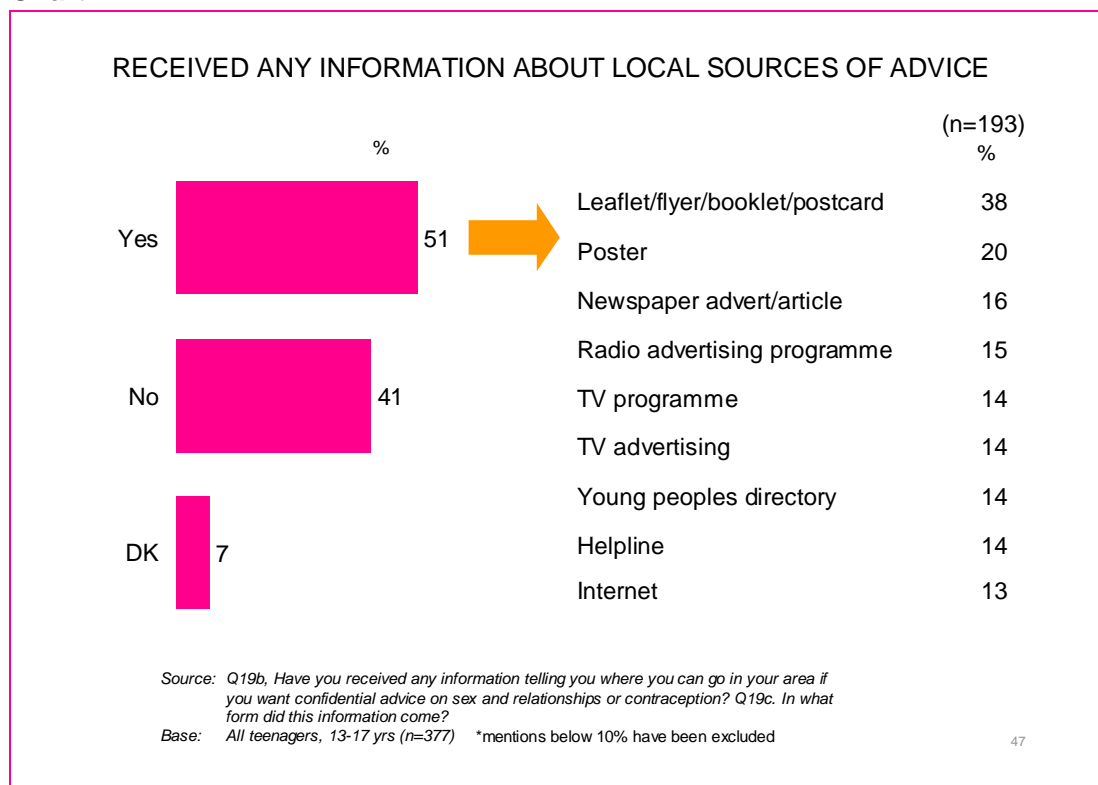
Chart 26



Six in ten teenagers (13-17 years) said they knew where in their area they could go if they wanted advice on sex and relationships. Younger teenagers (13-15 years) (51%) were less likely to be aware of a clinic or another place than older teenagers (16-17 years) (68%).

Teenagers (13-17 years) were asked if they had received any information about local sources of advice. Teenagers who said they had received some information were asked in what form this information had come. These responses can be seen in Chart 27.

Chart 27



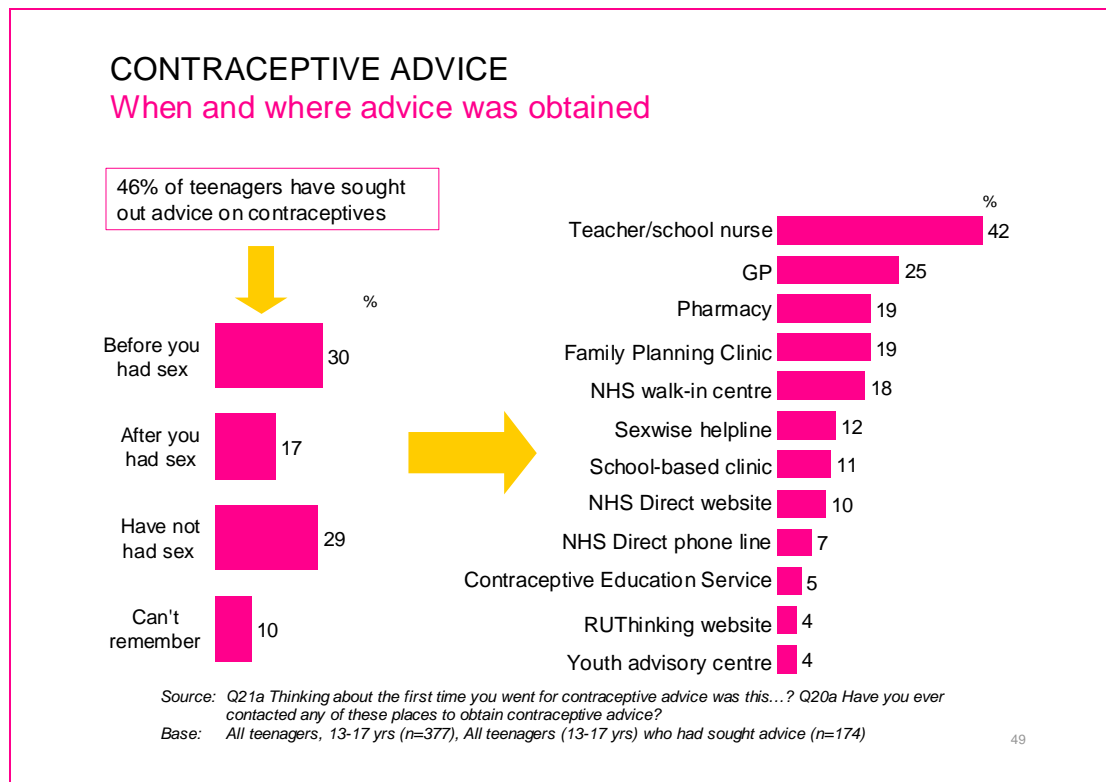
Just over half (51%) of teenagers (13-17 years) claimed they had indeed received information on sex and relationships or contraceptives.

The most common form in which they had received information was 'leaflet/flyer/booklet/postcard' with just under two fifths mentioning this source. 'Poster' received the second highest number of mentions with one fifth claiming this source. 'Newspaper/advert/article' (16%), 'radio ad/programme' (15%), and 'TV programmes' (14%), 'TV advertising' (14%), 'young people directory' (14%), 'helpline' (14%) and 'Internet' (13%) were also common sources of information for teenagers (13-17 years).

9.2 Contraceptive Advice

Teenagers were asked if they had ever sought advice on contraceptives and those who had were subsequently asked where they had sought advice and whether it was before or after they had had sexual intercourse. The results to these three questions have been outlined in Chart 28.

Chart 28



Forty-six percent of teenagers (13-17 years) claimed they had sought contraceptive advice in the past. Of this group, 30% claimed they had sought the advice before they had sex, and 17% claimed they had sought it out after they had sex. A further 29% said they had not had sex yet, and one in ten could not remember.

Teenagers, who had sought contraceptive advice, were further asked where they had gone for the advice. 'Teacher/school nurse' received the highest number of mentions (42%), followed by 'GP' (25%). 'Pharmacy' and 'family planning clinic' each received 19% of the mentions, and 'NHS walk-in centres' were mentioned by 18% of this group. 'Sexwise helpline' (12%), 'school-based clinic' (11%) and 'NHS Direct' website (10%) and Phone line (7%) all received significant levels of response.

Teenagers (13-17 years) who said they had approached a 'teacher/school nurse' for contraceptive advice were asked whether they had been to see a 'teacher' only or was it the 'school nurse' only or was it both.

Two fifths said they had only been to their teacher for advice, and 14% said they had been to the school nurse only. A quarter claimed they had been to both a teacher and school nurse for advice.

Respondents who had been to the teacher and/or to the school nurse for advice were then asked whether they had received information on a one-to-one basis or in a group. This was asked to distinguish those who had received advice in sex education lessons and those who had turned to their teacher or school nurse for advice on an individual basis.

The majority of those who said they went to their teacher claimed it was in a group, whilst 15% claimed it was on a one-to-one basis. One in ten said they had received advice both in a group and one-to-one.

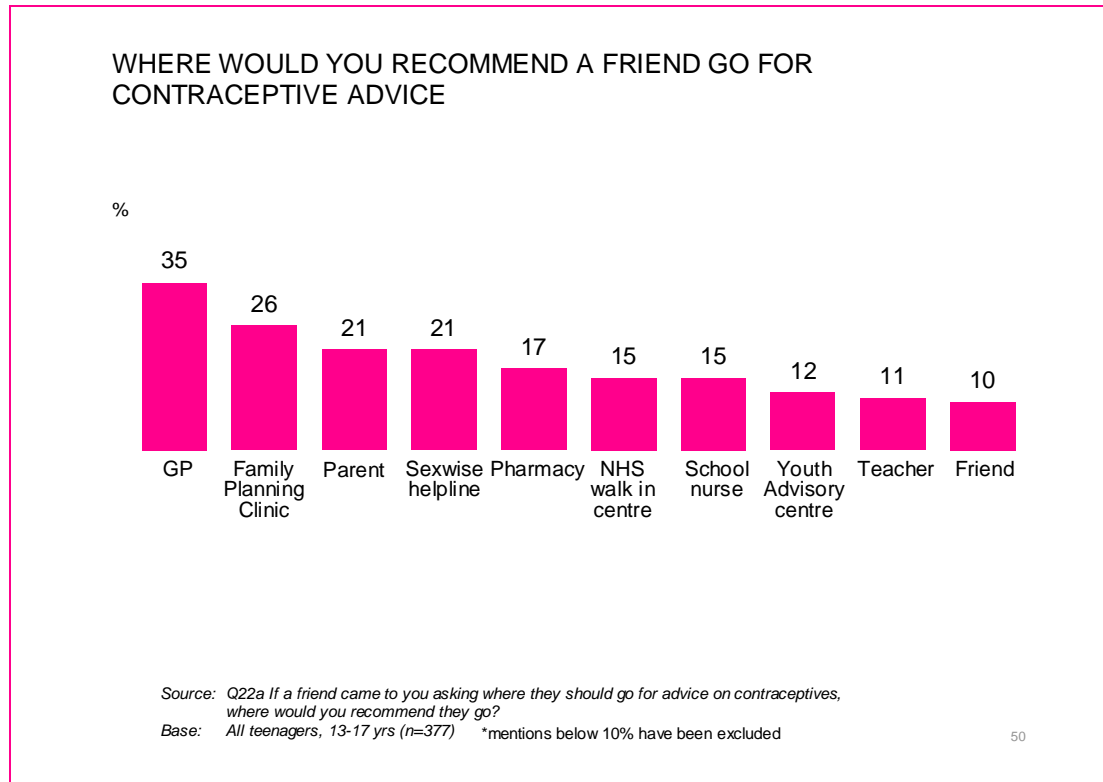
The base size of those who had sought advice from their school nurse was only 28 and therefore these results need to be treated with caution. Half of those who had sought advice from the school nurse (14 respondents) claimed it was on a one-to-one basis, and two fifths (11 respondents) said it was in a group.

Finally, we asked respondents who had gone for contraceptive advice whether they found it easy to understand the advice and information given and encouragingly, eight in ten (81%) said it was either 'very' or 'quite easy'.

9.3 Recommended Source for Contraceptive Advice

Teenagers were asked where they would recommend a friend go for advice on sex and relationships. The response to this question is shown in Chart 29.

Chart 29



Amongst all teenagers, ‘GP/doctor/practice nurse’ (35%) received the highest number of mentions followed by ‘Family Planning Clinics’ (25%). Girls (family planning clinic 33%, GP/doctor/practice nurse 40%) were significantly more likely to recommend either of these two places than boys (family planning clinic 19%, GP/doctor/practice nurse 31%).

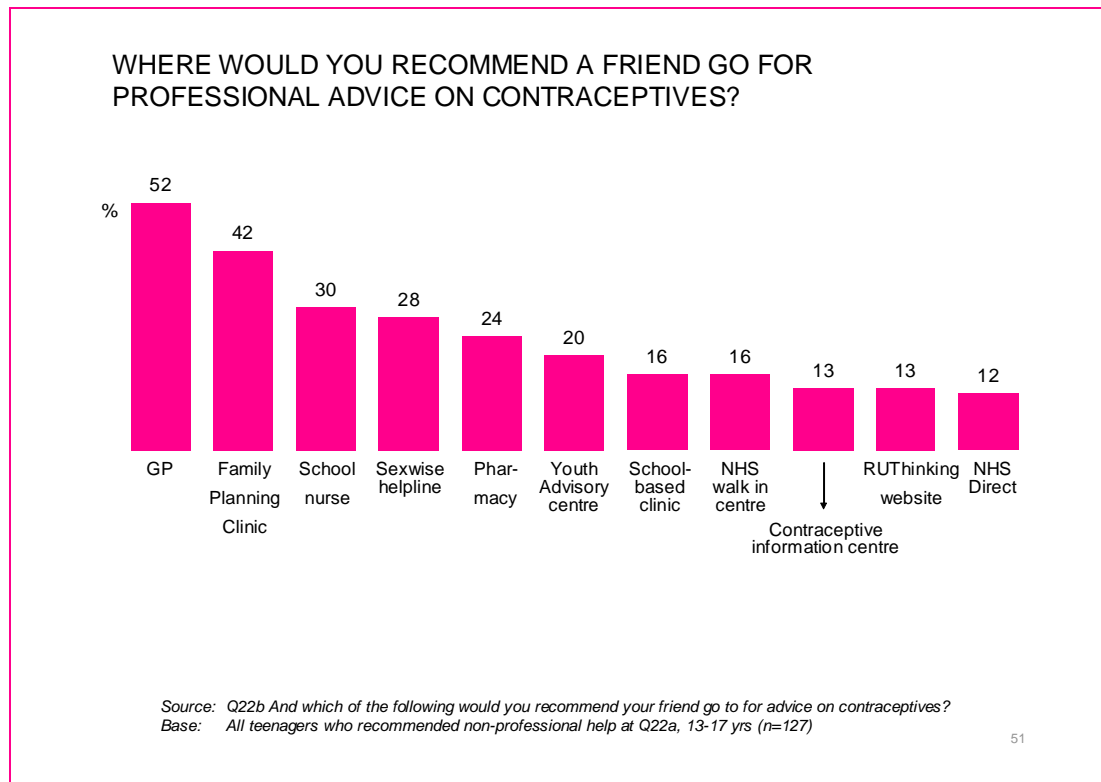
Older teens were more likely to recommend their friends go to a ‘family planning clinic’ (20% 13-15 years, 33% 16-17 years).

Twenty-one percent said they would recommend ‘parents’ as a source of advice or to call the ‘Sexwise helpline’. ‘Pharmacy’ was mentioned 17% of the time, and ‘NHS walk-in centres’ and ‘school nurses’ were recommended by 15% of teenagers.

'Youth advisory centre', 'teacher' and 'friends' all received similar levels of responses (12%, 11% and 10% respectively).

Teenagers who only selected non-professional sources of advice for their friends were probed as to where they would recommend their friends go for professional advice on contraceptives. These results are graphically shown in Chart 30.

Chart 30



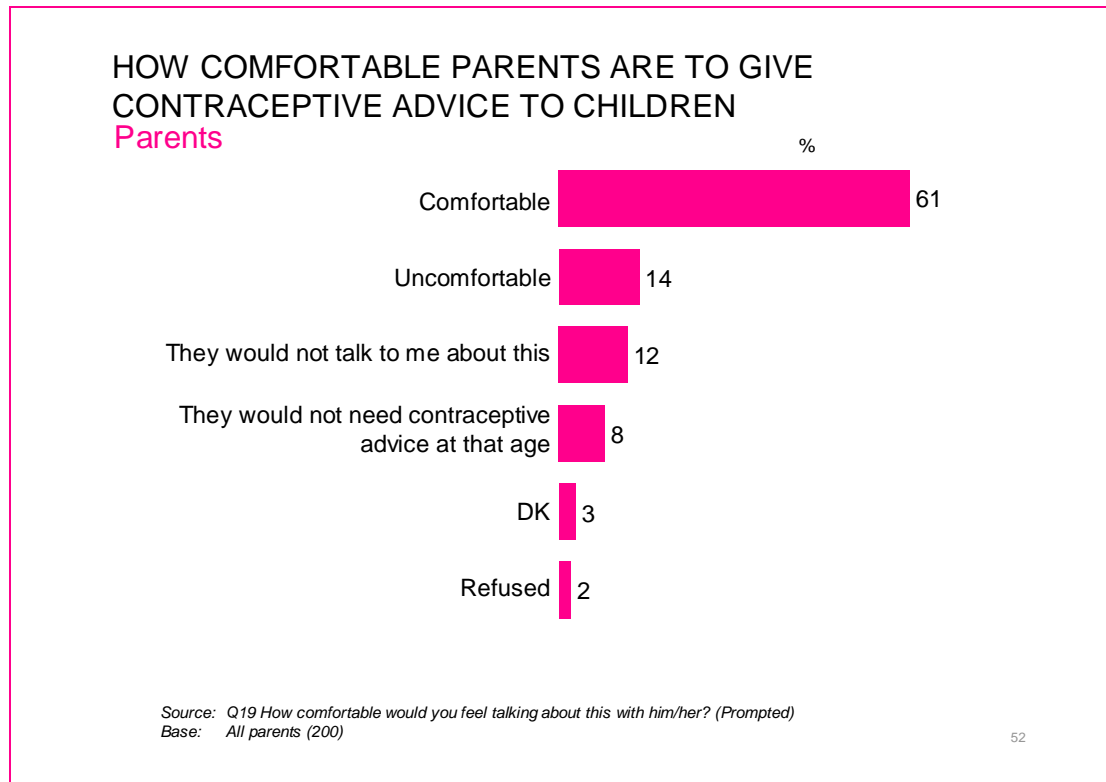
As in the previous chart, 'GP/doctor/practice nurse' and 'family planning clinic' received the highest number of mentions with 52% and 42% respectively. 'School nurse' was recommended 30% of the time and 'Sexwise helpline' by 28%.

