

**Sexwise
2004 Caller Satisfaction Survey**

Report

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Appendix A – Analysis of Response

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1 Introduction

1.1 Background and objectives

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

Previous evaluations of the Sexwise Helpline have been conducted by BMRB Social Research in 1996, 1999, 2001, 2002 and 2003. This survey aimed to evaluate the current level of caller satisfaction and to compare this with the previous surveys.

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

1.2 Survey method

The survey method for the 2004 survey was similar to the previous studies to ensure comparability across the years. BMRB interviewers were based at the offices of Essentia, working alongside the advisers. Interviews were conducted over the telephone after the caller had completed their call to the adviser. All the interviews were conducted using CAPI (Computer Assisted Personal Interviewing).

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

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

As with the previous surveys, advisers working during the times when an interviewer was working were asked to keep a record of all the calls they handled themselves, distinguishing between “eligible” and “ineligible” calls. Advisers were asked to record the outcome of each “eligible” call, for example if a caller refused, was transferred successfully etc.

Fieldwork took place between 28th February and 27th March 2004. A total of 412 interviews was achieved. The shift patterns were the same as used in the previous surveys (see Appendix B). Shifts were arranged to cover all times of day when Sexwise operates (8am-midnight) and all days of the week (Monday – Sunday). Fieldwork was completed over a 4-week period to ensure a wide spread of callers was gained.

In 2004, for the first time, interviewers worked at two Essentia sites – Glasgow and Brora. The Essentia Brora Centre works as an overflow centre for the main call centre in Glasgow – calls are diverted to Brora when all advisors at Glasgow are busy. As the Brora Centre tends to take calls when the telephone lines are busier, it was decided that it was important to include it in the survey. Three interviewer shifts from the main assignment were worked at the Brora centre and these are marked in the list of shifts worked (as shown in Table A2 – Appendix B).

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

1.3 Weighting

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

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

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

Full details of the weighting are given in Appendix B.

1.4 Arrangement of this volume

This volume contains the commentary of the results for the 2004 survey. The full data tabulations can be found in a separate volume, and separate reports have been supplied

covering previous surveys. A copy of the questionnaire and fieldwork documents can be found in the Appendices.

1.5 Interpreting the tables

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

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

The following notation is used:

‘*’ represents a percentage lower than 0.5%

‘-’ represents zero.

2 Summary of findings

2.1 Introduction and method

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

At the time of the 2004 survey, the RUThinking media campaign aimed at young people aged 13-17 had been running for some years, with advertising on the radio and in magazines. The campaign aims to improve teenagers' understanding around sex and sexual issues started at the time of the 2001 survey, and results reflect the build up of this campaign over time.

Callers to the Helpline were asked to take part in a short interview with an independent interviewer after completing their conversation with the Sexwise adviser. In 2004, 412 young people took part in the survey.

2.2 Main findings

Although the most popular location of calls to Sexwise (49%) was call boxes, progressively more calls have been made from mobile phones over the last few years: 26% of young people were calling from a mobile phone in 2004 compared with just 4% in 1999. Correspondingly, the proportion of calls made from phone boxes has decreased (from 74% in 1996 to 49% in 2004). This reflects the increase in mobile phone ownership among young people over the years, but may have implications for the quality of the conversation between the young person and the adviser.

There has been a slight upturn in the proportion of young people finding it difficult to get through to the Helpline or to find the number. In 2004 a third (34%) of young people found it very or quite difficult to get through, compared with 31% in 2003 and 27% in 2002. One in ten young people in 2004 found it difficult to find the number, compared with 5% in 2003. Ease of contacting the Helpline is an important issue, as those who have had some difficulty making contact tend to be less satisfied with the service they receive from the Helpline. It is therefore not surprising to see that those who call the Helpline during quieter times (e.g. mornings) tended to give higher ratings of the service they received.

Overall, callers were very positive about the service and treatment they received from the Helpline. Over nine in ten (97%) rated the service as good, with two fifths (39%) rating it as excellent. There has been a slight decline in the proportion of callers rating the Helpline

as excellent, from 45% in 2003. However, it is very encouraging that a consistently low proportion of callers rate the Helpline as poor (only 3% in 2004).

Perceptions of Sexwise remain extremely positive, with the vast majority of callers saying that the advisors were very helpful and really know what they are talking about, and that the caller had plenty of time to talk. Callers were more positive about the helpline on some dimensions, including being more likely to think that the advisor was very helpful to them, more likely to say they had plenty of time to talk, and more likely to agree that the service is for people like them.

Given the positive perceptions of service recorded, it is not surprising to note that the vast majority of callers were highly likely to call again in the future if they needed to. In 2004, 97% said they were likely to call again, with almost three-quarters (73%) saying they were very likely to call again. These results are consistent with those recorded in previous years, and as in earlier surveys those who rated the service highly were most likely to say they would call again.

Just under over a fifth (21%) of callers said that they had been advised to speak to someone else as a result of their call, a slight decline from 29% in 2003. Many of those referred were advised to contact their GP or Family Planning Clinic. Nine in ten (86%) of those advised to speak to someone else said that they were likely to do so.

It is clear that callers are tending to follow up on referrals made – around a half of those who had been advised to contact someone else on a previous call had gone on to do so. It therefore appears that the Sexwise Helpline is effective in directing young people to other local sources of help or advice. These results are consistent with previous waves.

Friends remain the single most common way of raising awareness about the Helpline (58% found out about it from friends in 2004, 61% in 2003). However, advertising is also very important. Three in ten callers in 2004 found out about the Helpline through a radio ad and 19% from a magazine ad. There was a slight decline in the proportion of callers finding out about Sexwise from a magazine ad since 2003 (25%), although it is clear that advertising is still a key source of awareness of the Helpline. Overall, we found that 64% of callers in 2004 had seen or heard some advertising for the Helpline; similar proportions were observed in 2003 and 2002.

In previous years it was noted that callers were given recommendations of the service Sexwise provides by word of mouth sources, whereas the advertising gave more factual information (such as providing the number). In 2004, there was a significant increase in the proportion of those aware of advertising who said that the ad recommended the Helpline

to them (38% in 2004, 12% in 2003). However, the ads were still more likely than word of mouth sources to tell young people the Helpline number.

These two sources of information tend to work together in building expectations of the Helpline in advance of the call, but expectations are not always positive. Almost a third (35%) of callers in 2004 had negative expectations of the Helpline in advance of calling, although this is lower than the proportion observed in 2003 (47%) and 2002 (45%). The main negative comments made were similar to those observed in previous years and centred on fear of the unknown or worries about being embarrassed. The majority (76%) of the respondents who thought the Helpline was different from their expectations said that the experience was better than they expected. Very few became more negative about the Helpline as a result of their call.

One of the additional information sources available to young people is the website RUThinking.co.uk. There has been a notable increase in awareness of the site over time, rising from 4% in 2002 to 63% in 2004. The main source of this increased awareness is advisors mentioning the site during the call, although it should also be noted that callers who cannot get through to the Helpline hear a recorded message suggesting they visit the website. Advertising is also an important source of awareness of the site, with a quarter of those who know of the site finding out about it from a radio ad.

As a result of this increased awareness, callers were also more likely to have visited the [RUThinking](http://RUThinking.co.uk) website: 18% of all callers said they had visited it in 2004, a significant increase from 7% in 2003 and 3% in 2002. Perceptions of the site were positive amongst those who had visited it.

Seven in ten (72%) of callers aware of the website said that they would be likely to visit in the future. Those who had visited the site before were more likely than those who had only heard of it to say that they would visit in the future, further indicating that visitors are satisfied with their experience of the site.

Given that both the Helpline and website are available to young people, we explored motivations for using each resource. The ability to talk to someone and lack of internet access were the key reasons provided for calling the Helpline rather than visiting the website. However, callers who had heard of the website could see benefits in using it, such as the ability to browse, or being less embarrassed.

2.3 **Concluding remarks**

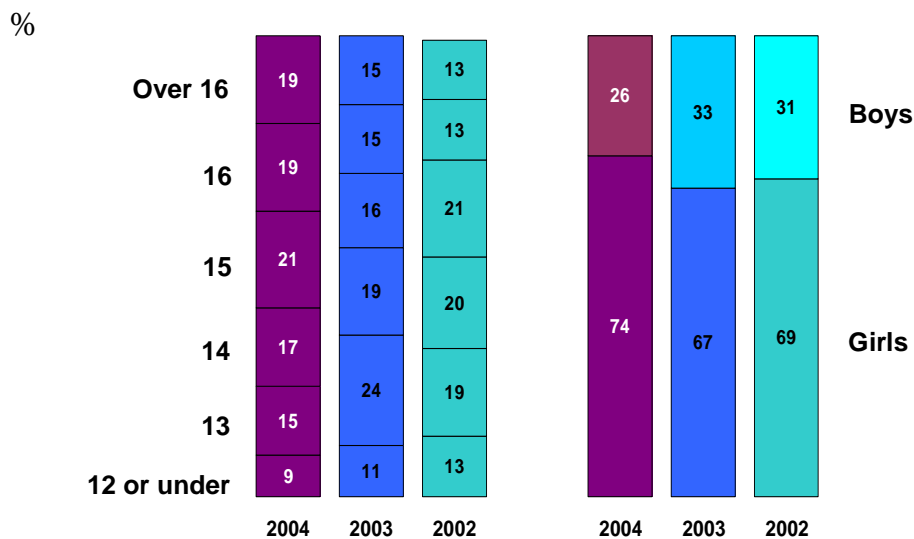
Overall, the research suggests that the Sexwise Helpline continues to provide an excellent service to the young people it targets. Any slight downward trends in satisfaction should not be seen as worrying. Measures such as referring young people to the RUThinking.co.uk website appear to have been successful in increasing awareness and usage of the site.

3 Sample profile

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

The majority of callers who were interviewed for the survey in 2004 were female (74%), which is slightly higher than the proportion achieved at previous surveys. However, the difference is not significant. Chart 3a (below) shows the demographic breakdown of respondents interviewed.

Chart 3a Profile of sample - Sex



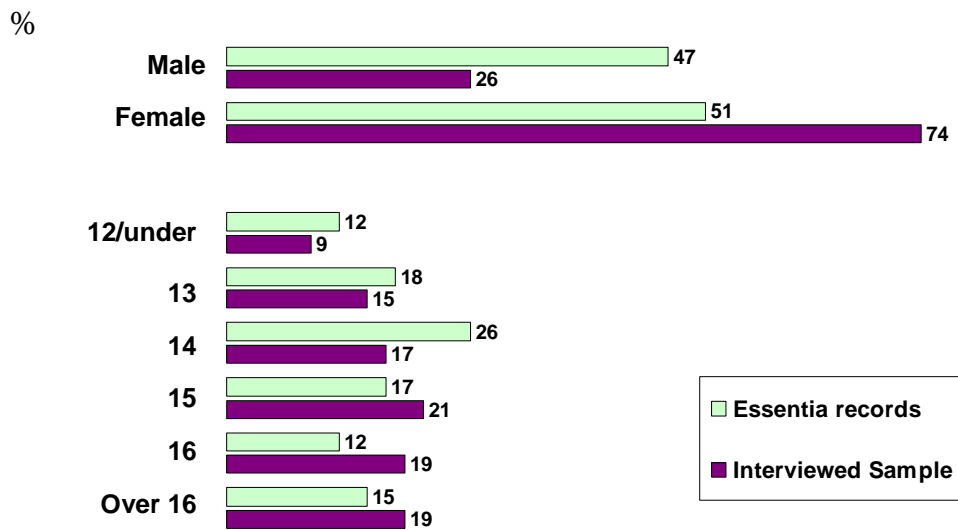
Base: All respondents, 2004-A (412), 2003 (449), 2002 (516)

Turning now to the age profile of those we interviewed in 2004, the profile was slightly but not significantly older than that achieved in previous surveys. While three fifths (62%) of respondents were aged under 16, this proportion is lower than achieved in 2003 (70%) or 2002 (73%). The mean average age of the young people interviewed in 2004 was 14.8 years, compared with 14.4 in 2003 and 14.2 in 2002.