Just below a quarter (24%) said they would recommend a 'pharmacy' and one fifth said they would recommend a 'youth advisory centre'. 'School-based clinics' and 'NHS walk-in centres' were recommended by 16% of these teenagers. 'Contraceptive information centres' (13%), 'RUThinking.co.uk' (13%) and 'NHS Direct' (12%) were mentioned the least.

9.4 Parents Providing Contraceptive Advice

Parents were asked to indicate how comfortable they would be to give contraceptive advice to their child. Chart 31 outlines the response given.

Chart 31



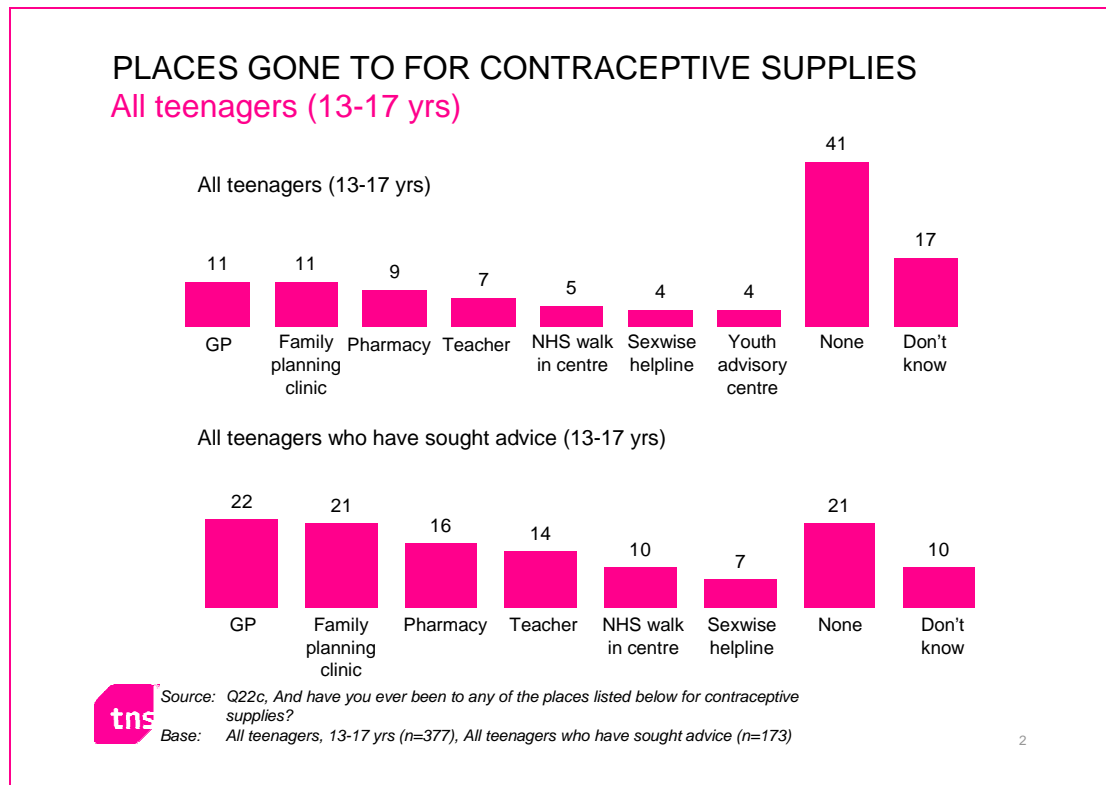
A large proportion of parents (61%) claimed they would feel comfortable giving contraceptive advice to their child. Mothers (70%) were significantly more likely to feel comfortable than fathers (53%).

Fathers (16%) were significantly more likely than mothers (8%) to think that their child would not talk to them about this topic.

9.5 Source of Contraceptive Supplies Used

Teenagers were asked from a prompted list which sources they had ever used to obtain contraceptive supplies. The responses of all teenagers, and teenagers who have sought contraceptive advice, are outlined in Chart 31.

Chart 32



Amongst all teenagers (13-17 years), the majority (41%) claimed they had not obtained any contraceptive supplies and 17% claimed they did not know.

By limiting the responses to those who had sought contraceptive advice allowed more meaningful analysis for this question. Overall 'GP/doctor/practice nurse' (22%) received the highest number of mentions, however, girls (36%) were more likely than boys (15%) to have selected this source. Achieving a similar number of mentions, 'family planning clinics' was selected one fifth of the time, and once more girls (29%) were more likely than boys (8%) to have obtained contraceptive supplies from this source.

Pharmacies were selected by 16% and a further 14% said they had obtained contraceptive supplies from their teacher. One in ten claimed they got their supplies from an NHS walk-in centre.

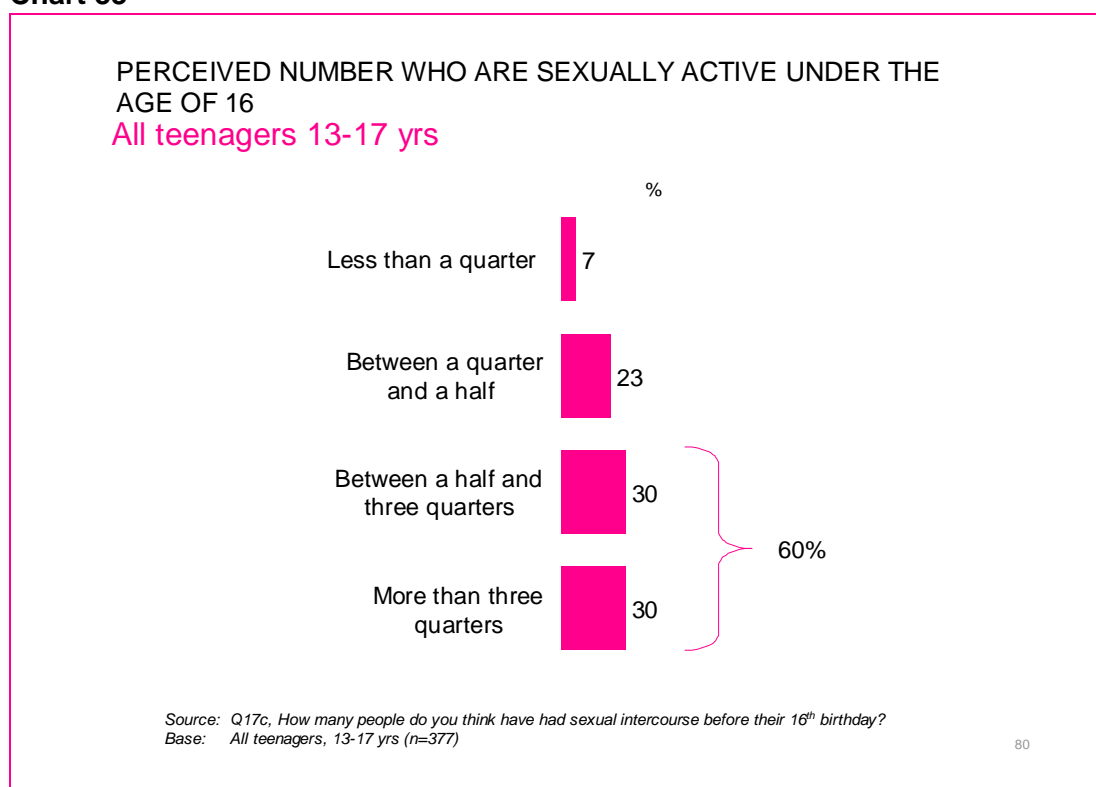
10 KNOWLEDGE AND EXPERIENCE

This section looks at perceptions, knowledge and experience about sex and relationships, exploring awareness of contraceptive methods and STIs.

10.1 Perception of Norms Relating to the Start of Sexual Activity

In order to find out how many teenagers thought their friends were having sexual intercourse we asked how many teenagers they thought had sexual intercourse before their 16th birthday (Chart 33).

Chart 33



A large proportion (60%) of teenagers believed that more than half of teenagers had had sexual intercourse before the age of 16. This represents a large discrepancy with claimed behaviour, with only 11% of those under 16 years old claiming to have had sexual intercourse.

10.2 Sexual Experience

The self-complete part of the teenage interview included questions about sexual experiences. Chart 35 outlines the claimed sexual activities of teenagers (13-17 years). Teenagers were allowed more than one response for each of these questions; therefore the responses are not mutually exclusive.

Chart 34

SEXUAL EXPERIENCE			
	Total	Age 13-15 (n=184)	Age 16-17 (n=193)
	%	%	%
Had sexual intercourse	28	11	45
Kissing using tongues	47	40	54
Heavy petted	23	11	35
Oral sex	17	7	26
Not done any	27	39	15

Source: Q23c, Which, if any, have you ever done with someone of the opposite sex?
Base: All teenagers 13-17 yrs

8

Less than a third of teenagers (13-17 years) claimed they had had sexual intercourse. Just under half (47%) claimed to have 'kissed using tongues', and just below a quarter claimed they had 'heavy petted'. Less than a fifth said they had participated in 'oral sex'. Over a quarter of teenagers (27%) said they had not experienced any of the listed sexual activities.

As expected, there were significant age differences concerning sexual activity. Generally, younger teenagers (13-15 years) were less sexually active than older teenagers (16-17 years). One in ten of the younger group claimed they had had sexual intercourse compared to four in ten of the older group. Just below two fifths (39%) of the younger group said they had not done any of the sexual activities, and 15% of the older group said this was the case.

The older teenagers were more likely to have taken part in heavy petting (35%) or oral sex (26%), and only one in ten of the younger teenagers claimed they had 'heavy petted' and 7% said they had taken part in 'oral sex'.

10.3 Contraception Used

Those who claimed to have had willing sexual intercourse were asked if they had used any form of contraception on the first occasion they had had sexual intercourse. The results are shown in chart 35 below.

Chart 35

CONTRACEPTION USED			
	Total	Age 13-15 (n=184)	Age 16-17 (n=193)
	%	%	%
Had sexual intercourse	28	11	45
		n=16	
Condom	83	n=13	83
Pill	16	n=1	18
Withdrawal/Safe period	6	n=2	5
Emergency pill	2	--	2
Didn't use anything	8	n=1	9

Source: Q23c. Which, if any, have you ever done with someone of the opposite sex? Q25a. And when you first had sex with someone of the opposite sex, did you or your partner use any form of contraception?
Base: All teenagers 13-17 yrs, all teenagers who had willing sexual intercourse (n=95)

Encouragingly, the majority (83%) of sexually active teenagers claimed they had used a condom, and only 17% claimed they had not used any protection. These results reflect the responses of the older teenagers.

Teenagers were asked about specifically about their condom usage on that occasion. On 35% of occasions one partner produced a condom which was then used (45% among males, 23% among females). In a further 29% of occasions the decision to use a condom was a purely mutual one.

When asked about usual contraceptive usage 81% say they usually use a condom, with 25% claiming to use the pill.

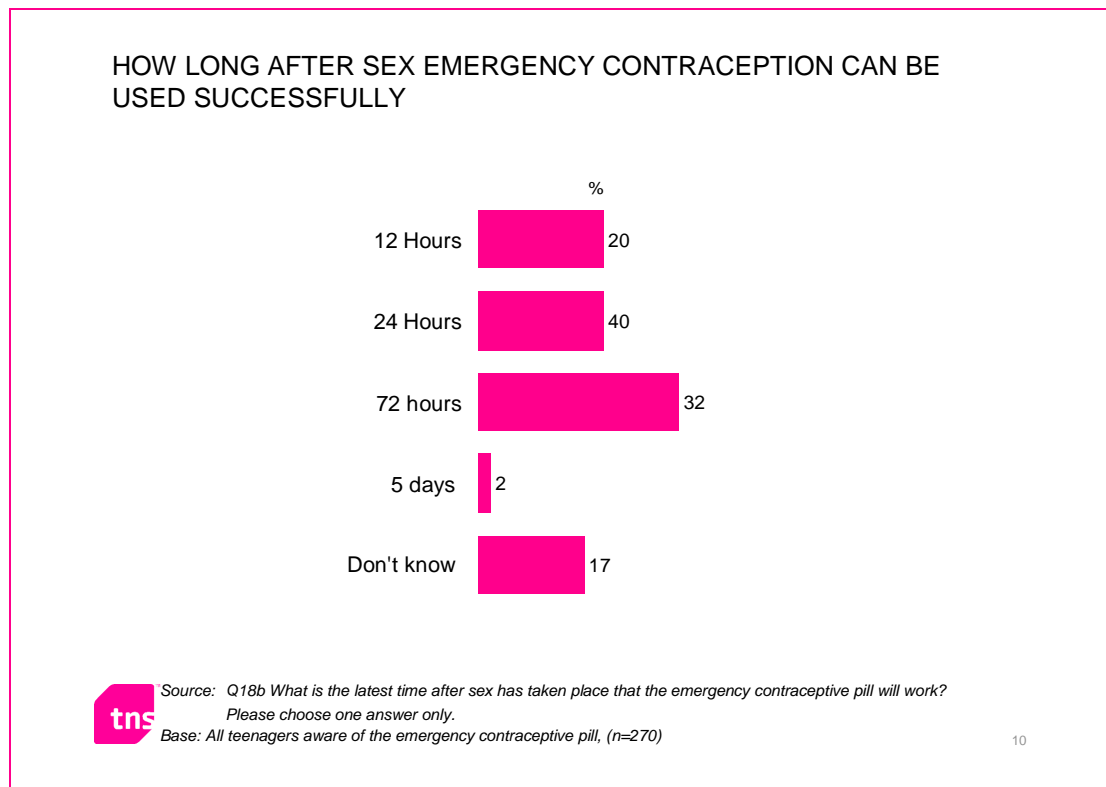
10.4 Awareness & Usage of The Emergency Contraceptive Pill

In order to determine the awareness and usage of emergency contraceptives, all teenagers (13-17 years) were read a brief description of the emergency contraceptive pill and directly asked if they had heard of it.

The majority of teenagers (13-17 years) (72%) had heard of the emergency contraceptive pill. Older teenagers (16-17 years) (80%) were significantly more likely to have heard of the emergency contraceptive pill than younger teenagers (63%). As would be expected, females (75%) had higher awareness of the emergency contraceptive pill than males (68%).

Those aware of the emergency contraceptive pill were then asked what the maximum time period was after sex has taken place that the emergency contraceptive pill would still be effective (Chart 34).

Chart 36



A third of teenagers (13-17 years) were able to give the correct answer (32%), i.e. emergency contraception can be used up to 72 hours after sexual intercourse. Seventeen percent said they did not know the answer.

Teenage girls (41%) were more likely than teenage boys (22%) to be able to give the correct answer. Older teenagers (16-17 years) (37%) were generally more likely than younger respondents (13-15 years) (26%) to give the correct answer.

Of those female teenagers who had heard of the emergency contraceptive pill, 21% had ever used, which represents 16% of all females teenagers (13-17 years). Four percent of all female teenagers claimed to have needed the emergency contraceptive pill, but had been unable to get it.

10.5 Pregnancy

All teenagers who claimed to have had willing sexual intercourse were asked if they had ever fallen pregnant (girls) or made a girl pregnant (boys). Those who said they had been pregnant or had made someone pregnant, were asked further questions about the pregnancy and their current situation. Due to small base sizes the analysis is limited, however, we have provided a brief overview of the results.

Amongst the girls, only 44² claimed they have had willing sexual intercourse. Of this 44, seven (18%) girls said they had been pregnant before or were currently pregnant. Most of the girls had fallen pregnant between the ages of 14 and 16 years.

Amongst teenage boys, 4% said they had made a girl pregnant, and most said they were between the age of 15 and 17 years.

10.6 Awareness of STIs

Awareness of STIs is of interest because risk reduction strategies for reducing conceptions have been seen by some as having the potential to induce complacency around STI risk. In order to assess awareness, all young people were shown a list of STIs and asked which they had heard of (Chart 36). A dummy STI, Gonaditis, was added to measure the level of overclaim.