While there are some differences in the profile of callers, these are no greater than those seen at previous waves and should not have a serious impact on the results.

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

Chart 3b Sample compared with Essentia records



Base: All respondents, 2004-A (412)

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

Examining the sample by age group, our survey has always slightly over-represented older callers aged over 16 years. Callers in this age group are more likely to have more confidence to talk to a stranger about the service, and they are also more likely to understand the nature of a confidential interview. As would be expected, the under 13s have been under-represented, as they are less likely to want to carry on talking and have less confidence with strangers (9% of interviews compared to 12% of callers).

The sample was not weighted to account for these differences (see Weighting section in the Appendices), but these sample differences should be borne in mind when examining the

results of the survey. However, the differences are consistent at each wave; allowing real comparisons to be made wave on wave.

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

4 Contacting Sexwise

4.1 Location of call

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

All callers were asked where they were calling from and results are shown in Table 4a

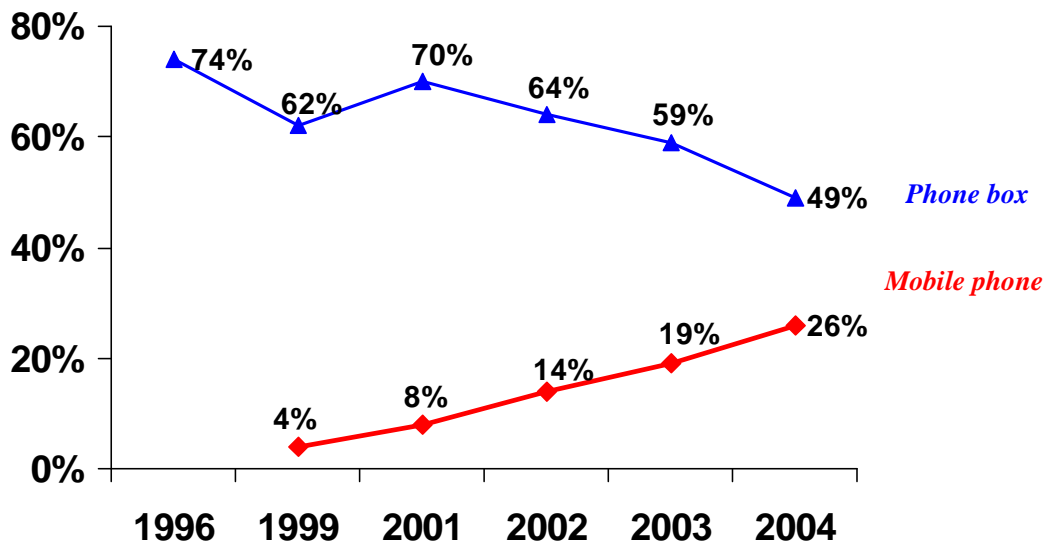
Table 4a Location of call

	All callers 2004
	371
	(%)
Call box	49
Mobile phone	26
Own home	20
Someone else's home	3

As with previous surveys, the most common location from which calls are made is a call box (49% in 2004). Calling from a phone box may still give the best opportunity of calling the Helpline in private, without the danger of another party overhearing the call. There is also anecdotal evidence to suggest that the number of the Helpline is occasionally written by previous callers in the phone boxes. Calling from a phone box also ensures the anonymity of the caller, as they can not be traced. This may be a motivating factor for those who are either unaware of the confidentiality of the Helpline, or those who are worried that calls may show up on telephone bills.

However, over the six waves of the surveys, there has been a decline in the use of telephone boxes, from three quarters of all calls in 1996 to under three half in 2004 (see Chart 4a).

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



Base: All respondents, 2004-C (371), 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Correspondingly, the proportion of calls to the Helpline from mobile phones has steadily increased, from 4% in 1999 to 26% in 2004. This is to be expected with mobile phone ownership amongst young people also increasing. However, as at previous waves, calling from mobile phones may raise a few issues.

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

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

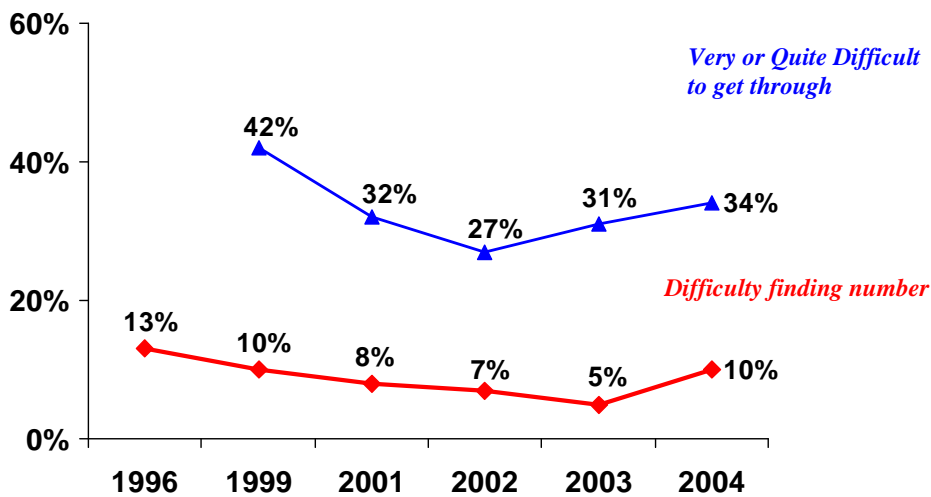
The proportion of calls from the callers' own home has remained constant throughout the surveys (20% in 2004), apart from an increase in 1999. However, throughout the report it

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

4.2 Difficulty in contacting Sexwise

At the start of the interview, callers were asked whether they had experienced any difficulty in finding the phone number to make the call and whether they had any difficulty in getting through to an adviser. Chart 4b shows responses.

Chart 4b Difficulty in contacting Sexwise



Base: All respondents, 2004-A(412), 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Between the start of the surveys and 2003 there was a gradual decline in the proportion of callers saying that they had experienced difficulties in finding the telephone number of the Helpline (13% in 1996, 5% in 2003). However, in 2004 there was an increase in the proportion of callers saying that they had difficulty finding the number (from 5% in 2003 to 10% in 2004). While there has been a significant increase since 2003, it brings the proportion to a similar level as seen in 2002.

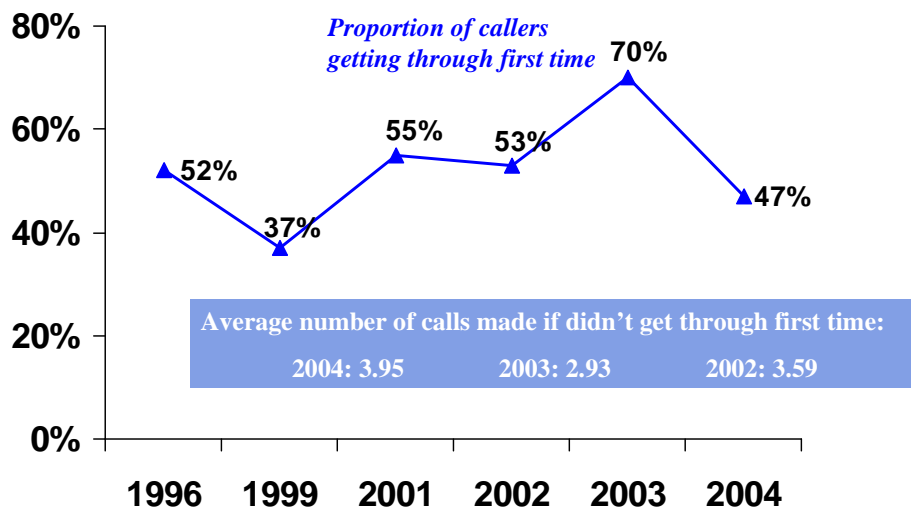
Looking at the results from another point of view, it is encouraging to see that 90% of callers said that they had no difficulty finding the number. That said, the profile of Sexwise has been raised over recent years by a radio and press advertising campaign, as well as an internet presence through the RUThinking.co.uk website. In 2004, unlike 2003 and previous years, there were no differences in the responses of those who had and had not seen/heard the ads.

Further, the survey only includes those who have called and got through to the Helpline, and there may be others who would have called but could not find the number.

Around a third (34%) of callers in 2004 said that it was either “quite” or “very” difficult to get through to speak to an adviser, a similar proportion as that seen in 2001-2003, and maintaining the fall from 42% in 1999 (the question was not asked in 1996). As at previous waves, those callers trying to get through on weekends were more likely to have trouble getting through (40% experienced some difficulty, compared with 29% for weekday callers). Morning callers were less likely than those calling at other times of the day to have difficulty getting through (20% morning callers, compared with 38% afternoon callers and 34% evening callers). These results are not surprising, given that weekdays and especially weekday mornings are the quietest times for the Helpline.

However, there has been a significant decline in the proportion of callers saying that they got through to the Helpline on their first attempt. In 2004, just under half (47%) of callers said that this was the case, compared with 70% in 2003. Chart 4c shows results

Chart 4c Whether got through first time



Base: All respondents, 2004-A (412), 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

This result brings the proportion getting through on the first attempt to similar levels seen in 2002 and earlier. It may be that the 2003 survey was conducted at a particularly positive time for the Helpline, and throughput figures provided by Essentia indicate that the Helpline was generally less busy during the fieldwork period in 2003. However, the low proportion having difficulty getting through would ideally be the norm rather than an exception.

All who did not get through on their first attempt were asked how many times they called before they got through. Two fifths (38%) of callers who had made a previous attempt had tried once or twice previously, with a further 32% having made three or four attempts. Seven per cent had made 10 or more attempts before getting through.

The mean number of attempts to get through amongst those who didn't get through the first time was 3.95, up from 2003 (2.93) but similar to 3.59 in 2002 and 4.18 in 2001.

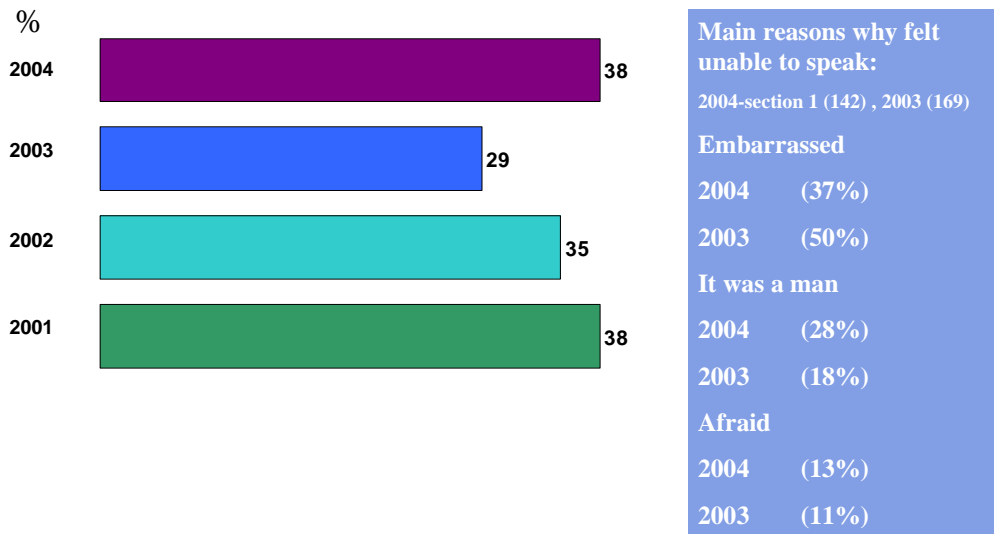
Nine in ten (85%) of those who had made a previous attempt to call the Helpline had done so earlier during the same day, with 8% having called the previous day and 7% longer ago. These results are similar to those achieved at previous waves, and indicate that few young people have to wait long before they can speak to a Sexwise advisor.

4.3 Non-interactive calls

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

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

Chart 4d Whether ever called and felt unable to speak



Base: All respondents, 2004-B (389), 2003 (449), 2002 (516), 2001 (612)

Around a third of callers (38% in 2004) had called the Helpline before and felt unable to speak. This is an increase over the 2003 result (29%), but similar to responses in 2002 (35%) and 2001 (38%).

As at previous waves, older callers were less likely than younger callers to have made a silent call, which is perhaps unsurprising as younger callers may be less likely to have confidence to talk about their issues. Among those aged 15 or under in 2004 40% had previously made a “non-interactive” call, compared with 32% of those aged 16+.

Those callers who had previously made a “non-interactive” call were asked why they had felt unable to speak. The most common answer was because of embarrassment (37%) and most other answers could be linked to this general feeling of embarrassment. Around a quarter (28%) said they felt unable to speak because a man answered the phone. Feeling afraid (13%) and not knowing what to say (4%) were also mentioned. Very few said that they were unable to speak because of negative views of the Helpline: only 5% felt the adviser was unfriendly or rude. Similar results were observed at previous waves.

Unsurprisingly females who had previously made non-interactive calls were more likely than their male counterparts to feel unable to talk because a man answered the phone (34% non-interactive females compared with 7% males).

These results are consistent with previous waves.

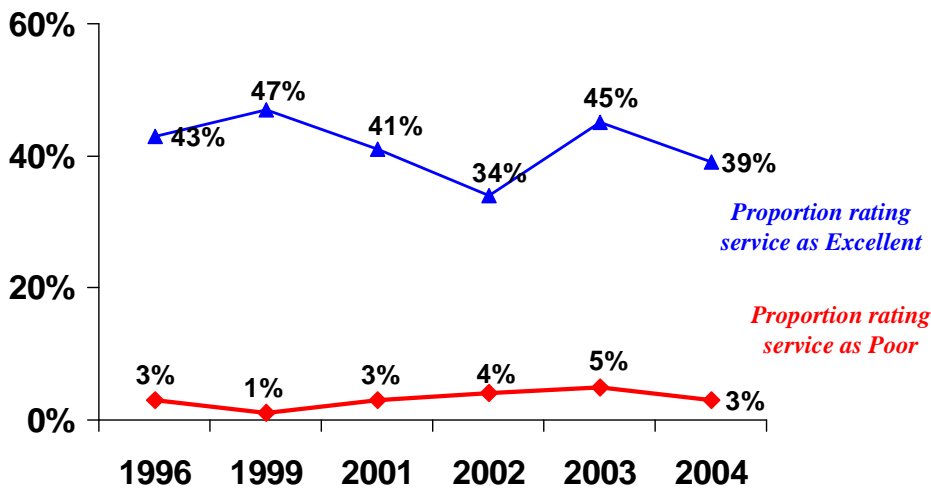
5 Rating of service

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

5.1 Rating of treatment from the Helpline

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

Chart 5a Rating of Helpline



Base: All respondents, 2004-A (412), 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Almost all callers gave a positive rating of the Helpline in 2004, with 97% rating it as “quite good” or better. The proportion of callers giving Sexwise a positive rating has remained stable since 1996.

There has been a downwards trend in the proportion of callers rating the Helpline as ‘excellent’ (from 47% in 1999 to 39% in 2004). There was a recovery in the proportion giving an ‘excellent’ rating in 2003 (45%), but this declined again in 2004. It is however very encouraging to see the consistently low proportion rating the Helpline as ‘poor’ (3% in 2004).

Unsurprisingly, those who found it easy to get through to the Helpline (98%) were slightly more likely than those finding it difficult to get through (95%) to rate the Helpline as ‘good’ or ‘excellent’.

Those making longer calls to the Helpline were also more likely to rate the service as ‘excellent’ (48% of those whose call lasted 4 minutes or longer, compared with 39% of those whose call lasted 1 minute). It may be that these longer calls are more complex and young people appreciate the time that an advisor has spent with them.

As at previous waves, it is interesting to note that there are few differences in the rating of Sexwise by the demographic profile of young people.

All those who rated the service they received as ‘excellent’, ‘very good’ or ‘quite good’ were asked to say in their own words why they gave that rating. Some examples of comments made are shown below:

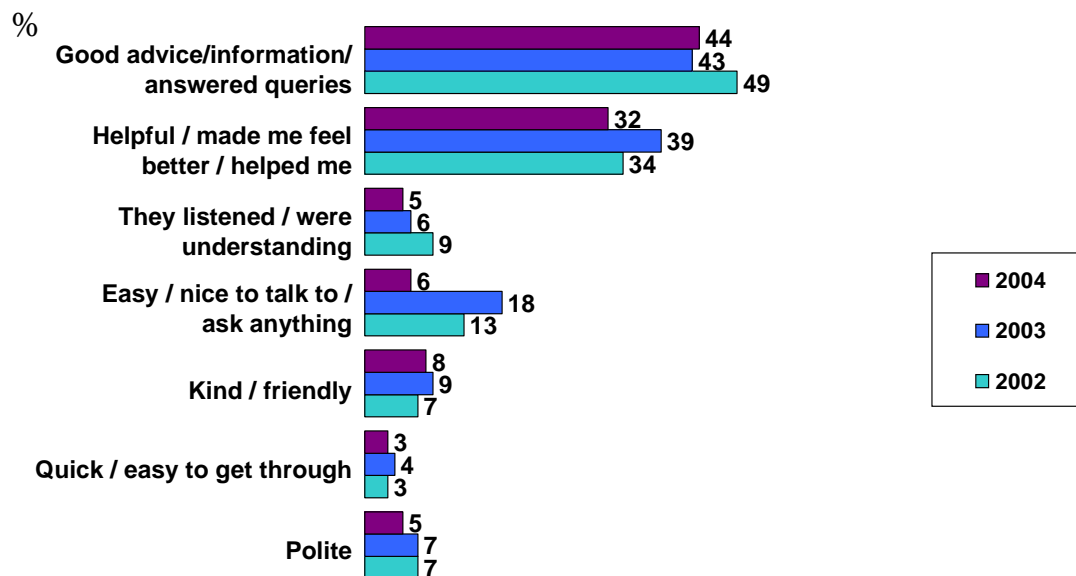
“They are polite and nice. I didn’t know who I was talking to. It is confidential.”

“They made me feel a lot happier. They treated me like a human being.”

“Very helpful and gave me places to call.”

Responses were coded into categories and results are shown in chart 5b.

Chart 5b Reason why service was good



Base: All giving positive rating 2004 (399), 427 (2003)

Main reasons given are similar to those given at previous waves. Two fifths (44%) of callers in 2004 rating the service as ‘good’ said that this was because it gave good advice

and information and answered their queries, and a third (32%) said their call made them feel better.

Other comments where callers rated the service positively were related to the positive attitude or soft skills of the adviser. However there has been a decline since 2003 in the proportion of young people saying the service was good who mentioned that advisors are nice or easy to talk to. In 2004 6% of young people rating the service as good said this was the reason for their rating, compared with 18% in 2003. While this result is significantly significant, it should not be seen as alarming as it may be that young people are simply expressing the reasons for their satisfaction differently.

There were no significant differences in the way in which young people from different demographic groups answered this question.

All callers who had given the service a 'poor' rating were also asked for their reasons. Only 3% of all callers gave a 'poor' rating. Of the 12 young people giving a 'poor' rating 7 said the advisor had not helped them and 3 said they gave this rating because of difficulties getting through (the other 2 young people did not know why they gave this rating). The small base size means that meaningful comparisons with previous waves are not possible.

5.2 Perceptions of Sexwise Service

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

Table 5a Perceptions of Sexwise

Base: All respondents				
	2004	2003	2002	2001
Weighted base	(412)	(449)	(516)	(612)
	%	%	%	%
They were very helpful to me	9.34	8.94	8.97	9.31
I had plenty of time to talk	9.11	8.74	8.82	8.98
They really know what they are talking about	9.10	9.00	8.79	9.06
I believe everything they told me	9.09	8.93	8.86	9.10
This service is for people like me	9.09	8.73	8.86	9.06
They were very easy to talk with	9.08	8.96	8.93	9.10
They were happy to answer all of my questions	9.07	8.86	8.89	9.23
They were very clear about their advice	8.94	8.83	8.75	9.10
They understood what I wanted from them	8.90	8.79	8.69	8.89
They used words I could understand	8.83	8.68	8.61	8.86
I felt able to ask all the questions I wanted to	8.81	8.52	8.75	8.98
I felt comfortable talking to them	8.78	8.57	8.75	8.92

Overall, attitudes towards Sexwise remain extremely positive with the lowest rated statement gaining a very good rating of 8.78. In particular, the advisors were rated as knowledgeable, patient and helpful, and the quality of information provided was appreciated. There was a lower level of agreement with statements relating to the rapport between the adviser and the caller (e.g. 'I felt comfortable talking to them'), although this is still very high at 8.78 out of ten.

Levels of agreement for many statements appear to be returning to the previously high levels seen before the decline in 2002. In particular, the following changes have been noted:

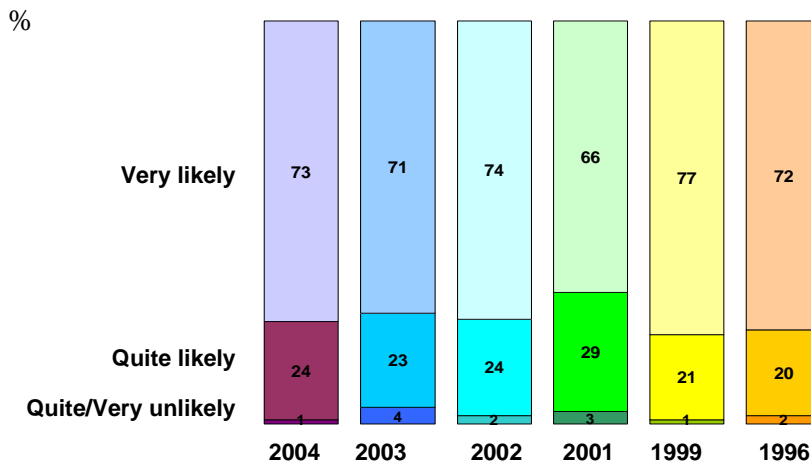
- An increase in the rating of the statement 'They were very helpful to me' – 9.34 in 2004 compared with 8.94 in 2003 and returning to the previous high level of 9.31 in 2001
- An increase in the rating of the statement 'I had plenty of time to talk' – 9.11 in 2004, compared with 8.74 in 2003 and higher than the previous high level of 8.98 in 2001
- An increase in the rating of the statement 'This service is for people like me' – 9.09 in 2004, compared with 8.73 in 2003 and similar to the high level of 9.06 in 2001
- An increase in the rating of the statement 'I felt able to ask all the questions I wanted to' – 8.81 in 2004, compared with 8.52 in 2003 and similar to the high of 8.98 in 2001

5.3 Likelihood of calling Sexwise in the future

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

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

Chart 5e Likelihood of calling Sexwise again



Base: All respondents 2004-B (389), 2003 (449), 2002 (516), 2001 (612), 1999 (520), 1996 (609)

Almost all callers said they would be likely to call the Helpline again in the future (97%), a similar figure to the previous surveys. Over seven in ten (73%) of callers rated themselves as “very likely” to call again. Very few callers rated themselves as “unlikely” to call again (1% in 2004).