² Base size is less than fifty therefore approach results with caution

Chart 37

AWARENESS OF STIs			
	Teenagers Age 13-17 (n=377) %	Age 13-15 (n=184) %	Age 16-17 (n=193) %
HIV/AIDS	83	82	84
Gonorrhoea	51	33	69
Herpes	49	41	56
Chlamydia	49	39	59
Vaginal thrush	47	36	58
Syphilis	46	34	58
Hepatitis B	46	31	61
Genital warts	45	36	54
PID	18	13	23
Gonaditis	14	7	21
Trichomonas	9	3	15
NSU	6	3	9
NGU	5	2	9
Average number of mentions	4.68	3.58	5.78

Source: Q13, Which, if any, have you heard of? (prompted)
Base: All teenagers, 13-17 yrs (n=377)

77

HIV/AIDS was the most well known STI, with 83% of teenagers (13-17 years) claiming they were aware of it. Half of this group claimed they were aware of Gonorrhoea (51%), Herpes (49%) and Chlamydia (49%). Forty-seven percent claimed they were aware of Vaginal thrush, and 46% claimed they were aware of Syphilis and Hepatitis B. Genital warts had 45% claimed awareness.

Just under a fifth (18%) claimed they were aware of PID, and 10% or less were aware of Trichomonas, NSU and NGU.

One seventh of teenagers (13-17 years) claimed they were aware of Gonaditis, the fictitious STI. It will be important to monitor the level of awareness of this 'STI' in order to gauge the level of overclaim at future waves.

Generally, younger teenagers (13-15 years) were less aware of the different STIs and on average could select between 3 and 4 STIs. Older teenagers (16-17 years) could recognised between 5 and 6 STIs and had higher general awareness of STIs.

Chart 38 compares the awareness of STIs between the sample of young men (18-21 years) and parents of teenagers.

Chart 38

AWARENESS OF STIs 13-17 yrs vs parents			
	Teenagers Age 13-17 (n=377) %	Young men 18-21 years (n=92) %	Parents of teens (n=200) %
HIV/AIDS	83	88	82
Gonorrhoea	51	73	71
Herpes	49	62	56
Chlamydia	49	63	54
Vaginal thrush	47	50	62
Syphilis	46	65	67
Hepatitis B	46	67	59
Genital warts	45	58	55
PID	18	24	32
Gonaditis	14	20	21
Trichomonas	9	17	19
NSU	6	15	25
NGU	5	11	18
Average number of mentions	4.68	6.13	6.21

Source: Q13, Which, if any, have you heard of? Q11, Which, if any, have you heard of? (prompted)
Base: All teenagers, 13-17 yrs (n=377); All young men, 18-21 yrs (n=92), Parents of teens (n=200)

Overall, young men and parents were more aware of the different STIs than teenagers (13-17 years).

Young men had the highest awareness of HIV/AIDS (88%). Gonorrhoea (73%), Hepatitis B (67%), Syphilis (65%), Chlamydia (63%) and Herpes (62%) all received a high number of mentions from young men. ‘Gonaditis’ (dummy STI) was mentioned by one fifth of young men. Given the relatively high awareness of the ‘dummy’ STI the absolute levels of awareness of STIs need to be treated with caution.

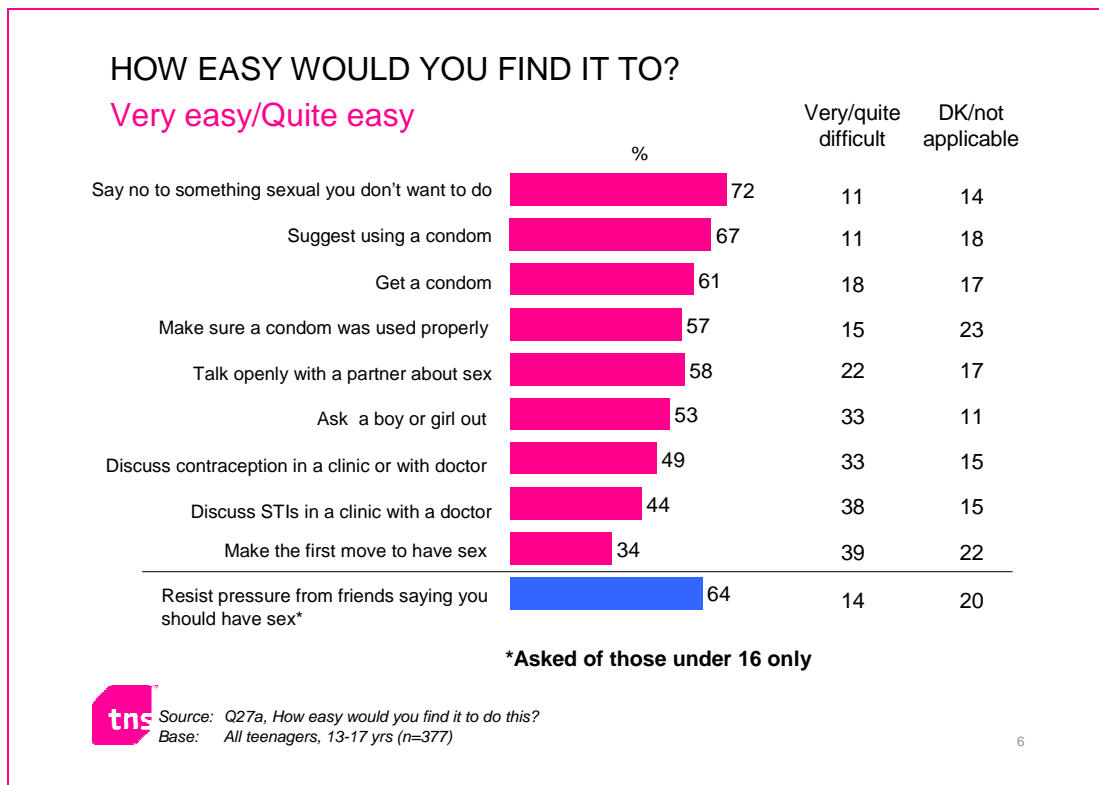
Parents of teenagers also had high levels of awareness of the different STIs. Similar to young men, the majority of parents were aware of HIV/AIDS (82%). Gonorrhoea (71%), Syphilis (67%), Vaginal thrush (62%), Hepatitis B (59%), Herpes (56%), Genital warts (55%) and Chlamydia (54%) were all selected by most parents.

11 EMPOWERMENT

In order to measure how empowered teenagers (13-17 years) felt about different aspects of their relationships and sex lives, they were asked how easy and difficult they would find it to do certain things. As some of these statements relate particularly to sexual activity, there was a 'not applicable' or 'don't know' option for teenagers who were not sexually active.

For each statement, teenagers were asked to use a 4-point scale to indicate their perceived level of ease. Chart 38 shows pictorially the claimed ease (top 2 boxes – very and quite easy) and the claimed difficulty (quite/very difficult) and not applicable options to the right of the graph.

Chart 39



Positively, most teenagers claimed they would find it 'very' or 'quite' easy to 'say no to something sexual they didn't want to do' (72%), 'suggest using a condom' (67%) or 'get a condom' (61%). The majority of teenagers also said it would be 'very' or 'quite' easy to 'make sure a condom was used properly' (57%) and 'talk openly with a partner about sex' (58%).

Forty-four percent of the teenagers said it would be easy to 'discuss contraception in a clinic or with a doctor' and just over two fifths said they would find it easy to 'discuss STIs in a clinic with a doctor'.

A third (34%) said they would find it easy to 'make the first move to have sex', with more boys (40%) saying this than girls (27%).

Older teenagers (16-17 years) (77%) found it easier than younger teenagers (13-15 years) (67%) to say no to something sexual they did not want to do. Most older teenagers (78%) said they would find it easy to 'suggest using a condom', however, fewer younger teenagers (56%) said this would be easy to do this.

As before, older teenagers (74%) claimed they would find it easy to 'get a condom', this was significantly higher compared with younger teenagers (48%).

Only four in ten of younger teenagers claimed they would find it easy to make sure a condom was used properly, however, 72% of older teenagers said this would be easy.

The majority of the older teenagers (74%) and said they would find it easy to talk openly with their partners about sex and six in ten claimed they would find it easy to discuss contraception in a clinic or with a doctor. When asked how easy they would find it to discuss STIs in a clinic or with a doctor, fewer of the older teenagers claimed they would find this easy (51%).

Those under 16 years old were asked how easy it would be for them to 'resist pressure from friends saying you should have sex'. Only 14% said that they would find it 'very' or 'quite' difficult.

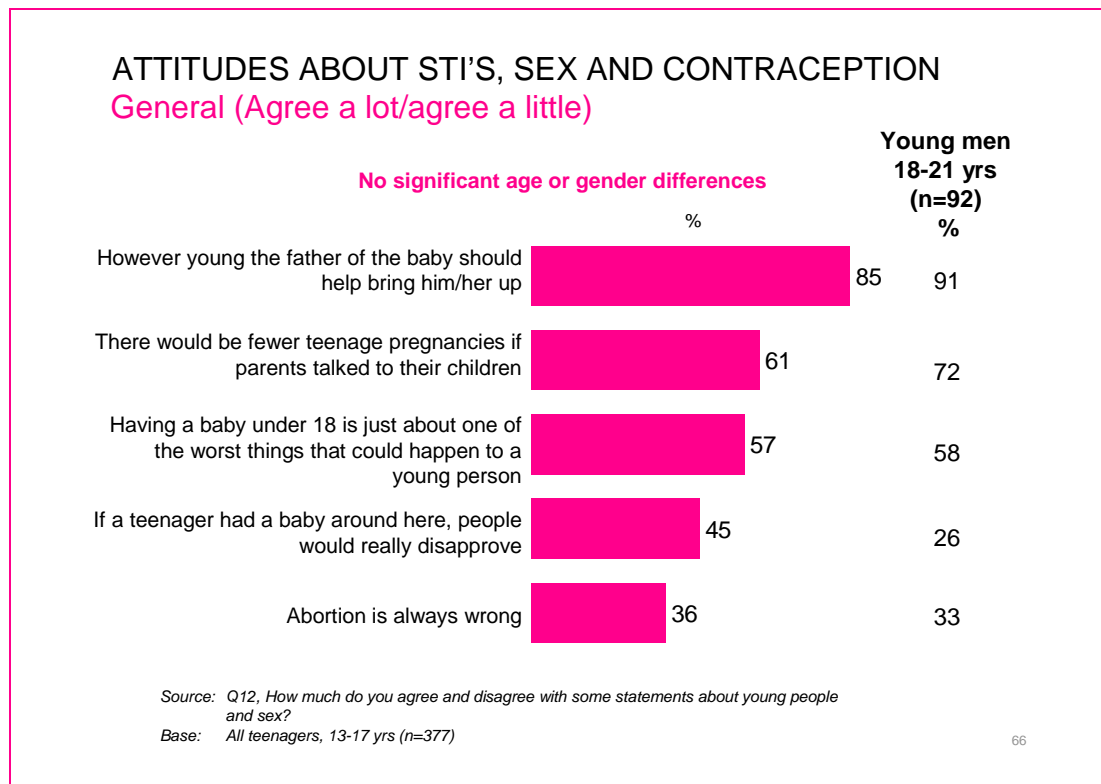
12 ATTITUDES ABOUT SEX AND RELATIONSHIPS

To gauge young people's attitudes towards issues such as contraception, sex and teenage pregnancy, respondents were shown a set of attitudinal statements and asked about their agreement with each statement. To afford privacy, respondents self-completed this question. Interviewers read out each statement and respondents self selected either 'agree a lot', 'agree a little', 'neither agree or disagree', 'disagree a little', and 'disagree a lot' on the CAPI machine. A number of rotations of the statements were created to ensure there was no order bias at this question.

These results will be used as a benchmark to monitor shifts in attitudes about contraception, sex and teenage pregnancy over time, however it needs to be borne in mind that attitudes take time to change and there may not be significant shifts in attitude in the short term.

A number of general attitudinal statements were included in the battery of statements and the 'top 2 box' level of agreement (agree a little/agree a lot) has been reported (Chart 39).

Chart 40

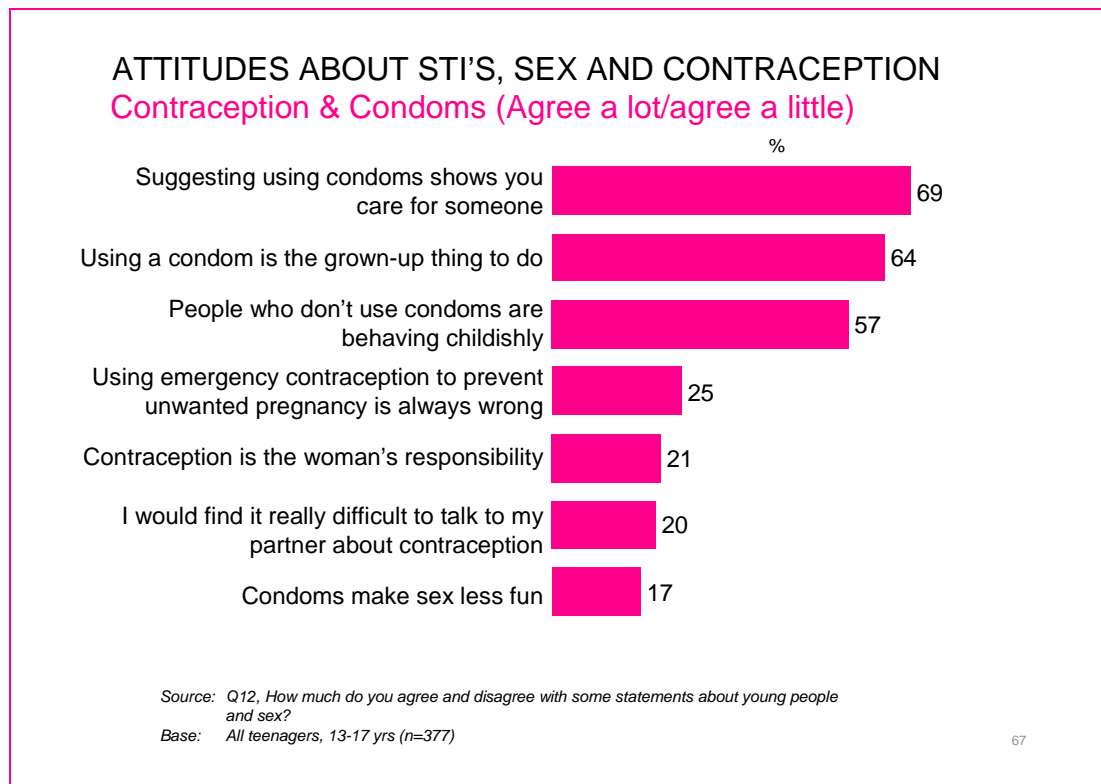


The majority of teenagers (13-17 years) (85%) agreed with the statement 'however young the father of the baby, he should help bring him/her up'. Six in ten of teenagers agreed 'there would be fewer pregnancies if parents talked to their children'.

Fifty-seven percent of teenagers (13-17 years) agreed 'having a baby under 18 is just about one of the worst things that could happen to a young person' and 45% agreed 'if a teenager had a baby around here, people would really disapprove'. One third of teenagers agreed with the statement 'abortion is always wrong'. A similar pattern of response was achieved for young men (18-21 years).

Teenagers (13-17 years) were also shown a number of attitudinal statements about contraception and condoms and asked to what extent they agreed or disagreed with each statement. Responses to these statements have been outlined in Chart 40. 'Agree a lot' and 'agree a little' have been combined to show total agreement with each statement.

Chart 41



Positively, the three statements receiving the highest level of agreement all related to condoms and condom usage. The majority (69%) of teenagers agreed with the statement 'suggesting using a condom shows you care for someone'. Just below two thirds (64%) agreed 'using a condom was the grown-up thing to do' and 57% agreed 'people who don't use condoms are behaving childishly'.

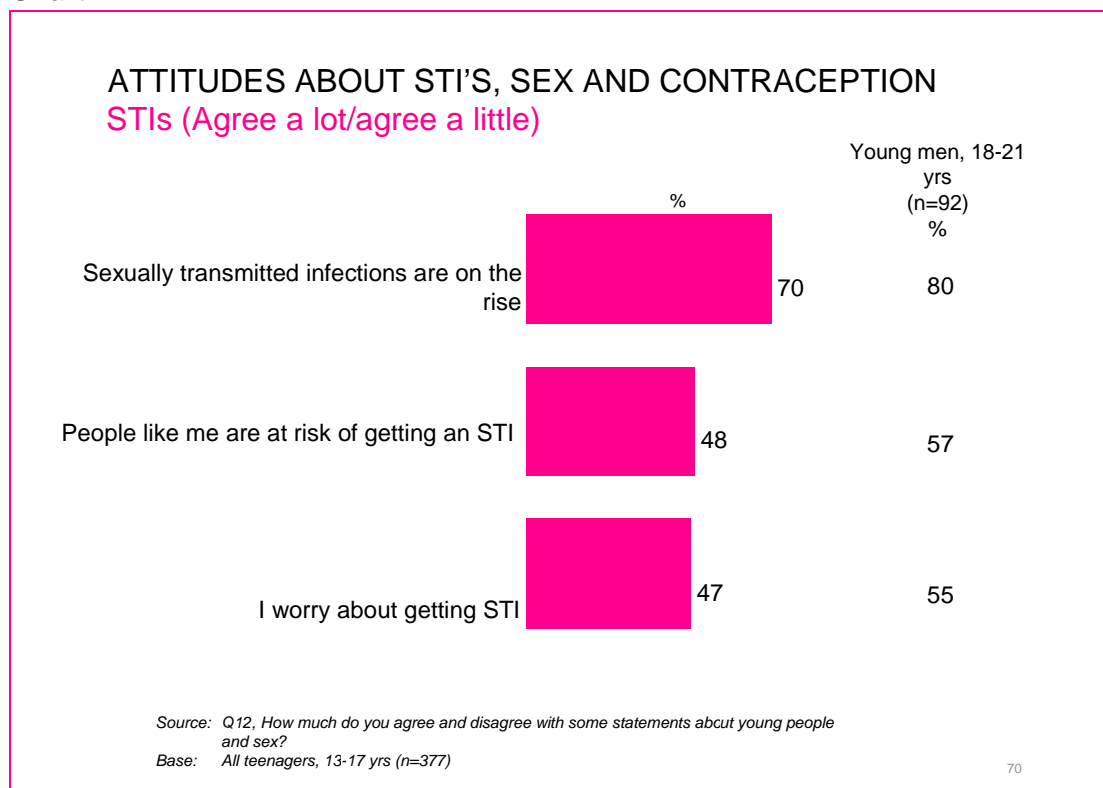
A quarter agreed with the statements 'using emergency contraception to prevent unwanted pregnancy is always wrong'; and one fifth agreed 'contraception is the woman's responsibility' and 'I would really find it difficult to talk to my partner about contraception'. 'Condoms make sex less fun' had the lowest level of agreement (17%), however, significantly more young men agreed with this statement (32%).

Older teenage boys (36%) were significantly more likely to agree 'condoms make sex less fun' than younger teenage boys (13%). This was similar amongst teenage girls, where 18% of older teenage girls (16-17 years) agreed with this statement compared with 2% of younger teenager girls (13-15 years).

A quarter of younger teenage boys agreed ‘they would find it difficult to talk to a partner about contraception, which was significantly higher than amongst older teenage boys (14%). Younger teenage boys (28%) were also more likely to believe ‘contraception is the woman’s responsibility’ than older teenage boys (16%).

Teenagers (13-17 years) were shown a number of statements about STIs and again asked for their level of agreement. Chart 41 shows the agreement (agree a little/agree a lot) with these statements amongst teenagers (13-17 years) and young men (18-21 years).

Chart 42

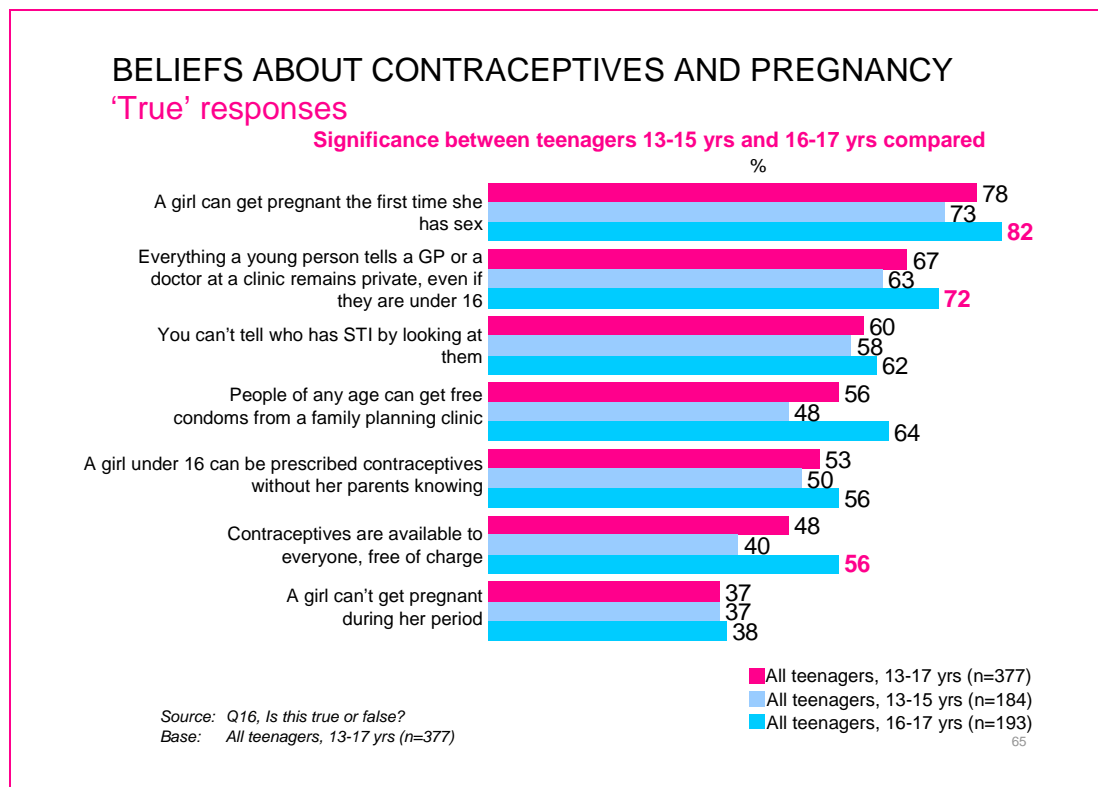


Seven out of ten teenagers (13-17 years) agreed that ‘sexually transmitted infections are on the rise’. The level of agreement however was higher amongst young men (80%).

Half of teenagers (13-17 years) agreed ‘people like me are at risk of getting an STI’. Significantly more older teenage boys (57%) agreed with this statement than younger boys (39%). Young men indicated the same level of agreement as older teenage boys (57%).

Teenagers were shown a number of belief statements and asked to indicate whether they thought they were true or false. The rank order 'true' responses are shown in Chart 42 for all teenagers, younger (13-15 years) and older (16-17 years) teenagers.

Chart 43



'A girl can get pregnant the first time she has sex' received the highest number of 'true' responses (78%) amongst the total teenage sample. The older teens (16-17 years) (82%) were significantly more likely than the younger teens (13-15 years) (73%) to say this statement was 'true'.

Two thirds (67%) said 'everything a young person tells a GP or a doctor at a clinic remains private, even if you are under 16' was 'true' and again, significantly more of the older teenagers (72%) said this statement was 'true' (younger teenagers 63%).

Sixty percent of the total teenage sample said 'you can't tell who has an STI by looking at them' was true and 56% believed the statement 'people of any age can get free condoms from a family planning clinic' to be true. Just under half of the younger teenagers believed 'people of any age can get free condoms from a family planning clinic' was true; however this was significantly higher amongst older teenagers (64%).

Just over half of teenagers (13-17 years) believed 'a girl under 16 can be prescribed contraceptives without her parents knowing'.

'Contraceptives are available to everyone free of charge' was believed to be true by 48% of teenagers (13-17 years) and 56% of older teenagers believed this statement was true (significantly higher than younger teenagers, 40%).

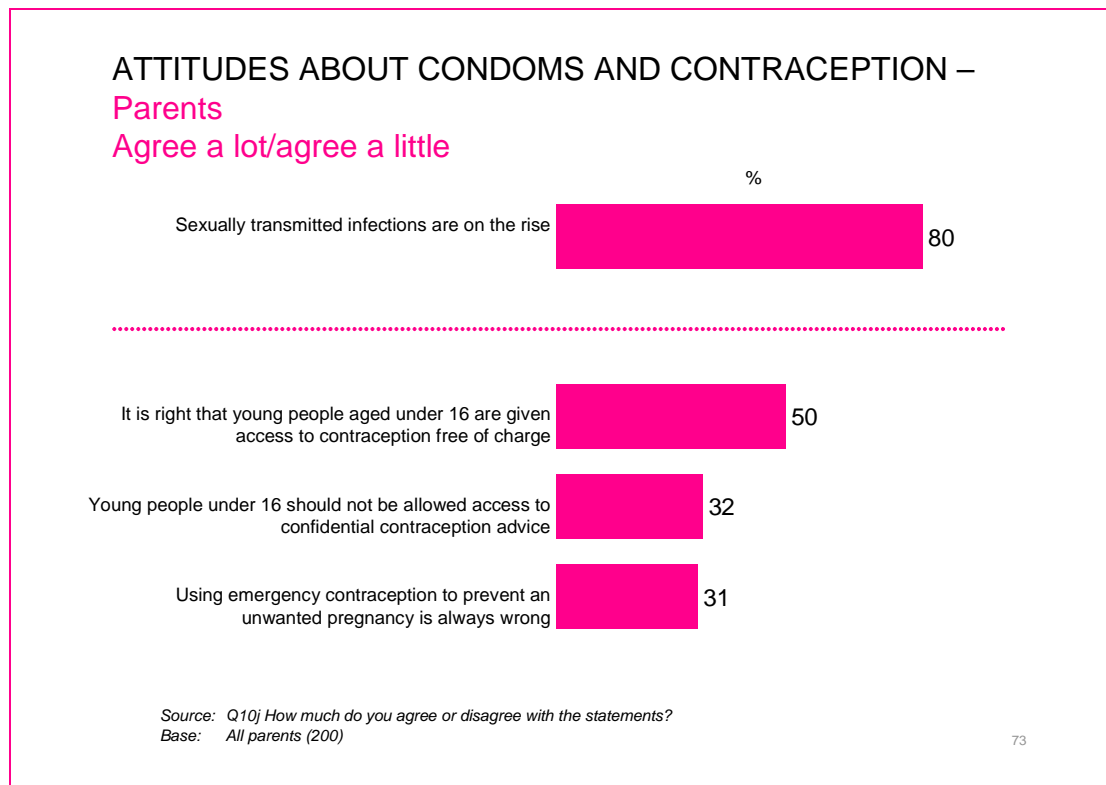
Over a third of teenagers believed 'a girl can't get pregnant during her period' was true.

12.1 Attitudes about Condoms and Contraception – Parents

In order to understand parents' attitudes about condoms, contraception and sex and relationships, parents were asked using a 5-point scale for their level of agreement to a number of attitudinal statements.

Parents' level of agreement ('agree a little/agree a lot') to statements about condoms and contraception are shown in Chart 43. As before the 'top 2 box' level of agreement has been reported.

Chart 44



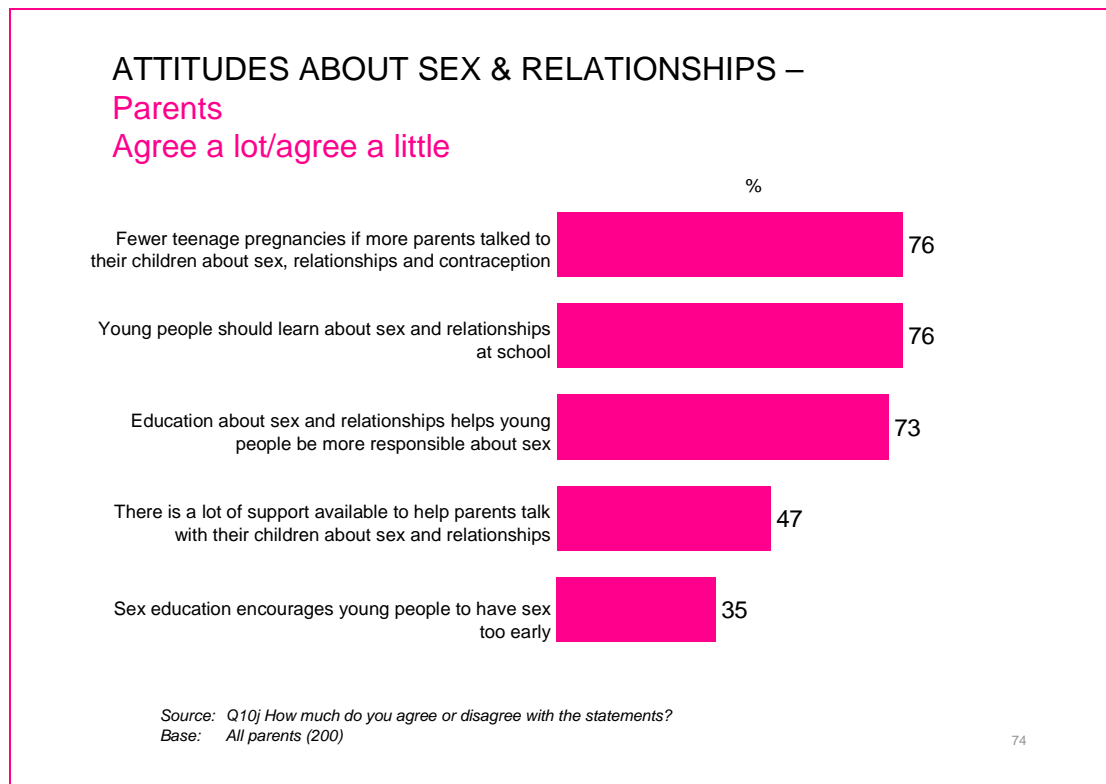
Eight in ten parents agreed with the statement 'sexually transmitted infections are on the rise'.

Half of the parents sample agreed 'it is right that young people aged under 16 are given access to contraception free of charge'.

A third agreed ‘young people under 16 should not be allowed access to confidential contraception advice’ and ‘using emergency contraception to prevent an unwanted pregnancy is always wrong’. As such, a larger proportion of parents disagreed with these two statements (52% and 45% respectively).

Level of parental agreement with attitudinal statements about sex and relationships are shown in Chart 44.

Chart 45



The majority of parents (76%) agreed ‘there would be fewer teenage pregnancies if more parents talked to their children about sex, relationships and contraception’ and ‘young people should learn about sex and relationships at school’.

A large proportion of parents also agreed that ‘education about sex and relationships helps young people be more responsible about sex’.

Forty-seven percent of parents agreed ‘there is a lot of support available to help parents talk with their children about sex and relationships’ and only one third agreed ‘sex education encourages young people to have sex too early’.

APPENDIX 1: SAMPLE

Hotspot Wards in London ranked by TNS based on percentage of population under 18 years of age (census 2001).

The 56 wards selected for included in the sample are shown in red.

Under 18 conception numbers and estimated rate for Wards in England, 2000

Data also includes ONS 2001 area classifications for wards

Under 18 conception rates are per 1000 females aged 15-17

Notes: Rates estimated from 2001 Census population estimate and random allocation of suppressed data

Source: ONS and TPU

LAD2 name	Ward name	% of under 18
Lambeth	Coldharbour	35
Brent	Harlesden	34
Newham	Beckton	32
Croydon	Upper Norwood	30
Lambeth	Streatham Wells	29
Southwark	Peckham	29
Hackney	Hackney Downs	28
Hackney	Leabridge	28
Haringey	Northumberland Park	27
Croydon	Woodside	27
Waltham Forest	Leyton	26
Southwark	Nunhead	25
Lambeth	Vassall	25
Greenwich	Woolwich Riverside	24
Brent	Stonebridge	24
Brent	Willesden Green	23
Lambeth	Ferndale	23
Hackney	Queensbridge	23
Newham	Custom House	23
Croydon	Bensham Manor	23
Enfield	Bowes	22
Newham	Canning Town North	22
Haringey	Tottenham Green	22
Haringey	Tottenham Hale	22
Lambeth	Gipsy Hill	22
Westminster	Queen's Park	21
Southwark	South Bermondsey	21
Southwark	The Lane	21
Bexley	Colyers	21
Hackney	Victoria	21
Haringey	Bruce Grove	21

Newham	Canning Town South	21
Croydon	Selhurst	21
Greenwich	Charlton	21
Croydon	New Addington	21
Newham	Forest Gate North	21
Haringey	Hornsey	20
Lambeth	Brixton Hill	20
Hackney	Hoxton	20
Lewisham	Brockley	20
Brent	Wembley Central	20
Southwark	Camberwell Green	20
Southwark	Faraday	20
Enfield	Edmonton Green	20
Newham	Plaistow North	20
Haringey	White Hart Lane	20
Croydon	West Thornton	20
Barking and Dagenham	Gascoigne	19
Waltham Forest	Wood Street	19
Lambeth	Stockwell	19
Hackney	Chatham	19
Islington	Finsbury Park	19
Southwark	Newington	19
Croydon	South Norwood	19
Croydon	Fieldway	19
Tower Hamlets	Mile End and Globe Town	19
Lambeth	Knight's Hill	19
Croydon	Broad Green	19
Hackney	New River	19
Lewisham	Catford South	19
Lambeth	Streatham South	19
Lewisham	Bellingham	19
Greenwich	Woolwich Common	19
Tower Hamlets	Bow East	18
Lambeth	Prince's	18
Wandsworth	Tooting	18
Barking and Dagenham	Thames	18
Lewisham	Lewisham Central	18
Haringey	Bounds Green	18
Islington	Caledonian	18
Hounslow	Bedfont	18
Lambeth	Larkhall	18
Brent	Kilburn	18
Islington	Hillrise	18
Haringey	Noel Park	18
Newham	Stratford and New Town	18
Lewisham	Grove Park	18
Croydon	Heathfield	18
Ealing	Northolt West End	18
Enfield	Turkey Street	18
Lewisham	Downham	18
Bromley	Penge and Cator	18
Lewisham	Blackheath	17
Merton	Figge's Marsh	17