As at previous waves, males were slightly more likely than females to say they were “very likely” to call the Helpline in the future (79% compared to 71%).

Those calling the Helpline at less busy times were also more likely to say that they would call again. For example, all of those calling in the morning said that they would be likely to call again, compared with 96% of those calling in the evening. However, those who had difficulty getting through to the Helpline were no less likely to say that they would call again than those finding it easy to get through: at previous waves those finding it difficult to get through were less likely to say that they would call again. In general, therefore, it seems that young people’s experience of the service has been a positive one, and very few young people have been put off calling the Helpline again in the future.

Those callers who were likely to call the Helpline again in the future were asked for their reasons why. Two fifths (41%) said that the advisers were knowledgeable and three in ten (30%) felt that the Helpline was good, helpful or understanding. While only one in ten (10%) of those likely to call again said that they would call again because the advisers are easy to talk to, this should not be taken as a negative rating of the work of the advisers. It is not surprising to note that callers would call again for the information they would receive rather than because they like to chat to the advisor! Five per cent of callers who would call

again mentioned the confidential nature of the Helpline as a reason for using the service again in the future. Some examples of answers the callers gave are:

"They are helpful and it is confidential."

"Because it's a great line and free."

"If you needed help they are there. It's not embarrassing, they don't laugh at you."

"If I want to know anything about sex and contraception."

Only 5 respondents (1% of all callers) said they were unlikely to call again in the future.

6 Referrals to other organisations

Sexwise advisers can refer callers to another organisation or person for further assistance. This chapter looks at referrals to other organisations as a result of the call and the likelihood of those other organisations being contacted. For those who had previously received a referral, we asked whether the other organisation or person was contacted and the caller's satisfaction with their call to this referred organisation. Some small changes were made to the questionnaire in this section, and we will note where these changes are likely to impact on the results of the survey.

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

6.1 Referrals at this call

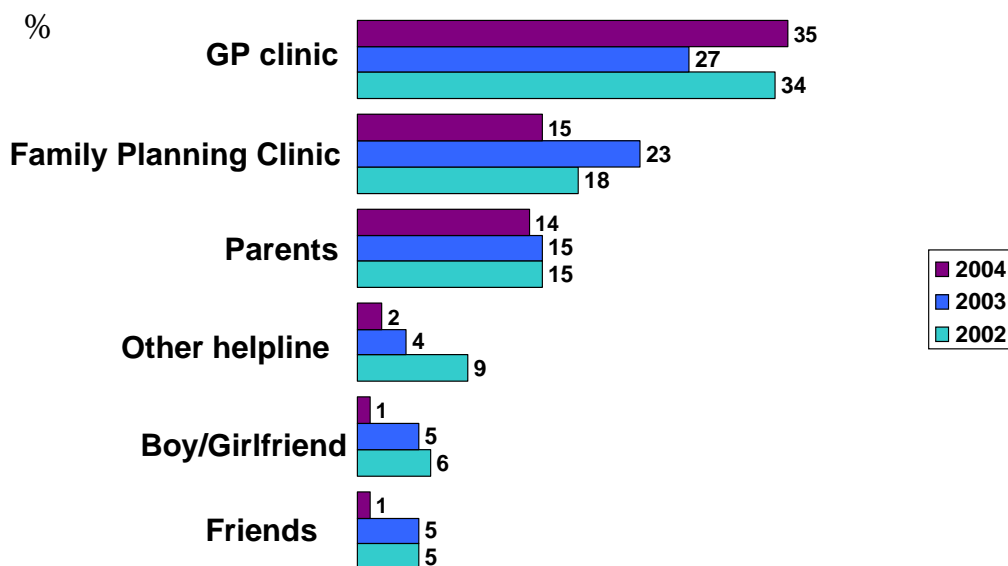
All callers were asked whether they were advised by the Helpline adviser to speak to another organisation or person during the call they had just completed. In 2004 just over a fifth (21%) of callers said that they had been referred to another organisation or source – a decline since 2003 (29%) and 2002 (27%). This may be because of a change to the questionnaire in 2004 – the question was expanded to ask young people not to think about referrals to the RUThinking.co.uk site, because all advisors try to recommend that young people visit the website. It may be that young people answering in 2002 and 2003 were including referrals to RUThinking.co.uk when answering this question.

Older callers were more likely than their younger counterparts to be referred to another source or organisation (31% of those aged over 16 compared with 19% of those aged 16 or younger). This result is similar to previous waves.

At previous waves females were very slightly more likely than males to be referred, but this difference was not apparent in 2004.

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

Chart 6a Who referred to



Base: All advised to talk to someone else on this call 2004-B (83), 2003 (132), 2002 (138)

A third (35%) of callers referred to someone else at this call in 2004 were advised to speak to a GP, with 15% being referred to a Family Planning Clinic. There has been an increase in the proportion of referrals at this call to a GP (from 27% in 2003) and a decline in the proportion referred to a Family Planning Clinic (23% in 2003). This result is somewhat disappointing given that the Department of Health would prefer that more young people are referred to Family Planning Clinics and fewer to GPs.

Informal networks were also used for advice, but to a lesser extent than at previous waves. Fifteen per cent were advised to speak to their parents and 1% being advised to speak to their friends or boyfriend/girlfriend. While it might appear a little concerning that young people are being referred to their friends, this may simply be for support or ‘someone to talk to’.

The base sizes for young people who were referred to speak to someone else at this call are small, so any sub-group differences should be treated with caution. However, males who were referred on were more likely to be advised to speak to their GP (65% compared with 23% of females) while females were more likely to be referred to the Family Planning Clinic (18% compared with 6% of males).

Those callers who were advised to speak to someone else were asked how likely they were to make contact. Just under nine in ten (86%) of those recommended to contact someone else said that they were likely to do so, with 62% saying that they were very likely. The

proportion of those referred who said that they were likely to make contact has increased over the years (from 77% in 2001 to 86% in 2004).

Only 7 young people were referred to someone else and said that they were unlikely to contact them. When asked why they were unlikely to contact the other information source, 2 respondents said that they did not feel able to talk to them and 1 said that they did not like them. One 17 year old girl said that she would not make contact because she was scared to do so.

A quarter (26%) of young people advised to talk to someone else said that they had expected to be referred at the time they made their call to Sexwise.

6.2 Referrals at previous calls

Almost half of callers (49%) had spoken to an adviser on the Helpline on a previous occasion. Of those callers (n=190), a quarter (23%) had been advised to speak to someone else when they last called. The level of referrals at a previous call is similar to that in 2003 (24% of those who had spoken to a Sexwise advisor before in 2003 said that they had been referred to another organisation). This finding further supports the hypothesis that there has not been a decline in the proportion of callers referred in 2004, and the difference noted in section 6.1 is likely to be because of the change to the questionnaire.

The base size for callers advised to contact someone else is too small for meaningful analysis of responses or commenting on trends. However, 23 of the 44 young people (51%) who were referred to another source actually went on to do so – similar to 58% in 2003.

The following list details responses of young people who were referred to another organisation or source in 2004:

- 8 of the 10 young people advised to speak to their GP went on to contact them, but 2 said that they needed to contact Sexwise again for further advice after they had contacted their GP
- 6 of the 9 referred to a Family Planning Clinic went on to contact them and 1 felt the need to contact Sexwise again afterwards
- Both of the respondents referred to a GUM Clinic went on to contact them and 1 contacted Sexwise again afterwards
- The respondent referred to a Brook Advisory Service went on to contact them, although she also contacted Sexwise again for advice after she had spoken to Brook

Almost all of those making contact with an organisation they were referred to said that they were satisfied with the service they received. Only one 16 year old girl who was referred to a Brook Advisory Service said that she was not very satisfied.

7 Sources of information and advice

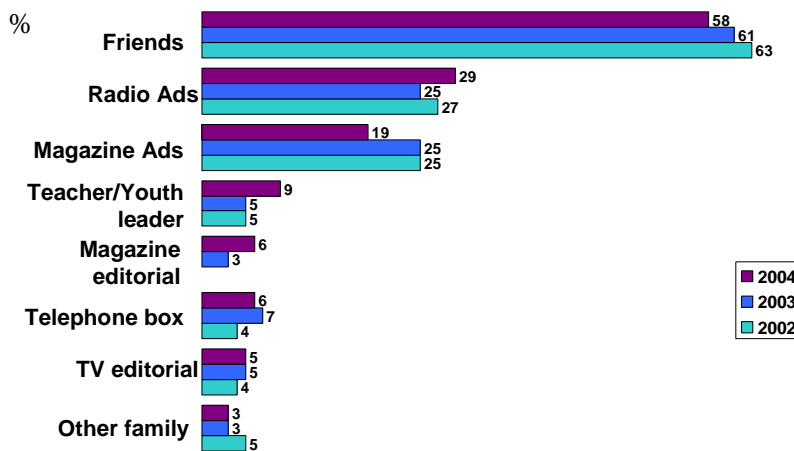
The Sexwise Helpline is only one of a number of potential sources of advice and information about sex and relationships for young people. A number of questions were asked about callers' sources of awareness about the Sexwise Helpline and these alternative sources.

7.1 Sources of awareness about Sexwise

Just under half of callers (48%) had become aware of Sexwise during the two months before their call, while around a quarter (23%) had been aware of the Helpline for more than one year. These results are consistent with those achieved in previous years.

All callers were asked how they had become aware of Sexwise; these results are shown in Chart 7a. Young people were asked to say how they had first become aware of the Helpline, and the other sources from which they had heard about the Helpline.

Chart 7a How become aware of Sexwise



Base: All respondents 2004-B (389), 2003 (449), 2002 (516),

Friends remain a key source of awareness of the Helpline; three fifths (58%) of callers in 2004 had found out about the Helpline from their friends (similar to 2002 and 2001) and for half (46%) friends were the source from which they first found out about Sexwise. Three in ten (29%) found out about the Helpline from a radio ad, a similar proportion to previous waves, and 19% found out from a magazine ad. There has been a slight but not significant decline in the proportion of callers finding out about Sexwise from a magazine ad since 2003 (25%). However, it is clear that advertising is a key source of awareness of the Helpline.

The figures for awareness of Sexwise are similar to those recorded in a separate survey conducted by BMRB Social Research. Table 7a compares where all young people aged 13-17 years aware of Sexwise had found out about it, and compares it to the sources of information used by callers to the Helpline. Very few (3%) of the respondents to the Teenage Pregnancy Survey have actually called the Helpline, so the comparison is essentially between those aware of the Helpline but who had not called and those who went on to call the Helpline. Please note that the two surveys do not use directly comparable answer lists for this question, so only categories where comparisons are possible are shown in the table.

Table 7a Where found out about Sexwise

	All callers Sexwise caller survey 2004 449 %	All 13-17s aware of Sexwise (TP survey W11 - 2004) 258 %
Friends	58	19
Radio ad	29	30
Magazine ad	19	13
Teacher/youth leader	9	23
Telephone box	6	3
TV programme	5	12

It is striking to see that callers to the Helpline were much more likely than other 13-17s who have heard of the Helpline (mainly non-callers) to have found out about it from friends (58% callers, 19% 13-17s aware of Sexwise). This may imply that a personal recommendation from a friend may be influential in encouraging young people to call the line. Indeed, we have seen earlier in this report (section 5.3) that almost all callers would be likely to call again if they needed to, so it appears that the good service provided by the Helpline may be helpful in driving other young people to it.