Wandsworth	Queenstown	17
Hillingdon	Yiewsley	17
Haringey	Woodside	17
Hillingdon	Botwell	17
Hackney	Springfield	17
Newham	East Ham South	17
Enfield	Ponders End	17
Greenwich	Abbey Wood	17
Wandsworth	Nightingale	16
Westminster	Harrow Road	16
Sutton	Wandle Valley	16
Kensington and Chelsea	Notting Barns	16
Wandsworth	Roehampton	16
Havering	Heaton	16
Lambeth	Thornton	16
Waltham Forest	Grove Green	16
Barking and Dagenham	Eastbrook	16
Barking and Dagenham	Eastbury	16
Hackney	Hackney Central	16
Bexley	Thamesmead East	16
Haringey	St Ann's	16
Barking and Dagenham	Abbey	16
Lewisham	Telegraph Hill	16
Kensington and Chelsea	Colville	15
Hackney	Clissold	15
Greenwich	Peninsula	15
Southwark	Rotherhithe	15
Southwark	East Walworth	15
Kingston upon Thames	Tolworth and Hook Rise	15
Barking and Dagenham	Village	15
Lewisham	Rushey Green	15
Barking and Dagenham	Goresbrook	15
Hounslow	Hounslow Heath	15
Wandsworth	West Hill	15
Barking and Dagenham	Alibon	15
Camden	St Pancras and Somers Town	15
Hackney	Cazenove	15
Hackney	Wick	15
Haringey	Harringay	14
Lambeth	Streatham Hill	14
Hillingdon	Heathrow Villages	14
Islington	Highbury West	14
Southwark	Brunswick Park	14
Barking and Dagenham	Valence	14
Haringey	West Green	14
Wandsworth	Furzedown	14
Lambeth	Tulse Hill	14
Hillingdon	Charville	14
Lewisham	Perry Vale	14
Brent	Queens Park	13
Southwark	Cathedrals	13
Southwark	Peckham Rye	13
Southwark	East Dulwich	13

Hackney	Brownswood	13
Bromley	Bromley Town	13
Waltham Forest	Cathall	13
Hounslow	Brentford	13
Sutton	St Helier	13
Bromley	Cray Valley East	13
Hammersmith and Fulham	College Park and Old Oak	12
Merton	Lavender Fields	12
Bexley	North End	12
Hammersmith and Fulham	Askew	12
Hackney	Haggerston	12
Barking and Dagenham	Chadwell Heath	12
Southwark	College	12
Merton	Cricket Green	12
Waltham Forest	Chapel End	12
Redbridge	Chadwell	12
Tower Hamlets	Bow West	12
Croydon	Waddon	12
Waltham Forest	Markhouse	12
Westminster	Church Street	11
Hammersmith and Fulham	North End	11
Islington	Bunhill	11
Camden	Swiss Cottage	11
Hammersmith and Fulham	Shepherd's Bush Green	11
Lambeth	Thurlow Park	11
Lambeth	Herne Hill	11
Bromley	Crystal Palace	11
Barking and Dagenham	Heath	11
Camden	Kilburn	11
Lewisham	Lee Green	11
Lewisham	Ladywell	11
Camden	Regent's Park	11
Wandsworth	Graveney	11
Wandsworth	Shaftesbury	10
Wandsworth	Earlsfield	10
Wandsworth	Wandsworth Common	10
Hammersmith and Fulham	Fulham Reach	10
Lambeth	Oval	10
Croydon	Fairfield	10
Islington	Junction	10
Southwark	Chaucer	10
Wandsworth	Latchmere	10
Sutton	Sutton South	9
Greenwich	Greenwich West	9
Haringey	Stroud Green	9
Islington	Highbury East	9
Hillingdon	Brunel	9
Hammersmith and Fulham	Ravenscourt Park	9
Islington	Holloway	9
Ealing	Ealing Common	9
Merton	Ravensbury	9
Lambeth	Clapham Common	9
Camden	Gospel Oak	9

Hillingdon	Uxbridge South	9
Islington	Canonbury	9
Hounslow	Turnham Green	8
Westminster	Lancaster Gate	8
Wandsworth	Northcote	8
Westminster	Churchill	8
Merton	Colliers Wood	8
Wandsworth	Balham	7
Wandsworth	Bedford	7
Hounslow	Chiswick Homefields	7
Bromley	Darwin	6
Hammersmith and Fulham	Munster	6
Newham	Royal Docks	6
Westminster	Bayswater	5
Westminster	Warwick	5
Kensington and Chelsea	Courtfield	3
Westminster	Marylebone High Street	3
Kensington and Chelsea	Stanley	3

APPENDIX 2: QUESTIONNAIRES

TEEN PREGNANCY 1 JN: 113983

YOUNG PERSON QUESTIONNAIRE

INTRODUCTION 1: Good morning\afternoon\evening. My name is and I am conducting a survey on behalf of TNS, the leading market research company. We are conducting a survey, amongst people aged 13-21 years, about social issues and health matters.

Q1 Can I please check, is there anyone aged between 13 and 21 years living in this household?

Yes - continue

No - close

Q2 And is anyone between 13 and 15 years of age?

Yes – check quota, continue with 13 – 15 interview, parental permission required, go to introduction 3

Yes – check quota, but continue with 16+ interview, go to introduction 2

No – check quota, go to introduction 2

INTRODUCTION 2:

INTERVIEWER: Ask to speak to the person aged between 16-21 years of age, then read out introduction:

The survey is being carried out on behalf of a national campaign to understand young people's needs and to develop and plan future initiatives. The interview length depends on the answers you provide but on average lasts 30 minutes. As some of the questions are of a sensitive nature, they have been designed so that you can complete the answers yourself, on the computer. This means that your replies will be completely confidential. If there are any questions that you would rather not answer, you will be able to simply move on to the next question.

Here is a leaflet which tells you about market research and explains your rights under our industry code and the Data Protection Act.

INTERVIEWER: HAND OUT LEAFLET

Scripter: Respondent goes to Q6 next.

If respondent refuses ask Q2a.

Q2a Is there anyone else between 16 and 21 years of age that I can speak to?

Yes –go to introduction 3

No – close

INTRODUCTION 3:

Please can I speak to a parent or guardian. We are conducting a survey amongst young people on behalf of a national campaign to understand young people's needs and to develop and plan future initiatives. If possible, I would like to interview one of your children. Please have a look at this letter which describes the study. INTERVIEWER: HAND PARENT LETTER.

Q3 Do I have your permission to interview one of your children?

Yes – continue

No – go to introduction 2

Q4 Please could you tell me the exact age and gender of each child aged between 13 and 16 years of age.

Scripter: Create grid, check quota

	Age	Gender
Child 1		
Child 2		
Child 3		
Child 4		

Q5 May I please have signed consent to interview your (INSERT GENDER FROM QUOTA) child aged (INSERT AGE FROM QUOTA) ? INTERVIEWER: ASK PARENT TO SIGN CONSENT. IF REFUSE, CLOSE INTERVIEW.

Scripter: Allow space for signature of parent.

IF PARENT REFUSES TO SIGN

Sorry, I can't continue this interview without signed consent.

ONCE THE PARENT HAS GIVEN CONSENT: Ask to speak to the child they have given permission for you to interview

Q6 & 7 QUOTA CHECKS

Q6 Record respondent's gender

Male

Female

Q7 Please can you tell me your age?

16 years

17 years

18 years

19 years

20 years

21 years

ASK ALL. SHOW SCREEN

Q8 Looking at the screen which of the following, if any, do you think are the biggest concerns facing young people today?

Scripter: please rotate codes

Sex and relationships

Drugs

Drinking

Smoking

Peer pressure

Passing exams

Being cool \ acceptance \ fitting in

Problems at home

Bullying

None of the above

ASK ALL. DO NOT PROMPT. DO NOT SHOW SCREEN.

Q9a I would now like to ask you about sex and relationships, and information and advice that is available. Firstly, thinking about telephone helplines that aim to give advice about sex and relationships. Which helplines, if any, have you heard of?

Agony aunts' telephone helplines as advertised in newspapers \ magazines (e.g. Dear Deirdre)

The "Sexual Health and Contraception Helpline" - 0207 8374044

The "Sexual Health Information Line" - 0800 567123

The "Sexwise" helpline - 0800 28 29 30

Brook Information Line 0800 0185023

The "TeenSex Helpline" - 0800 833 6739

None of these

Other (please specify)

DK

SHOW SCREEN

Q9b And which of these helplines have you heard of?

Agony aunts' telephone helplines as advertised in newspapers \ magazines (e.g. Dear Deirdre)

The "Sexual Health and Contraception Helpline" - 0207 8374044

The "Sexual Health Information Line" - 0800 567123

The "Sexwise" helpline - 0800 28 29 30

Brook Information Line 0800 0185023

The "TeenSex Helpline" - 0800 833 6739

None of these

Other (please specify)

DK

IF NOT HEARD OF THE SEXWISE HELPLINE CODE 4 AT Q9a/b ASK Q10a. OTHERS GO TO Q10b.

Q10a Have you heard of the Sexwise helpline, which is there to give advice to teenagers on sex and relationships and contraception?

Yes

No

DK

IF HEARD OF SEXWISE HELPLINE CODE 4 AT Q9a/b OR CODE 1 AT Q10a, ASK Q10b.
OTHERS GO TO Q11a.

SHOW SCREEN

Q10b Where did you hear about the Sexwise helpline?

Boyfriend\ Girlfriend
Friend
Brother\ Sister
Parent/Guardian
Other relative
GP\ Doctor\ health professional
Teacher\school nurse
TV advertising
TV programme
Radio advertising
Radio programmes\DJ
Magazine advertising
Magazine article
Newspaper advertising
Newspaper article
Leaflet
Postcard
Poster
Credit card sized card
Internet\ RUThinking.co.uk\link from another website
Saw number in phone box
Under 18s club night
Poster\sticker in public toilets\toilets in shopping centres\youth clubs\leisure centres
Bus pass holders
Other (please specify)
DK

IF HEARD OF SEXWISE HELPLINE CODE 4 AT Q9a/b OR CODE 1 AT Q10a, ASK Q10c.
OTHERS GO TO Q11a.

SHOW SCREEN

Q10c Have you ever called Sexwise?

Yes
No
DK

ASK ALL. SHOW SCREEN

Q11a Have you heard of any of these websites before this interview?

www.playingsafely.co.uk
Teensex.org.uk
NHSDirect.nhs.uk
brook.org.uk
RUThinking.co.uk
Mykindaplace.com
Fpa.org.uk
www.wantrespect.com

www.bbc.co.uk\radio1\onelife
None of these
DK

IF RUTHINKING.CO.UK NOT MENTIONED (CODE 5 AT Q11a), THEN ASK Q11b. OTHER GO TO Q11c.

Q11b Have you heard of a website, called RUThinking.co.uk before this interview?

Yes
No
DK

IF HEARD OF RUTHINKING.CO.UK (CODE 5 AT Q11a OR CODE 1 AT Q11B) ASK Q11c. OTHERS GO TO Q12.

Q11c Have you ever visited RUThinking.co.uk?

Yes
No
DK

SHOWSCREEN

Q11d. Where did you find out about RUThinking.co.uk?

Boyfriend\ Girlfriend
Friend
Brother\ Sister
Parent/Guardian
Other relative
GP\ Doctor\ health professional
Teacher\school nurse
TV advertising
TV programme
Radio advertising
Radio programmes\DJ
Magazine advertising
Magazine article
Newspaper advertising
Newspaper article
Leaflet
Postcard
Poster
Credit card sized card
Internet\link from another website
Saw number in phone box
Under 18s club night
Poster\sticker in public toilets \ toilets in shopping centres \ youth clubs \ leisure centres
Bus pass holders
Sexwise
Other (please specify)
DK

SCRIPTER: ADVERTISING SECTION

INTERVIEWER READ OUT:

Q12 Now I'd like you to tell me how much you agree or disagree with some statements about young people and sex. These have been designed so that you can choose the answers yourself on the computer. If there are any statements that you would rather not respond to, then please just choose the Refusal box, marked REFUSED at the top of the page and move on to the next statement. However, we would like to encourage you to provide an answer where you can, as it will really help our understanding of these issues. I will read out each statement that comes up on the screen and you can enter your response on the computer.

First, I'd like to show you how to use the computer - it is very easy to use.

HAND RESPONDENT THE CAPI MACHINE AND DEMONSTRATE USE BY ASSISTING RESPONDENT TO COMPLETE THE EXAMPLE STATEMENT. SHOW THEM THE REFUSED AND DK BUTTONS.

EXAMPLE: I like to be in a relationship

Scripter: We would like to create 4 rotations of the statements so that interviewer can read out the statements without looking on the screen. Please indicate to interviewer which rotation he/she is working from.

Rotation number:	
------------------	--

HAND CAPI MACHINE TO RESPONDENT. Read out statements to respondent, IF respondents are capable of reading the statements themselves or do not want you to read the statements out allow them to self-complete this question.

Statements:

- ...I would find it really difficult to talk to my partner about contraception
- ...Condoms make sex less fun
- ...Using a condom is the grown-up thing to do
- ...If a teenager had a baby around here, people would really disapprove
- ...However young he is, the father of the baby should help bring him/her up
- ...There would be fewer teenage pregnancies if more parents talked to their children about sex, relationships and contraception
- ...Having a baby under 18 is just about one of the worst things that could happen to a young person
- ...People who don't use condoms are behaving childishly
- ...Abortion (stopping a pregnancy with medical treatment) is always wrong
- ...Using emergency contraception (the morning after pill) to prevent an unwanted pregnancy is always wrong
- ...Sexually transmitted infections (STIs) are on the rise
- ...Contraception is the woman's responsibility
- ...Suggesting using condoms shows you care for someone
- ...People like me are at risk of getting Sexually Transmitted Infections/STIs
- ...I worry about getting a Sexually Transmitted Infection/STI

Scale:

- Agree a lot
- Agree a little
- Neither agree nor disagree
- Disagree a little
- Disagree a lot

PLEASE HAND COMPUTER BACK TO INTERVIEWER.

Q13 Below is a list of diseases that could be caught from sex. Which, if any, have you heard of? Choose all you have heard of.

Chlamydia (genital chlamydia infection)
Genital warts (venereal warts, HPV)
Gonaditis
Gonorrhoea
Hepatitis B
Herpes (genital herpes)
HIV/AIDS
NGU (Non Gonococcal Urethritis)
NSU (Non Specific Urethritis)
Pelvic Inflammatory Disease (PID, salpingitis)
Syphilis
Trichomonas (Trich, TV)
Vaginal thrush/ Candida/ yeast infection
None of these
DK

Now thinking about education about sex and relationships.

SHOW SCREEN. MULTI MENTION. CODE 13 IS A SINGLE MENTION ONLY.

Q14 Please look at this list of topics that could be covered in lessons on sex and relationships at school. Which of these topics do you think were covered well?

Contraception (ways to avoid pregnancy when having sex)
Infections that can be passed on through sex, e.g. Herpes, Chlamydia
How not to have sex when you don't want to
How young people's bodies develop
Sexual feelings, emotions and relationships
What people do when they have sex
Where to get advice on contraception, sex and Sexually Transmitted Diseases/STIs
At what age you can legally have sex
At what age you can legally get contraception
At what age you can legally get free condoms
Where to obtain free condoms
How / where to find a family planning/contraception clinic
Have not had any lessons on sex and relationships at school
None of these
DK

ASK ALL

Q15a-Q31h SELF COMPLETION.

INTERVIEWER READ OUT: I'm going to ask you to self-complete the next section. The section asks you some more questions about your views and experiences. Please read the questions on the screen and enter your answers directly into the computer. We understand how important it is that your answers are confidential. So the reason we are asking you to complete this section yourself is that nobody will know what you have answered. Around 4,000 people a year are completing this survey and your answers will be completely confidential. Please use the refusal button at the top of the screen if you do not want to answer a particular question and the computer will move on to the new question. If at any time you have any problems, just ask me.

We're going to do some questions together so that I can show you how to use the computer.

Q15a From which of these PLACES listed below did you learn about sex and relationships?
Please choose all that apply.

Family Planning Clinic, Sexual Health Clinic, youth advisory centre
Internet
Lessons at school
Magazines, newspapers, books, posters
Radio
Telephone helplines
Television \ videos
Other (please specify)
None of these
DK

Q15b From which of the PEOPLE listed below did you learn about sex and relationships? Please
choose all that apply.

Mother/female guardian
Father/male guardian
Brother(s)\ Sister(s)
Aunt
Uncle
Grandfather
Grandmother
Friends
Friend's mother
Friend's father
Boyfriend(s)\ girlfriend(s)
Doctor
School nurse
Teacher
Counsellor
Connexions personal advisor
Other (please specify)
None of these
DK

Q15c And from which person or from where have you/did you learn the most important information
about sex and relationships? Please type in your answer. INTERVIEWER INSTUCTION: HAND
COMPUTER TO RESPONDENT.

VERBATIM RESPONSE

INTERVIEWER: RESPONDENT TO SELF-COMplete THE REST OF THIS SECTION.

Q15d How much information about sex would you say you have been given by your
parent(s)/guardian(s)?

A lot
Quite a lot
Not a lot
Nothing
DK

Q15e How easy do you find it to talk to your mother/female guardian about sex?

- Very easy
- Quite easy
- Quite difficult
- Very difficult
- None of these
- Not applicable
- DK

Q15f And how easy do you find it to talk to your father/male guardian about sex?

- Very easy
- Quite easy
- Quite difficult
- Very difficult
- None of these
- Not applicable
- DK

Q16 A number of statements will now appear. For each, please indicate whether you think it is true or false.

(Scripter insert statement)...

Is this true or false?

Statements:

- ...Contraceptives are available to everyone, free of charge
- ...People of any age can get free condoms from a Family Planning Clinic
- ...A girl under 16 can be prescribed contraceptives without her parents knowing
- ...A girl can get pregnant the first time she has sex
- ...A girl can't get pregnant during her period
- ...You can't tell who has a sexually transmitted infection by looking at them
- ...Everything a young person tells a GP or a doctor at a clinic remains private, even if they are under 16

Scale:

- True
- False
- DK

Q17a What age do you think people should be before they have sexual intercourse? First for boys

Type in age for boys	
----------------------	--

DK

(Scripter: permit range 8 to 50)

Q17b And how old do you think girls should be before they have sexual intercourse?

Type in age for girls	
-----------------------	--

DK

(Scripter: permit range 8 to 50)

Q17c How many young people do you think have had sexual intercourse before their 16th birthday?

- Less than a quarter
- Between a quarter and a half
- Between a half and three quarters
- More than three quarters
- DK

Q17d Now I want you to think in more detail about becoming a parent. How old do you think people should be before they have children?

Type in age	
-------------	--

- DK
- (Scripter: permit range 10 to 50)

Q18a Can I just check, have you ever heard of the emergency contraceptive pill? This is sometimes referred to as the 'morning after' pill and can be taken by a woman after she has had unprotected sex, to prevent an unwanted pregnancy?

- Yes
- No
- DK

IF HEARD OF EMERGENCY CONTRACEPTIVE PILL (CODE 1 Q18) ASK Q18b. OTHERS GO TO Q19a.

Q18b What is the latest time after sex has taken place that the emergency contraceptive pill will work? Please choose one answer only.

- 12 hours
- 24 hours
- 72 hours (3 days)
- 5 days
- Over 5 days
- DK

ASK ALL

Q19a Can you think of a clinic or a place in your area you could visit if you wanted advice on sex? (for example, advice on contraception or infections passed on by sex).

- Yes
- No
- DK

Q19b Have you received any information telling you where you can go in your area if you want confidential advice on sex and relationships or contraception?

- Yes
- No
- DK

IF YES (CODE 1 Q19b) ASK Q19c. OTHERS GO TO Q20a.

MULTI MENTION

Q19c In what form did this information come? Please choose all that apply.

Radio Ad\Programme
Newspaper Ad\Article \Magazine Ad\Article
On Screen at the Cinema
TV advertising
TV programme
Helpline
Internet
Poster
Leaflet\Flyer\Booklet\ Postcard
Credit Card Sized Card
Young People's Directory
Other (please specify)
DK

IF POSTER\ LEAFLET\FLYER\BOOKLET\POSTCARD\ CREDIT CARD SIZED CARD\ YOUNG PEOPLE'S DIRECTORIES\OTHER (CODE 8, 9, 10, 11, 12 SELECTED AT Q19c) ASK Q19d. OTHERS GO TO Q20a.

Q19d You said you have seen information on where to go in your area if you want confidential advice on sex and relationships or contraception on (SCRIPTER INSERT ANSWER FROM Q19c). Where did you see or get this information from? Please select all that apply.

School\College\University
Teacher
School Nurse
Doctor's surgery\Health Centre
Family Planning Clinic
Youth Club\youth information shop
Under 18 club nights
Cinema\Theatre
Bus\Tube\Train Station
Public Toilets
A telephone box
Pharmacy\Chemist
Other shop
Social worker
Connexions advisor
Boyfriend\Girlfriend
Friend(s)
Parent(s)\Guradian
Other relative
Other
DK

ASK ALL

Q20a So, can we just check, have you ever been to or contacted any of the places listed below to obtain contraceptive advice? Please choose all you have been to or contacted.

Teacher\ school nurse
Family planning clinic
GP\ doctor\ practice nurse

Pharmacy\ chemist
Youth Advisory Centre\ Brook Advisory Centre
Sexwise Helpline
Contraceptive Education Service
RUThinking website
NHS Direct phone line
NHS Direct website
Wantrespect website
NHS walk in centres
School-based clinic\drop in centre
Other (please specify)
None of these
DK

IF BEEN TO TEACHER\SCHOOL NURSE (CODE 1 AT Q20a) ASK Q20b. OTHERS GO TO Q21a.

Q20b So, can we just check, have you ever been to or contacted any of the people listed below to obtain contraceptive advice? Please choose all you have been to or contacted.

Teacher only
School nurse only
Both
DK

IF TEACHER ONLY (CODE 1 AT Q20b) OR BOTH (CODE 3 AT Q20b) ASK Q20c. OTHERS GO TO Q20d.

Q20c When you got information from your teacher, was this on a one-to-one basis or in a group (e.g. a lesson)?

Please select one answer.

One-to-one
Group
Both
DK

IF NURSE ONLY (CODE 2 AT Q20b) OR BOTH (CODE 3 AT Q20b), ASK Q20d.

Q20d When you got information from your nurse, was this on a one-to-one basis or in a group (e.g. a lesson)? Please select one answer.

One-to-one
Group
Both
DK

IF BEEN SOMEWHERE OR CONTACTED SOMEONE FOR ADVICE AT Q20a (ANY CODE SELECTED EXCEPT CODE 15) ASK Q21a. OTHERS GO TO Q22a.

Q21a Thinking about the FIRST time you went to get contraceptive advice, was this ...(choose one answer)

Before you first had sex
After you first had sex
Have not had sex
Can't remember

Q21b And how easy was it to understand the advice and information you were given?

Very easy
Quite easy
Quite difficult
Very difficult
DK

ASK ALL

Q22a If a friend came to you asking where they should go for advice on contraceptives, where would you recommend they go?

Parent/Guardian
Friend's parent
Friend
Teacher
School nurse
Family planning clinic
GP\ doctor\ practice nurse
Pharmacy\ chemist
Youth Advisory Centre\ Brook Advisory Centre
Sexwise Helpline
Contraceptive Education Service
RUThinking website
NHS Direct phone line\ website
NHS walk in centres
Wantrespect website
School-based clinic\drop in centre
None of these
Other (please specify)
DK

IF ONLY CODES 1, 2, 3, 4 SELECTED AT Q22a ASK Q22b. OTHERS GO TO Q22c

Q22b And which, if any of the following, would you recommend your friend go to for advice on contraceptives?

School nurse
Family planning clinic
GP\ doctor\ practice nurse
Pharmacy\ chemist
Youth Advisory Centre\ Brook Advisory Centre
Sexwise Helpline
Contraceptive Education Service
RUThinking website
NHS Direct phone line\ website
NHS walk in centres
Wantrespect website
School-based clinic\drop in centre
None of these
Other (please specify)
DK

ASK ALL

Q22c And have you ever been to any of the places listed below to obtain contraceptive supplies?

Teacher\ school nurse
Family planning clinic
GP\ doctor\ practice nurse
Pharmacy\ chemist
Youth Advisory Centre\ Brook Advisory Centre
Sexwise Helpline
Contraceptive Education Service
RUThinking website
NHS walk in centres
Wantrespect website
Vending machine\ pub toilet
School-based clinic\drop in centre
Supermarket/convenience store etc
None of these
Other (please specify)
DK

Q22d How much do you agree with this statement?

“I am confident that anything I discuss with a doctor or in a clinic remains private”

Agree strongly
Agree slightly
Disagree slightly
Disagree strongly
DK

The next set of questions are about your sexual experience. Please remember, you do not have to answer any questions you do not want to but this is a serious survey and all your answers are confidential. Please be as honest as you can.

IF MALE (Q4 & Q6) ASK Q23a. FEMALES TO Q23b

Q23a Do you think you are mainly attracted to ...

Please choose one answer.

People of the same sex as you, that is men\ boys
People of the opposite sex, that is women\ girls
Both people of the same and the opposite sex as you
DK

IF FEMALE (Q4 & Q6) ASK Q23b.

Q23b.Do you think you are mainly attracted to ...

Please choose one answer.

People of the same sex as you, that is women\ girls
People of the opposite sex, that is men\ boys
Both people of the same and the opposite sex as you
DK

ASK ALL

Q23c Which of the following, if any, have you ever done with someone of the opposite sex?
Please choose all that you have done.

- Kissed using tongues
- Heavy petted (touched each other's private parts\ genitals)
- Oral sex (mouths touching private parts\ genitals)
- Had sexual intercourse (penis inside vagina)
- Have not done any of these
- DK

IF HAVE HAD SEXUAL INTERCOURSE (CODE 4 AT Q23c) ASK Q24a. OTHER GO TO Q27a.

We are now going to ask you how old you were when you first had sexual intercourse with someone of the opposite sex.

Q24a When you FIRST had sexual intercourse with someone of the opposite sex, how old were you?

Type in your age at the time in years	
---------------------------------------	--

- DK
- (Scripter: permit range 0 to 21)

Q24b Thinking about the FIRST time you had sexual intercourse with someone of the opposite sex, would you say that ...(choose only one answer)

- There was no pressure either way
- I put pressure on the other person to have sex
- They put pressure on me to have sex
- Can't remember

IF 'THEY PUT PRESSURE ON ME TO HAVE SEX' (CODE 3 AT Q24b) ASK Q24c. OTHER GO TO Q25a.

Q24c Still thinking about when you first had sexual intercourse with someone of the opposite sex, would you say that ... (choose only one answer)

- You were willing
- You had to be persuaded
- You were forced
- Can't remember

IF WERE 'FORCED' (CODE 3 AT Q24c) OR REFUSED TO ANSWER AT Q24c ASK Q24d.

Q24d When you first had sexual intercourse willingly with someone of the opposite sex, how old were you, or hasn't that happened?

Type in your age at the time in years	
---------------------------------------	--

- 02 Haven't had sex willingly
- DK
- (Scripter: permit range 0 to 21)

IF HAVE HAD WILLING SEXUAL INTERCOURSE (CODE 1 OR 2 AT Q24b, CODE 1 OR 2 Q24c, NOT CODE 2 AT Q24d) ASK Q25a. OTHERS GO TO Q27a.

I'd like you to answer the next few questions thinking about the first time you willingly had sexual intercourse with someone of the opposite sex.

Q25a And when you first had sex with someone of the opposite sex, did you or your partner use any form of contraception? Please choose all you used.

- Yes - Withdrawal\ safe period
- Yes - Condom
- Yes - Pill
- Yes - Emergency contraceptive pill
- Yes – Injectable \ depo contraception\ implants
- Yes - Something else (please specify)
- Didn't use anything
- DK

IF DIDN'T USE CONTRACEPTION WHEN FIRST HAD SEXUAL INTERCOURSE (CODE 7 AT Q25a) ASK Q25b.

Q25b Why did you not use any form of contraception when you first had sex? Please type in your reasons and please give as much detail as possible.

VERBATIM RESPONSE

Q25c Do you usually use any form of contraception?

- Yes - Withdrawal\ safe period
- Yes - Condom
- Yes - Pill
- Yes - Emergency contraceptive pill
- Yes – Injectable \ depo contraception\ implants
- Yes - Something else (please specify)
- Don't use anything
- DK

Q26a How many times have you had sexual intercourse with someone of the opposite sex in the past 4 weeks?

Type in number	
----------------	--

DK
(Scripter: permit range 0 to 100)

IF HAVE HAD INTERCOURSE IN THE PAST 4 WEEKS (NOT 0 AT Q26a) ASK Q26b.

Q26b And have you had unprotected sexual intercourse with someone of the opposite sex at all in the past 4 weeks? By that, we mean sexual intercourse where you haven't used any form of contraception at all.

- Yes
- No
- DK

Scripter: SINGLE CODE

Q26c Thinking about the last time you had sex with someone of the opposite sex, which of these best describes how the subject of using a condom was introduced?

- ...I produced a condom and we used it
 - ...My partner produced a condom and we used it
 - ...I insisted a condom should be used and we used it
 - ...My partner insisted a condom should be used and we used it
 - ...The decision to use a condom was mutual
 - ...I suggested we use a condom but we didn't
 - ...My partner suggested we use a condom but we didn't
 - ...I had a condom with me but I never took it out
 - ...I never even thought about using a condom
 - ...I wanted to use a condom but couldn't afford to buy one
- Statement 11 removed

ASK ALL

A few things are going to come up on screen. I would like you to tell me how easy or difficult it would be for you to do them ...

Q27a How easy or difficult would you find it to do this?
(SCRIPTER: insert statement and rotate order)

Statements:

- ...Get a condom
- ...Make sure a condom was used properly
- ...Talk openly with a partner about sex
- ...Discuss contraception in a clinic or with a doctor
- ...Say no to something sexual you don't want to do
- ...Ask a boy \ girl out
- ...Make the first move to have sex
- ...Suggest using a condom
- ...Resist pressure from friends saying you should be having sex
- ...Discuss sexually transmitted infections (STIs) in a clinic or with a doctor

Scale:

- Very easy
- Quite easy
- Quite difficult
- Very difficult
- DK
- Not applicable

IF HEARD OF EMERGENCY CONTRACEPTIVE PILL (CODE 1 AT Q18a) ASK Q27b. OTHERS GO TO Q28a. ASK FEMALES ONLY.

Q27b On how many occasions, if ever, have you ever used the emergency contraceptive pill?

- None
- One
- Two
- Three or more times
- DK

Q27c Can we just check, have you ever needed the emergency contraceptive pill but have been unable to get it?

- Yes
- No
- DK

IF EVER NEEDED EMERGENCY CONTRACEPTIVE PILL BUT BEEN UNABLE TO GET IT (CODE 1 AT Q27c) ASK Q27d

Q27d Why could you not get it?

- Didn't know where to go
- Clinic not open when I could get there
- Couldn't get to clinic \ too far away
- Other (please specify)
- DK

IF HAVE HAD WILLING INTERCOURSE – NOT FORCED FIRST TIME OR HAVE HAD WILLING INTERCOURSE LATER (CODE 1 OR 2 AT Q24b. CODE 1 OR 2 AT Q24c. NOT CODE 2 AT Q24d) AND FEMALE (Q4 & Q6) ASK Q28a.

Q28a Have you ever been pregnant aged 17 or under?

- Yes - In the past
- Yes - I am at the moment
- No, never
- DK

IF EVER BEEN PREGNANT (CODE 1 OR 2 AT Q28a) Ask Q28b. OTHERS GO To Q32.

Q28b How many times have you been pregnant?

- Once
- Twice
- Three or more times
- DK

Q28c When you (first) became pregnant, how old were you?

Type in your age at the time in years	
---------------------------------------	--

- DK
- (Scripter: permit range 10 to 21)

Q28d How old was the father at the time?

Type in his age at the time in years	
--------------------------------------	--

- DK
- (Scripter: permit range 10 to 50)

Q28e And was the pregnancy planned?

- Yes
- No
- DK

Q28f What happened? Please choose one answer.

- I had \ am having the baby
- I had a miscarriage
- I had \ am having an abortion \ termination
- DK

IF HAD THE BABY (CODE 1 AT Q28f) ASK Q28g. OTHERS GO TO Q29a
Q28g How old were you when the baby was born?

Type in your age at the time in years	
---------------------------------------	--

- DK
- (Scripter: permit range 7 to 21)

Q28h Does he \ she live with you now?

- Yes
- No
- DK

IF BABY DOESN'T LIVE WITH RESPONDENT (CODE 2 AT Q28h) ASK Q28i
Q28i Where is he \ she now?

- With my parents
- With other relatives
- With the father \ the father's family
- Fostered
- Adopted
- He \ she died
- DK

IF EVER BEEN PREGNANT (CODE 1 OR 2 AT Q28a) Ask Q29a. OTHERS GO To Q32.

For the next few questions, please answer the questions in terms of your first (earliest) pregnancy only.

Q29a In the month that you became pregnant, which of these applies?

- I \ We were not using contraception
- I \ We were using contraception but not on every occasion
- I \ We always used contraception but knew that the method had failed (broken, come off/out, not worked, etc.) at least once
- I \ We always used contraception
- DK

Q29b Which of these statements most applies to your situation just before you got pregnant?
Please choose one answer.

I intended to get pregnant
My intentions kept changing
I did not intend to get pregnant
DK

ASK IF MENTIONED CODE 1 AT Q28f. OTHERS GO TO Q32.

Q30a How much do you agree or disagree with the following statements about the impact of your child \ children?

(SCRIPTER: insert statement and rotate order)

How much do you agree or disagree with this?