Callers were less likely than other 13-17s aware of the Helpline to have heard about it from a teacher or youth leader. While this may imply that a referral from a more formal source is less effective at driving young people to the Helpline, a proportion of callers had still found out about the line from such a source, so their role in helping young people find the advice they need is still an important one.

7.2 Awareness of advertising

Those callers who did not mention advertising as a way of becoming aware of Sexwise were then asked specifically what advertising they had seen or heard. In total, almost two thirds of callers in 2004 (64%) had seen or heard some advertising for the Helpline recently. There was an increase in awareness of advertising between 2001 and 2002 as the

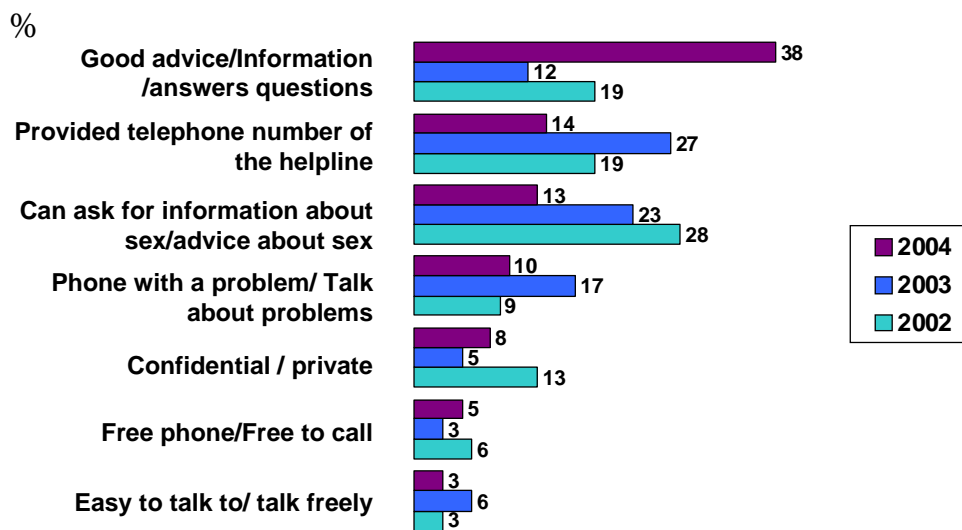
Teenage Pregnancy campaign was building up momentum, but awareness levels have now stabilised. A similar proportion of young people was aware of advertising in 2002 and 2003 (64% and 63% respectively).

As in previous years, females were more likely than males to be aware of the advertisements (67% compared to 57% of males). Younger callers were also more likely to recall the advertising: 70% of those aged 15 or under recalled ads, compared with 56% of those aged 16 or over. Once again these differences reflect campaign awareness as measured in the Teenage Pregnancy study.

7.3 What Sources told Callers about the Helpline

All those who have seen or heard an ad for the Helpline were asked to describe what the advertising told them about the line. Responses were recorded in respondents' own words and coded into categories to enable comparison over time. Results are shown in chart 7b.

Chart 7b What advertisement told caller about Helpline



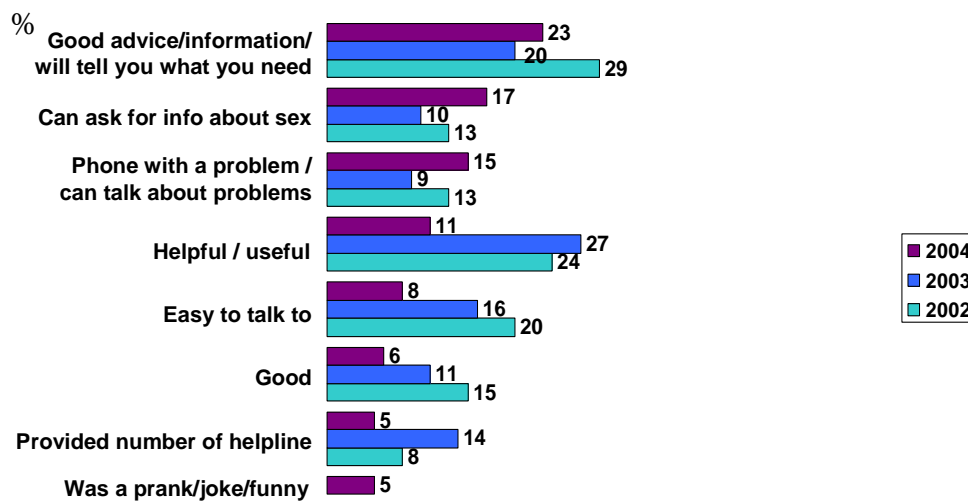
Base: All who had seen/heard Helpline advertisements on the radio or in a magazine 2004-B (257), 2003 (296), 2002 (331)

Two fifths (38%) of those aware of an ad said that the ad told them that Sexwise provides good advice and information, a significant increase from previous years (12% 2003, 19% 2002). One in seven (14%) said that the ads provided the telephone number of the Helpline, and a similar proportion (13%) said that the ad told them that you can ask for information about sex and relationships. Both of these have dropped since 2003.

At previous waves, it appears that the Helpline ads provided more ‘factual’ information about the line (e.g. providing the number), rather than more ‘qualitative’ information. In contrast, word of mouth sources (e.g. friends, family) tended to provide more ‘soft’ information about the Helpline. While this difference is still apparent, it is less marked than in previous years, indicating that the advertising is also providing this more ‘qualitative’ information about the line.

Around two thirds of callers (65% in 2004) had heard about the Helpline through word of mouth (67% in 2003). These callers were asked what the word of mouth information had told them about the Helpline. Results are shown in Chart 7c.

Chart 7c Information obtained from word of mouth sources



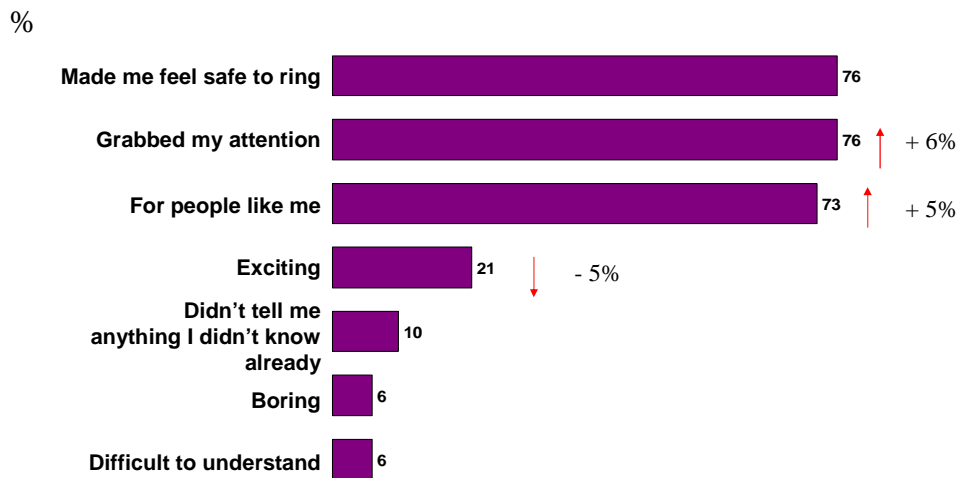
Base: All who heard through word of mouth 2004-B(245) 2003 (299) 2002 (370),

Much of the information gathered from word of mouth sources was focused on general opinions and recommendations of the Helpline, with a quarter (23%) saying it offers good advice and 17% saying that the word of mouth source told them they could ask for information about sex. However, it is interesting to note that word of mouth sources were less likely in 2004 than in 2003 to say that the Helpline is helpful (11% 2004, 27% 2003), that they are easy to talk to (8% 2004, 16% 2003) or ‘good’ (6% 2004, 11% 2003). These results do not necessarily indicate that people referring callers to the Helpline feel less positively about it.

7.4 Perceptions of the Helpline advertising

All young people who had seen or heard advertising for the Helpline were read a number of statements about the ads and asked which ones applied. They were able to choose as many or as few statements as they wanted. Responses are shown in chart 7d.

Chart 7d Words best describing the Helpline advertising



Base: All who have seen/heard Helpline advertisements 2004-B (247)

Perceptions of the advertising were very positive. Three quarters (76%) of callers who had seen the ads said that the ads made them feel safe to call, and similar proportions said the ads grabbed their attention (76%) and were for ‘people like me’ (73%). Callers aware of the ads were generally a little more positive towards them in 2004 than in 2003, with increases in the proportions saying that the ads grabbed their attention (70% 2003) and were for them (68% 2003).

However, callers in 2004 who had seen ads were slightly less likely than their counterparts in 2003 to say that the ads were exciting (21% in 2004, 26% in 2003).

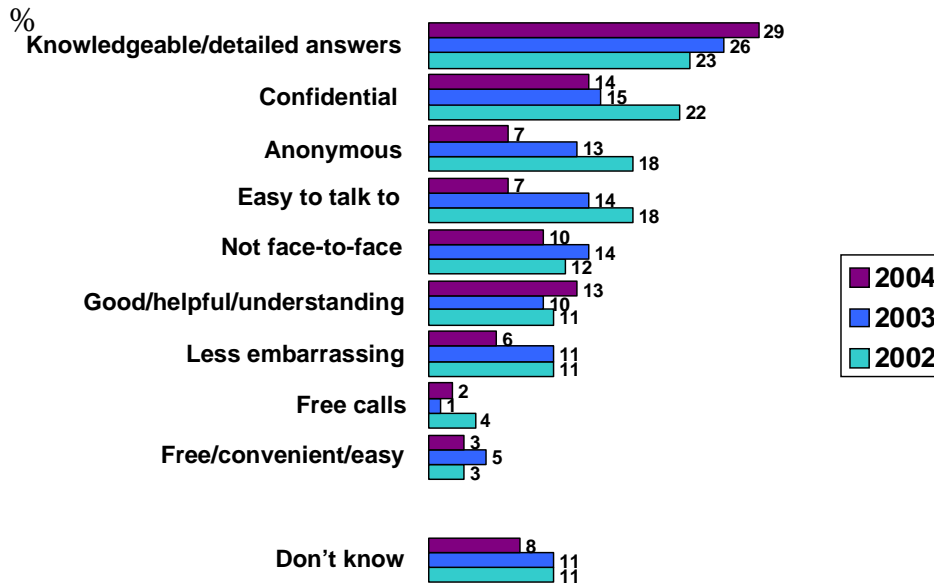
7.5 Most Important Influence on Calling

A half (51%) of callers had heard about the Helpline from more than one source. This is similar to the proportion in 2003 (48%). These callers were then asked which source of information had the most important influence on their decision to ring the Helpline.

The most important influences on callers’ decisions to phone the Helpline in 2004 were their friends (26%), radio ads (22%) and magazine ads (16%). Although friends are still the most commonly mentioned source, radio ads have again become a more important influence on the decision to call. Friends appear to have become a less important influence on callers’ decisions to contact Sexwise as the advertising becomes more influential – but this is not surprising as fewer callers find out about the Helpline from friends and more from advertising.

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

Chart 7e Why Sexwise is better than other sources



Base: All who mentioned alternative sources of information 2004 (201), 2003 (245), 2002 (287)

Themes that have recurred throughout the survey are also apparent here. One in three (29%) of those mentioning other sources said that Sexwise was better in that it offers knowledgeable or detailed answers, while 13% said it was helpful or understanding.