Statements:

...I would recommend anyone to have a baby at the same age as me
...If I had my time again I would not have a child so young
...Having a child at the age I did has so far stopped me from having a good education
...Having a child at the age I did has so far stopped me from getting a good job
...Sometimes it's really lonely being a young mother
...Being a mum has stopped me going out and enjoying myself
...Being a mum has meant I am a lot worse off financially
...Being a mum has made me feel more responsible
...Having a child has made me feel good about myself
...Having a child has made me more determined to get a good job

Scale:

Agree a lot
Agree a little
Disagree a little
Disagree a lot
DK

Q30b Which of these ways of helping young parents have you heard of? Please select all you have heard of.

Sure Start Plus - personal adviser to support pregnant teenagers and young parents and to help them decide between birth, adoption and abortion, and advise during pregnancy

Education Maintenance Allowance - up to 40 pounds a week to support young parents in education

ONE - a personal adviser to help young parents who are claiming benefits to find a job

New Deal for Lone Parents

Care to Learn – free childcare for young parents aged 16 to 19 in education

Connexions – confidential advice, support and information for 13-19 year olds

None of these
DK

ASK Q31a OF MALES ONLY (Q4 & Q6)

Q31a Have you ever made a woman aged 17 or younger pregnant?

- Yes
- No
- DK

IF MADE A WOMAN AGED 18 OR YOUNGER PREGNANT (CODE 1 AT Q31a) ASK Q31b.
OTHERS GO TO Q32

Q31b How many times have you made a woman pregnant?

- Once
- Twice
- Three or more times
- DK

IF CODE 2 or 3 SELECTED AT Q31b, SHOW THIS SENTENCE THEN MOVE ON TO Q31c:

For the next few questions, please think about the first time you made a woman aged 18 or younger pregnant.

ASK FOR CODES 1-3 AT Q31b:

Q31c How old were you when you made the woman pregnant?

Type in your age at the time in years	
---------------------------------------	--

- DK
- (Scripter: permit range 8 to 21)

Q31d And how old was the woman?

Type in her age at the time in years	
--------------------------------------	--

- DK
- (Scripter: permit range 8 to 18)

Q31e What happened?

- She is still pregnant and will have the baby
- She had the baby
- She had a miscarriage
- She had\ will have an abortion \ termination
- DK

Q31f And which of these apply to you and the mother of the child just before she became pregnant?

- I wanted her to have a baby
- I had mixed feelings about having a baby
- I did not want her to have a baby
- DK

ASK IF MENTIONED CODE 1 or 2 AT Q31e. OTHERS GO TO Q32.

Q31g How much do you agree or disagree with the following statements about the impact of your child \ children?

(SCRIPTER: insert statement and rotate order)

How much do you agree or disagree with this?

Statements:

...I would recommend anyone to father a baby at the same age as me

...If I had my time again, I would not have a child so young

...Having a child at the age I did has so far stopped me from having a good education

...Having a child at the age I did has so far stopped me from getting a good job

...Sometimes it's really lonely being a young dad

...Being a dad has stopped me going out and enjoying myself

...Being a dad has meant I am a lot worse off financially

...Being a dad has made me feel more responsible

...Having a child has made me feel good about myself

...Having a child has made me more determined to get a good job

Scale:

Agree a lot

Agree a little

Disagree a little

Disagree a lot

DK

Q31h And which of these ways of helping young parents have you heard of?

Sure Start Plus - personal adviser to support pregnant teenagers and young parents and to help them decide between birth, adoption and abortion, and advise during pregnancy

Education Maintenance Allowance - up to 40 pounds a week to support young parents in education

ONE - a personal adviser to help young parents who are claiming benefits to find a job

New Deal for Lone Parents

Care to Learn – free childcare for young parents aged 16 to 19 in education

Connexions – confidential advice, support and information for 13-19 year olds

None of these

DK

HAND COMPUTER BACK TO INTERVIEWER.

ASK ALL.

Q32 I'd now like to show you some advertising on sex and relationships. I am going to play you some radio ads that have been broadcast recently. For each one, please could you tell me whether you have heard it before this interview.

Scripter: there are two (TP BRIDGING) ads in total to be played to respondents. We need to obtain recognition for each. Rotate order of playing ads. The ads are Cocktail and DJ.

Q32a Have you heard this advert before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

Q32b Have you heard this before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

[POST WAVE – QUESTIONS FOR RECOGNITION OF OTHER MEDIA WILL BE INSERTED HERE]

Q33 Thinking about all of advertising you have just heard, what do you think were the main messages of these ads?

PROBE FULLY: What were they trying to tell you?

RECORD VERBATIM RESPONSE

SHOW SCREEN. MULTI MENTION

Q34a Here are some things that people have said about the ads you have just heard. Which of these do you think apply to them? (Scripter: rotate order of statements)

These ads...

...made me think that not using a condom is stupid
...made me realise how important it is to talk to your partner about using condoms
...made me realise that it is important to use condoms
...made me think that using a condom is sensible
...made me think my partner would appreciate me using a condom
...made me more likely to talk to someone about sex and relationships
...told me something I didn't know already
...told me that you can't tell who has sexually transmitted infections\STIs by looking at them
...none of these
DK

SHOW SCREEN. MULTI MENTION

Q34b Here are some other things that people have said about these ads, which of these do you think apply to them? Once again, you can choose as many or as few as you like. (Scripter: rotate order of statements)

- ...I enjoyed hearing these ads
- ...I am fed up hearing these ads
- ...I don't take notice of these ads any more
- ...These ads really understand what it is like to be a young person today
- ...These ads talked down to me
- ...These ads are funny
- ...I can remember talking about these ads with friends or family or people at work\school
- ...It is not right that things like this are advertised on the radio
- ...These ads really stand out
- ...None of these
- DK

SHOW SCREEN

Q34c And who do you think these ads are aimed at?

- These ads are aimed at people younger than me
- These ads are aimed at people of my age
- These ads are aimed at people older than me
- None of these
- DK

SHOW SCREEN

Q34d And which of these describes how the advertising will affect YOUR condom usage?

- Extremely likely to use a condom more often
- Quite likely to use a condom more often
- May or may not use a condom more often
- Quite unlikely to use a condom more often
- Extremely unlikely to use a condom more often
- DK
- Not applicable

Q34e Thinking about all the ads I've just played, who do you think is responsible for these ads?

DO NOT PROMPT

- Sexwise\telephone helpline mentioned
- RUThinking website
- Condom companies\ contraceptive companies
- Wantrespect website
- Department of Health
- Teenage Pregnancy Unit
- Government (not specific)
- Other (please specify)
- DK

Q35a Have you seen or heard or read anything else, advertising or publicity, recently about young people and sex and relationships?

Yes
No
DK

IF YES (CODE 1 AT Q35a) ASK Q35b. OTHER GO TO Q35c.

Q35b Where can you remember seeing or hearing or reading it?
DO NOT PROMPT

TV ad
TV programme
Radio ad
Radio programme\DJ
Newspaper - ad
Newspaper - article
Magazine - ad
Magazine - article
On screen at the cinema
Internet\link from another website
Poster
Leaflets \ booklets
Postcards
Credit card sized cards
Beer mats
Video
Flyer
Factsheet
Poster\sticker in public toilets\toilets in shopping centres\youth clubs\leisure centres
Shop
Under 18 club nights
Bus pass holders
A telephone box
Sexwise
Other (please specify)
DK

ASK ALL. SHOW SCREEN

Q35c And do you remember seeing, hearing or reading any other advertising or publicity about young people and sex and relationships in any of these places?

TV ad
TV programme
Radio ad
Radio programme\DJ
Newspaper - ad
Newspaper - article
Magazine - ad
Magazine - article
On screen at the cinema
Internet\link from another website
Poster
Leaflets \ booklets

Postcards
Credit card sized cards
Beer mats
Video
Flyer
Factsheet
Poster\sticker in public toilets\toilets in shopping centres\youth clubs\leisure centres
Shop
Under 18 club nights
Bus pass holders
A telephone box
Sexwise
Other (please specify)
DK
None

Internet ad question taken out

Q35d Can I just check, have you heard anything on Radio 1 about Sexually Transmitted Infections (STIs) or Sexually Transmitted Diseases (STDs)?

Yes
No
DK

Q36I'd now like to show you a few more adverts on sex and relationships.

TWO SH RADIO ADS TO BE TESTED

I am going to play you some radio ads that have been broadcast recently. For each one, please could you tell me whether you have heard it before this interview.

Scripter: there are two ASH ads in total to be played to respondents. We need to obtain recognition for each. Rotate order of playing ads. The ads are: 'Capricorn' and 'Sagittarius'

Q36a Have you heard this advert before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

Q36bHave you heard this before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

ONE SH PRESS AD TO BE TESTED

READ OUT: I am now going to show you an advert which I'd like you to look at carefully.

A VIRGO

36c Have you seen this ad recently?

Yes

No

DK

We are almost at the end of the interview. Next, I would like to ask you about the things you like to watch, read and do.

SHOW SCREEN

Q37a How many hours a week would you say you listen to commercial radio stations, that is stations with advertising.

Never listen

Up to 7 hours

More than 7 up to 14 hours

More than 14 up to 21 hours

More than 21 up to 28 hours

More than 28 hours

DK

Q37b Have you listened to Radio 1 in the past month?

Yes

No

DK

SHOW SCREEN

Q38 And which of these magazines do you read regularly? LIST HAS BEEN UPDATED

Bliss

Cosmopolitan

Cosmo Girl

Elle

Front

MKUK

Nuts

OPSM2

Sugar

Sneak

TV Hits

Young Voices

ZOO

None of these

DK

SHOW SCREEN

Q39a Do you personally have access to the internet nowadays, whether it is at home, work , school or somewhere else?

- Yes - at home
- Yes - at school\ college\ university
- Yes - at work
- Yes - at cybercafe
- Yes - at friend or relative's house
- Yes – at a library
- Yes - elsewhere
- No - no access
- DK

IF HAVE ACCESS TO THE INTERNET (NOT CODE 8 AT Q39a) ASK Q39b

Q39b How often do you use the internet nowadays?

- Almost every day\ every day
- 3 - 4 times a week
- Less than 3 - 4 times a week but at least once a week
- Less often than once a week but at least once a fortnight
- Less often than once a fortnight but at least once a month
- Less often
- Never
- DK

This is the last section of the questionnaire. I now need to ask you some questions about yourself, so that we can look at your answers alongside the answers from other people like you.

IF AGED 16 - 21 (Q7), ASK Q40a
SHOW SCREEN

Q40a Which of these best describes the main thing you do?

- Full time education (e.g. at school \ college – including on vacation)
- On government training \ employment scheme
- In paid work full time (at least 30 hours)
- In paid work part time (less than 30 hours per week)
- Waiting to take up paid work already accepted
- Voluntary work
- Unemployed and receiving benefit
- Unemployed, not receiving benefit, but actively looking for a job
- Unemployed, but not actively looking for a job
- Permanently sick or disabled
- Looking after home or family
- Other (please specify)
- DK

ASK ALL AGED 16+ (Q7).

SHOW SCREEN

Q40b Which is the highest qualification you have ever achieved? Single response.

Degree or higher qualification
A level or equivalent
GCSE, O level or equivalent
CSE or equivalent
CSE ungraded
City & Guilds
Completed recognised trade apprenticeship
HND
NVQ
GNVQ
Clerical or commercial qualification (e.g. book-keeping\ typing\ commerce)
None of these
Other (please specify)
DK

IF AGED 16-21 (Q7) ASK Q40c

Q40c Can I just check, are you still at school?

Yes
No
DK

IF AGED 16 OR OVER AND NOT IN FULL TIME EDUCATION (CODE 02 AT Q40c), ASK Q40d.

Q40d At what age did you finish your full time education?

15 or under
16
17
18
19
20
21
DK

ASK ALL. SHOW SCREEN

Q41 Thinking realistically, which of these is the highest qualification you think you will achieve?
Single response.

Degree or higher qualification
A level or equivalent
GCSE, O level or equivalent
CSE or equivalent
CSE ungraded
City & Guilds
Completed recognised trade apprenticeship
HND

NVQ
GNVQ
Clerical or commercial qualification (e.g. book-keeping\ typing\ commerce)
None of these
Other (please specify)
DK

Q42a And were you ever\ have you ever been suspended or excluded (expelled) from school?

Yes - suspended
Yes - excluded
Yes - both
No - neither
DK

IF EXCLUDED (CODE 2 or 3 AT Q42a) AND PREGNANT AGED 16 OR UNDER (Code 1 OR 2 AT Q28a) ASK Q42b

Q42b As far as you know, were you excluded \ expelled because of your pregnancy?

Yes
Partly
No
DK

ASK ALL. SHOW SCREEN

Q43 And which of these describes your accommodation? NOTE: This describes the tenure status of the household, not whether or not the respondent themselves pays for the accommodation

Privately owned or on a mortgage
Rented from council
Rented from housing association
Rented from private landlord
Tied to job (household lives there rent free)
Other (please specify)
DK

SHOW SCREEN

Q44 Now changing the subject completely, what is your religious denomination?

Catholic
Presbyterian
Church of England
Methodist
Other protestant
Muslim \ Islam
Sikh
Hindu
Jewish
Other (please specify)
None of these

Q45 Which of these best describes your ethnic group?
(IF NECESSARY: By this I mean your cultural background?)

A. White

White British

White Irish

Any other white background

B. Mixed

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background

C. Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background

D. Black or Black British

Caribbean

African

Any other Black Background

E. Chinese or other Ethnic Group

Chinese

Any Other (PLEASE SPECIFY)

(Refused)

CLASSIFICATION DETAILS

For respondents aged 13 – 15 please ask to speak to child's parent \ guardian, and ask parents social grade questions.

ESTABLISH SOCIAL GRADE – USE STANDARD QUESTIONS

S1 Which member of your household is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources?

Respondent

Respondent's spouse/partner

Other adult

S2 What is the status of Respondent in Household?

Head of Household

Housewife/Househusband

Other adult in household

S3 Working status of CIE (Chief Income Earner)?

Employed

Self-employed

Not working, dependent on state benefit, chief wage earner in household

Not working, dependent on state benefit, no chief wage earner in household

Not working, other income

S4 What is the type of firm where the CIE/CWE works?
(WRITE-IN)

S5 What is the job actually done by the CIE/CWE?
(WRITE-IN)

S6 What is the title, rank, grade etc. of the CIE/CWE?
(WRITE-IN)

S7 Is the CIE/CWE self-employed?
(WRITE-IN)

S8 How many people work there altogether?
(ENTER NUMBER)

S9 How many is the CIE/CWE responsible for?
(ENTER NUMBER)

S10 Does the CIE or CWE have any qualifications (such as apprenticeships, professional qualifications, university degrees, diplomas etc.)?

Yes

No

S11 Enter qualifications
(WRITE-IN)

S12 Enter any other relevant details to assist classification of occupation and industry. If no further details press "ok".
(WRITE-IN)

S13 Social grade:

A

B

C1

C2

D

E

TEEN PREGNANCY 1 JN: 113983

PARENTS QUESTIONNAIRE

INTRODUCTION 1: Good morning\afternoon\evening. My name is and I am conducting a survey on behalf of TNS, the leading market research company. Today we are conducting a survey amongst parents of teenage children.

Q1 Record gender of respondent

Male

Female

Q2 Can I please check, are you the parent or guardian of a child aged between 13 and 17 years?

Yes - continue

No - close

Q3 Please could you tell me the exact age and gender of each child aged between 13 and 17 years of age.

Scripter: Create grid, check quota and recruit to quota.

	Age	Gender
Child 1		
Child 2		
Child 3		
Child 4		

The survey is being carried out on behalf of a national campaign to understand young people's needs and to develop and plan future initiatives. The interview length depends on the answers you provide but on average lasts 20 minutes. As some of the questions are of a sensitive nature, they have been designed so that you can complete the answers yourself, on the computer. This means that your replies will be completely confidential. If there are any questions that you would rather not answer, you will be able to simply move on to the next question.

Here is a leaflet which tells you about market research and explains your rights under our industry code and the Data Protection Act.

INTERVIEWER: HAND OUT LEAFLET

Q4 Please can you tell me your age?

Type in age	
-------------	--

(Scripter: permit range 22 to 99)

ASK ALL. SHOW SCREEN

Q5 Looking at the screen, which of the following, if any, do you think are the biggest concerns facing young people today?

Scripter: please rotate codes

Sex and relationships
Drugs
Drinking
Smoking
Peer pressure
Passing exams
Being cool \ acceptance \ fitting in
Problems at home
Bullying
None of the above

It is not easy being a parent of a teenage child today particularly when it comes to sex and relationships.

ASK ALL

Q6 To start, where would you go for help or advice about how to talk to (child's name) about sex and relationships?

DO NOT PROMPT
RECORD VERBATIM

ASK ALL
SHOW SCREEN

Q7 Now, which of these helplines have you heard of?

Agony aunts' telephone helplines as advertised in newspapers \ magazines (e.g. Dear Deirdre)

The "Sexual Health and Contraception Helpline" - 0207 8374044

The "Sexual Health Information Line" - 0800 567123

The "Sexwise" helpline - 0800 28 29 30

Parentline Plus- 0808 800 2222

Brook information line - 0800 0185023

The "TeenSex Helpline" - 0800 833 6139

None of these

DK

ASK Q8a IF DID NOT MENTION CODE 5 AT Q7

Q8a Have you heard of the Parentline Plus helpline which aims to help parents talk to their children about sex and relationships?

Yes
No
DK

IF MENTIONED CODE 1 AT Q8a OR CODE 5 AT Q7 ASK Q8b, OTHERS GO TO Q9a

Q8b Have you ever contacted the Parentline Plus helpline?

Yes
No
DK

SHOW SCREEN

Q9a And had you heard of any of these websites before this interview?

www.playingsafely.co.uk
Teensex.org.uk
NHSDirect.nhs.uk
brook.org.uk
RUThinking.co.uk
Mykindaplace.com
Fpa.org.uk
www.wantrespect.com
www.bbc.co.uk/radio1/onelife
www.parentlineplus.org.uk
None of these
DK

SHOW ALL CODES MENTIONED AT Q9a, IF MENTIONED NONE (CODE 11) OR DK GO TO Q10a

Q9b And have you visited any of these websites before?

www.playingsafely.co.uk
Teensex.org.uk
NHSDirect.nhs.uk
brook.org.uk
RUThinking.co.uk
Mykindaplace.com
Fpa.org.uk
www.wantrespect.com
www.bbc.co.uk/radio1/onelife
www.parentlineplus.org.uk
None of these
DK

ASK ALL

Q10a Have you heard of a scheme called "Time to Talk"?

Yes
No
DK

READ OUT: Please take a look at this poster carefully

(scripter show poster ad)

Q10b Have you seen this poster before?

Yes
No
DK

Q10c Thinking about the poster I have just shown you, how relevant is it to you?

Very relevant
Quite relevant
Not very relevant
Not at all relevant
DK

Scripter: please rotate order of questions Q10d, Q10e, Q10f and Q10g. Not all four questions to be asked of each respondents – rotate order of questions and ask only two. Select the two questions randomly.

Q10d Have you seen this leaflet before (show GREEN leaflet)?

Yes
No
DK

Q10e Have you seen this leaflet before (show ORANGE leaflet)?

Yes
No
DK

Q10f Have you seen this leaflet before (show BLUE leaflet)?

Yes
No
DK

Q10g Have you seen this leaflet before (show PURPLE leaflet)?

Yes
No
DK

IF ANSWERED YES (CODE 1) AT Q10d AND \ OR Q10e AND \ OR Q10g AND \ OR Q10h ASK Q10h

Q10h Have you ever read this leaflet(s) before?

Yes
No
DK

ASK ALL

Q10i Thinking about the leaflets I have just shown you, how useful would you find the information in this leaflet?

Very useful
Quite useful
Not very useful
Not at all useful
DK

ASK ALL

Q10j Now I'd like you to tell me how much you agree or disagree with some statements about teenage pregnancy and becoming a parent. These have been designed so that you can choose the answers yourself on the computer. If there are any statements that you would rather not respond to, then please just choose the Refusal box, marked REFUSED at the top of the page and move on to the next statement. However, we would like to encourage you to provide an answer where you can, as it will really help our understanding of these issues. I will read out each statement that comes up on the screen and you can enter your response on the computer.

First, I'd like to show you how to use the computer - it is very easy to use.

HAND RESPONDENT THE CAPI MACHINE AND DEMONSTRATE USE BY ASSISTING RESPONDENT TO COMPLETE THE EXAMPLE STATEMENT. SHOW THEM THE REFUSED AND DK BUTTONS.

EXAMPLE: I like to be in a relationship

Scripter: We would like to create 4 rotations of the statements so the interviewer can read out the statements without looking on the screen. Please indicate to the interviewer which rotation he/she is working from.

Rotation number:	
------------------	--

HAND CAPI MACHINE TO RESPONDENT. Read out statements to respondent, IF respondents are capable of reading the statements themselves or do not want you to read the statements out allow them to self-complete this question.

- ...There would be fewer teenage pregnancies if more parents talked to their children about sex, relationships and contraception
- ...Sex education encourages young people to have sex too early
- ...Education about sex and relationships helps young people be more responsible about sex
- ...Using emergency contraception (the morning after pill) to prevent an unwanted pregnancy is always wrong
- ...It is right that young people aged under 16 are given access to contraception free of charge
- ...Young people aged under 16 should NOT be allowed access to confidential contraception advice
- ...Young people should learn about sex and relationships at school
- ...There is a lot of support available to help parents talk with their children about sex and relationships
- ...Using a condom is a grown-up thing to do
- ...People who don't use condoms are behaving childishly
- ...Sexually Transmitted Infections (STIs) are on the rise

Scale:

- Agree a lot
- Agree a little
- Neither agree nor disagree
- Disagree a little
- Disagree a lot

SELF COMPLETION

SHOW SCREEN

The next section asks you some more questions about your views and experiences. Please read the questions on the screen and enter your answers directly into the computer. We understand how important it is that your answers are confidential, so the reason we are asking you to complete this section yourself is that nobody will know what you have answered. Around 4,000 people a year are completing this survey and your answers will be completely confidential.

To show you how to use the computer, I'll do a practice question with you. If at any time you have any problems, just ask me.

We're going to do a question together so that I can show you how to use the computer

SHOW SCREEN

Q11 Below is a list of diseases that could be caught from sex. Which, if any, have you heard of? Choose all you have heard of.

- Chlamydia (genital chlamydia infection)
- Genital warts (venereal warts, HPV)
- Gonaditis
- Gonorrhoea
- Hepatitis B
- Herpes (genital herpes)
- HIV/AIDS
- NGU (Non Gonococcal Urethritis)
- NSU (Non Specific Urethritis)
- Pelvic Inflammatory Disease (PID, salpingitis)
- Syphilis
- Trichomonas (Trich, TV)
- Vaginal thrush\ Candida\ yeast infection
- None of these
- DK

INTERVIEWER: RESPONDENT TO SELF-COMplete THE REST OF THIS SECTION.

ASK ALL

Q12 How much information about sex would you say YOU have given (child's name)?

- A lot
- Quite a lot
- Not a lot
- Nothing
- DK

Q13 How easy do you find it to talk to (child's name) about sex?

- Very easy
- Quite easy
- Quite difficult
- Very difficult
- DK

Q14 And how easy do you think (child's name) finds it to talk to you about sex?

- Very easy
- Quite easy
- Quite difficult
- Very difficult
- DK

ASK ALL

Q15 In your view, does (child's name) have enough information about sexual matters in general?

- Yes
- No
- DK
- Refused

Q16 What age do you think people should be before they have sexual intercourse

... first for boys?

Type in age for boys	
----------------------	--

DK

(Scripter: permit range 8 to 50)

Q17 And how old do you think girls should be before they have sexual intercourse?

Type in age for girls	
-----------------------	--

DK

(Scripter: permit range 8 to 50)

Q18 Now I want you to think in more detail about becoming a parent. How old do you think people should be before they have children?

Type in age	
-------------	--

DK

(Scripter: permit range 10 to 50)

Now we want to know how you would feel and react if your son or daughter talked to you about certain situations they could find themselves in

Q19 Imagine (child's name) asked you for contraceptive advice. How comfortable would you feel talking about this with him\her?

- Comfortable
- Uncomfortable
- They would not talk to me about this
- They would not need contraceptive advice at that age
- DK
- Refused

ASK ALL, SHOW SCREEN, PLEASE CHOOSE ALL THAT APPLY

Q20 Imagine (child's name) asked you for contraceptive advice. What source of professional help, if any, would you advise (child's name) to use?

- Teacher\school nurse
- Family planning clinic
- GP\ Doctor\ Practice nurse
- Pharmacy\ Chemist
- Youth Advisory Centre\ Brook Advisory Centre
- Sexwise helpline
- Contraceptive Education Service
- RUThinking website
- Wantrespect website
- NHS Direct Phonenumber
- NHS Direct website
- NHS walk in centres
- School-based clinic\drop in centre
- None of these
- Other (please specify)
- DK
- Refused

ASK ALL

Q21 And now thinking about yourself, at what age did you personally first have sex?

Type in age	
-------------	--

DK

(Scripter: permit range 8 to 50)

Q22 And at what age did you have your first child?

Type in age	
-------------	--

DK

(Scripter: permit range 8 to 50)

PLEASE GIVE THE COMPUTER BACK TO THE INTERVIEWER

ASK ALL

Q23 I'd now like to show you some advertising on sex and relationships. I am going to play you some radio ads that have been broadcast recently. For each one, please could you tell me whether you have heard it before this interview.

Scripter: Please use DJ and Cocktail. We need to obtain recognition for each. Rotate order of playing ads.

Q24a Have you heard this advert before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

Q24b Have you heard this before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

[POST WAVE - RECOGNITION OF OTHER MEDIA WILL BE INSERTED HERE]

Q25a Thinking about all of the advertising you have just heard, what do you think were the main messages of these ads?

PROBE FULLY: What were they trying to tell you?

RECORD VERBATIM RESPONSE

Q25b Thinking about these radio ads that you have just heard. How would you feel about (child's name) hearing either of these ads on the radio?

Very happy
Quite happy
Not very happy
Not at all happy
DK

Q26 I'd now like to show you a few more adverts on sex and relationships.

TWO ASH RADIO ADS TO BE TESTED

I am going to play you some radio ads that have been broadcast recently. For each one, please could you tell me whether you have heard it before this interview.

Scripter: There are two radio ads 'Capricorn' and 'Sagittarius'. We need to obtain recognition for each. Rotate order of playing ads.

Q27 Have you heard this advert before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

Q28 Have you heard this before?

PLAY AD TO RESPONDENT

Heard ad before
Not heard ad before
DK

ONE SH PRESS AD TO BE TESTED

READ OUT: I am now going to show you an advert which I'd like you to look at carefully.

A VIRGO

Q29 Have you seen this ad recently?

Yes
No
DK

ASK ALL

Q30 And thinking specifically about information for parents, have you RECENTLY seen or heard anything ELSE, BEFORE TODAY, which encourages parents to talk to their children about sex and relationships?

Yes
No
DK

IF ANSWERED YES CODE 1 AT Q30 ASK Q31, OTHERS GO TO NEXT QUESTION

SHOW SCREEN

Q31 Where did you see, hear or read this?

Television ad
Television programme
Radio ad
Radio programme\DJ
Newspaper - ad
Newspaper - article
Magazine - ad
Magazine - article
On screen at the cinema
On the internet\link from another website
Poster
Leaflets \ booklets
Postcards
Credit card sized cards
Beer mats
Video
Flyer
Factsheet
Poster\sticker in public toilets\toilets in shopping centres\youth clubs\leisure centres
Shop
Under 18 club nights
Bus pass holders
Sexwise
Telephone box
Other (please specify)

PERSONAL CLASSIFICATION

This is the last section of the questionnaire. I now need to ask you some questions about yourself, so that we can look at your answers alongside the answers from other people like you.

ASK ALL

SHOW SCREEN, SINGLE RESPONSE

Q32 Which is the highest qualification you have ever achieved?

Degree or higher qualification

A level or equivalent

GCSE, O level or equivalent

CSE or equivalent

CSE ungraded

City & Guilds

Completed recognised trade apprenticeship

HND

NVQ

GNVQ

Clerical or commercial qualification (e.g. book-keeping\ typing\ commerce)

None of these

Other (please specify)

DK

Q33 Are you currently married or living with a partner?

Yes

No

Refused

DK

IF ANSWERED YES CODE 1 AT Q34 ASK Q35, OTHERS GO TO Q36a

Q34 And is your partner\husband\wife working at all?

Working full time (30+ hours a week)

Working part time (less than 30 hours a week)

Not working (e.g. unemployed\ looking after home or children)

Retired

DK

Q35 Please can you tell me your relationship to (child's name), are you his \ her:

Mother

Father

Foster parent

Other relative

Other relationship (please specify)

ASK ALL

SHOW SCREEN

Q36 And which of these describes your accommodation?

Privately owned or on a mortgage
Rented from council
Rented from housing association
Rented from private landlord
Tied to job (household lives there rent free)
Other (please specify)
DK

SHOW SCREEN

Q37 Now changing the subject completely, what is your religious denomination?

Catholic
Presbyterian
Church of England
Methodist
Other protestant
Muslim \ Islam
Sikh
Hindu
Jewish
Other (please specify)
None of these

Q38 Which of these best describes your ethnic group?

(IF NECESSARY: By this I mean your cultural background?)

A. White
White British
White Irish
Any other white background

B. Mixed
White and Black Caribbean
White and Black African
White and Asian
Any other mixed background

C. Asian or Asian British
Indian
Pakistani
Bangladeshi
Any other Asian background

D. Black or Black British
Caribbean
African
Any other Black Background

E. Chinese or other Ethnic Group
Chinese
Any Other (PLEASE SPECIFY)
(Refused)

ESTABLISH SOCIAL GRADE – USE STANDARD QUESTIONS

S1 Which member of your household is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources?

Respondent
Respondent's spouse\partner
Other adult

S2 What is the status of Respondent in Household?

Head of Household
Housewife\Househusband
Other adult in household

S3 Working status of CIE (Chief Income Earner)?

Employed
Self-employed
Not working, dependent on state benefit, chief wage earner in household
Not working, dependent on state benefit, no chief wage earner in household
Not working, other income

S4 What is the type of firm where the CIE\CWE works?
(WRITE-IN)

S5 What is the job actually done by the CIE\CWE?
(WRITE-IN)

S6 What is the title, rank, grade etc. of the CIE\CWE?
(WRITE-IN)

S7 Is the CIE\CWE self-employed?
(WRITE-IN)

S8 How many people work there altogether?
(ENTER NUMBER)

S9 How many is the CIE\CWE responsible for?
(ENTER NUMBER)

S10 Does the CIE or CWE have any qualifications (such as apprenticeships, professional qualifications, university degrees, diplomas etc.)?

Yes
No

S11 Enter qualifications
(WRITE-IN)

S12 Enter any other relevant details to assist classification of occupation and industry. If no further details press "ok".
(WRITE-IN)

S13 Social grade:

A
B
C1
C2
D
E

APPENDIX 3: STIMULUS MATERIAL

TEEN PREGNANCY

Cocktail Radio Script

SFX: The sounds of a busy bar.

Girl: Hi, what cocktails have you got?

Barman: Well, there's a Gin Sling, Sea Breeze and a B52. And after that there's a Tall Dark Stranger and a Kiss on the Lips. Then there's a Seduction and a Slow Comfortable Screw Up Against the Wall or Sex on the Beach. There's an Earthquake and a Screaming Orgasm followed by a Deep Coma. Then there's a Tequila Sunrise, a Flashback, a Heart Stopper, and a Mai Tai Have Screwed My Whole Life Up.

[Pause]

Girl: I think I'll just have a lemonade.

MVO: Remember: if you go out drinking and have sex without a condom, you might wake up with a lot more than a headache.

Sex. Are you thinking about it enough?

DJ Radio Script

We open on a DJ. The DJ seems to be presenting an ad for a new dance music compilation. As he speaks we hear the music as well.

DJ: 'Wrapping it up for Christmas'...a collection of smoochy winter warmers.

Featuring the most familiar choruses around, like 'You're not coming near me without a condom', 'If we don't have sex now, will he dump me?' and the banging, 'What's this minging blister on my tackle?'

Plus the smoochy classic, 'The park's empty, let's do it'.

FVO: If you're gonna be having sex this Christmas, make it safer. Use a condom.

To find out more about safer sex visit ruthinking.co.uk

Sex. Are you thinking about it enough?

'TIME TO TALK' POSTER



SEXUAL HEALTH

Press/Poster – Virgo

VIRGO AUGUST 24 - SEPTEMBER 23

A chance encounter could leave your heart full of love and your underwear full of discharge, after you catch chlamydia. However for many, invisible forces may be at work inside you, as there aren't always symptoms. That means there could be bad news for fallopian tubes, and infertility may be on the cards. Last year a new case was diagnosed every 6 minutes, so luck circles the word caution.

FOR MORE INFORMATION CALL OUR HELPLINE ON 0800 567 123 OR VISIT PLAYINGSAFELY.CO.UK

IT'S YOUR FUTURE. USE A CONDOM. NHS

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Sagittarius Radio Script

SFX: Soft mystical fx, jangly bells, windchimes etc.

FV: [Mystic Meg type]:

Sagittarius: This week, a chance romantic encounter with a stranger will leave you feeling warm and mushy from the unpleasant discharge in your pants.

Later on, the planets will align as your testicles come together, swelling in size and turning red and sore.

And girls! Listen up! For some of you, infertility could be on the cards...

Male voice: Certain sexually transmitted infections are on the increase. It's your future. Use a condom.

For information call 0800 567 123 or visit playingsafely.co.uk

Capricorn Radio Script

SFX: Soft mystical fx, jangly bells, windchimes etc.

FV: [Mystic Meg type]:

Hello Capricorn. Some of you will be lucky this month and get an unpleasant vaginal discharge, and a burning sensation when you pee.

But the unlucky ones won't realize they've caught Chlamydia. There aren't always symptoms. So Uranus might be clear, but strange forces could be at work, and infertility may await you...

MVO: The latest figures show a new case of Chlamydia is diagnosed every 6 minutes. It's your future. Use a condom. For information call 0800 567 123 or visit playingsafely.co.uk