However, the individual aspects of the Helpline come to the fore at this question. Fourteen per cent said that Sexwise was better because of its confidential nature, while one in ten (10%) said it is better because you do not have to make contact face to face and 7% said Sexwise was better because it is anonymous. Similar responses were recorded in previous years.

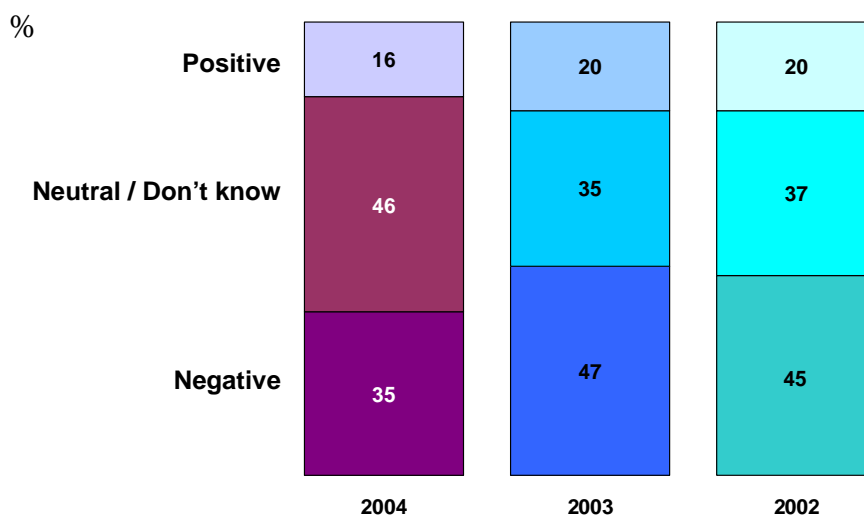
When asked in what ways, if any, other sources are better than Sexwise, few callers gave an answer. Two fifths of callers (40%) said other sources are not better, while just under a third (30%) said they did not know why these other sources may be better than Sexwise. The main reason why other sources were perceived as better was that the person giving advice would know you (11%). Once again, responses were very similar in previous years.

8 Expectations of Sexwise

8.1 First expectations of Helpline

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

Chart 8a First expectations of Helpline



Base: All respondents 2004 (389), 2003, (449), 2002 (516),

Nearly half (46%) of all callers' expectations of the Helpline were neutral (that is callers did not express an opinion either way or did not know). Just over a third (35%) of all callers had a negative expectation and 16% had a positive expectation. There has been a decline since 2003 in the proportion of callers having initial negative expectations of the Helpline – from 47% in 2003 to 35% in 2004. This may indicate that the publicity campaign promoting the helpline is better educating callers on what to expect. That said, those who were aware of the campaign were no less likely to have negative expectations prior to calling.

Male and female callers and callers of different ages tended to have similar expectations prior to calling.

Negative expectations of the Helpline tended to revolve around young person's fears (7% of all callers said they thought it would be frightening or scary) or being embarrassed (3%)

or having difficulty talking (3%). Several callers also worried that they would not have their questions answered (4%). Perceptions have not changed over time.

Those with positive expectations tended to mention the themes that have emerged throughout the survey and these are similar to previous years. Once again no one answer dominated with 5% of callers saying they thought the Helpline would answer their questions while 4% said they thought it would be helpful and a similar proportion (3%) said they thought it would provide good advice or information.

8.2 Changes in expectations

After they had called, 47% of callers thought the Helpline had met their expectations, with the same proportion thinking their experience was different. These figures are similar to previous years.

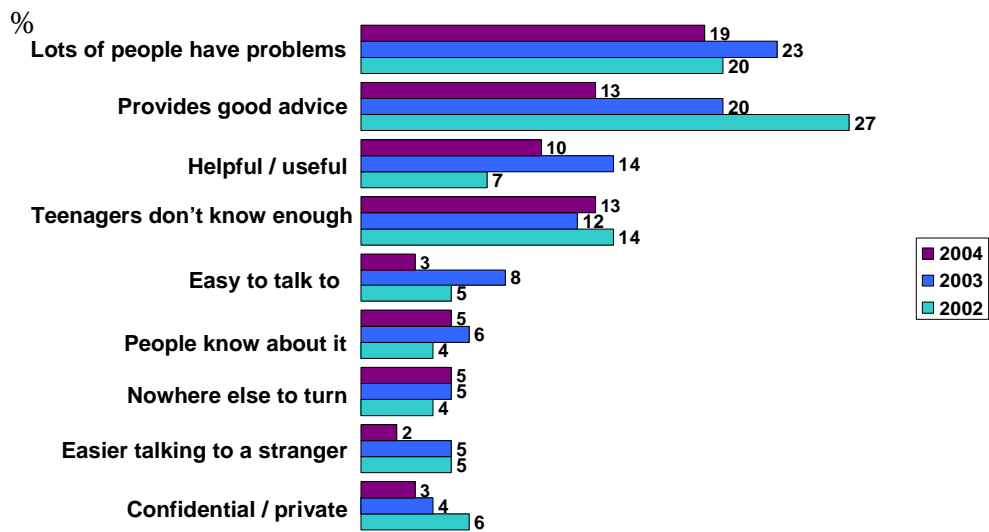
Of those whose experience of Sexwise was different from their expectations, three quarters (76%) found the experience more positive than expected. More than one in ten (13%) said that the Helpline gave more advice and information than they expected, with a similar proportion (11%) saying the advisers were friendlier and more polite than expected.

However, a minority of respondents (11%) became more negative about the Helpline after calling. Reasons given for a negative change included the service being less helpful or friendly than expected (3%) and wanting more information (3%). Only 4 callers (2%) were surprised by who answered. We have to remember however that these negative comments came from a very small group (21 callers) and that differences in expectations were positive in the majority of cases.

8.3 Popularity of Helpline

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

Chart 8b Perceptions of why Sexwise is so popular



Base: All respondents 2004-B (389)

Just under a fifth of callers (19%) thought Sexwise was so popular because lots of people have problems they need to discuss. Just over one in ten (13%) said the Helpline's popularity was because it provides good advice, with the same proportion saying it is popular because teenagers do not know enough about sex. The clear message coming through is that callers think the service is popular because young people have problems and questions about sex and that the Helpline provides a solution.

As with previous questions about the Helpline, issues of confidentiality (3%) were mentioned by fewer callers. Although this is important, it is not seen as a main reason for the Helpline being so popular. Five per cent said that people didn't have anywhere else to turn which clearly indicates how important the Helpline is felt to be.

Responses are fairly consistent with previous years, although there has been a slight decline over time in the proportion of young people thinking that the Helpline is popular because it provides good advice (13% 2004, 20% 2003, 27% 2002). While this change is significant, it should not necessarily be taken as an indication that callers in 2004 are less positive about the advice given; we have already described in section 5.3 that satisfaction with the Helpline and likelihood of calling again has been maintained. Rather, respondents in 2004 tended to give fewer answers than their counterparts in previous years.

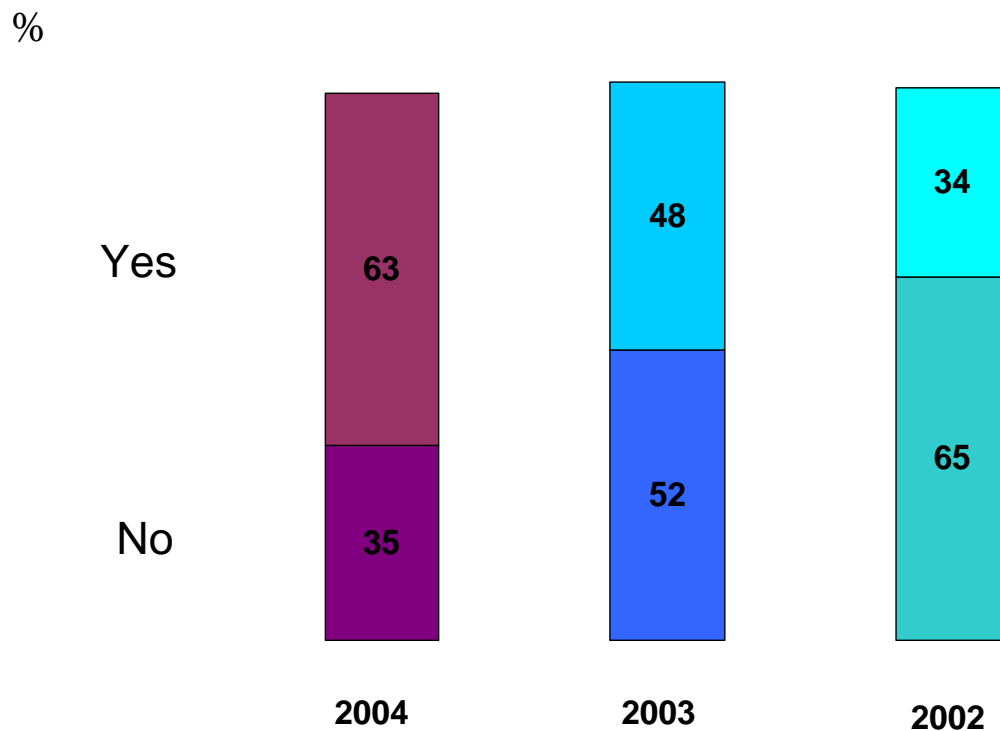
9 RUThinking.co.uk

The RUThinking.co.uk website was launched in 2001. This website is linked to Sexwise and both are featured in the Teenage Pregnancy advertising campaign. Questions about the website have been included in the survey since 2002, with additional questions being asked about the site in 2004.

9.1 Awareness of RUThinking.co.uk

All respondents were asked if they had heard of the website RUThinking.co.uk. Results are shown in Chart 9a.

Chart 9a Whether heard of RUThinking.co.uk



Base: All respondents 2004-C (371), 2003 (449), 2002 (516)

More than three fifths (63%) of all callers had heard of the RUThinking.co.uk website. This is a notable and steady increase in awareness since 2002 when only a third (34%) had heard of the website. Essentia have asked Sexwise advisers to actively encourage young people to visit the site and this is likely to be an important factor behind the increased awareness. In addition, a change was made to the telephone message heard by those who call the Helpline but are unable to speak to an advisor, which encourages such callers to

visit the website. It is therefore not surprising that there has been an increase in the proportion of callers aware of RUThinking.co.uk over time.

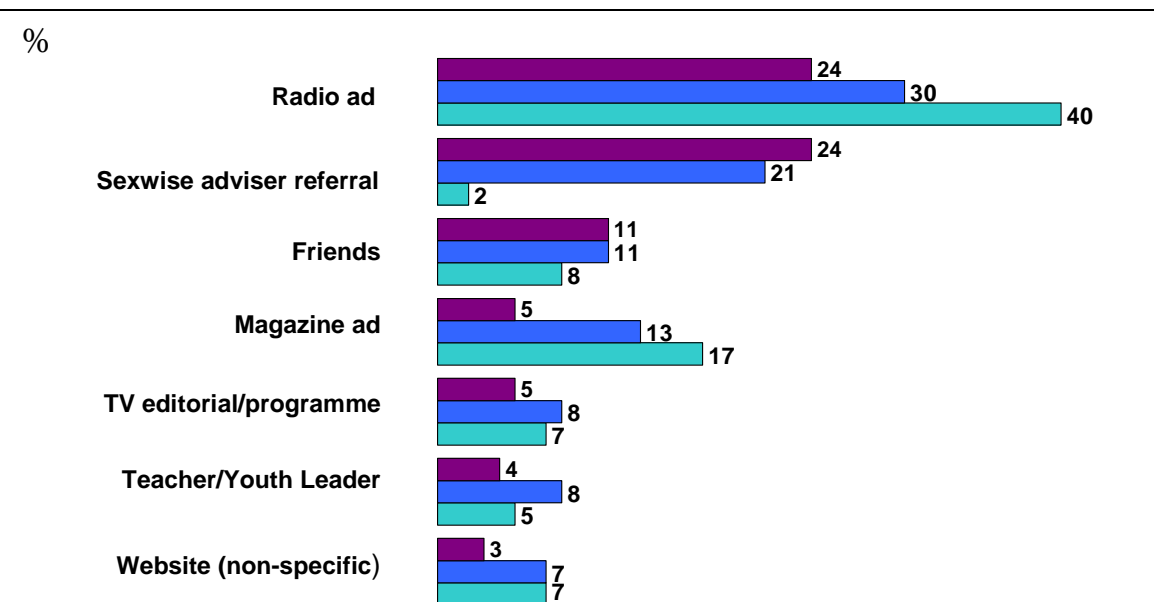
The Teenage Pregnancy Strategy Evaluation study also measures awareness of RUThinking.co.uk amongst all 13-17 year olds. At wave 11 (February 2004) 39% of young people aged 13-17 were aware of RUThinking.co.uk – significantly lower than the proportion of Sexwise callers aware of the site.

Amongst callers, those who had seen or heard the Teenage Pregnancy advertisements were significantly more likely to have heard of the RUThinking.co.uk website (71% compared with 49% of those who hadn't seen or heard the advertisements). It may be somewhat surprising to note that those who had called the Helpline before and got through were not significantly more likely than average to have heard of the site (67%, compared with 59% of those who had not called before). However, now that the phone message on the Helpline has changed to include a mention of the website, awareness among callers to the Helpline is higher anyway.

9.2 Source of awareness

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

Chart 9b How heard of RUThinking.co.uk



Base: All who have heard about RUThinking.co.uk 2004-C (234) 2003 (217), 2002 (176)

One in four (25%) callers who had heard of the website had done so from a Sexwise adviser with a similar proportion (24%) hearing about it from a radio ad. One in ten (11%) had heard about it from a friend and 5% had heard from a magazine ad. Girls were much more likely than boys to have heard about the website from an adviser (29% compared with 12% of boys), but girls were more likely to have called the Helpline before and got through.

The proportion of callers finding out about RUThinking.co.uk from a magazine ad has declined from 13% in 2003 to 5% in 2004. We feel that this should be monitored in further years to see if the change is maintained. The proportion of those aware of RUThinking.co.uk

Young people interviewed as part of the Teenage Pregnancy Strategy Evaluation survey who were aware of RUThinking.co.uk were also asked where they had heard of it. The table below compares their responses with those of callers who were aware of the site in 2004. Callers who were aware of the site were more likely than 13-17 year olds aware to have found out about it from friends, but less likely to have found out from a radio ad TV programme or teacher/youth leader.

Table 9a Where found out about RUThinking.co.uk

	Those aware of RUThinking.co.uk Sexwise caller survey 2004 234 %	All 13-17s aware of Sexwise (TP survey W11 - 2004) 190 %
Sexwise advisor	24	n/a
Radio ad	24	45
Friends	11	2
Magazine ad	5	9
TV editorial/programme	5	14
Teacher/youth leader (Teacher/school nurse on TP survey)	4	14
Other website	3	7

All callers who had heard of the RUThinking website and hadn't mentioned the Sexwise adviser as the source of their awareness of it were asked whether the adviser at Sexwise had mentioned it or referred them to it. In total, 62% of those aware of the website found out about it from an adviser. This amounts to 39% of all callers being aware of the site thanks to an adviser.

9.3 The connection between Sexwise and RUThinking.co.uk

There is important link between the Helpline and RUThinking.co.uk, with both sources of information making referrals to each other. In 2004 a new question was added to establish whether callers who had heard of RUThinking.co.uk were aware of the connection between the website and the Helpline.

Just under half (49%) of callers who have heard of RUThinking.co.uk were aware of its connection with the Helpline.

Those who had called before and got through were more likely to be aware of the connection between Sexwise and RUThinking.co.uk (57% compared to 41% of first time callers). This is not surprising due to the referrals or mentions of the website made by advisers.

In addition, callers who had seen or heard the Helpline ads were slightly more likely to be aware of the connection (52% compared with 40% of those who had not seen or heard the Helpline ads). In addition, those callers who had been aware of Sexwise for more than 2 months were more likely to be aware of a connection between the Helpline and website (56% compared with 39% of those aware of Sexwise within the last 2 months).

There is the potential to increase the awareness of the connection between Sexwise and RUThinking.co.uk as both have valued and well established brand identities that could benefit each other further. The services they provide are complimentary and the website could help to further manage the number of calls made to the Helpline, by providing another source of on-demand information.

9.4 Visiting the RUThinking Website

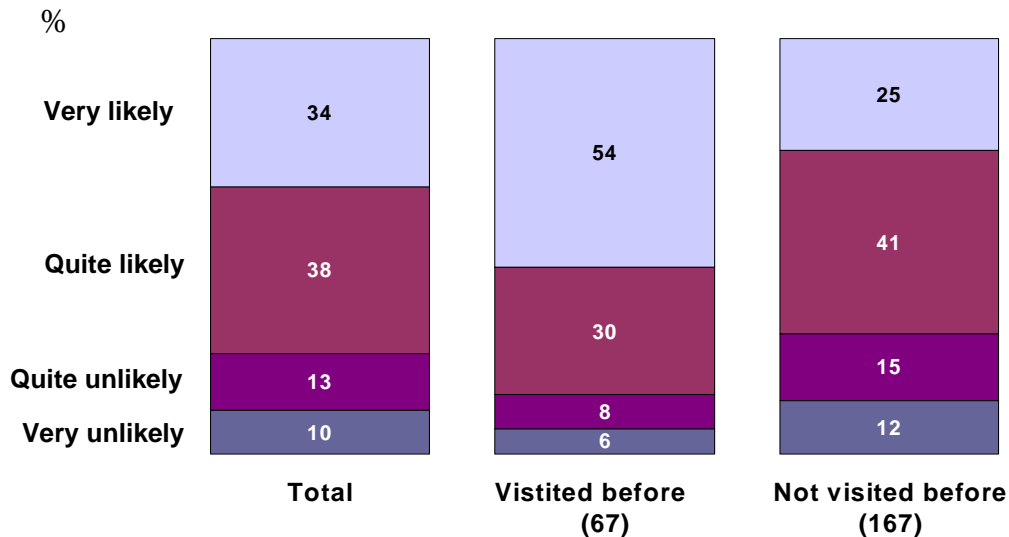
All who had heard of the website were asked whether they had visited the website in the past. This year a question was also added to establish how likely callers aware of the website would be to visit the site in the future.

It is encouraging to note that the increased awareness of the website has also resulted in an increased proportion of callers who have visited. Three in ten (29%) of those aware of the site had visited it (equating to 18% of all callers). This shows a steady increase on 2003 and 2002 (7% of all callers had visited in 2003 and 3% in 2002).

All those who had visited the RUThinking website (67 callers) were asked which of a list of descriptions applied to it. The majority of those who had visited found it easy to use (86%), had lots of useful information (81%) and they thought it was “for people like me” (70%). Only 15% found it boring and 8% found it difficult to understand.

Chart 9d shows the likelihood of all callers who had heard of the website visiting it in the future.

Chart 9d Likelihood of visiting RUThinking.co.uk



Base: All who have heard of RUThinking.co.uk 2004-C (234)

Seven in ten callers who were aware of the website were likely to visit it in the future, with a third saying they were “very likely” to visit. This equates to 45% of all callers being likely to visit the website in the future and 21% being “very likely”. Those who have visited the site before were more likely than others who have not to say that they would be likely to visit in the future (84% of those who have visited before, compared with 67% of those who have heard of the site but not visited). Clearly, satisfaction is high amongst those who have visited the site, as evidenced by their high propensity to visit again.

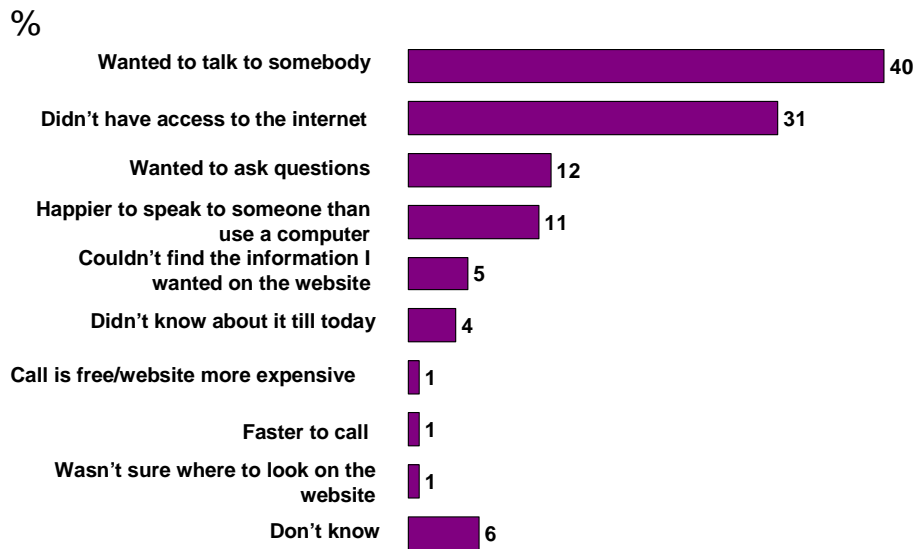
There were no demographic differences in likelihood of visiting the site in the future.

9.5 Sexwise versus RUThinking.co.uk

Towards the end of the interview, all callers who were aware of the RUThinking.co.uk website were asked why they had called the Sexwise Helpline rather than visit the website and vice versa.

Chart 9e shows the reasons why callers who are aware of the Website would call Sexwise rather than visit RUThinking.co.uk

Chart 9e Why call Helpline rather than visit website

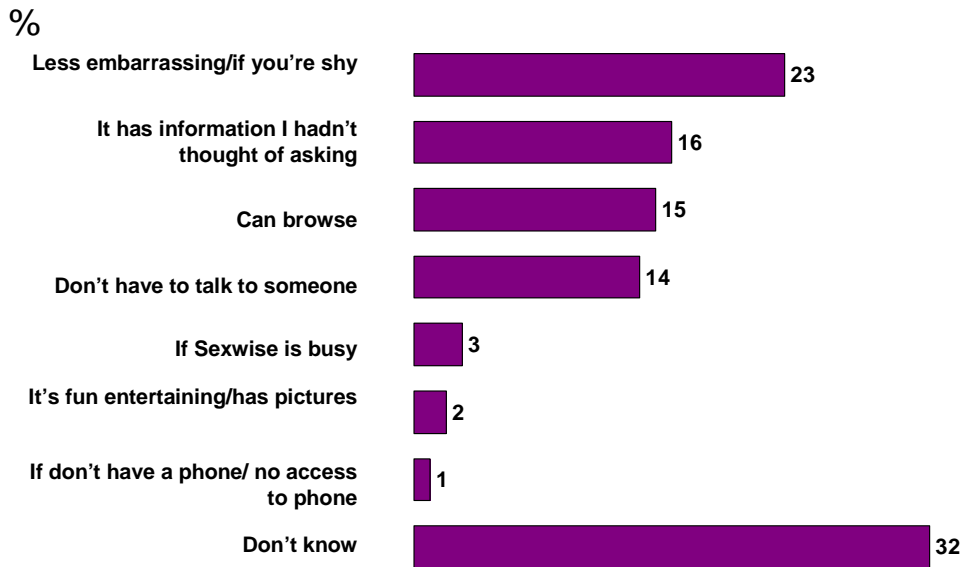


Base: All who have heard of RUThinking.co.uk Website 2004-C (235)

The ability to talk to someone and lack of access to the internet were the key reasons provided for calling Sexwise rather than visiting the website. Four in ten callers who had heard of the website said they called the Helpline because they wanted to talk to someone, and three in ten (31%) said they did not have access to the internet. Only 6% of callers could not think of a reason why they had called the Helpline instead of visiting the website.

Chart 9f shows the reasons why callers who are aware of the website would visit RUThinking.co.uk rather than call Sexwise.

Chart 9f Why visit the website rather than call the Helpline



Base: All who have heard of the RUThinking.co.uk Website (235)

A third (32%) of all callers who were aware of the website could not think of a reason why they would want to visit RUThinking.co.uk rather than calling the Helpline.

The main reasons given for visiting the website were to do with not having to talk to someone (embarrassing) and the website having information and being able to browse for information. More than one in five (23%) said they might visit the website as it was less embarrassing than calling the telephone line, and 16% said it might have information they hadn't thought of asking. Three per cent said they might call if Sexwise was busy. This last reason may be because of the new telephone message which callers hear if the line is busy – the message encourages them to visit the website.

Appendix A

Analysis of response

Advisors working during fieldwork shifts were asked to keep a record of the number of calls they themselves handled, distinguishing only between “eligible” and “ineligible” calls. Of the calls counted by advisors 39% were classed as eligible. This proportion is lower than that seen in previous years : 2003 (58%), 2002 (54%), 2001 (49%).

Table A1 Breakdown of calls during fieldwork shifts

	Number	%
Eligible calls	11709	100
Interviewer busy, caller not asked to take part	4582	39
Caller disconnected with no reply	5136	44
In-scope calls (e.g. all those invited to take part)	1991	17
All in-scope calls	1991	100
Caller refused	1423	71
Caller agreed but transfer failed	90	5
Transferred successfully – but interview unusable	66	3
Completed interview	412	21

Appendix B

Weighting

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

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

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

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

Please note that rows shaded in the table indicate shifts that were worked in Brora.

Table A2 Target weighting matrix

Day	Date	Time	Interactive calls	Weight
Wed	25/02	12.00-16.00	166	1.42%
Thu	26/02	20.00-24.00	358	3.06%
Fri	27/02	16.00-20.00	146	1.25%
Fri	27/02	20.00-24.00	493	4.21%
Sat	28/02	08.00-12.00	557	4.76%
Sat	28/02	16.00-20.00	234	2.00%
Sun	29/02	12.00-16.00	386	3.30%
Sun	29/02	16.00-20.00	834	7.12%
Mon	01/03	08.00-12.00	418	3.57%
Mon	01/03	20.00-24.00	140	1.20%
Tue	02/03	12.00-16.00	403	3.44%
Wed	03/03	08.00-12.00	118	1.01%
Thu	04/03	20.00-24.00	154	1.32%
Fri	05/03	16.00-20.00	268	2.29%
Sat	06/03	12.00-16.00	549	4.69%
Sat	06/03	20.00-24.00	145	1.24%
Sun	07/03	08.00-12.00	158	1.35%
Sun	07/03	20.00-24.00	114	0.97%
Mon	08/03	16.00-20.00	743	6.35%
Tue	09/03	20.00-24.00	541	4.62%
Wed	10/03	08.00-12.00	458	3.91%
Thu	11/03	08.00-12.00	168	1.43%
Thu	11/03	12.00-16.00	78	0.67%
Fri	12/03	12.00-16.00	157	1.34%
Sat	13/03	08.00-12.00	531	4.53%
Sat	13/03	12.00-16.00	335	2.86%
Sun	14/03	16.00-20.00	142	1.21%
Sun	14/03	20.00-24.00	568	4.85%
Mon	15/03	12.00-16.00	211	1.80%
Tue	16/03	08.00-12.00	149	1.27%
Wed	17/03	16.00-20.00	173	1.48%
Wed	17/03	20.00-24.00	145	1.24%
Thu	18/03	16.00-20.00	322	2.75%
Fri	19/03	08.00-12.00	49	0.42%
Sat	20/03	16.00-20.00	118	1.01%
Sat	20/03	20.00-24.00	233	1.99%
Sun	21/03	08.00-12.00	346	2.95%
Sun	21/03	12.00-16.00	170	1.45%
Mon	22/03	08.00-12.00	119	1.02%
Tue	23/03	16.00-20.00	312	2.66%

Appendix C

Fieldwork

The fieldwork was carried out from 25th February to the 23rd March 2004. Interviewers worked four-hour shifts, evenly spread throughout the fieldwork period as shown in Table A2, and spread throughout each day from 8 am to midnight.

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

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

Appendix D
Questionnaire

Sexwise 2003 - FINAL QUESTIONNAIRE

sexwise4 - JN: 1151623 – 13 March 2003

QUANCEPT ITEM:

1. THE ADVISER WILL TELL YOU THE LENGTH OF THE CALL - WHEN THEY TRANSFER THE CALL
(IF LESS THAN 1 MINUTE ENTER AS 0)

(1508 - 1510)

Numeric Range _____

Permitted Range

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

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

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

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

Yes	1	(1511)
No	2	

zcheck

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

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

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

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

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

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

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

READ OUT

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

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

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

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

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

		(1516 - 1518)
Numeric Range _____		
Don't Know	Y	(1516)

Permitted Range
0 TO 999 (Numeric Range)

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

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

End of Filter icall

9. ASK ALL

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

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

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

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

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

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

(1522 - 1526)

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

End of Filter igood

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

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

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

13. Why do you say that? Why else

(1528 - 1532)

Don't Know

Y

(1528)

End of Filter ipoor

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

14. ...

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

(1533 - 1534)

Numeric Range _____

Don't Know

Y

(1533)

Permitted Range

0 TO 10 (Mark from 0 to 10)

This question is repeated for the following loop values:

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

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

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

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

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

16. Who did they suggest you talked to?

DO NOT PROMPT

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

Other specify...

(1559 - 1562)

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

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

READ OUT

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

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

18. Why do you say that? Why else?

(1564 - 1568)

Don't Know

Y

(1564)

End of Filter iunlike

End of Filter Isugg

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

Yes

1

(1569)

No

2

Don't Know

Y

End of Filter irefer

Ask all

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

Yes

1

(1570)

No

2

Don't Know

Y

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

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

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

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

22. Who did they suggest you talked to?

DO NOT PROMPT - CODE FIRST ANSWER HERE

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

Other specify...

(1573 - 1576)

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

23. Who else did they suggest you talked to?

DO NOT PROMPT - CODE SECOND ANSWER HERE

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

Other specify...

(1608 - 1611)

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

24. Who else did they suggest you talked to?

DO NOT PROMPT - CODE THIRD ANSWER HERE

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

Other specify...

(1617 - 1620)

End of Filter lyes2

End of Filter lyes

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

25. Did you contact &qwho&?

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

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

26. Why was that?

(1622 - 1625)

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

End of Filter lcontac

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

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

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

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

28. Why was that?

(1627 - 1630)

Don't Know

Y

(1627)

End of Filter Isatis

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

29. Why was that?

(1631 - 1634)

Don't Know

Y

(1631)

End of Filter Isat2

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

Yes

1

(1635)

No

2

Don't Know

Y

End of Filter Inocon

End of Filter lwho

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

31. Did you contact &Qwho2&?

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

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

32. Why was that?

(1637 - 1640)

Don't Know	Y	(1637)
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End of Filter Icon2

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

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

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

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

34. Why was that?

(1642 - 1645)

Don't Know

Y

(1642)

End of Filter Isatis2

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

35. Why was that?

(1646 - 1649)

Don't Know

Y

(1646)

End of Filter Isat2B

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

Yes

1

(1650)

No

2

Don't Know

Y

End of Filter locon2

End of Filter lwho2

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

37. Did you contact &Qwho3&?

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

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

38. Why was that?

(1652 - 1655)

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

End of Filter lcont3

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

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

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

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

40. Why was that?

(1657 - 1660)

Don't Know

Y

(1657)

End of Filter Isatis3

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

41. Why was that?

(1661 - 1664)

Don't Know

Y

(1661)

End of Filter Isat2C

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

Yes

1

(1665)

No

2

Don't Know

Y

End of Filter locon3

End of Filter lwho3

End of Filter lelse

End of Filter lthroug

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

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

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

DO NOT PROMPT

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

Other specify...	(1668 - 1671)
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End of Filter lunable

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

PROBE: Where else?

DO NOT PROMPT

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

Other specify...

(1674 - 1678)

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

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

(1708 - 1712)

Don't Know Y (1708)

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

Don't Know Y (1713)

End of Filter isource

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

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

Don't Know Y (1718)

End of Filter insourc

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

READ OUT

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

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

50. Why do you say that? Why else?

(1724 - 1728)

Don't Know

Y

(1724)

End of Filter ifuture

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

51. Why do you say that? Why else?

(1729 - 1733)

Don't Know

Y

(1729)

End of Filter ifutur1

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

52. Why do you say that? Why else?

(1734 - 1738)

Don't Know

Y

(1734)

End of Filter ifutur2

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

READ OUT

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

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

DO NOT PROMPT -SINGLE CODE ONLY

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

Other specify...

(1742 - 1746)

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

DO NOT PROMPT - MULTICODE IF NECESSARY

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

Other specify...

(1749 - 1753)

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

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

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

End of Filter inoads

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

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

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

(1755 - 1759)

Don't Know

Y

(1755)

End of Filter inmouth

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

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

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

(1760 - 1764)

Don't Know

Y

(1760)

End of Filter inads

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

READ OUT

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

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

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

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

Other specify...

(1773 - 1777)

End of Filter inmore

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

PROBE: What did you expect before you rang it?

(1808 - 1812)

Don't Know Y (1808)

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

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

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

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

(1814 - 1818)

Don't Know Y (1814)

End of Filter indiff

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

(1819 - 1823)

Don't Know

Y

(1819)

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

Yes

1

(1824)

No

2

Don't Know

Y

IF 65 = Yes
THEN ASK: 66

66. How did you hear about it?

DO NOT PROMPT

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

Other specify...

(1827 - 1830)

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

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

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

End of Filter inotsex

End of Filter iRUthin

68. Have you visited the RU Thinking website?

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

IF 68 = Yes
THEN ASK: 69

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

READ OUT

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

End of Filter ivisit

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

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

71. Are you male or female

Male	1	(1835)
Female	2	

72. And how old are you?

ENTER THE AGE IN YEARS

(1836 - 1837)

Numeric Range _____ Z (1836)
Refused

Permitted Range
1 TO 12 (Twelve or under) , 13 TO 13 (Thirteen) , 14 TO 14 (Fourteen) , 15 TO 15 (Fifteen) , 16 TO 16 (Sixteen) , 17 TO 99 (Over sixteen)

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

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

Other specify...

(1839 - 1843)

QUANCEPT ITEM:

QUANCEPT ITEM:

74. CODE THE OUTCOME OF THIS CALL

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

Other specify...

(1845 - 1849)

75. Enter the time at which you started this interview

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

76. Firstly the month

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

(1853 - 1854)

Numeric Range _____

Permitted Range
1 TO 31 (Numeric Range)

NOW ENTER THE DAY

78.

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

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

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

Other specify...

(1857 - 1861)

QUANCEPT ITEM:

QUANCEPT ITEM: