

# Teenage Pregnancy Strategy Evaluation

Presentation of results  
of Wave 8  
14th April 2003

Research conducted by



On behalf of

Teenage  
Pregnancy  
Unit



# Agenda



- Introduction and objectives
- Advertising awareness and communication
- Source of advertising
- Sexwise and RUThinking.co.uk
- Sources of information
- Attitudes and empowerment
- Concluding remarks

# Background



- Local activity
- National Media campaign focussed on young people (including boys / young men)
- Themes: taking control, choices and responsibility for self
  - End October 2000 - end March 2001
  - Advertising re-started September 2001 and continues
- Teen press and radio
- Ambient advertising
- Partnership activity (packaging and Superdrug)

# Programme evaluation



- London School of Hygiene and Tropical Medicine, UCL, BMRB
- Evaluation of total strategy
- BMRB specific evaluation of media campaign and provision of individual-based survey data.

# Media Schedule

2000	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Radio											[Orange bar]	
Press											[Yellow bar]	
Fieldwork										[B]		
2001	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Radio	[Orange bar]								[Orange bar]			
Press	[Yellow bar]								[Yellow bar]			
Fieldwork		[W2]				[W3]				[W4]		
2002	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Radio	[Orange bar]											
Press	[Yellow bar]											
Superdrug					[Green bar]							
Fieldwork		[W5]				[W6]				[W7]		
2003	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Radio	[Orange bar]											
Press	[Yellow bar]											
Fieldwork		[W8]										

# Research Objectives



- Evaluate impact of media campaign
  - awareness
  - reaction
  - attitudes
- Amongst: young people 13-21
- Research data also to feed into wider evaluation

# Research Method

- Interviews among young people aged 13-21
- England only
- Areas with a higher prevalence of 13-44 year olds
- Weighting was applied to the data to ensure comparability and all data shown are weighted.

	<b>B' mark</b>	<b>Wave 2</b>	<b>Wave 3</b>	<b>Wave 4</b>
<b>Fieldwork</b>	13/10/00-08/11/00	09/02/01-03/03/01	12/06/01-08/07/01	15/10/01-18/11/01
<b># 13-21s</b>	709	734	797	746

	<b>Wave 5</b>	<b>Wave 6</b>	<b>Wave 7</b>	<b>Wave 8</b>
<b>Fieldwork</b>	08/02/0-05/03/02	07/06/02-02/07/02	07/10/02-5/11/02	03/02/03-26/02/03
<b># 13-21s</b>	722	757	710	733

# Interviews with young people

	<b>Boys</b>	<b>Girls</b>	<b>Total</b>
<b>Aged 13-15</b>	122	122	244
<b>Aged 16-17</b>	130	114	244
<b>Aged 18-21</b>	123	122	245
<b>Total</b>	375	358	733

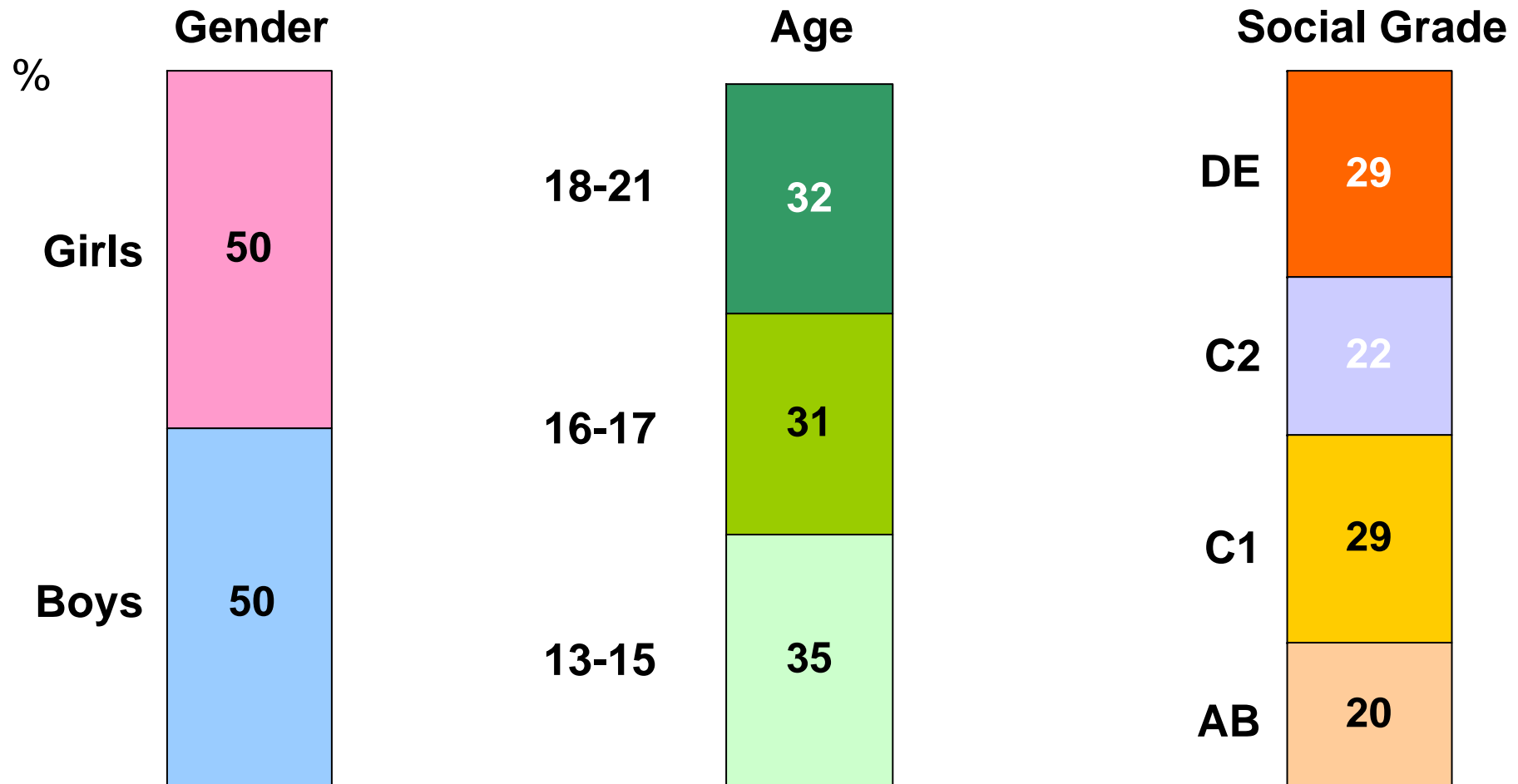
22 girls had been or were pregnant before age 18.  
 13 boys had made a girl aged under 18 pregnant.





# Who we interviewed

# Young people

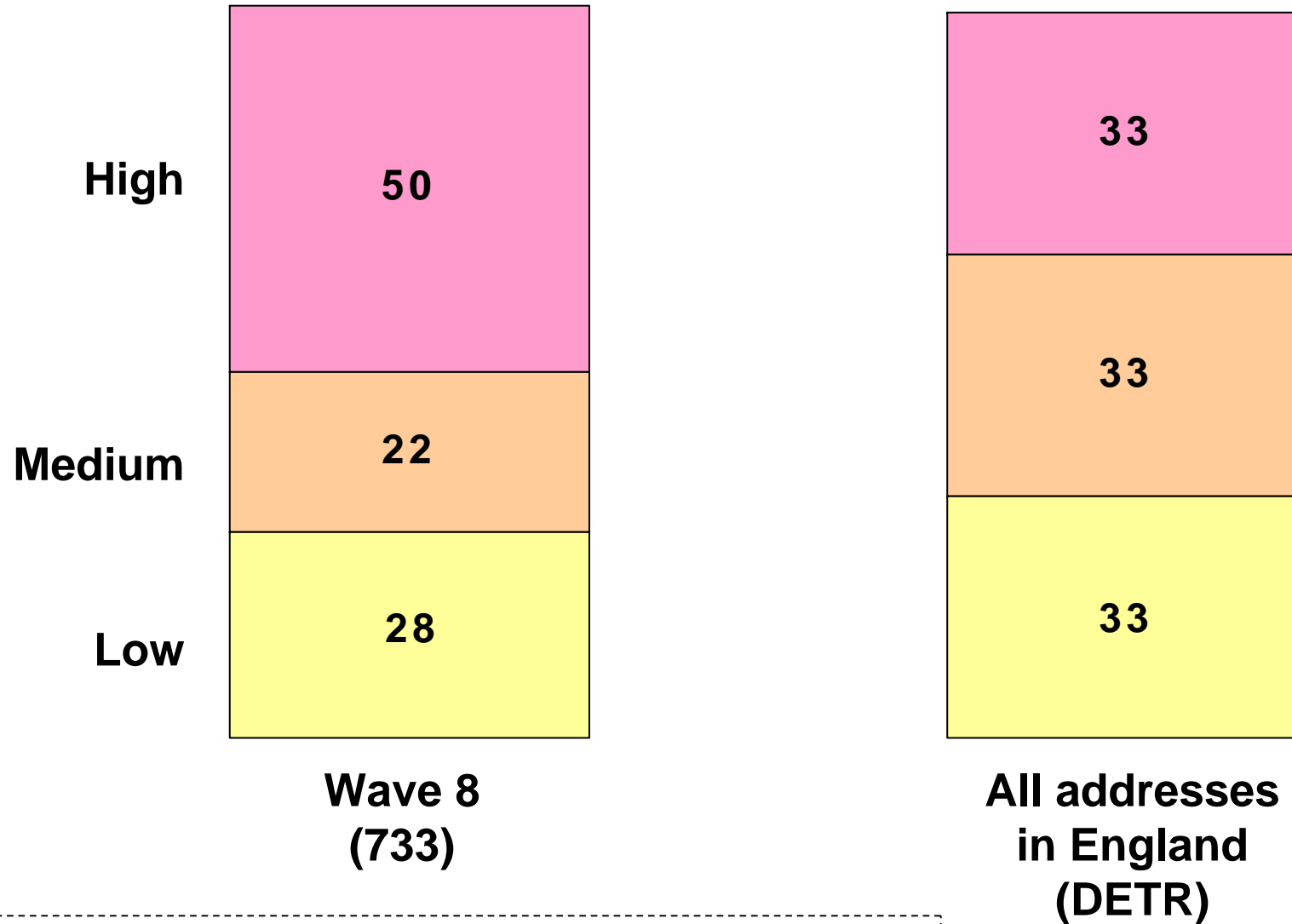


Base: Young people at wave 8 (733)

# Young people - deprivation



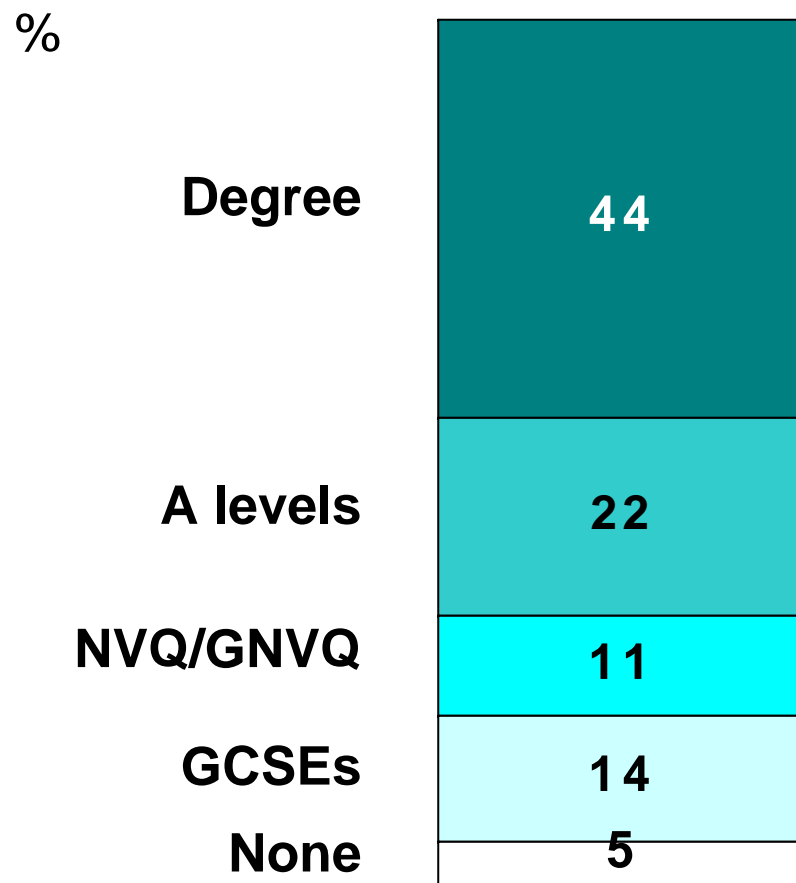
%



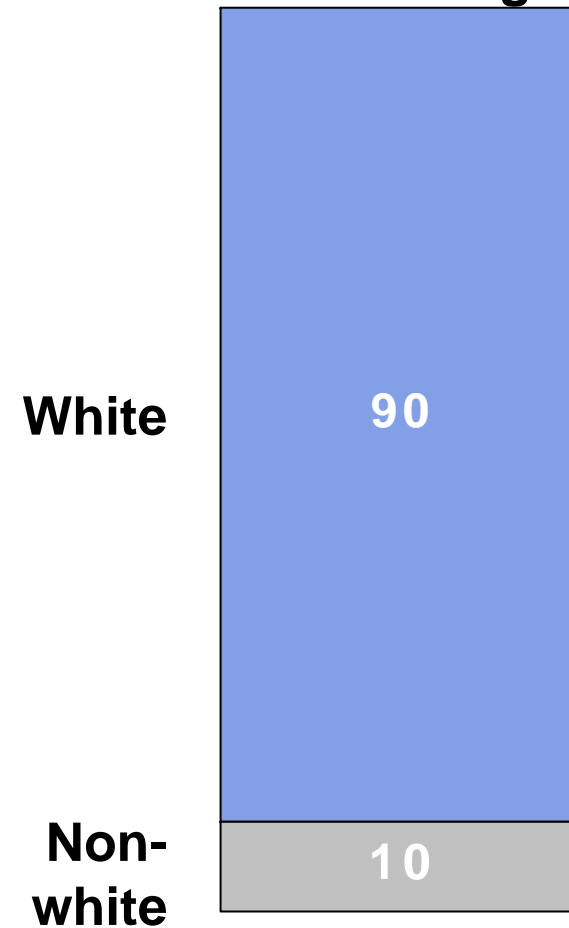
Base: Young people at wave 8 (733)

# Young people

**Educational aspirations**



**Ethnic Origin**

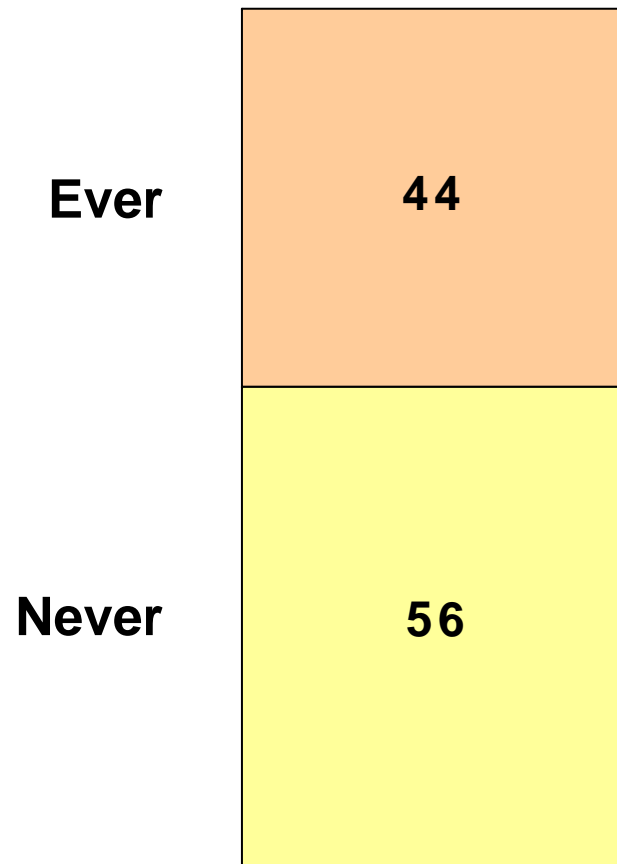


Base: Young people at wave 8 (733)

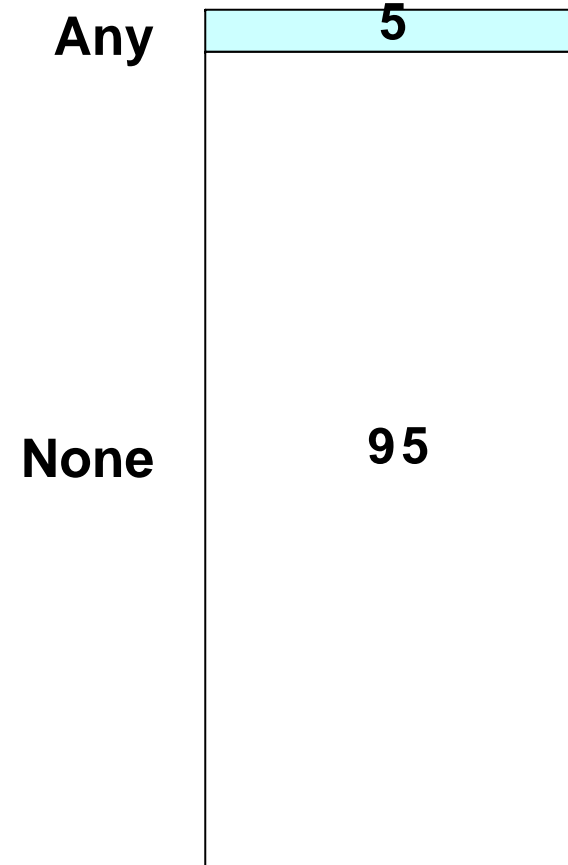
# Young people

%

Had willing sexual intercourse



Experience of pregnancy under 18



Base: Young people at wave 8 (733)

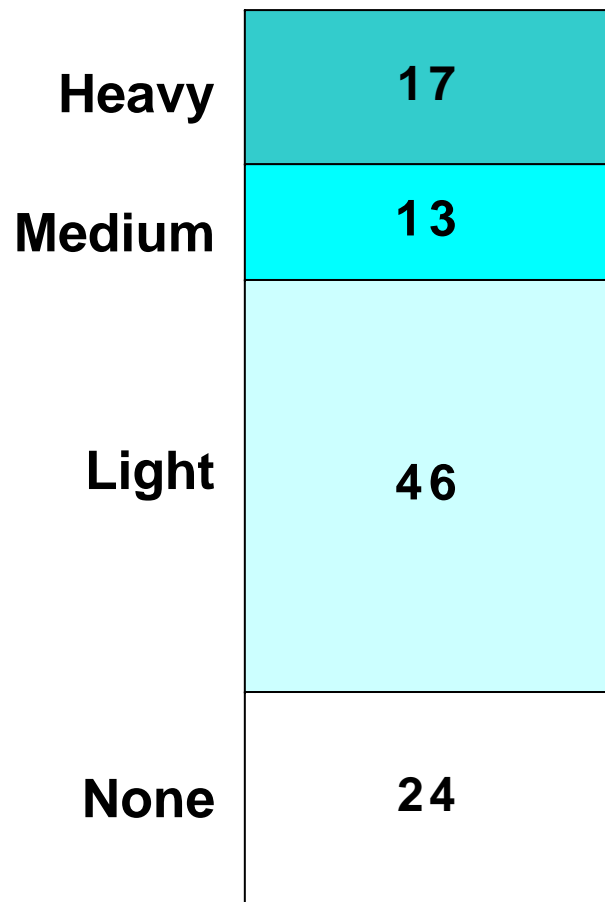
# Young people

	Had willing sexual intercourse		Experience of pregnancy under 18	
	Ever	Never	Any	None
<b>Benchmark</b>	46	54	7	93
<b>Wave 2</b>	44	56	6	94
<b>Wave 3</b>	44	56	6	94
<b>Wave 4</b>	42	58	6	94
<b>Wave 5</b>	43	57	5	95
<b>Wave 6</b>	38	62	4	96
<b>Wave 7</b>	40	60	3	97
<b>Wave 8</b>	44	56	5	95

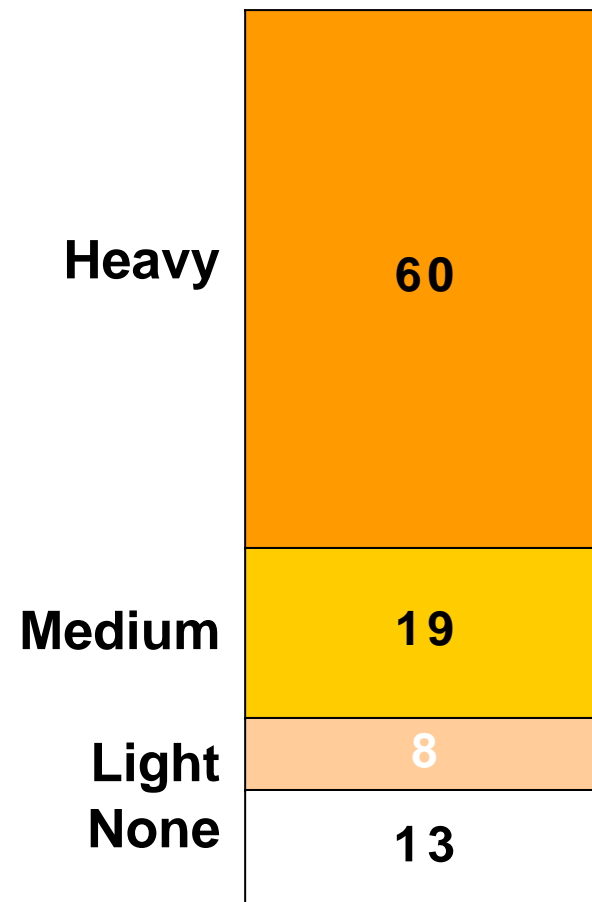
Base: Young people B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Young people

% Weight of commercial radio listening

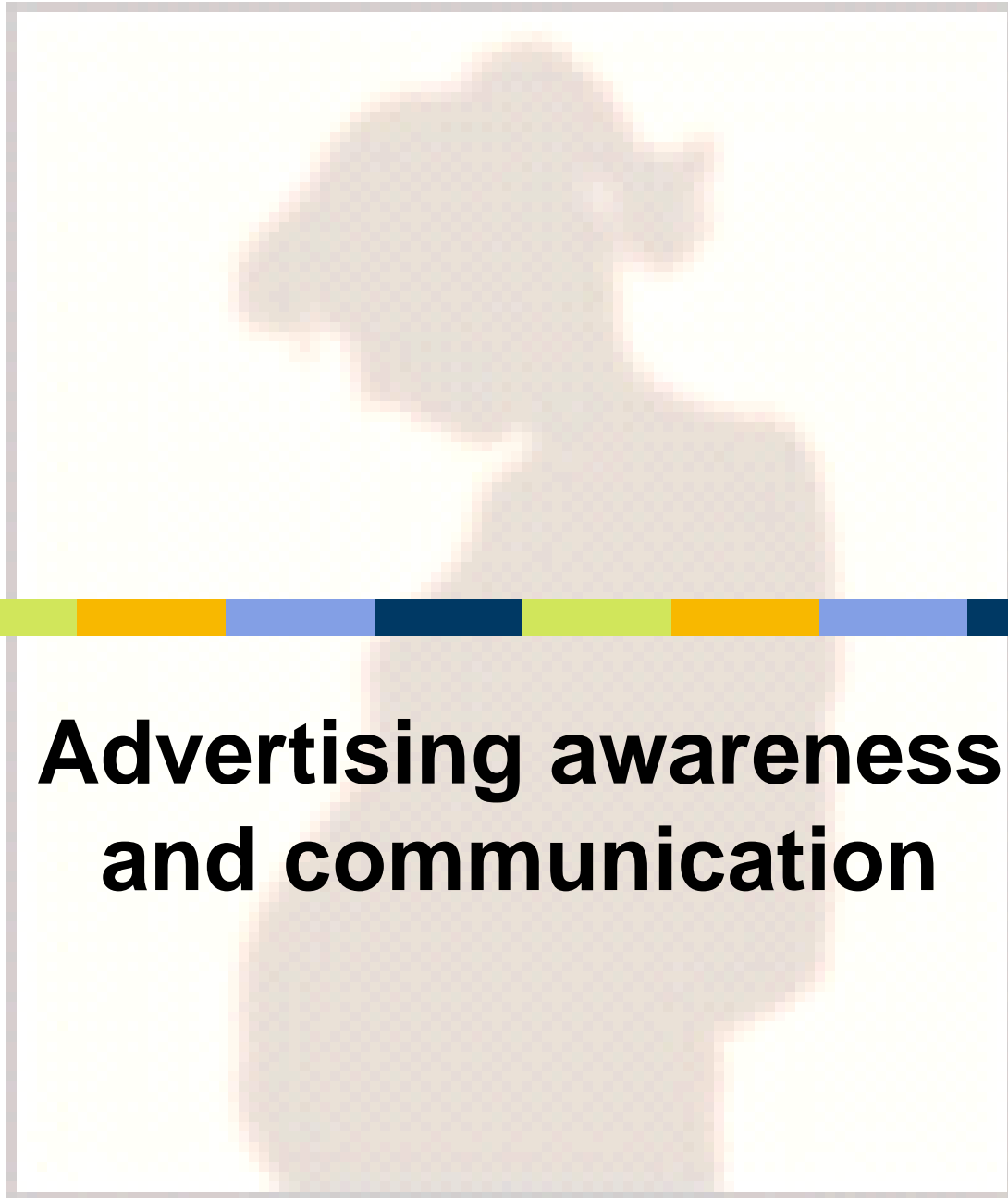


Weight of internet usage



- 16-21s less likely to have access or use the net
- 26% DEs have no access or never use the net (8% others)
- 68% 13-21s have access at school
- 67% have access at home

Base: Young people W8 13-21 (733)

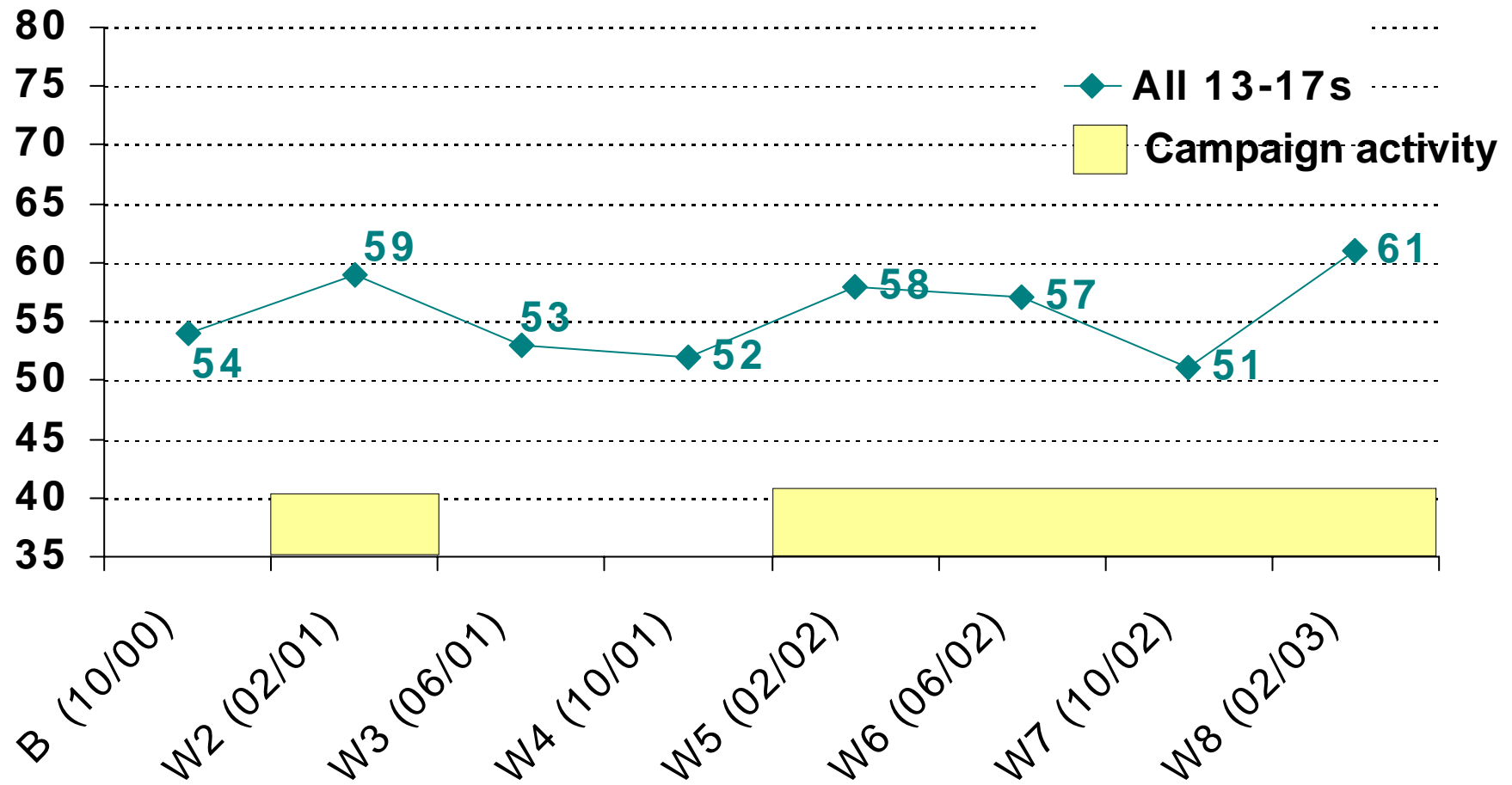


# Advertising awareness and communication



# Spontaneous awareness of publicity on sex and relationships - 13-17 year olds

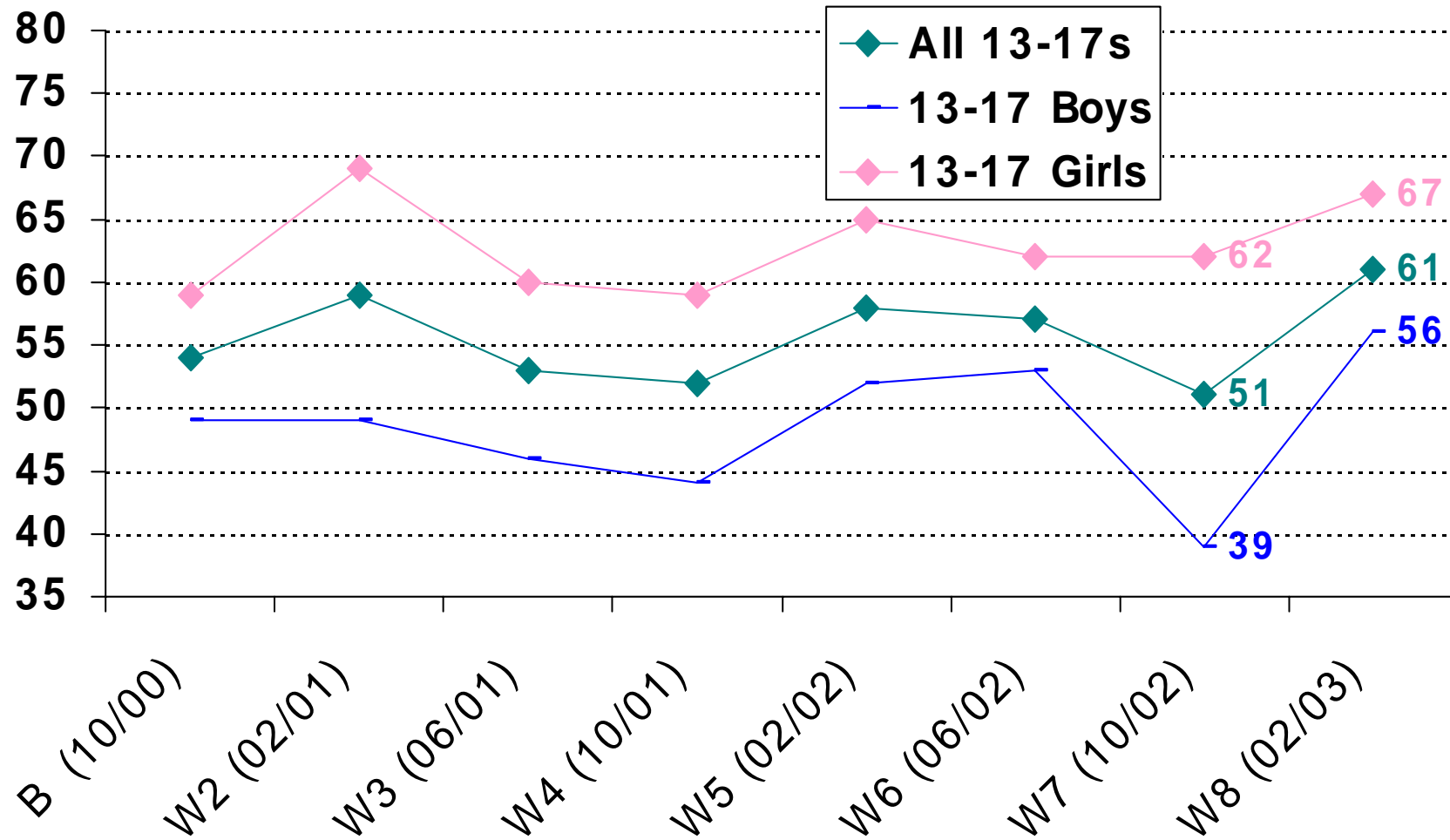
% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (733)

# Awareness of publicity on sex and relationships - gender within 13-17

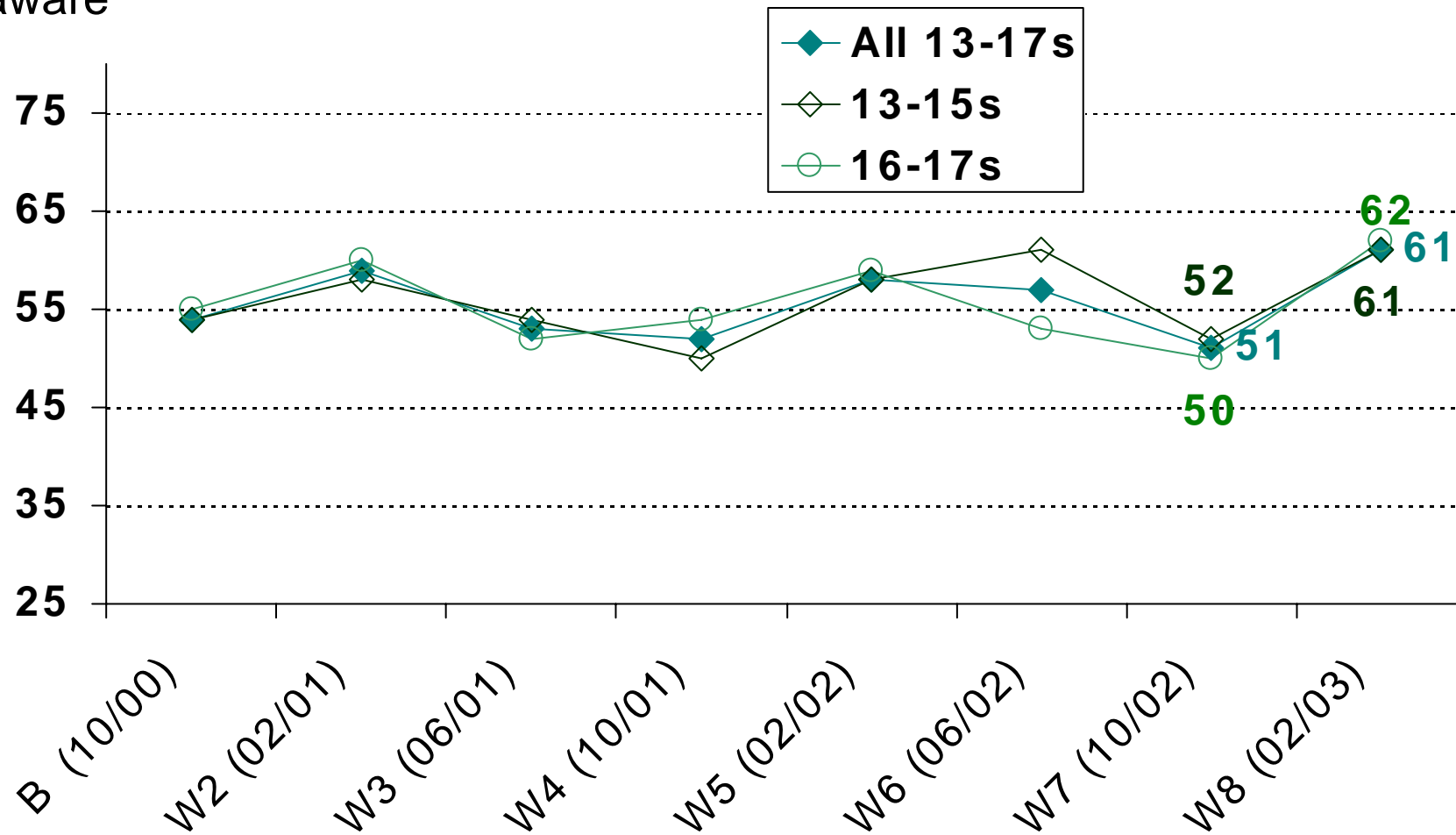
% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (733)

# Awareness of publicity on sex and relationships - age within 13-17

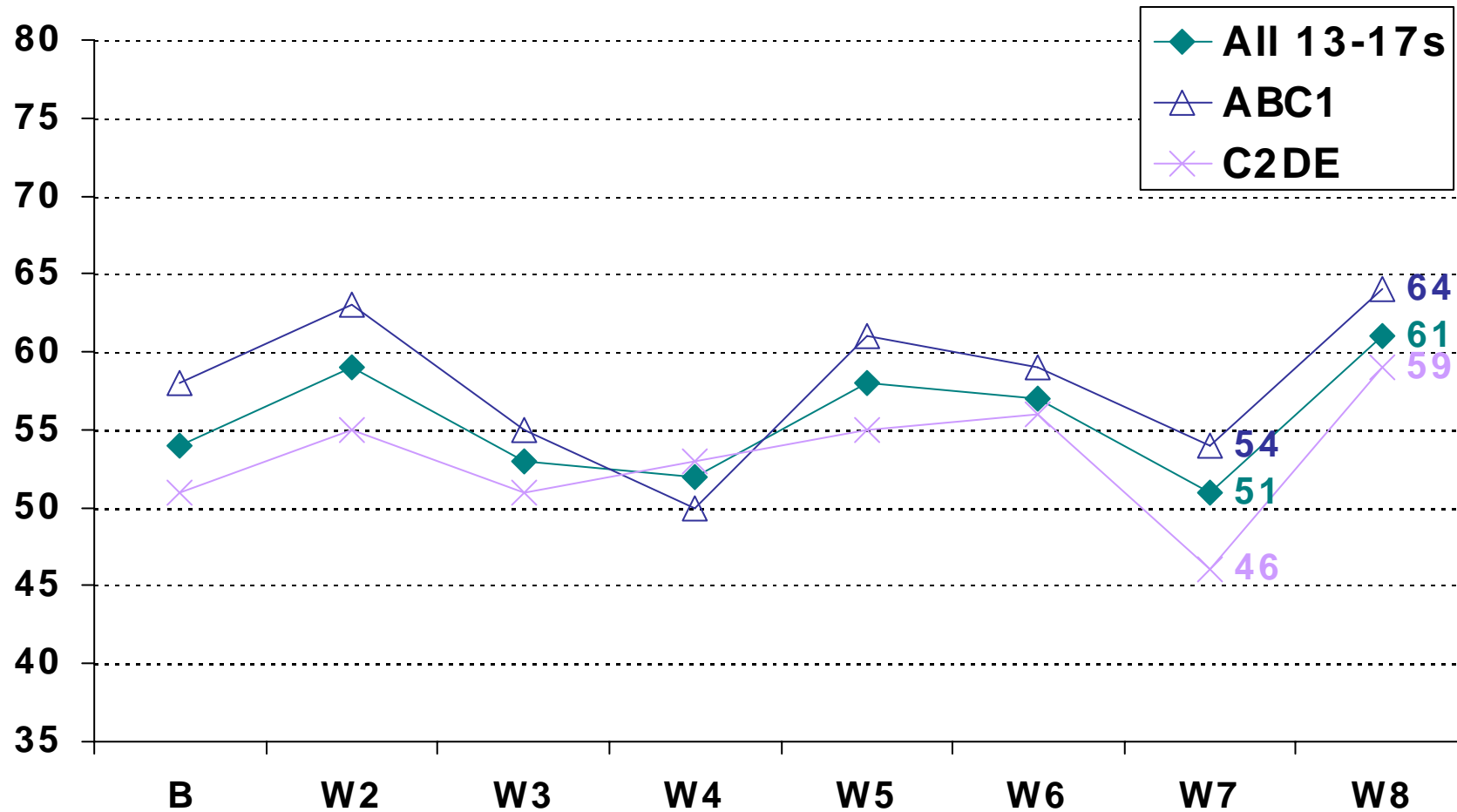
% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (733)

# Awareness of publicity on sex and relationships - social grade within 13-17

% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (733)

# 'Noise'

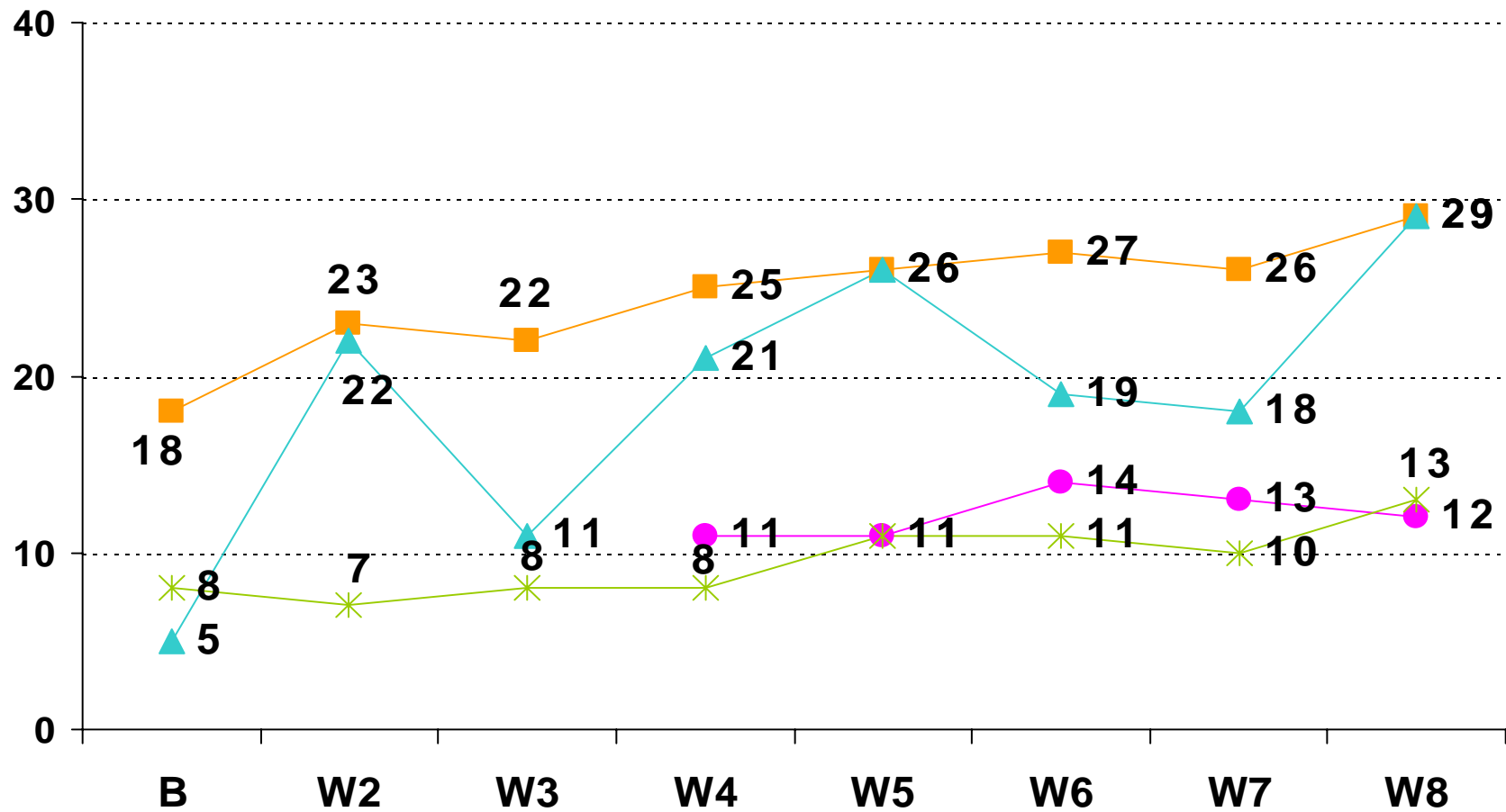
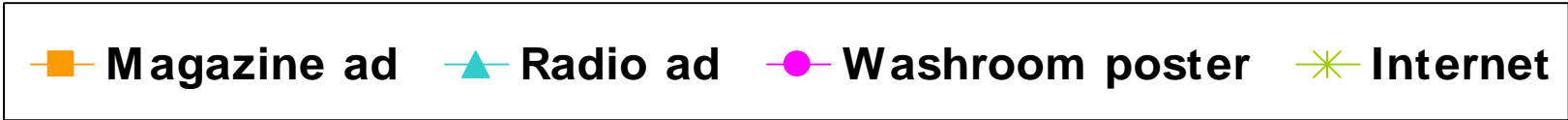
- *"On the radio it's always about contraception, where to get free contraception, on radio 1 there's the Sunday surgery"*
- *"Instant messaging on aol, you get messages saying you can see porn sites"*
- *"This 17 year old girl had sex when she was 11 because she wanted a baby because her parents had split up... this was in a magazine article"*
- *"A poster about condoms"*
- *"That thing with the band Tatu portraying young girls sexually"*
- *"TV programme about 2 women getting a sex change"*

# Source of awareness among 13-17s (TOTAL)

	Wave 8 (488) %	Wave 7 (478) %
Aware any	87	80
Magazine article	32	33
TV ad	30	22
Radio ad	29	18
Magazine ad	29	26
TV programme	27	30
Leaflet/booklet	22	28
Poster	19	16
Newspaper article	13	14
Internet	13	10
Washroom poster	12	13
Factsheet	10	7
Radio programme	9	7
Flyer	8	7
Superdrug	2	1
Other shop	1	1

# Source of awareness

## Media advertised in - 13-17s



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (733)

# What recalled


- *"You can't tell by looks if they have STDs, RUThinking"*
- *"A radio ad, he was lying saying that he'd had sex with loads of people"*
- *"The radio advert which reads out pupils' names and then all of the infections you can catch"*
- *"One shows pants about disease"*
- *"The torch one was about can you see any infections?"*
- *"Cartoony pictures of all the different viruses in magazines. On the radio, Valentine's Day, they had lots of poems about how the boy loved the girl so much"*



# What recalled

- *"One on the radio is the one where it says the sex lottery, use a condom, don't play the sex lottery"*
- *"On the radio about the sex lottery, wear a condom, don't play the game"*
- *"It was about STDs - STD lottery"*
- *"It's a lottery with sex"*

# Spontaneous recall of advertising/ publicity (13-17s)



	<b>Wave 8 (488)</b>
	<b>%</b>
<b>Use condoms</b>	<b>9</b>
<b>STIs/STDs</b>	<b>9</b>
<b>Contraception</b>	<b>8</b>
<b>Safe sex</b>	<b>8</b>
<b>Be careful/don't take risks</b>	<b>7</b>
<b>Teenage pregnancy</b>	<b>5</b>
<b>Gave helpline number</b>	<b>5</b>
<b>Relationships</b>	<b>4</b>
<b>Under age sex</b>	<b>2</b>
<b><i>Proven recall (TPC)</i></b>	<b>2</b>
<b>Scenes in TV programmes/ films</b>	<b>2</b>
<b><i>Proven recall (ASH)</i></b>	<b>1</b>
<b>Pregnancy/childbirth</b>	<b>*</b>
<b>Morning after pill</b>	<b>*</b>
<b>Cool to be a virgin</b>	<b>-</b>
<b>Nothing/Don't know</b>	<b>42</b>

# Spontaneous recall of advertising/ publicity (13-17s)

	Wave 8 (488) %	Wave 7 (478) %	Wave 6 (502) %	Wave 5 (463) %
Use condoms	9			
STIs/STDs	9			
Contraception	8	10	14	8
Safe sex	8	7	9	6
Be careful/don't take risks	7	8	4	9
Teenage pregnancy	5	8		
Gave helpline number	5			
Relationships	4	1		
Under age sex	2			
<i>Proven recall (TPC)</i>	2	1	*	2
Scenes in TV programmes/ films	2			
<i>Proven recall (ASH)</i>	1			
Pregnancy/childbirth	*			
Morning after pill	*			
Cool to be a virgin	-			
Nothing / Don't know	42	49	45	41

NB: the columns for the earlier waves only include figures for which there were some changes

# Message of publicity

- *"Not to be pressurised by other people to have sex"*
- *"The message was to really think about sex seriously and not to have unprotected sex to prevent unwanted diseases and children"*
- *"Just because you can't see STDs doesn't mean that they are not there"*
- *"Don't always trust what your friends say"*
- *"Don't have sex without a condom"*
- *"Basically always wear protection, if you have sex once you can catch all sorts of diseases and that it's not uncool if you haven't had it"*

# Message of publicity

- *"It was re-emphasising the idea of safe sex, but more to do with disease than pregnancy. I think it was "The Sex Lottery" so it was talking about the number of different partners person has"*
- *"One was a small postcard about using condoms not just for pregnancy but for STDs, the other was a poster and was similar ... something lottery"*
- *"The ad on the radio says the sex lottery, use a condom, don't play the sex lottery"*

# Main message of advertising/publicity



## - 13-17s

	Wave 8 (488) %	Wave 7 (478) %	Wave 6 (502) %	Wave 5 (463) %
Safe sex	20	17	12	15
Contraception	15	8	16	12
Be careful	10	7	13	8
Don't have underage sex	5			
STIs	5	3		
Find out the facts / get educated	1			
Don't rush into relationships until you are ready	2	4		
Don't be pressured	2	4		
Prevent unwanted pregnancy	2			
Condoms protect against STIs as well as pregnancy	*	1		
Are you thinking about it?	2			
Mention teenage pregnancy	*			
Teenage pregnancy will ruin your life	1			
Cool to be a virgin	-			
Nothing	24	33		
Don't know	14	11		

NB: the columns for the earlier waves only include figures for which there were some changes

# Summary -

## Awareness of publicity

- Additional spend has led to increase in spontaneous awareness of publicity
  - highest level achieved
  - driven by strong increase in awareness of radio
- Safe sex and contraceptive use remain top of mind
  - specific STI messages not prominent, though strong amongst older young people

# Campaign recognition





# Ads shown / played

- Radio:

- Girls who have (G 13-15)
- Be prepared (B 16-17)
- Natalie (All 16-17s)
- All the extras (B 13-17)
- Roll call (All 16-17)
- Tall story (All 13-15)

- Ads randomised
- Everyone shown/ played:
  - 3 radio ads
  - 4 picture ads

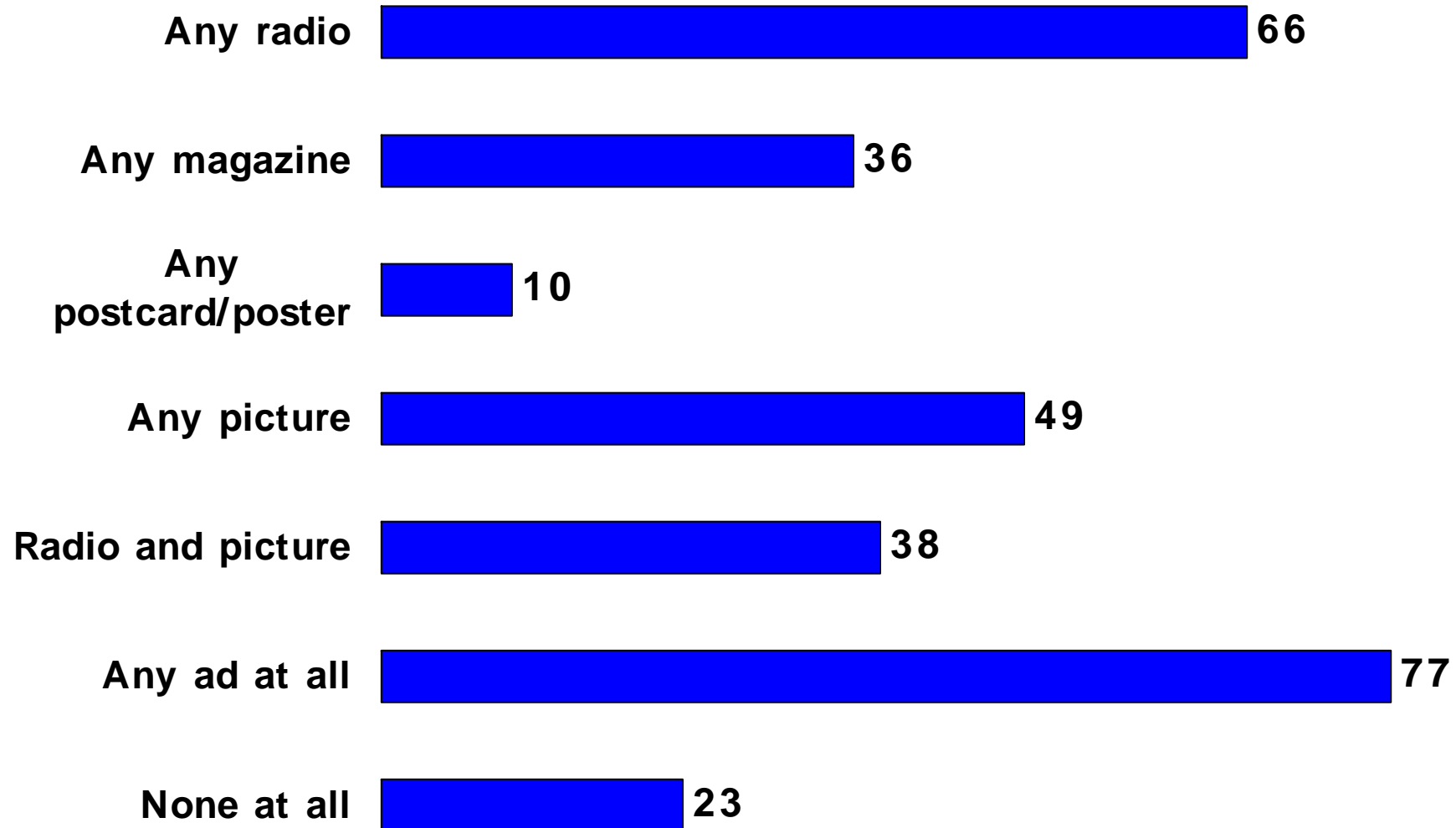
- Pictures

- Control (G 13-15)
- Er... um (G 16-17)
- Torch (All 13-17)
- Dynamite (B 16-17)
- Karmasutra (B 16-17)
- Mr Men (All 16-17)
- Puppet (All 13-15)
- Warhol (All 16-17)

# Question change

- Question at wave 4:  
Have you seen this ad in a magazine before?  
Yes/No/Don't know
- Question at waves 5, 6 and 7:  
Have you seen this ad before?  
Yes - in magazine/Yes - on a poster or card/  
Yes - not sure where/No/Don't know
- Question at wave 8:  
Have you seen this ad before?  
Yes - in magazine/Yes - on a card or on a poster in a  
toilet/Yes - not sure where/No/Don't know

# Total campaign recognition - 13-17s

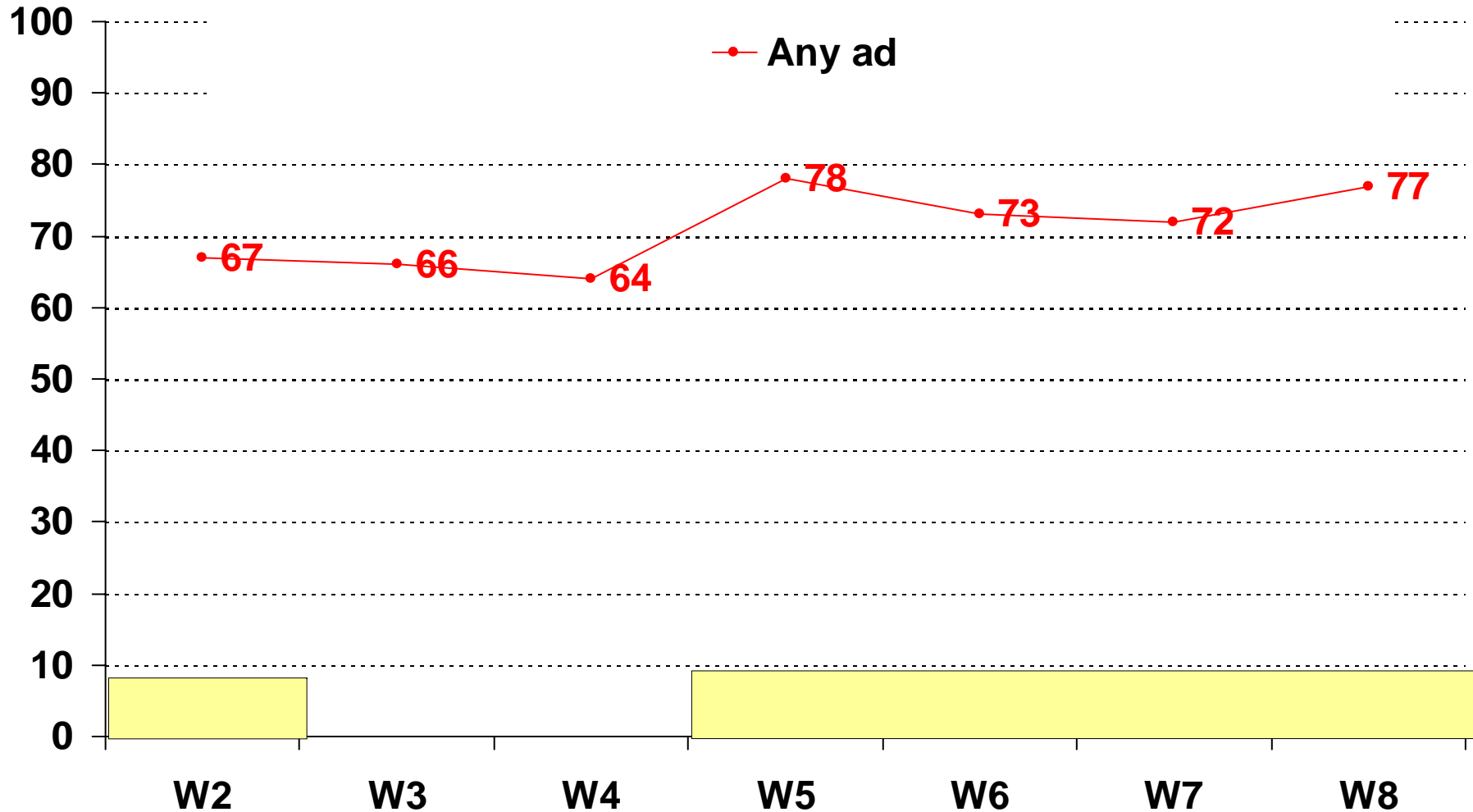


Base: Young people 13-17 W8 (488)

# Prompted campaign recognition

## - 13-17s

% recognise ad

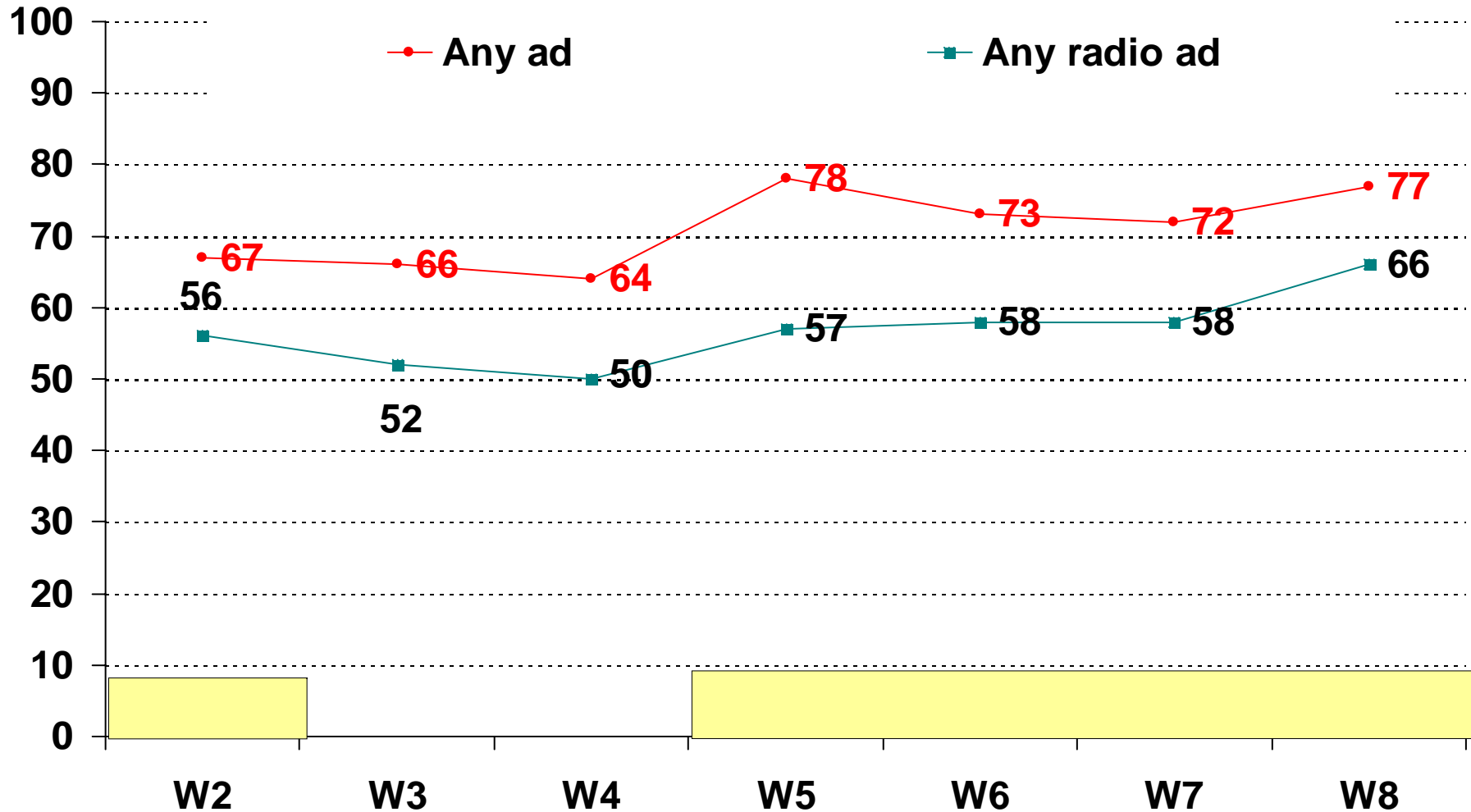


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted campaign recognition

## - 13-17s

% recognise ad

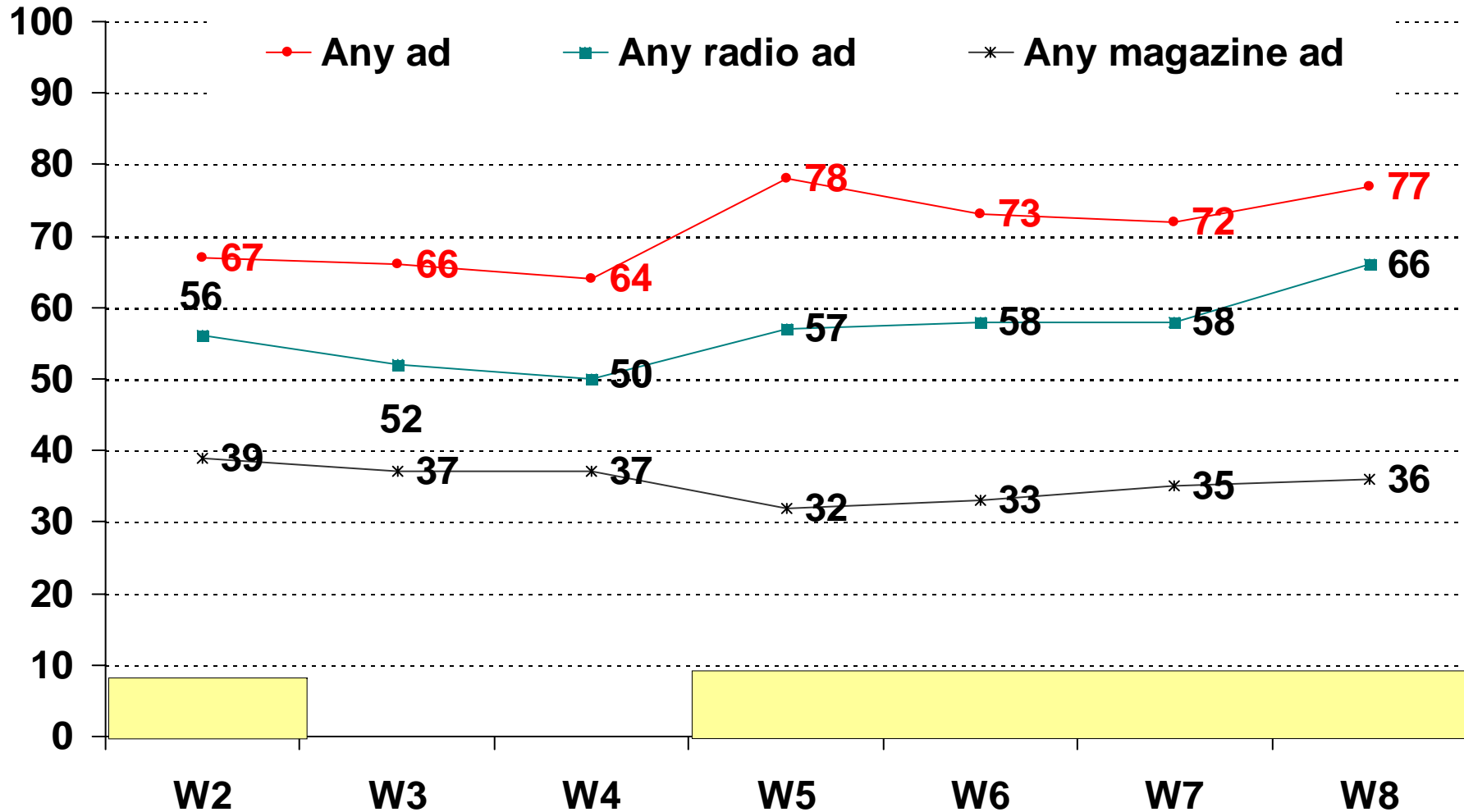


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted campaign recognition

## - 13-17s

% recognise ad

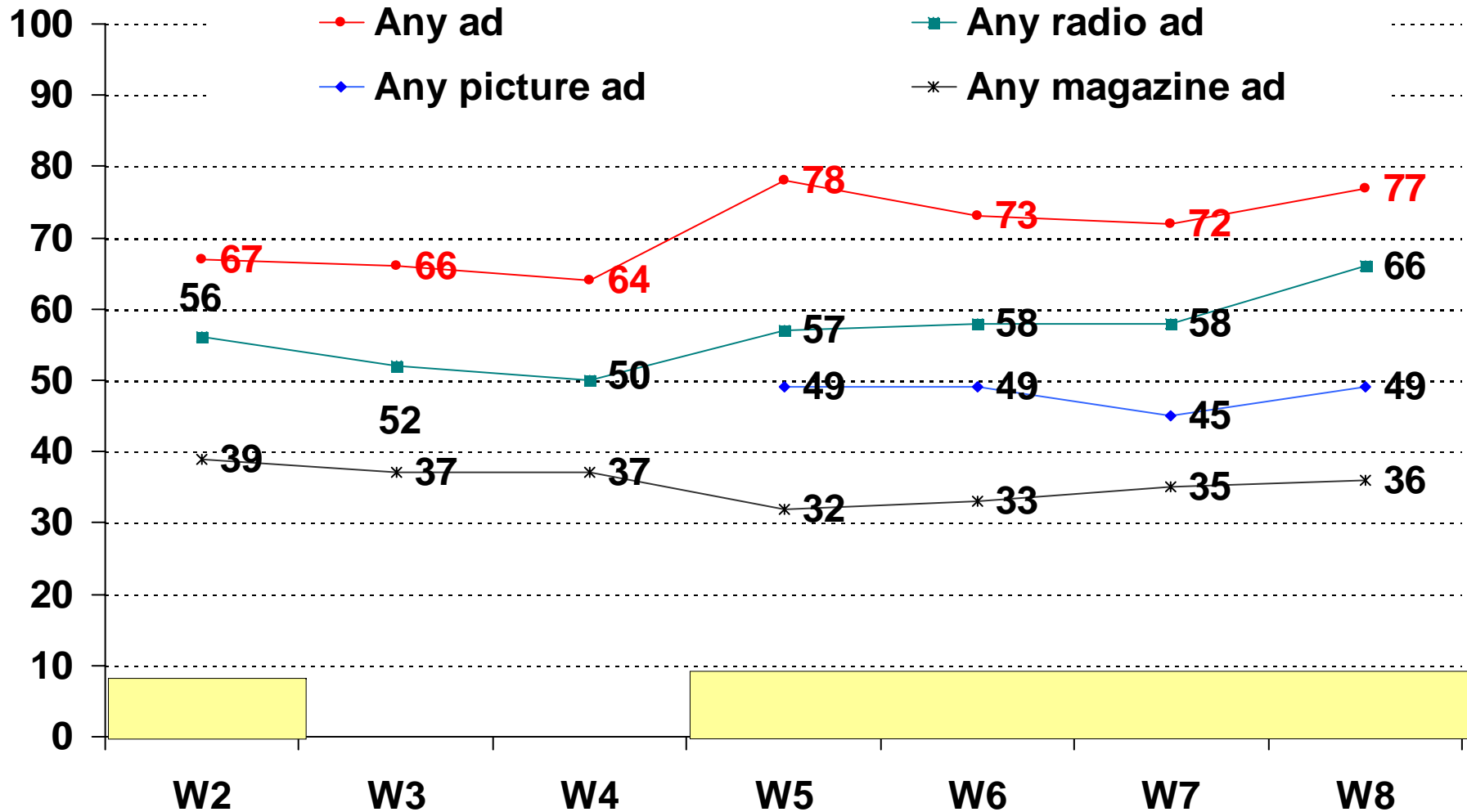


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted campaign recognition

## - 13-17s

% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

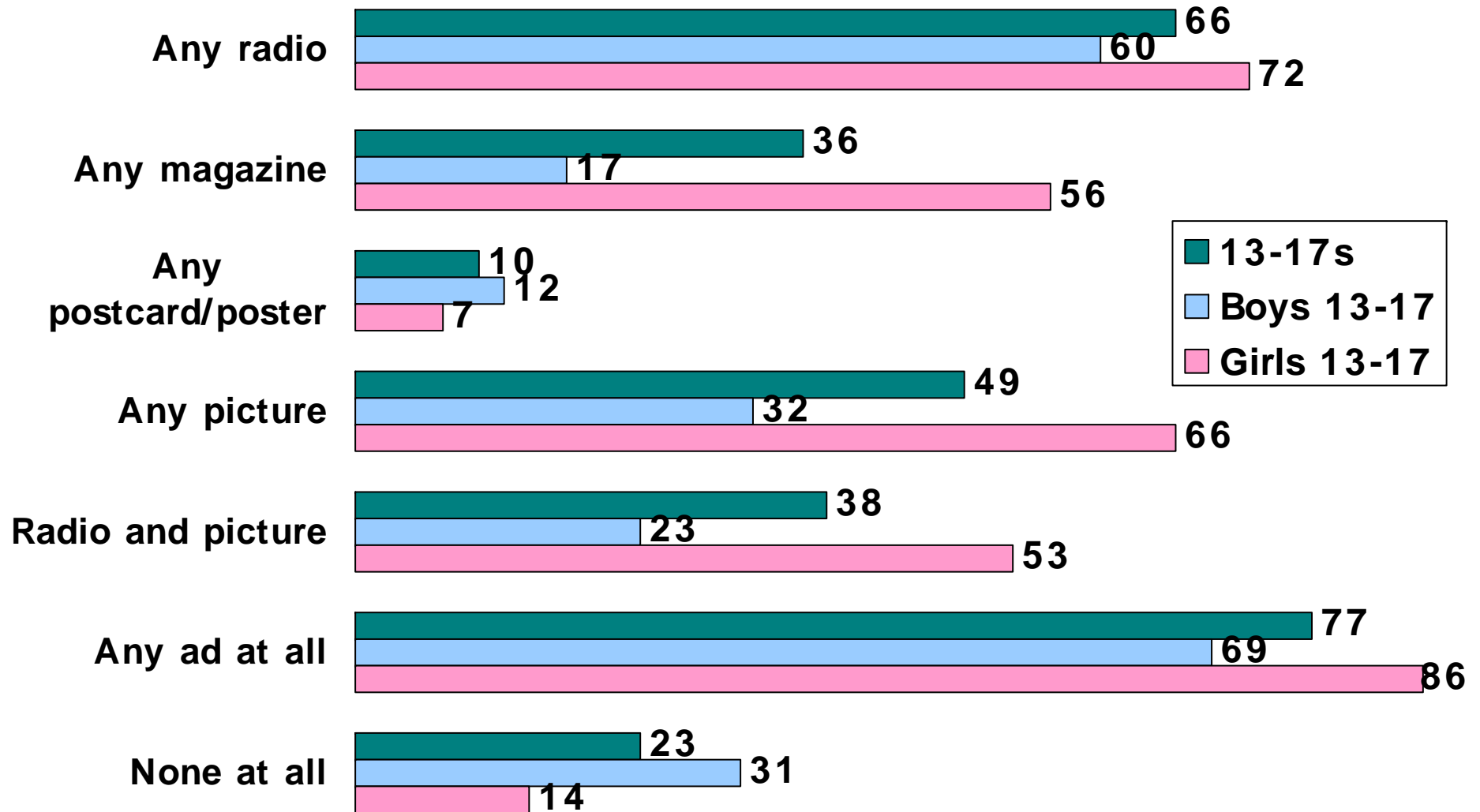
# Total campaign recognition - 13-17s

- Girls' recognition remains higher than boys'
  - 86% girls recognise at least one ad, 69% boys
  - but there has been an increase in boys' recognition (60% W7, 69% W8)
- ABC1s' recognition returned to previous levels
  - 75% W6, 70% W7, 74% W8
  - C2DEs remain at previous high levels
- Slight increase in recognition amongst 13-15s
  - 69% W7, 77% W8
  - brings 13-15s to levels of 16-17s



# Total campaign recognition - 13-17s

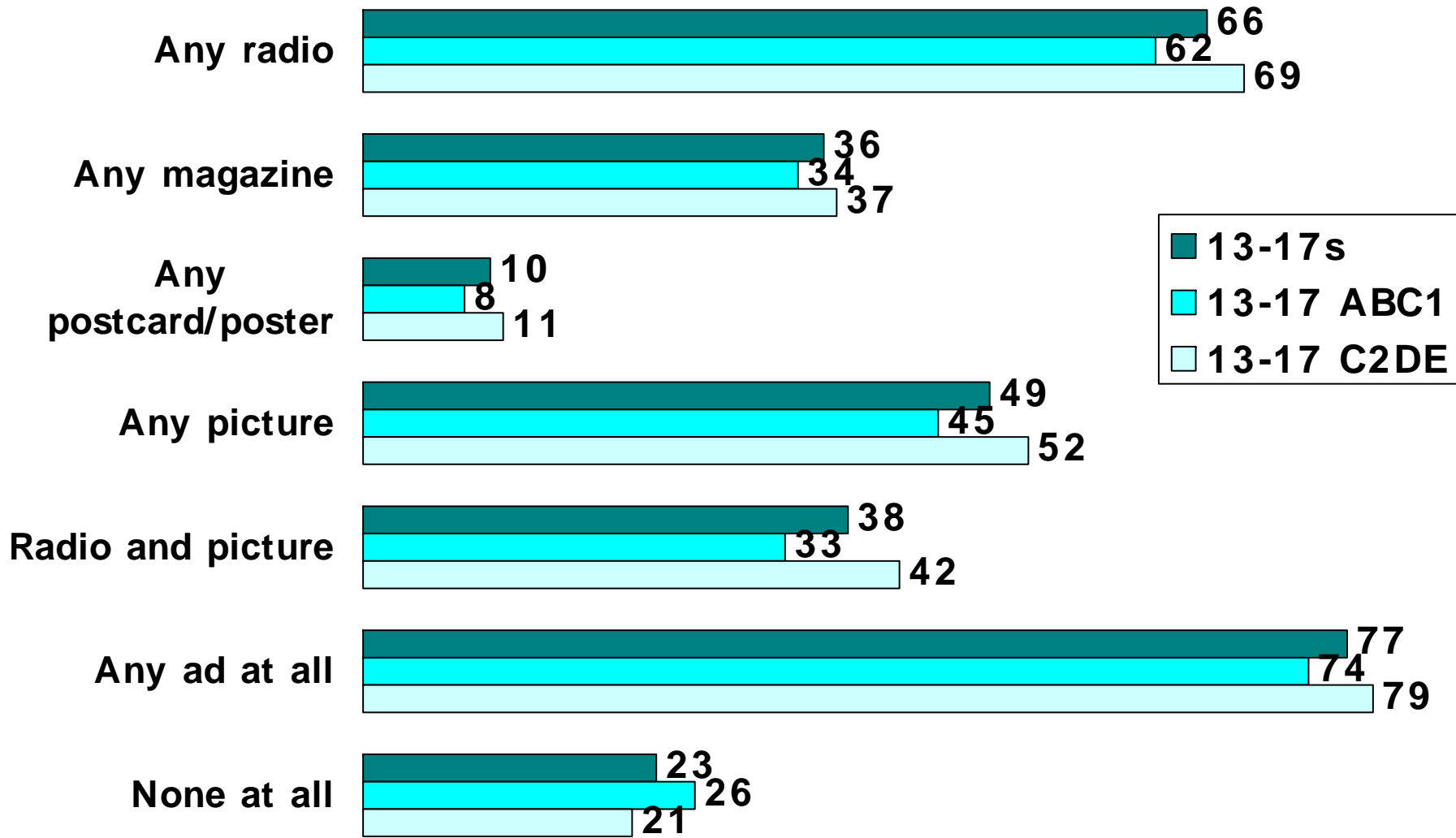
## GENDER



Base: Young people 13-17 W8 (488)

# Total campaign recognition - 13-17s

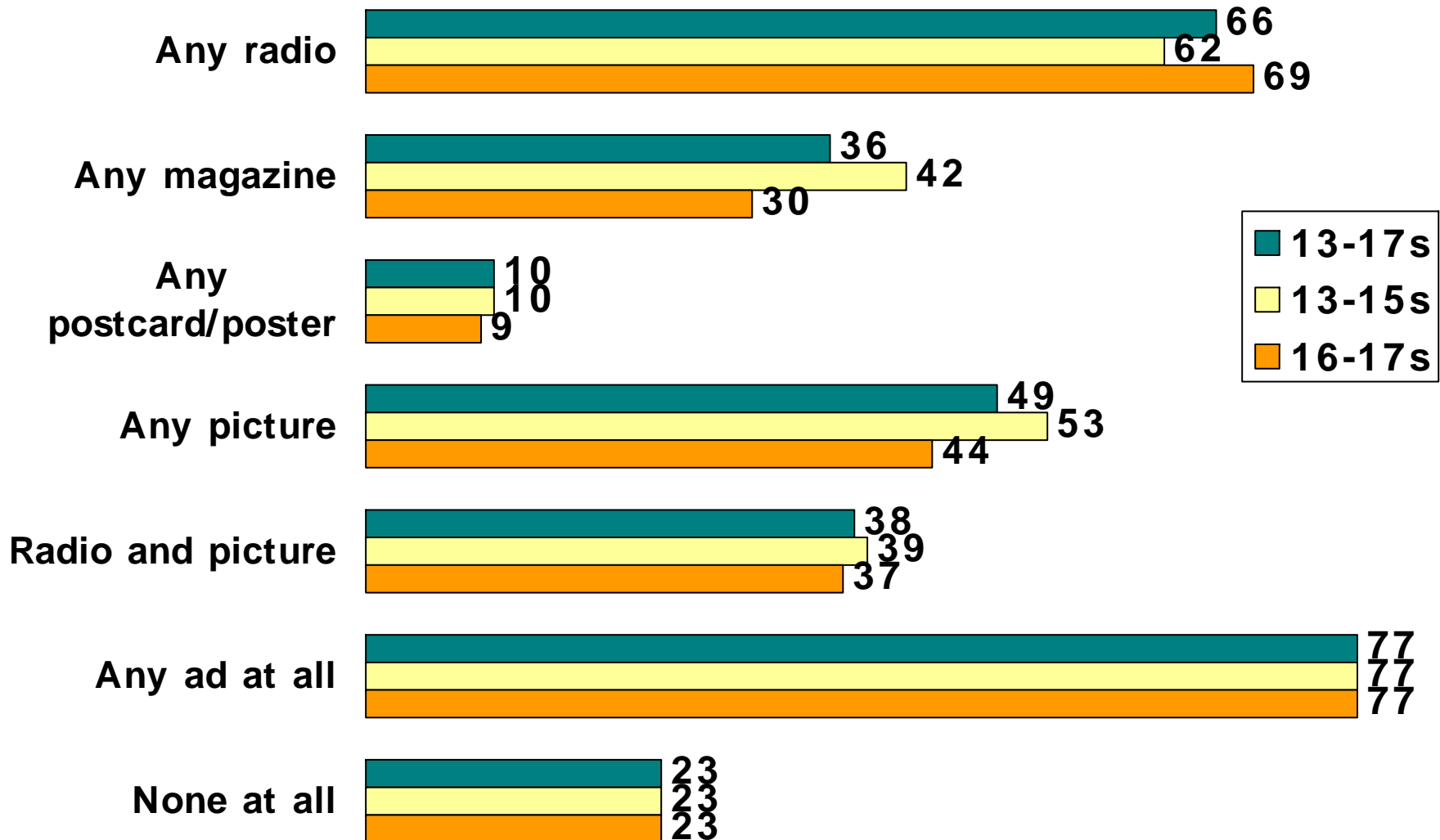
## SOCIAL GRADE



Base: Young people 13-17 W8 (488)

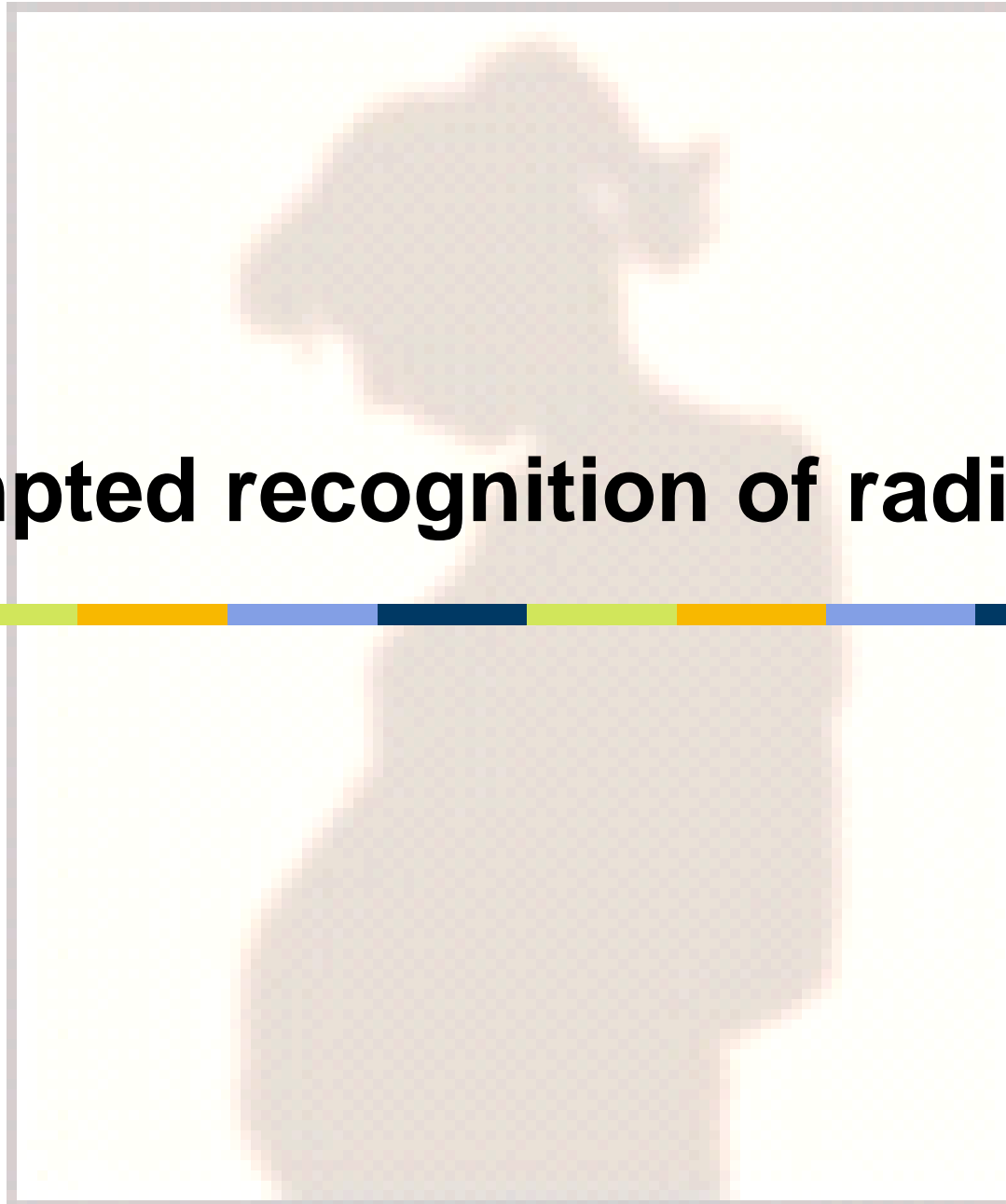
# Total campaign recognition - 13-17s

## AGE



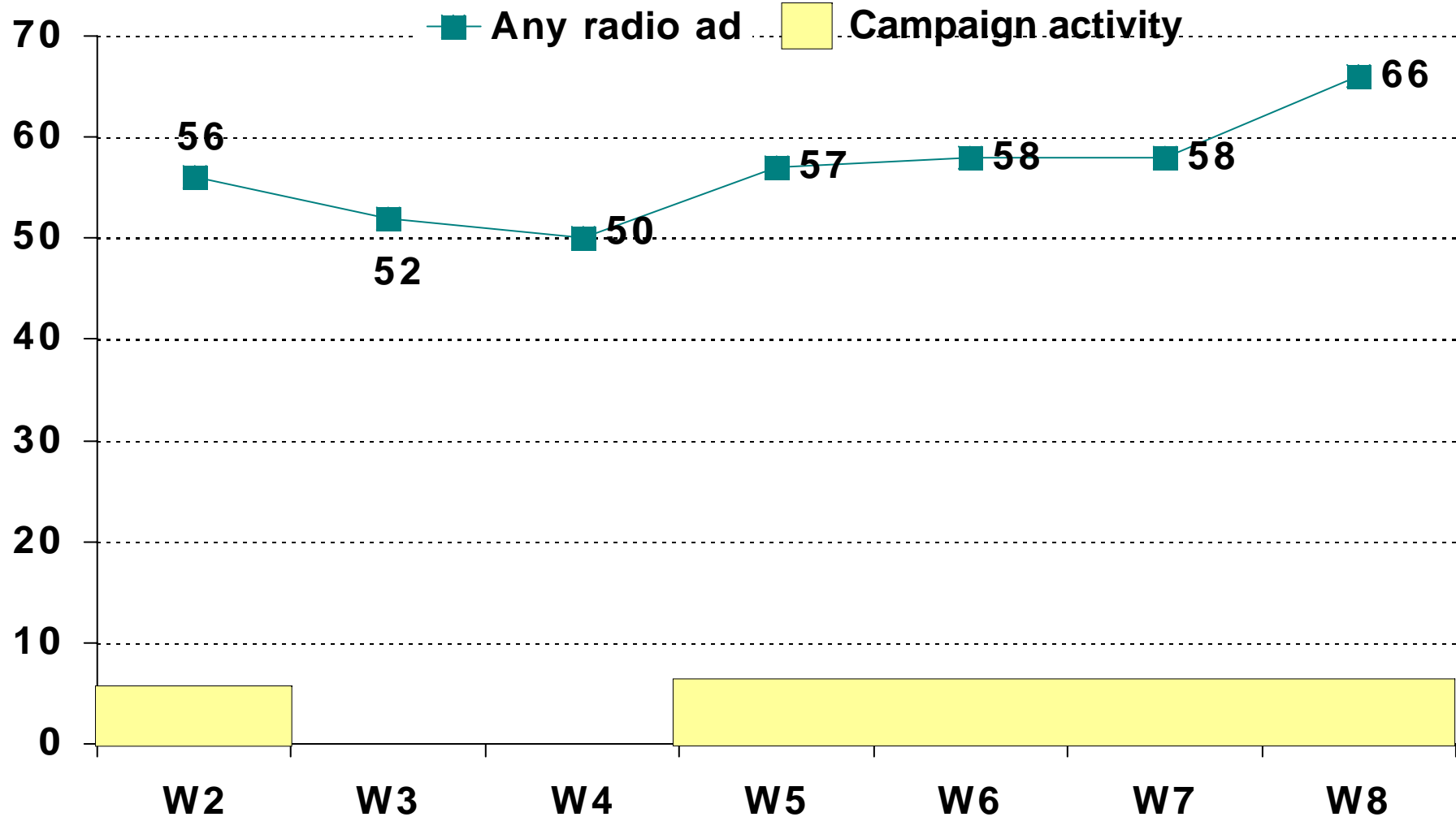
Base: Young people 13-17 W8 (488)

# Prompted recognition of radio ads



# Prompted recognition of radio ads (13-17s)

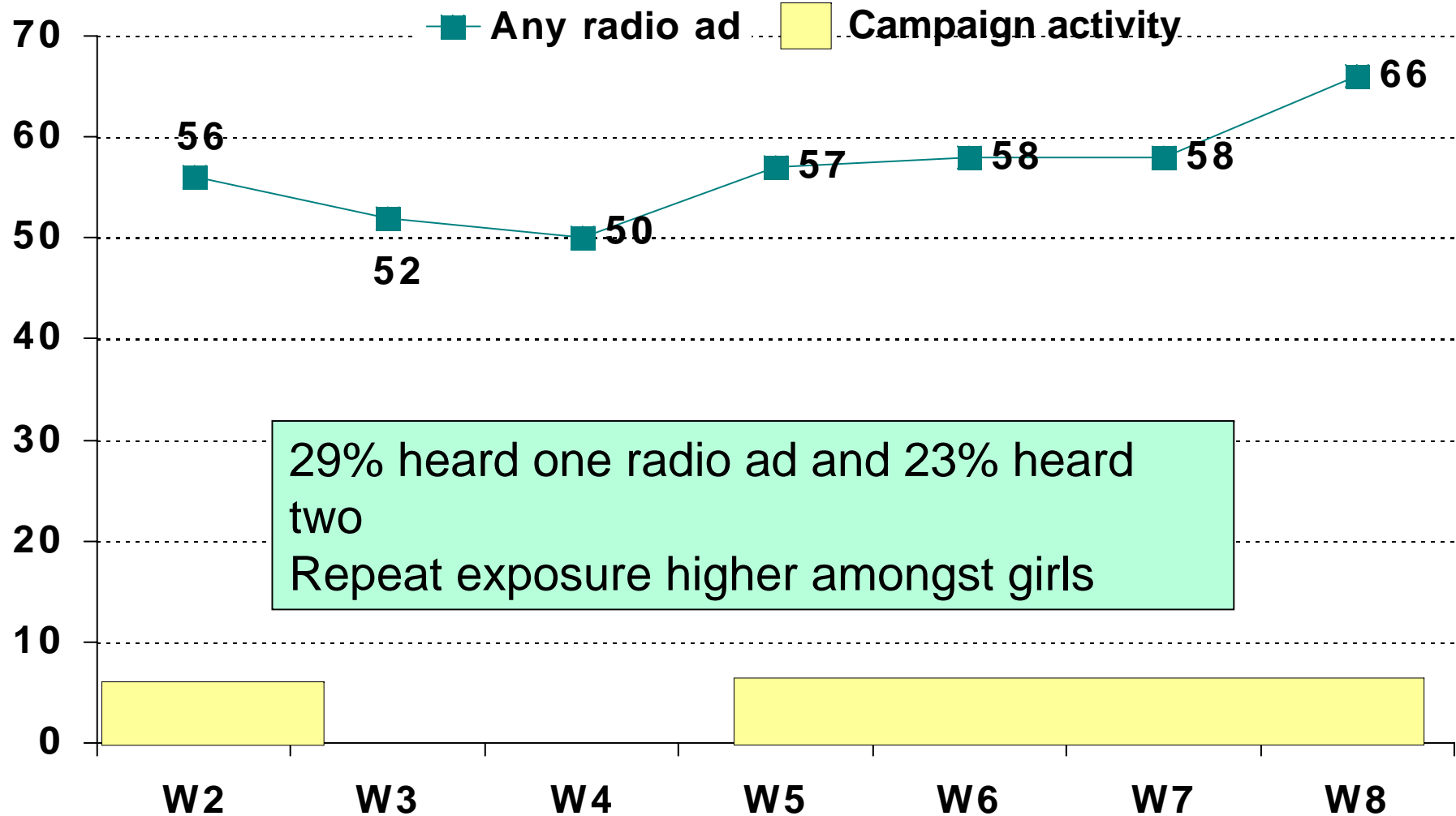
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads (13-17s)

% recognise ad

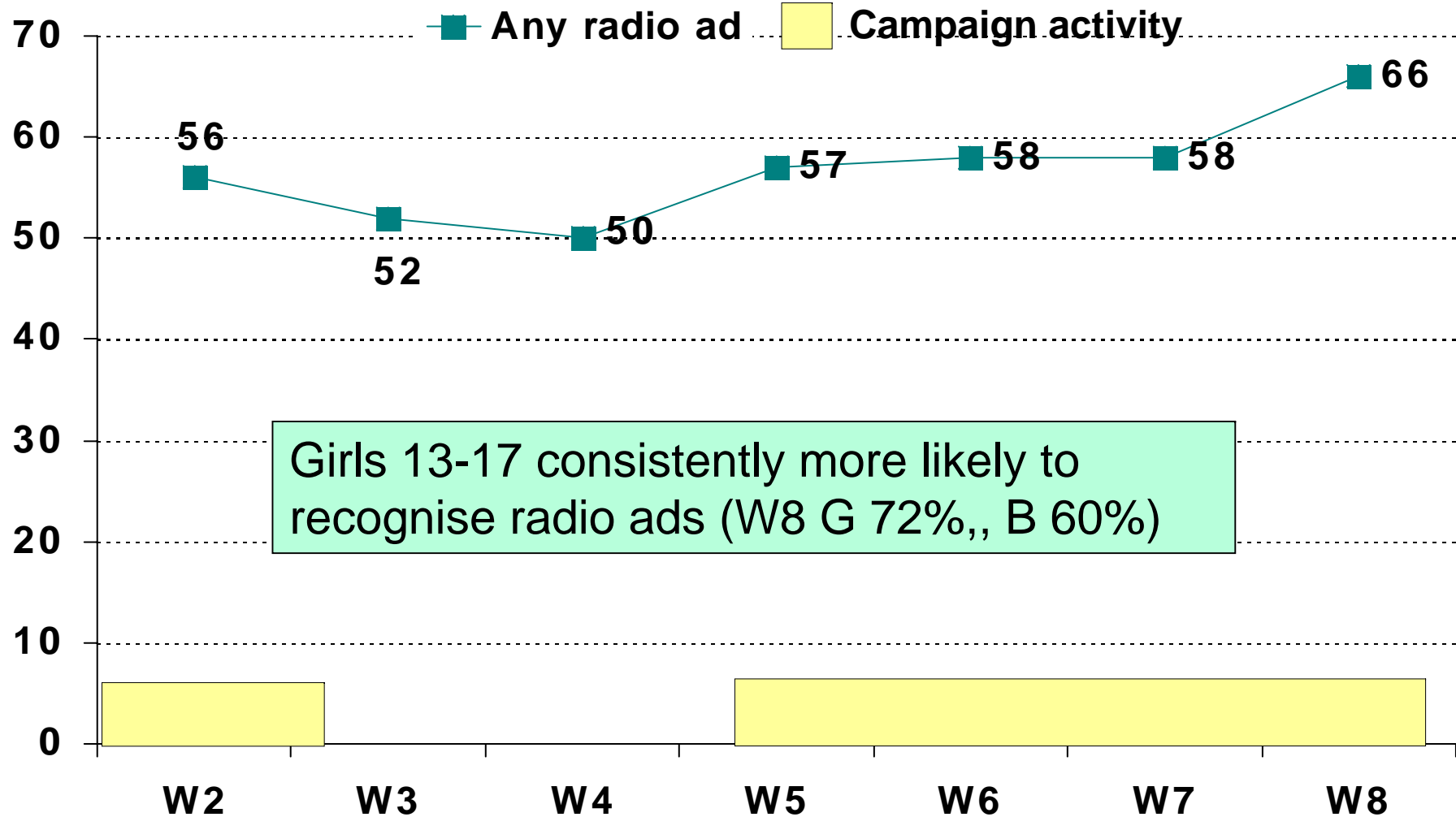


29% heard one radio ad and 23% heard two  
Repeat exposure higher amongst girls

Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads (13-17s)

% recognise ad

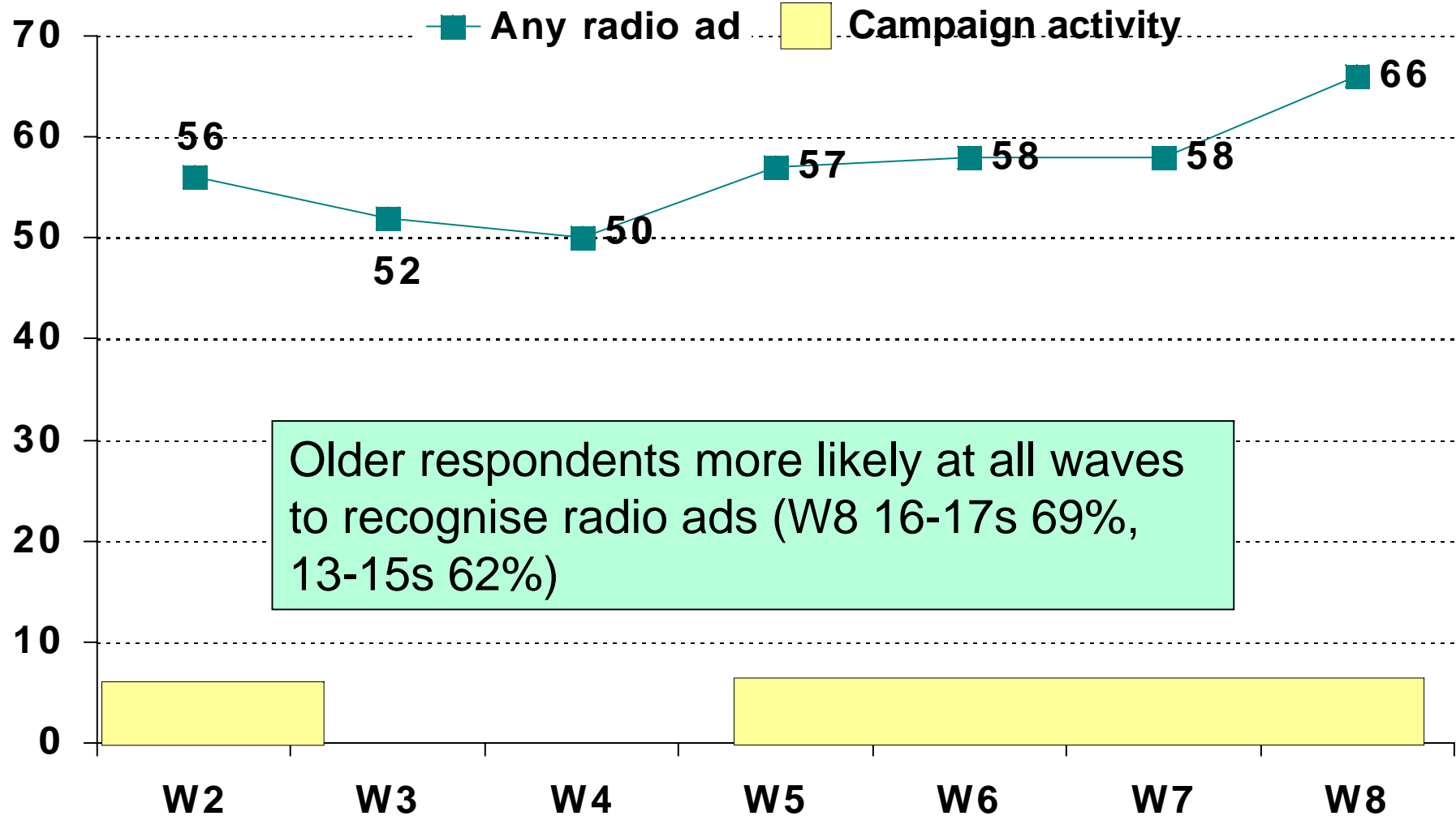


Girls 13-17 consistently more likely to recognise radio ads (W8 G 72%, B 60%)

Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads (13-17s)

% recognise ad



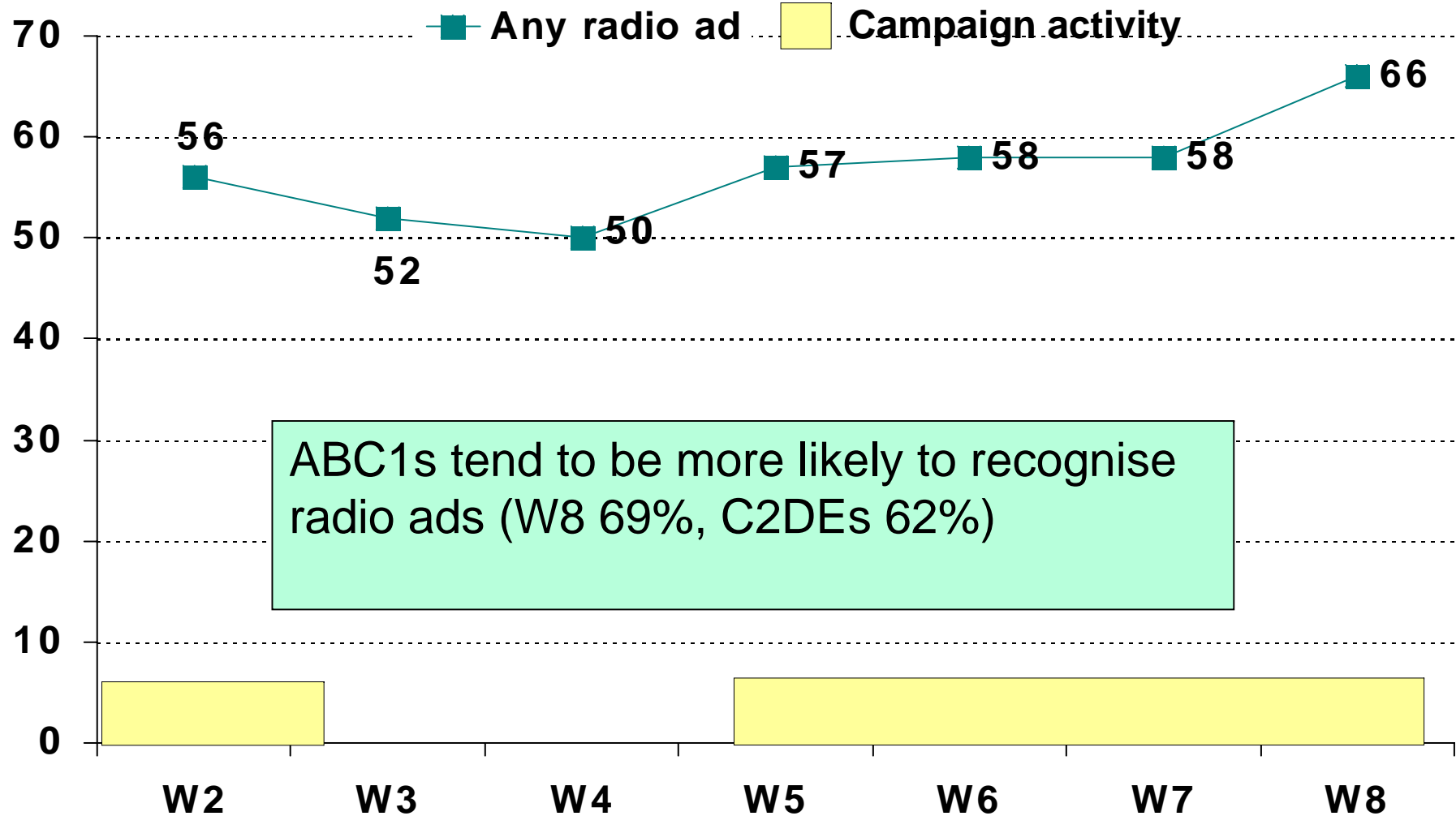
Older respondents more likely at all waves to recognise radio ads (W8 16-17s 69%, 13-15s 62%)

Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



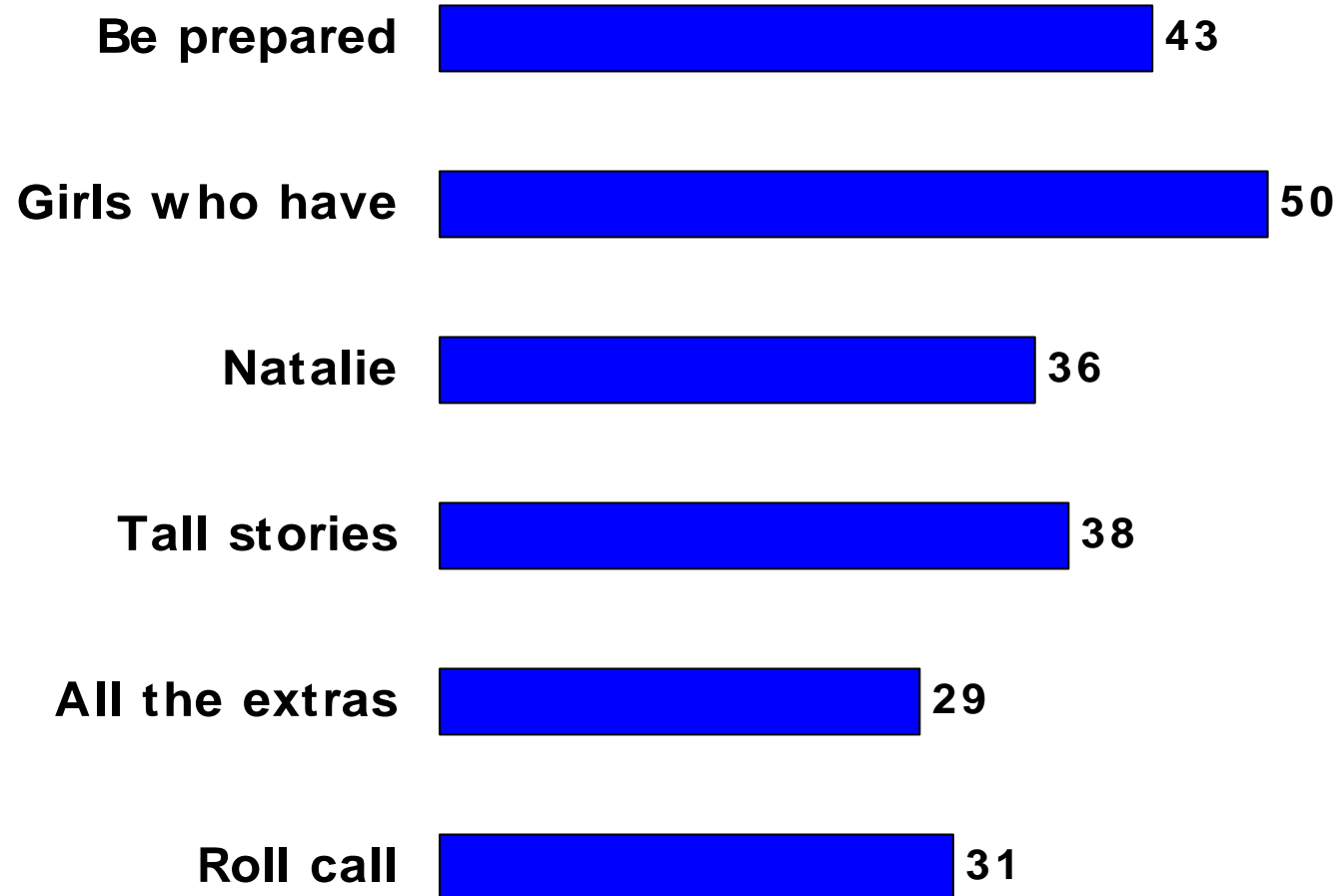
# Prompted recognition of radio ads (13-17s)

% recognise ad



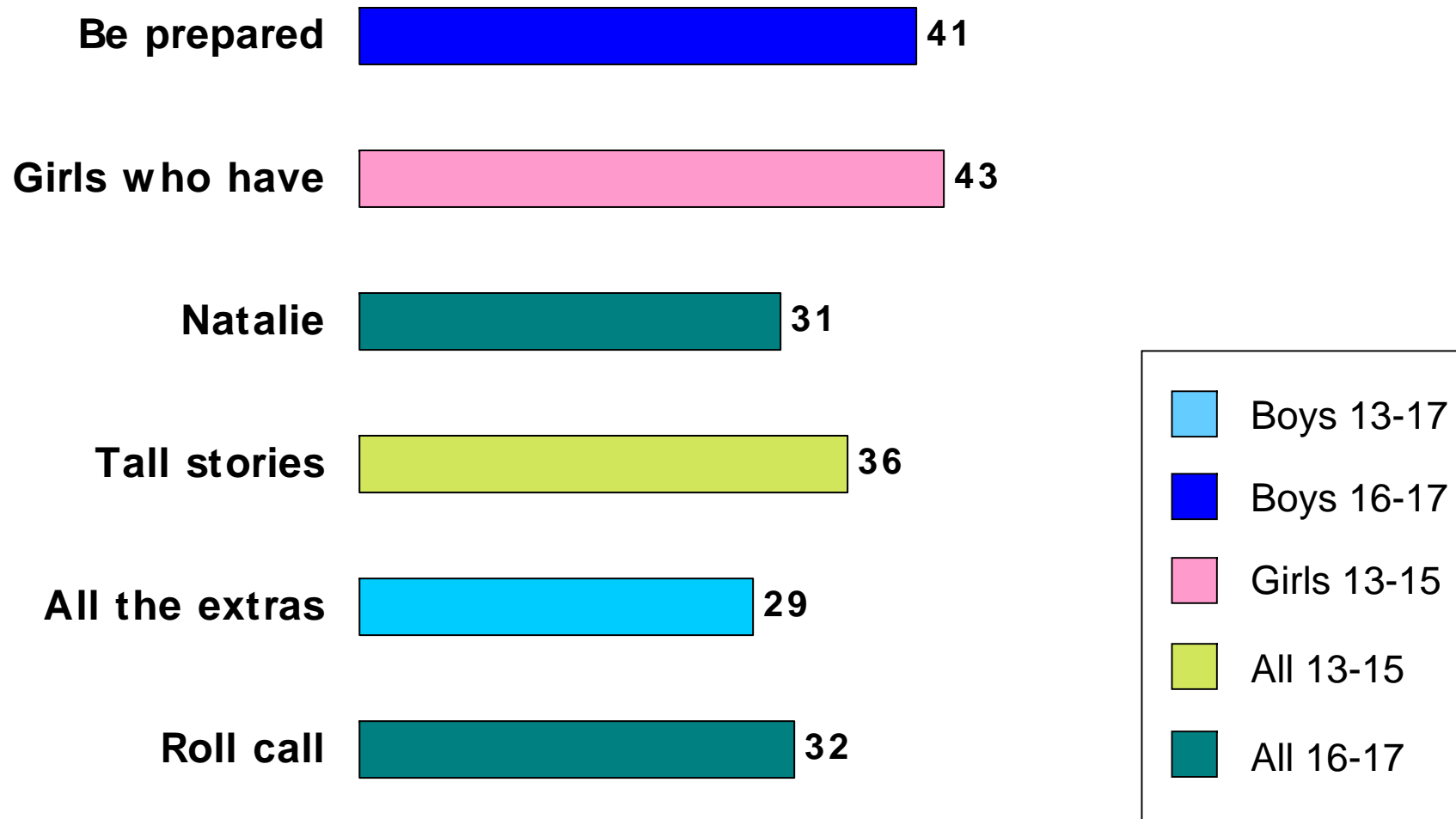
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of individual radio ads (13-17s)




Base: Young people aged 13-17 W8 (488)

# Prompted recognition of individual radio ads - by target audience



Base: W8: Be prepared (n=63), Girls who have (n=59), Natalie (n=122), Tall stories (n=110), All the extras (n=126), Roll call (n=115)



# Prompted recognition of picture ads

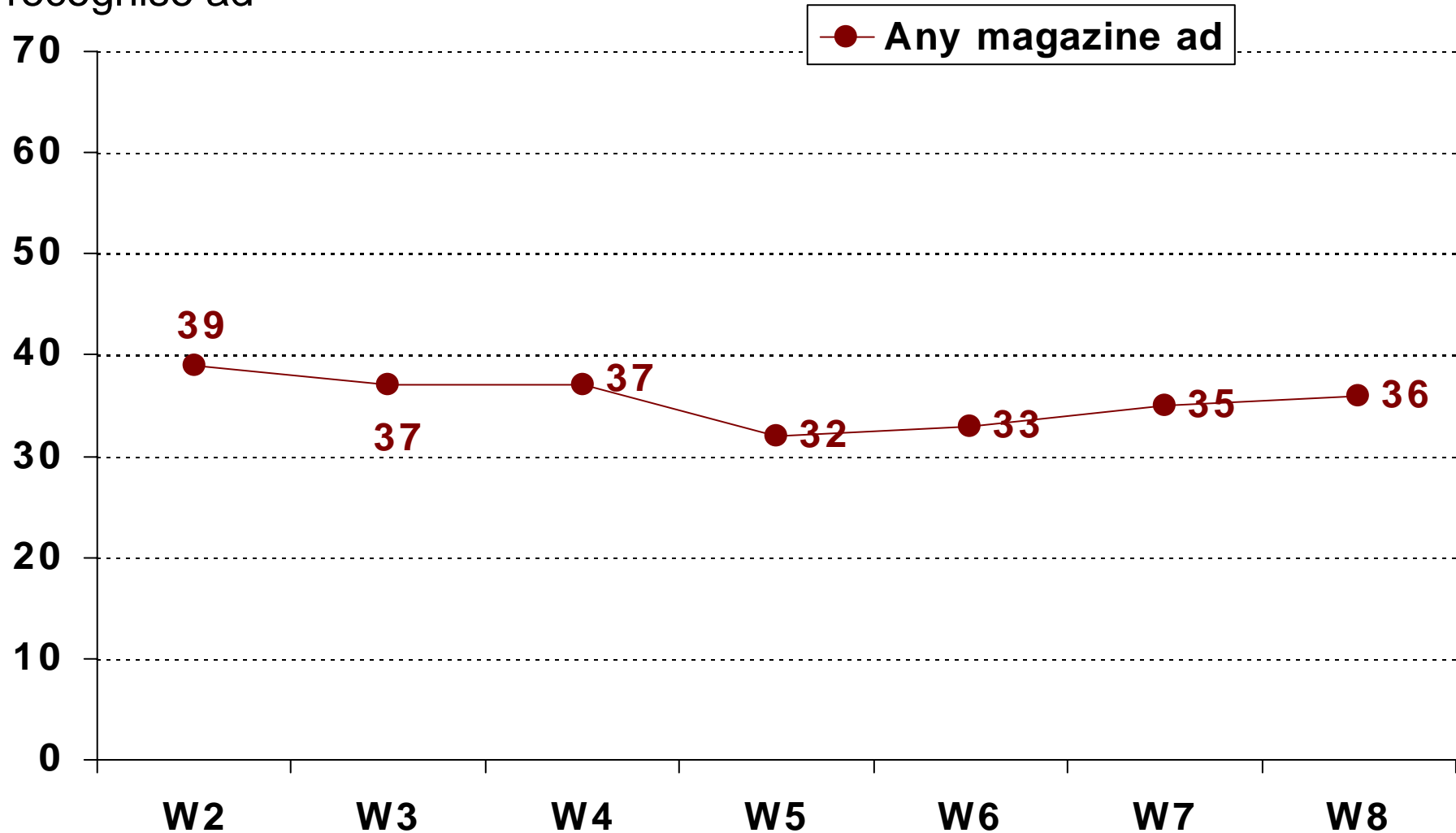
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# Question change

- Question at wave 4:  
Have you seen this ad in a magazine before?  
Yes/No/Don't know
- Question at waves 5, 6 and 7:  
Have you seen this ad before?  
Yes - in magazine/Yes - on a poster or card/  
Yes - not sure where/No/Don't know
- Question at wave 8:  
Have you seen this ad before?  
Yes - in magazine/Yes - on a card or on a poster in a  
toilet/Yes - not sure where/No/Don't know

# Prompted recognition of picture ads (13-17s)

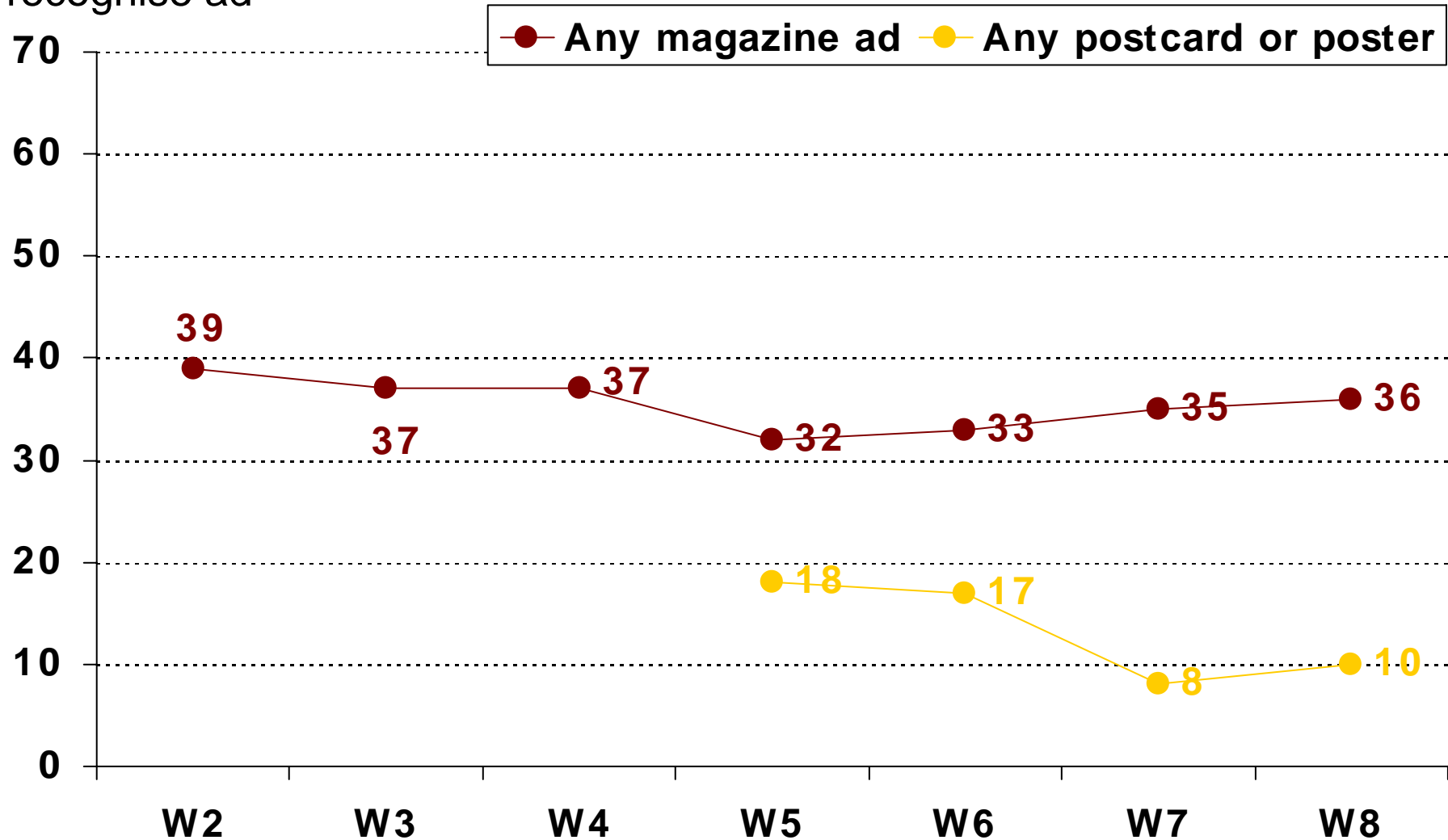
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of picture ads (13-17s)

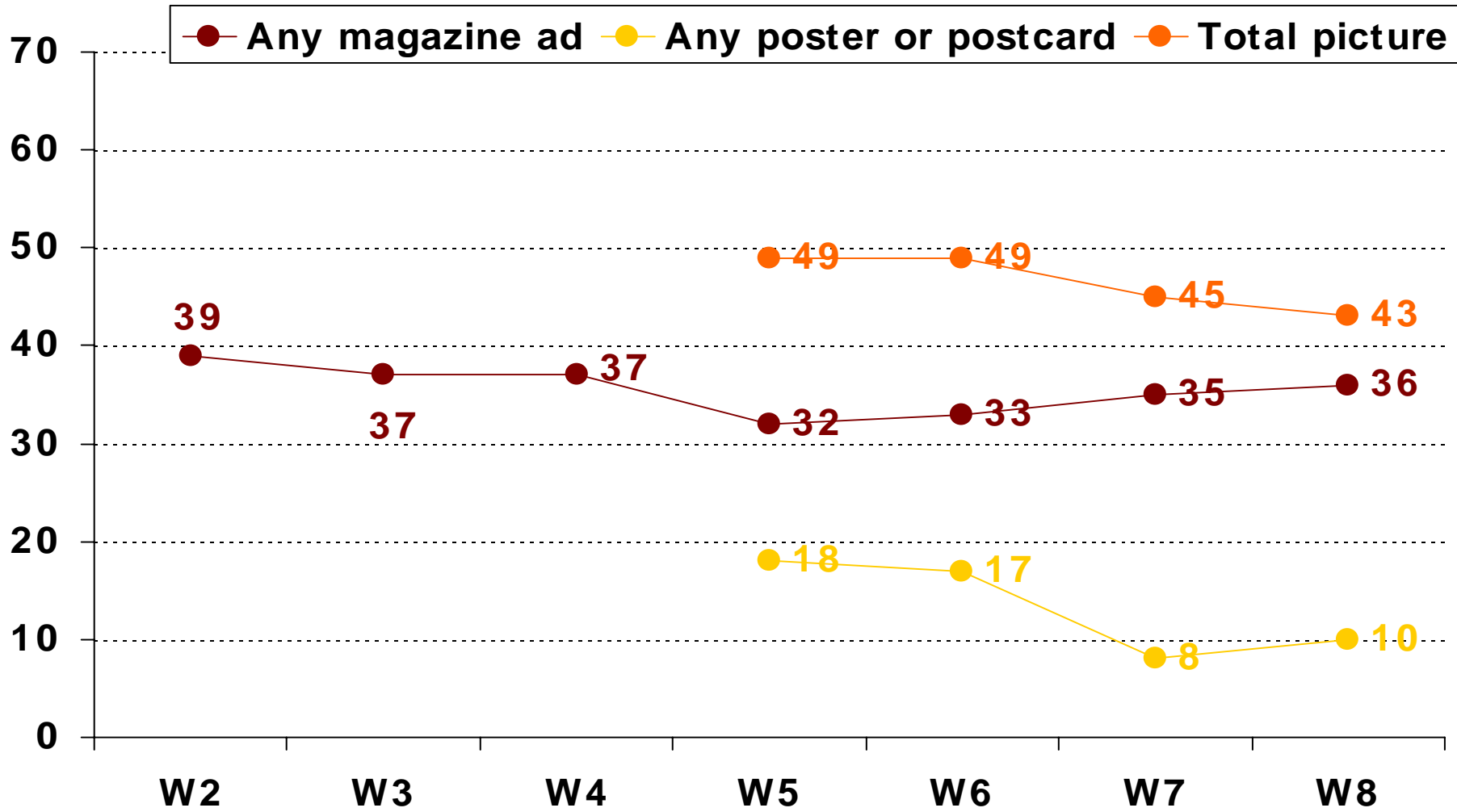
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of picture ads (13-17s)

% recognise ad



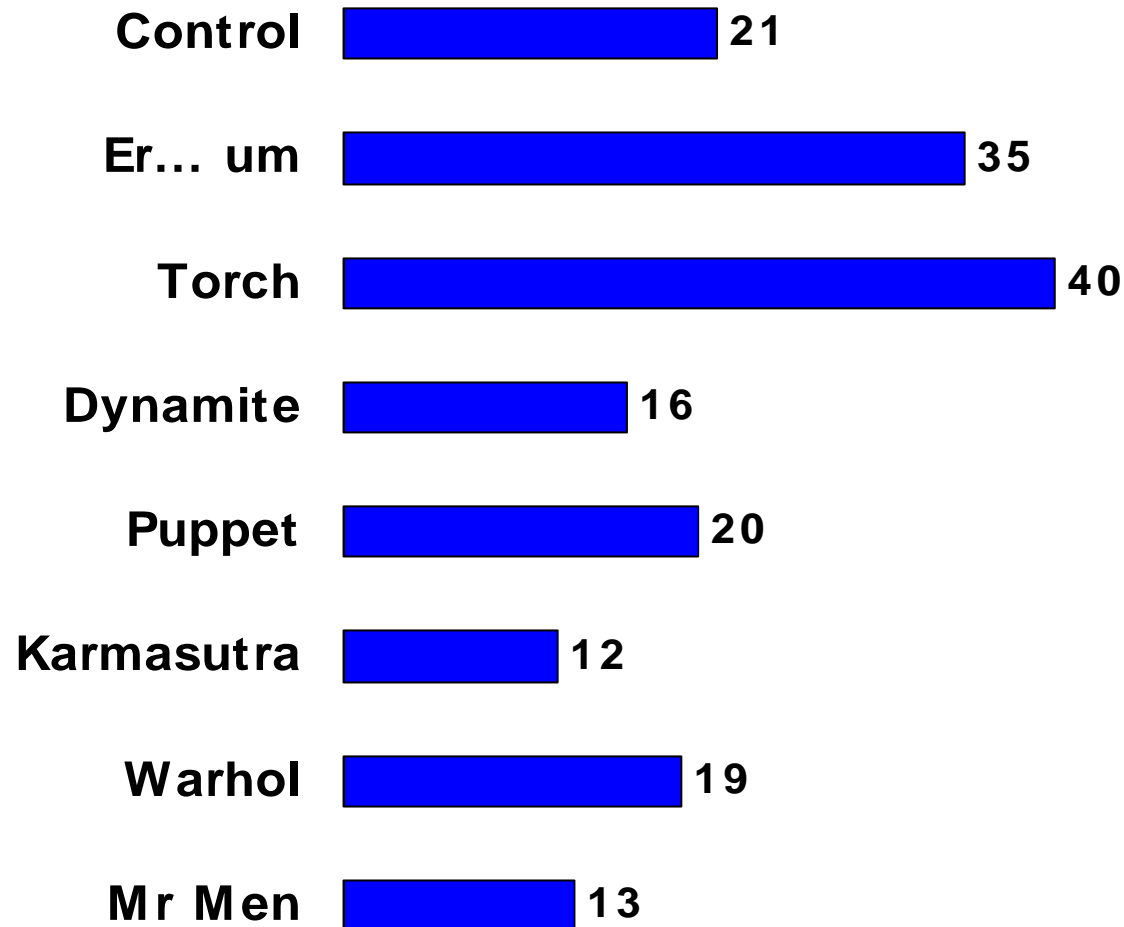
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Prompted recognition of picture ads (13-17s)

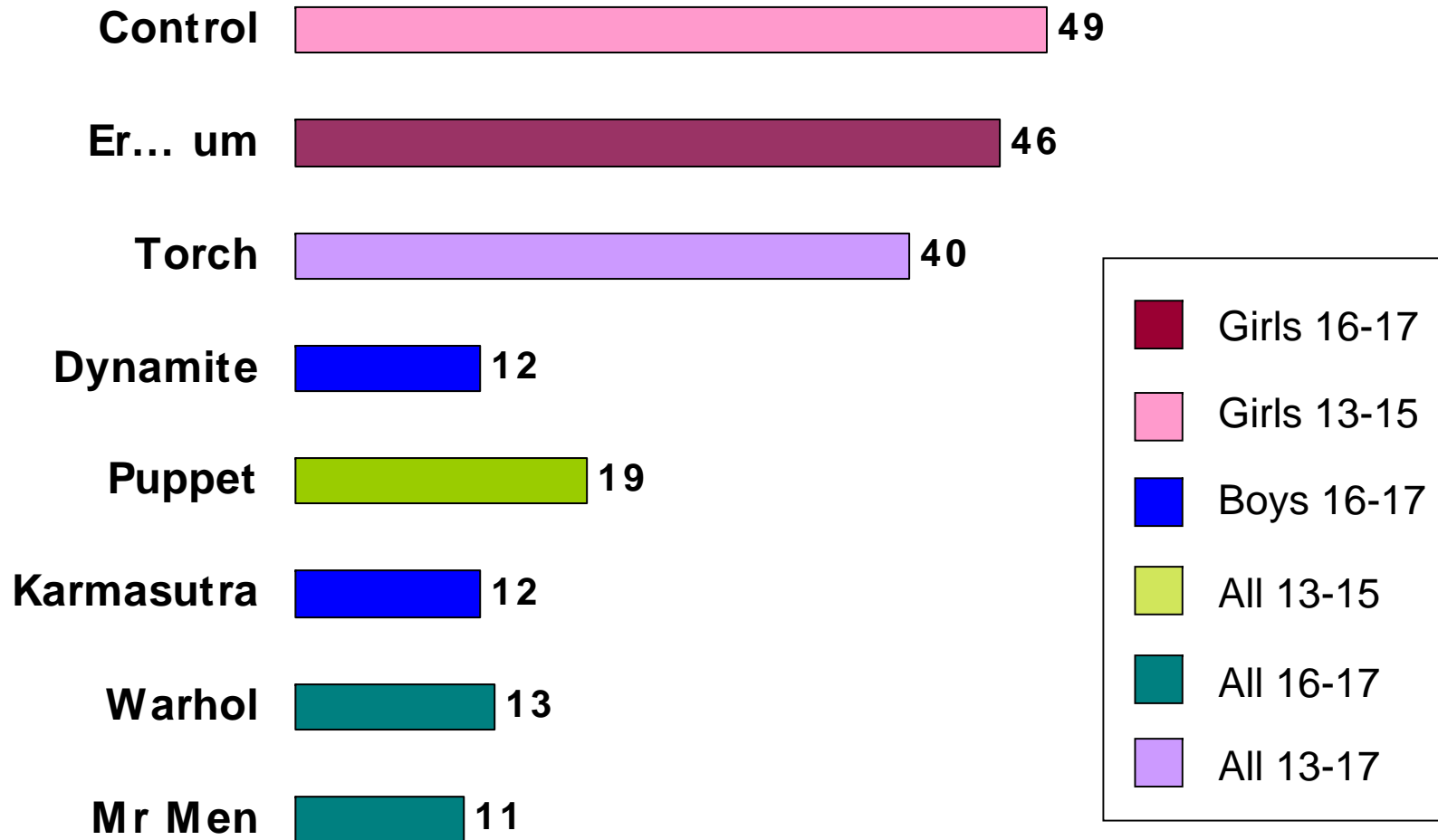
- As at previous waves, girls (66%) more likely than boys (32%) to recognise picture ads
- 1/3 boys recognised an ad (W7 24%), driven by increased recognition of magazine ads
- Boys slightly more likely to mention seeing postcards or posters
- 16-17s remain slightly less likely to have seen a magazine ad than 13-15s
- Little difference by social grade
- 25% of 13-17s seen one picture ad, 15% seen two, 6% seen 3 and 2% seen all 4

# Prompted recognition of individual picture ads (13-17s)



Base: Young people aged 13-17 W8 (488)

# Prompted recognition of individual radio ads - by target audience



Base: W8: Control (n=50), Er... um (n=57), Torch (n=228), Dynamite (n=62), Puppet (n=123), Karmasutra (n=67), Warhol (n=121), Mr Men (n=120)

# Slogan awareness

- 16 13-21s (2%) at W8 were spontaneously aware of the slogan 'Sex, are you thinking about it enough?'
  - 5 people W7, 5 people W6, 7 people W5, 5 people W4, 1 person W3, 4 people W2
- A further 14 (2%) said something similar
  - 8 at W7, 4 at W6, 11 at W5, 10 at W4, 3 at W3, 8 at W2
- No slogans well remembered

# Awareness of the phrase “Sex: are you thinking about it enough?” (13-17s)



Base: Young people aged 13-17 at W8 (488)

# Summary - Campaign recognition

- Three quarters recognise at least one of the ads they were shown or played
  - Two thirds recognise a radio ad
  - A third recognise a magazine ad and a half any picture ad
- Strong increase in boys' recognition of ads
  - although girls still more likely to recognise ads
- Seven in ten aware slogan when prompted

# Advertising communication



# Main message of radio ads

- *"It doesn't matter if you haven't had sex at 16"*
- *"Just because people say they are having sex doesn't mean they are. People who try to make you have sex could have a STD and could give you it so always use protection"*
- *"Don't feel pressured into sex too early, contraception is more important than anything else, raising awareness of STDs"*
- *"About STDs and how easy they are to get"*
- *"Sex can transmit diseases and condoms can prevent this"*
- *"Wear protection, go to the web site or telephone Sexwise for help or anything"*



# Main message of ads - radio (13-17s)

	Radio W8 (488) %	Radio W7 (478) %	Radio W6 (502) %
Use contraception	55	56	73
STIs	9	7	10
Are you thinking? / think before having sex	8	7	7
Don't have sex too young	8	9	5
Don't feel pressured	8	10	5
OK to talk about sex	1	1	5
Condoms protect against STIs & pregnancy	7	3	2
OK to talk about condoms	*	*	4
There are people there to give you advice	5	9	3
Call the helpline	5	9	3
Don't believe all your friends say	10	7	3
Wait for the right time	2	4	2
You can't tell who has STIs by looking at them	2	6	2
Don't rush into sex	1	2	1
Giving facts / dispelling myths	1	2	1
Don't worry about sex	2	1	1
You are not the only one	2	*	1
Don't know	9	10	7

# Main message of press ads

- *"Think about what you are doing, don't let friends push you into anything"*
- *"For people feeling left out because of society's attitude, the message is don't rush into sex, you don't have to"*
- *"Some were saying don't be pressured into having sex, some were telling you how many diseases you could catch through unprotected sex"*
- *"You can't always see the symptoms of STDs so you don't know who could be infected by looking at them... so use a condom to practise safe sex"*
- *"Don't be afraid to ask for a condom, you can never tell if a partner's got anything"*

# Main message of ads - picture

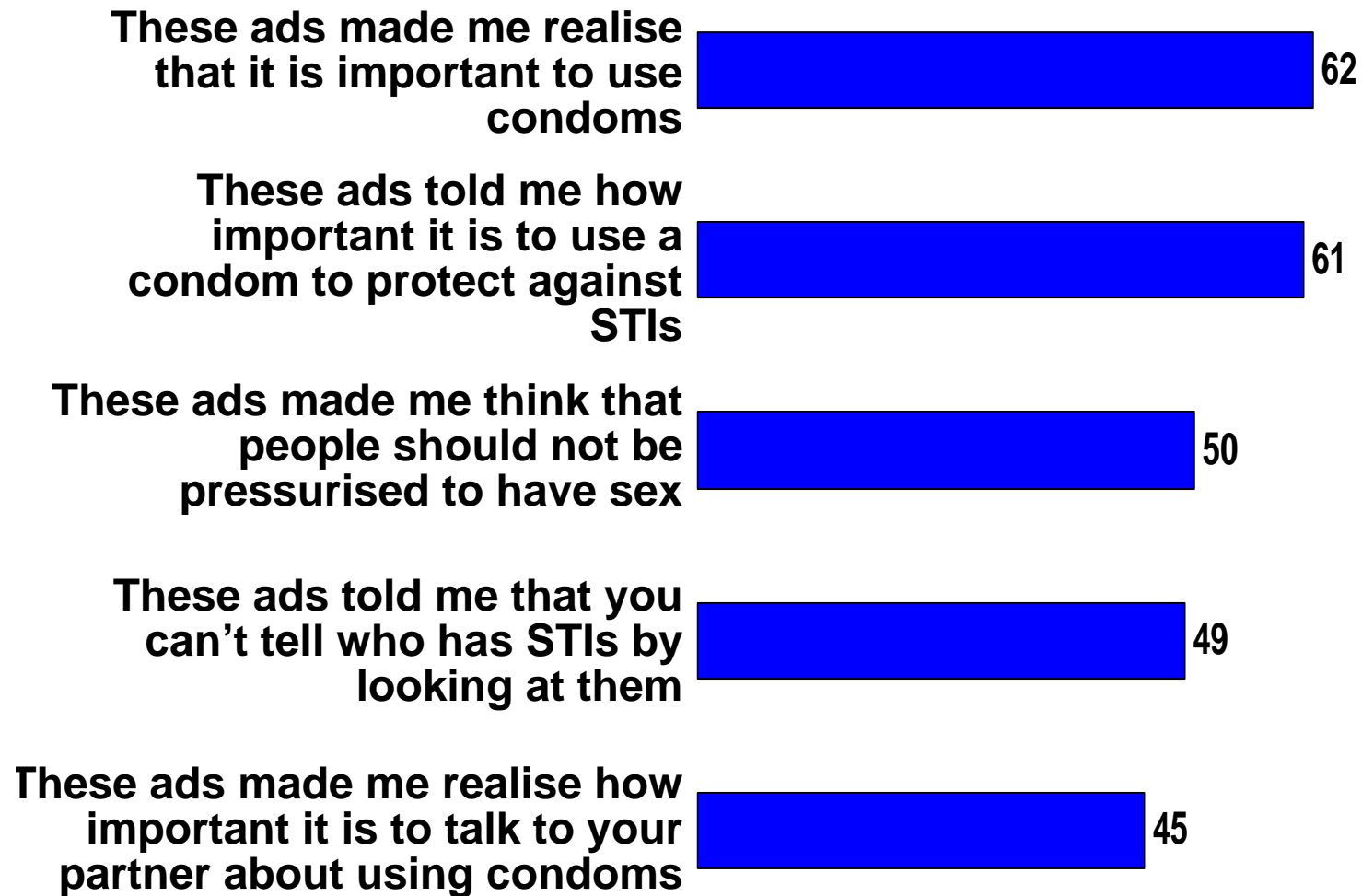
(13-17s)

	Picture W8 (488) %	Picture W7 (478) %	Picture W6 (502) %
Use contraception	25	29	38
STIs	14	3	5
Are you thinking? / think before having sex	3	3	5
Don't have sex too young	2	2	2
Don't feel pressured	7	2	1
OK to talk about sex	*	1	2
OK to talk about condoms	-	*	1
Condoms prevent against STIs & pregnancy	2	1	1
There are people there to give you advice	1	5	4
Call the helpline	2	3	1
Don't believe all your friends say	1	1	*
Wait for the right time	*	1	1
You can't tell who has STIs by looking at them	8	7	3
Don't rush into sex	1	2	*
Giving facts / dispelling myths	1	7	4
Don't worry about sex	1	1	*
Don't know	39	40	40

# Communication of ads (13-17s)

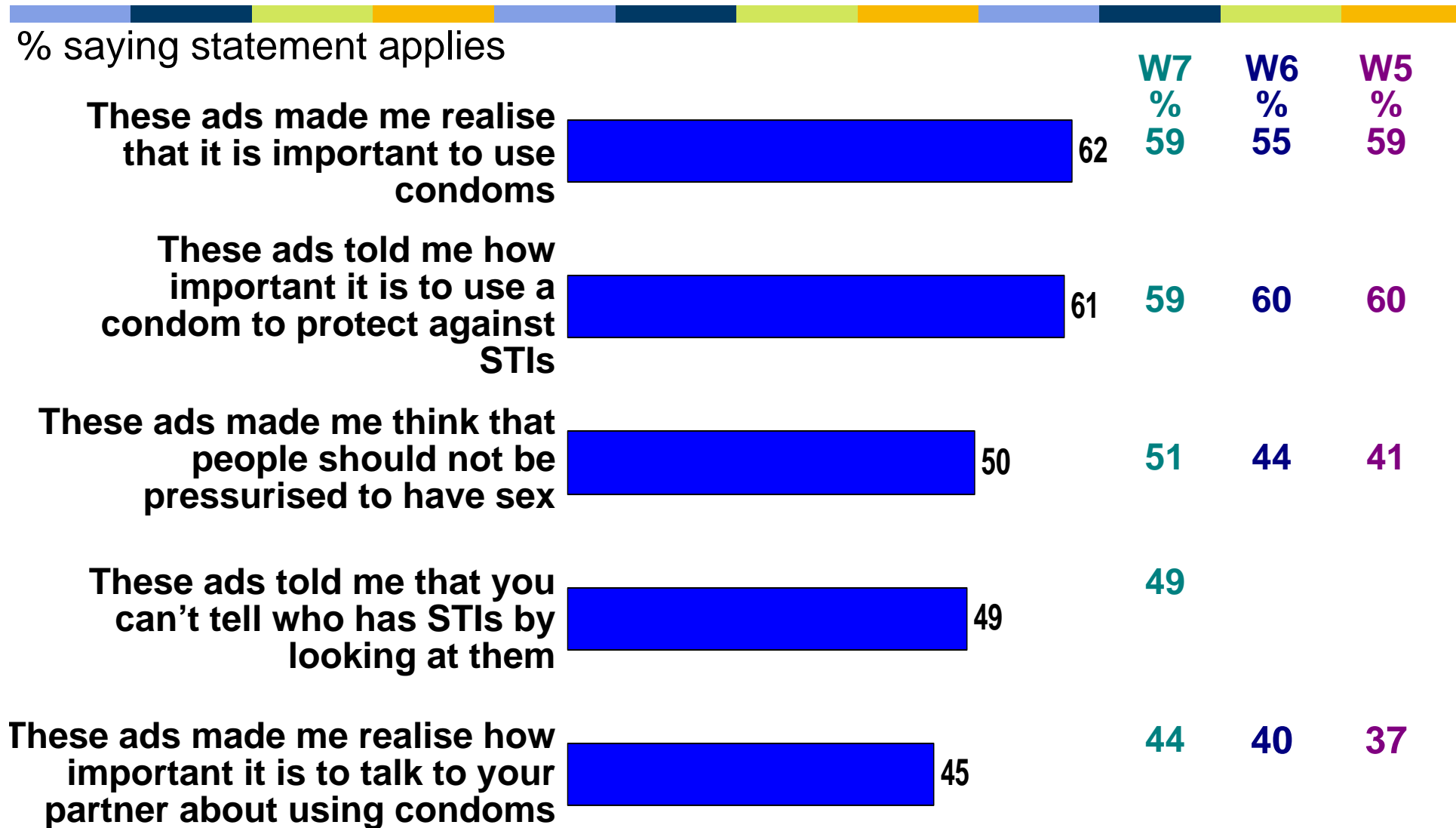


% saying statement applies



Base: Young people aged 13-17 W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads (13-17s)





Base: Young people aged 13-17 W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads (13-17s)



% saying statement applies

**These ads made me more likely to talk to someone about sex and relationships**  22

**These ads made me more likely to visit RUThinking.co.uk**  19

**These ads made me more likely to call Sexwise**  17




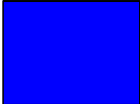
**These ads told me something I didn't already know**  12

Base: Young people aged 13-17 W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads (13-17s)



% saying statement applies

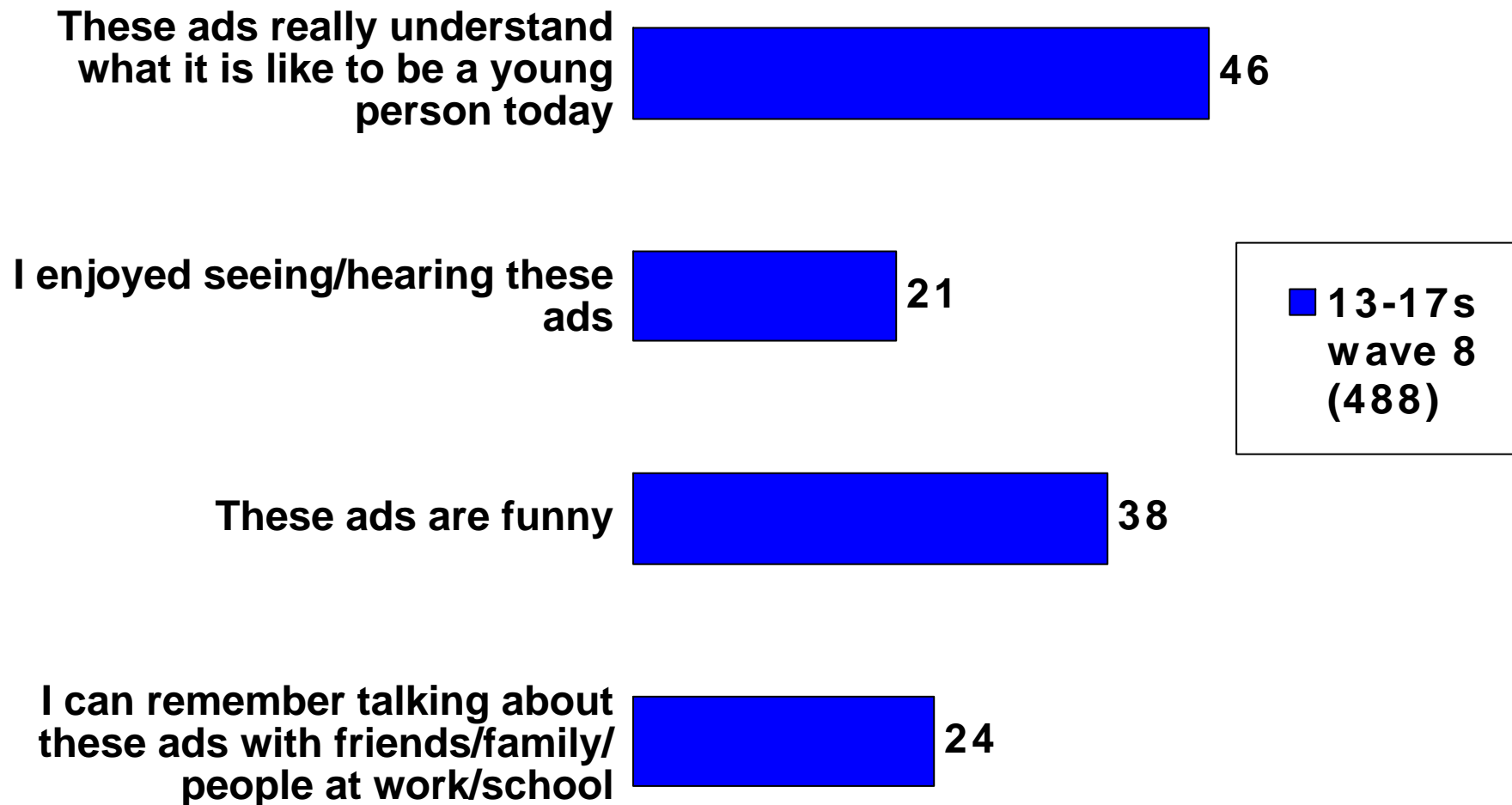
		W7	W6	W5
		%	%	%
These ads made me more likely to talk to someone about sex and relationships	 22	27	22	20
These ads made me more likely to visit RUThinking.co.uk	 19	20	17	17
These ads made me more likely to call Sexwise	 17	18	14	14
These ads told me something I didn't already know	 12	14	10	14

Base: Young people aged 13-17 W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads (13-17s)



% saying statement applies



Base: Young people aged 13-17 at W8 (488)



# Communication of ads continued (13-17s)

% saying statement applies

I don't take any notice of these ads anymore 13

I am fed up seeing/hearing these ads 5

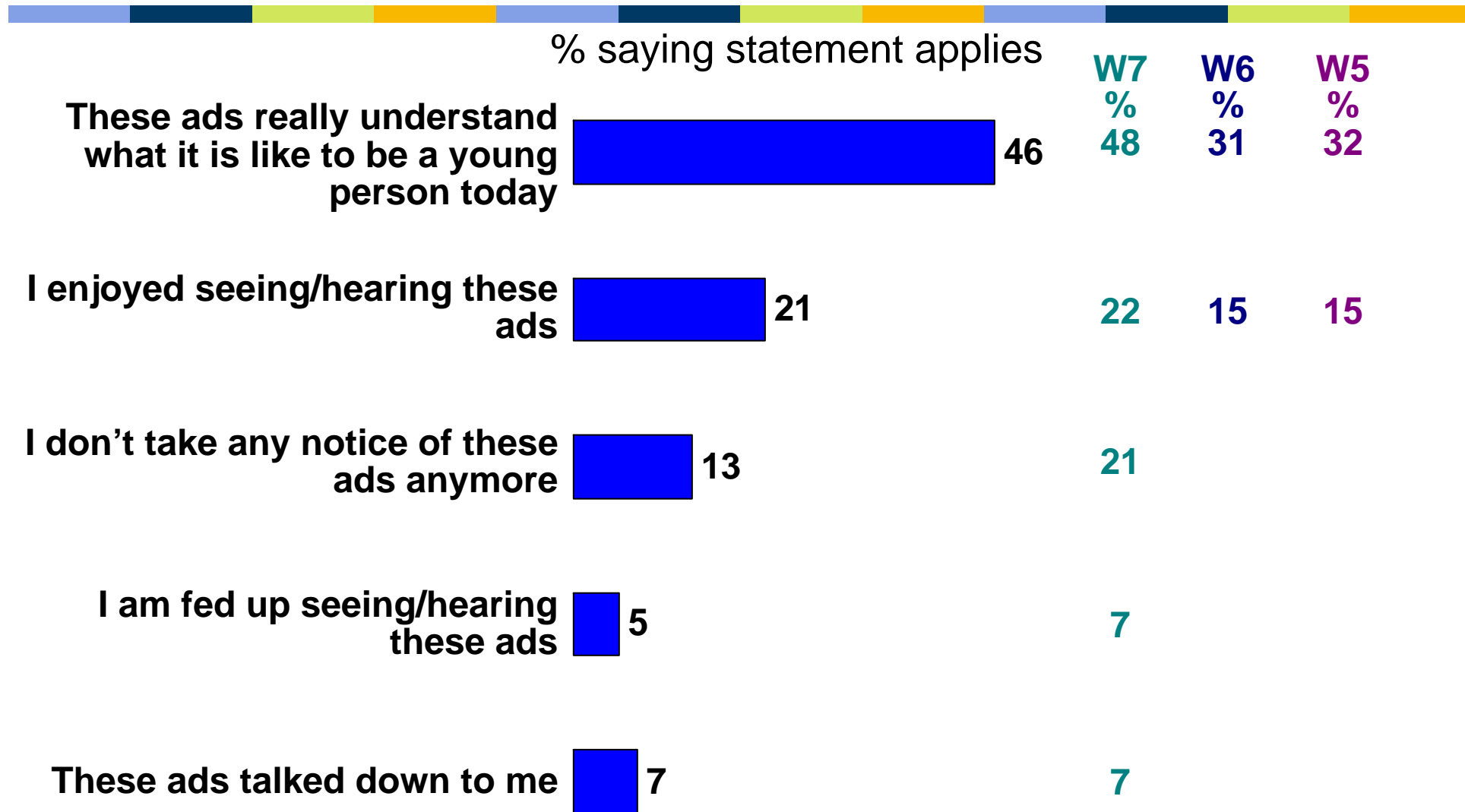
These ads talked down to me 7

It is not right that things like this are advertised on the radio 4

■ 13-17s  
wave 8  
(488)

Base: Young people aged 13-17 at W8 (488)

# Communication of ads (13-17s)



Base: Young people aged 13-17 W8 (488)

# Communication of ads (13-17s)



These ads are aimed at people of my age **81**

These ads are aimed at people younger than me **33**

These ads are aimed at people older than me **35**

Everyone **14**

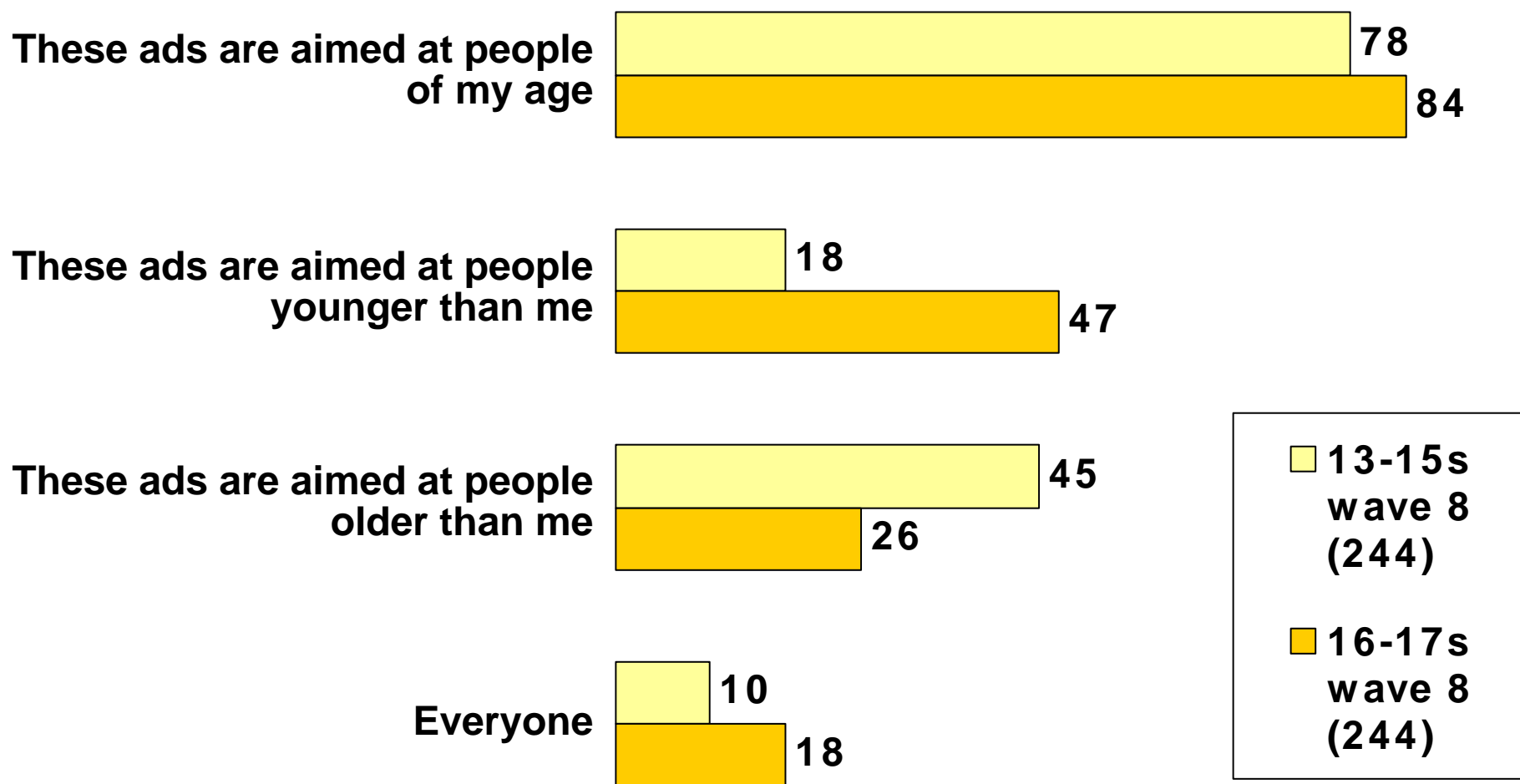
■ 13-17s wave 8 (488)

Base: Young people aged 13-17 at W8 (488)

# Communication of ads (13-17s)

## Age

% saying statement applies



Base: Young people aged 13-17 at W8 (488)

# Summary -

## Advertising communication



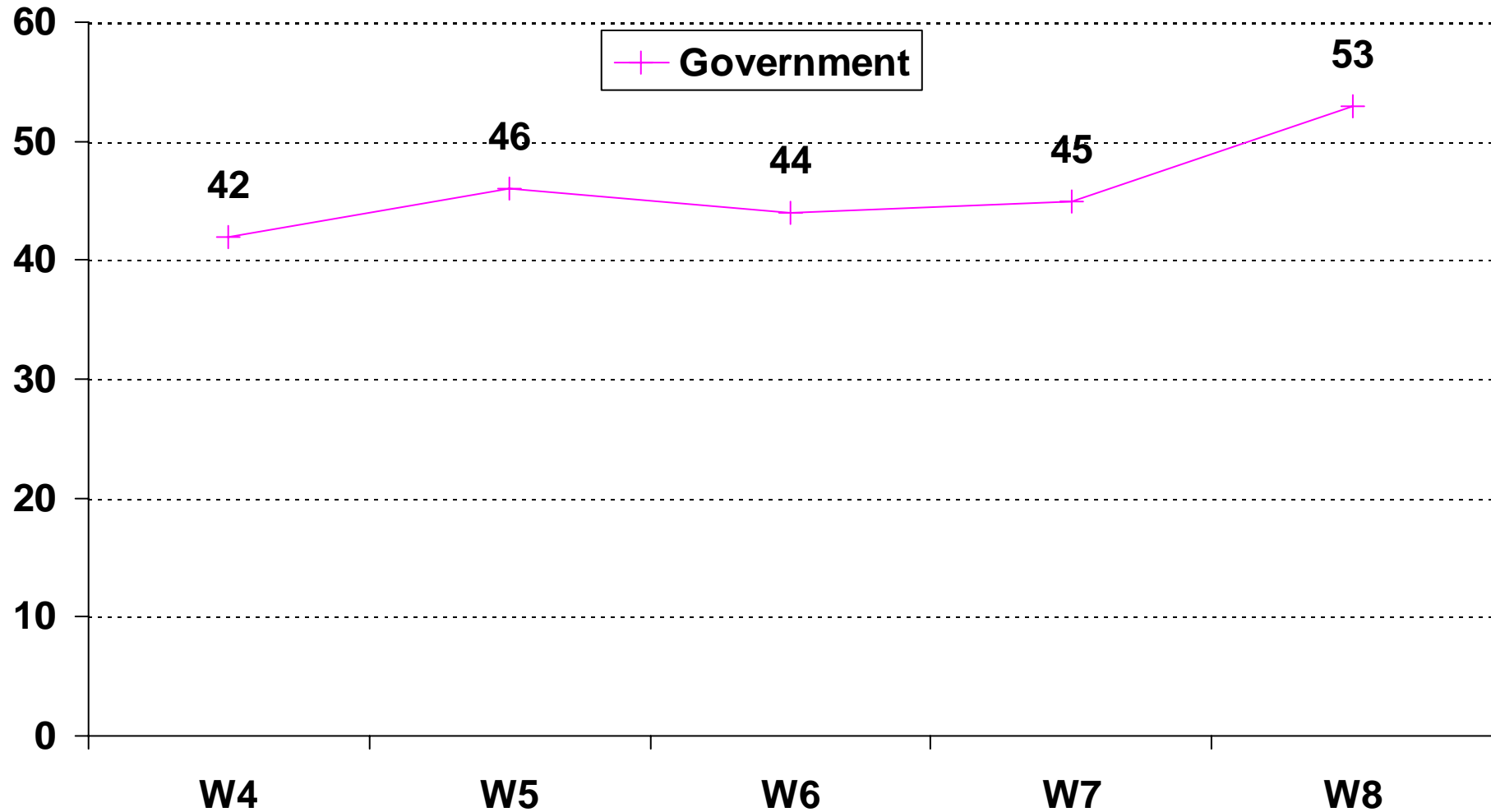
- Messages remain centred on using contraception
  - further slight increase in % saying you should not believe what your friends say
  - STI message becoming stronger
    - more top of mind for 16-17s
- Young people recognise ads are aimed at them and feel the ads understand them
  - introduction of new ads has had effect of retaining interest
  - 1/4 young people talked about ads with others



**Who is behind the advertising?**

# Who put the ads out?

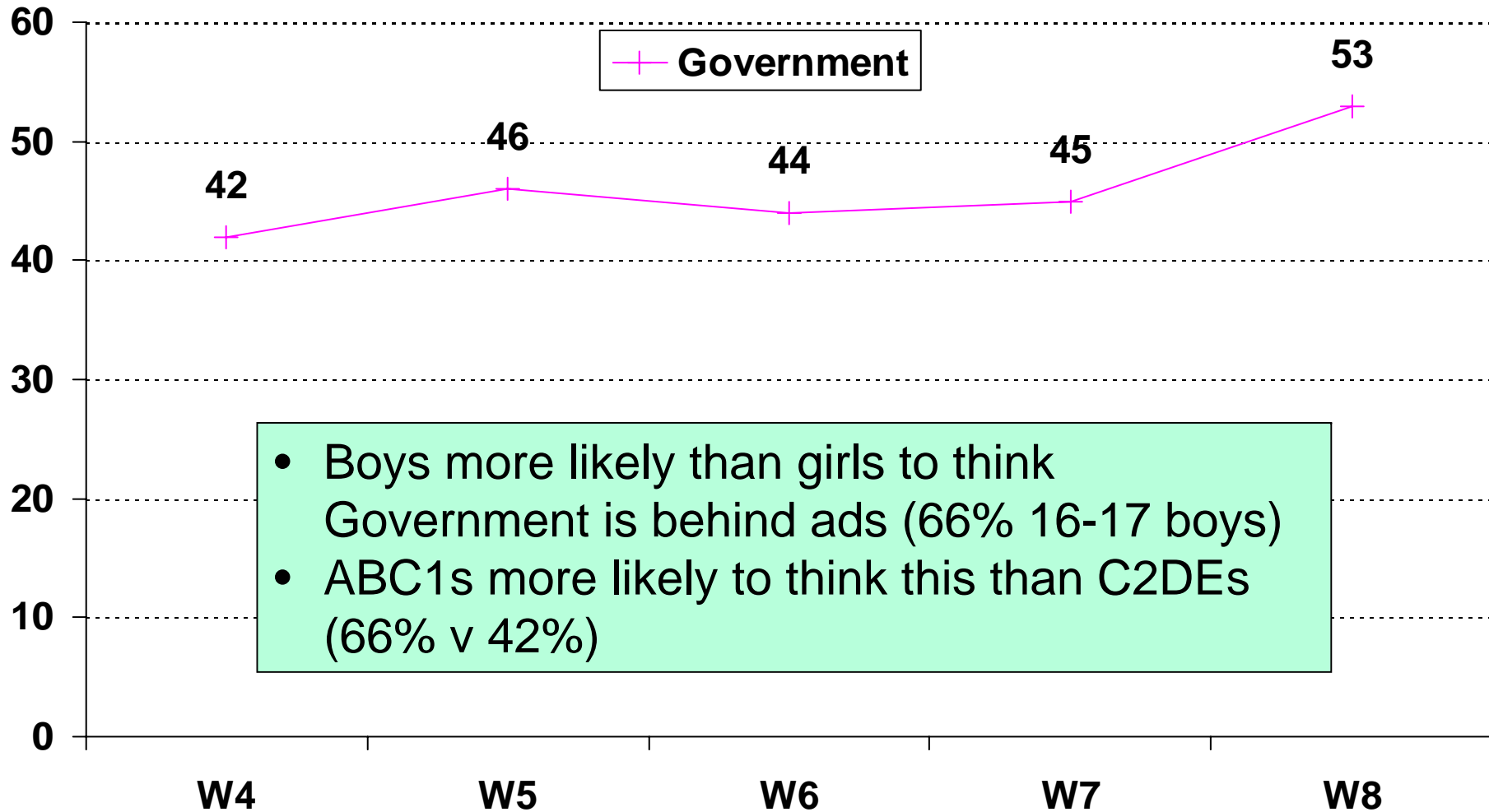
% think ads put out by ...



Base: Young people 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Who put the ads out?

% think ads put out by ...



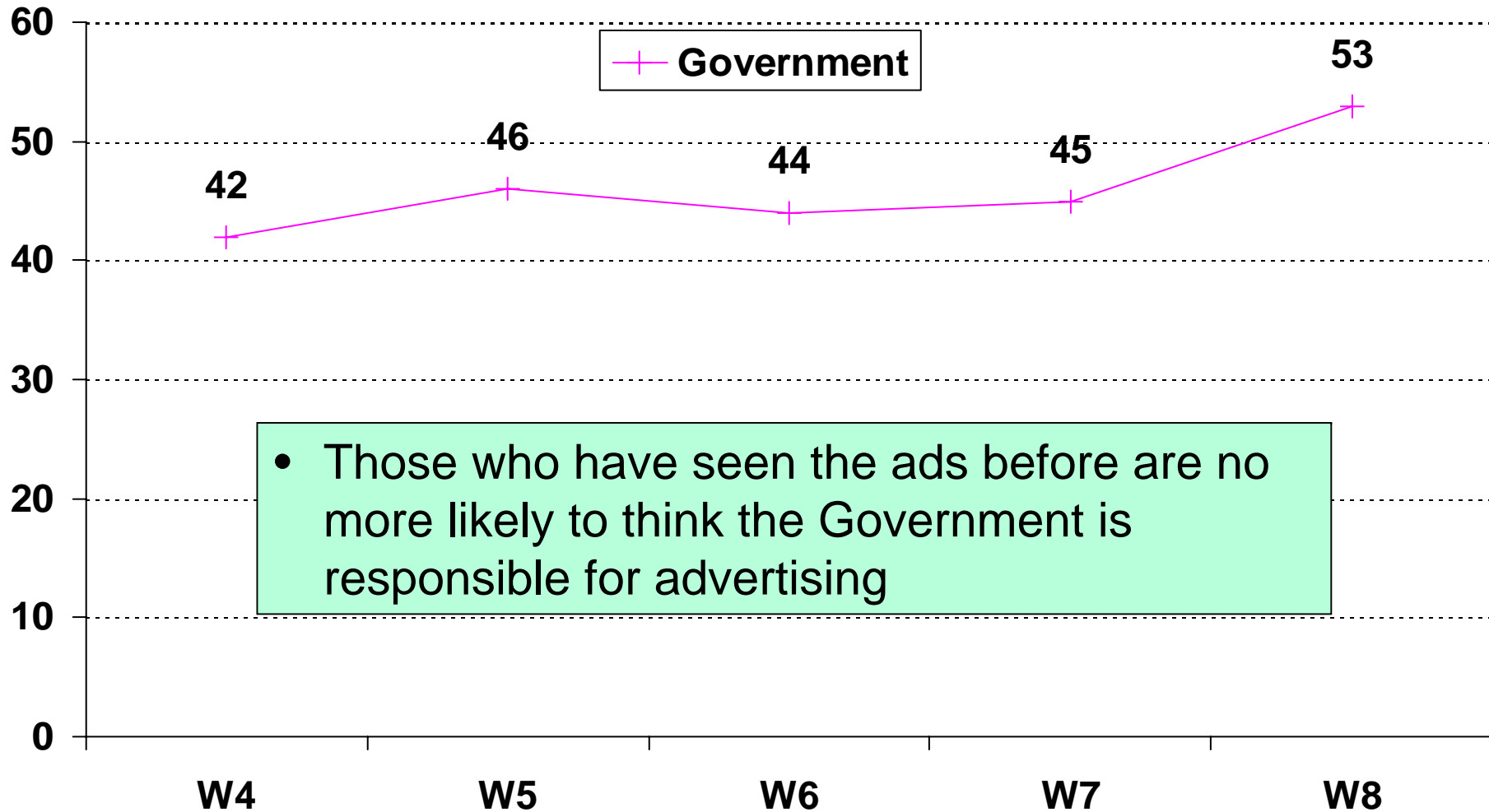
- Boys more likely than girls to think Government is behind ads (66% 16-17 boys)
- ABC1s more likely to think this than C2DEs (66% v 42%)

Base: Young people 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Who put the ads out?

% think ads put out by ...

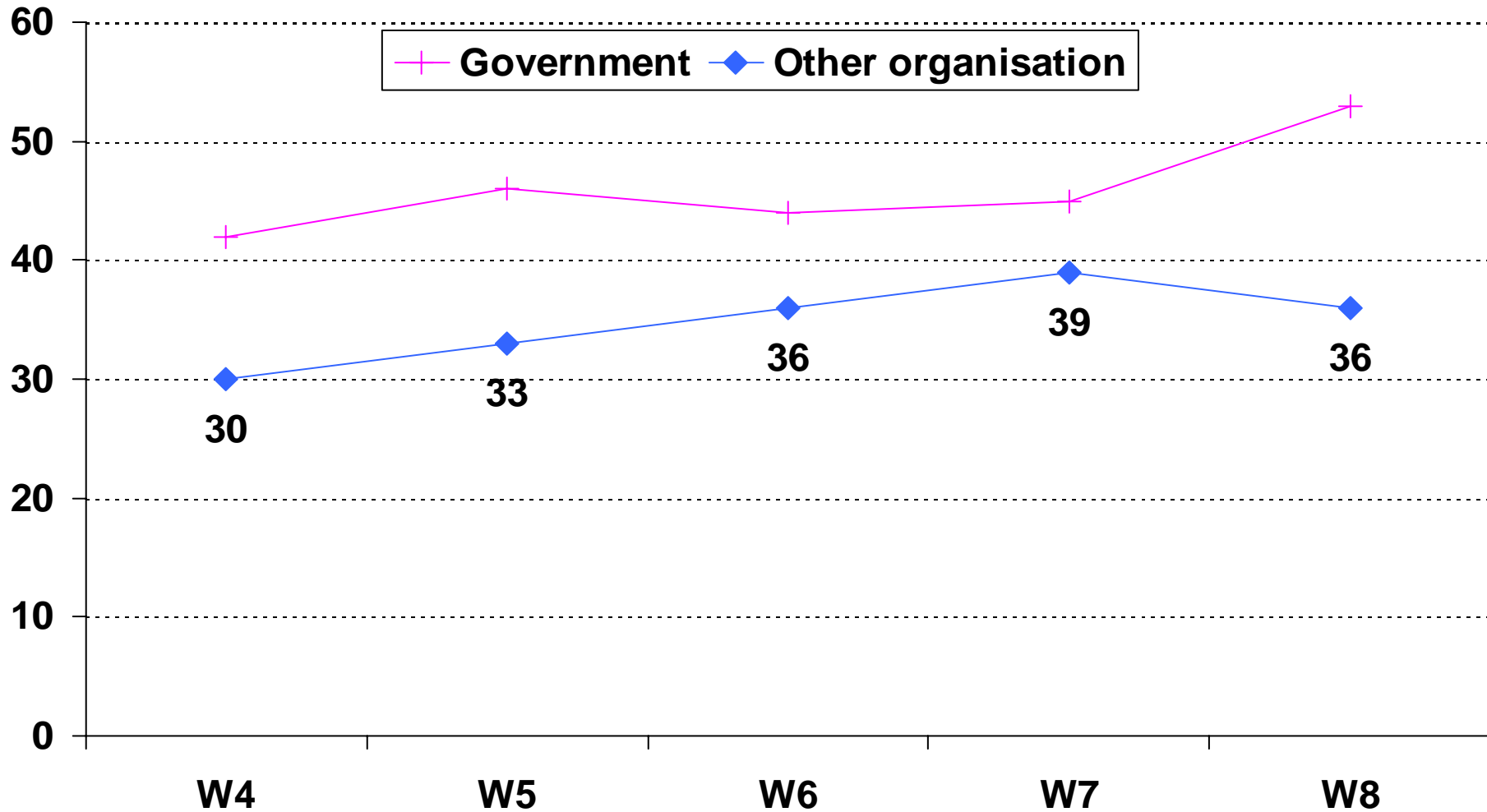


- Those who have seen the ads before are no more likely to think the Government is responsible for advertising

Base: Young people 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Who put the ads out?

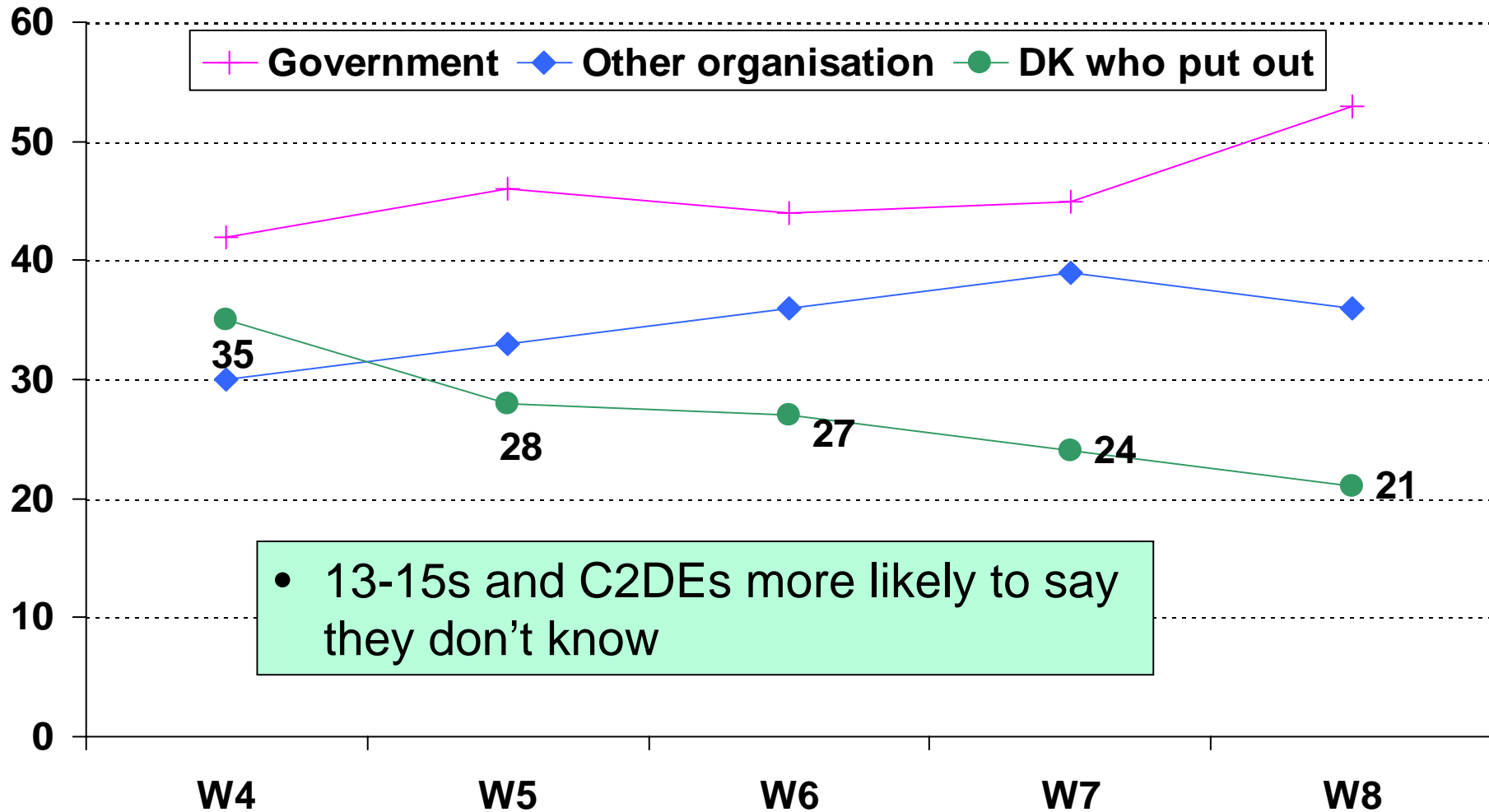
% think ads put out by ...



Base: Young people 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Who put the ads out?

% think ads put out by ...



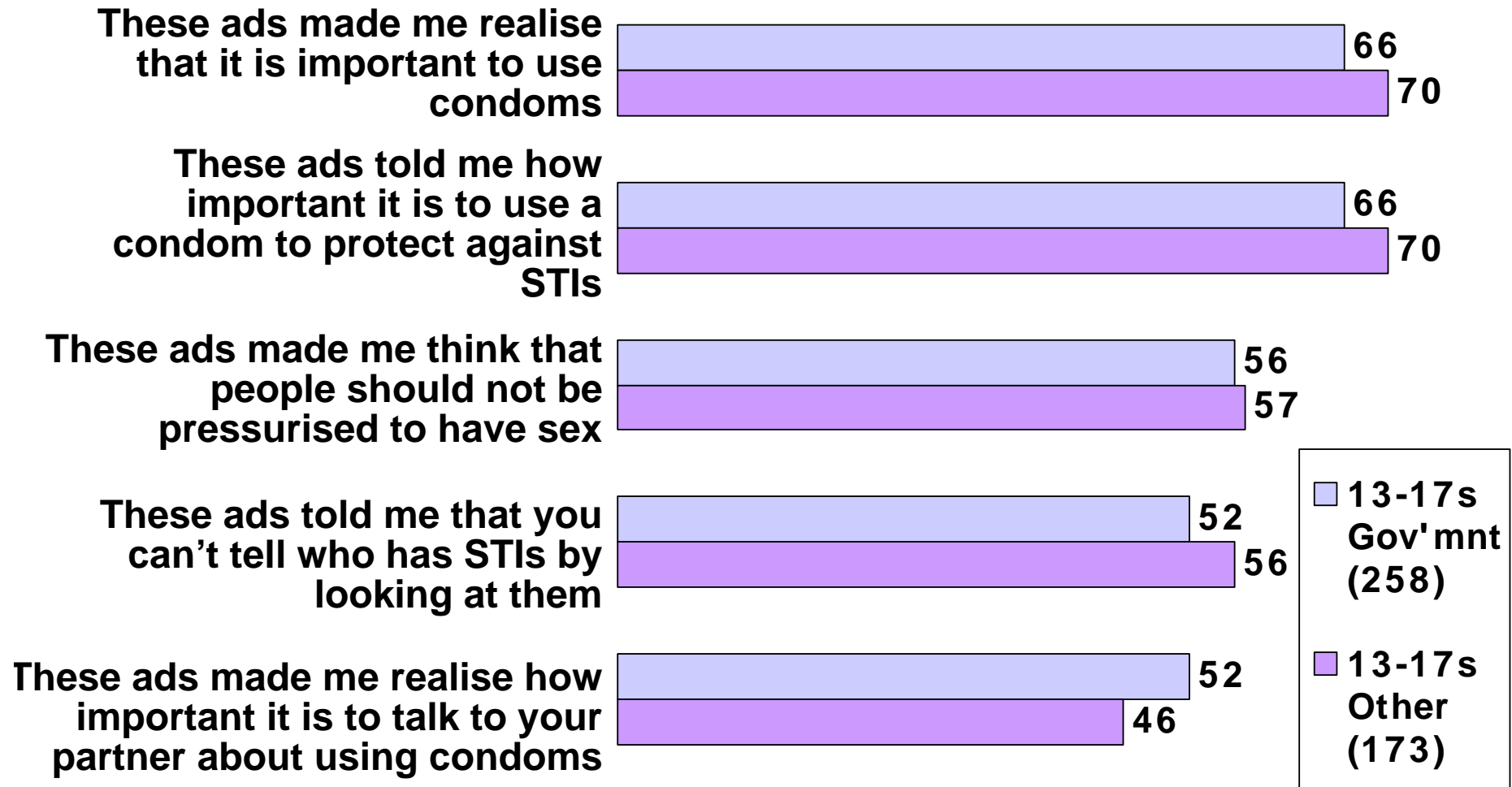
• 13-15s and C2DEs more likely to say they don't know

Base: Young people 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads (13-17s)



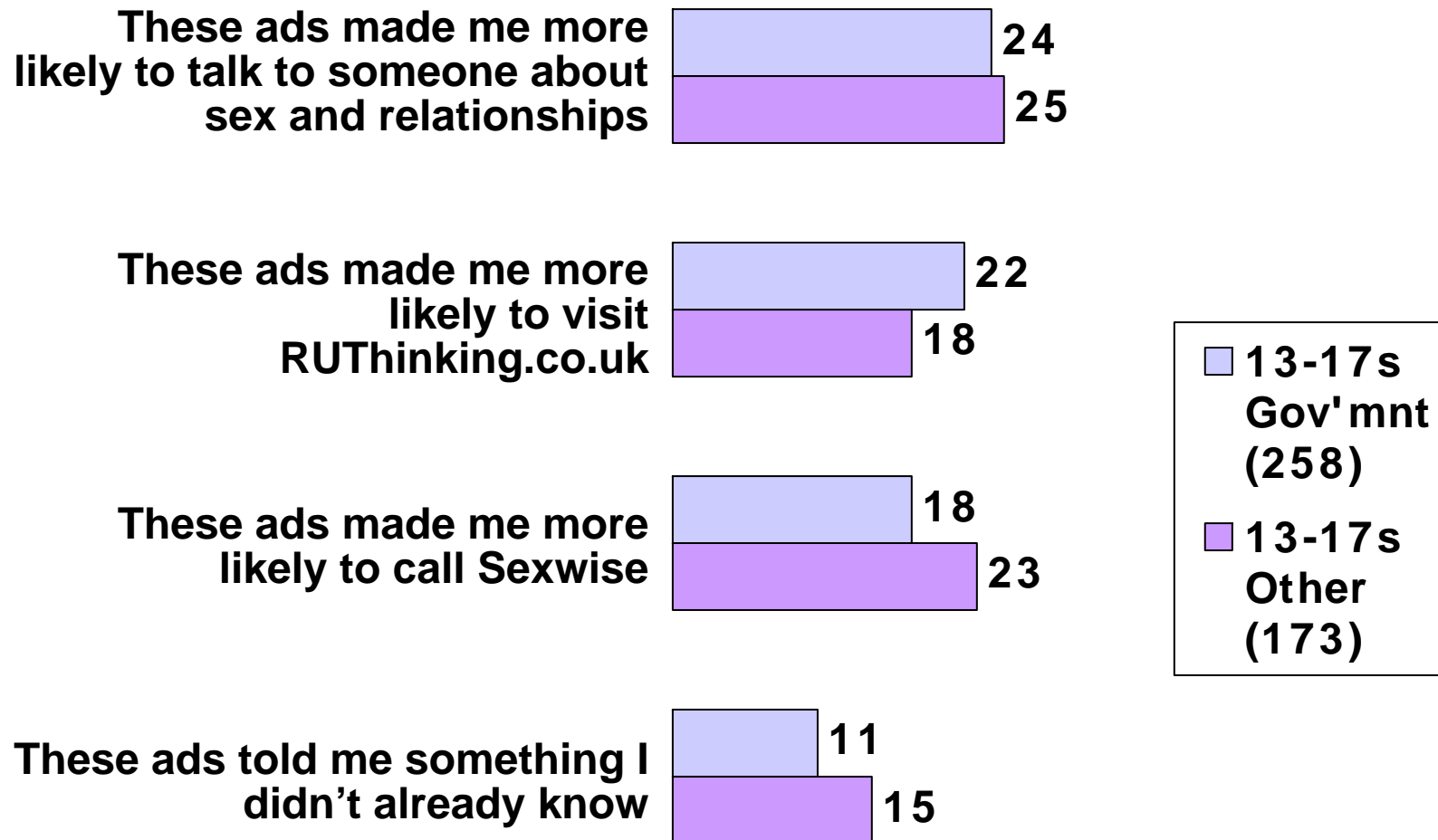
% saying statement applies



Base: Young people aged 13-17 at W8 (488)

# Communication of ads (13-17s)

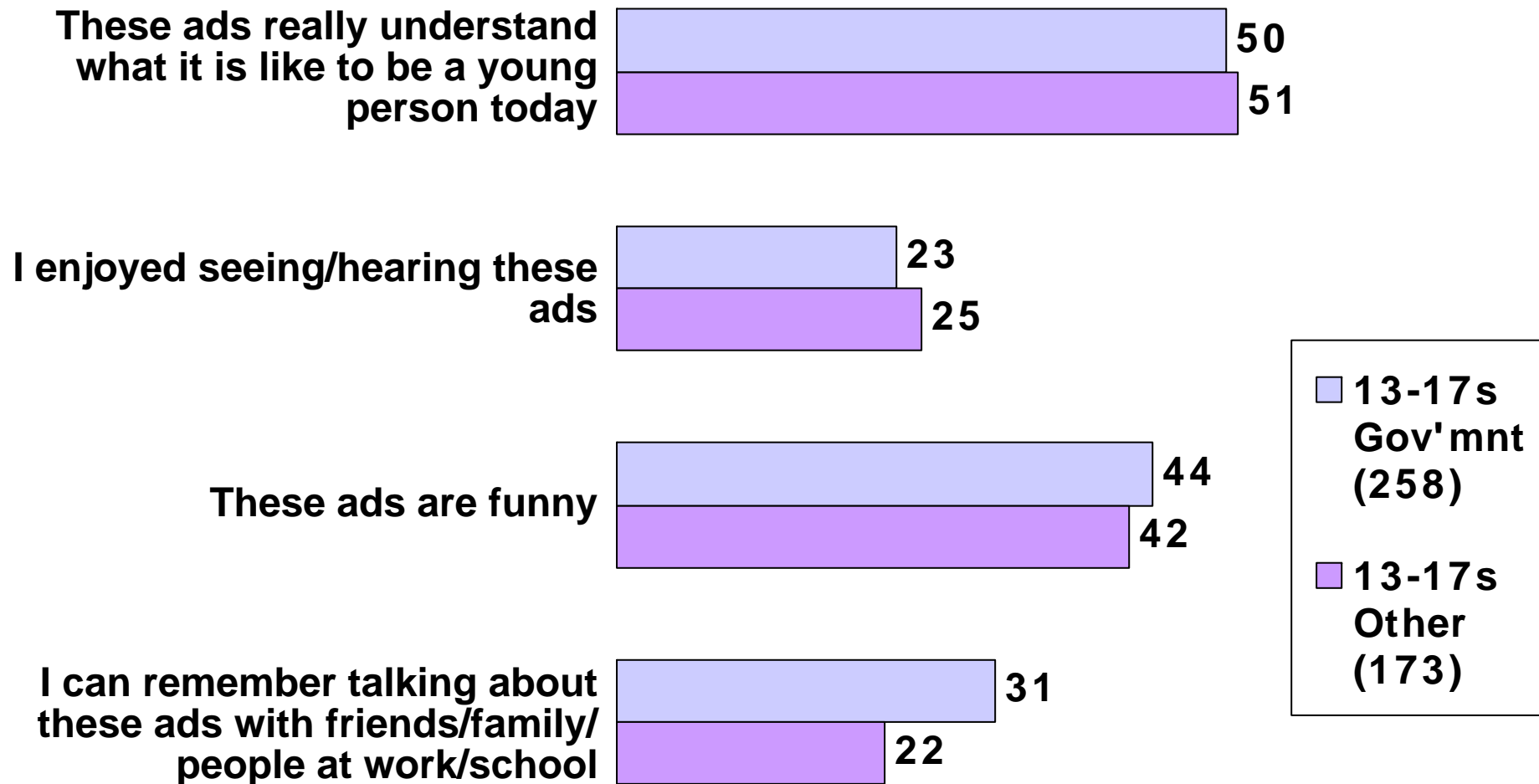
% saying statement applies



Base: Young people aged 13-17 at W8 (488)

# Communication of ads (13-17s)

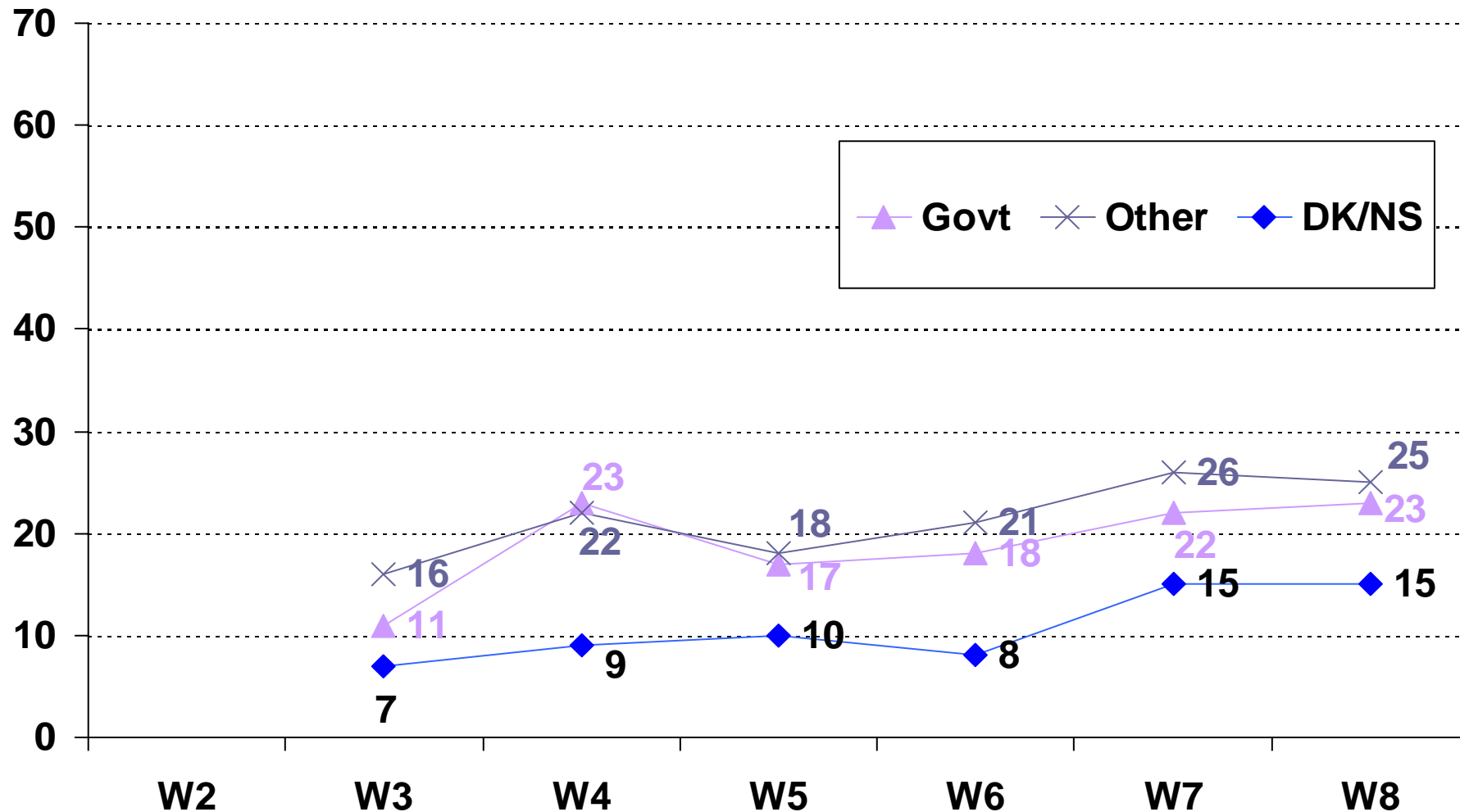
% saying statement applies



Base: Young people aged 13-17 at W8 (488)

# I enjoyed seeing/hearing these ads (13-17s)

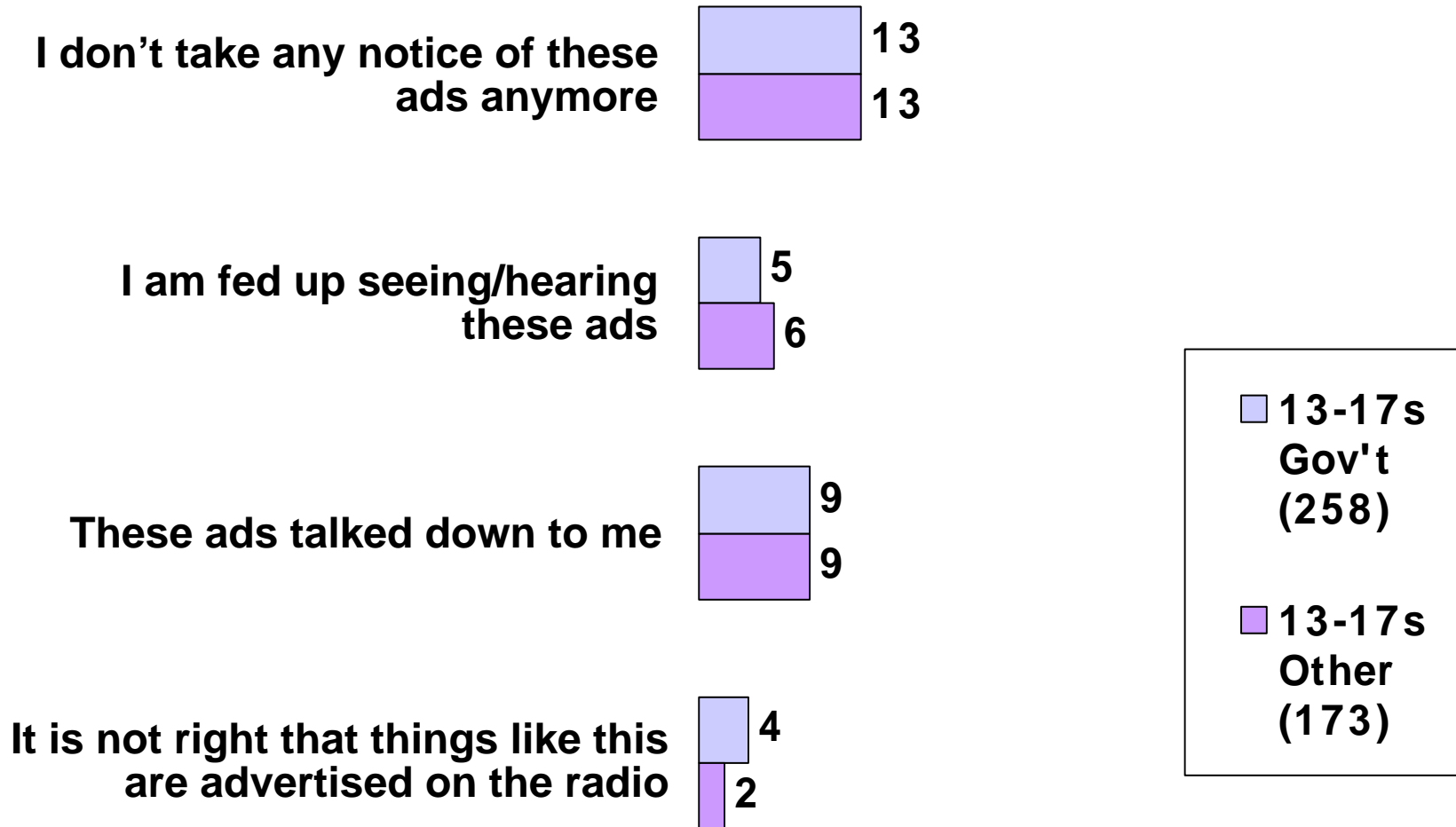
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Communication of ads continued (13-17s)

% saying statement applies



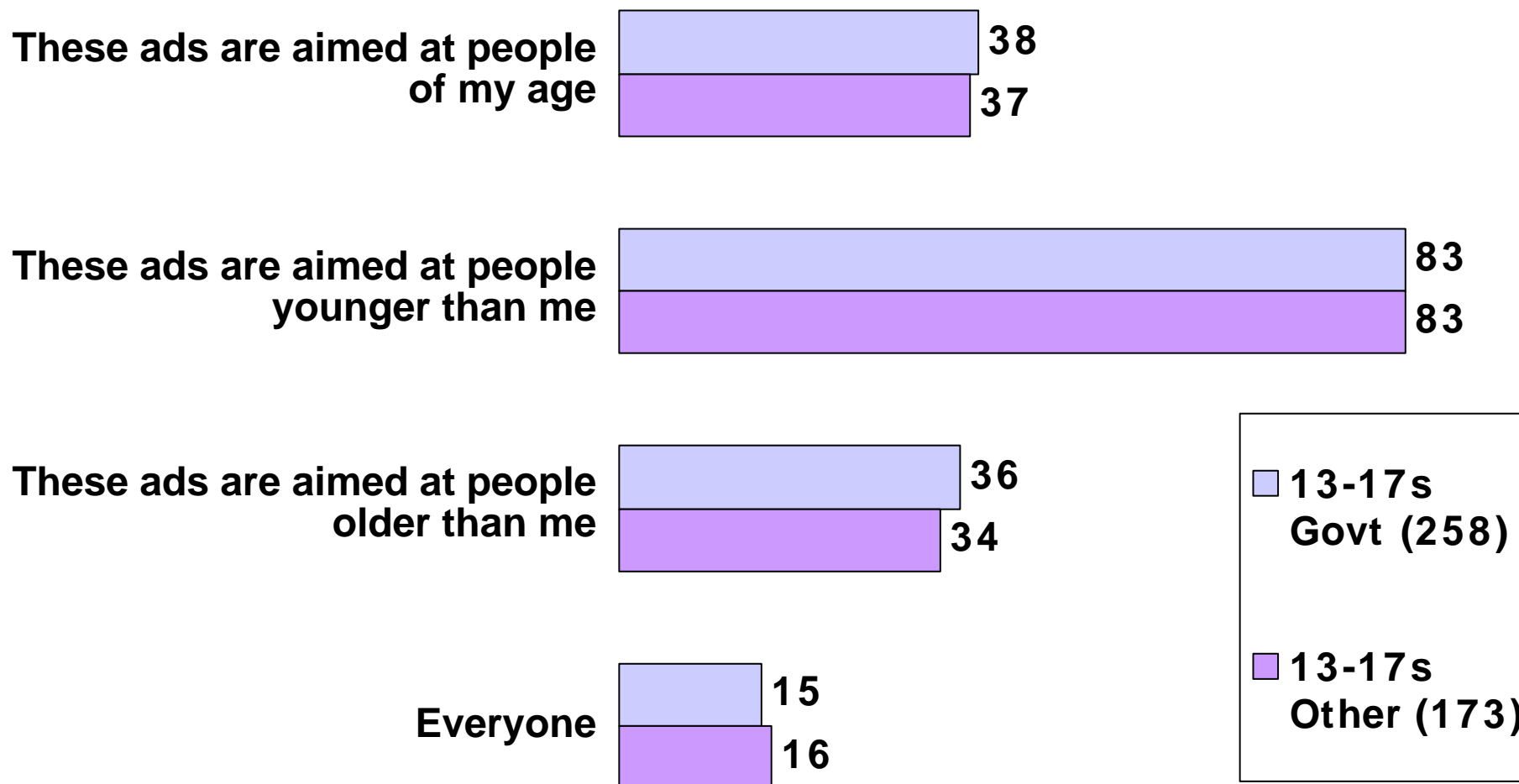
Base: Young people aged 13-17 at W8 (488)



# Communication of ads (13-17s)

## Government/Other attribution

% saying statement applies



Base: Young people aged 13-17 at W8 (488)

# Summary -

## Source of advertising

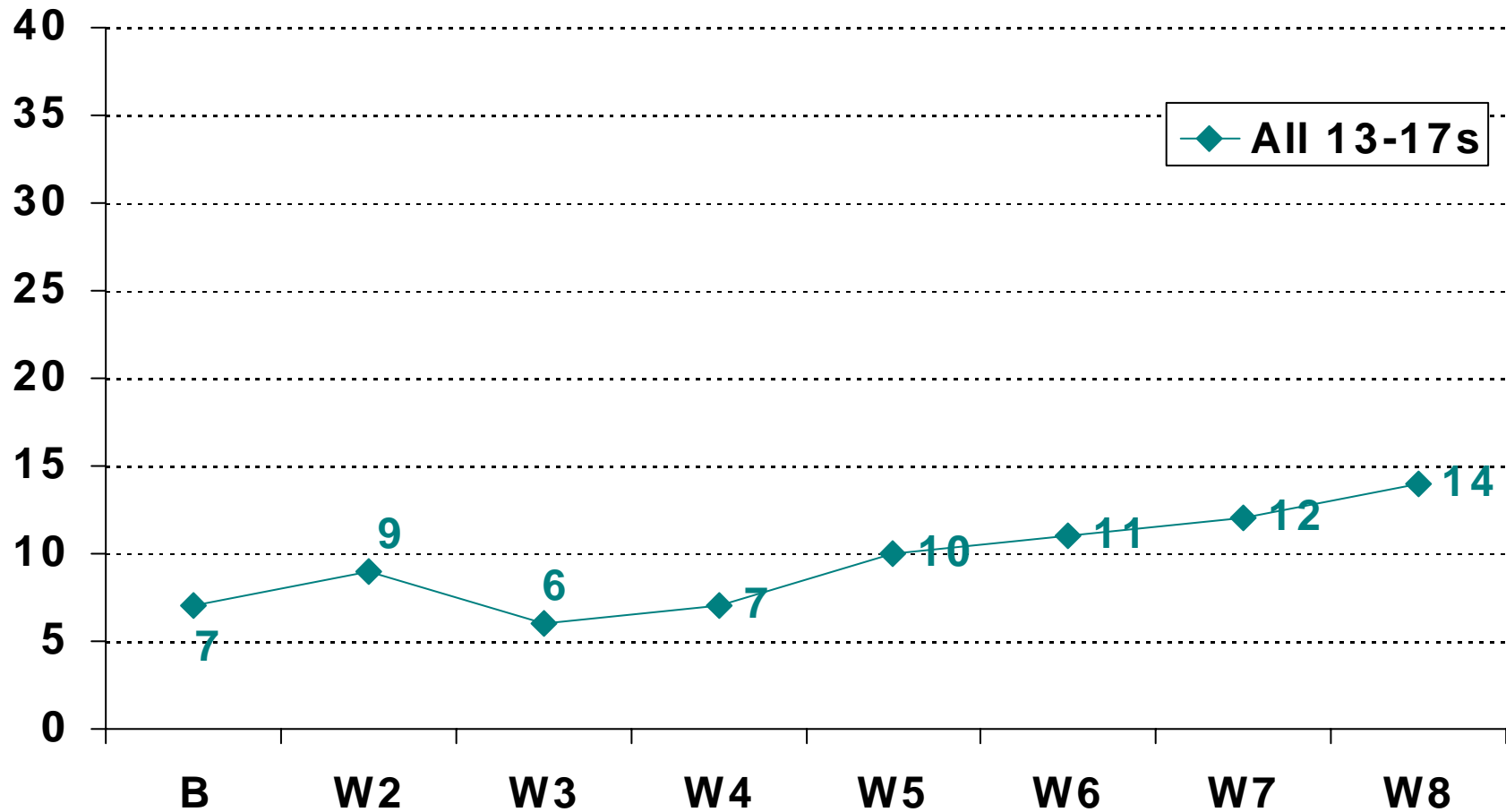
- Just over half of young people think that the Government is responsible for the advertising
  - increase from earlier waves
  - Boys and ABC1s more likely to think this
- No indication that those who think the Government put the ads out react differently to the ads
  - Equally likely to think the ads are aimed at them
  - Most negative group are those who don't know who is behind the advertising



**Sexwise and RUThinking.co.uk**

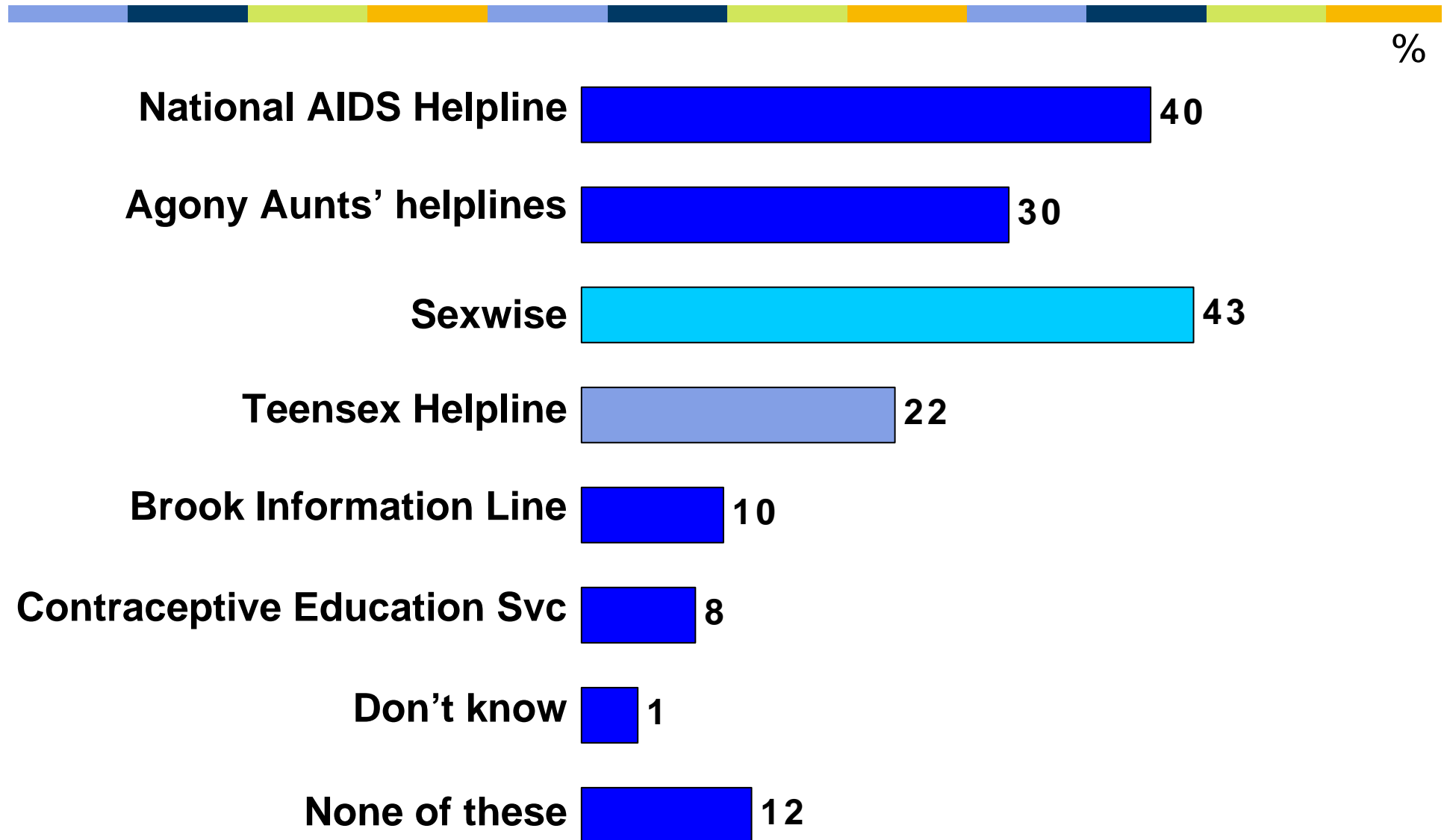
# Spontaneous awareness of Sexwise - 13-17s

% aware



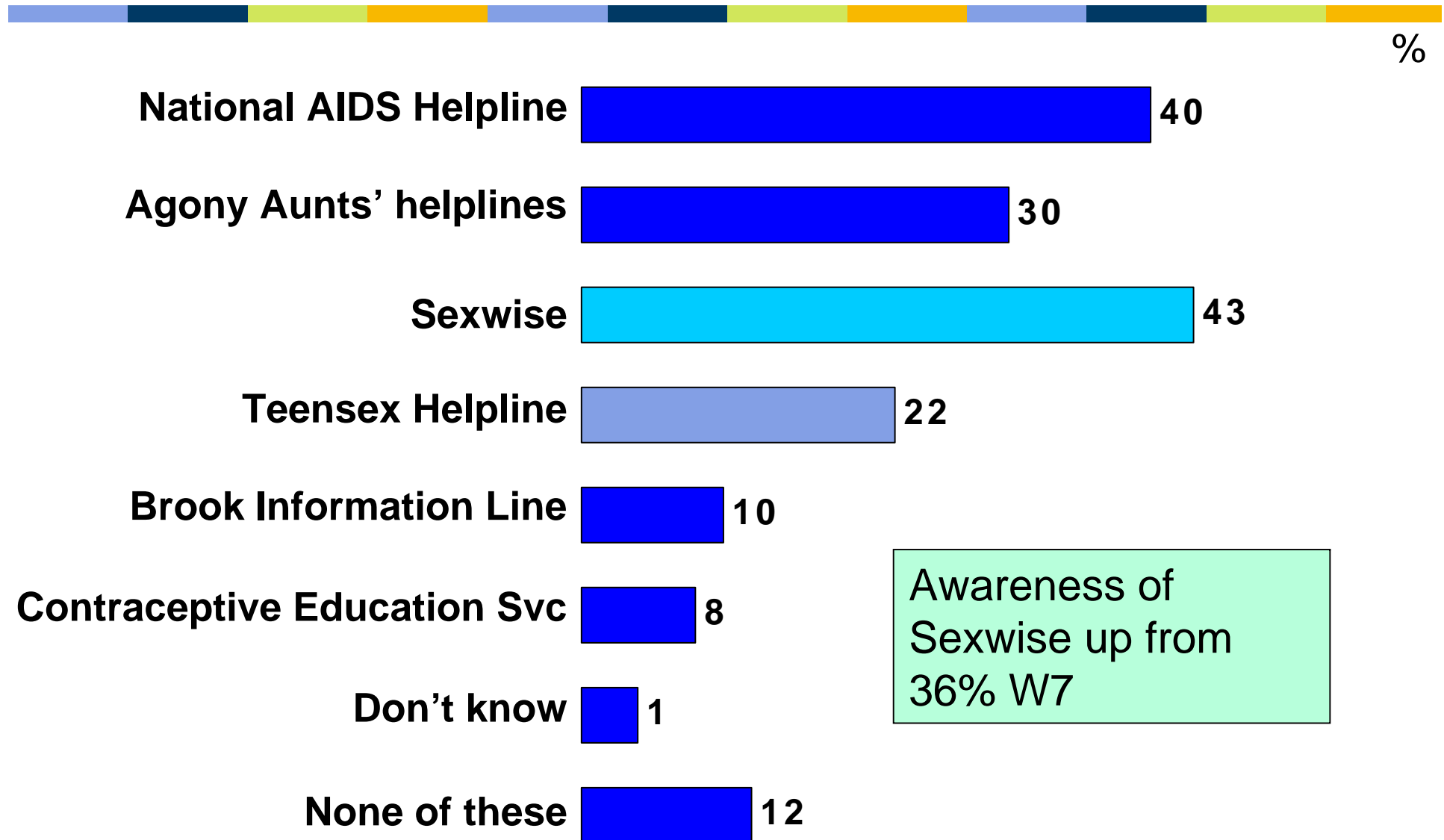
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Total awareness of helplines - 13-17s



Base: Young people 13-17 W8 (488)

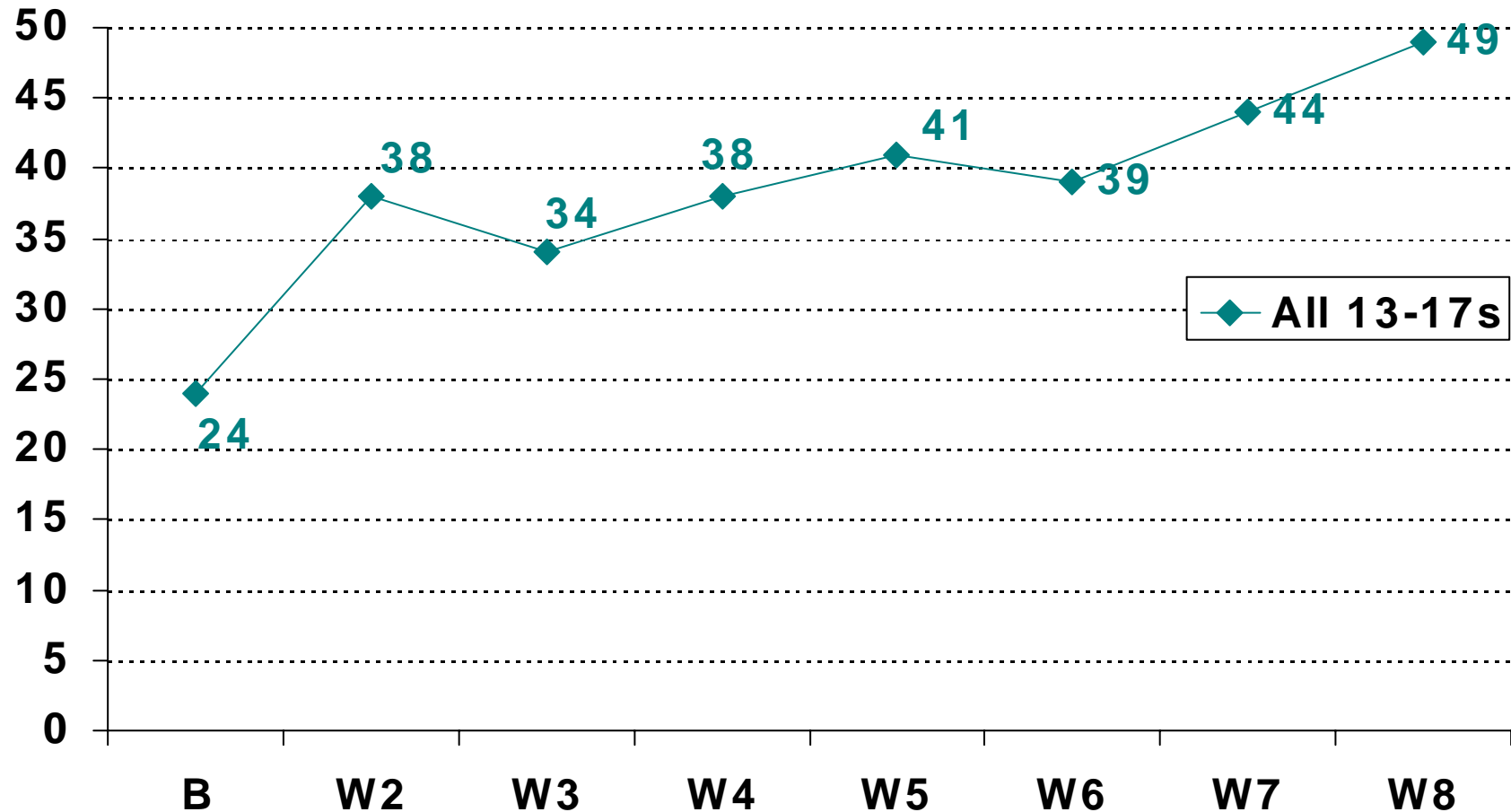
# Total awareness of helplines - 13-17s



Base: Young people 13-17 W8 (488)

# Total awareness of Sexwise after description - 13-17s

% aware

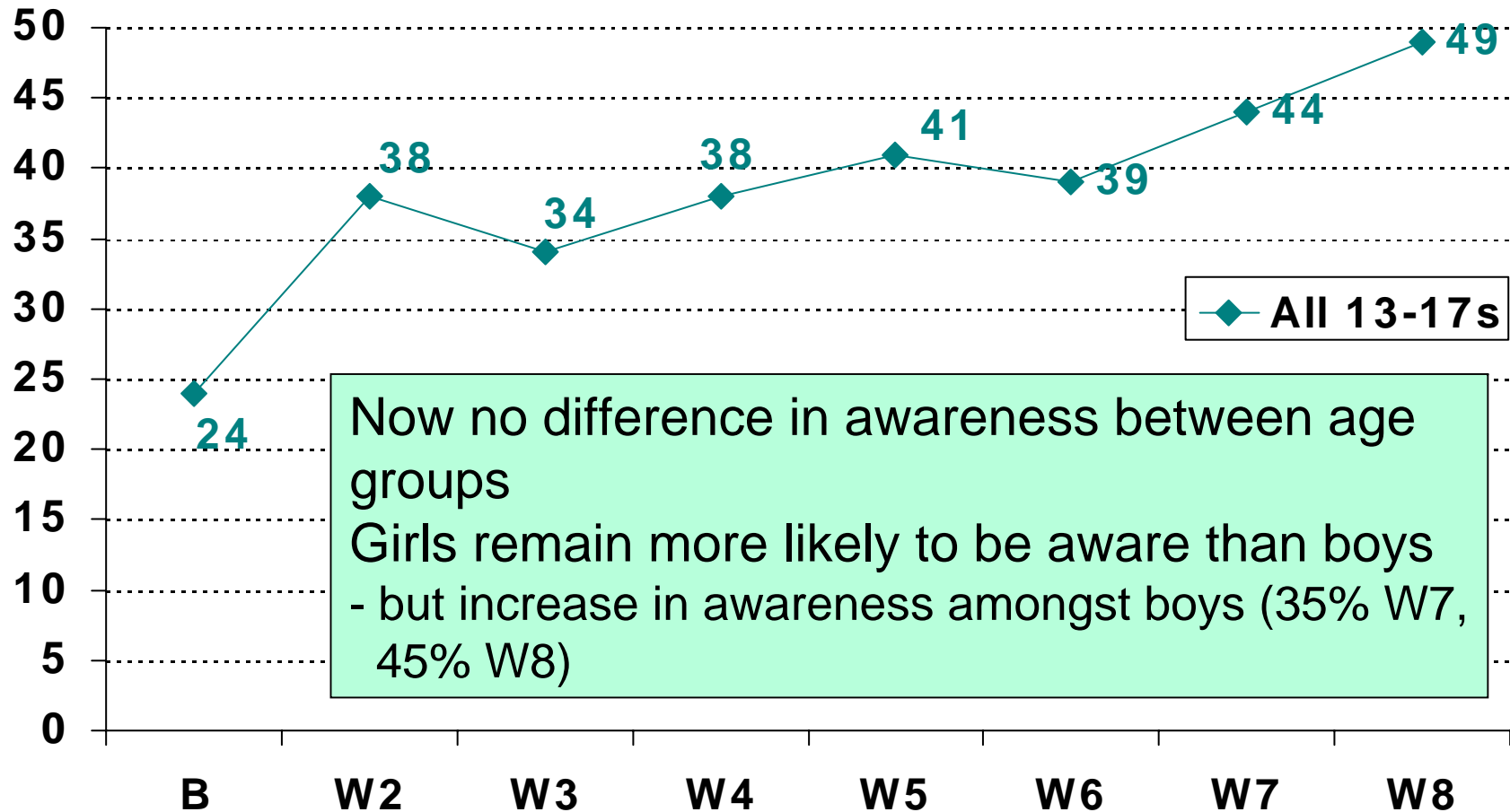


◆ All 13-17s

Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Total awareness of Sexwise after description - 13-17s

% aware

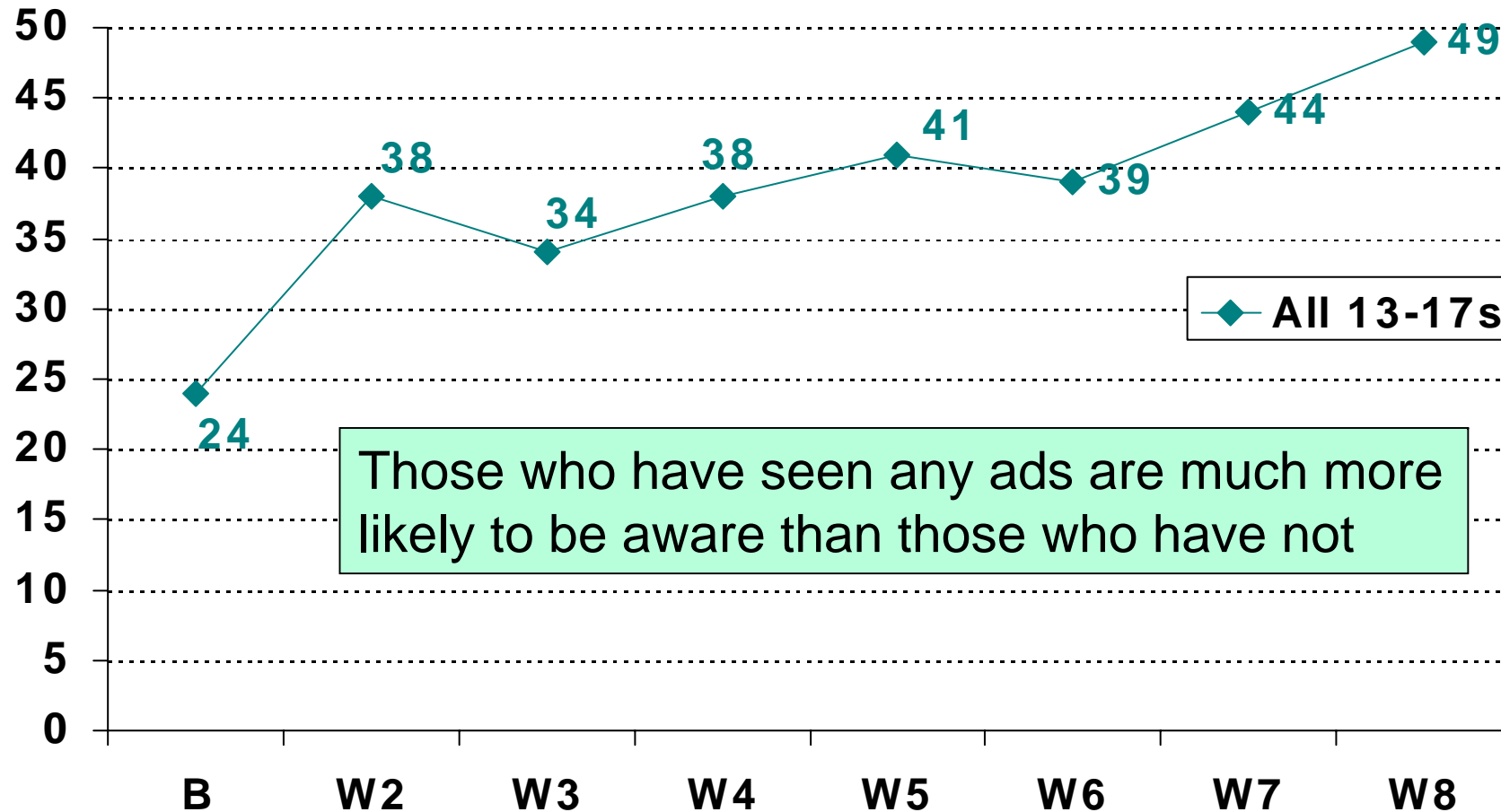


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Total awareness of Sexwise after description - 13-17s

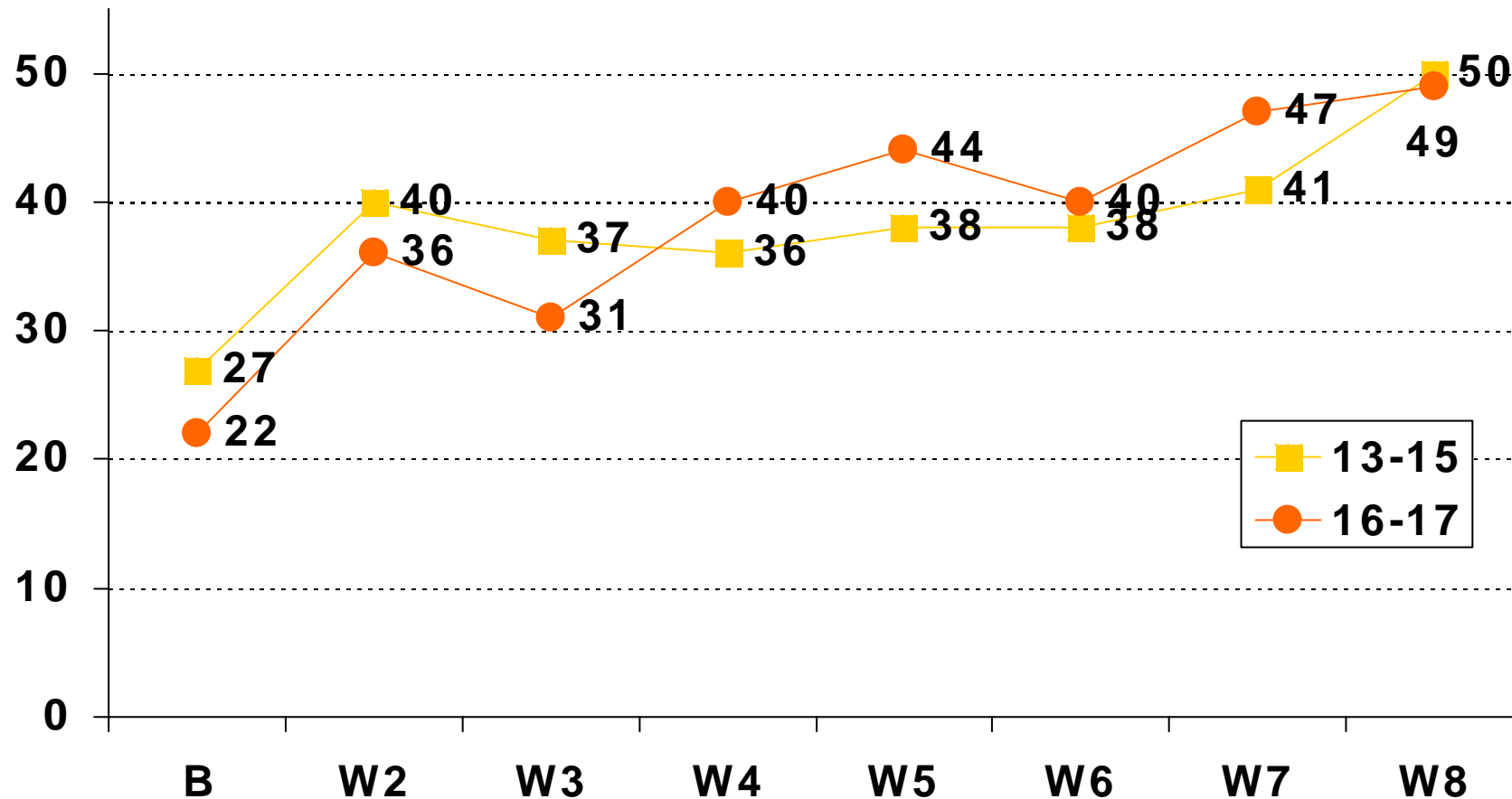
% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Total awareness of Sexwise after description - 13-17s - Age

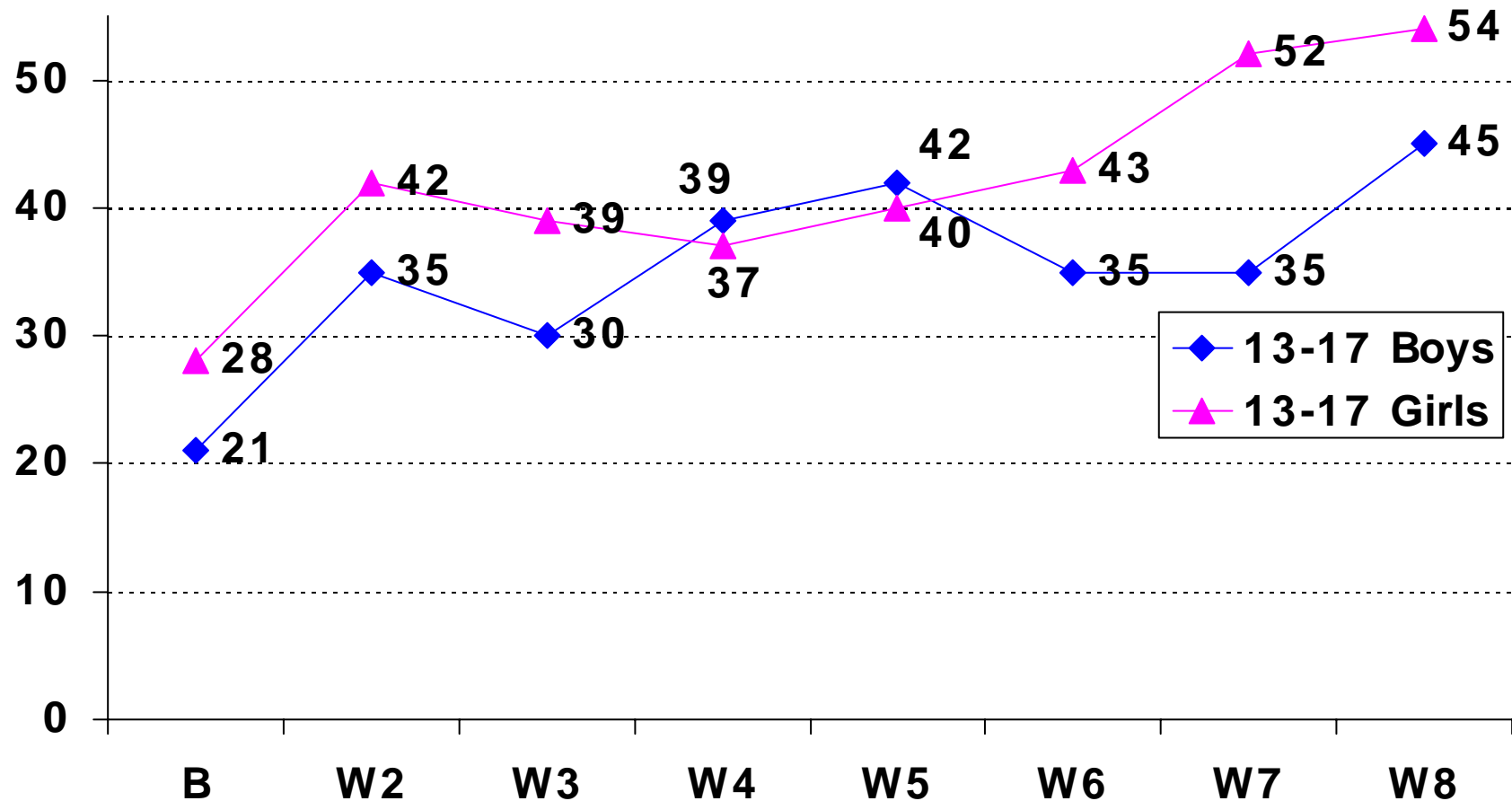
% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Total awareness of Sexwise after description - 13-17s - Gender

% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Where heard about Sexwise - 13-17s

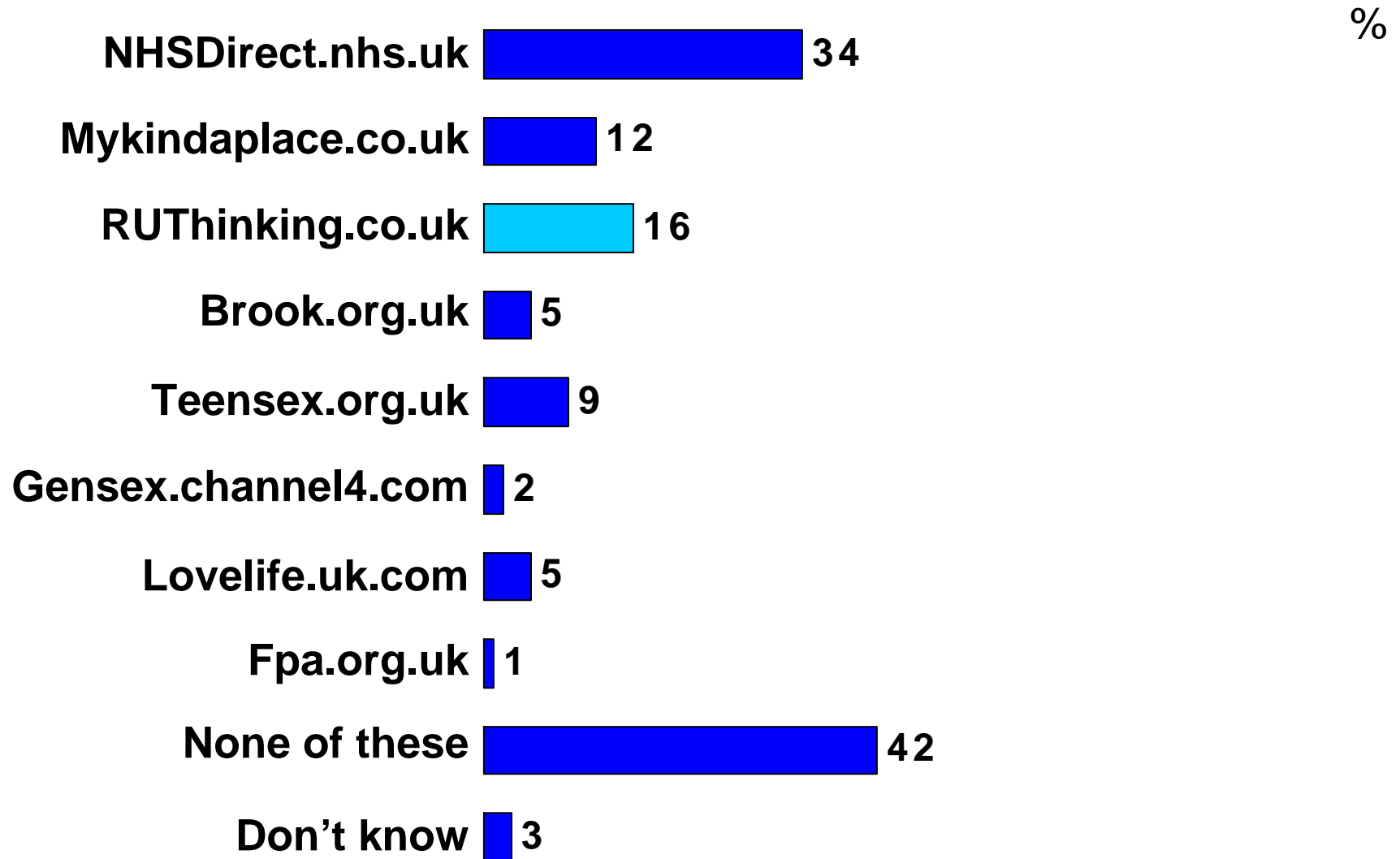
	Wave 8 (241) %	Wave 7 (196) %	Wave 6	Wave 5
Radio ad	27	19	20	32
Teacher/school nurse	20	16	24	16
Friend	19	24	29	28
Magazine ad	13	14	9	11
Leaflet	11	16	9	14
TV	11	15	8	8
Magazine article	11			
Radio programme	9			
Poster	8			
GP/Other health professional	4			
Internet	3			
Saw number in phone box	3			
Washroom poster	2	6	2	
Credit card	2			
U18s club night	1			
Boyfriend/girlfriend	1			

NB: the columns for the earlier waves only include figures for which there were some changes

# Sexwise

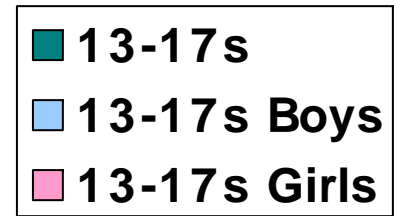
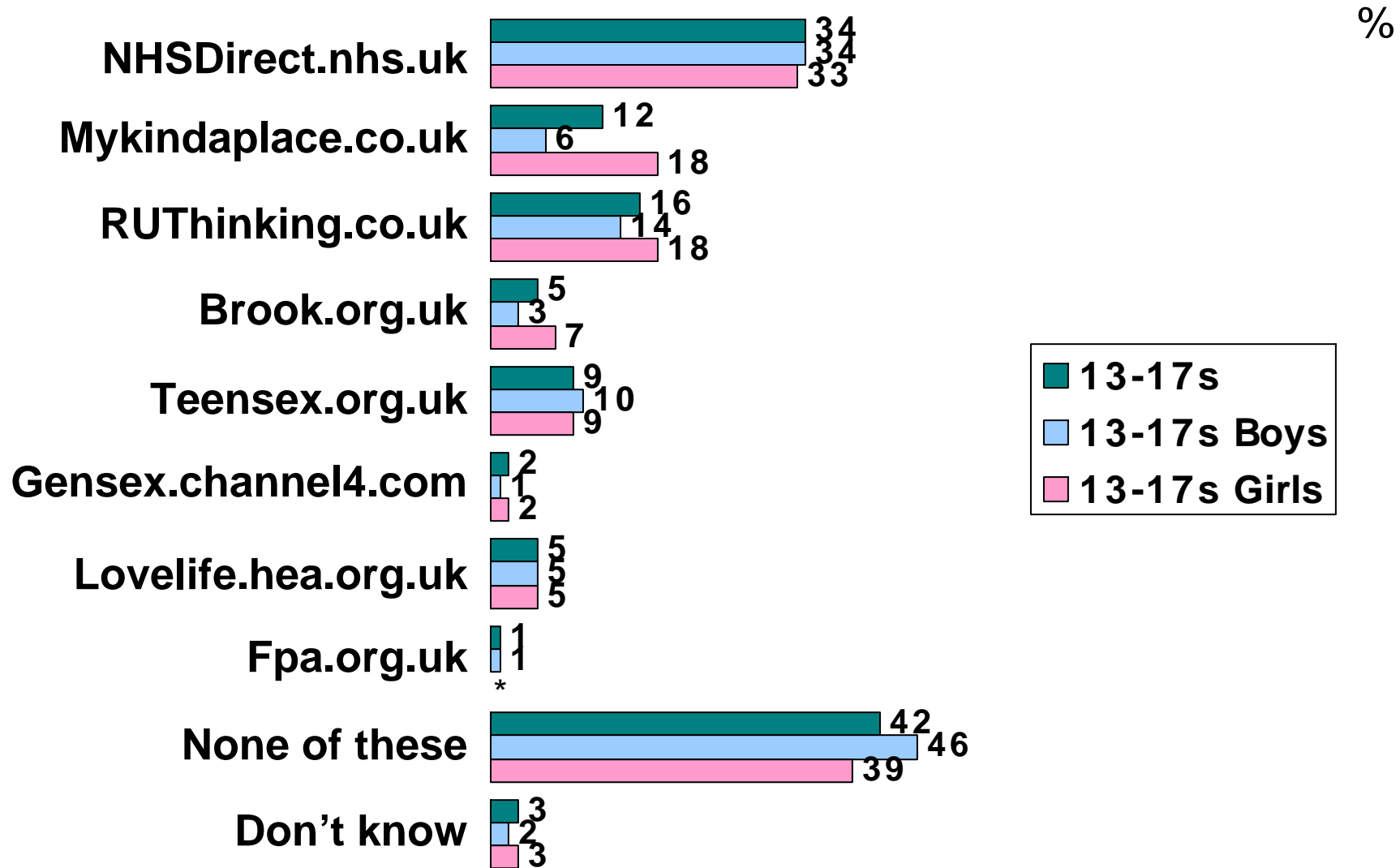
- **At wave 8, 38 13-17 year olds (8%) could give the correct telephone number**
  - 9% at wave 7, 7% at wave 6, 9% at wave 5, 7% at wave 4, 5% at wave 3, 9% at wave 2
- **25 (5%) 13-17s had ever called Sexwise at wave 8**
  - 3% at wave 7, 3% at wave 6, 4% at wave 5, 2% at wave 4, 2% at wave 3, 3% at wave 2

# Prompted awareness of websites - 13-17s



Base: Young people 13-17 W8 (488)

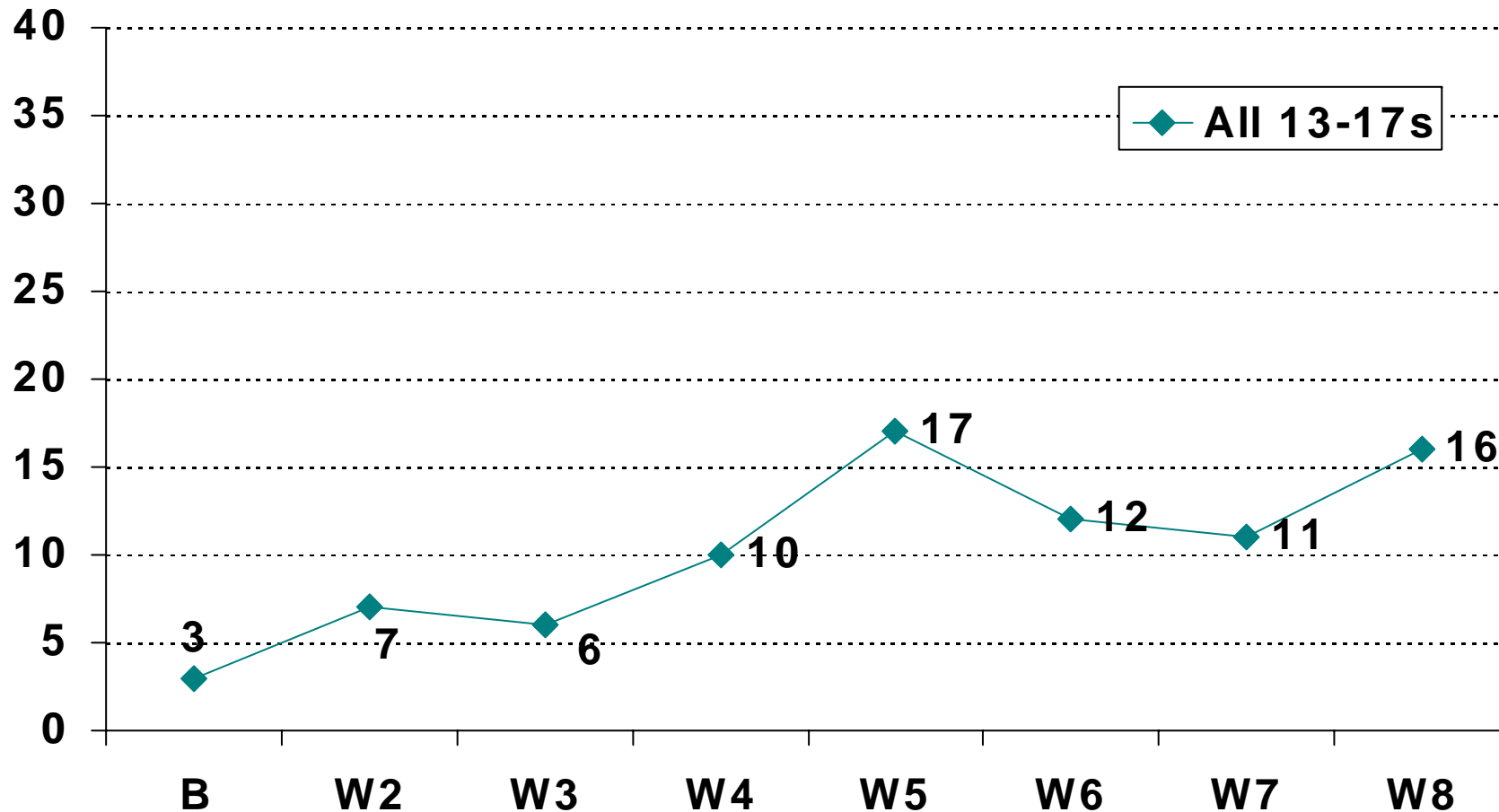
# Prompted awareness of websites - 13-17s gender



Base: Young people at W8 (488)

# Prompted awareness of RUThinking.co.uk - 13-17s

% aware

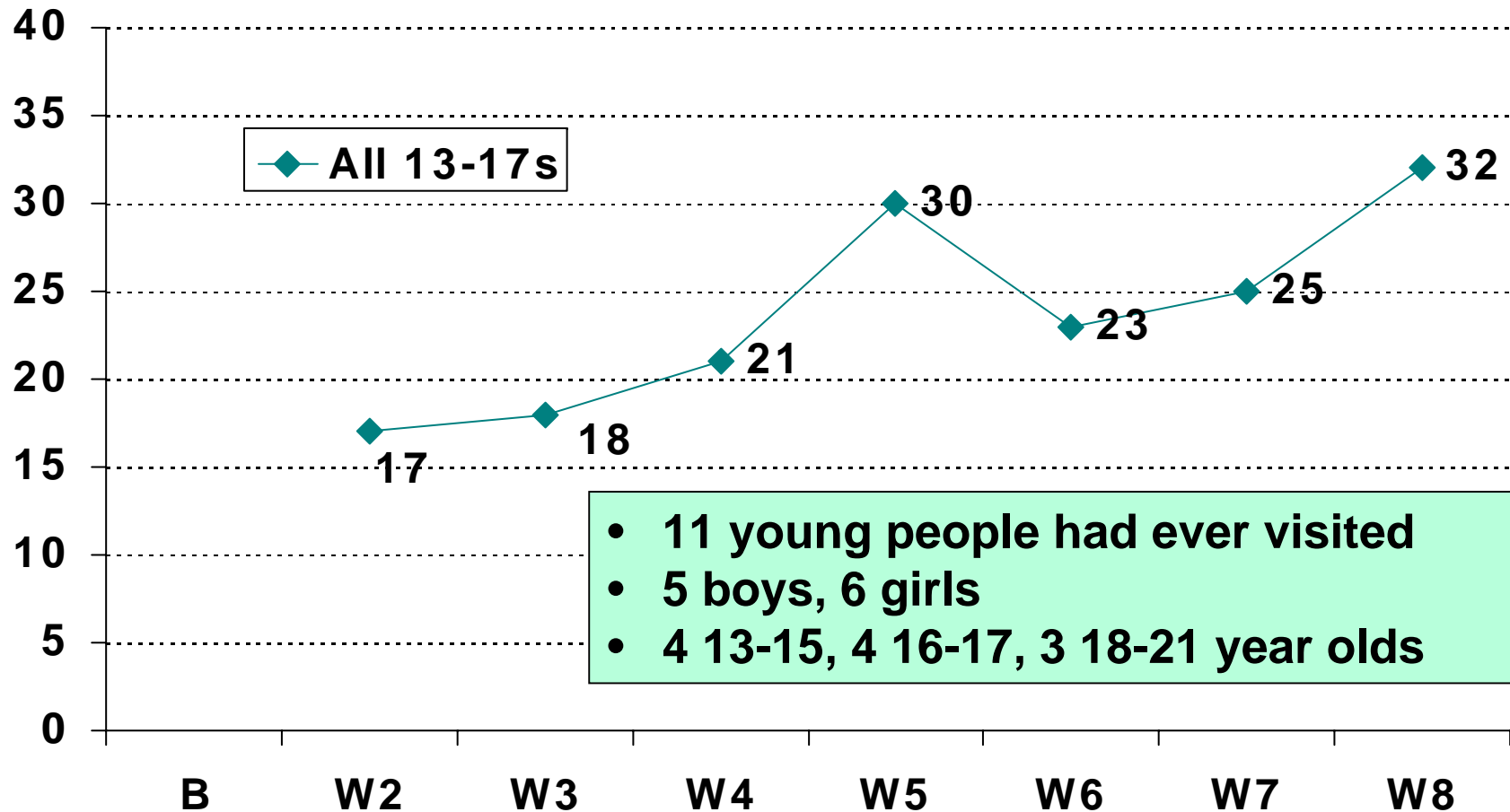


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Prompted awareness of RUThinking.co.uk after description - 13-17s

% aware



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Summary -

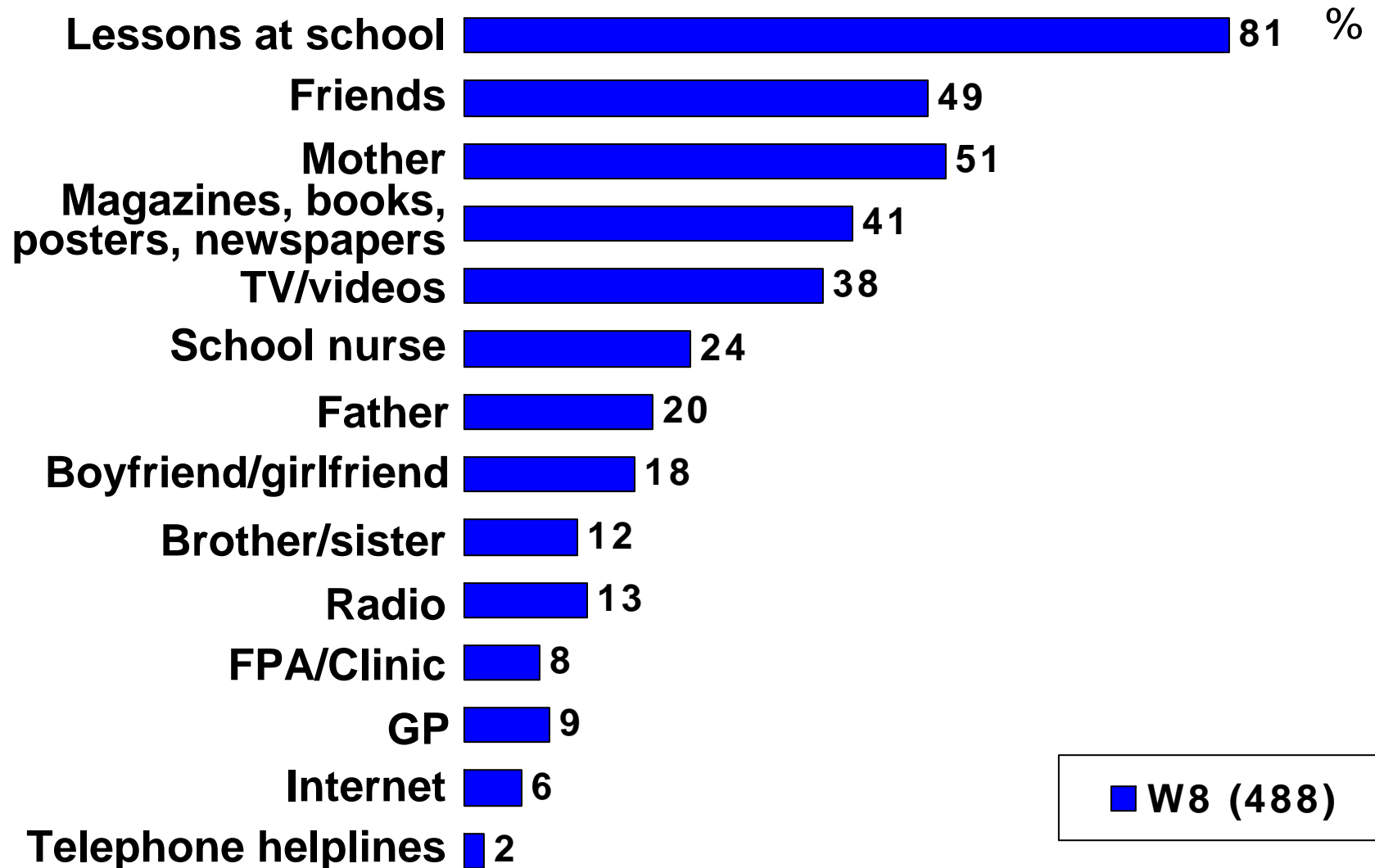
## Sexwise and RUThinking.co.uk

- Further climb in awareness of Sexwise
  - 1/2 13-17s now aware
  - increase in awareness amongst 13-15s
- Ads main source of awareness
  - 27% found out from a radio ad, 13% from a magazine ad
- 1/3 aware RUThinking.co.uk



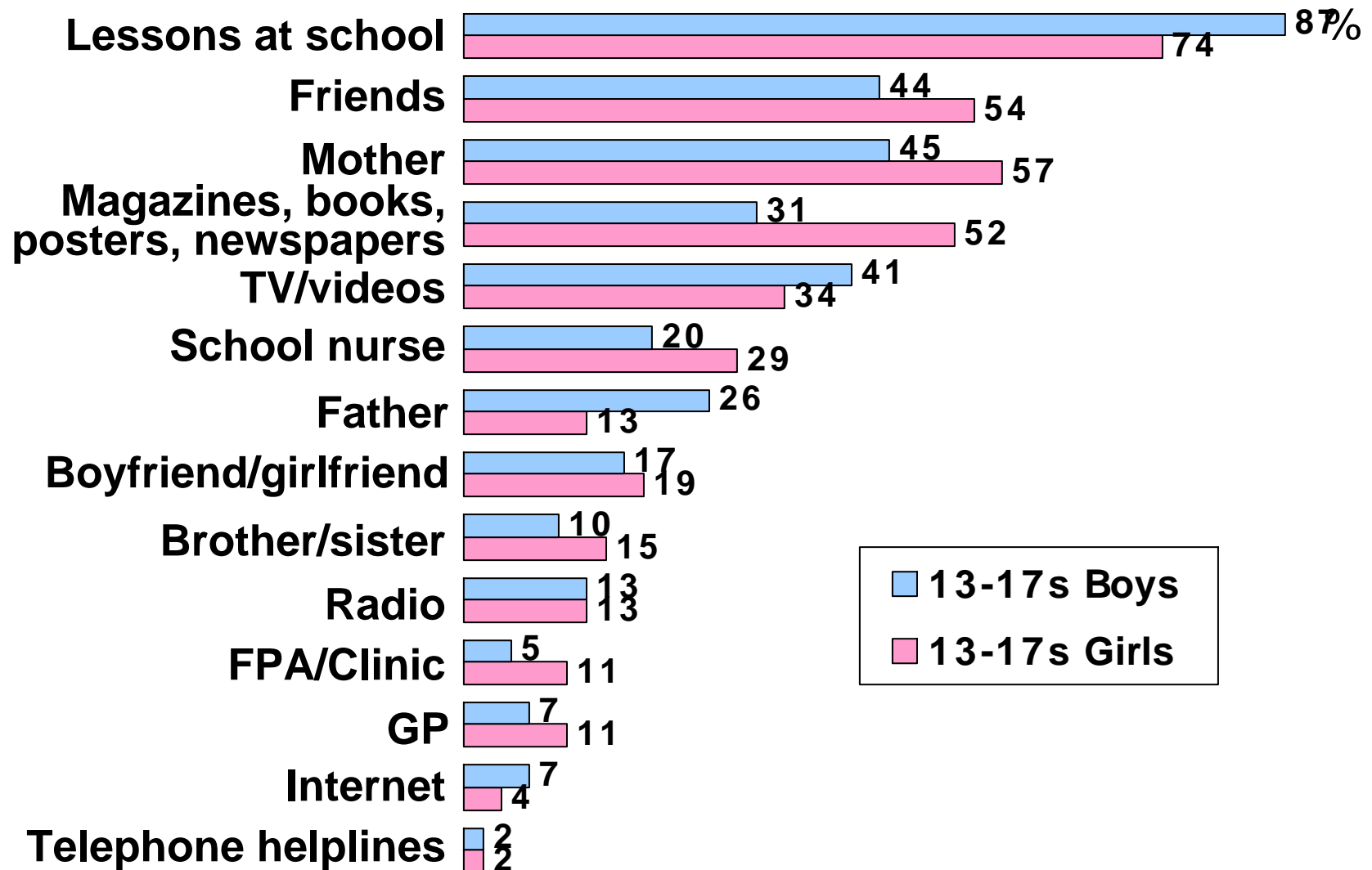
# Sources of information about sex and relationships

# Sources of information used to find out about sex and relationships - 13-17s



Base: Young people aged 13-17 W8 (488)

# Sources of information used to find out about sex and relationships - 13-17s gender

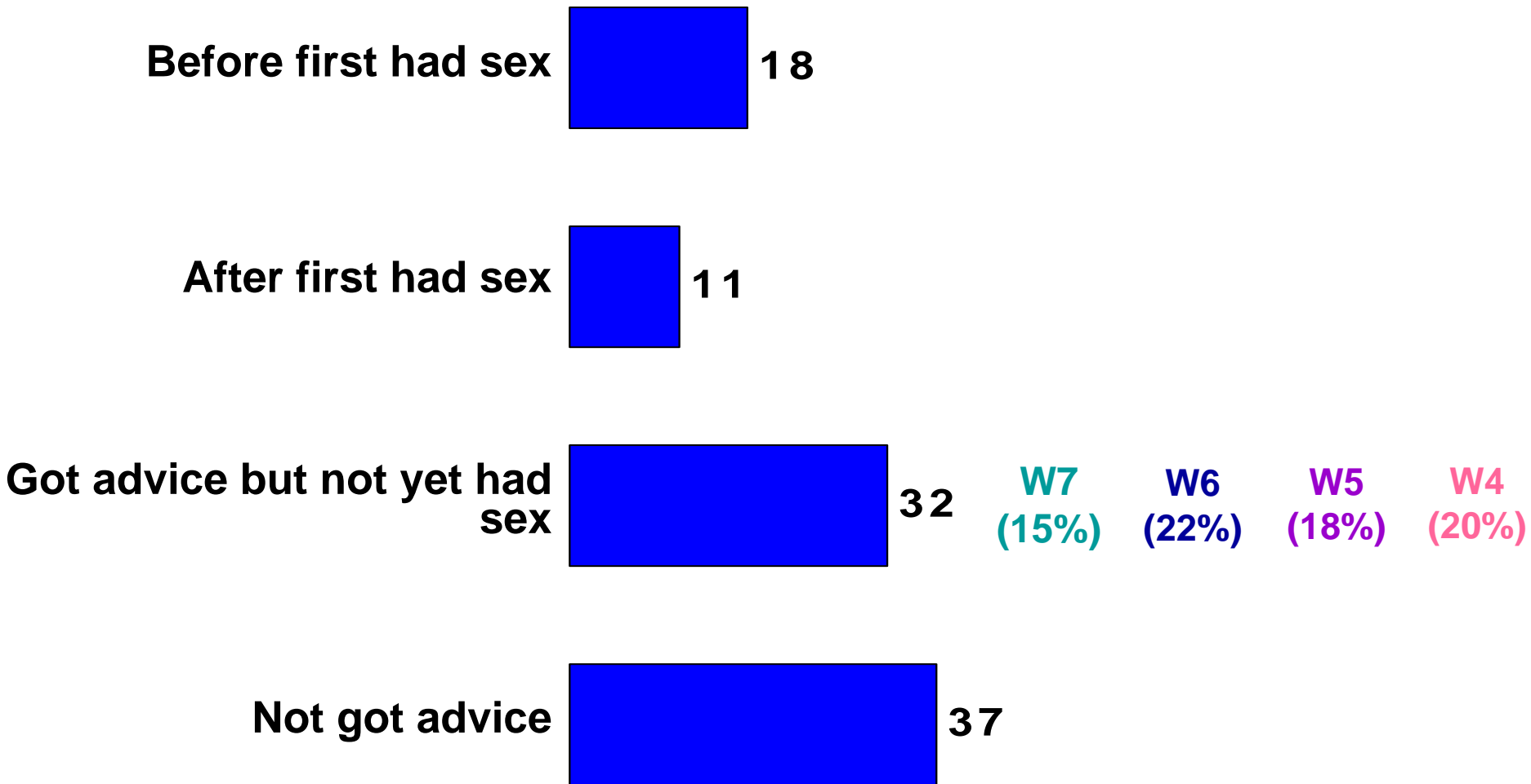


Base: Young people aged 13-17 W8 (488)

# Sources of contraceptive advice ever used - 13-17s

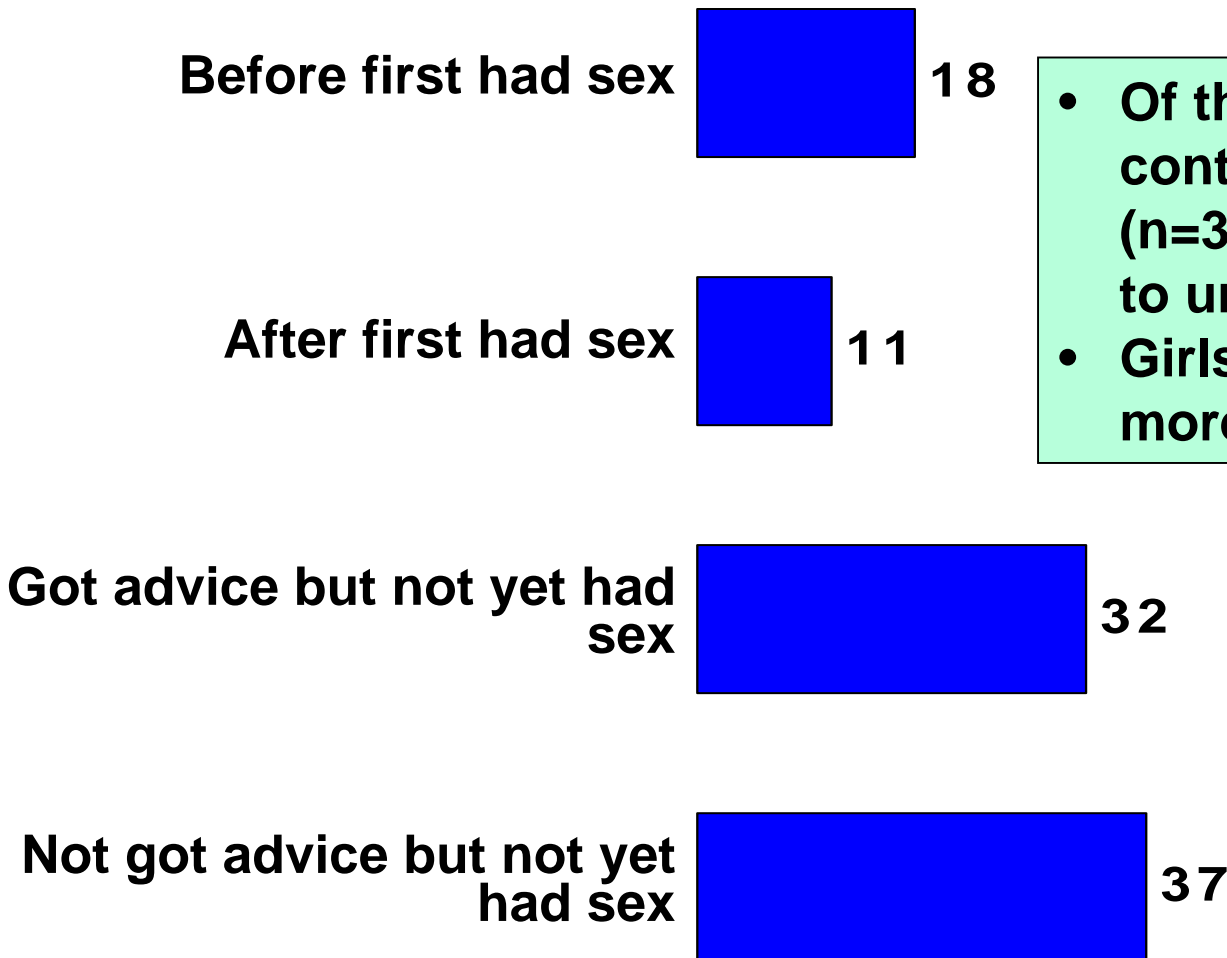
	13-17s W8 (488) %	13-17s W7 (478) %	13-17s W6 (502) %	13-17s W5 (463) %
Teacher/school nurse	36	21	27	22
GP/Practice Nurse	19	14	13	14
Family Planning Clinic	16	13	17	14
Pharmacy	4	4	5	6
Brook Advisory Centre	6	5	7	6
School based clinic	5	4	6	N/A
NHS Walk-in Centres	3	3	3	3
Sexwise	3	3	5	3
NHS Direct Phonenumber	1	1	1	1
Contraceptive Education Service	2	2	2	1
RUThinking.co.uk	1	1	1	1
NHS Direct Website	1	1	1	1
Other	1	*	1	*
None of these	31	47	42	47
Don't know/refused	8	12	9	12

# When first went to get contraceptive advice - 13-17s



Base: Young people 13-17 W8 (488)

# When first went to get contraceptive advice - 13-17s



- Of those who had got contraceptive advice (n=307), 87% found it easy to understand
- Girls and older respondents more likely to find it easy

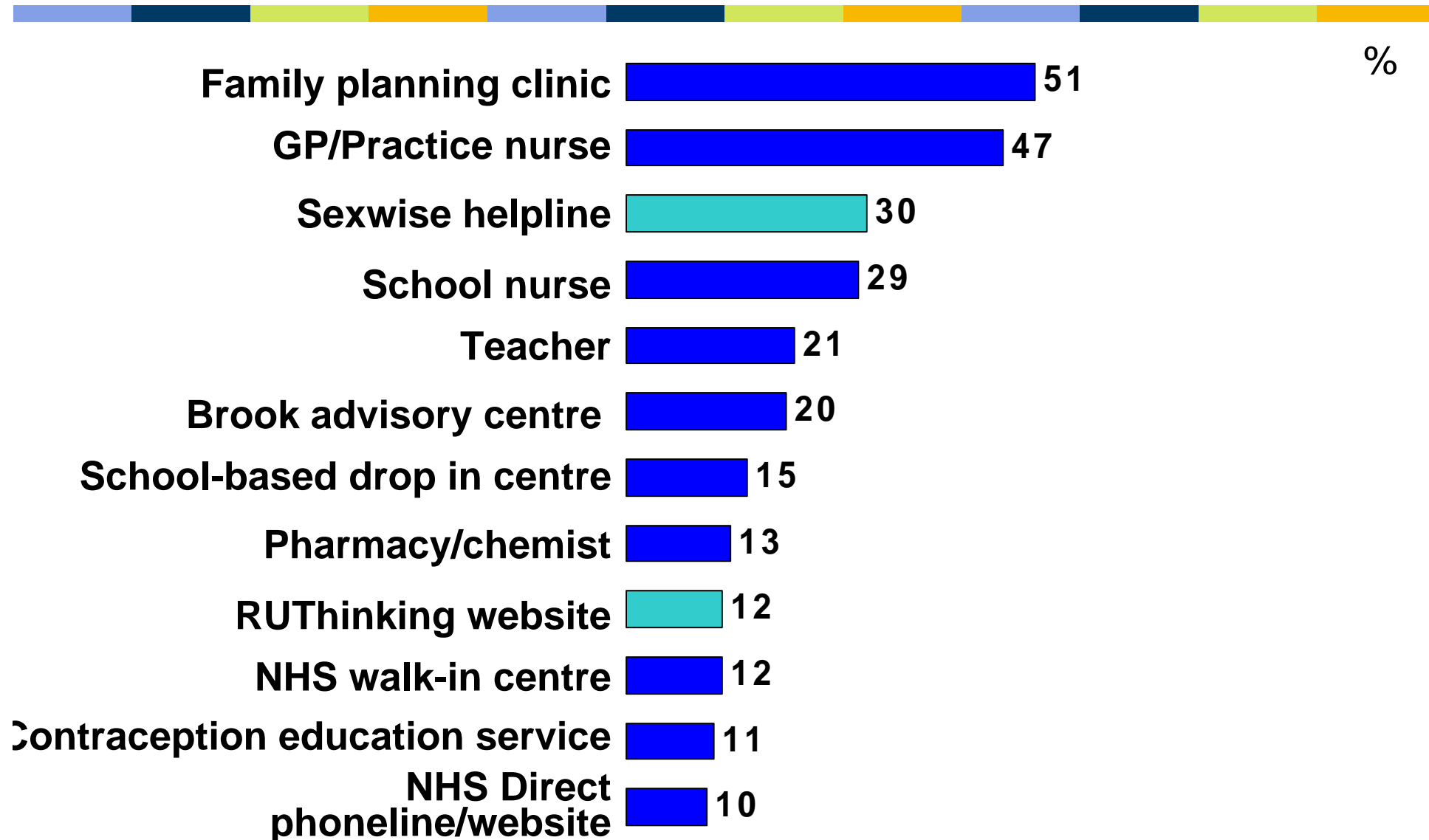
Base: Young people 13-17 W8 (488)



# Sources of contraceptive supplies ever used - 13-17s

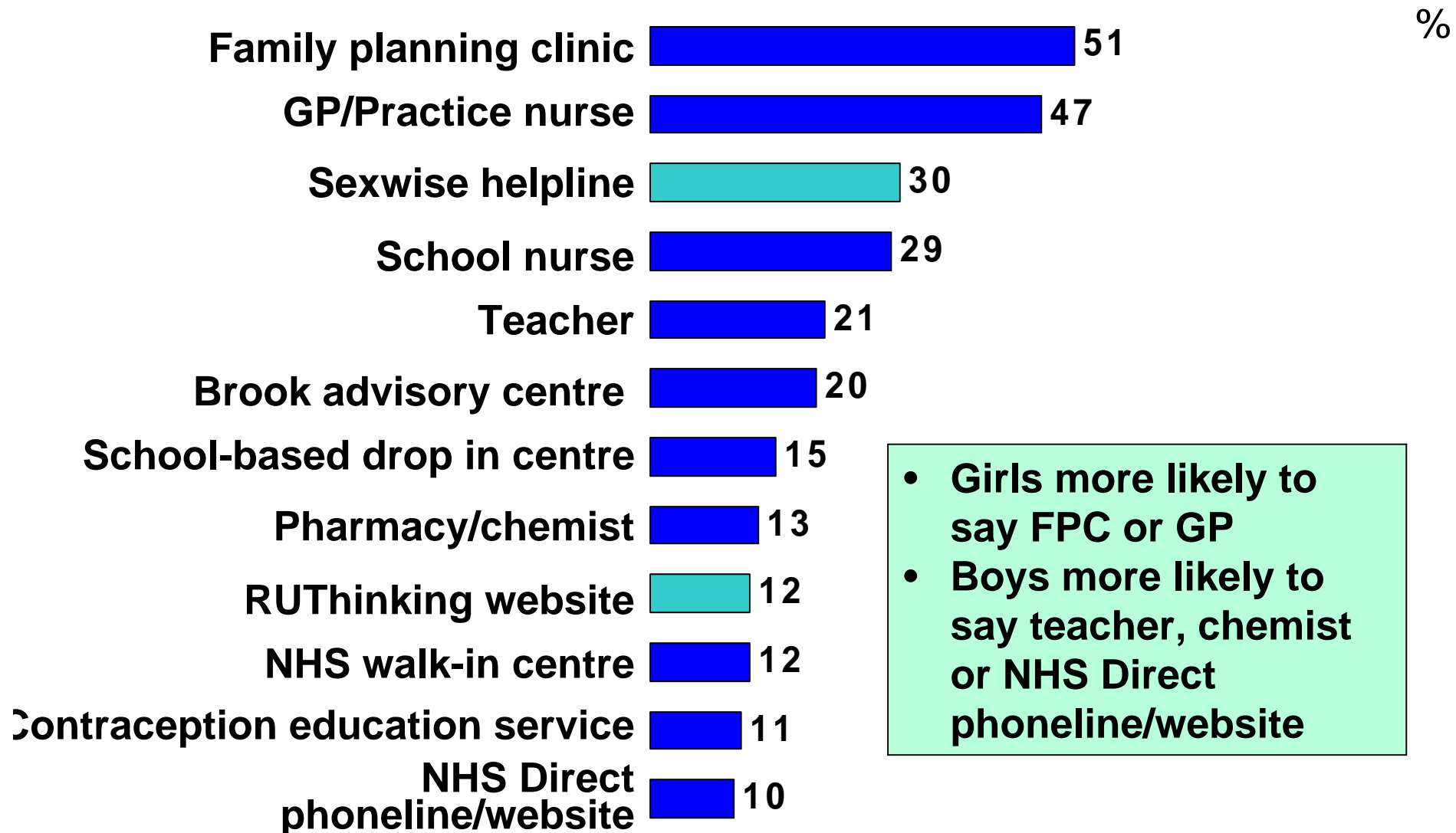
	13-17s W8 (488) %	13-17s W7 (478) %	13-17s W6 (502) %	13-17s W5 (463) %
Family Planning Clinic	16	13	15	13
GP/Practice Nurse	12	11	8	8
Vending machine	11	8	10	11
Teacher/school nurse	11	7	10	7
Pharmacy	10	7	9	10
Brook	4	4	5	4
School-based clinic	5	2	4	N/A
NHS Walk-in centres	2	3	2	4
Other	*	*	*	1
None	46	46	42	51
Don't know/refused	6	19	18	13

# Where would recommend friend go for advice on sex - prompted 13-17s



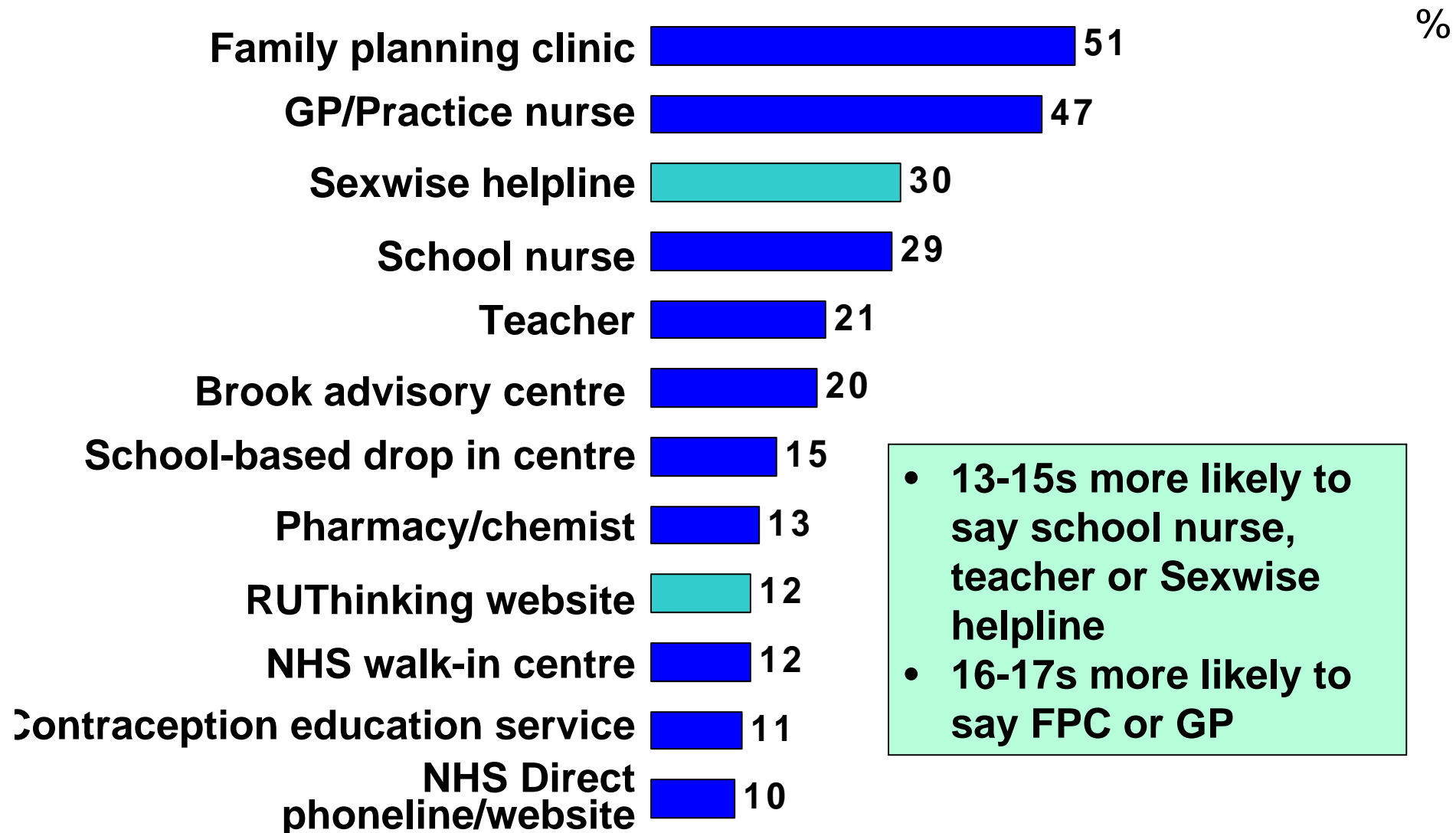
Base: Young people 13-17 W8 (488)

# Where would recommend friend go for advice on sex - prompted 13-17s



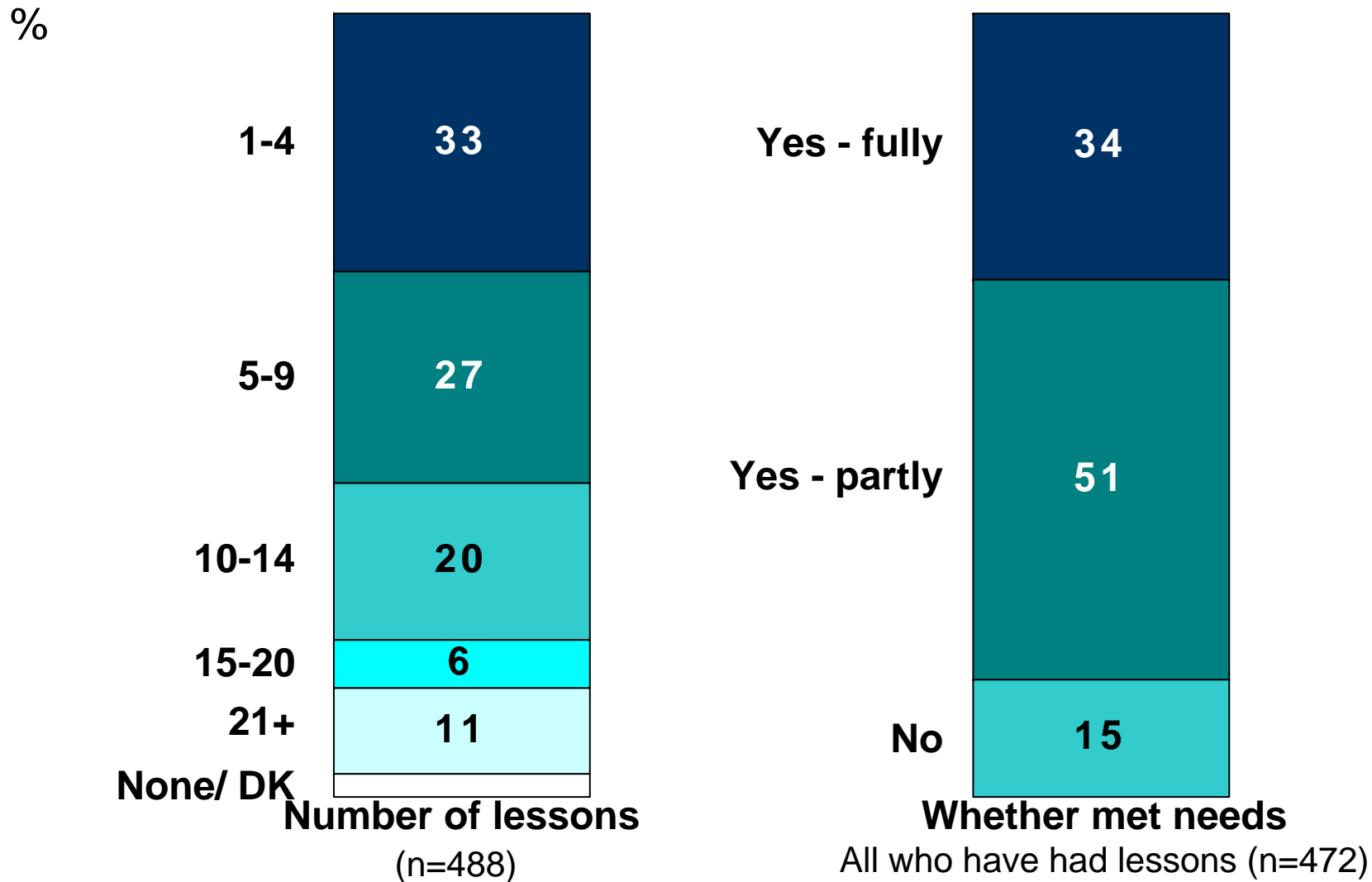
Base: Young people 13-17 W8 (488)

# Where would recommend friend go for advice on sex - prompted 13-17s



Base: Young people 13-17 W8 (488)

# Sex education lessons - 13-17s



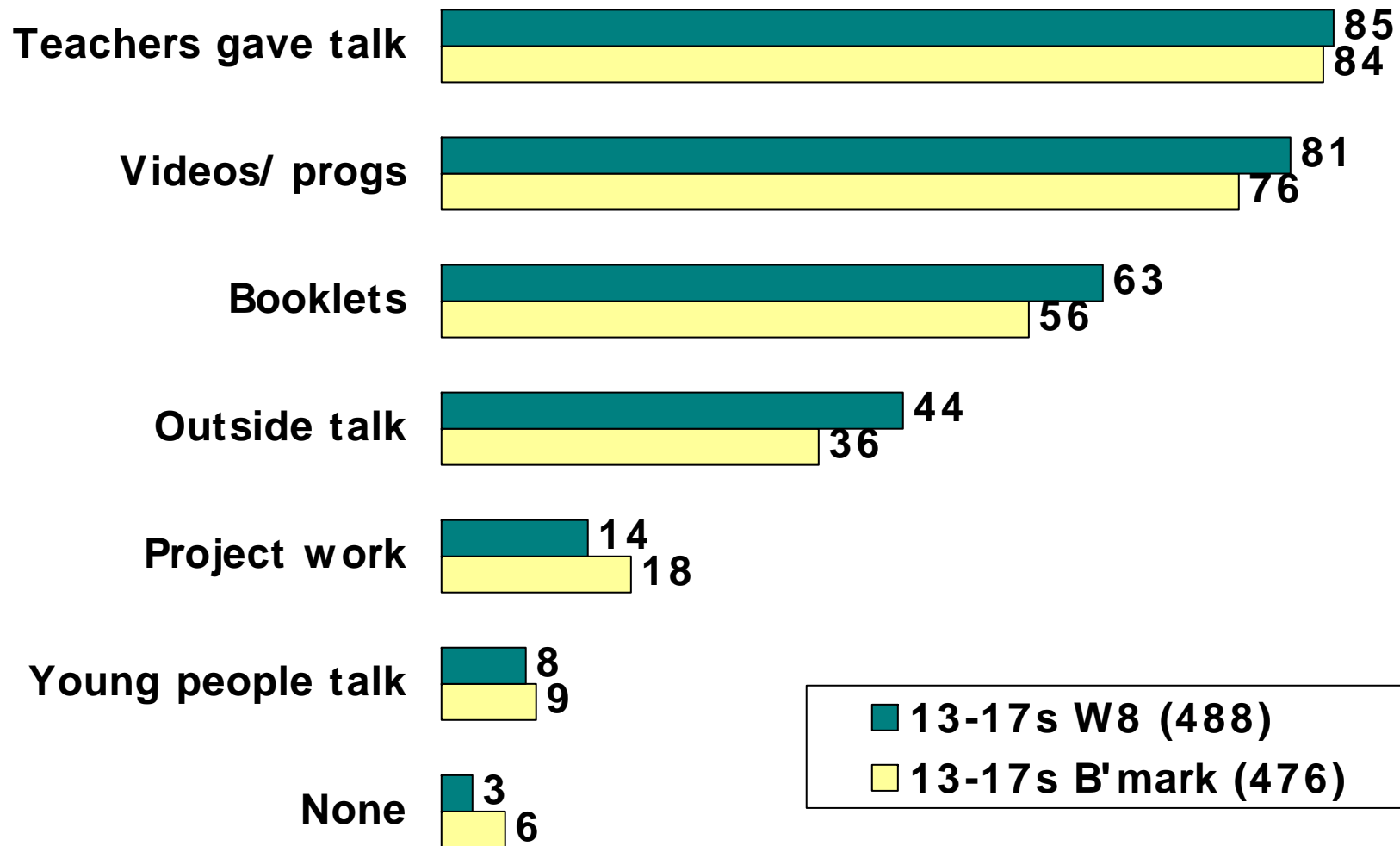
Base: Young people aged 13-17 W8 (488)

# Sex education lessons - methods used

## - 13-17s



%



Base: Young people aged 13-17: B (476), W8 (488)

# Summary -

## Sources of information about sex/relationships

- Most common source of information remains lessons at school, followed by mother and friends
- Teacher/school nurse becoming more important source of contraceptive advice
  - some evidence of increased/preparatory advice seeking
- Most popular source of contraception is FPC/GP for girls and a vending machine or pub toilet for boys
  - similar to previous waves
- 3/10 would recommend a friend goes to Sexwise for advice
  - 1/8 RUThinking.co.uk
  - 1/2 FPC/GP



# Knowledge about sex and relationships



# Perception of how many young people have had sex before their 16th birthday - 13-17s

%

Less than 1/4

14

1/4 - 1/2

44

1/2 to 3/4

28

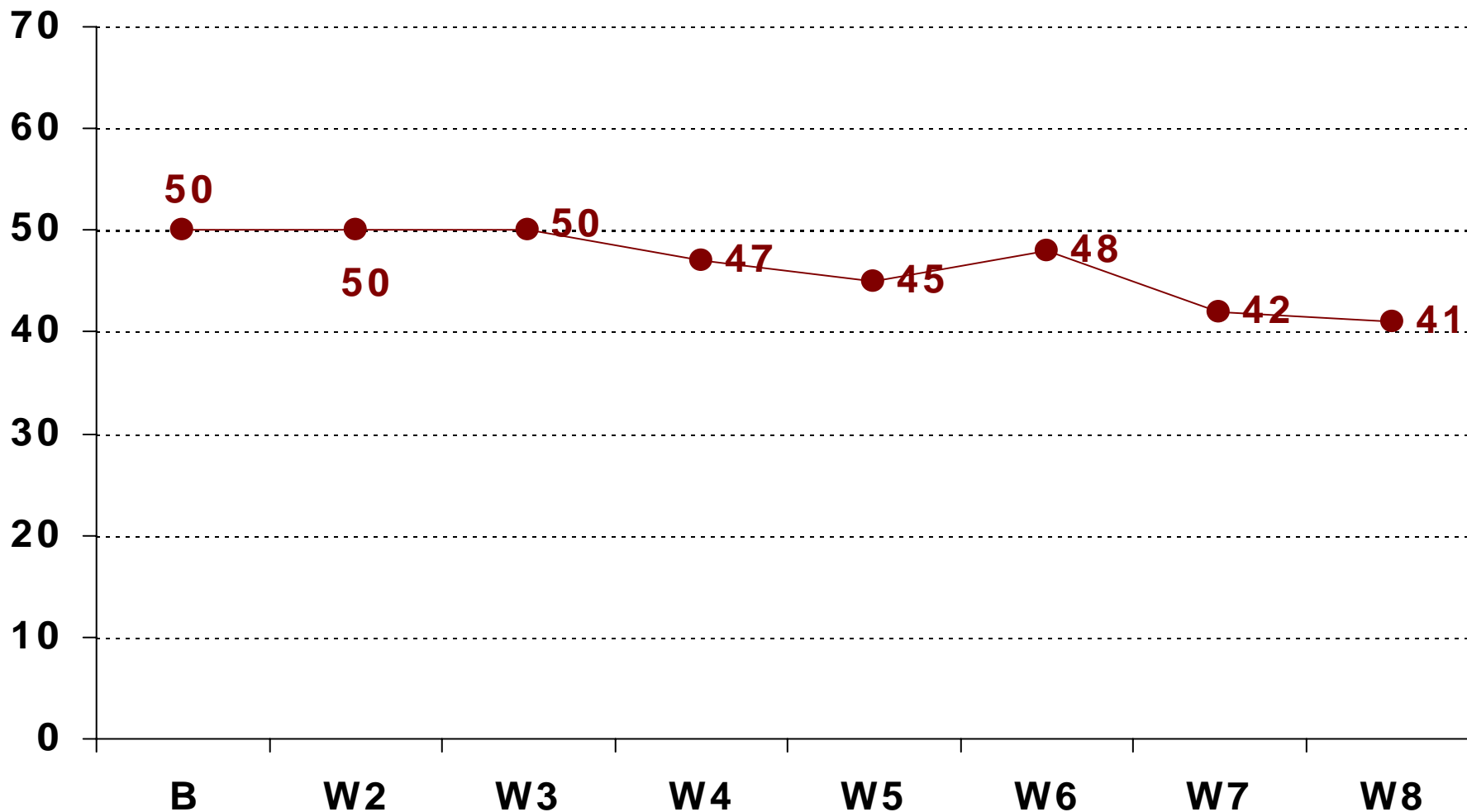
More than 3/4  
Don't know

13

Base: Young people 13-17 W8 (488)

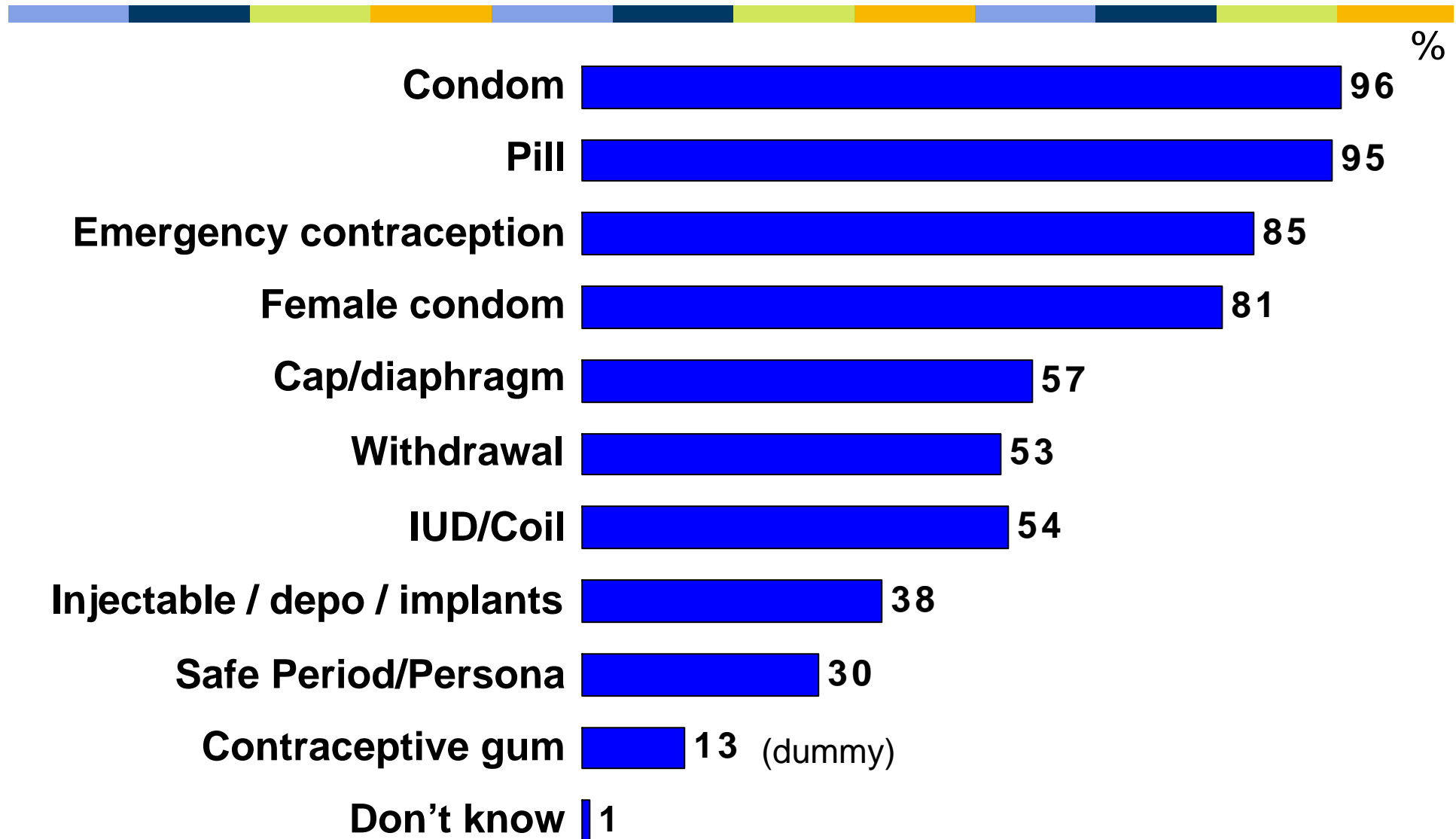
# Proportion 13-17s thinking half or more young people have had sex before their 16th birthday

% thinking half or more



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Awareness of contraceptive methods - 13-17s



Base: Young people 13-17 W8 (488)

# Awareness of emergency contraception



- Stable throughout all 8 waves
- 90% among 13-15s, 96% 16-17s, 98% 18-21s at wave 8
- 90% boys 13-17, 95% girls 13-17.
  - 84% boys 13-15.
- Over two fifths (44%) of 13-17s aware of correct time limits for use of emergency contraception

# Awareness latest time after sex emergency contraception can be used - 13-17s

%

Up to 12 hours

17

Up to 24 hours

30

Up to 72 hours

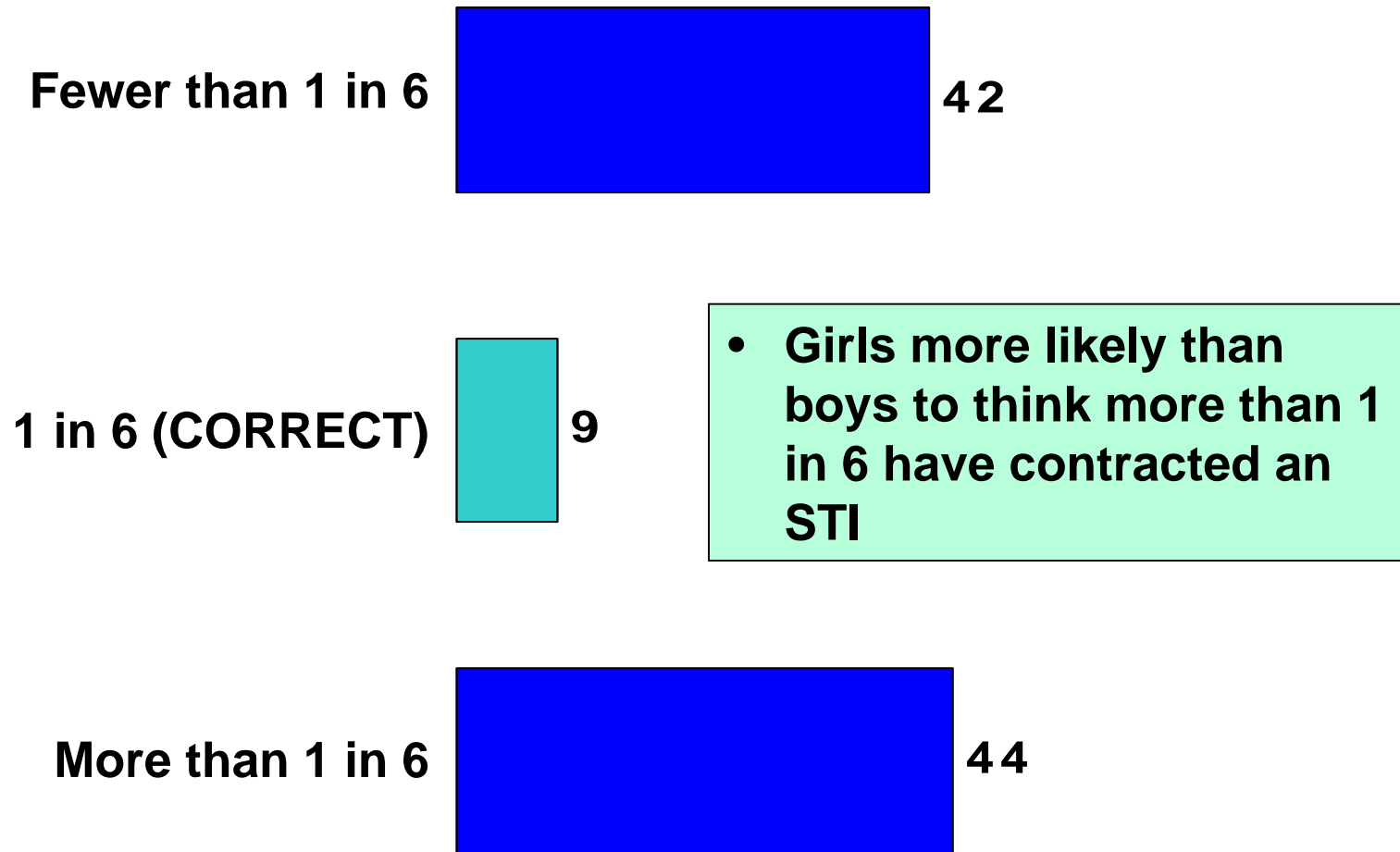
44

5 days or more  
Don't know

6

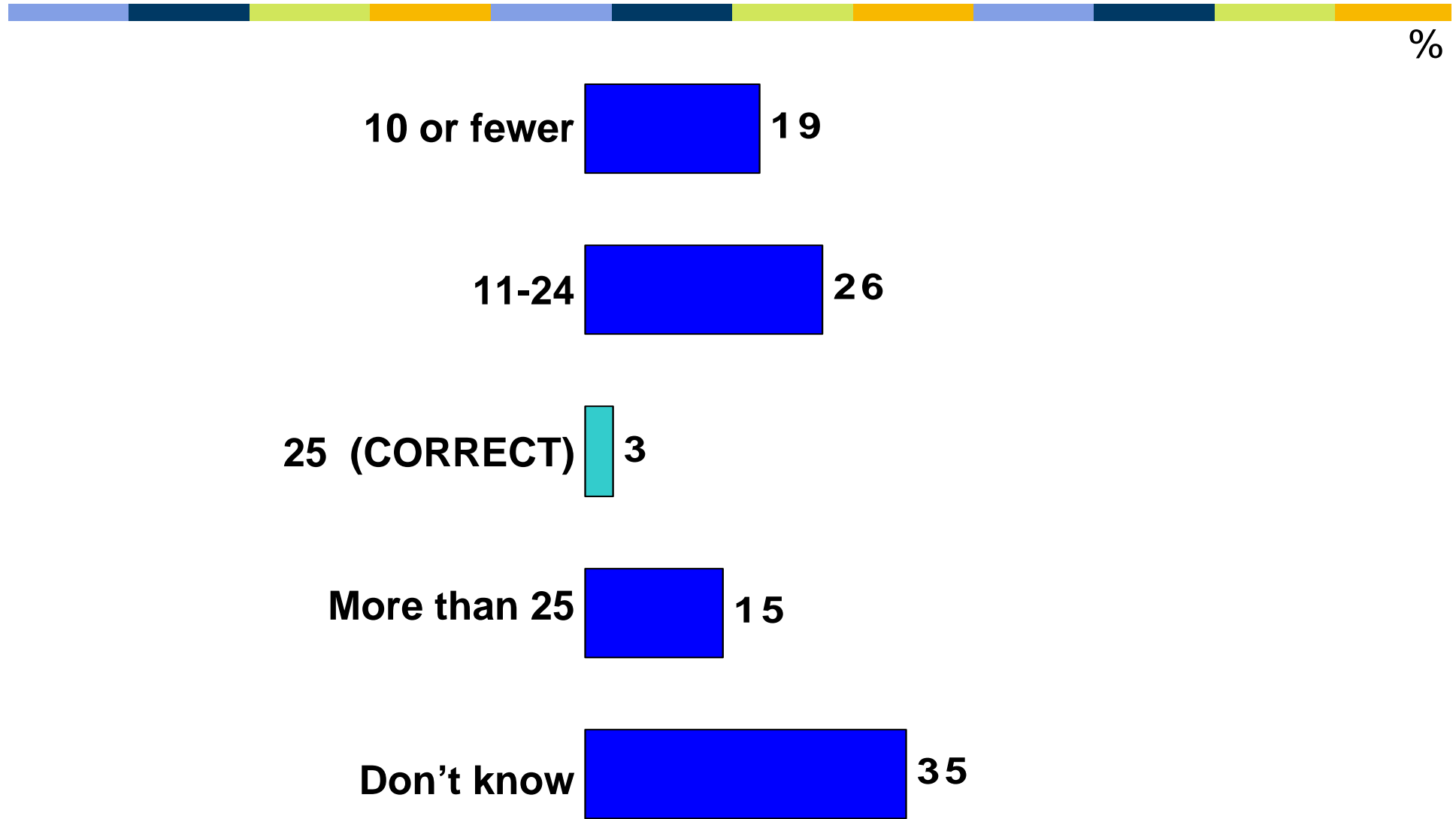
Base: Young people aged 13-17 who have heard of emergency contraception at W8 (452)

# Proportion of population think have ever contracted an STI 16-21s



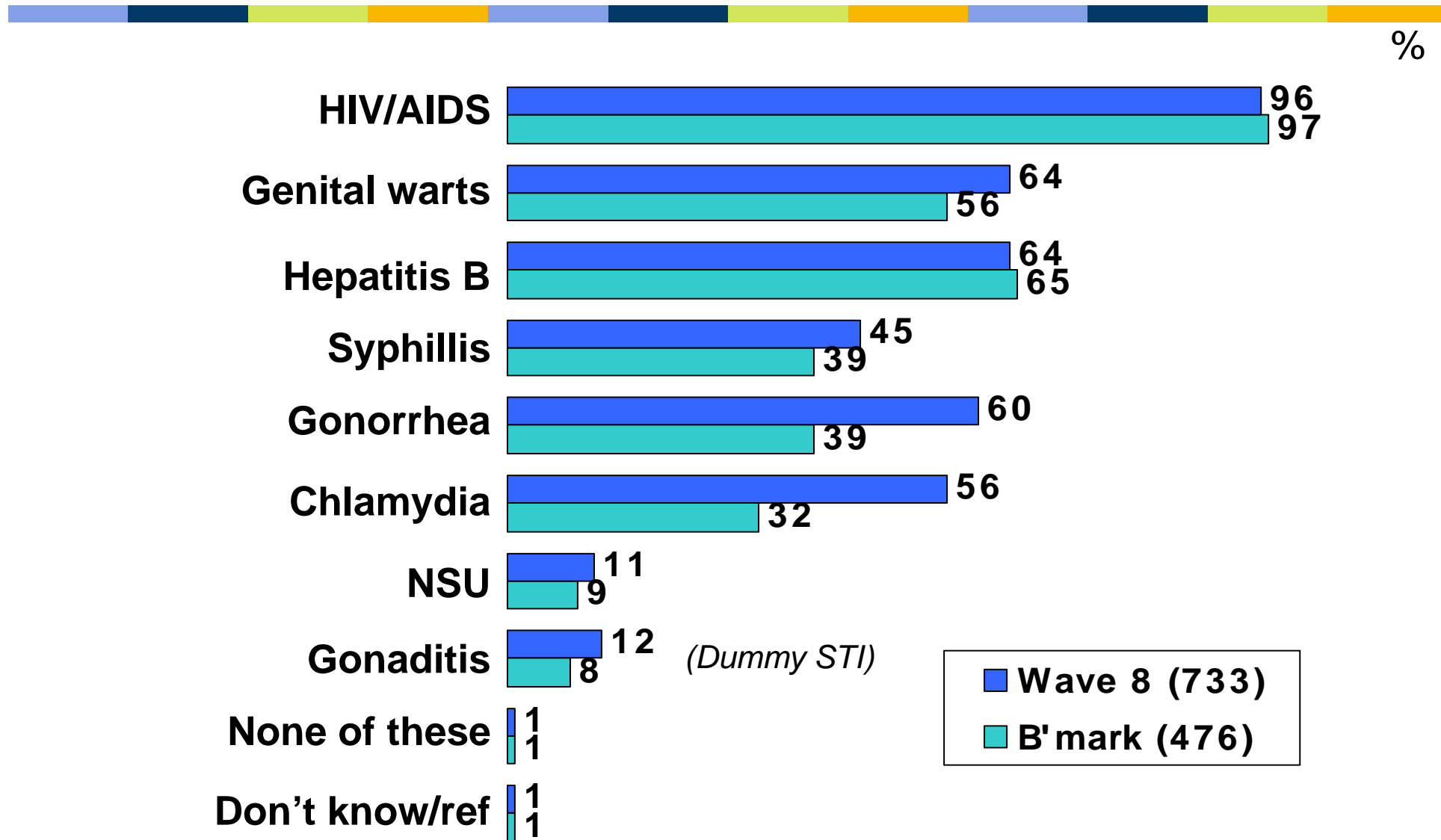
Base: Young people 16-21 W8 (489)

# How many (known) STIs are there? 16-21s



Base: Young people 16-21 W8 (489)

# Awareness of STIs - 13-17s



Base: 13-17s: B (476), W8 (488)



# Summary -

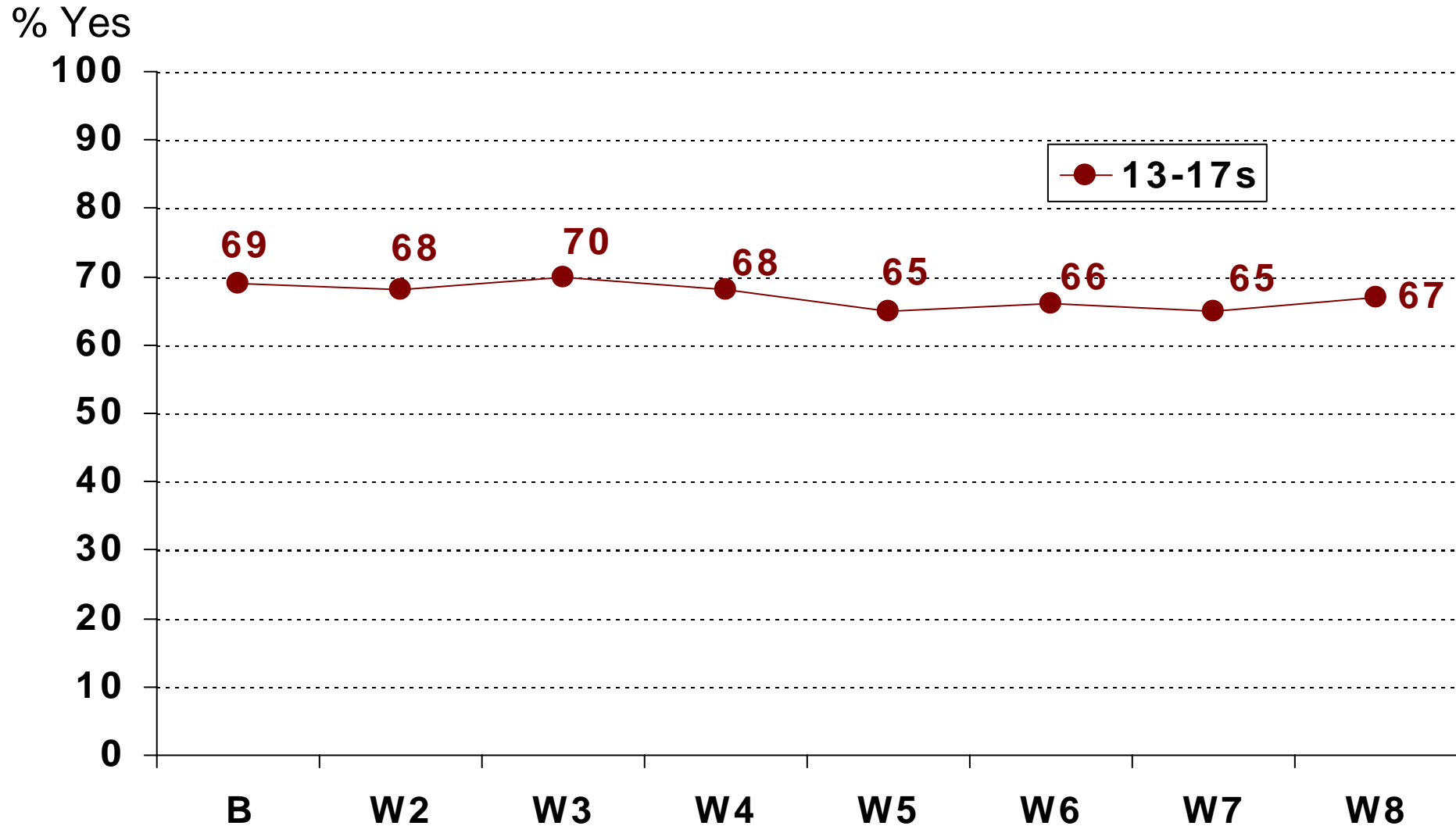
## Knowledge about sex/relationships

- 41% 13-17s think over half young people have had sex by age 16
  - gradual decline from 50% at benchmark
- Increase in awareness of some less common contraceptive methods
  - respondents aware of TP ads tend to be more aware of less common methods
  - 44% 13-17s aware of correct time limit for emergency contraception
- 1/10 16-21s aware of correct proportion who have ever had an STI
  - 3% aware of correct number of STIs
  - some increases in awareness of ‘lesser known’ STIs



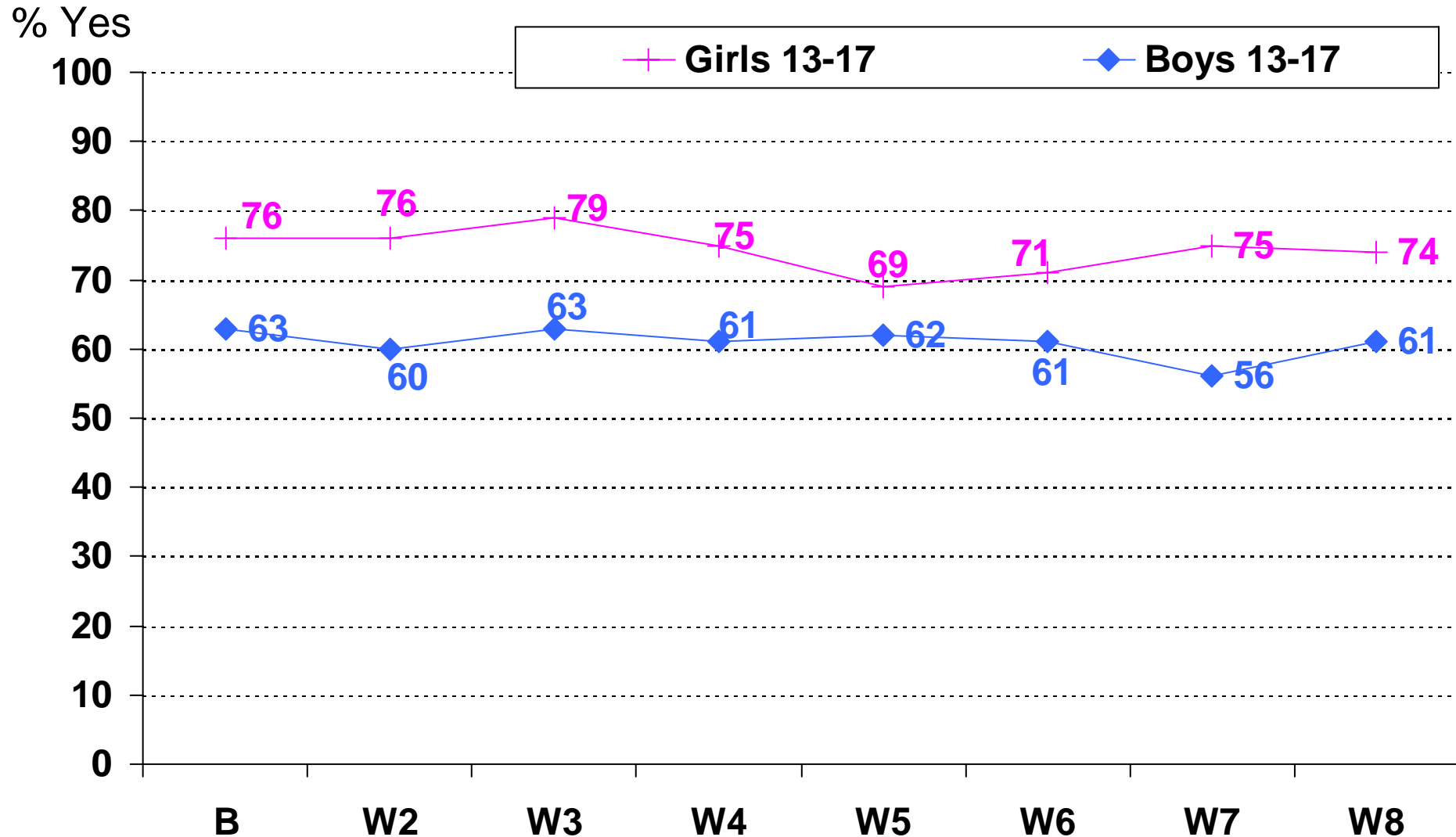
# **Awareness and use of local contraceptive services**

# Can you think of a clinic/place to visit if you wanted advice on sex? - 13-17s



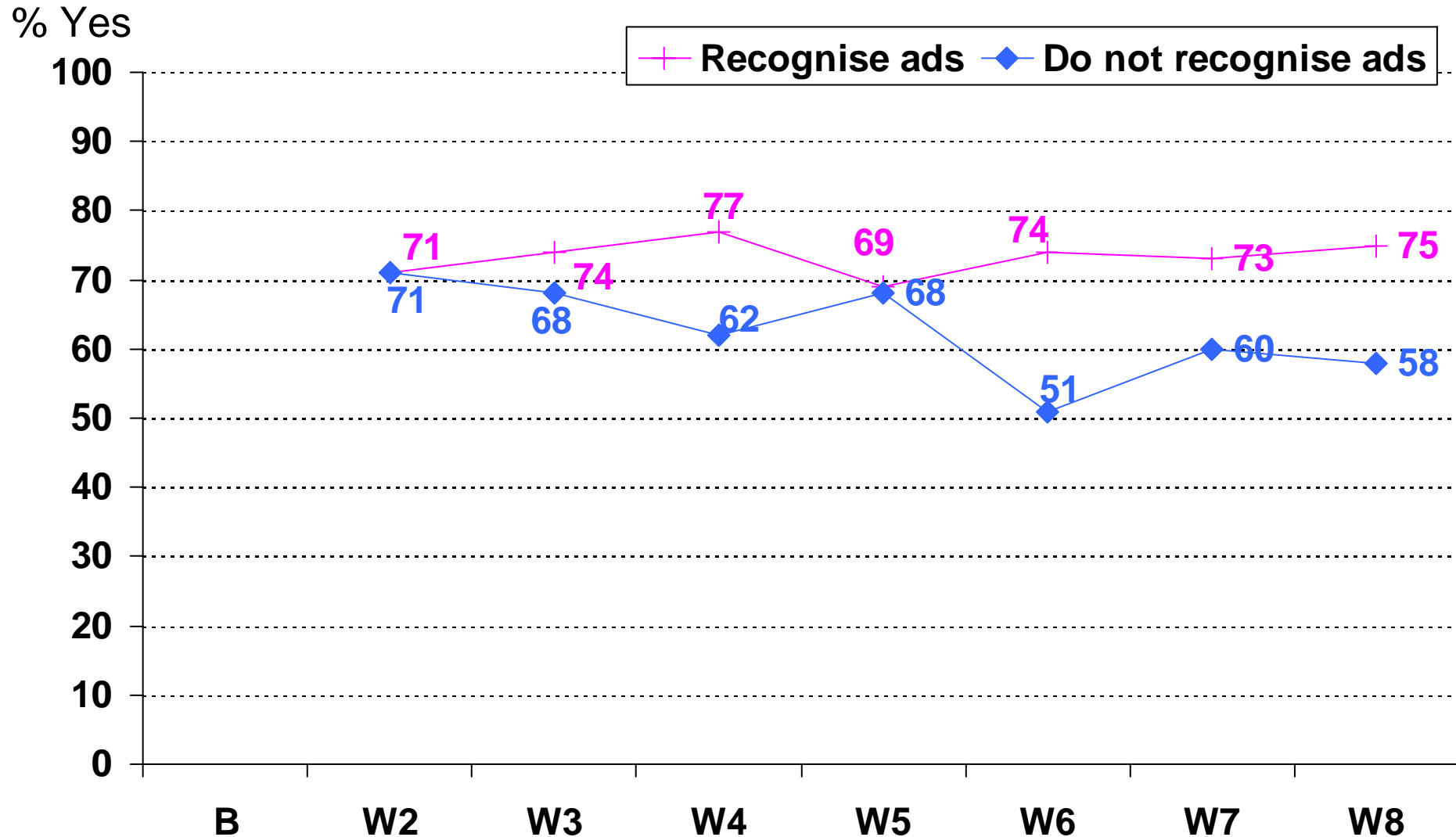
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Can you think of a clinic/place to visit if you wanted advice on sex? - 13-17s



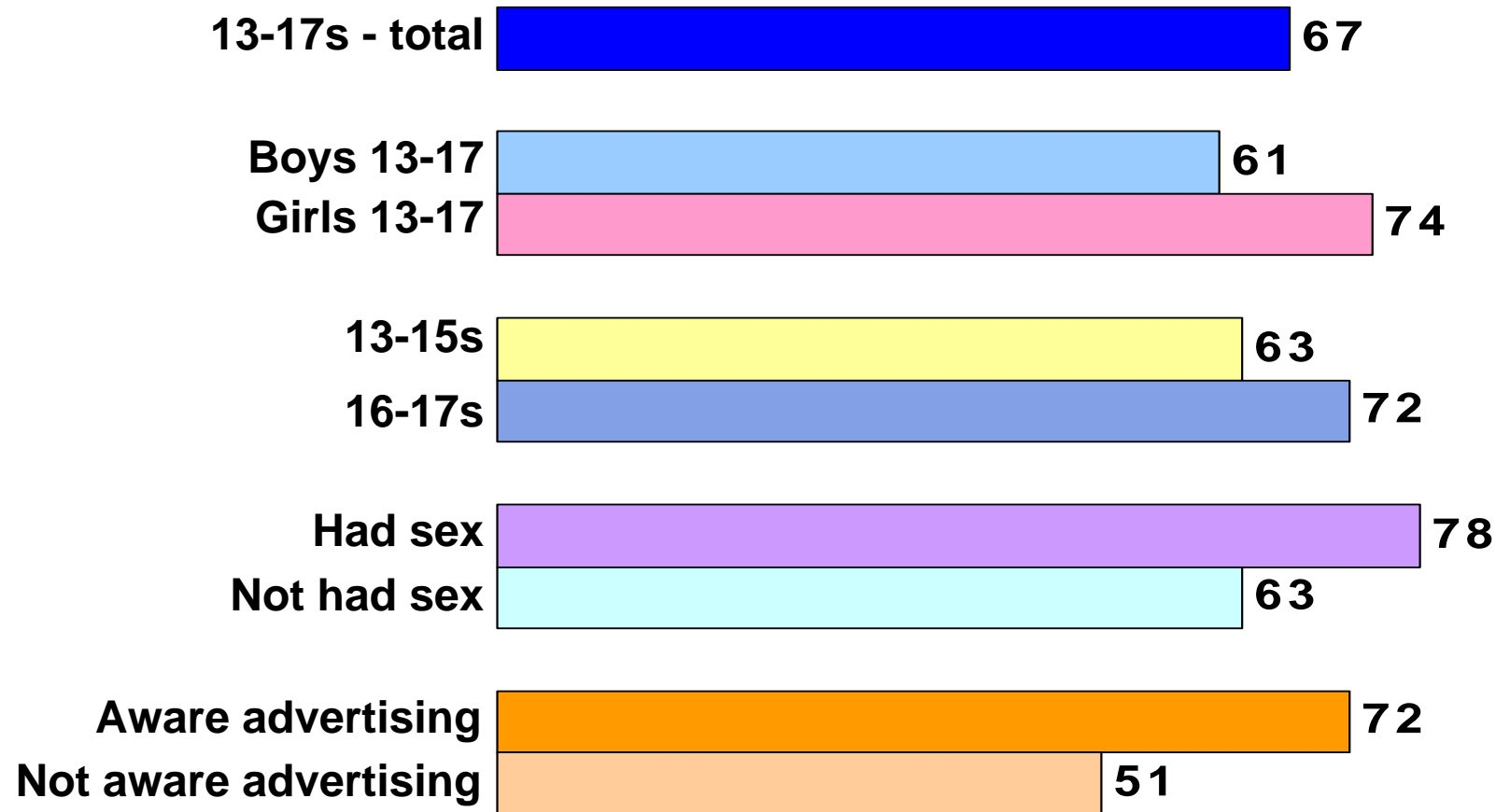
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Can you think of a clinic/place to visit if you wanted advice on sex? - 13-21s



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Can you think of a clinic/place to visit if you wanted advice on sex? - 13-17s



Base: Young people aged 13-17 at W8 (488)

# If received information where can go *in area* if wanted advice on sex? - 13-17s

13-17s - total 47

Boys 13-17 45

Girls 13-17 48

13-15s 46

16-17s 48

Had sex 53

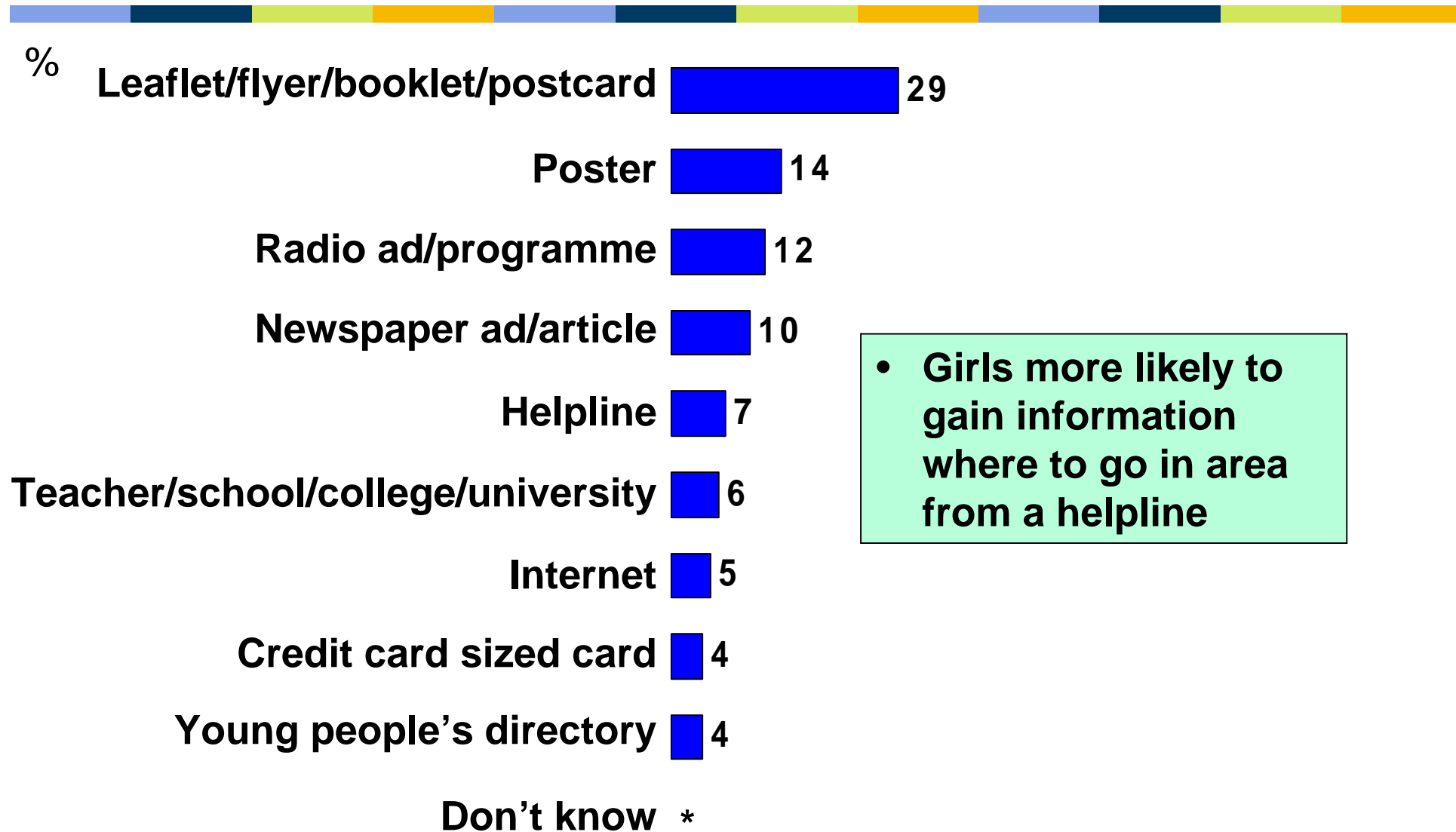
Not had sex 44

Aware advertising 49

Not aware advertising 37

Base: Young people aged 13-17 at W8 (488)

# Form information came in about where can go *in area* for advice on sex 13-17s

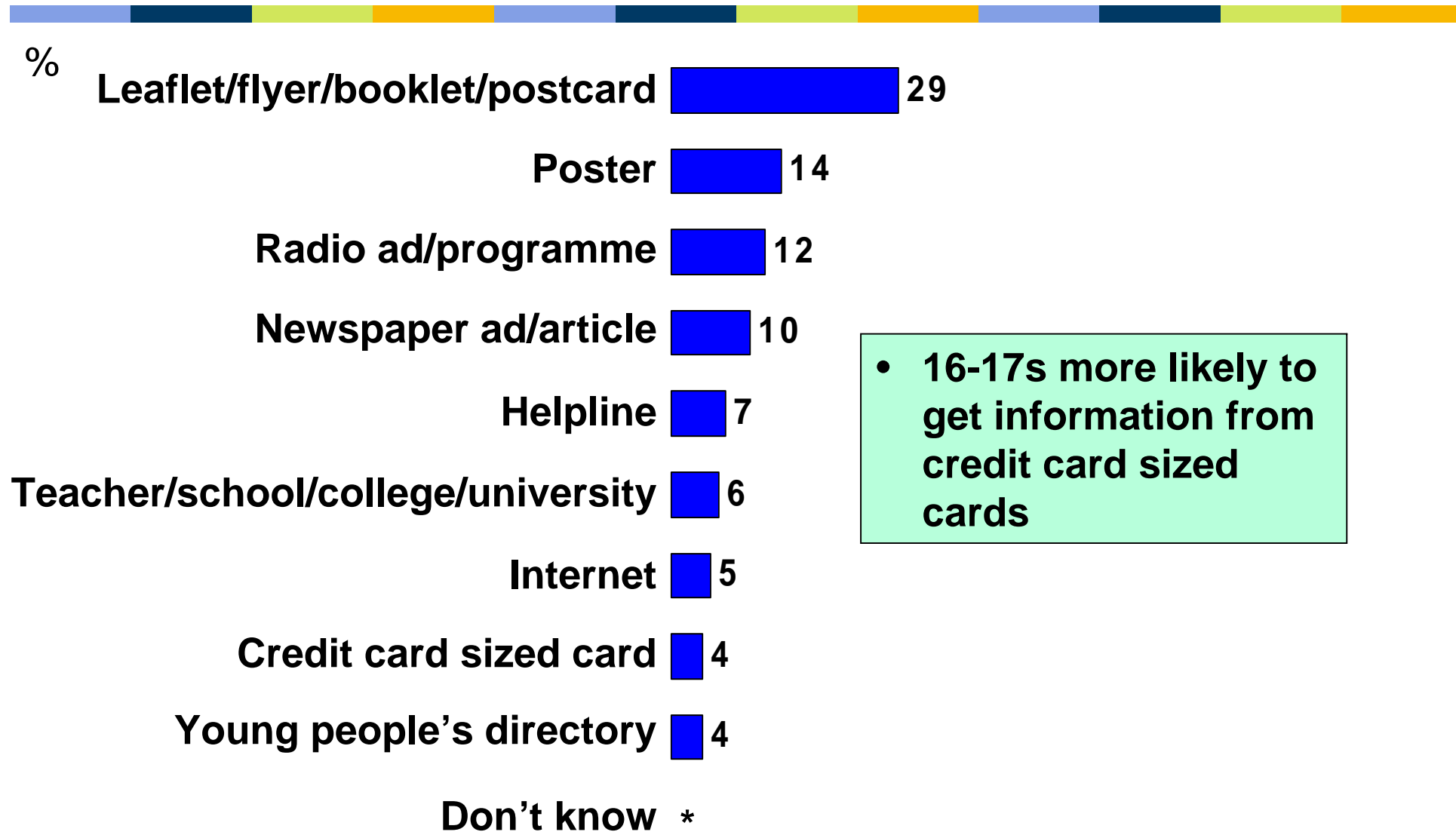


• Girls more likely to gain information where to go in area from a helpline

Base: Young people 13-17 W8 (488)



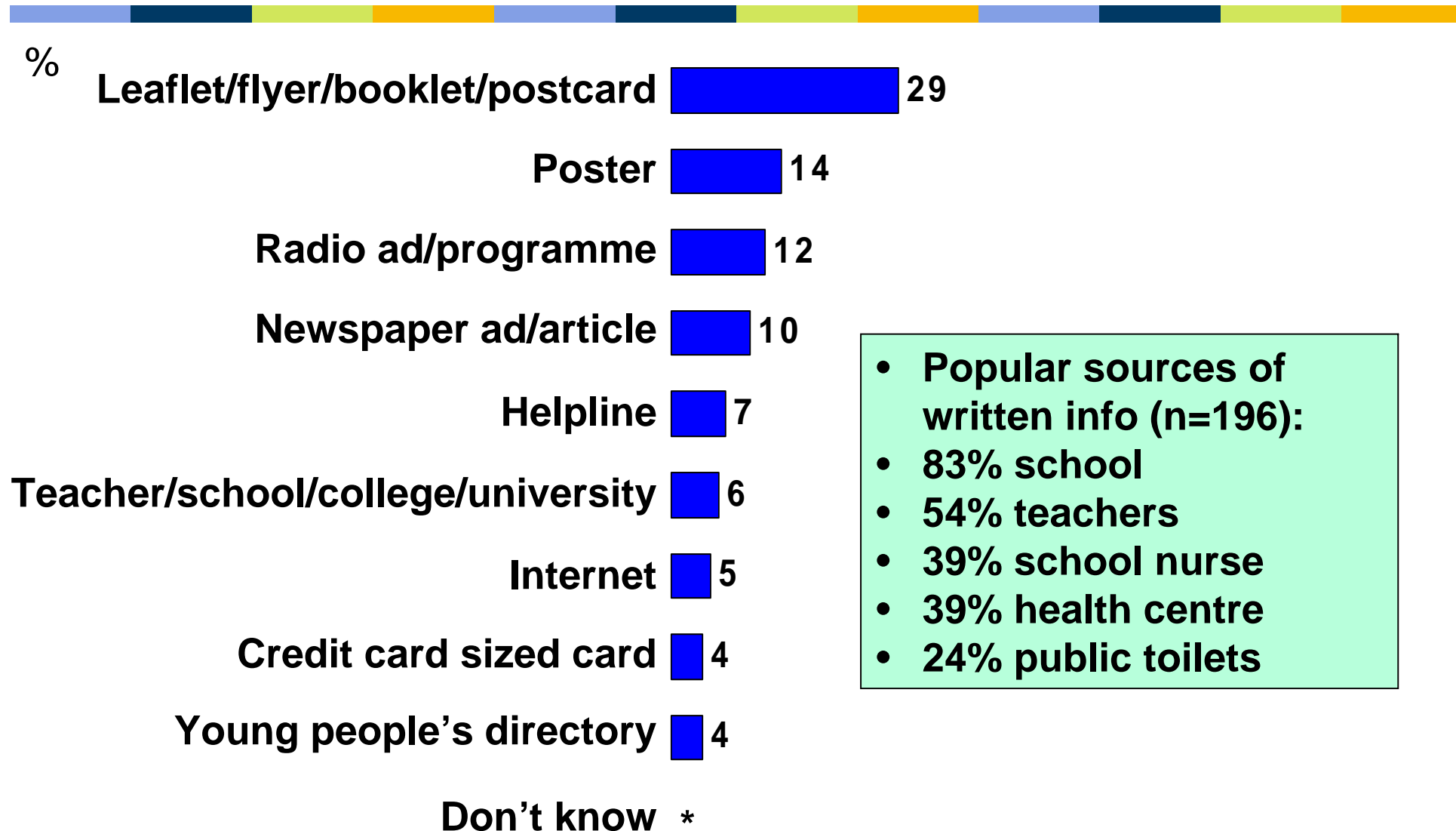
# Form information came in about where can go *in area* for advice on sex 13-17s



• 16-17s more likely to get information from credit card sized cards

Base: Young people 13-17 W8 (488)

# Form information came in about where can go *in area* for advice on sex 13-17s



- Popular sources of written info (n=196):
- 83% school
- 54% teachers
- 39% school nurse
- 39% health centre
- 24% public toilets

Base: Young people 13-17 W8 (488)

# Summary -

## Awareness/use of local contraceptive services

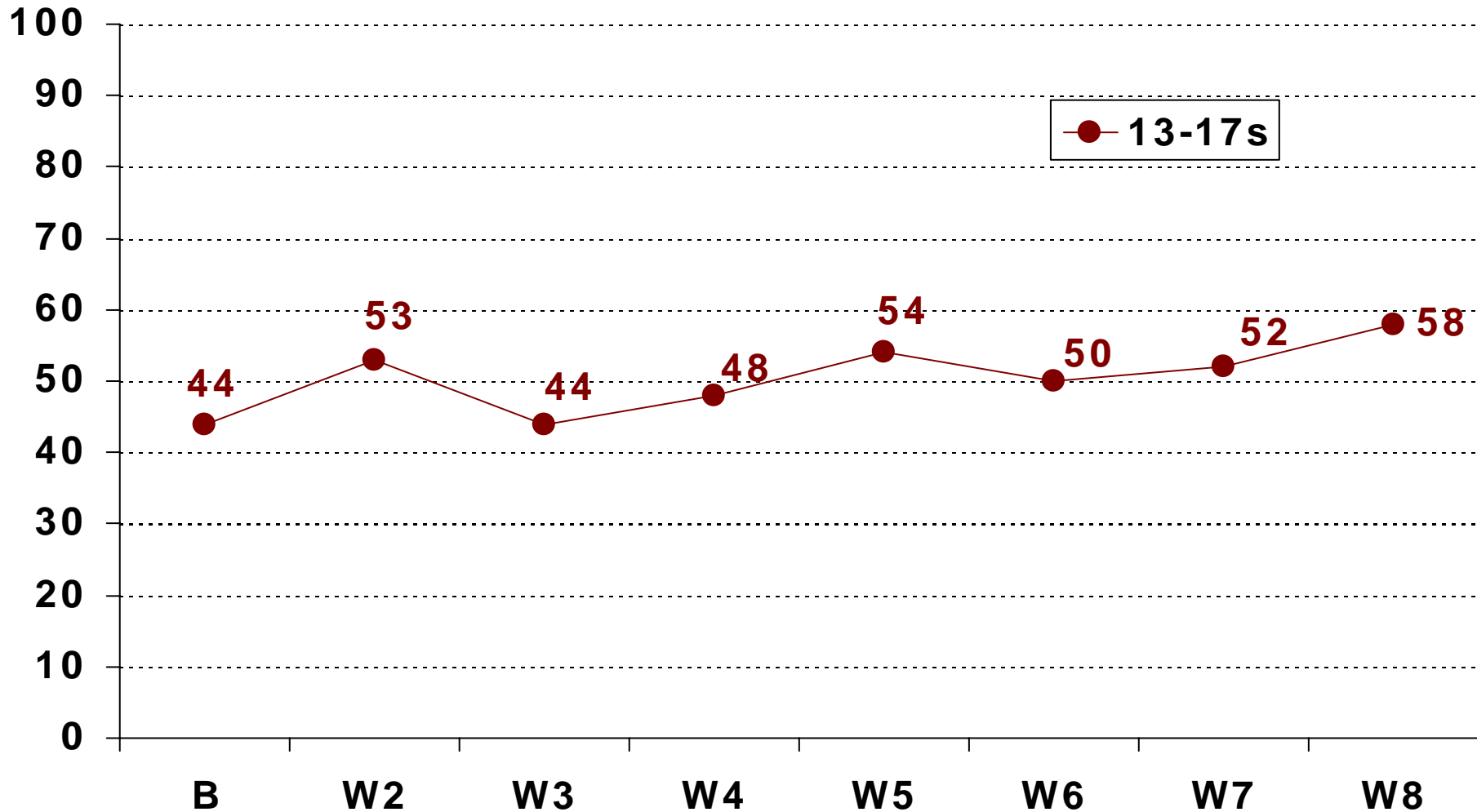
- 2/3 13-17s aware of place could visit for advice
  - similar to previous
  - those aware of TP ads more likely to be aware
- Half had received info about a place to go in their local area
  - respondents aware of TP ads more likely to say they had received such information
  - most common form of information about place to go in area was a leaflet/flyer/booklet/postcard



# **'Myth Busting'**

# True or false? Contraceptives are available to everyone, free of charge - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# True or false? Contraceptives are available to everyone, free of charge - 13-21s

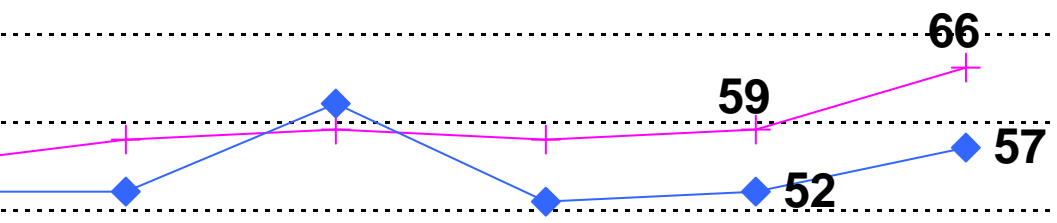
% Agree

100  
90  
80  
70  
60  
50  
40  
30  
20  
10  
0

—+— Recognise ads —◆— Do not recognise ads

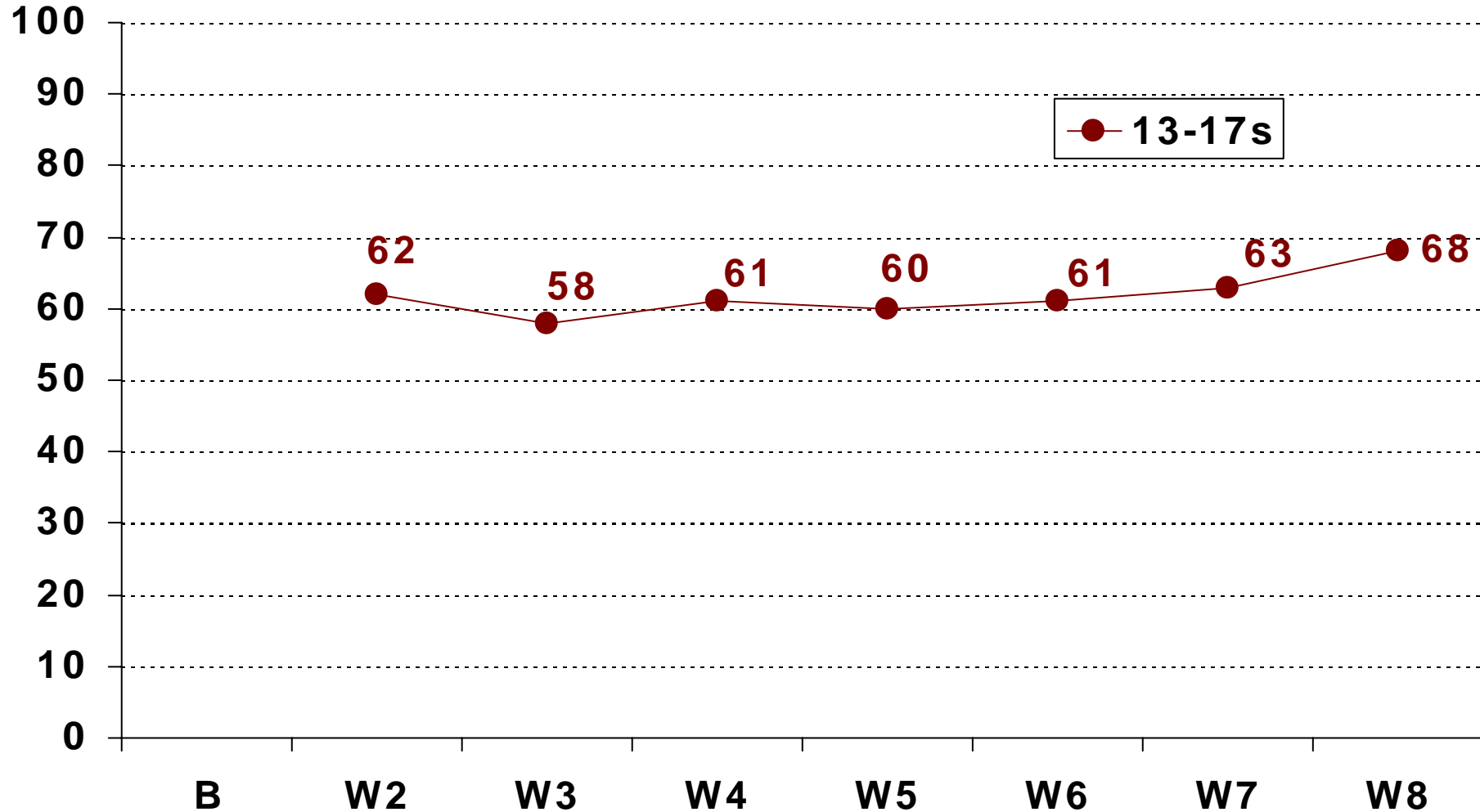
**B** **W2** **W3** **W4** **W5** **W6** **W7** **W8**

Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722, W6 (757), W7 (710), W8 (733)



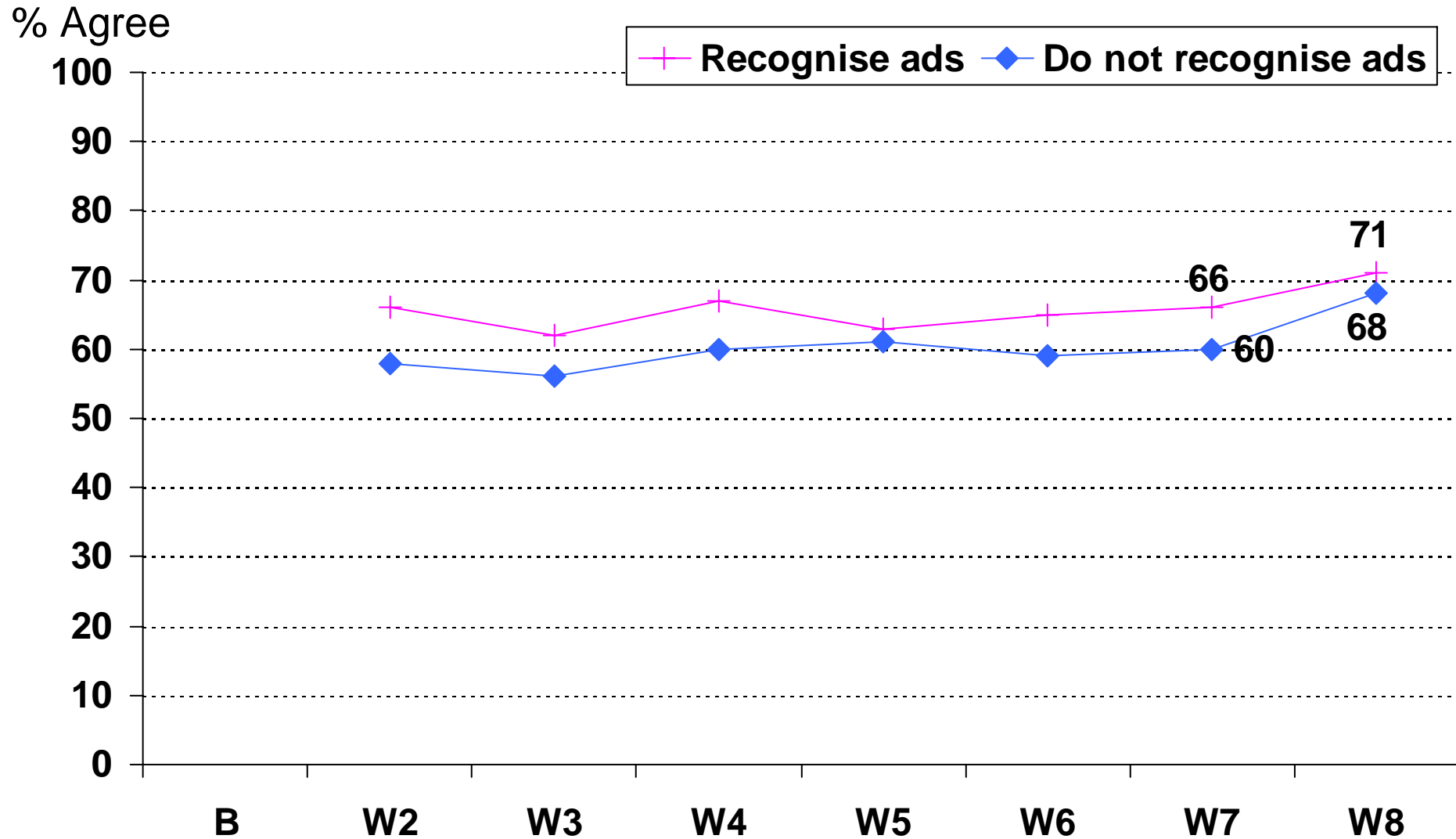
# True or false? People of any age can get free condoms from a Family Planning Clinic - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# True or false? People of any age can get free condoms from a Family Planning Clinic - 13-21s

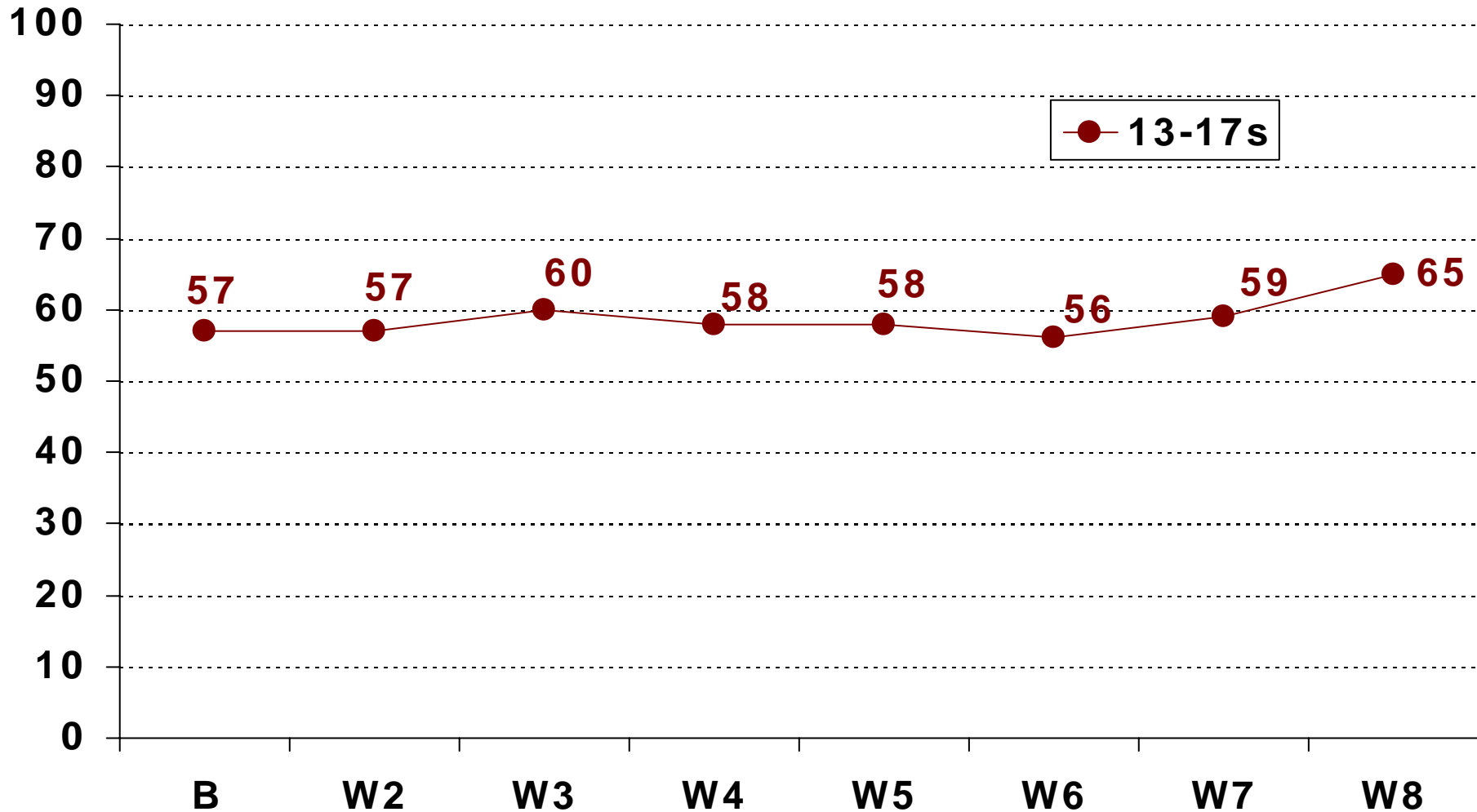


Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)



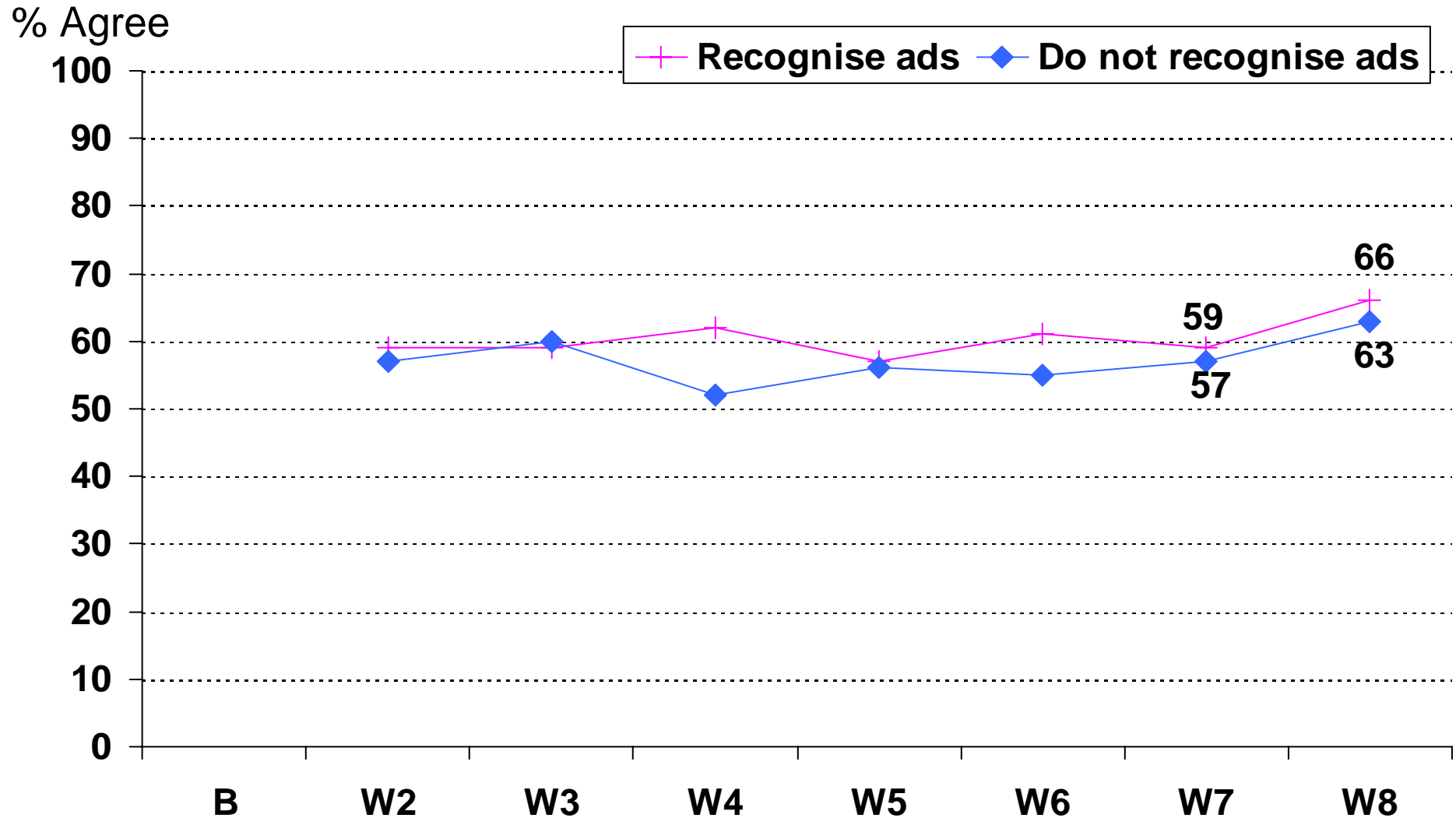
# True or false? A girl under 16 can get contraceptives without parents knowing - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

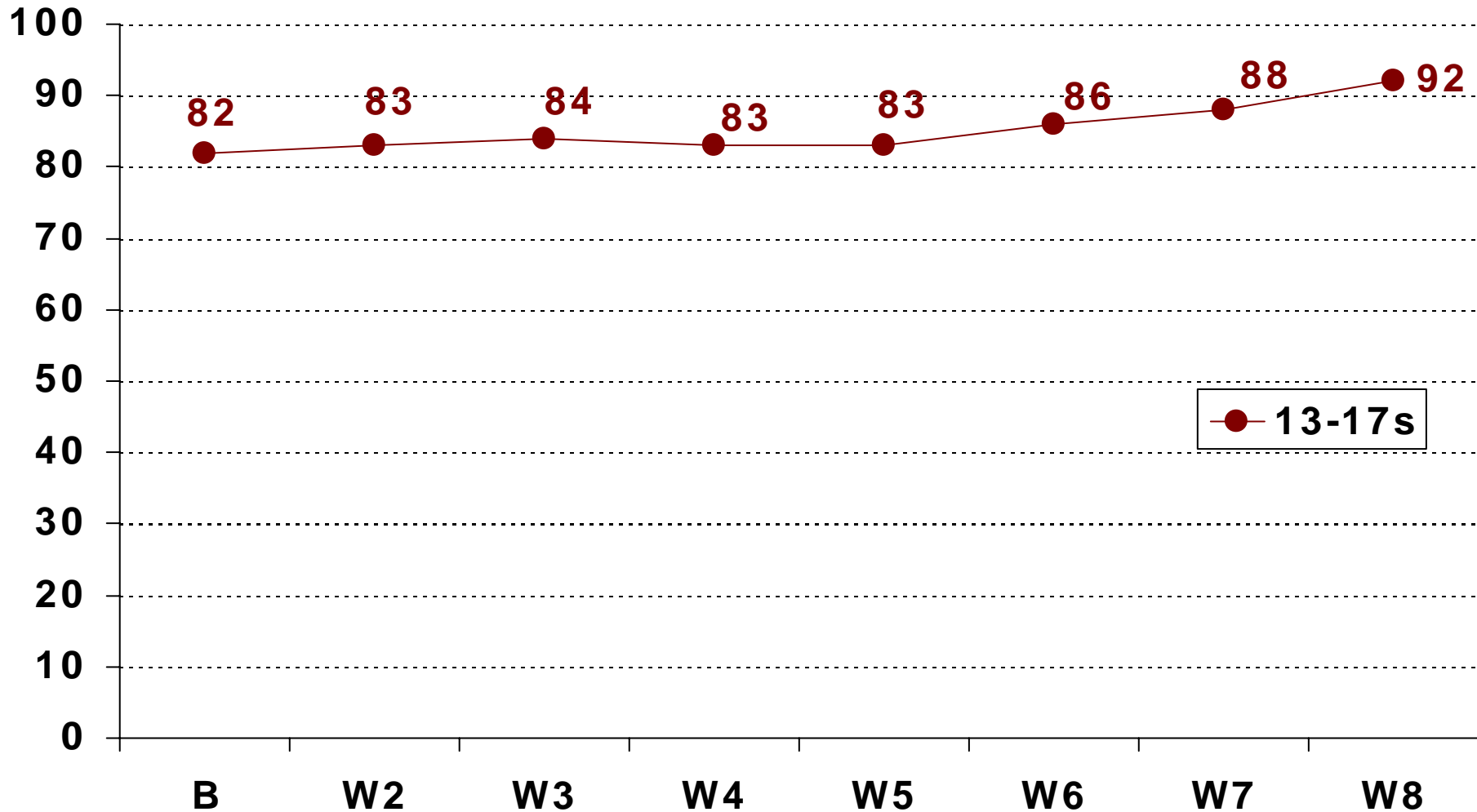
# True or false? A girl under 16 can get contraceptives without parents knowing - 13-21s



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# True or false? A girl can get pregnant the first time she has sex - 13-17s

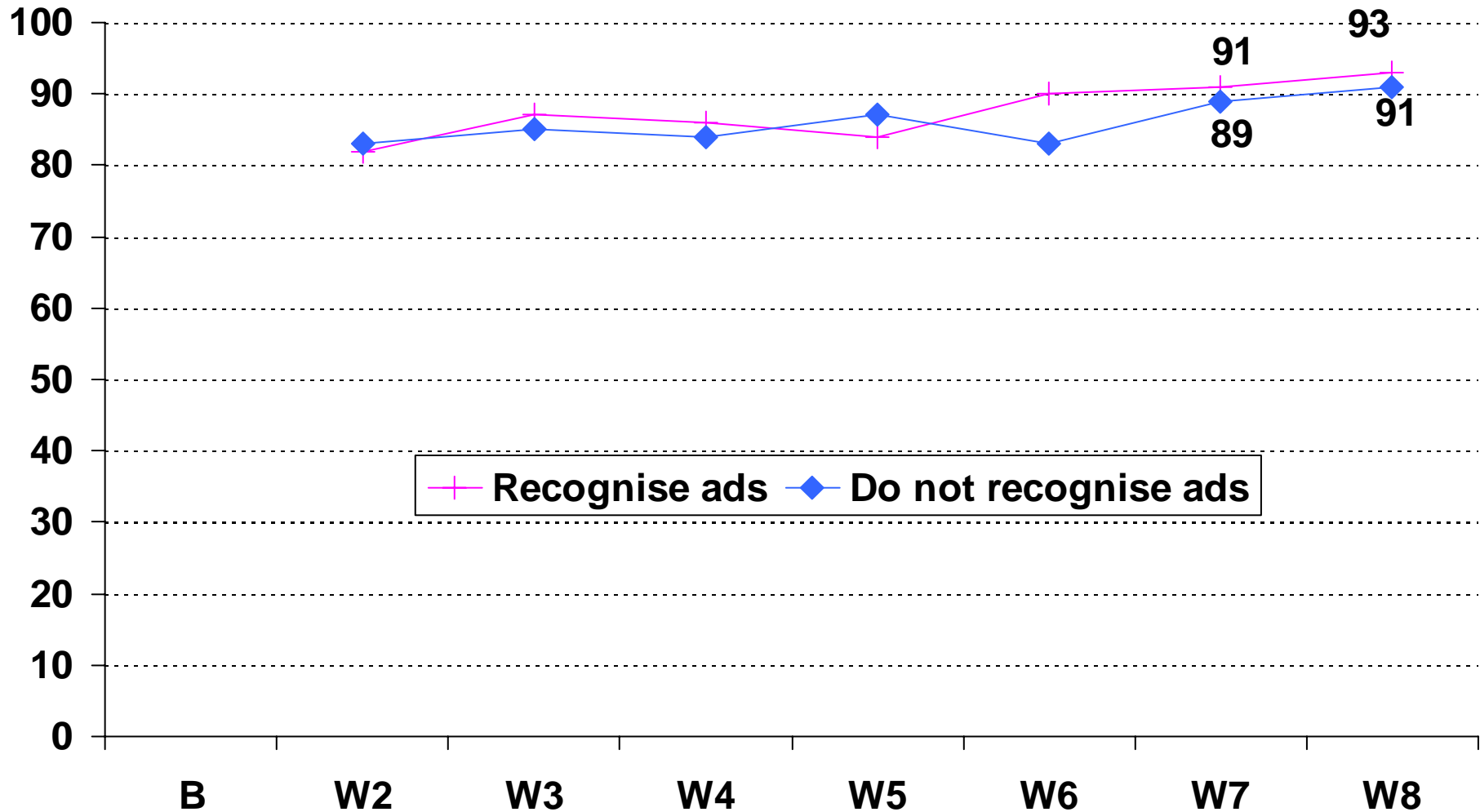
% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# True or false? A girl can get pregnant the first time she has sex - 13-21s

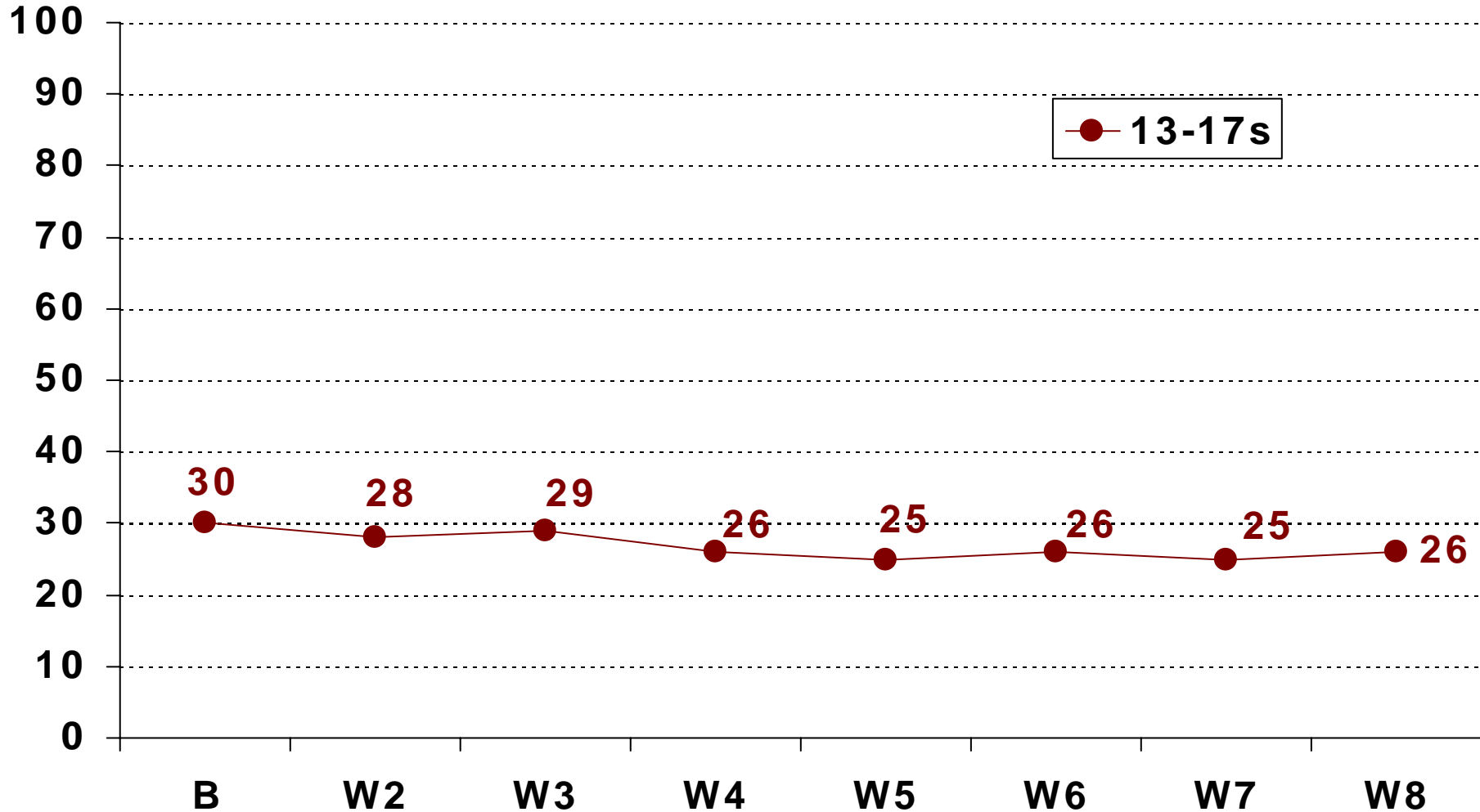
% Agree



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

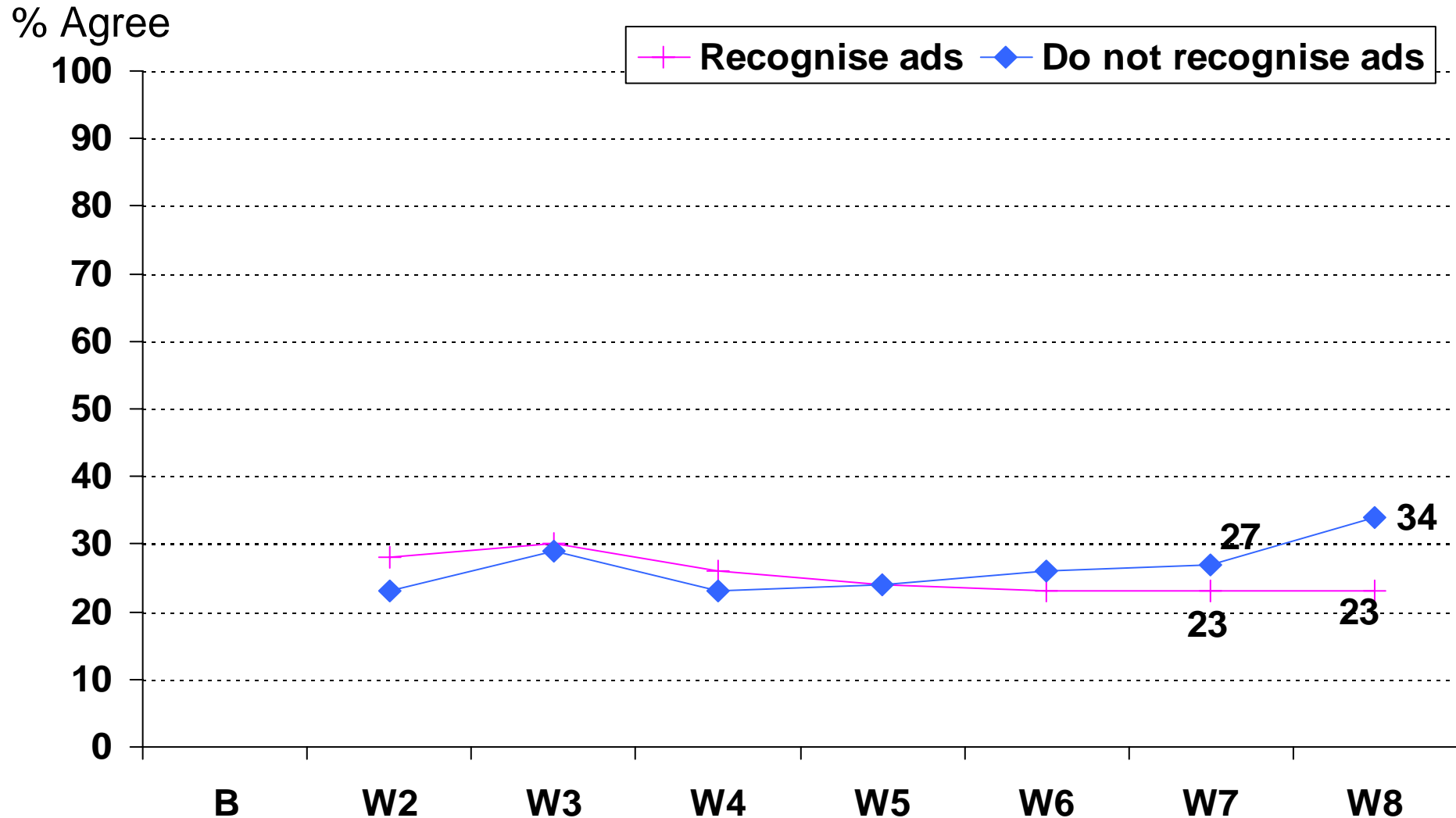
# True or false? A girl can't get pregnant during her period - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

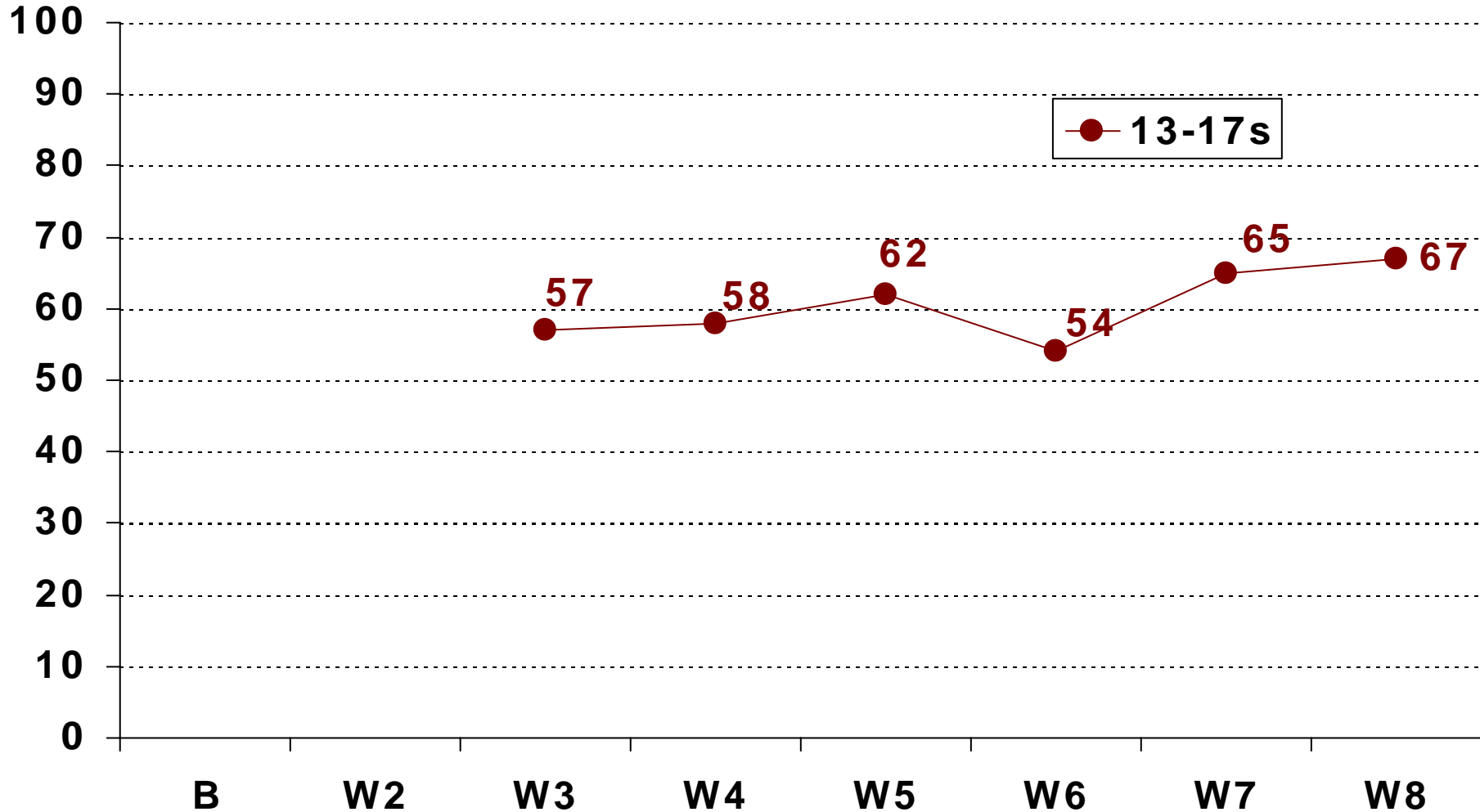
# True or false? A girl can't get pregnant during her period - 13-21s



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

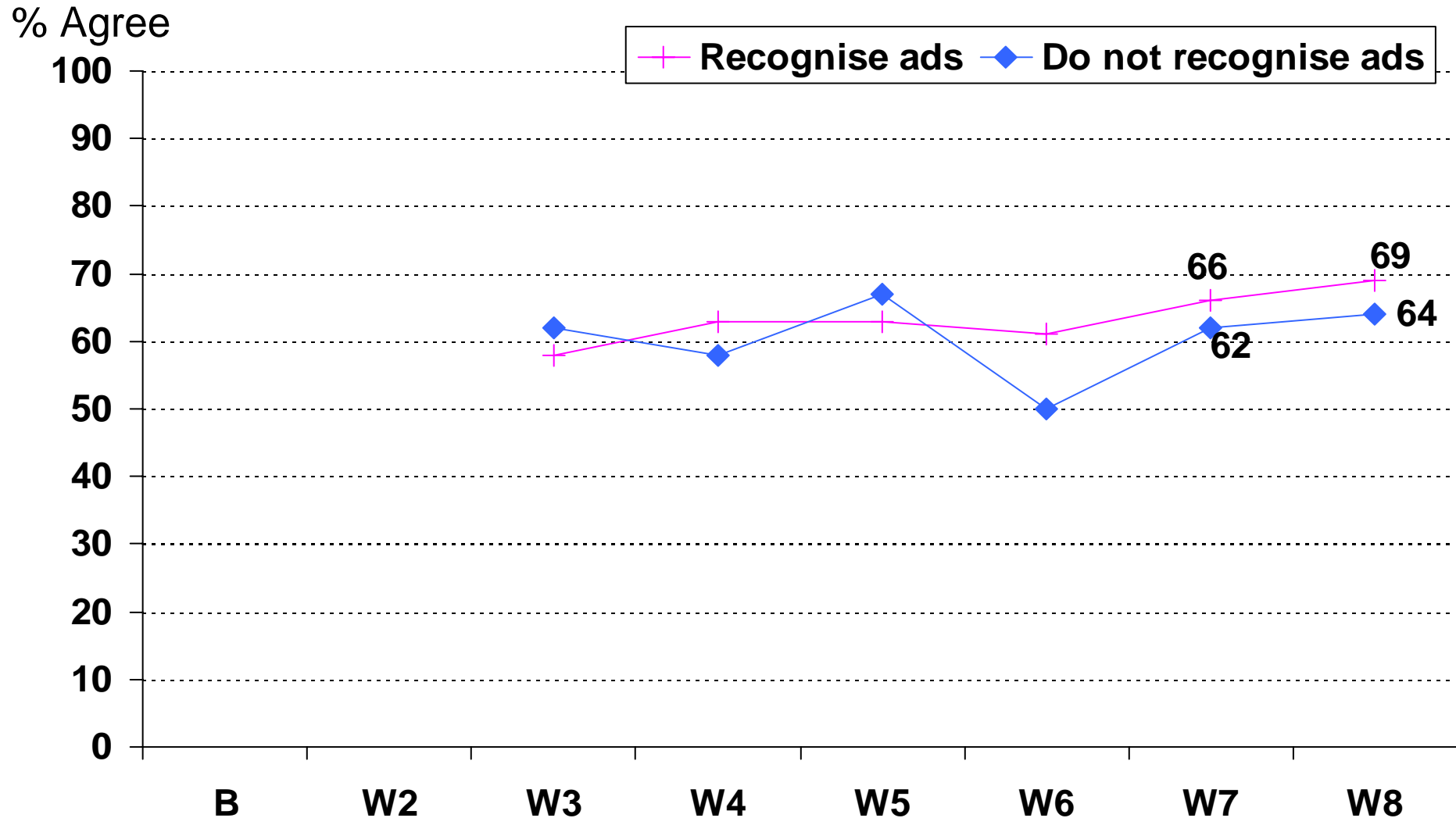
# True or false? You can't tell who has an STI by looking at them - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# True or false? You can't tell who has an STI by looking at them - 13-21s



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

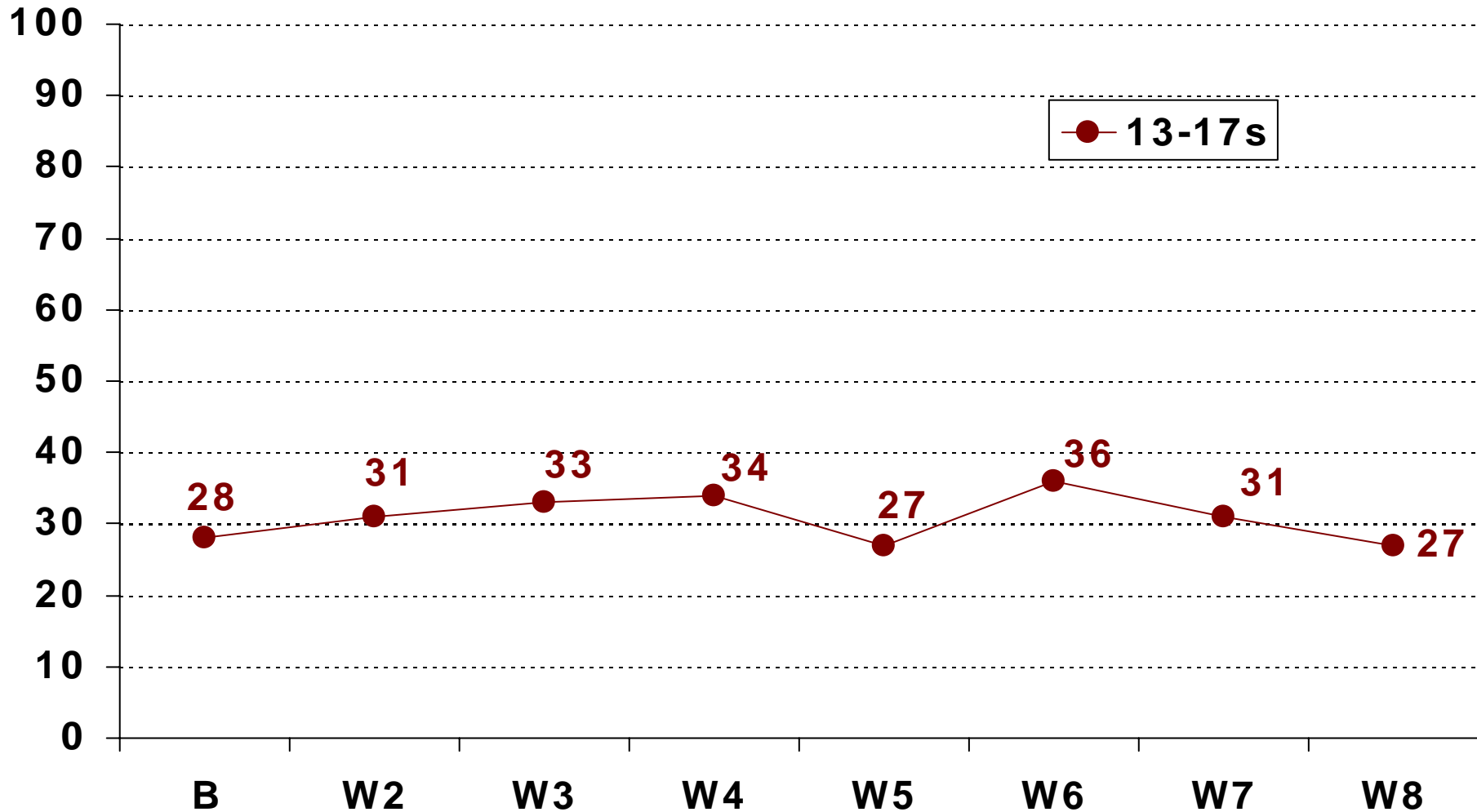




# **Attitudes towards sex and contraception**

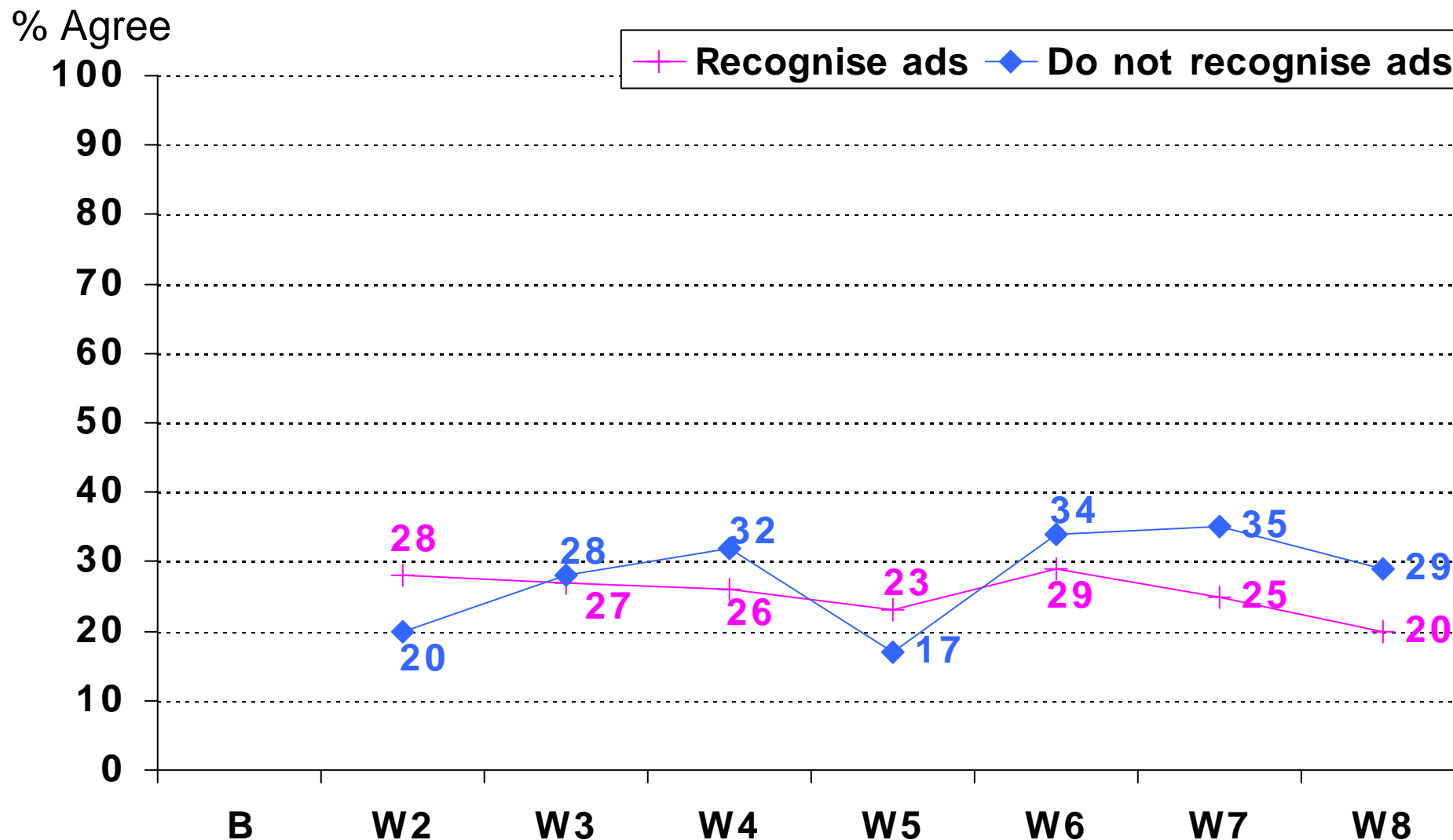
# I would find it really difficult to talk to my partner about contraception - 13-17s

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

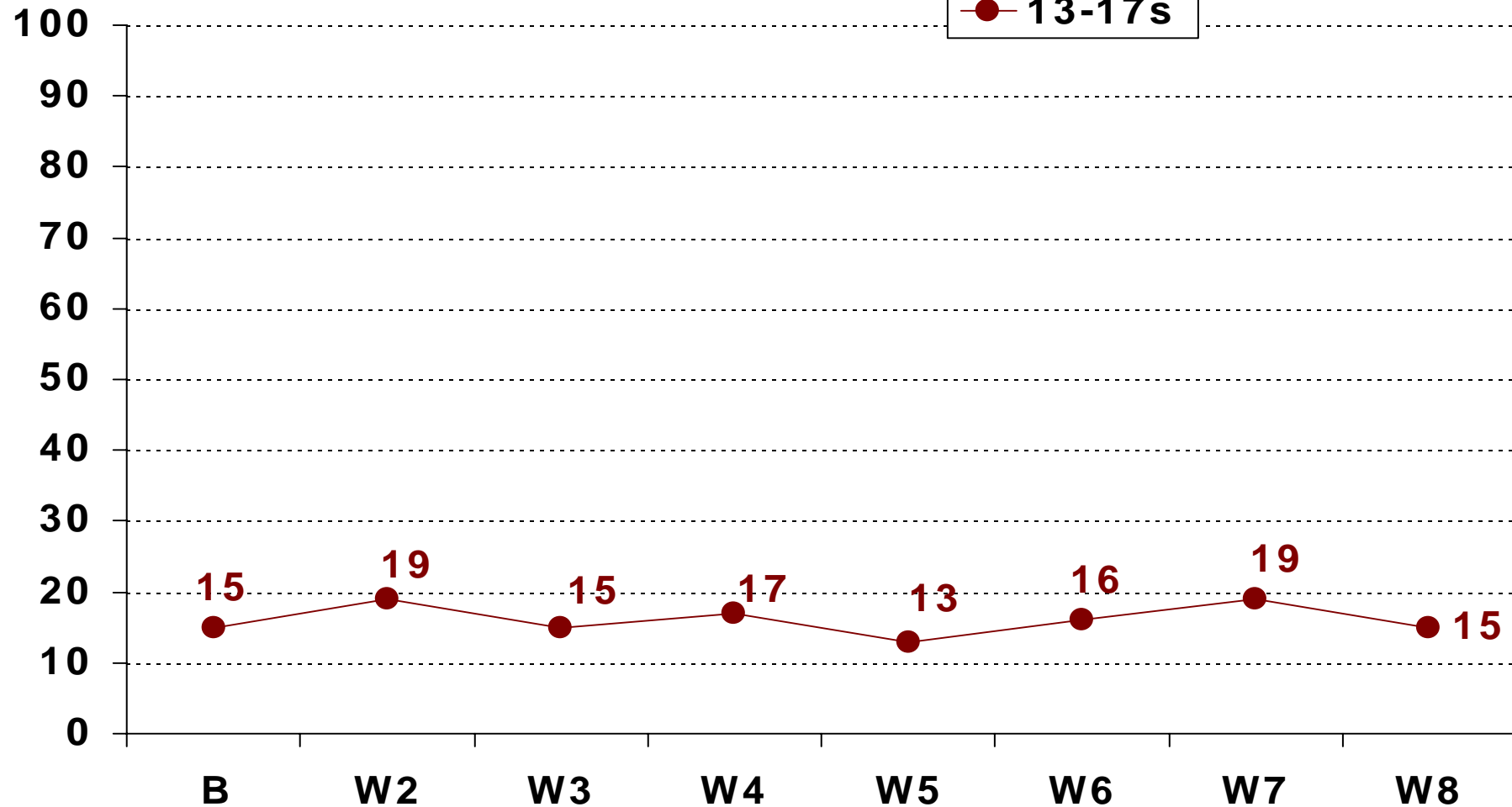
# I would find it really difficult to talk to my partner about contraception - 13-21s



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Condoms make sex less fun - 13-17s

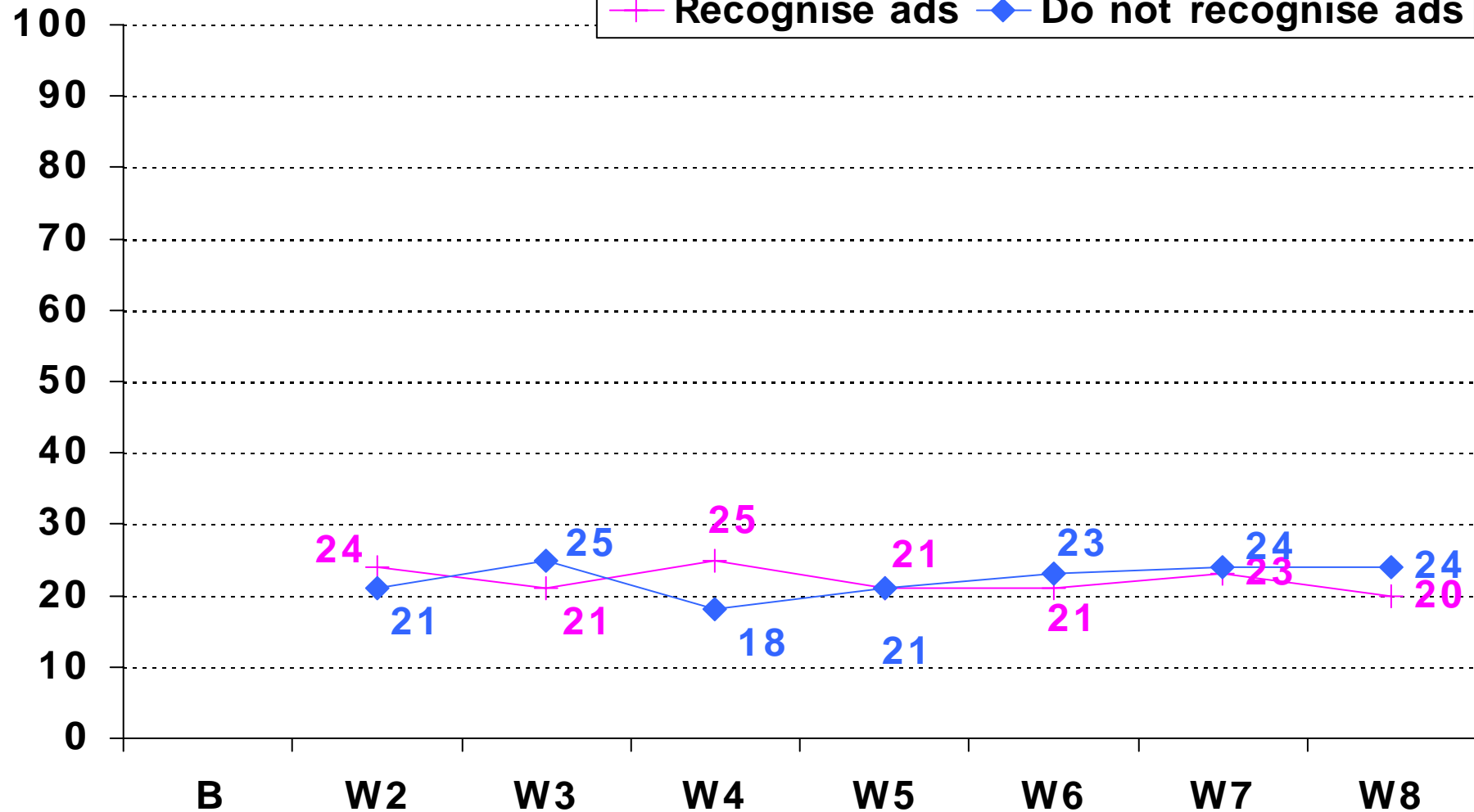
% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Condoms make sex less fun - 13-21s

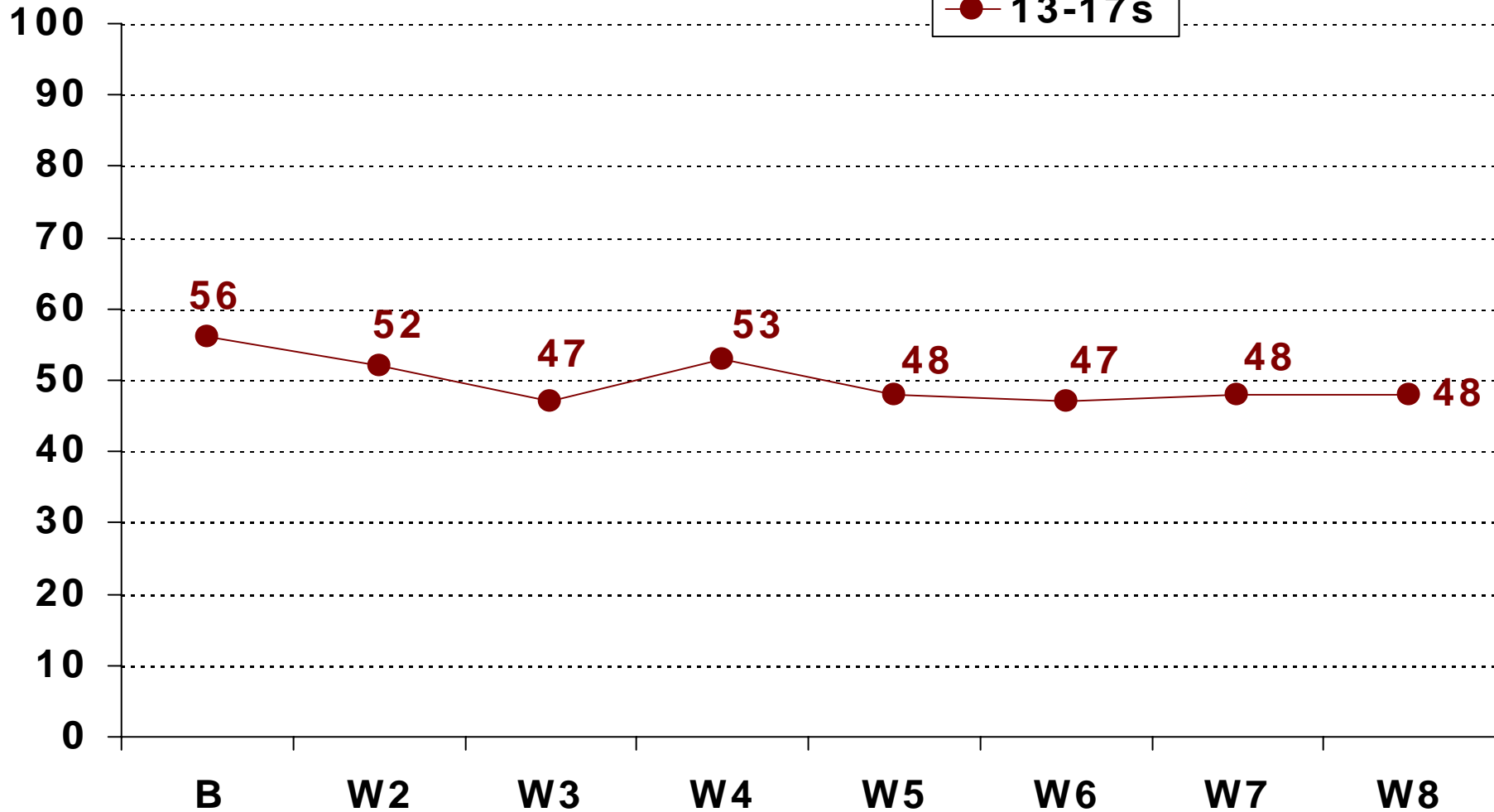
% Agree



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# The Government is doing a lot to cut the number of teenage pregnancies - 13-17s

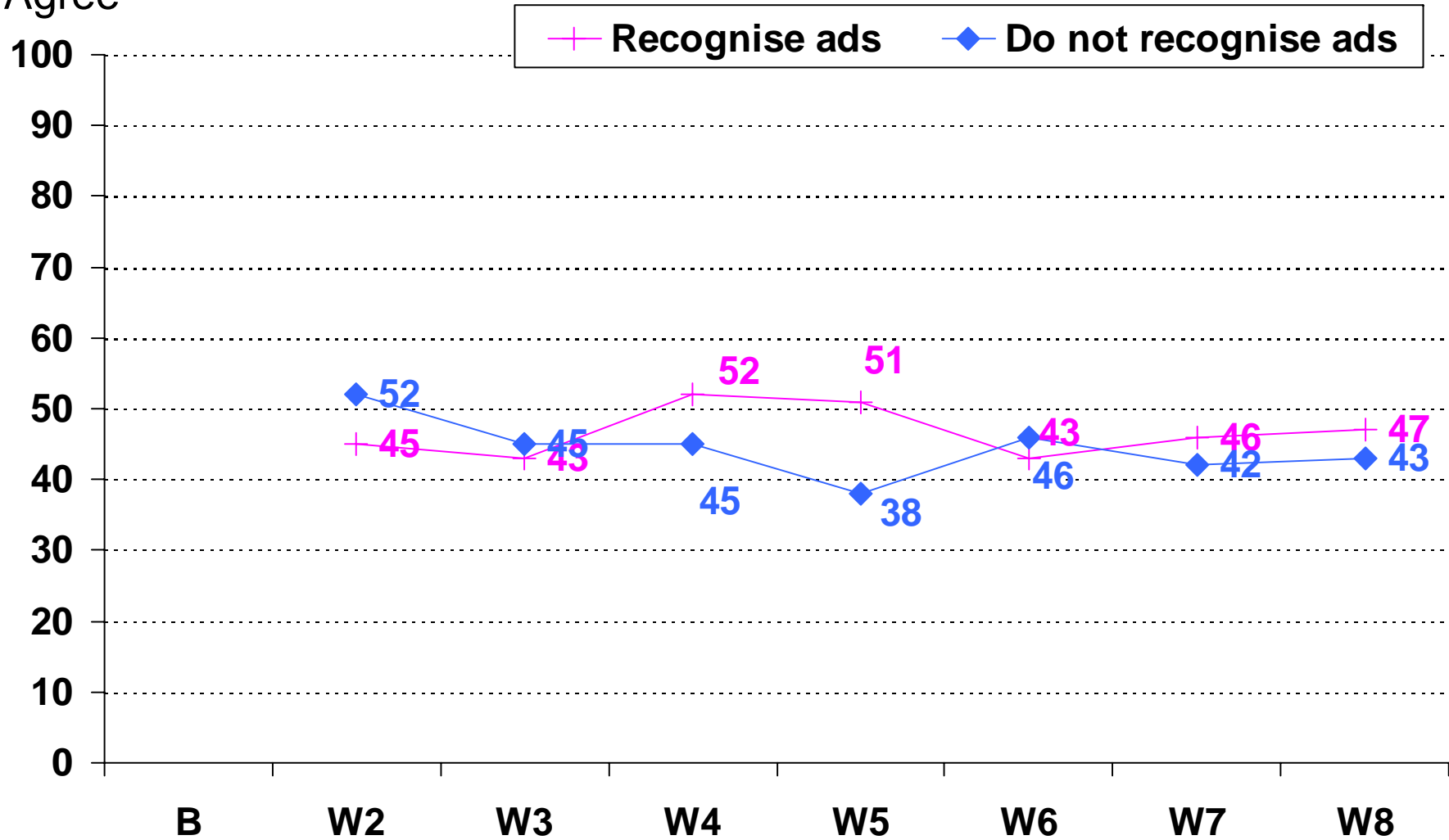
% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# The Government is doing a lot to cut teenage pregnancies - 13-21s

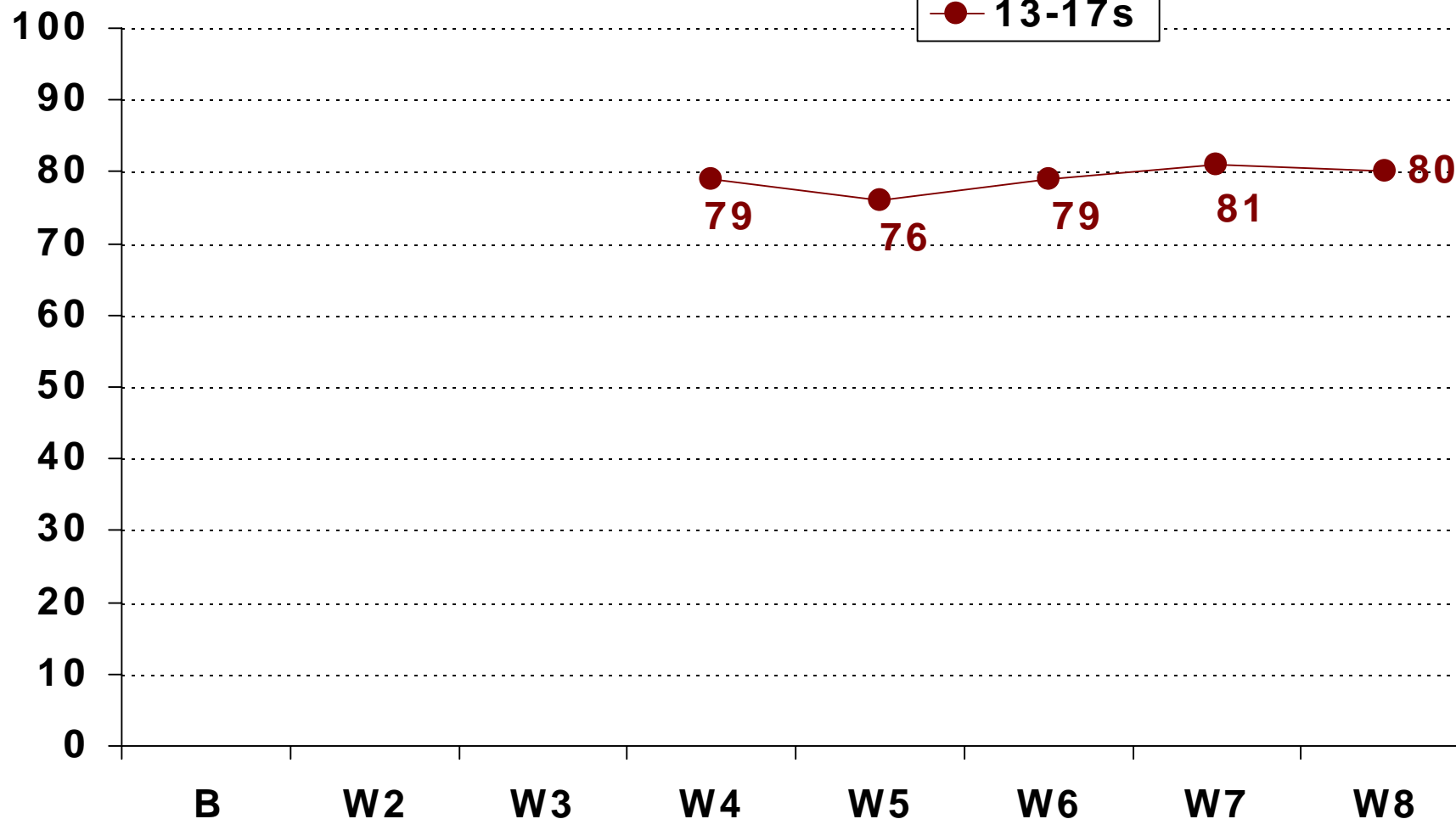
% Agree



Base: Young people 13-21 W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Suggesting using condoms shows you care for someone - 13-17s

% Agree

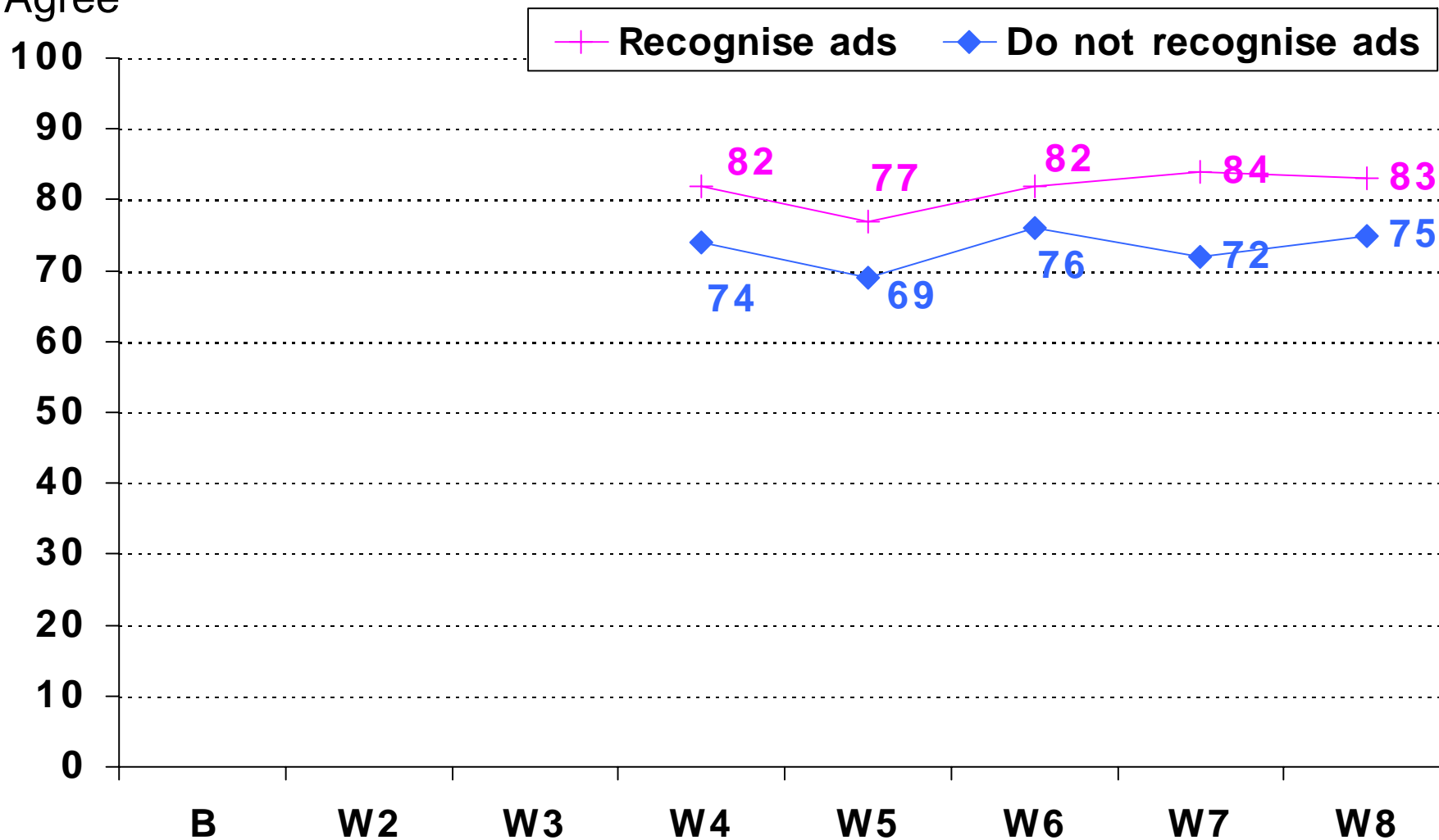


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Suggesting using condoms shows you care for someone - 13-21s

% Agree



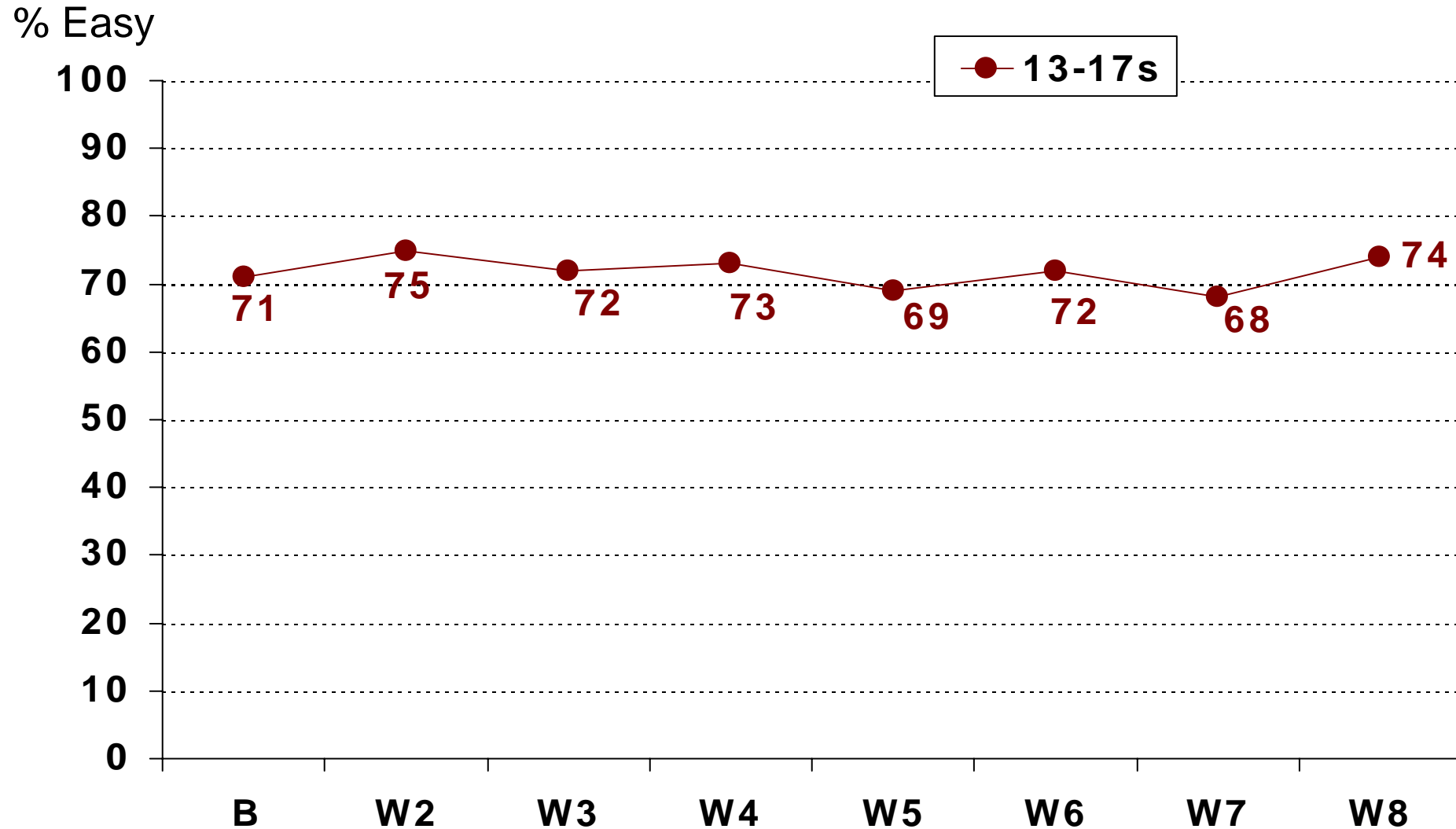
Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)



# Empowerment

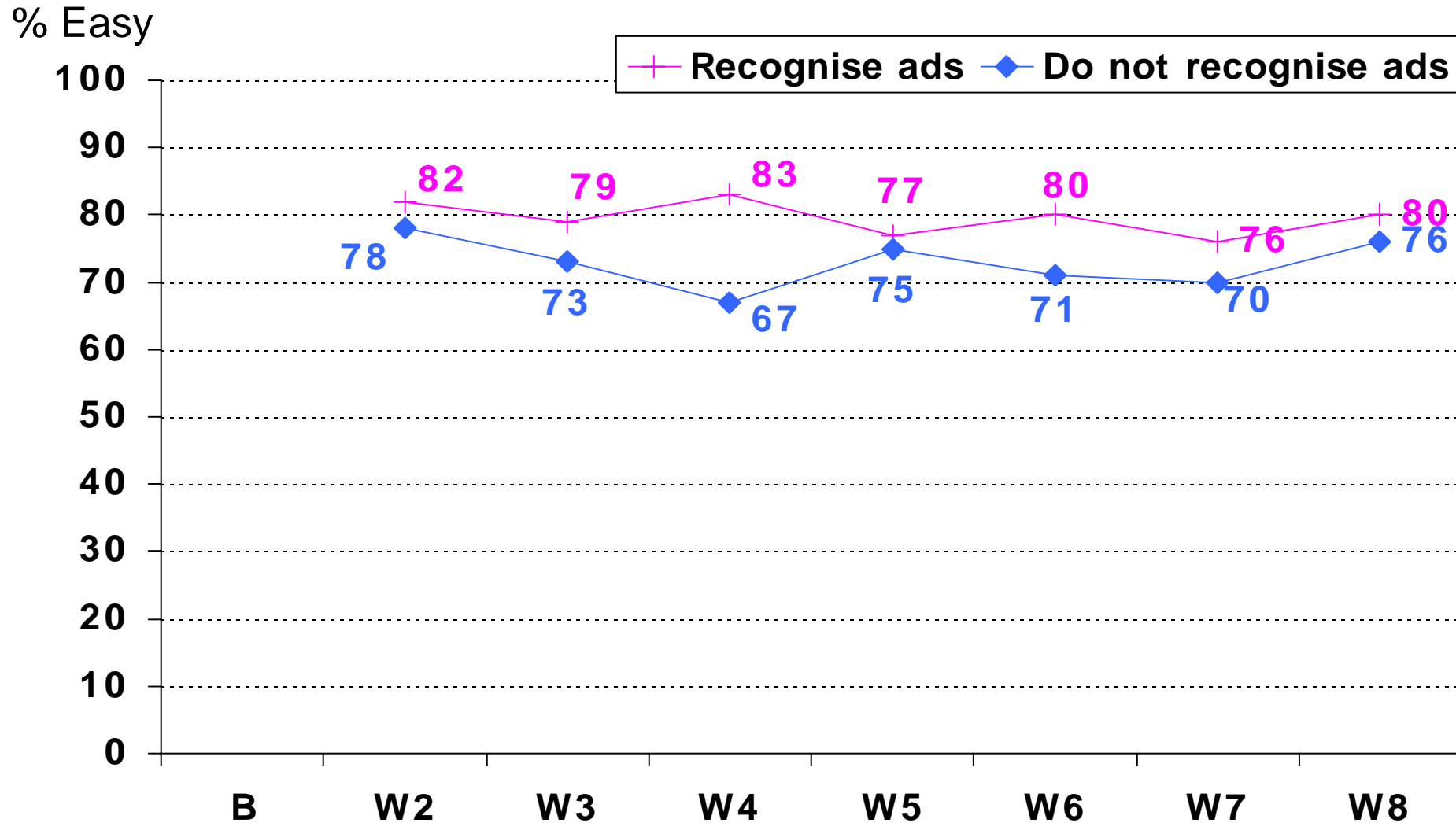
**How easy or difficult do you think  
it would be for you to.....**

# Get a condom - 13-17s



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Get a condom - 13-21s

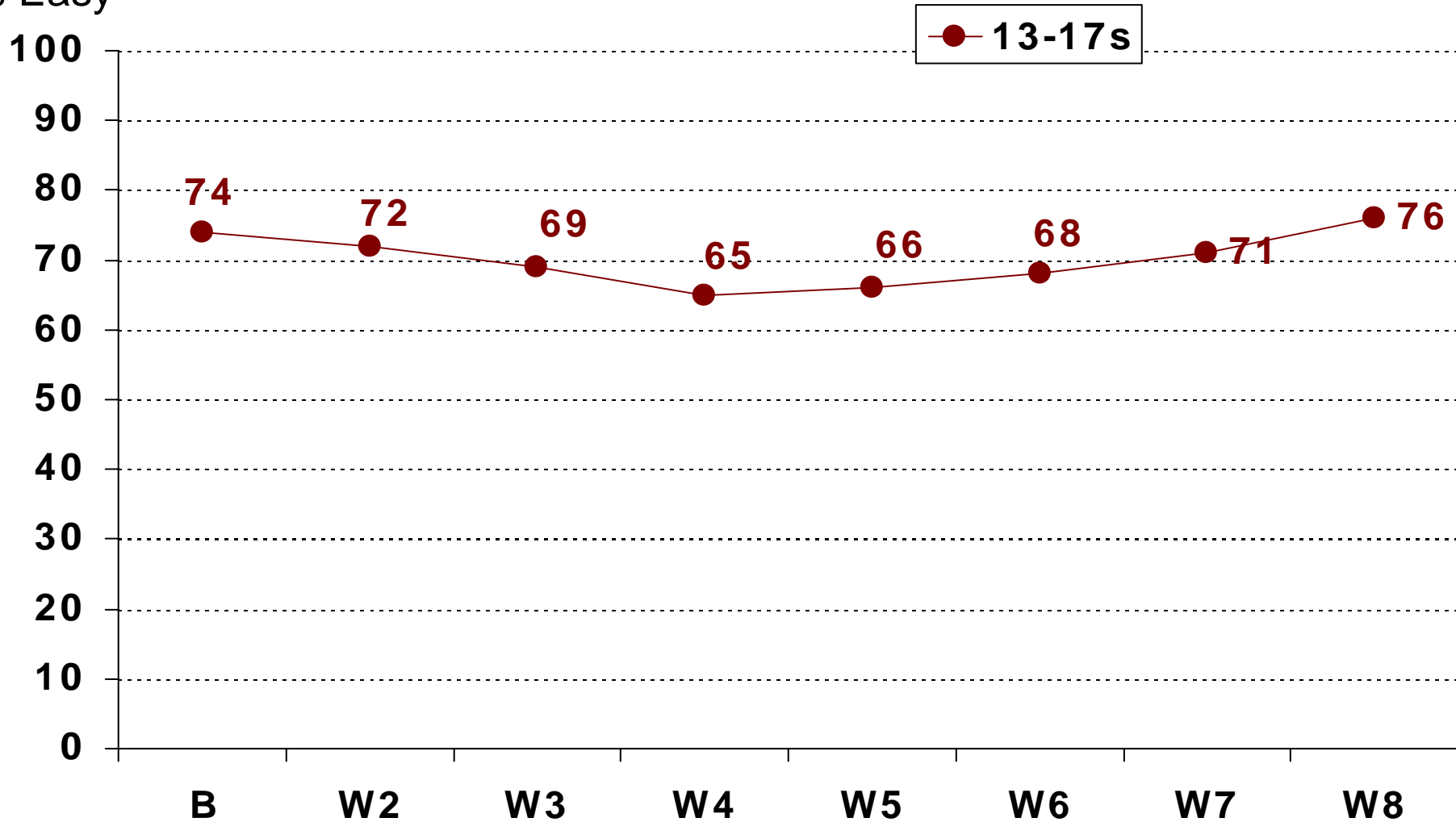


Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Make sure the condom is used properly

## - 13-17s

% Easy

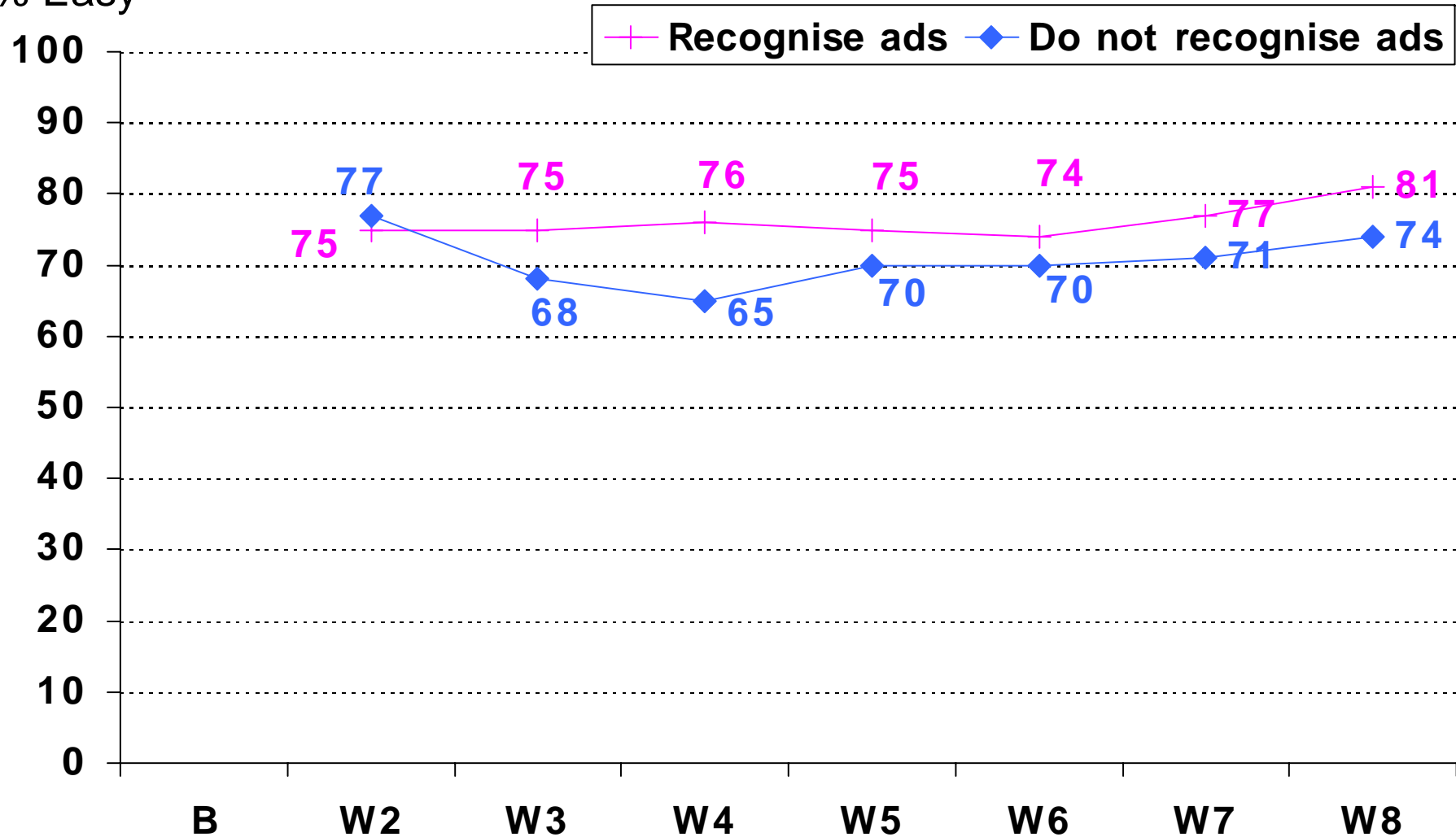


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Make sure the condom is used properly

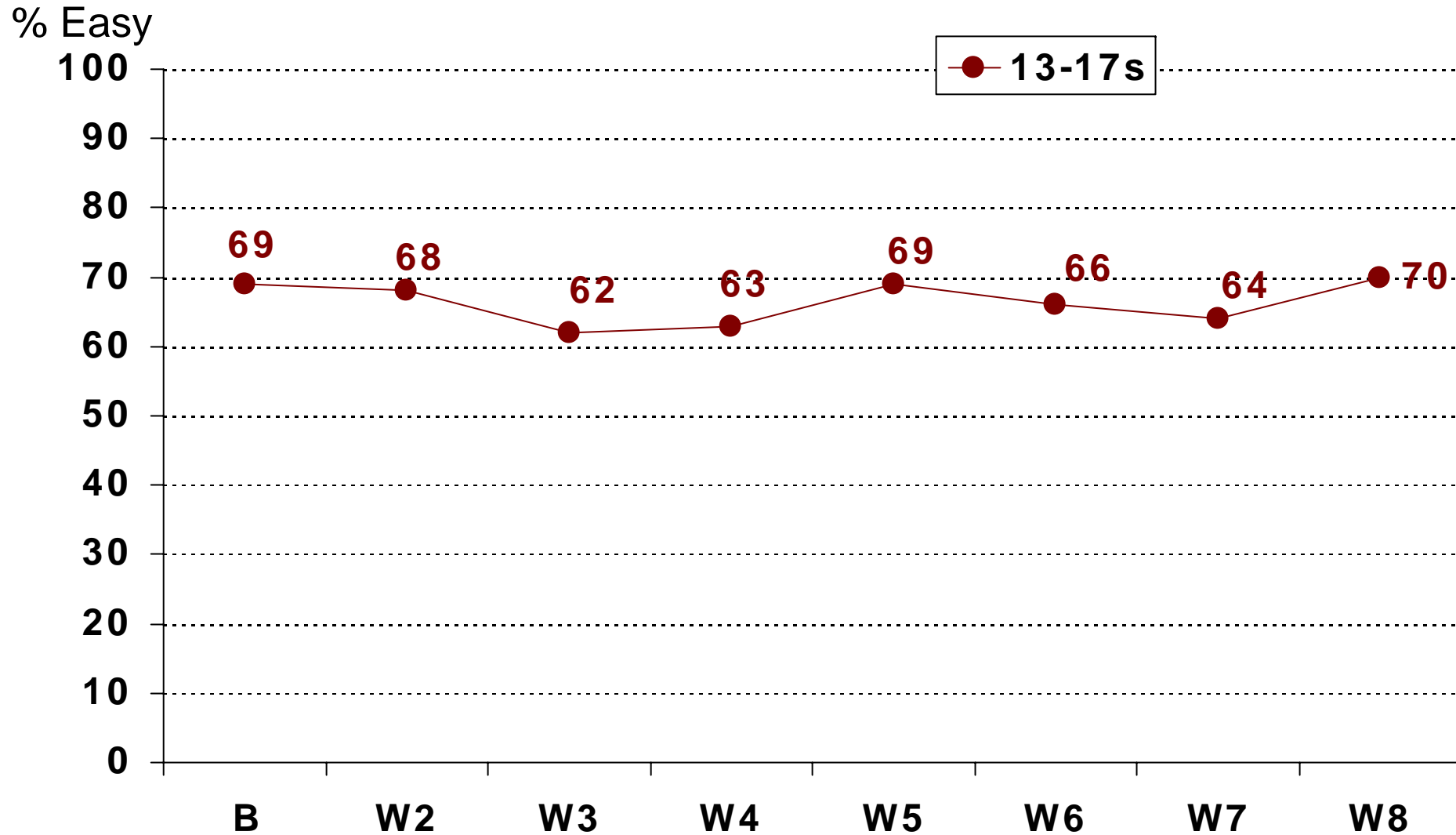
## - 13-21s

% Easy



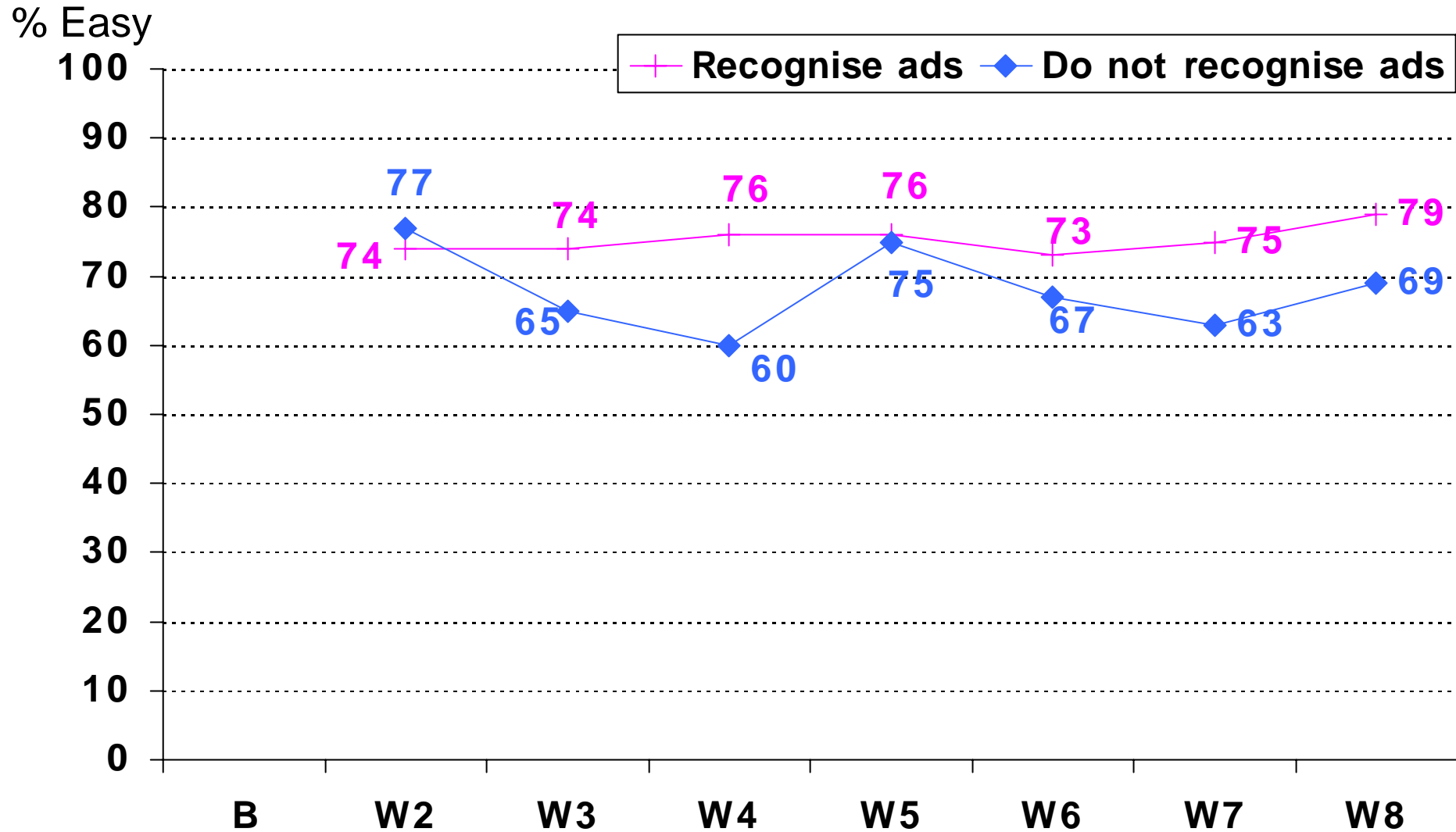
Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Talk openly with a partner about sex -13-17s



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

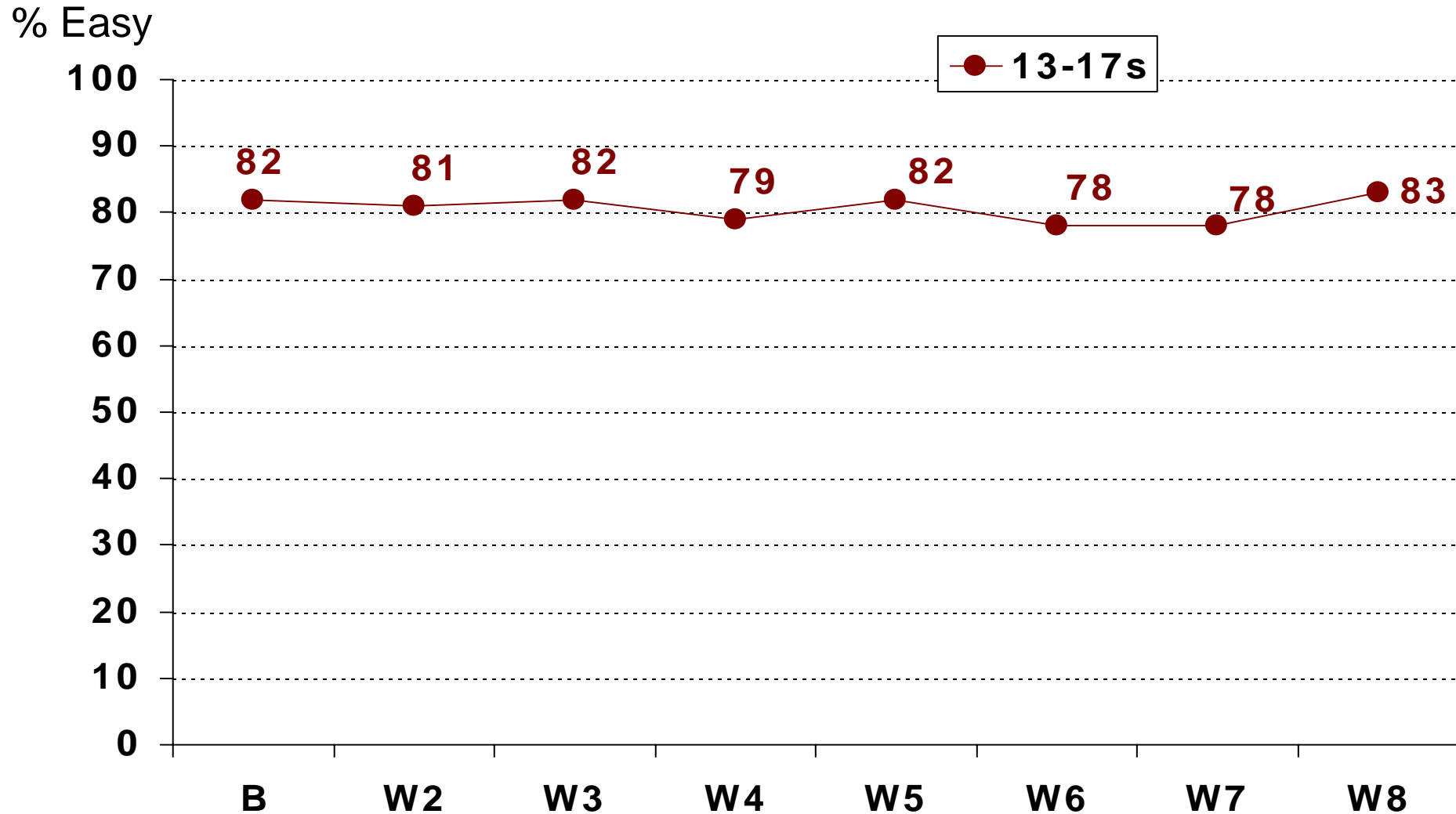
# Talk openly with a partner about sex -13-21s



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

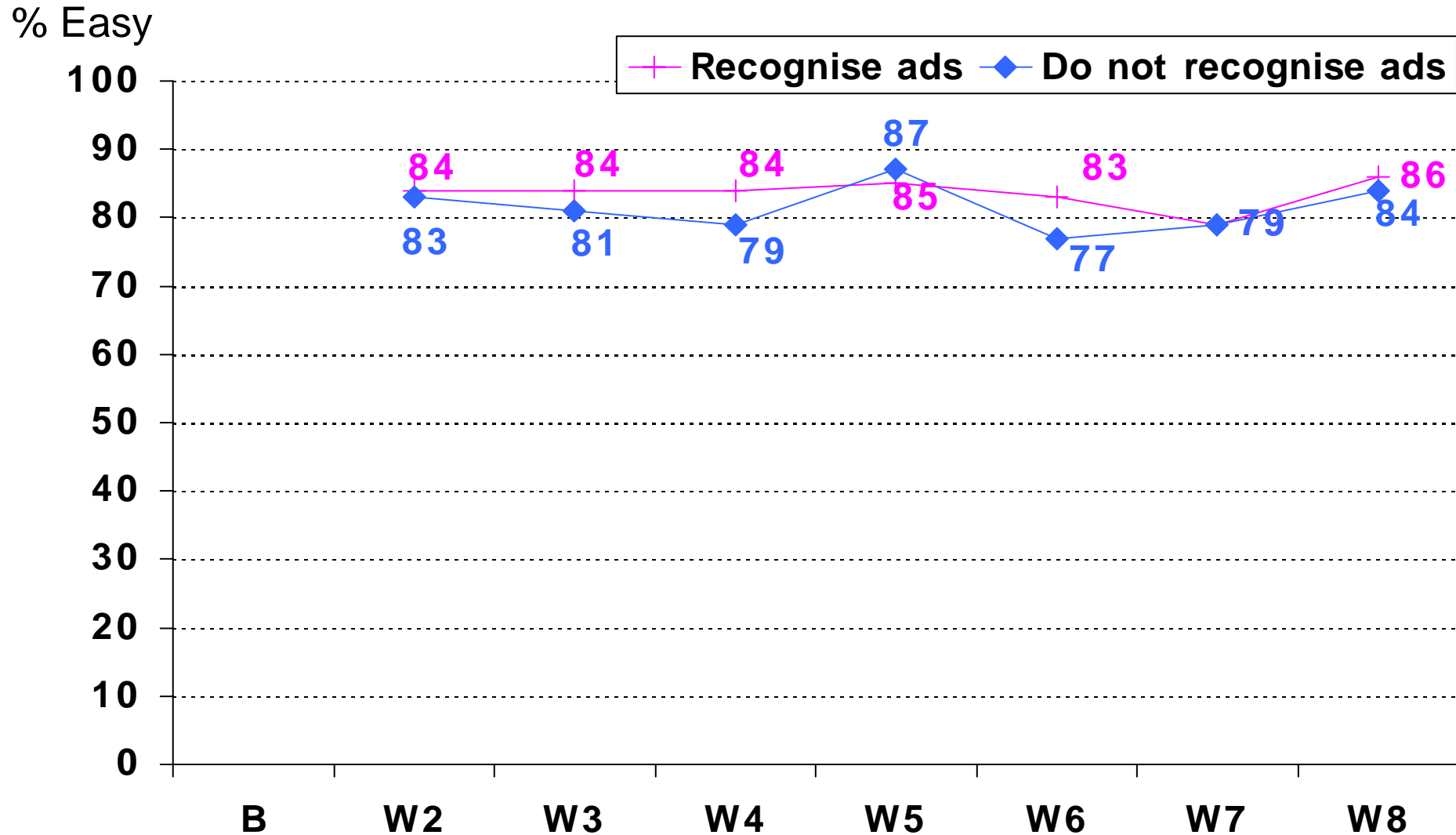


# Say no to something sexual you don't want to do - 13-17s



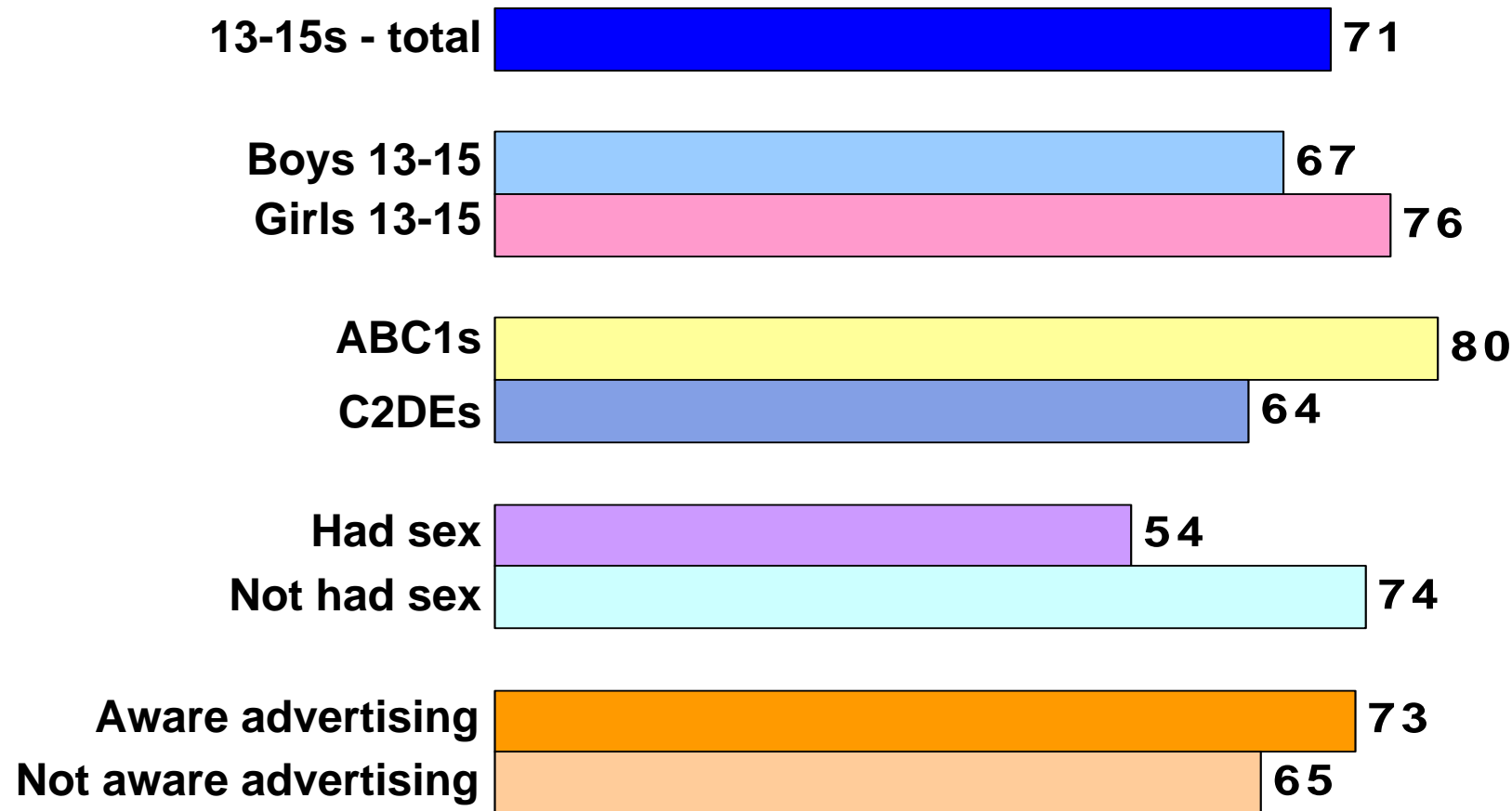
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Say no to something sexual you don't want to do - 13-21s



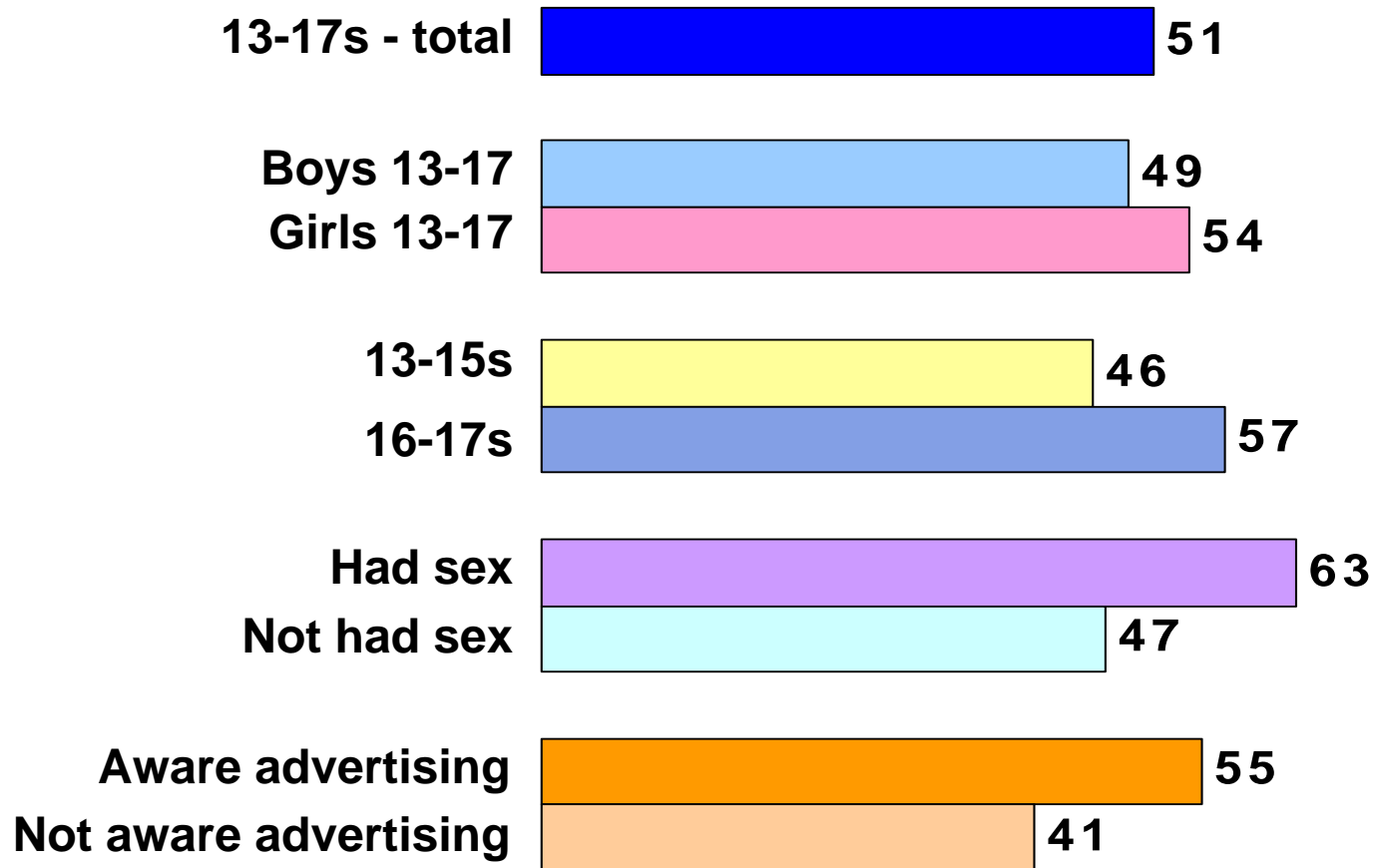
Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# How easy to... resist pressure from friends saying you should have sex - 13-15s



Base: Young people aged 13-15 at W8 (244)

# How easy to... discuss STIs in a clinic/with a doctor - 13-17s



Base: Young people aged 13-17 at W8 (488)

# Myth busting, attitudes and empowerment

- Slight increases in knowledge since benchmark
  - boys, younger respondents and DEs least well informed
- Those who have seen ads slightly more likely to know about some campaign messages
  - contraceptive availability
  - can get pregnant during period
  - can't tell who has STIs by looking at them
- Some evidence that those who have seen advertising are retaining positive messages
  - easier to talk about contraception and STIs
  - more positive about condoms
  - easier to make sure condoms are used properly

# Overall Summary-

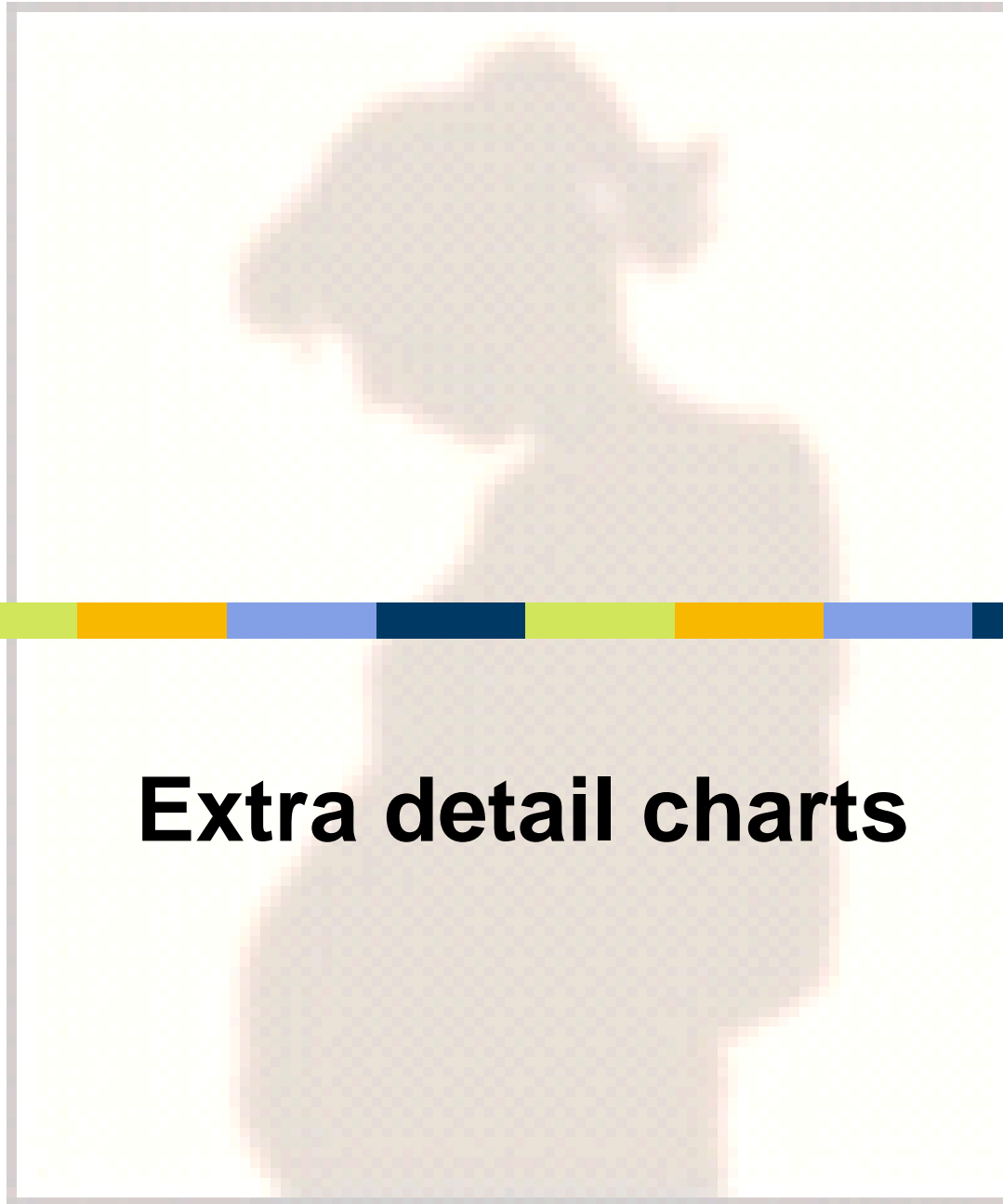
## young people

- Continued advertising has further increased top of mind awareness
  - renewed use of magazines for boys has helped to increase awareness
  - STI/safe sex messages strengthening
- 3/4 13-17s have seen some campaign material
  - messages seem to build as more ads are seen
- 1/2 think ads put out by Government
  - but no negative impact on communication
- Advertising has further driven up awareness of Sexwise and RUThinking
  - 1/3 would recommend Sexwise to a friend

# Overall Summary-

## young people

- Some evidence of increase access of contraceptive advice
  - also increases in awareness of ‘lesser known’ STI
  - 2/3 know a local clinic they could visit
  - 1/2 have received information on this
- Some indications that campaign is having impact on knowledge and empowerment
  - those who have seen ads more empowered than those who have not



# Extra detail charts

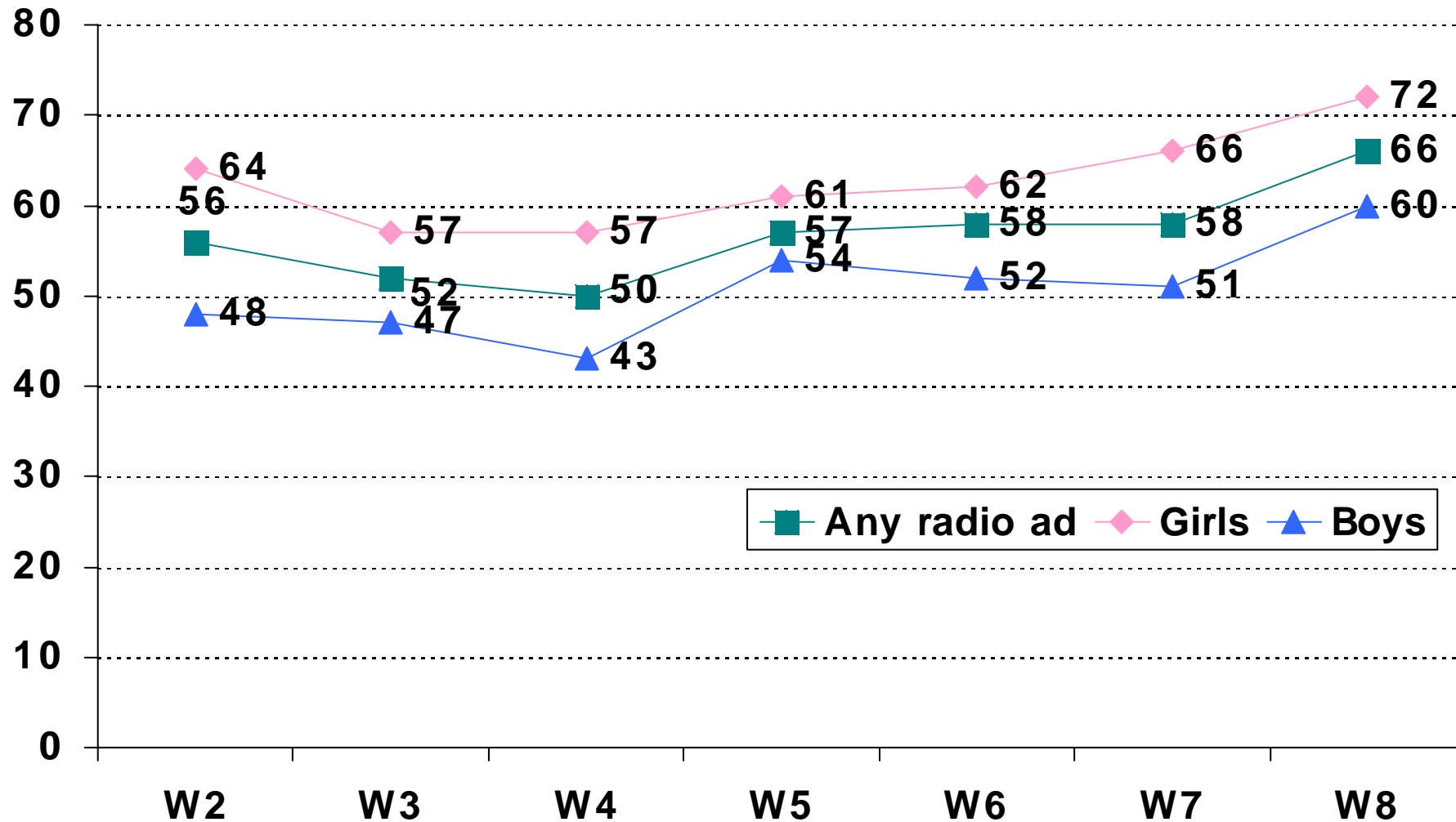


# Prompted recognition of radio ads

Demographic detail

# Prompted recognition of radio ads (13-17s) - gender

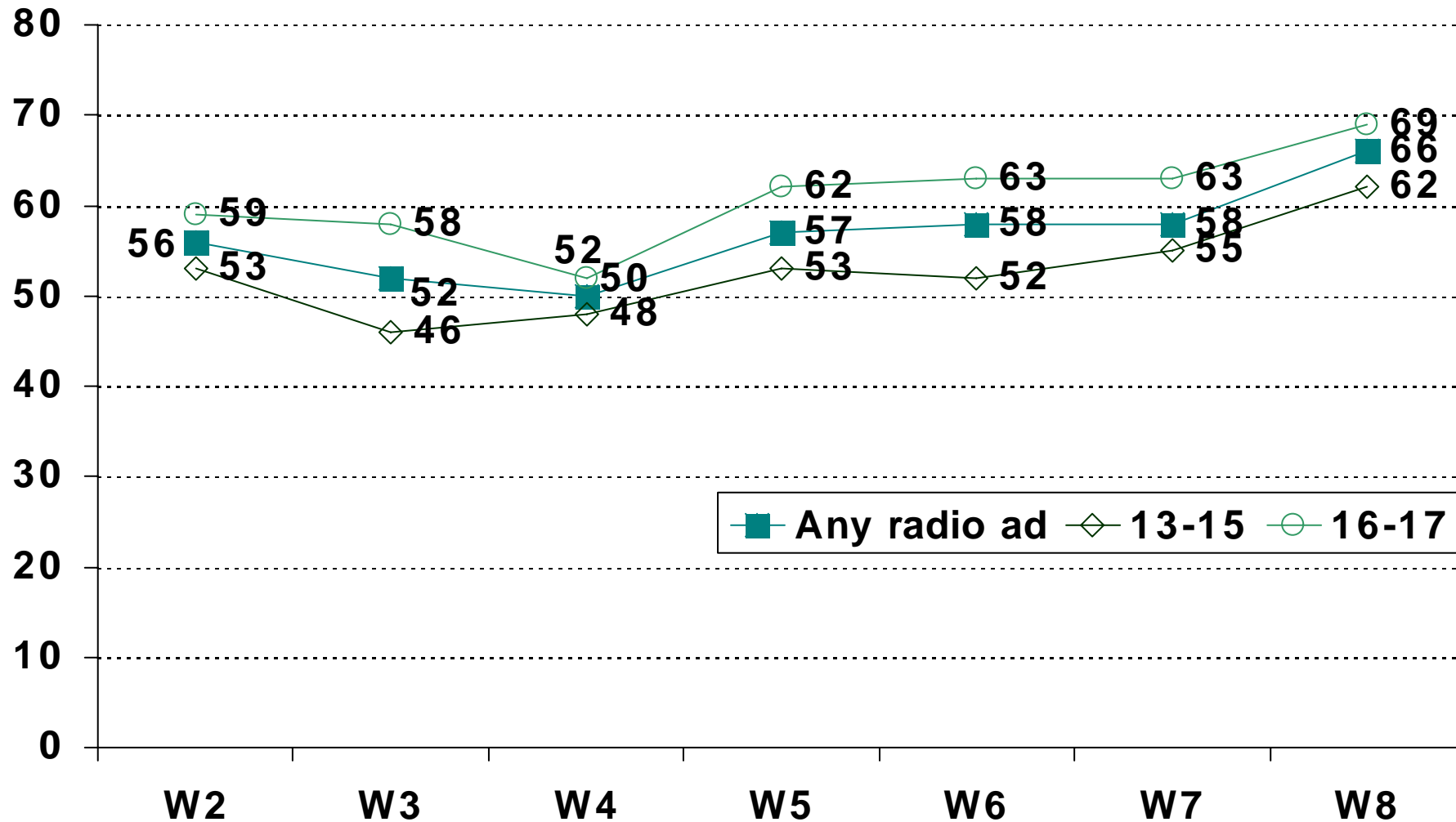
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads (13-17s) - age

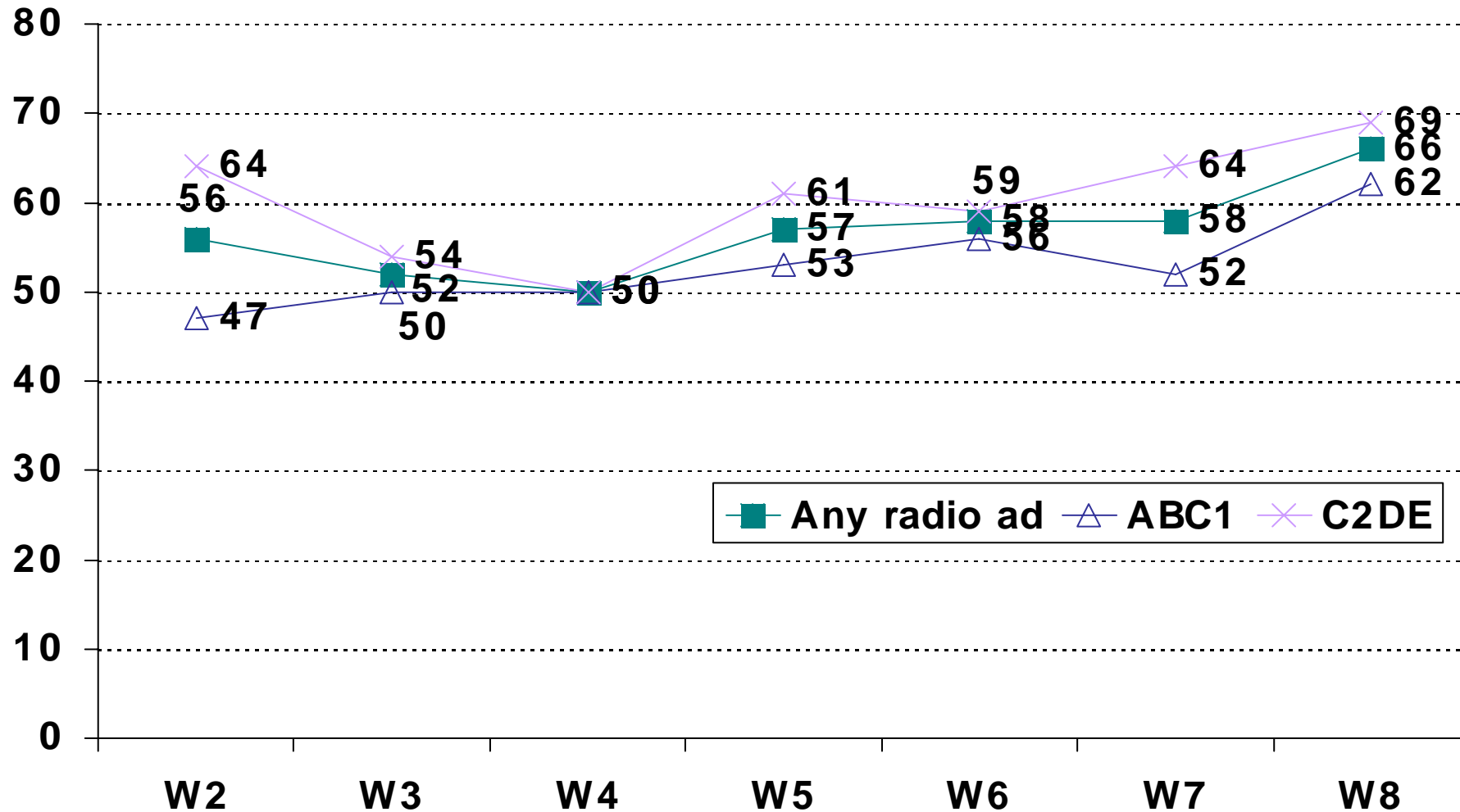
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads (13-17s) - social grade

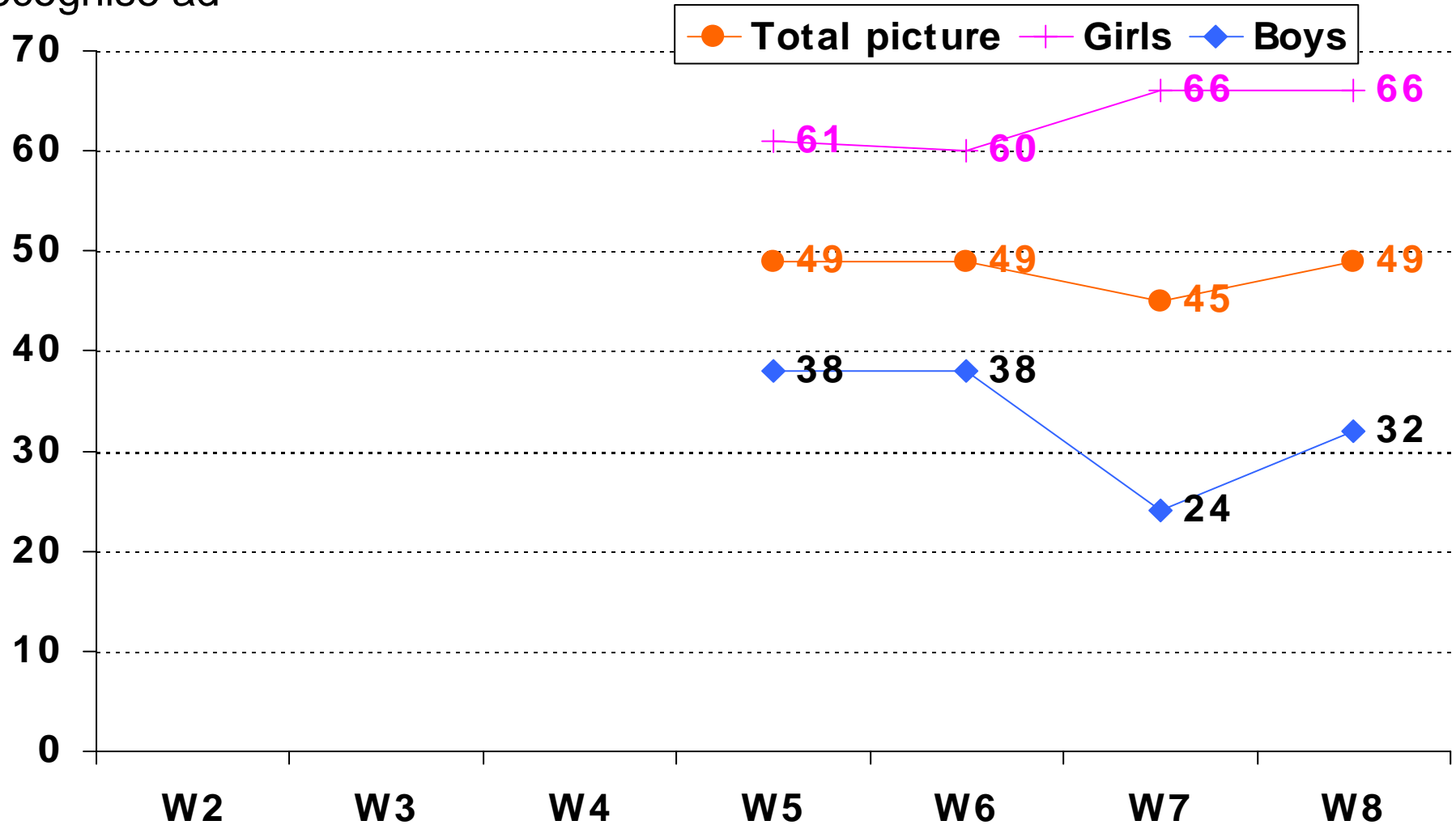
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of picture ads (13-17s) - Gender

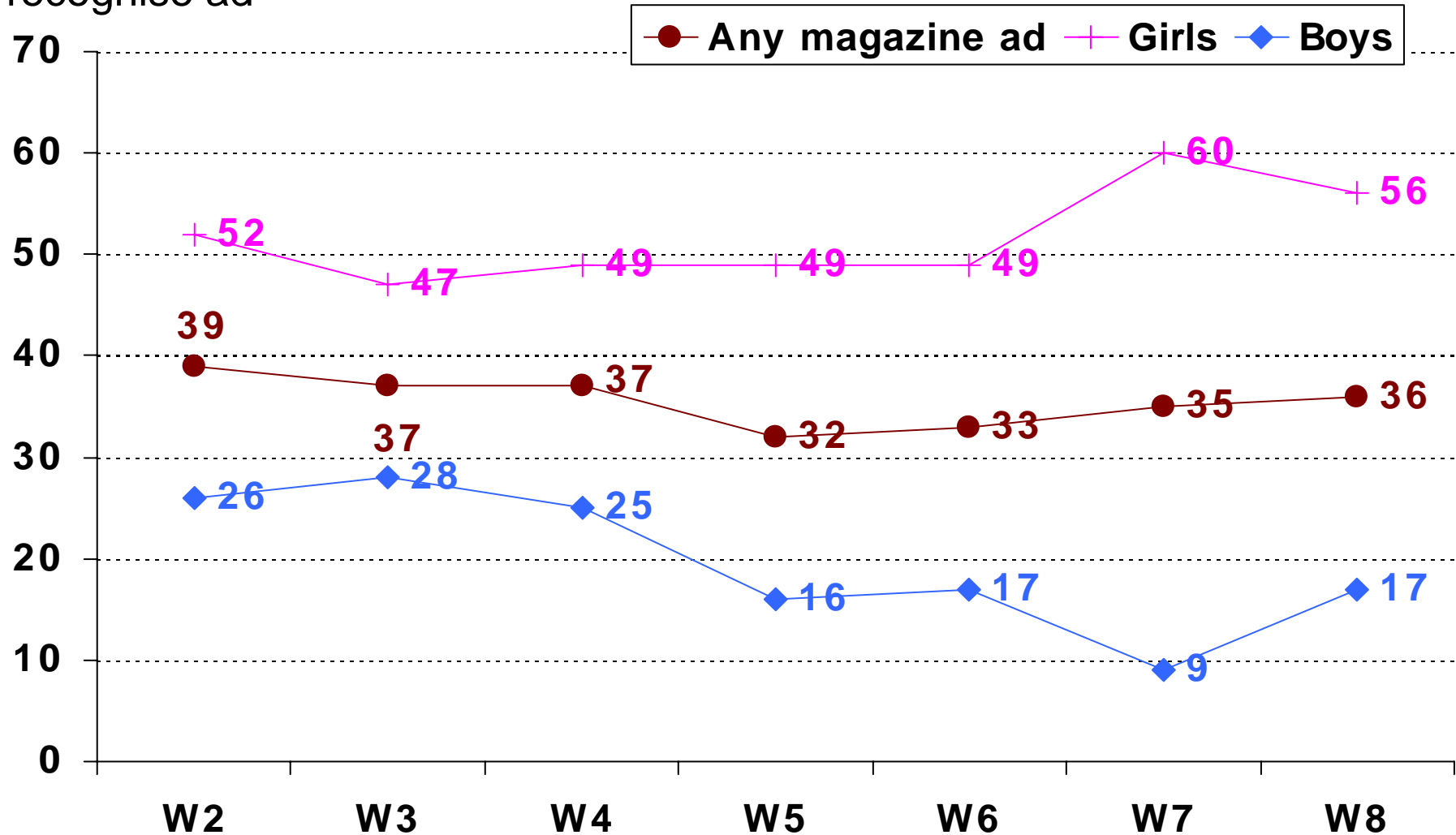
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of magazine ads (13-17s) - Gender

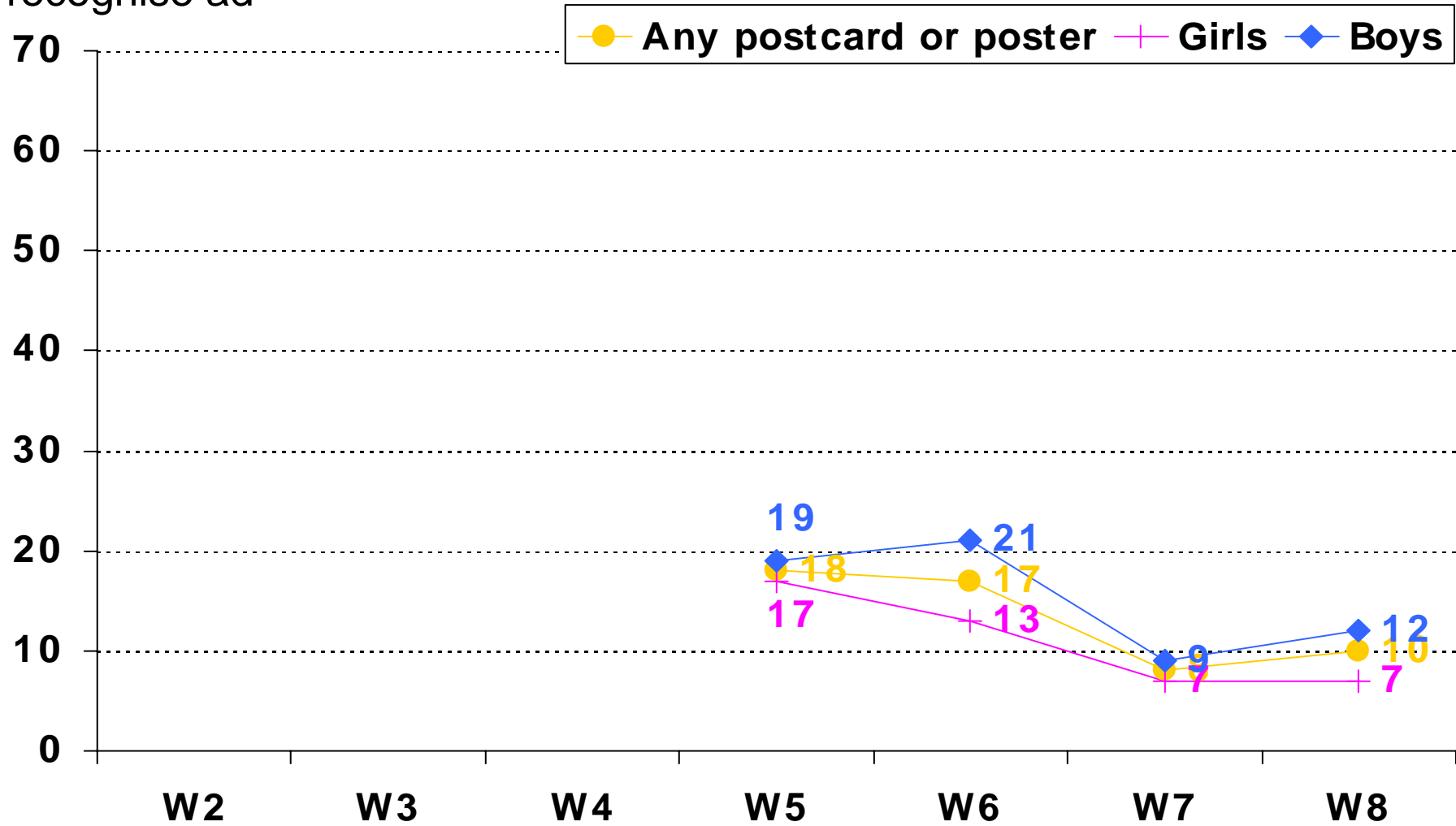
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of postcard or poster ads (13-17s) - Gender

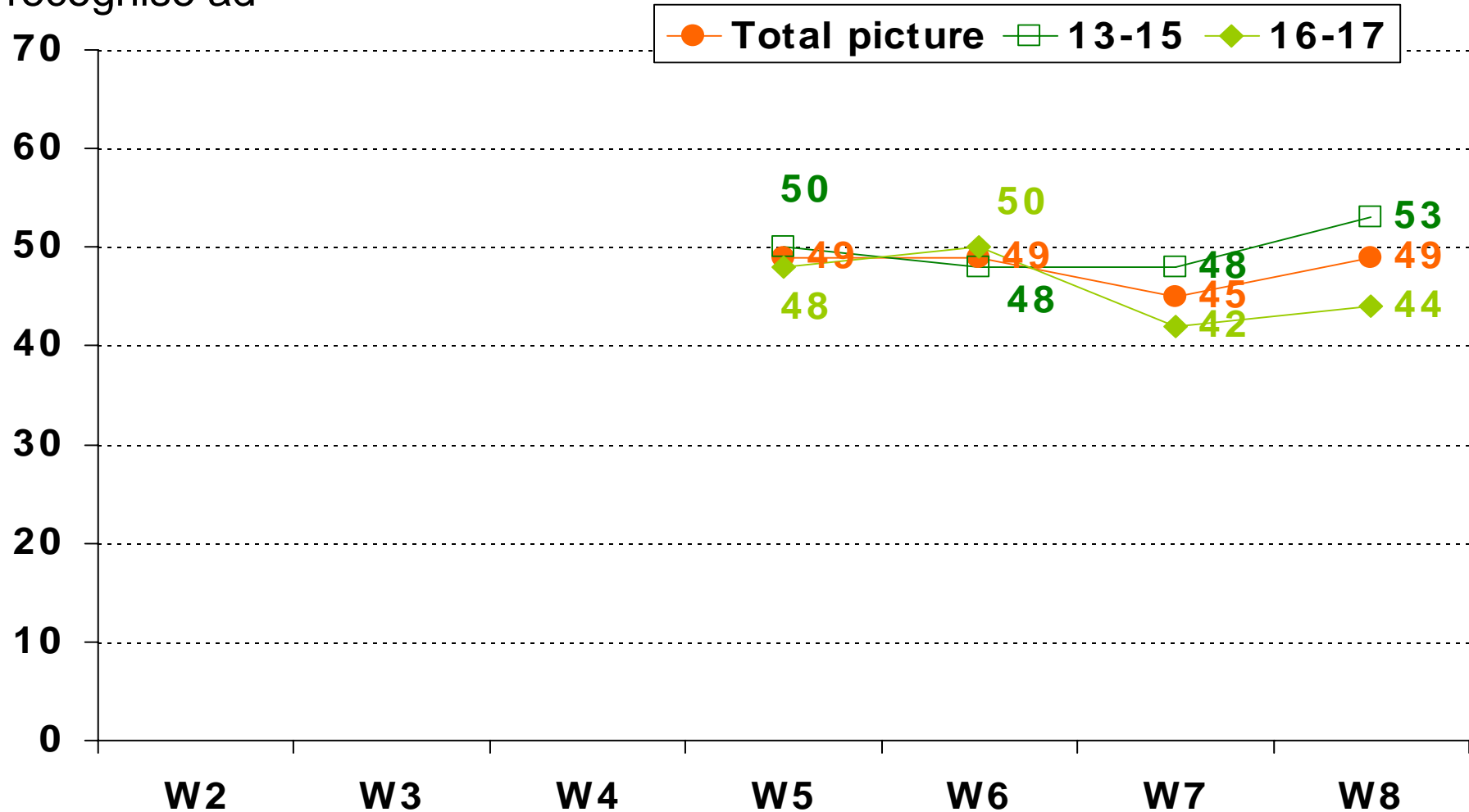
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of picture ads (13-17s) - Age

% recognise ad

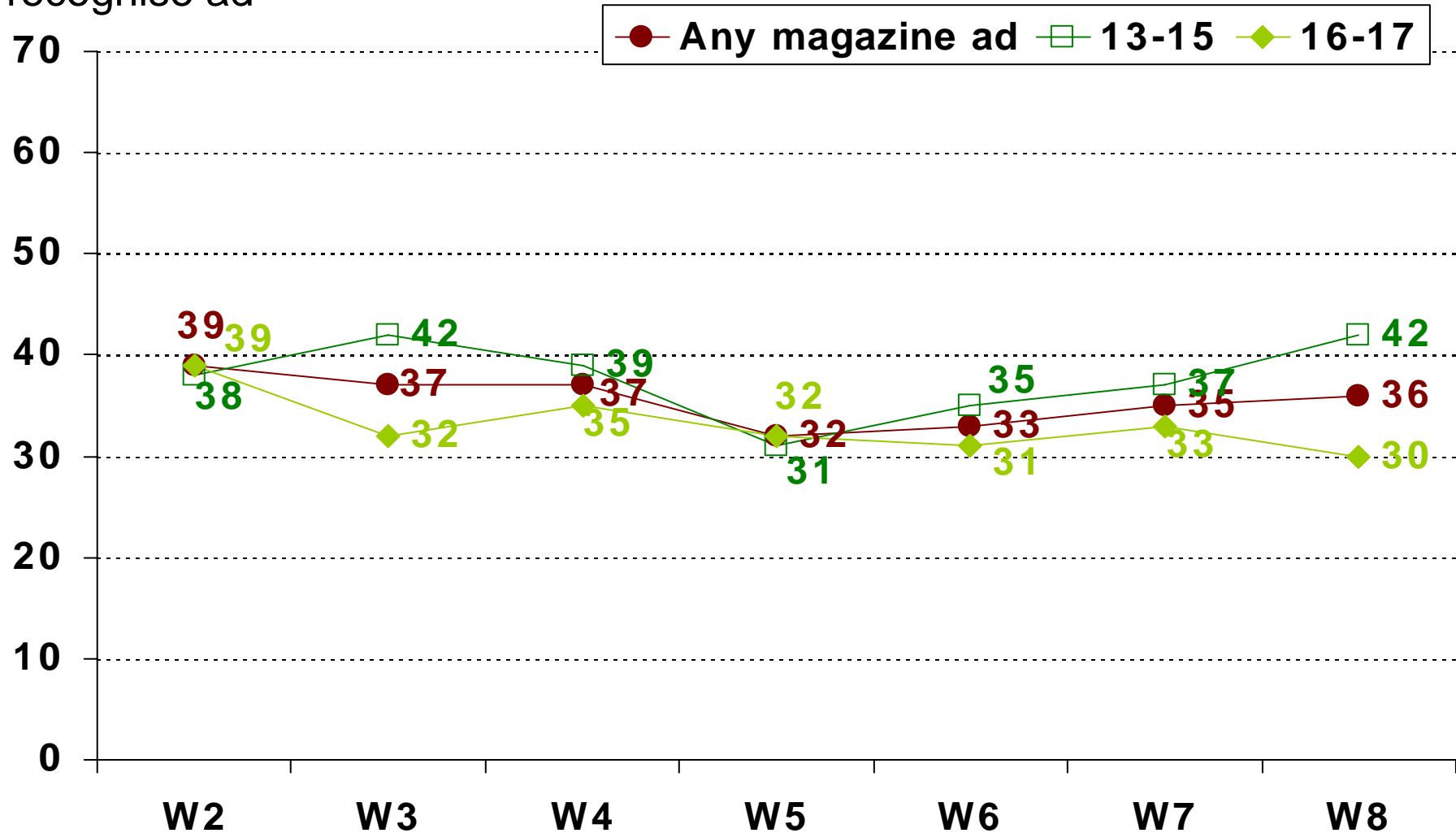


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Prompted recognition of magazine ads (13-17s) - Age

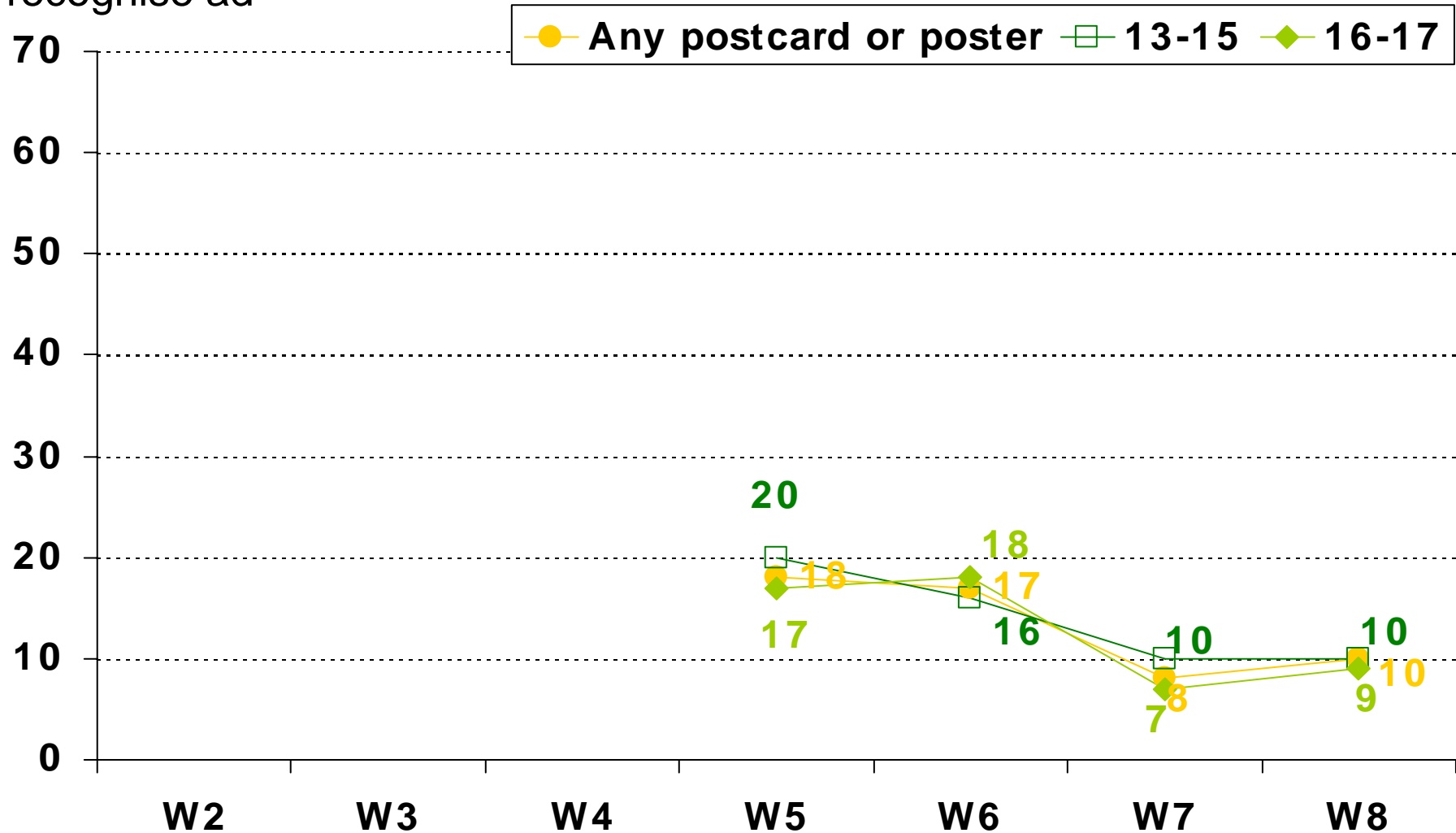
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of postcard or poster ads (13-17s) - Age

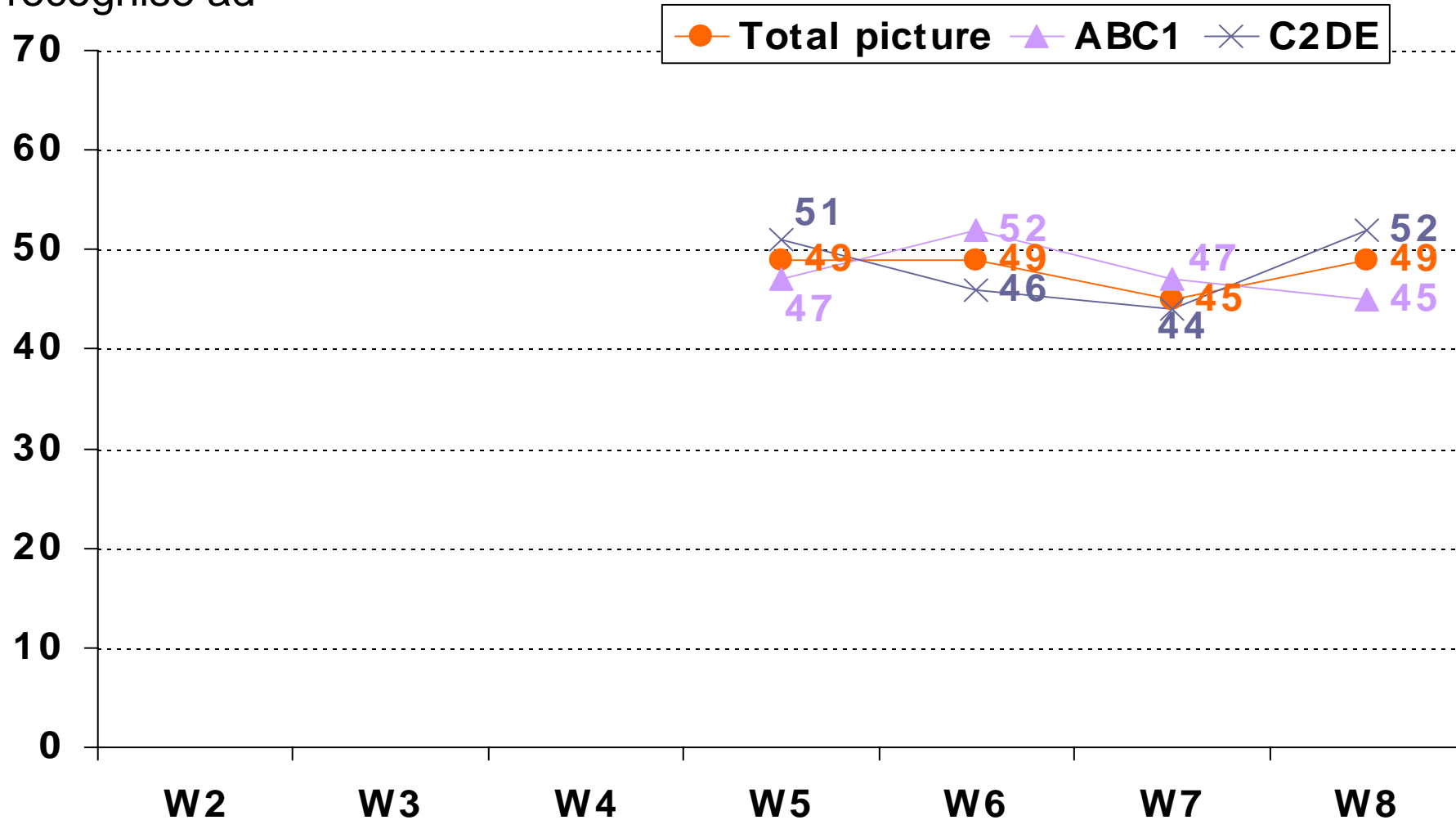
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of picture ads (13-17s) - Social grade

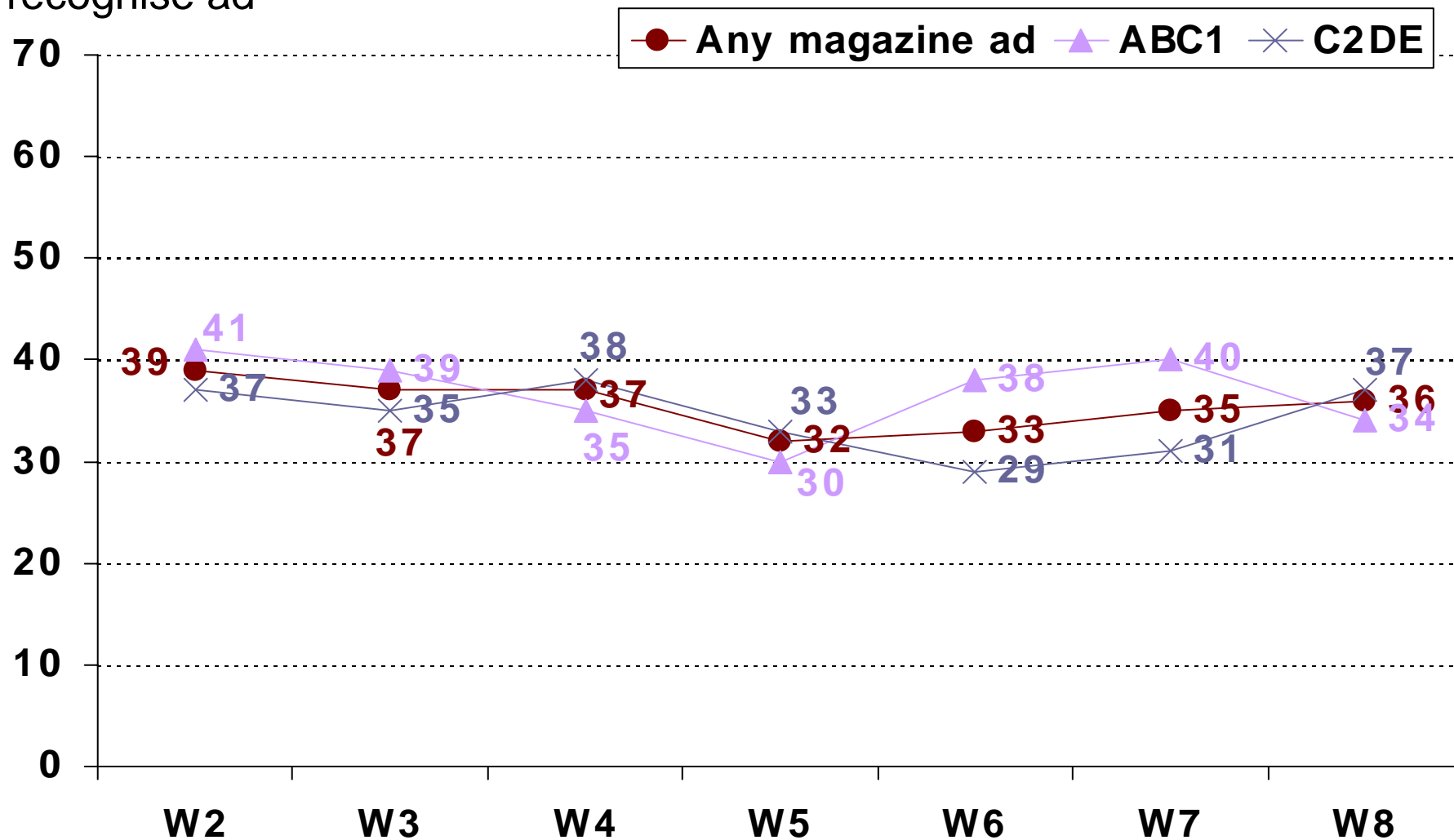
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of magazine ads (13-17s) - Social Grade

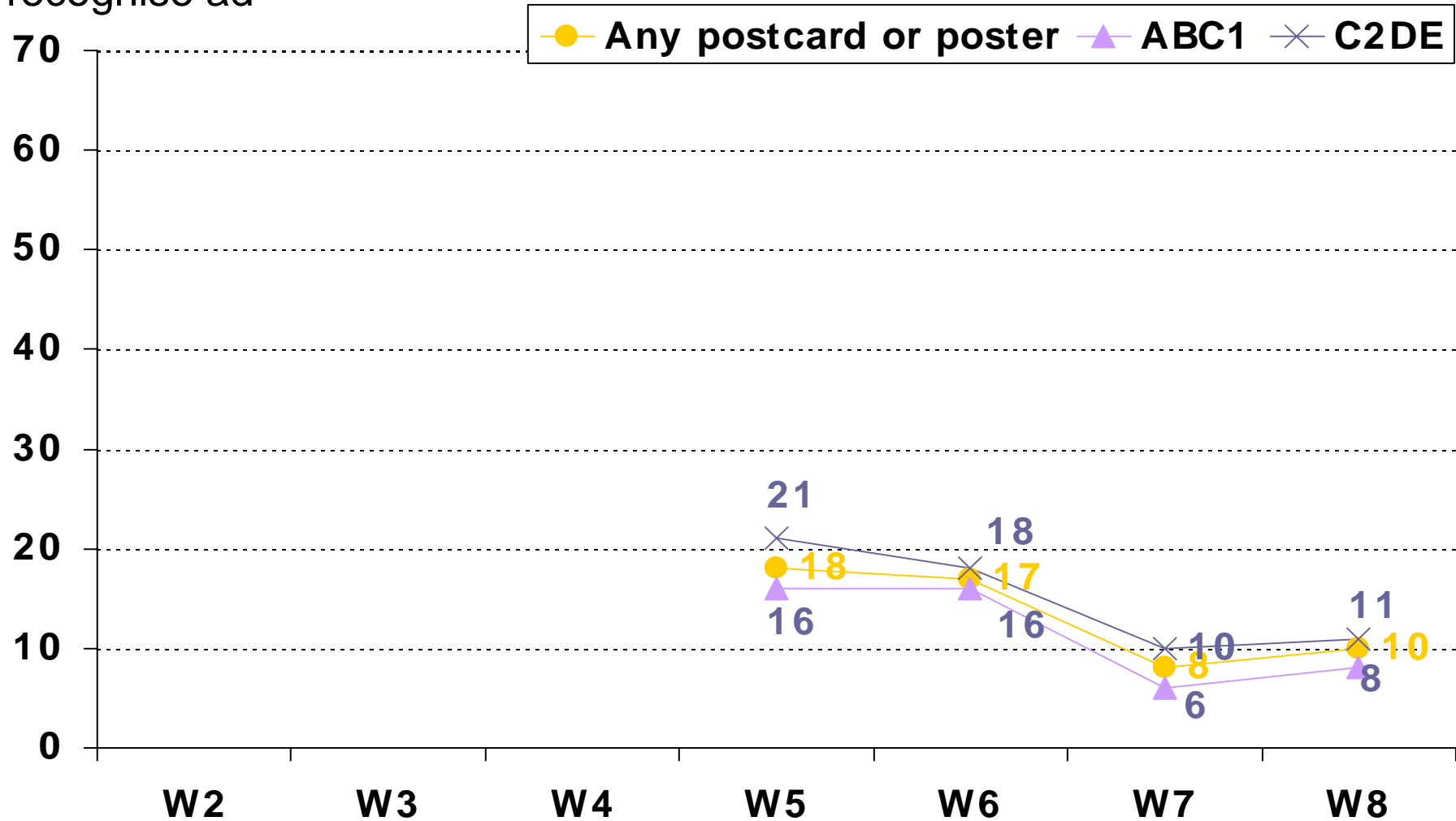
% recognise ad



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of postcard or poster ads (13-17s) - Social Grade

% recognise ad



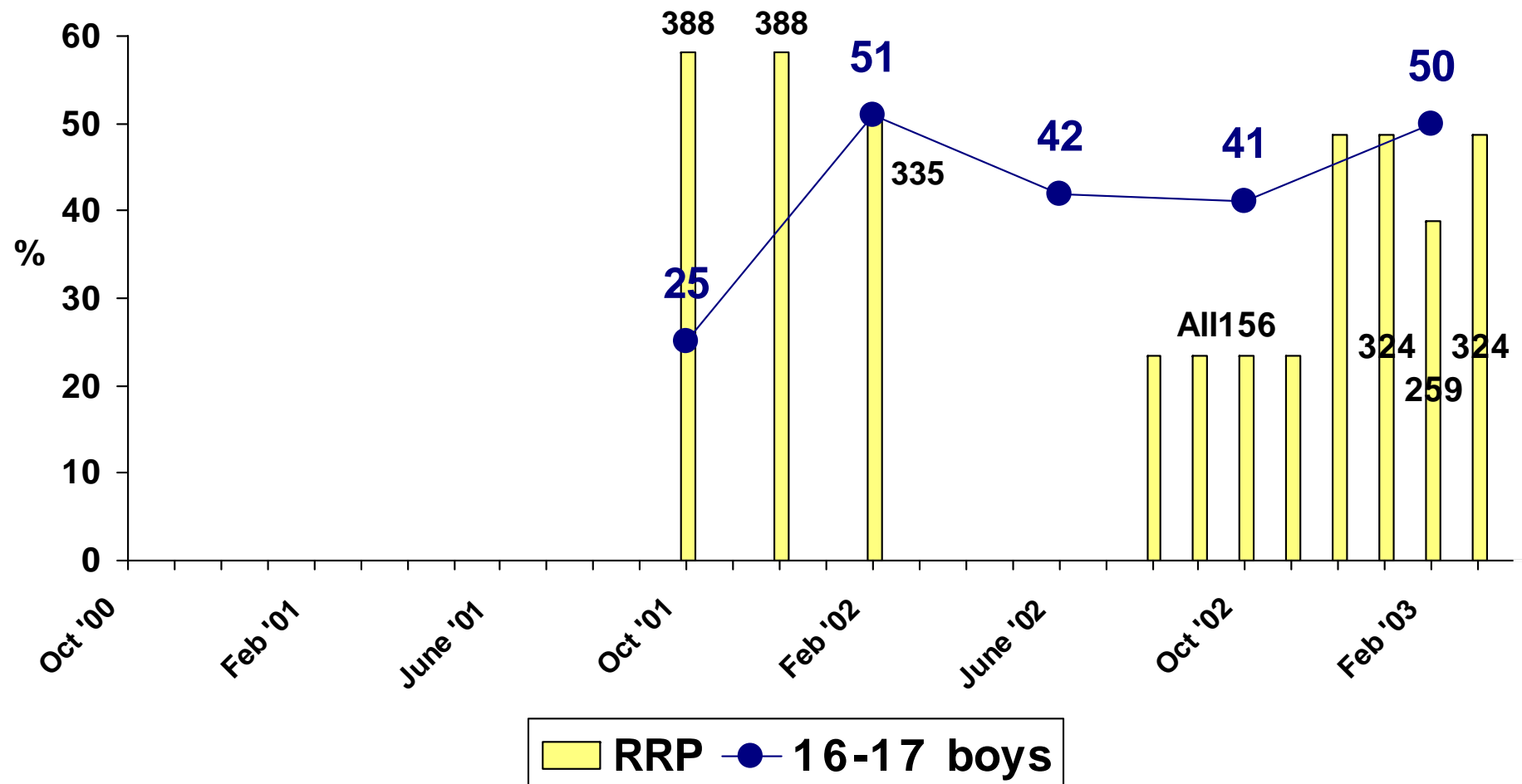
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of radio ads



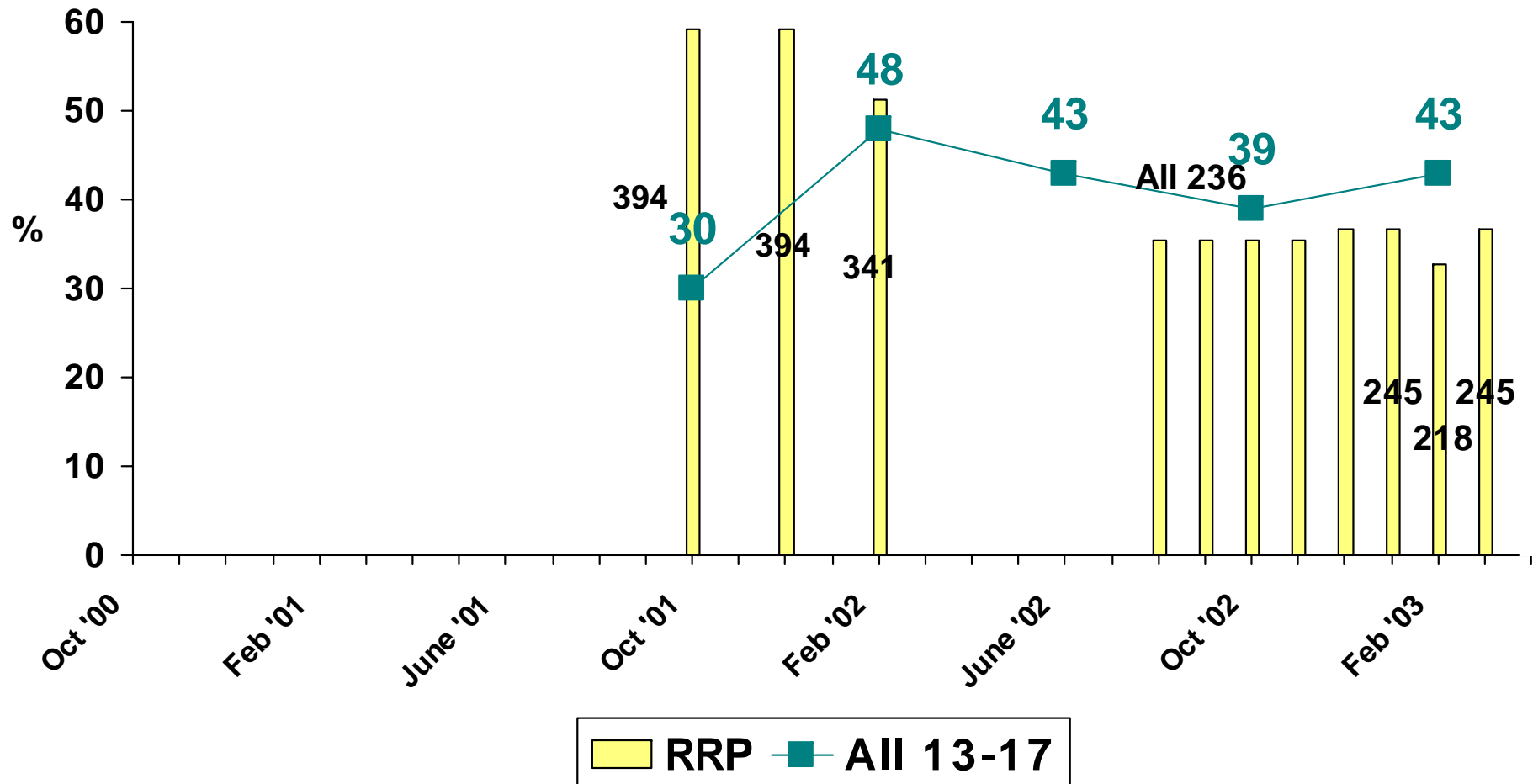
**Media Weight  
and  
Target Audiences**

# Be prepared - Boys 16-17



BASE: W4 n=50, W5 n=49, W6 n=52, W7 n=113, W8 n=63

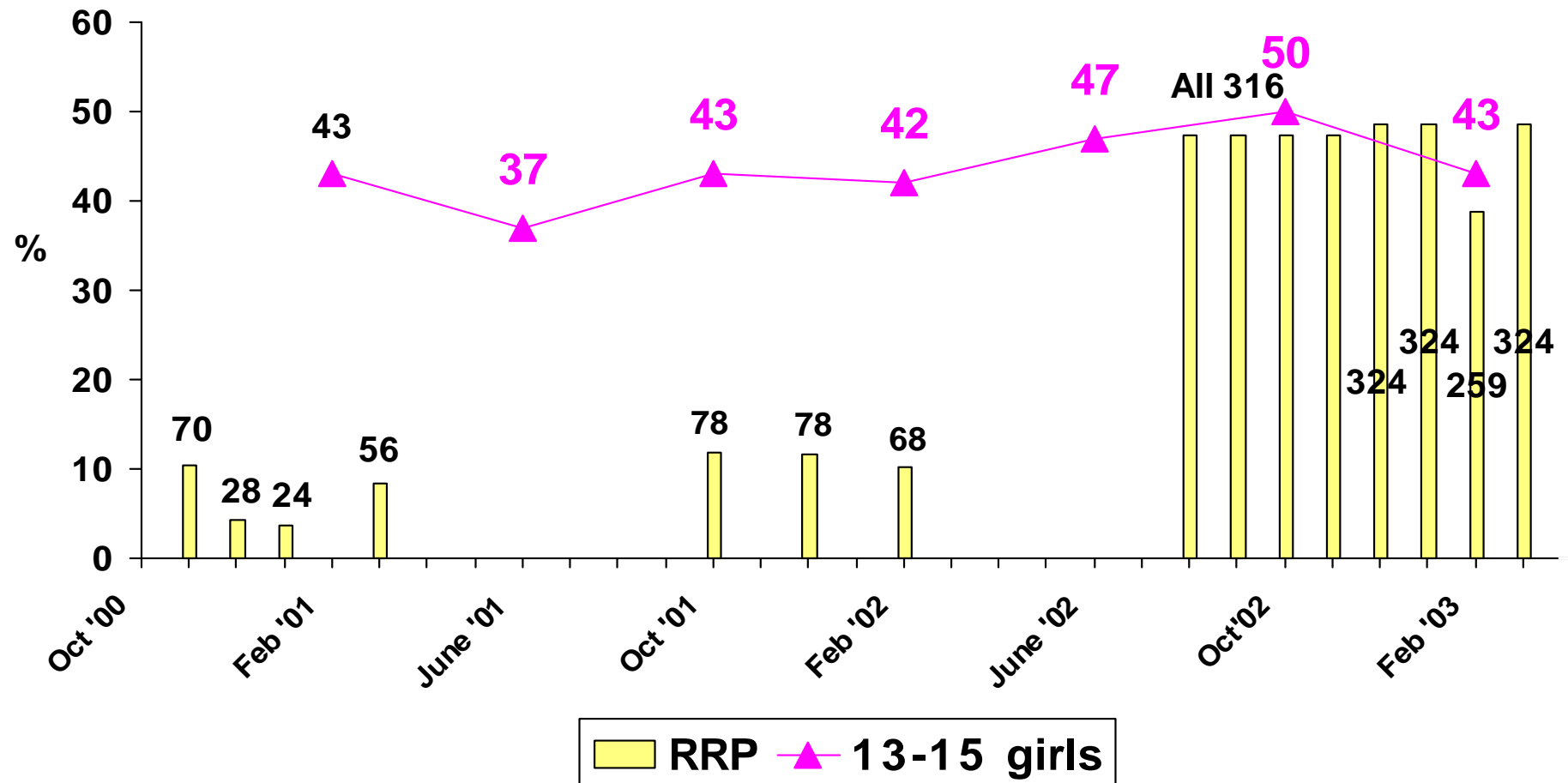
# Be prepared - All 13-17



BASE: W4 n=202, W5 n=178, W6 n=231, W7 n= 478, W8 n=232

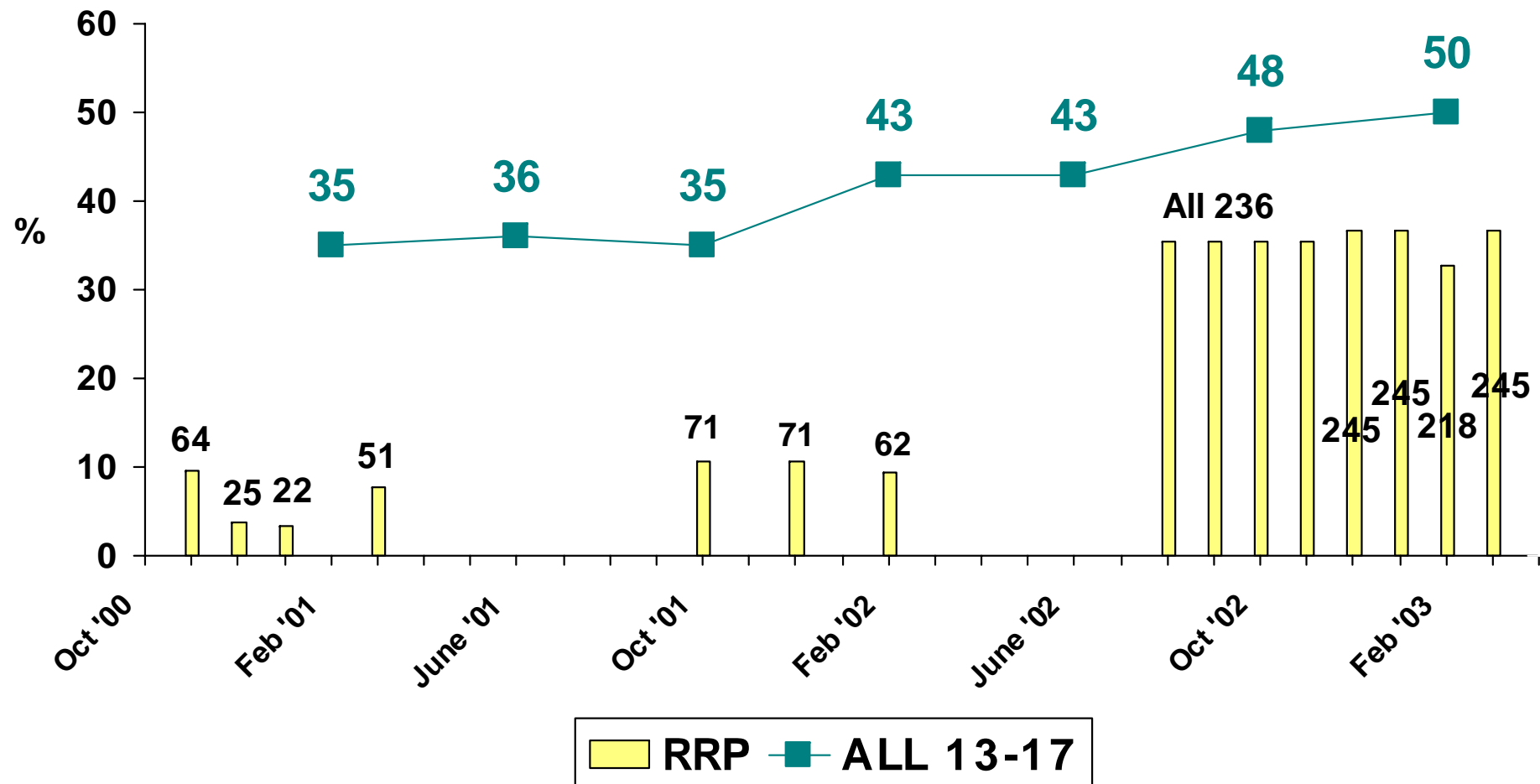


# Girls who have - Girls 13 - 15



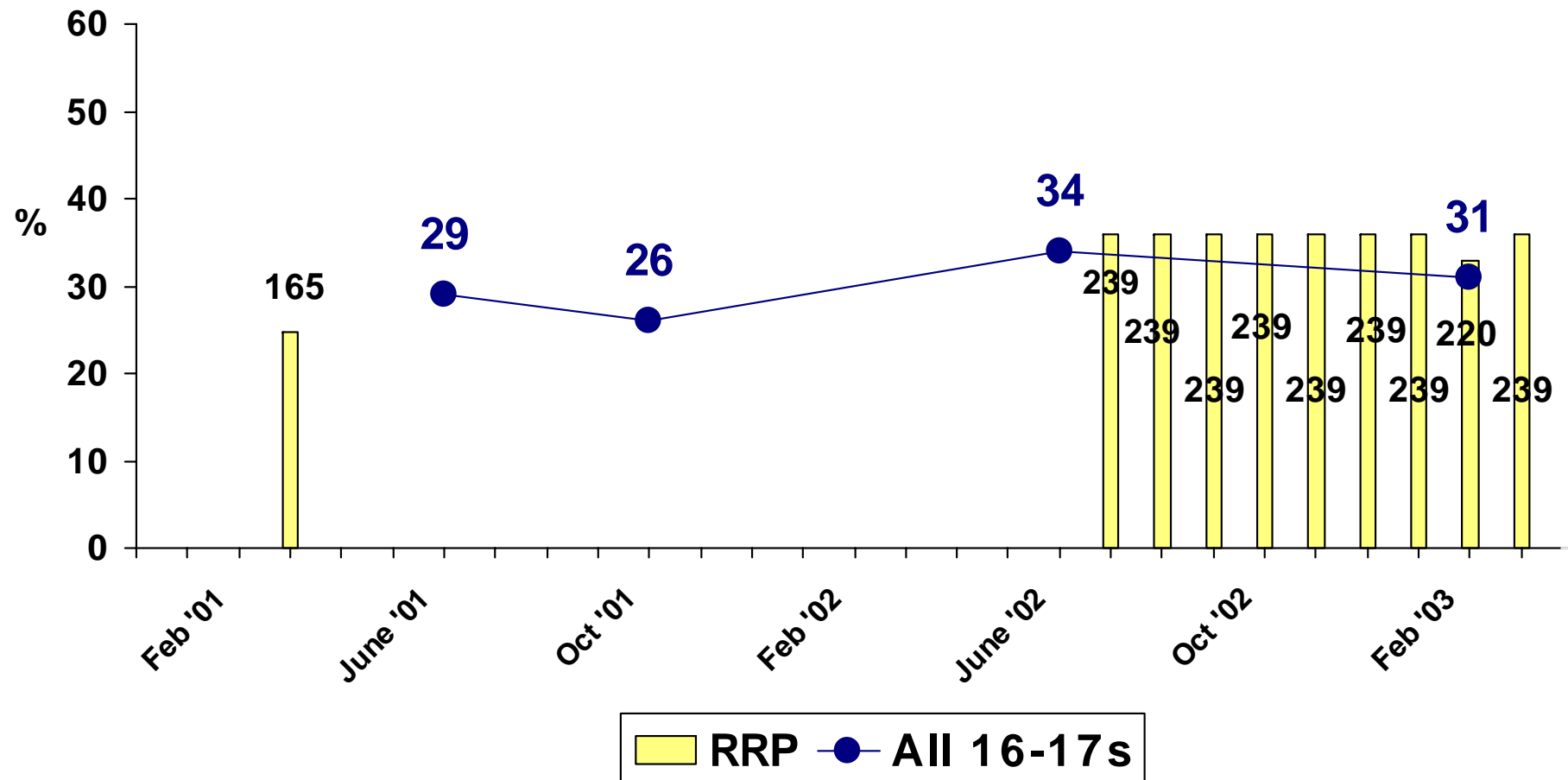
BASE: W2 n=122, W3 n=49, W4 n=42, W5 n=44, W6 n=60, W7 n=132, W8 n=59

# Girls who have - All 13-17



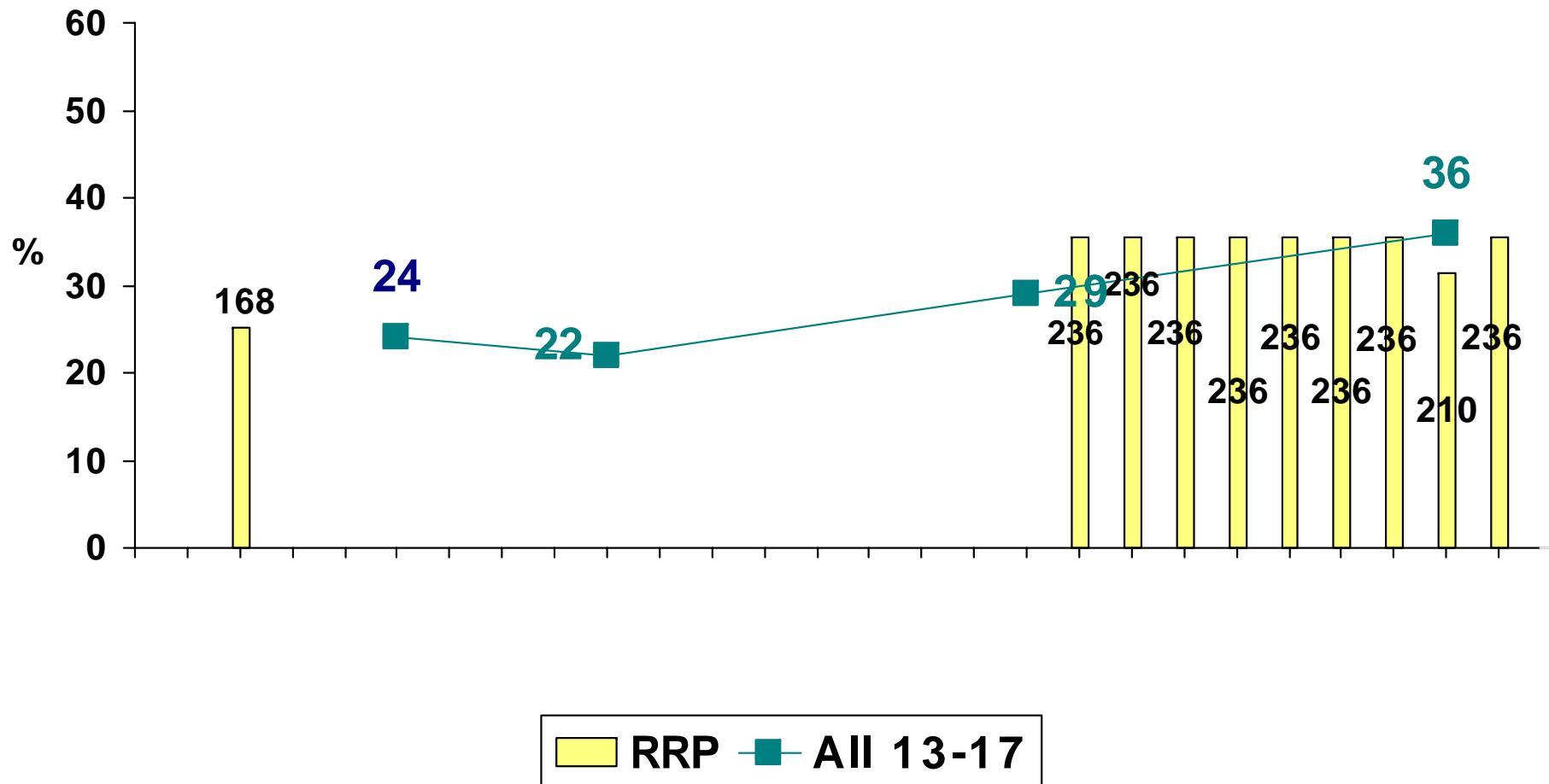
BASE: W2 n=476, W3 n=253, W4 n=205, W5 n=189, W6 n=258, W7 n=478, W8 n=243

# Natalie - All 16-17s



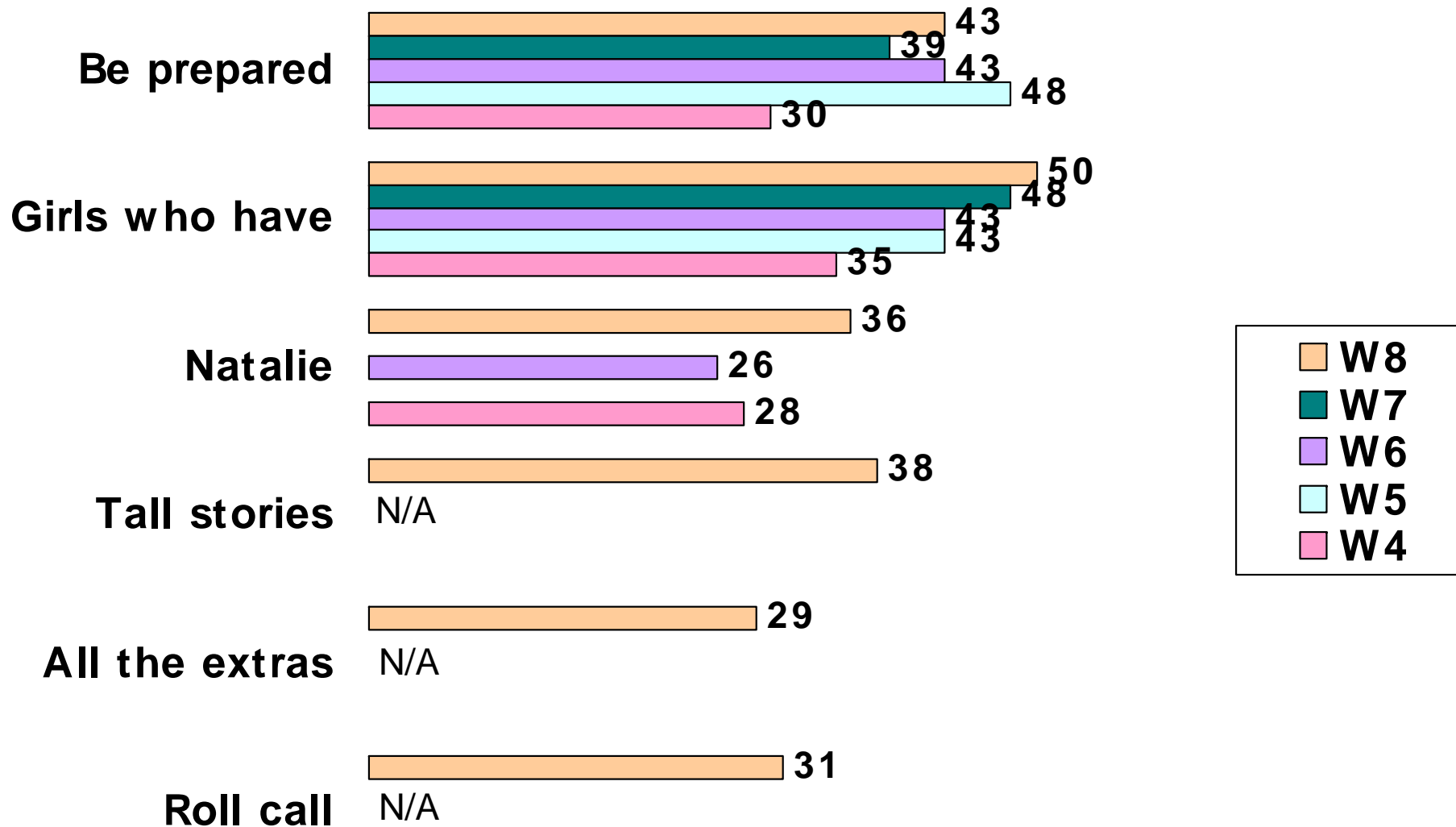
BASE: W3 n=170, W4 n=101, W6 n=123, W8 n=122

# Natalie - All 13-17



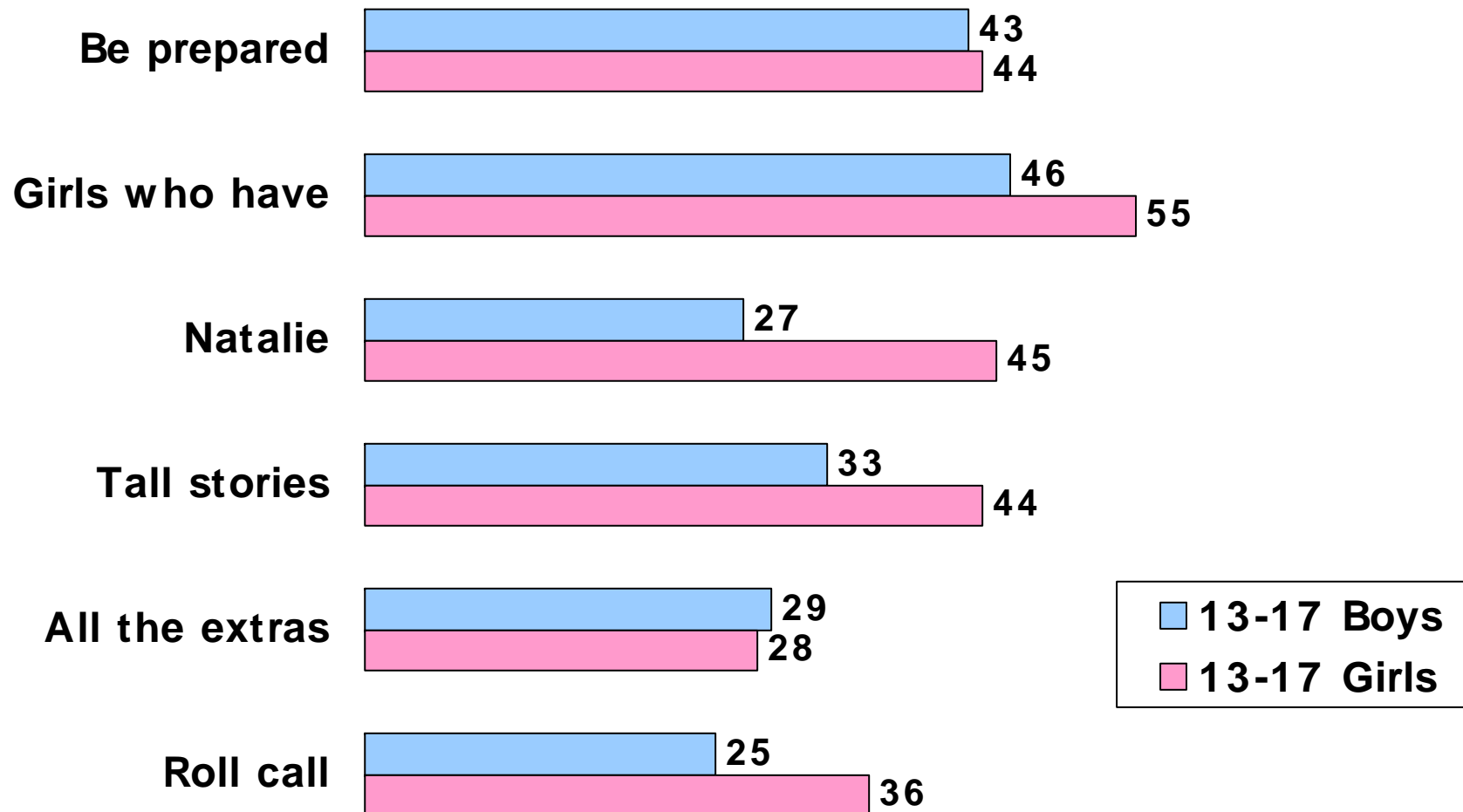
BASE: W3 n=336, W4 n=211, W6 n=262, W8 n=234

# Prompted recognition of individual radio ads (13-17s)



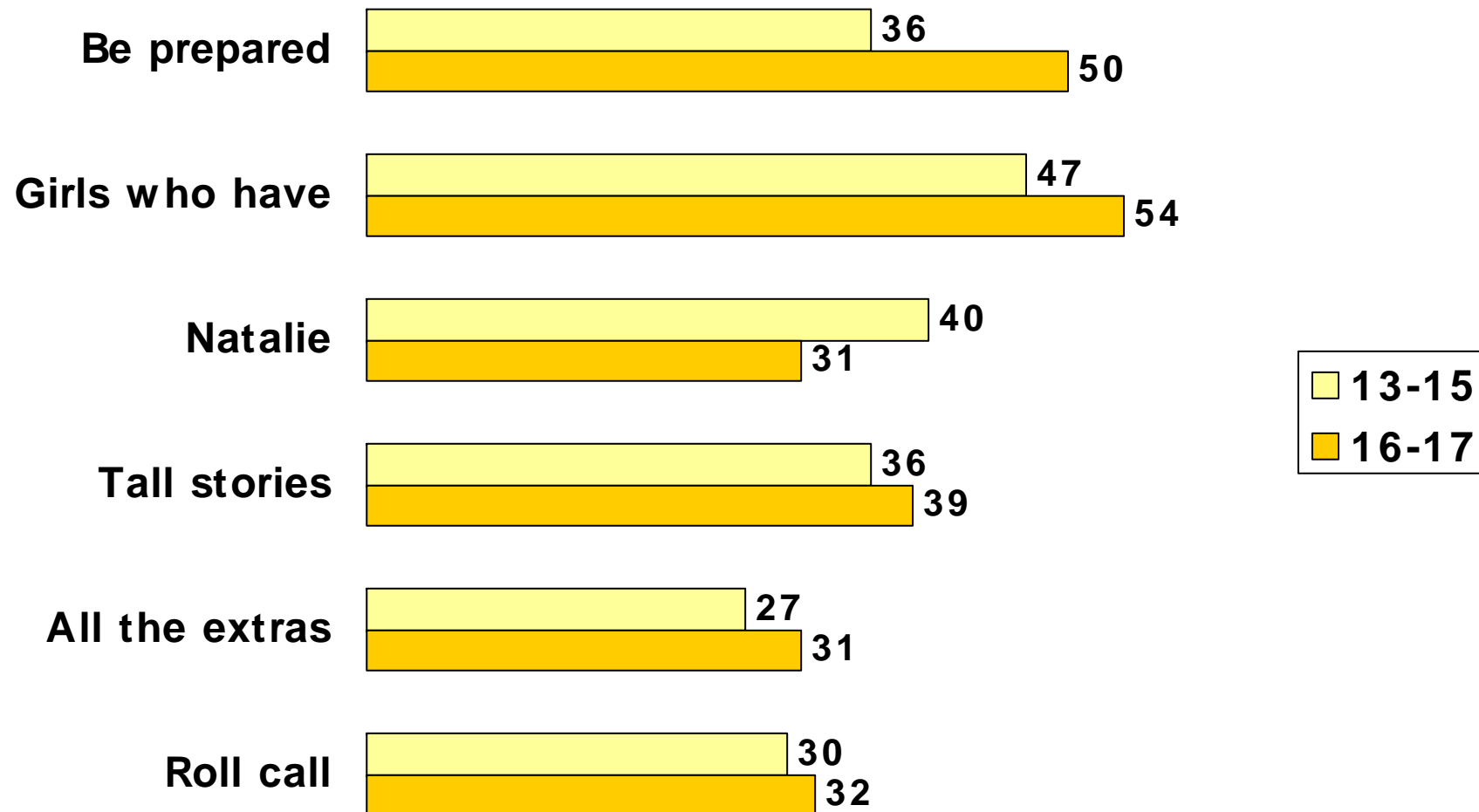
Base: Young people aged 13-17 W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of individual radio ads (13-17s) - Gender



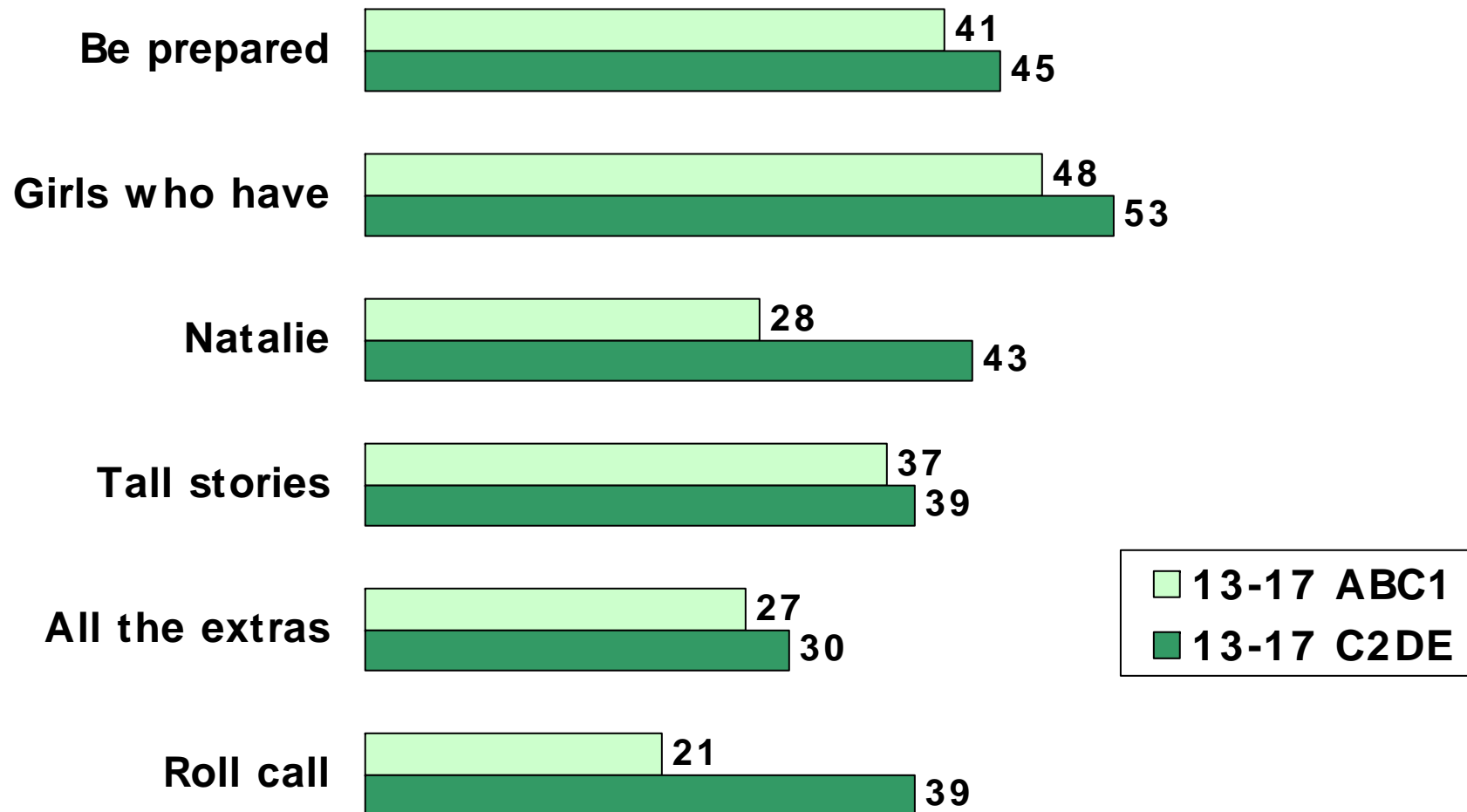
Base: Young people aged 13-17 W8 (488)

# Prompted recognition of individual radio ads (13-17s) - Age



Base: Young people aged 13-17 W8 (488)

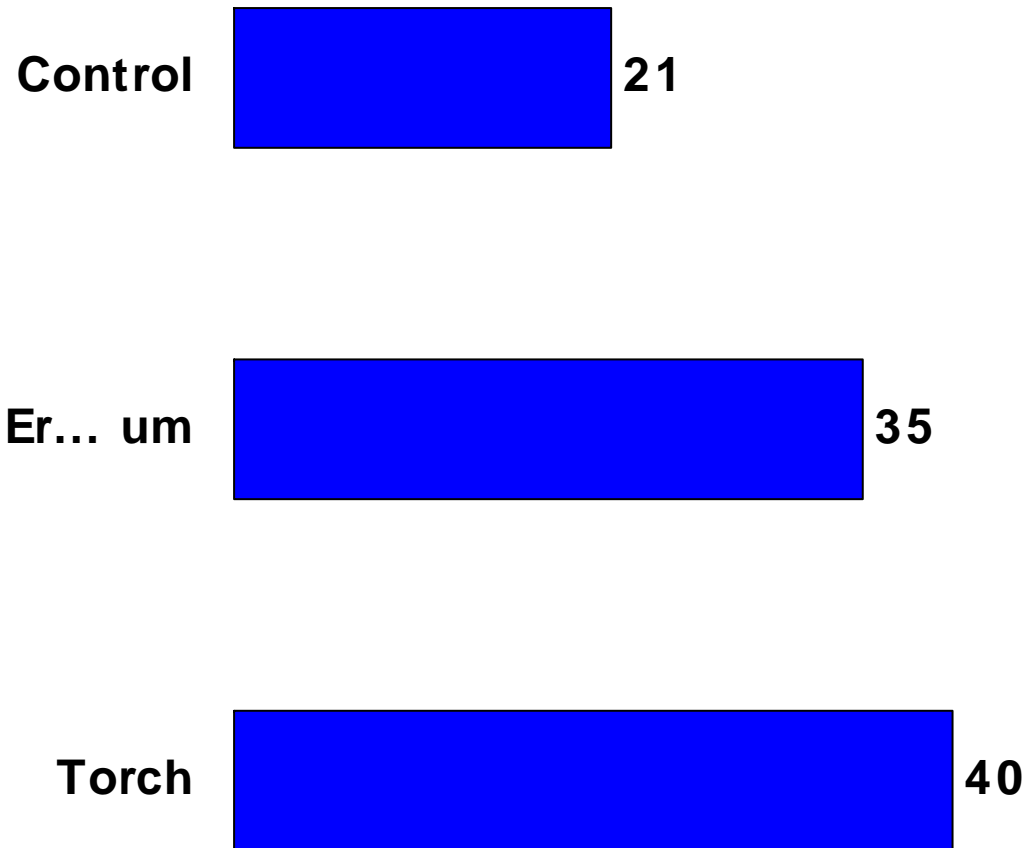
# Prompted recognition of individual radio ads (13-17s) – Social grade



Base: Young people aged 13-17 W8 (488)

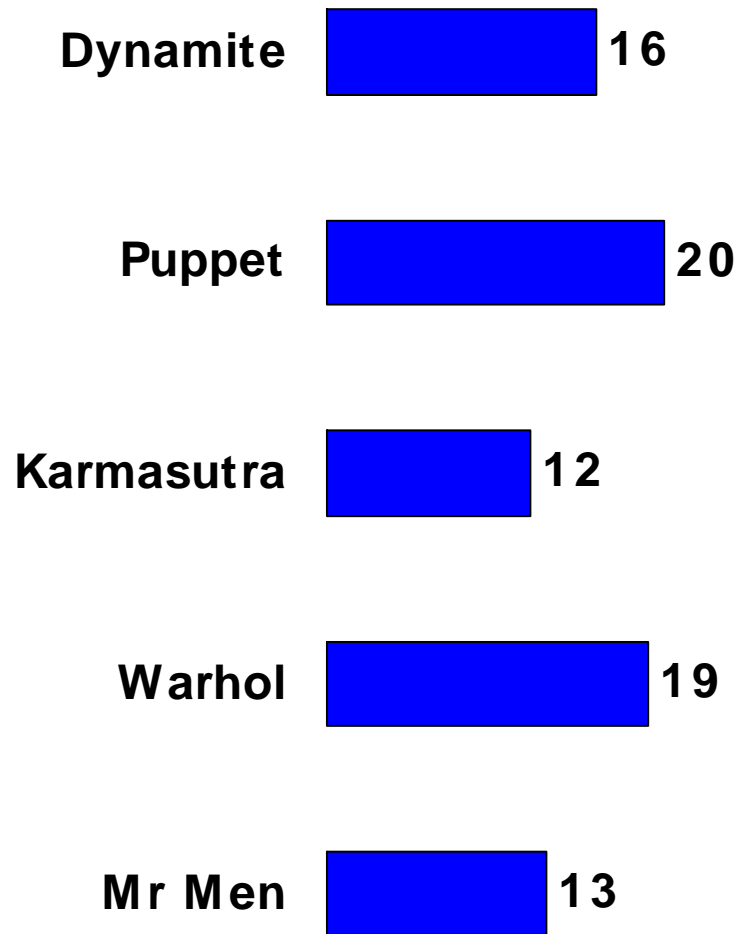


# Prompted recognition of individual picture ads (13-17s)



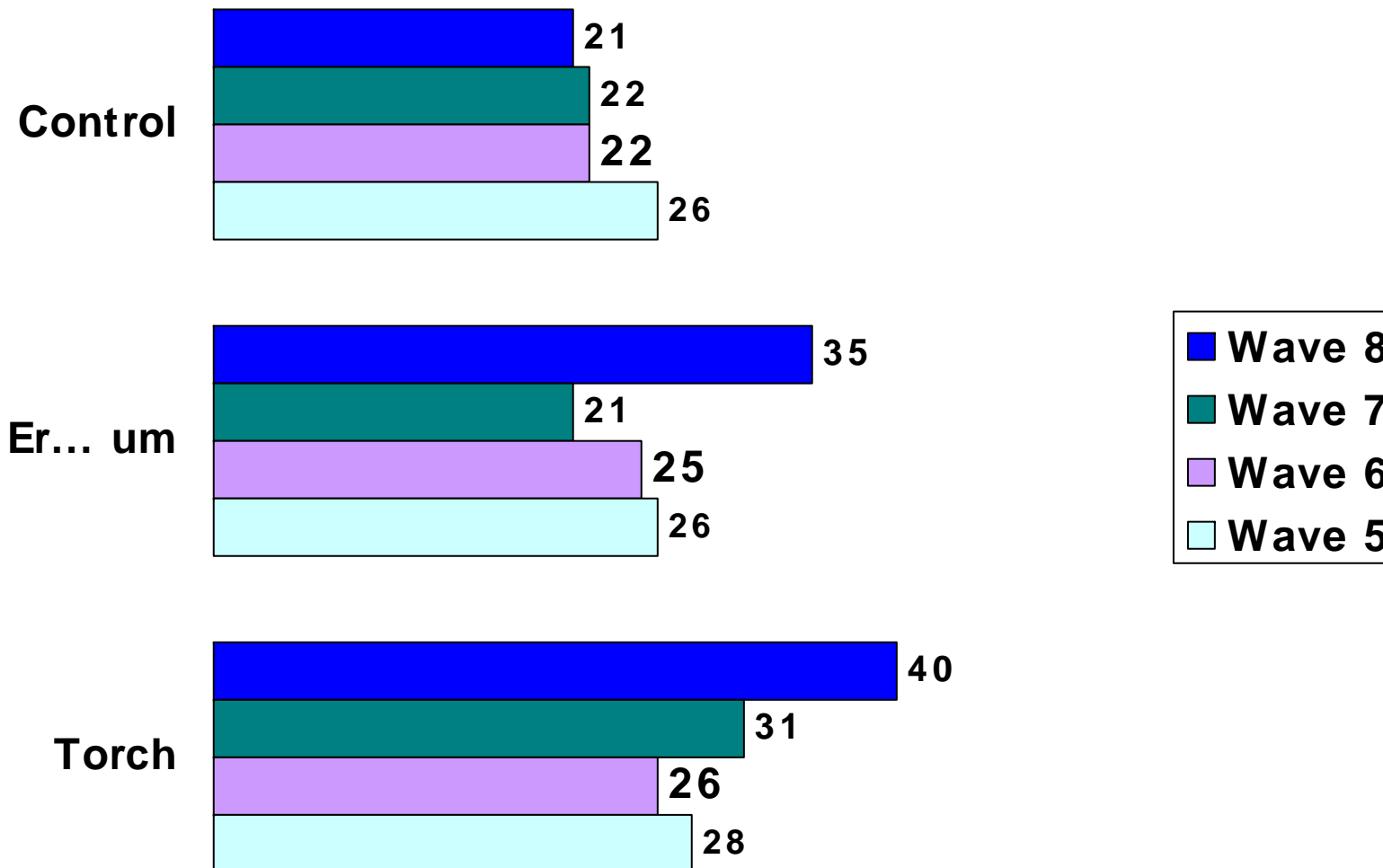
Base: Young people 13-17 W8 (488)

# Prompted recognition of individual picture ads (13-17s)



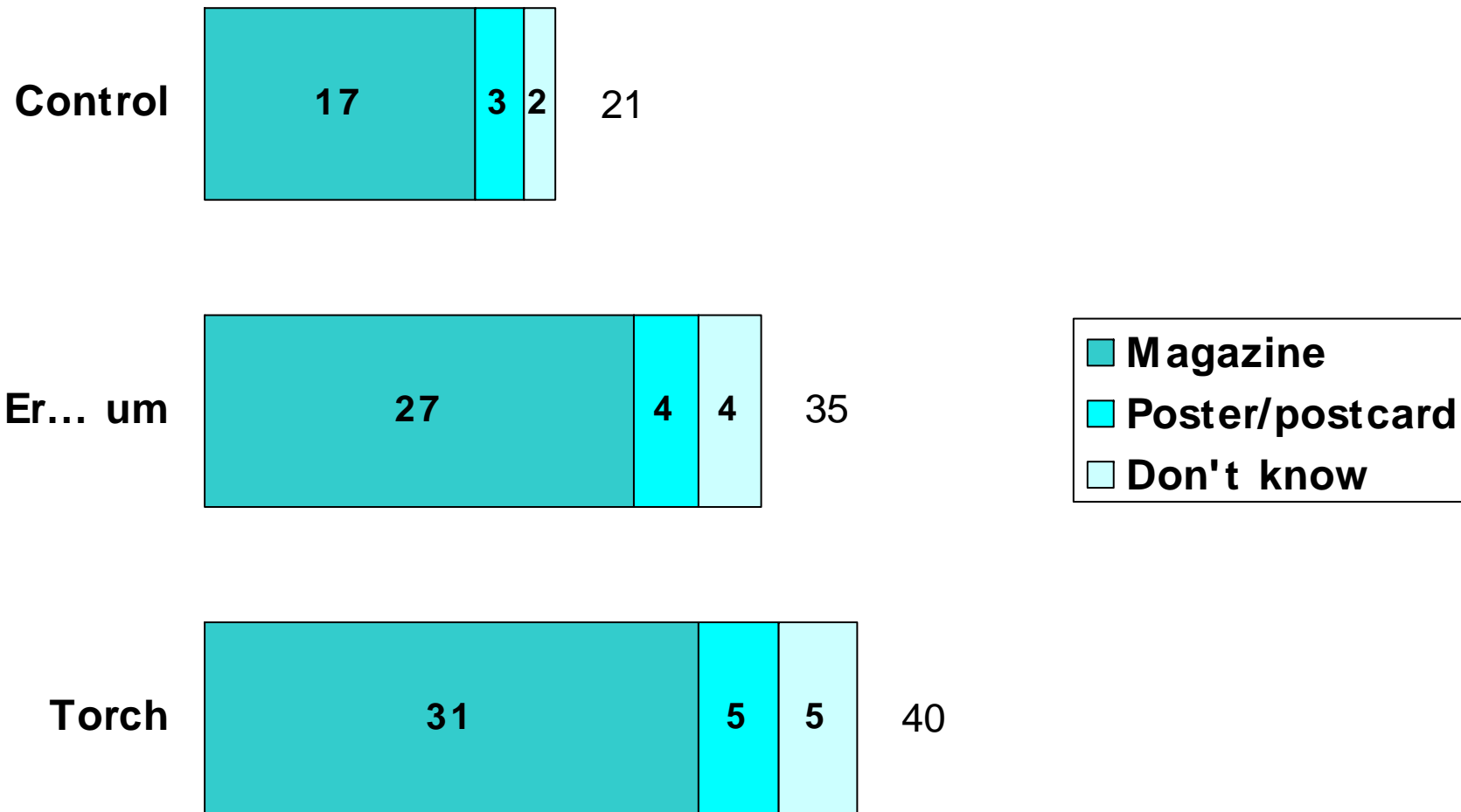
Base: Young people 13-17 W8 (488)

# Prompted recognition of individual picture ads (13-17s) – Wave on wave



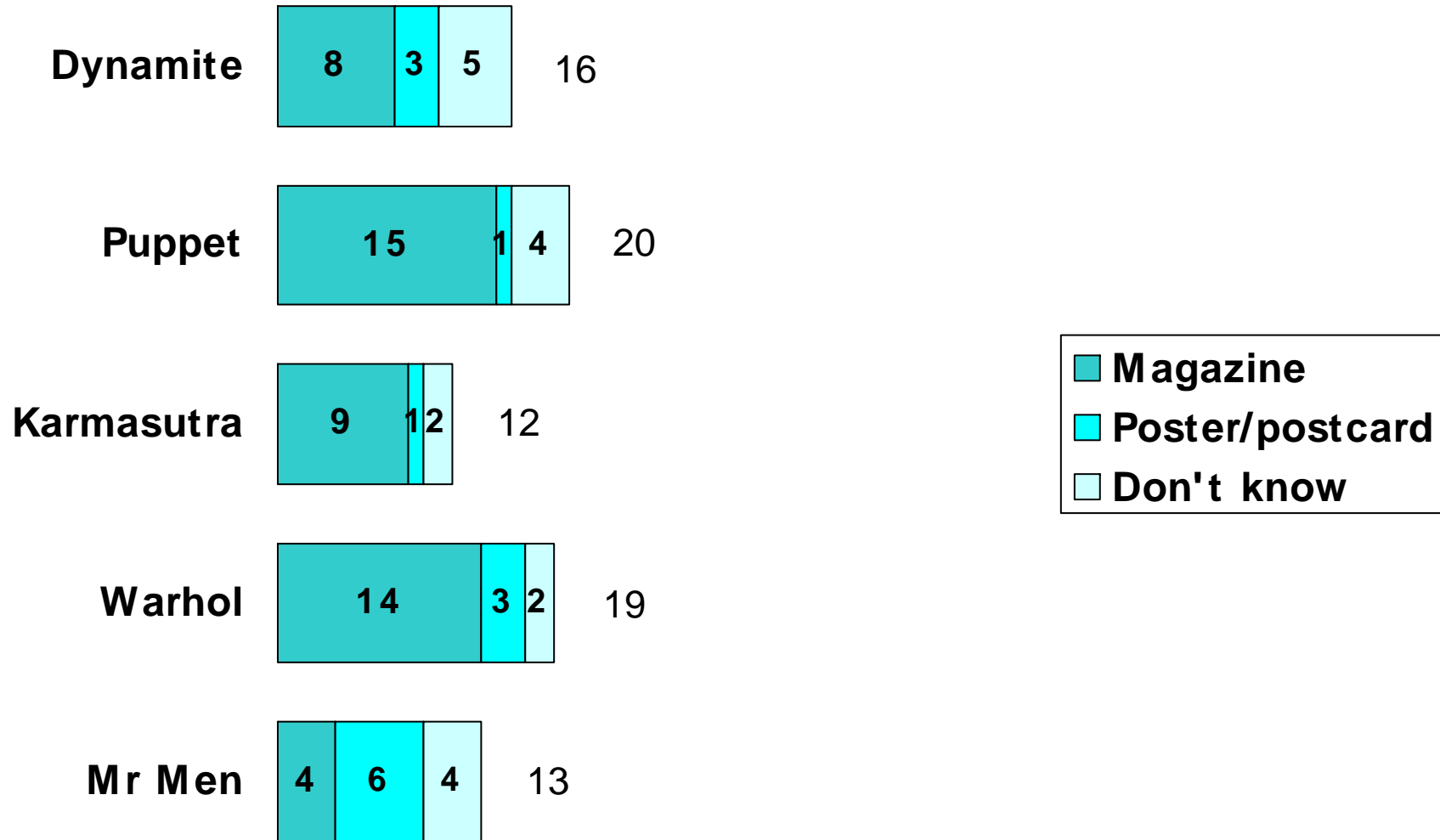
Base: Young people 13-17 W5 (463), W6 (502), W7 (478), W8 (488)

# Prompted recognition of individual picture ads (13-17s)



Base: Young people 13-17 W8 (488)

# Prompted recognition of individual picture ads continued (13-17s)

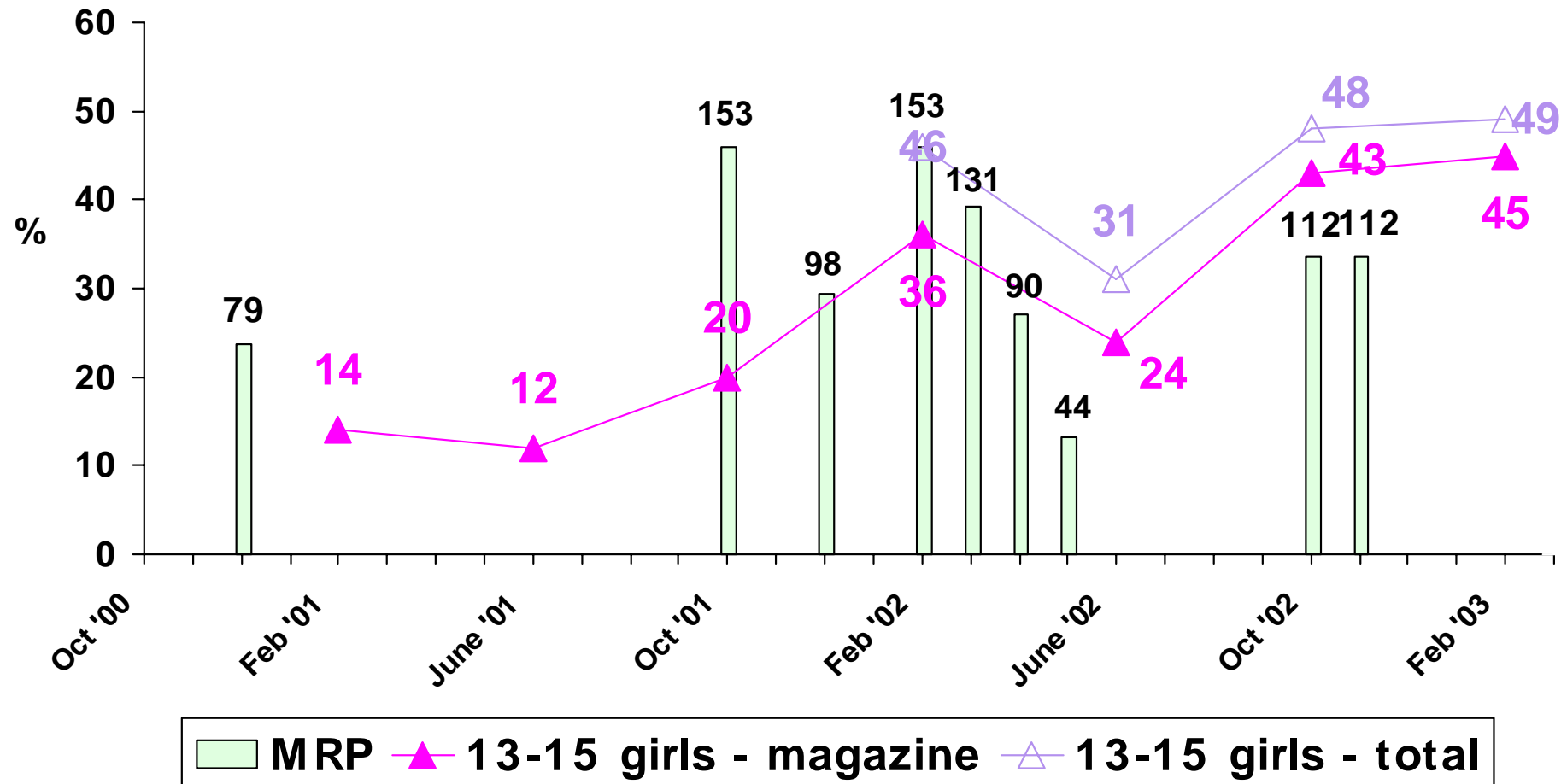


Base: Young people 13-17 W8 (488)

# Prompted recognition of picture ads

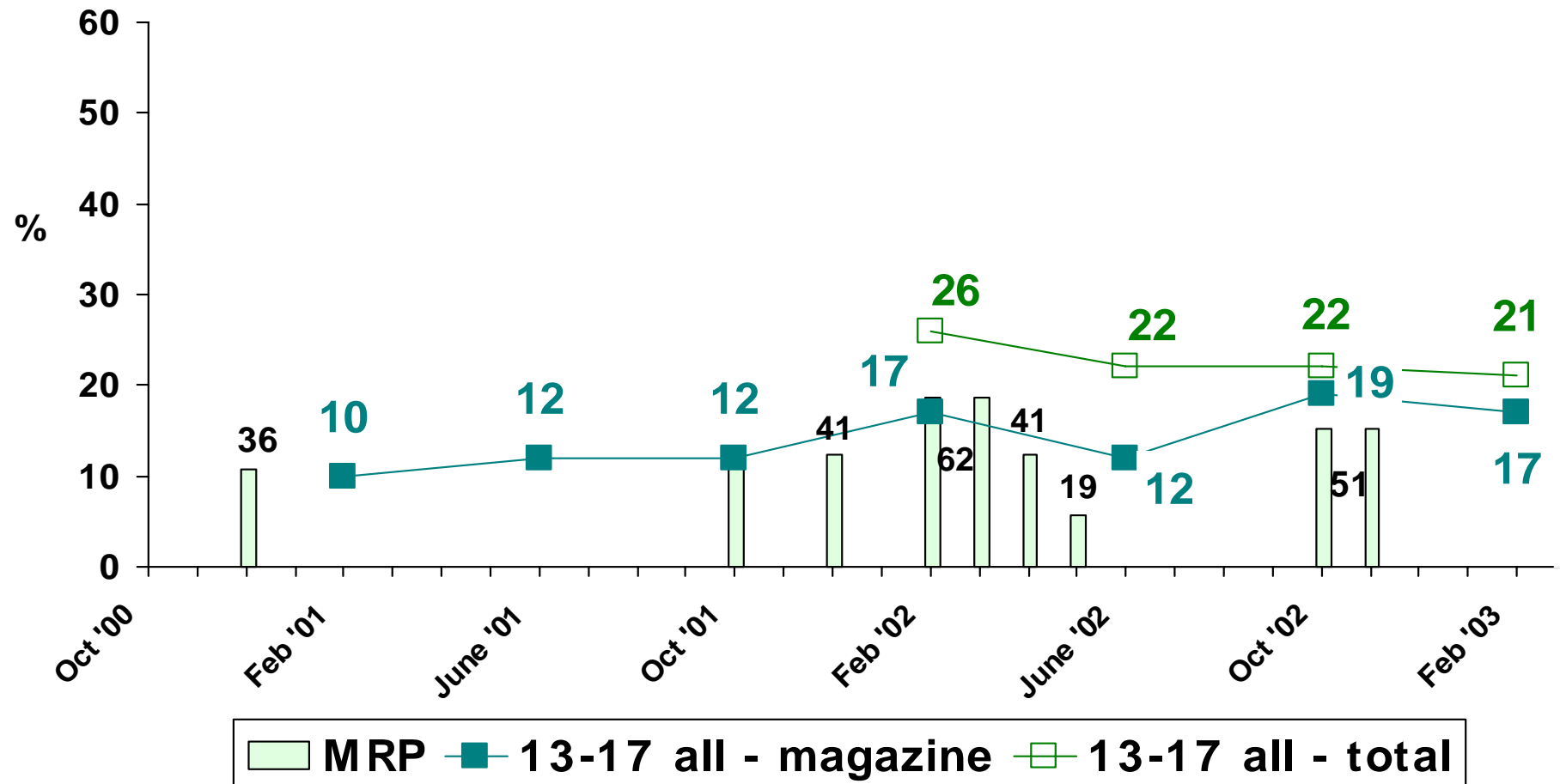
Media Weight  
and  
Target Audiences

# Control - Girls 13 - 15



BASE: W2 n=122, W3 n=73, W4 n=55, W5 n=57, W6 n=133, W7 n = 132, W8 n=50

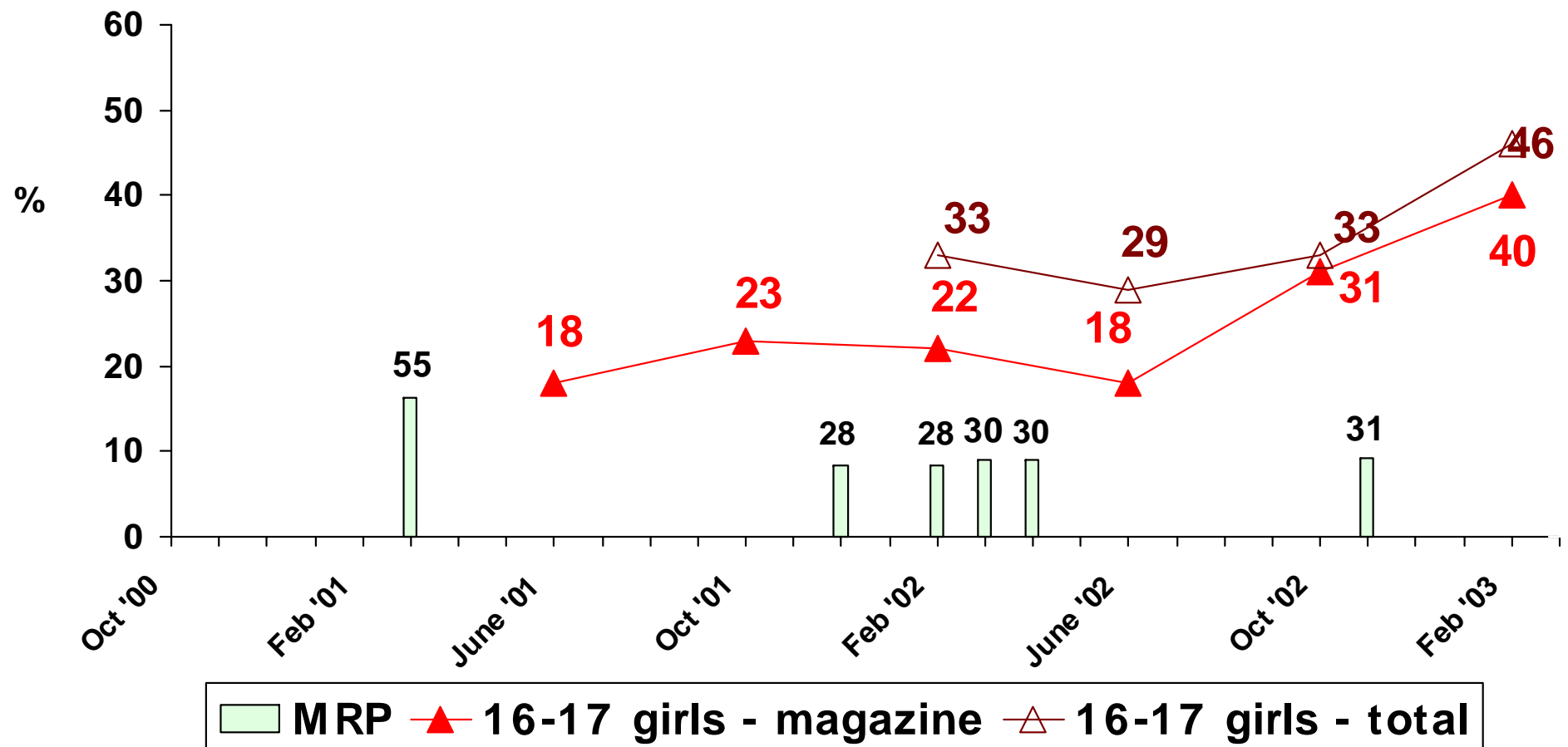
# Control - All 13 - 17



BASE: W2 n=479, W3 n=371, W4 n=231, W5 n=216, W6 n=502, W7 n = 478, W8 n=208

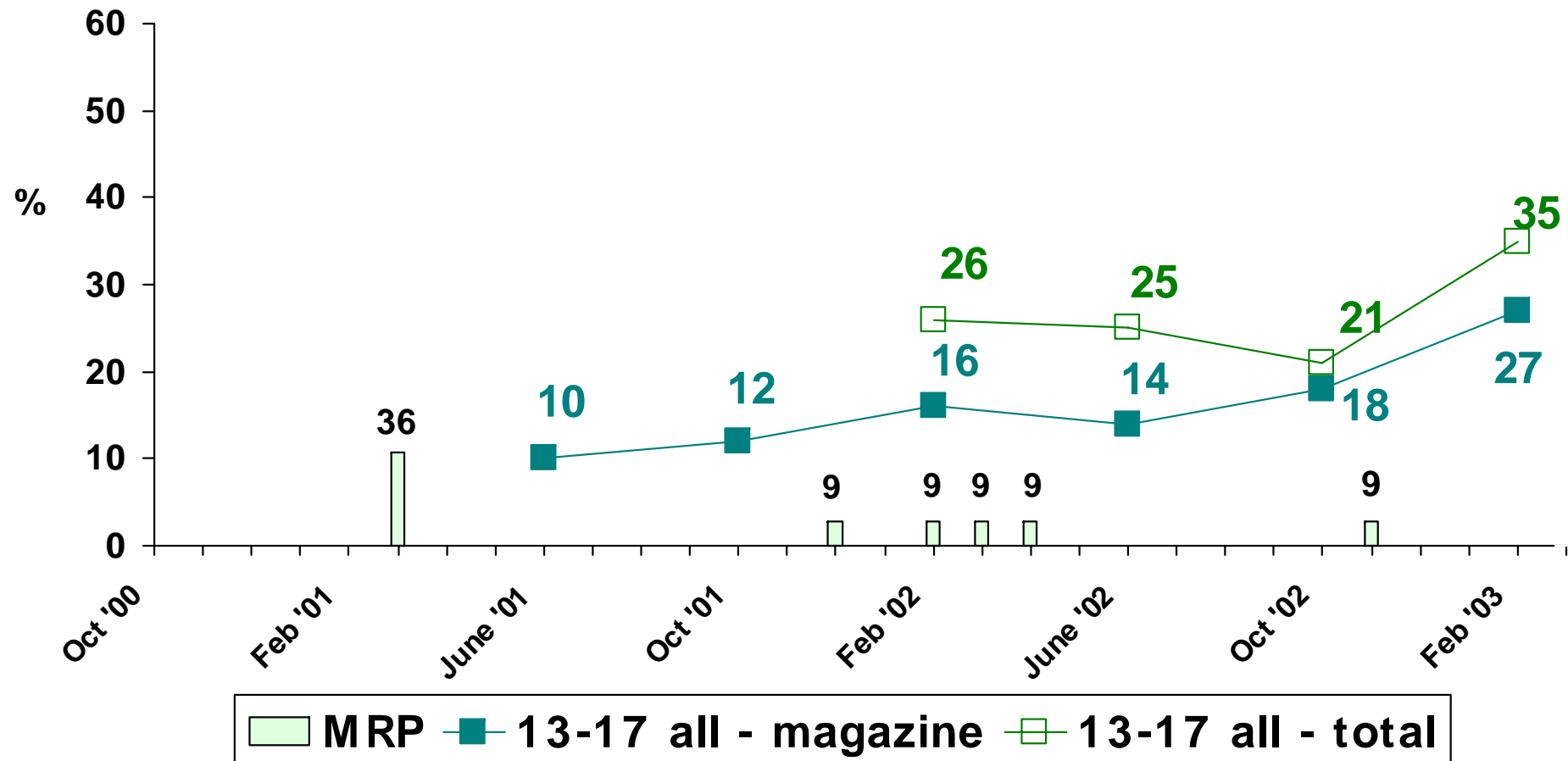


# Er..um - Girls 16 - 17



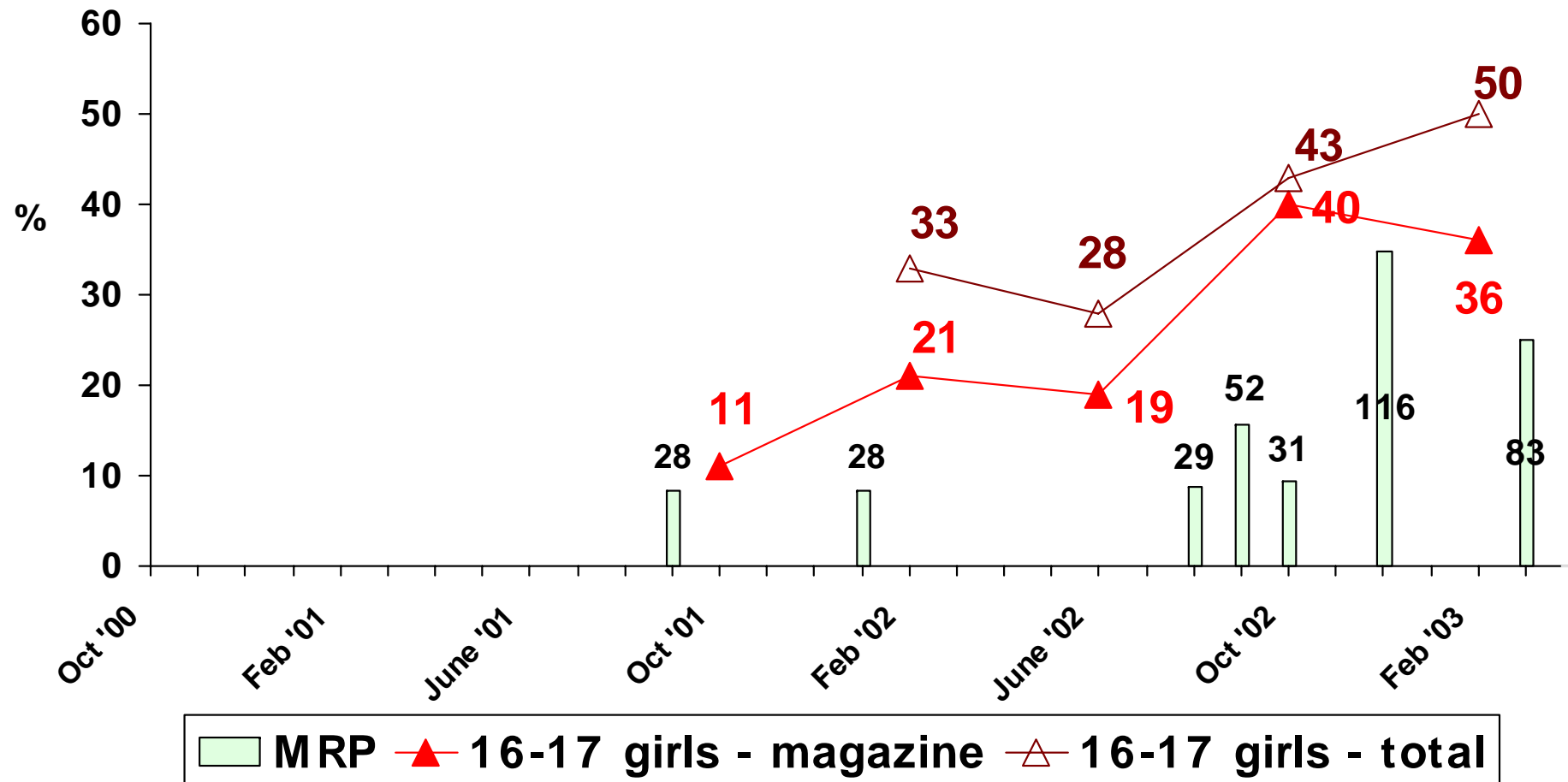
BASE: W3 n=69, W4 n=66, W5 n=63, W6 n=124, W7 n = 110, W8 n=57

# Er..um - All 13 - 17



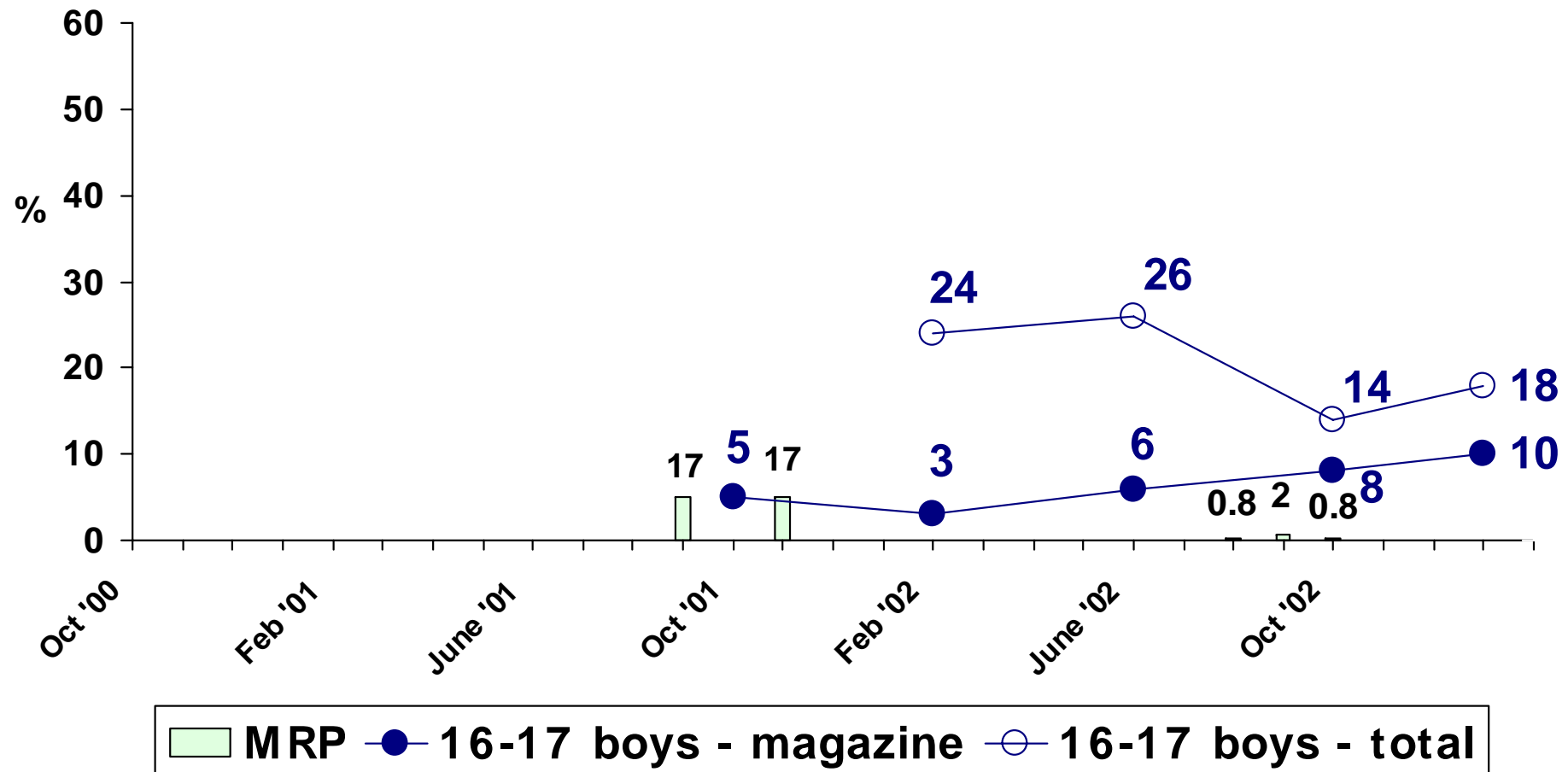
BASE: W3 n=303, W4 n=253, W5 n=248, W6 n=502, W7 n= 478, W8 n=229

# Torch 'pink' - Girls 16 - 17



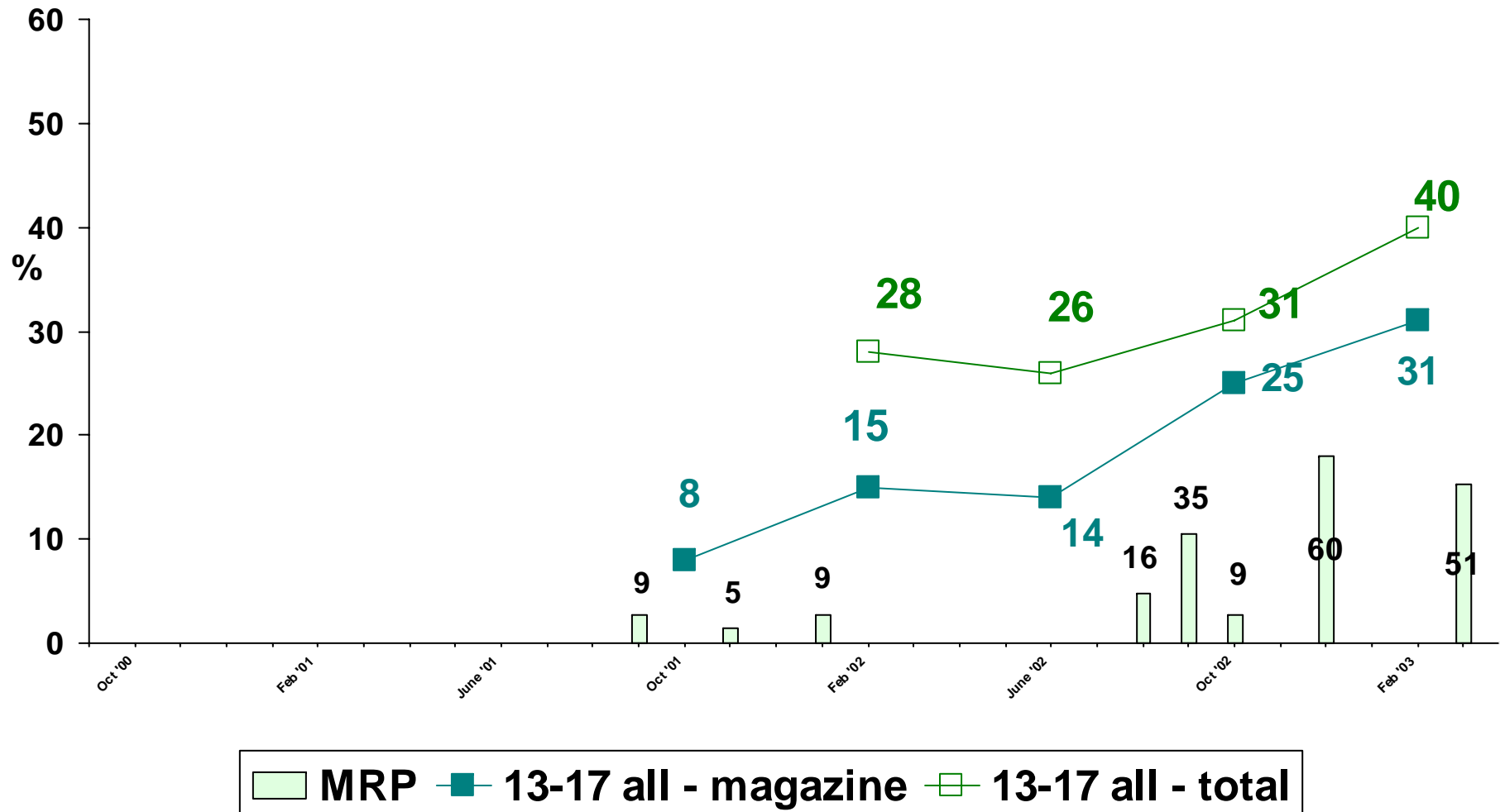
BASE: W4 n=58, W5 n=59, W6 n=124, W7 n=110, W8 n=49

# Torch 'ambient' boys 16-17



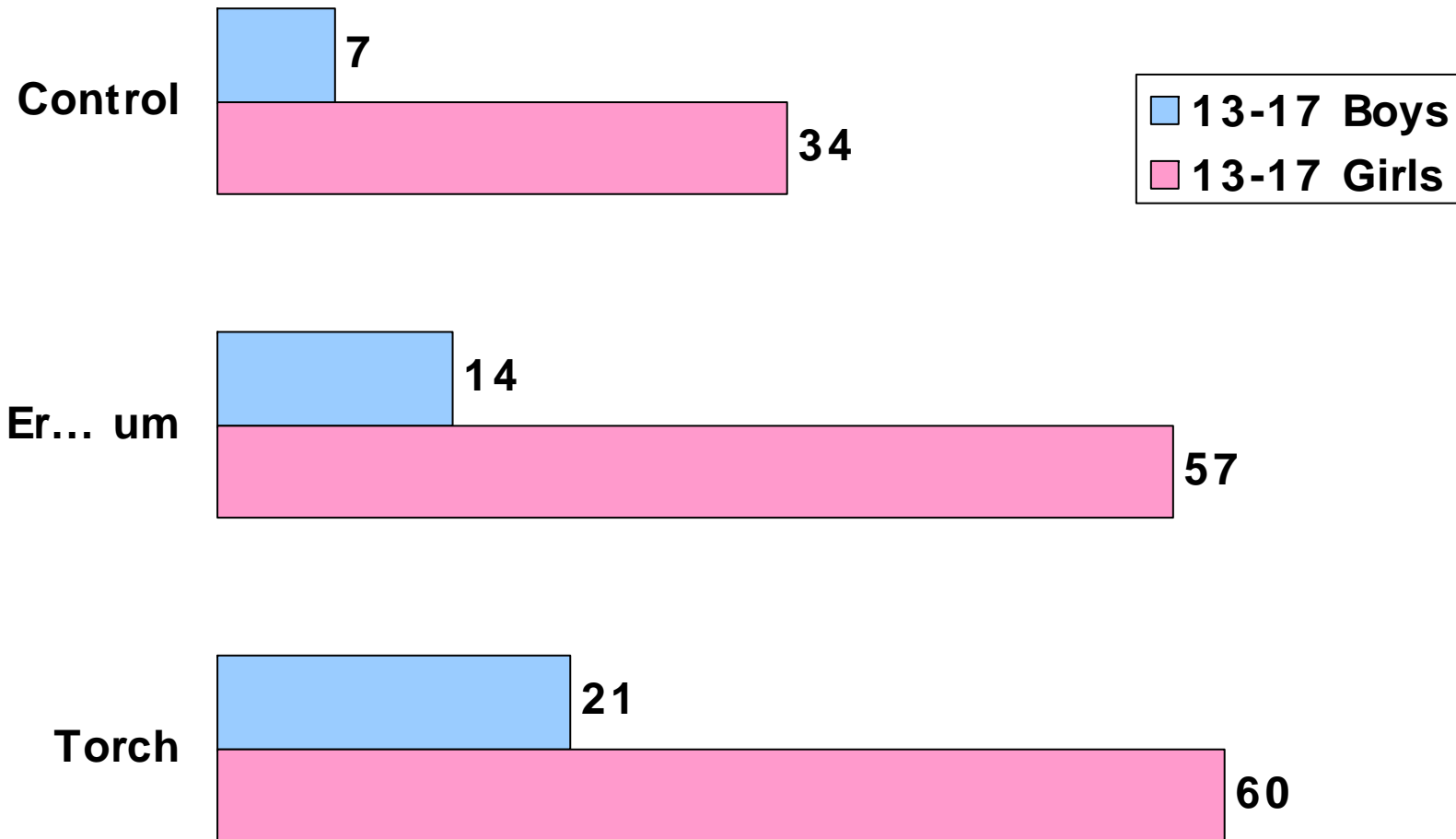
BASE: W4 n=65, W5 n=54, W6 n=113, W7 n = 113, W8 n=61

# Torch - All 13-17



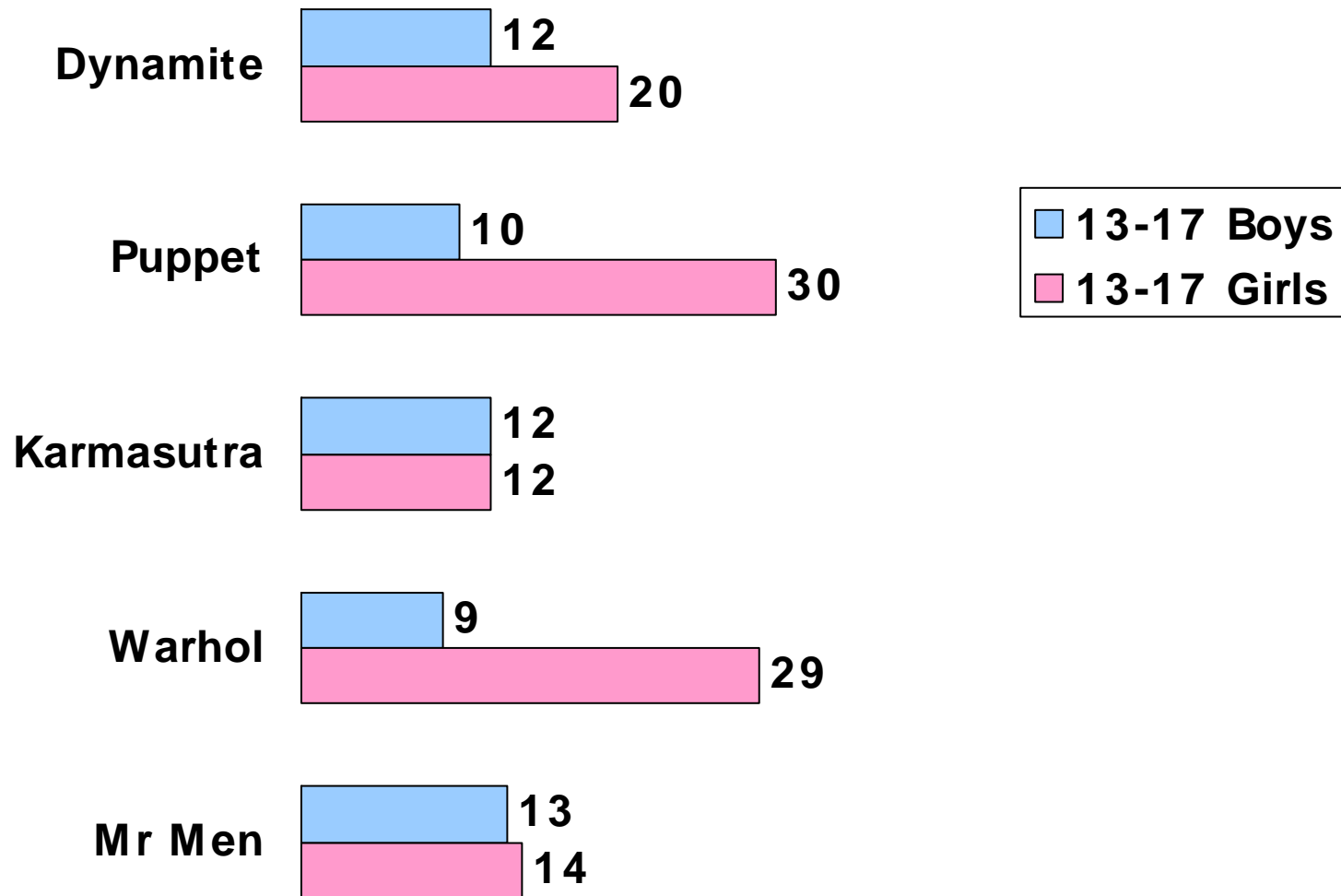
BASE: W4 n=239, W5 n=219, W6 n=502, W7 n=478, W8 n=488

# Prompted recognition of individual picture ads (13-17s) - Gender



Base: Young people 13-17 W8 (488)

# Prompted recognition of individual picture ads continued (13-17s) - Gender



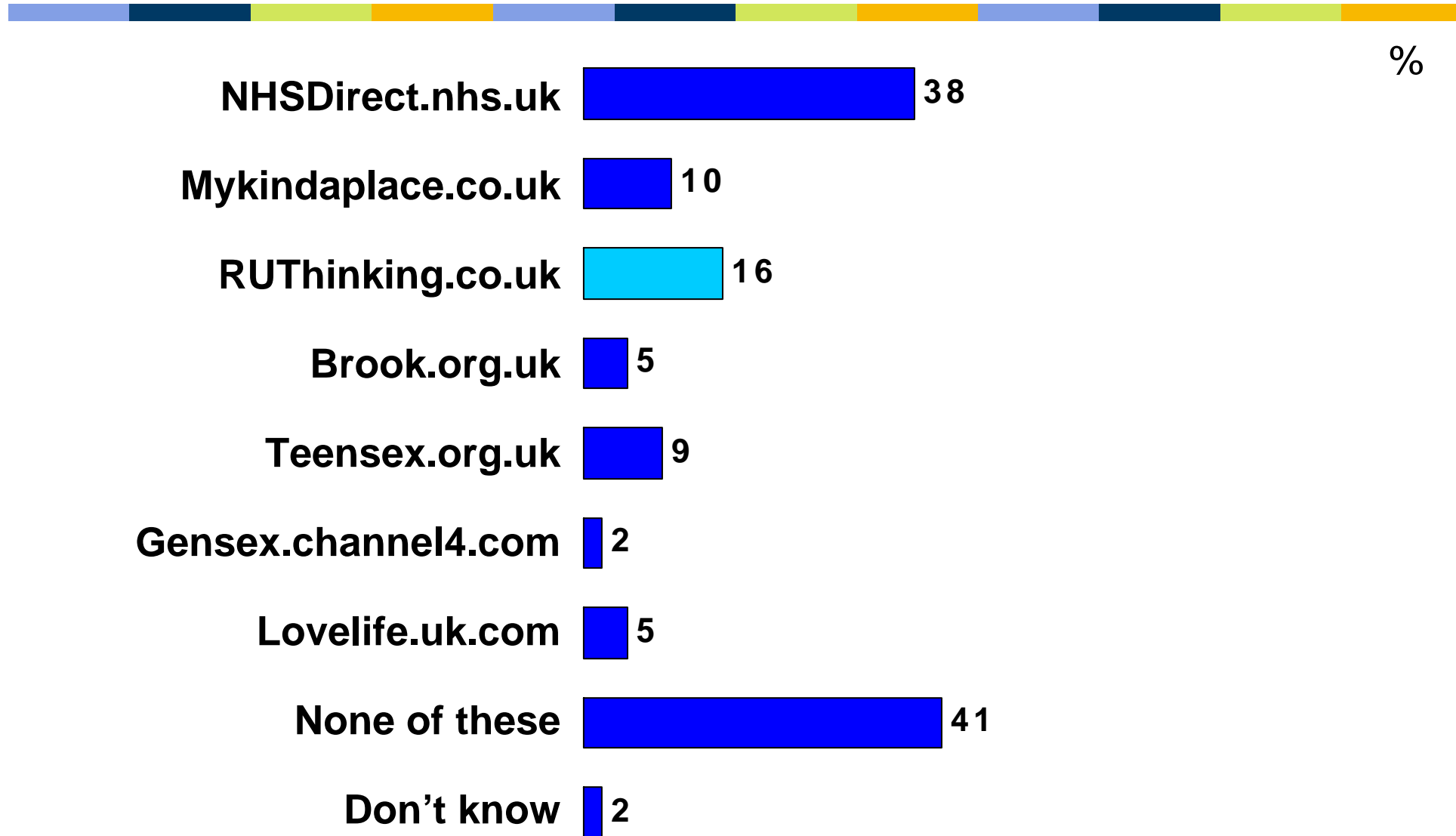
Base: Young people 13-17 W8 (488)



Additional charts - based on 13-21  
sample

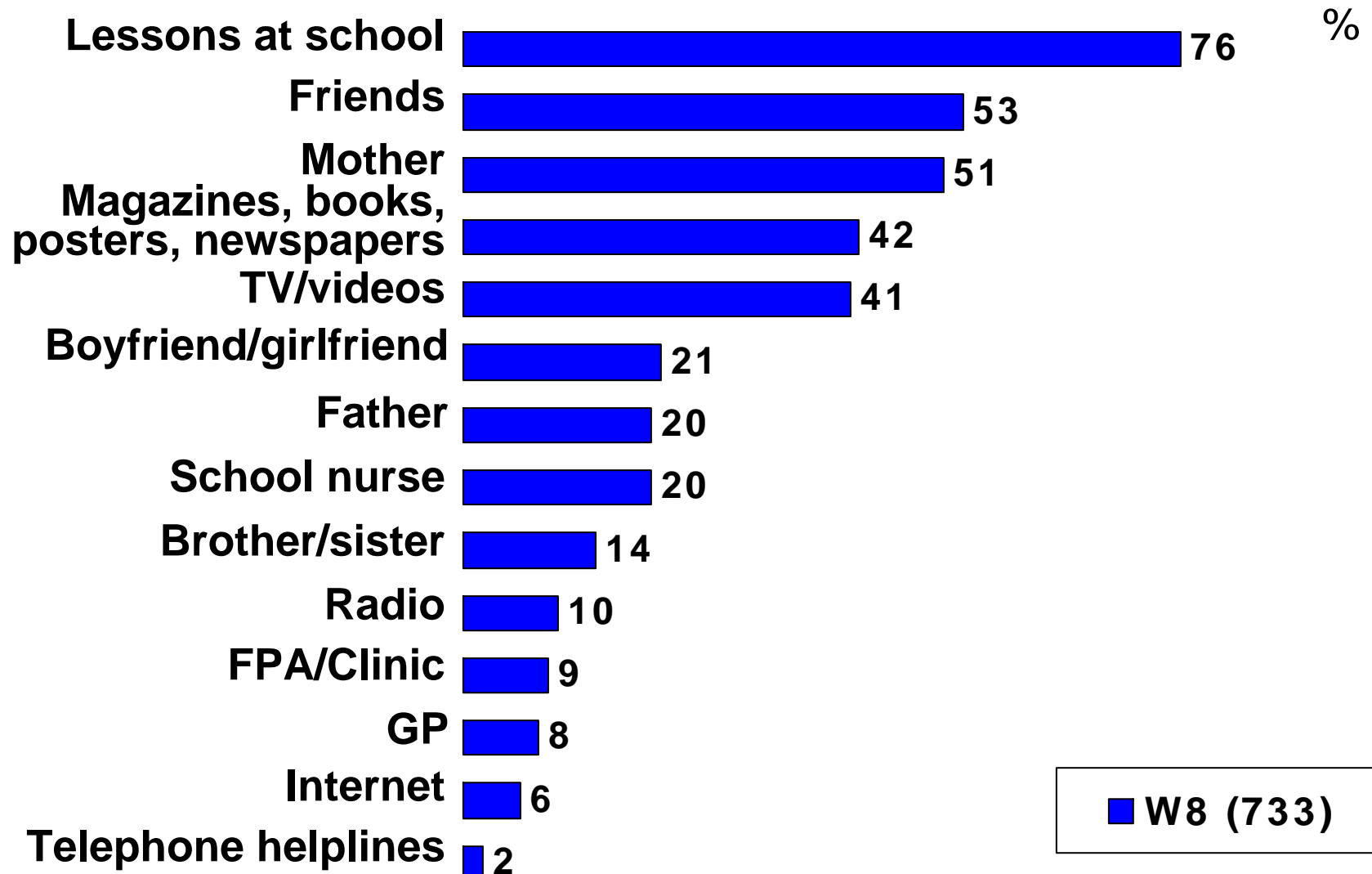


# Prompted awareness of websites - 13-21s



Base: Young people at W8 (733)

# Sources of information used to find out about sex and relationships - 13-21s



Base: Young people aged 13-21 W8 (733)

# Sources of contraceptive advice ever used - 13-21s

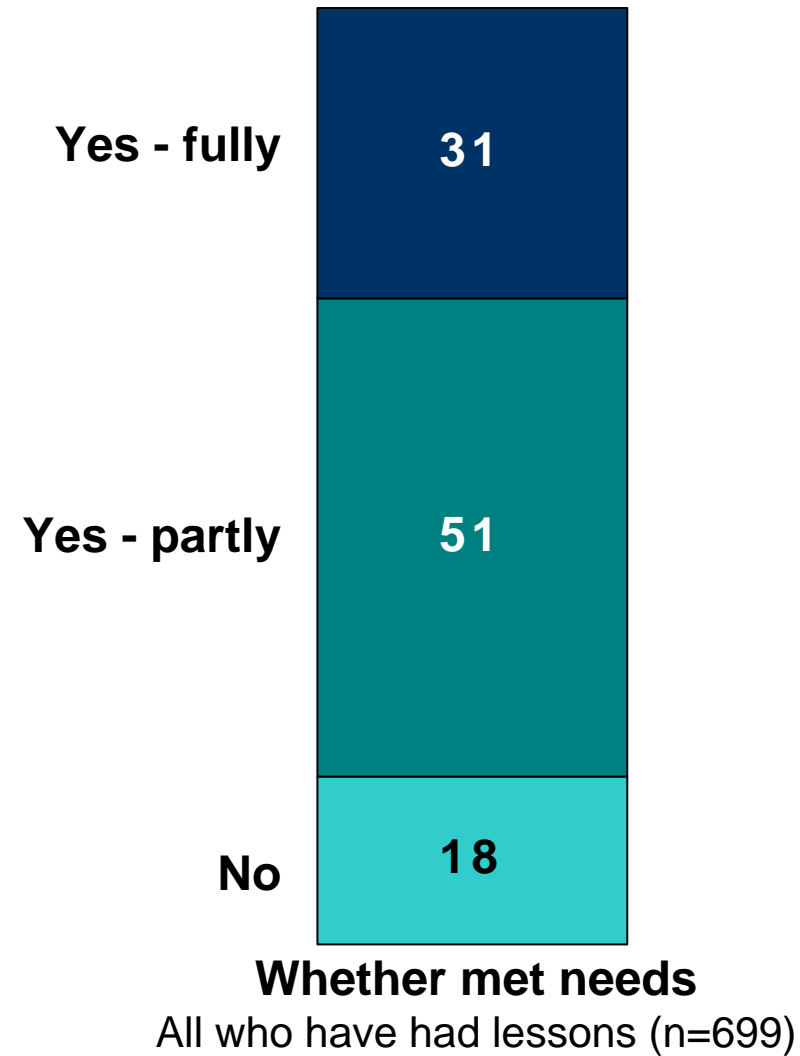
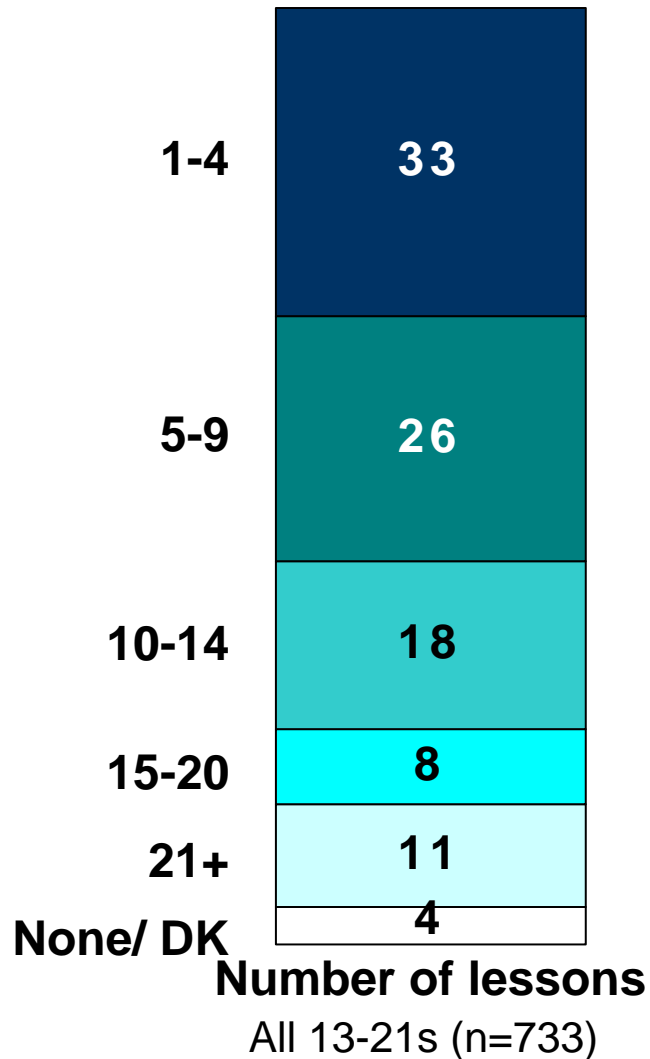
	Young people at Wave 8 (733) %	Young people at Wave 7 (710) %	Young people at Wave 6 (757) %	Young people at Wave 5 (722) %
Teacher/school nurse	29	20	23	19
GP/Practice Nurse	26	21	19	23
Family Planning Clinic	20	18	22	22
Pharmacy	7	6	7	8
Brook Advisory Centre	6	5	7	7
School based clinic	5	5	5	N/A
NHS Walk-in Centres	3	4	4	4
Sexwise	3	3	4	3
NHS Direct Phonenumber	2	1	2	2
Contraceptive Education Service	2	2	2	1
RUThinking.co.uk	1	1	1	1
NHS Direct Website	1	1	1	1
Other	1	*	*	*
None of these	28	44	39	41
Don't know/refused	5	8	8	9

# Sources of contraceptive supplies ever used - 13-21s

	Young people at Wave 8 (733) %	Young people at Wave 7 (710) %	Young people at Wave 6 (757) %	Young people at Wave 5 (722) %
Family Planning Clinic	21	17	21	20
GP/Practice Nurse	19	17	13	18
Pharmacy	17	14	17	17
Vending machine	15	12	15	17
Teacher/school nurse	9	6	8	6
Brook	4	4	5	5
School-based clinic	4	3	3	N/A
NHS Walk-in centres	3	3	3	3
Other	1	0	1	1
None	36	38	34	40
Don't know/refused	6	13	14	10

# Sex education lessons - 13-21s

%



Base: Young people aged 13-21 W8 (733)

# Perception of how many young people have had sex before their 16th birthday - 13-21s

%

Less than 1/4

13

1/4 - 1/2

42

1/2 to 3/4

29

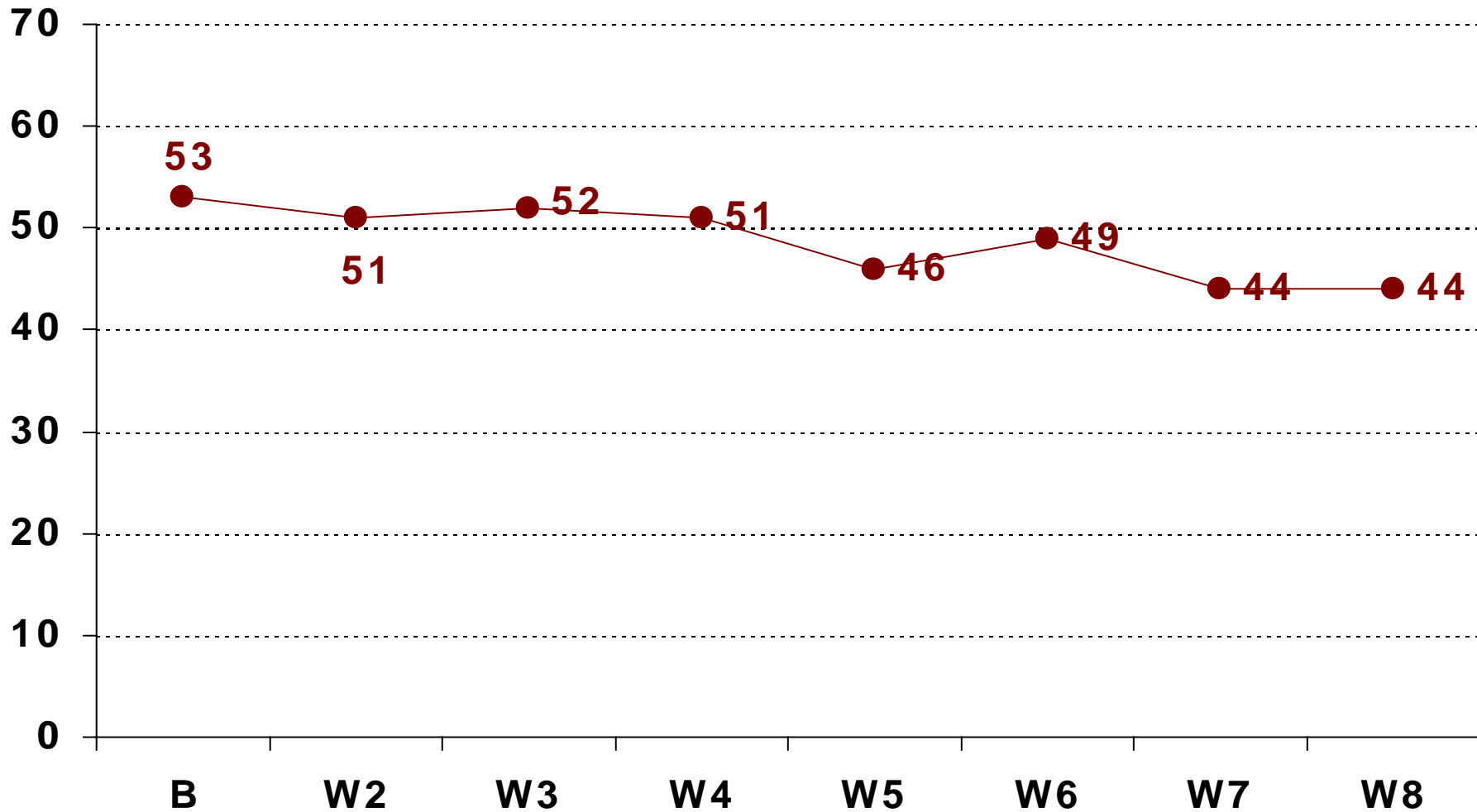
More than 3/4  
Don't know

14

Base: Young people 13-21 W8 (733)

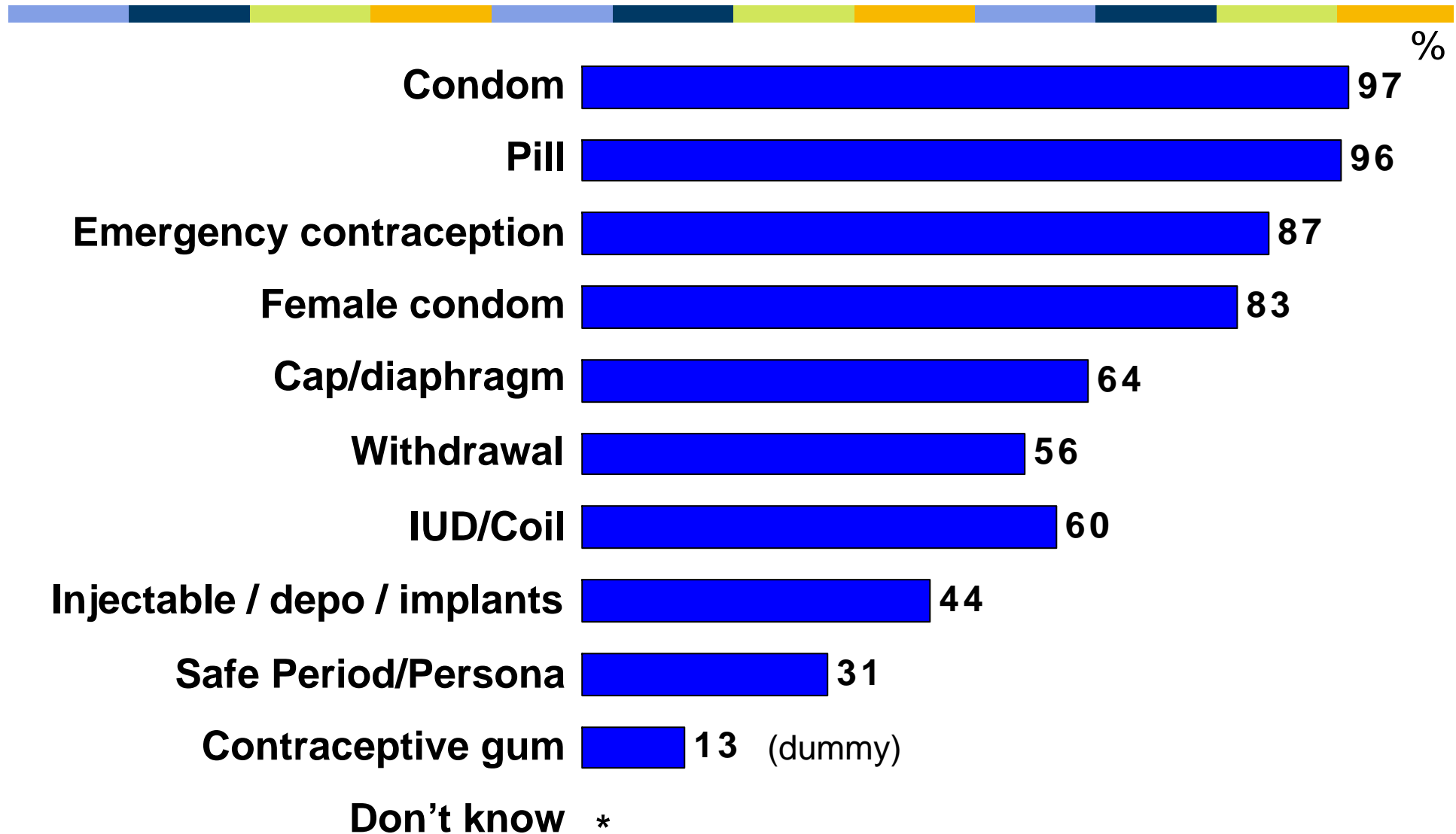
# Proportion 13-21s thinking half or more young people have had sex before their 16th birthday

% thinking half or more



Base: Young people B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Awareness of contraceptive methods - 13-21s



Base: Young people 13-21 W8 (733)



# Awareness latest time after sex emergency contraception can be used - 13-21s

%

Up to 12 hours

17

Up to 24 hours

27

Up to 72 hours

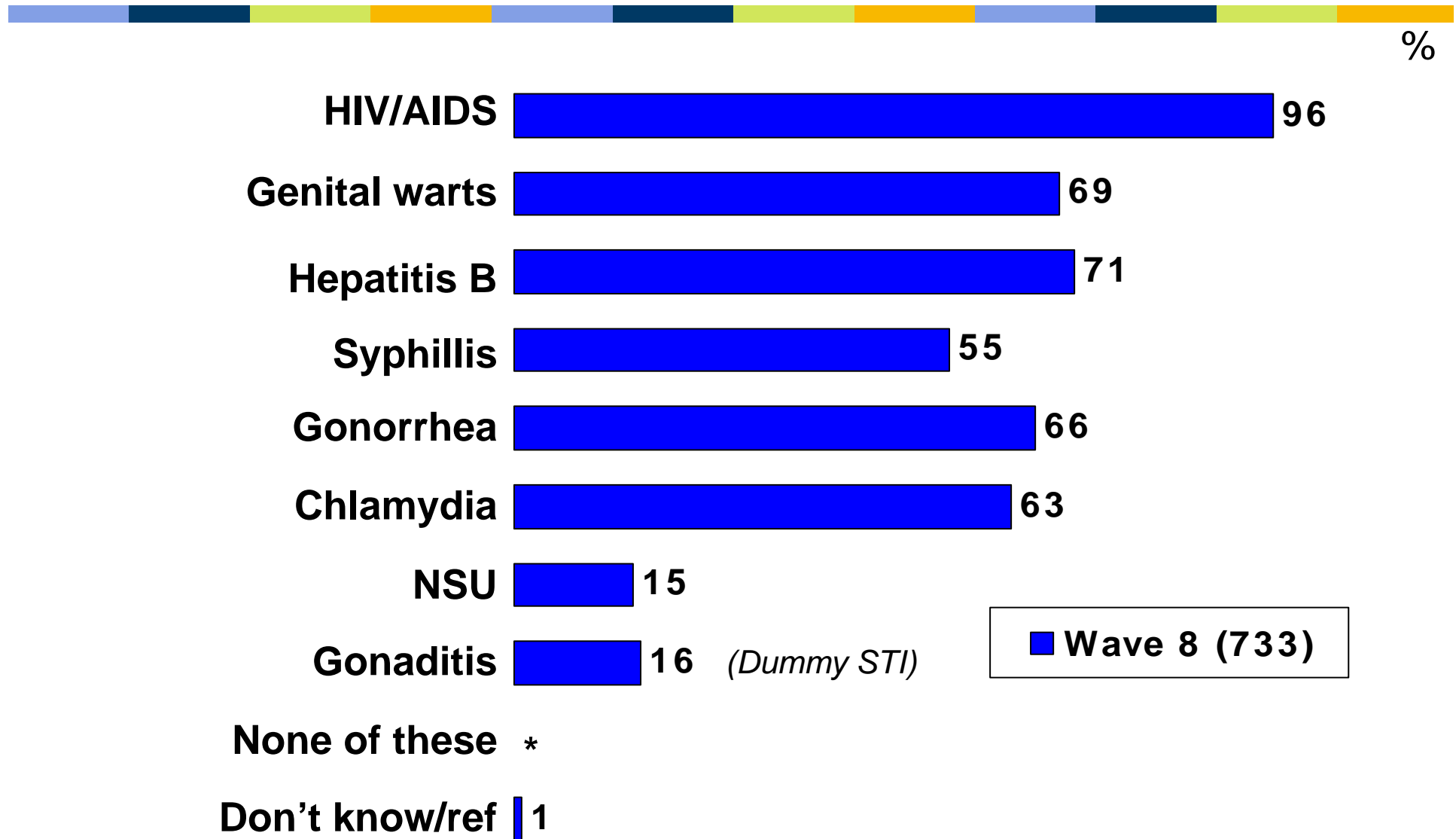
49

5 days or more  
Don't know

5

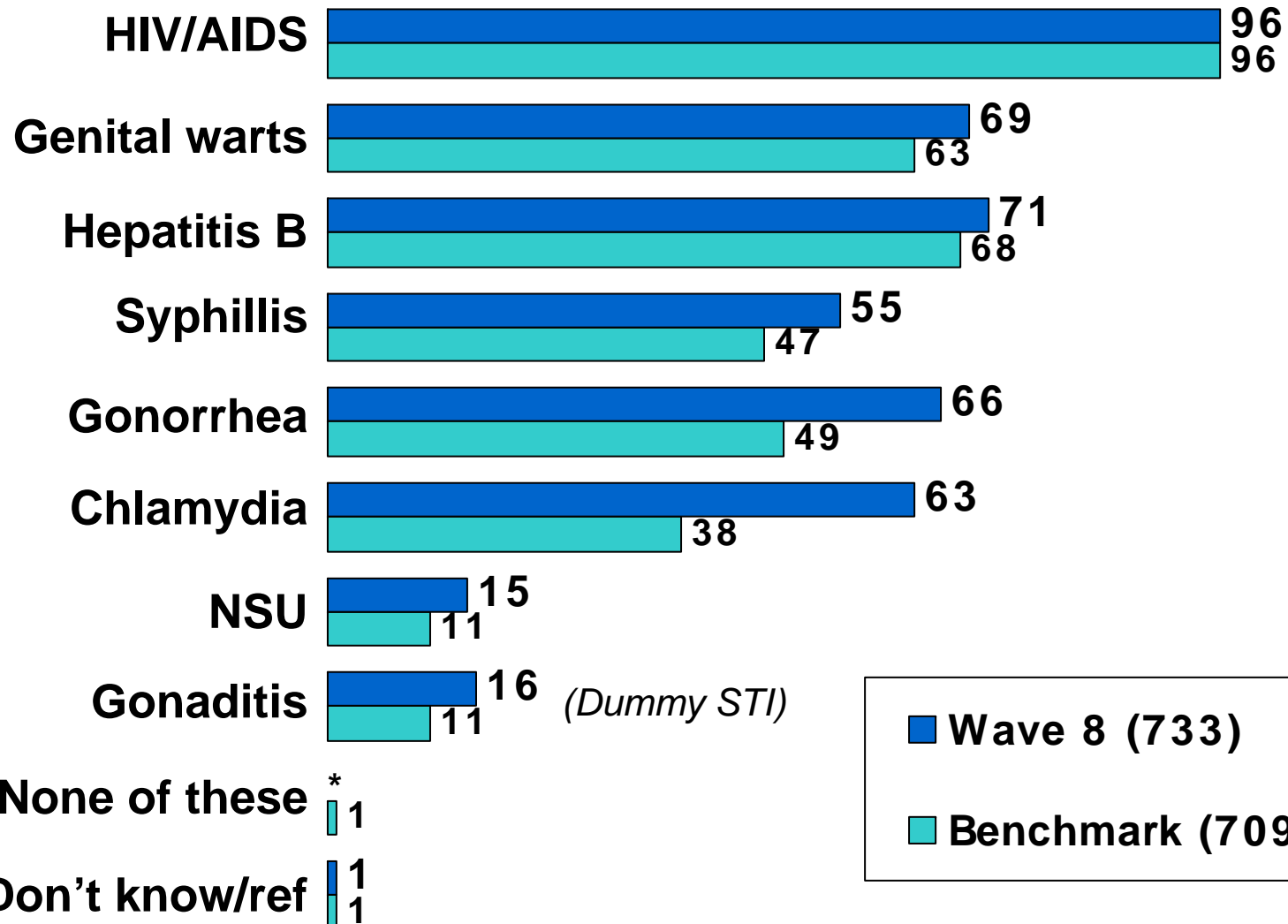
Base: Young people aged 13-21 who have heard of emergency contraception at W8 (691)

# Awareness of STIs



Base: Young people aged 13-21 W8 (733)

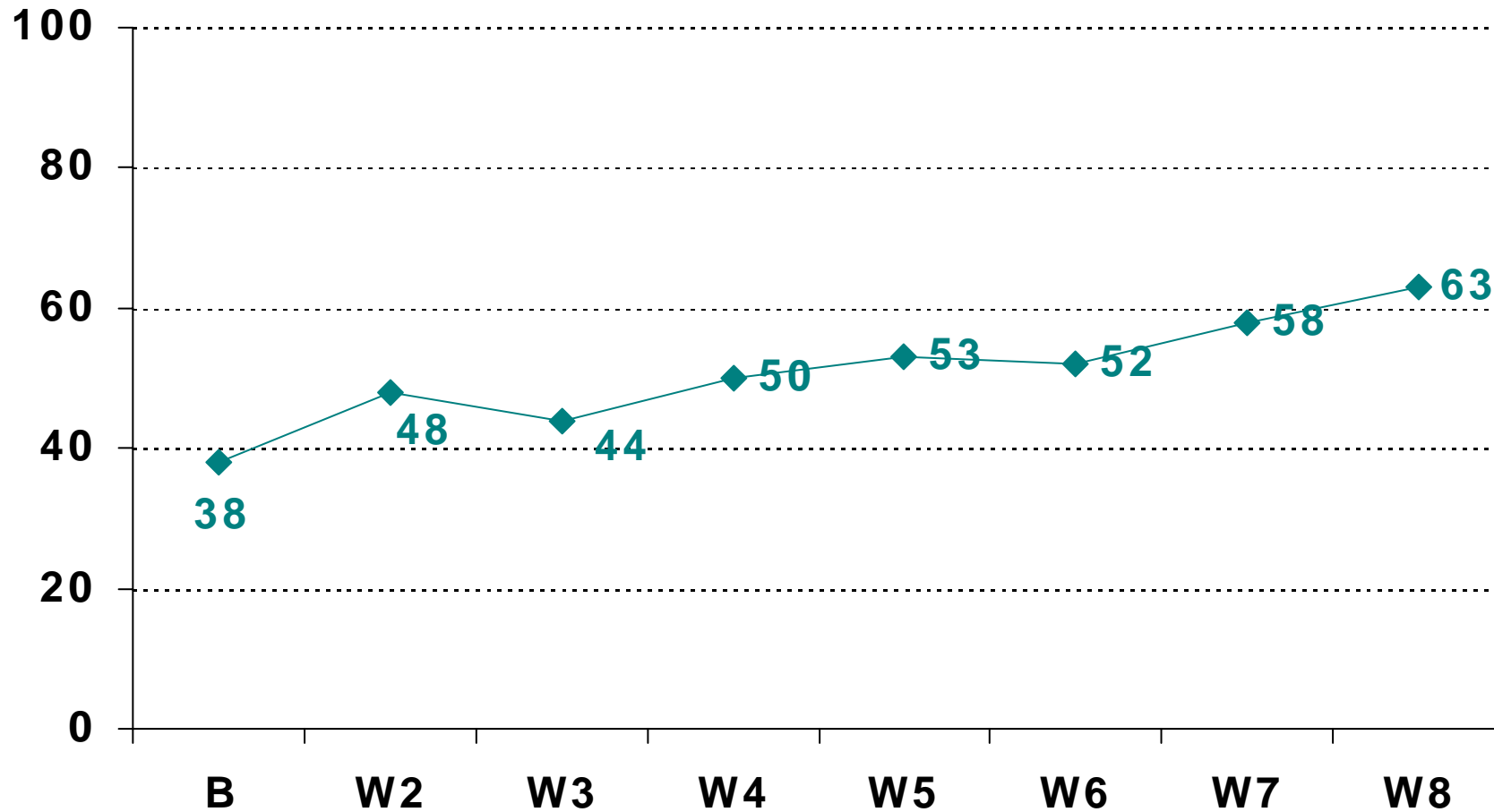
# Awareness of STIs - 13-21s



Base: Young people 13-21: (B (709), W8 (733))

# Awareness of Chlamydia - 13-21s

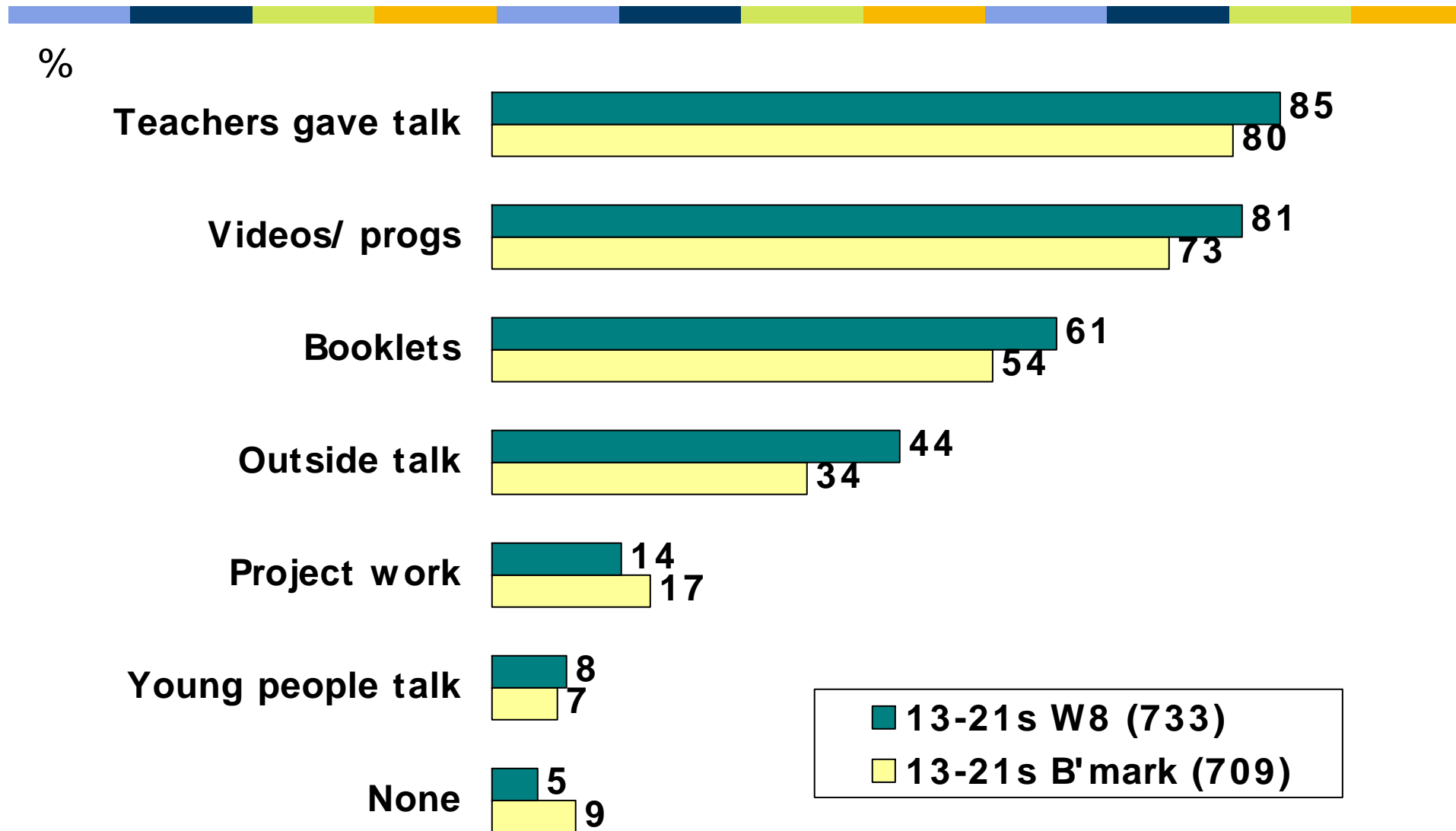
% aware



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Sex education lessons - methods used

## - 13-21s



Base: Young people aged 13-21: B (709), W8 (733)

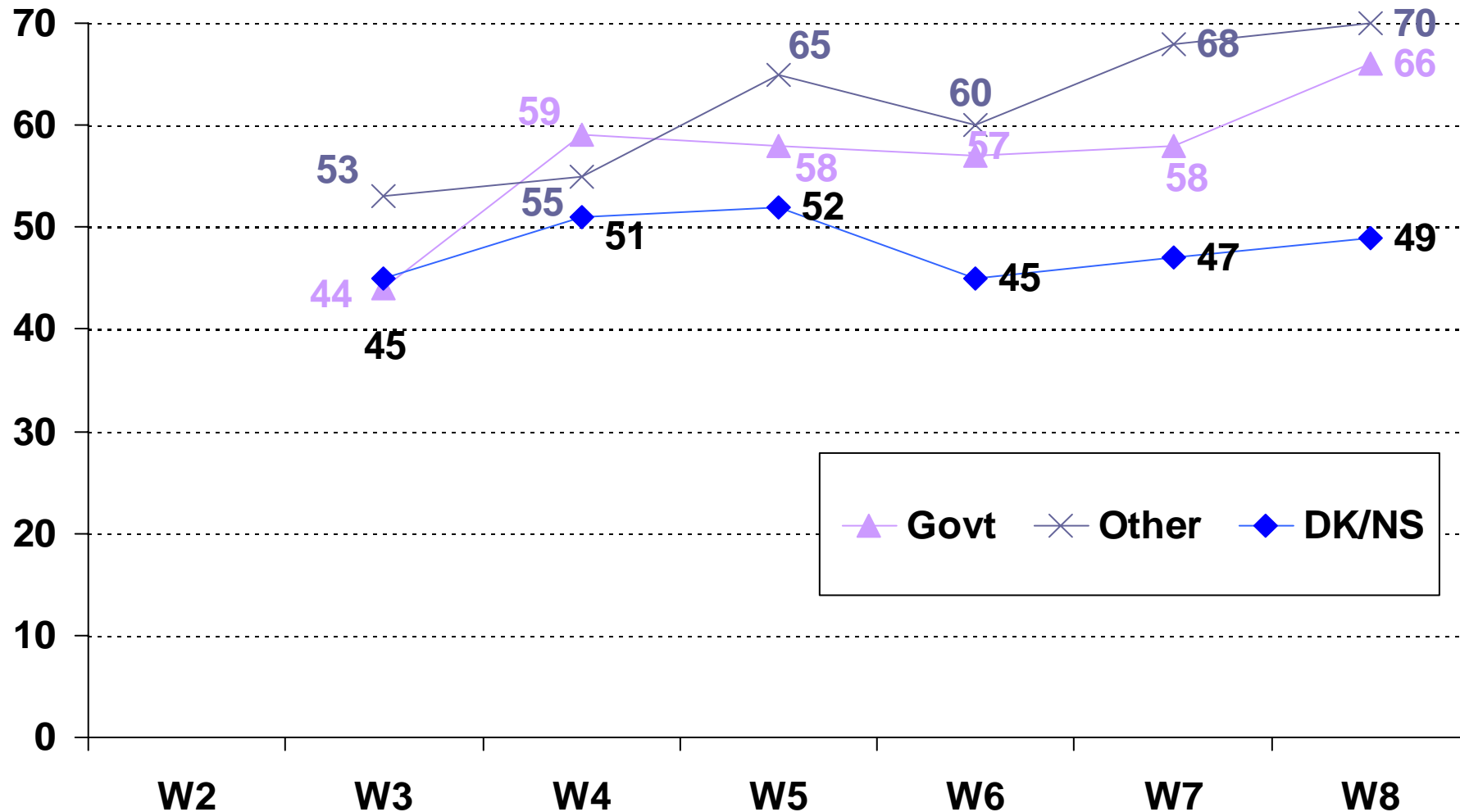


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Communication analysed by who put  
the ads out

# These ads made me realise it's important to use condoms/contraception (13-17s)

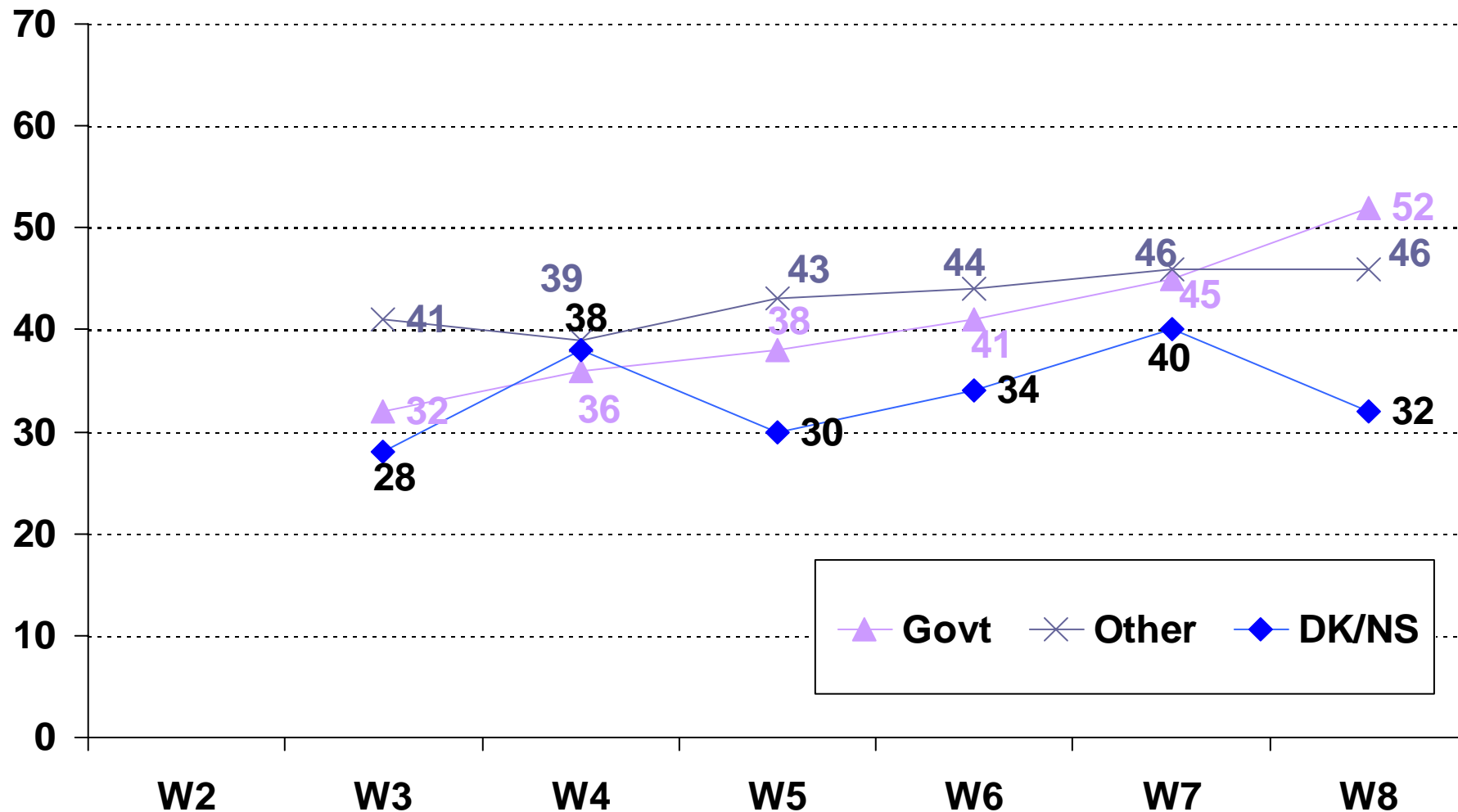
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads told me it's important to talk to your partner about condoms (13-17s)

% feel statement applies to ads

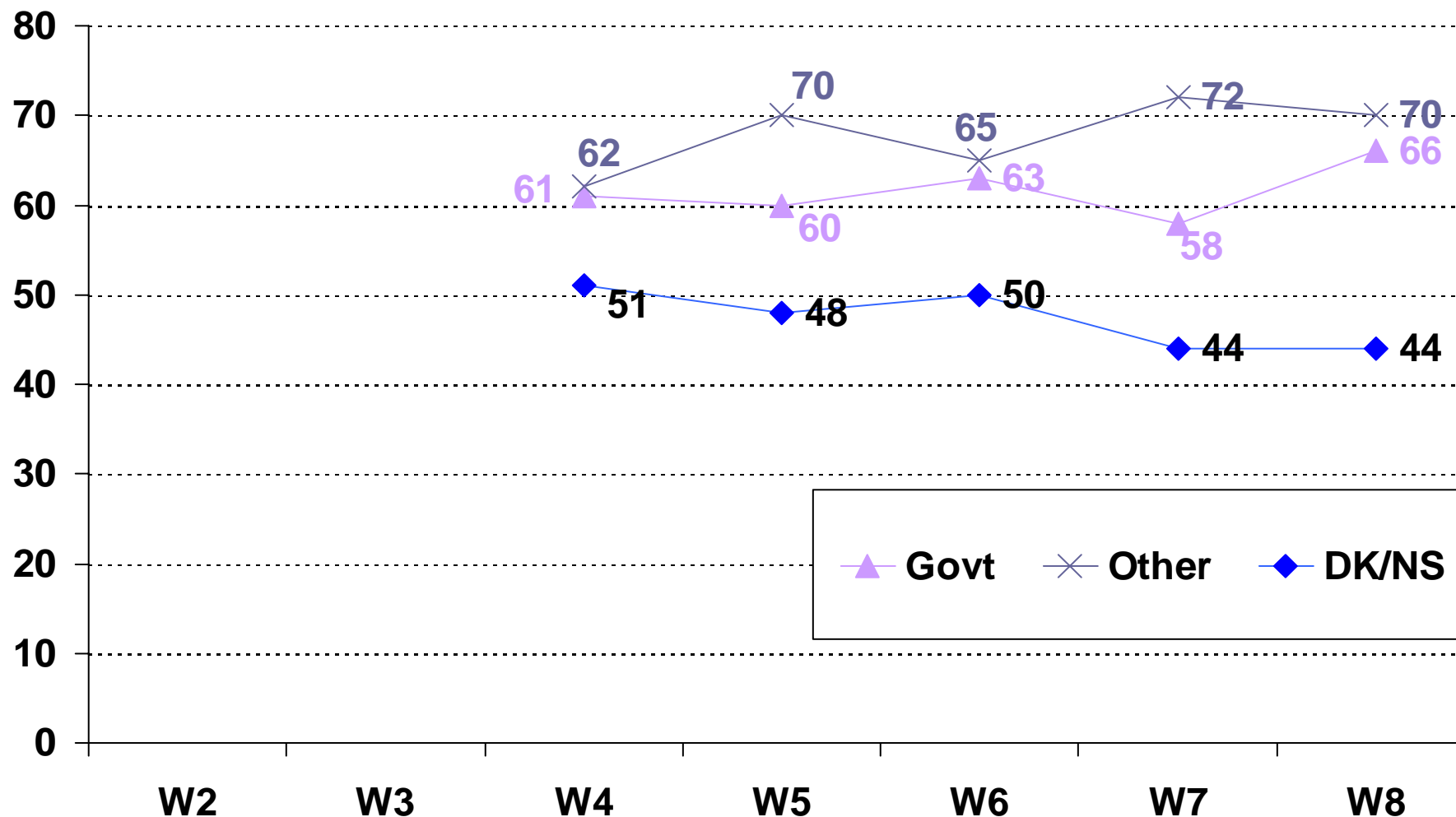


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# These ads told me it's important to use a condom to protect against STIs (13-17s)

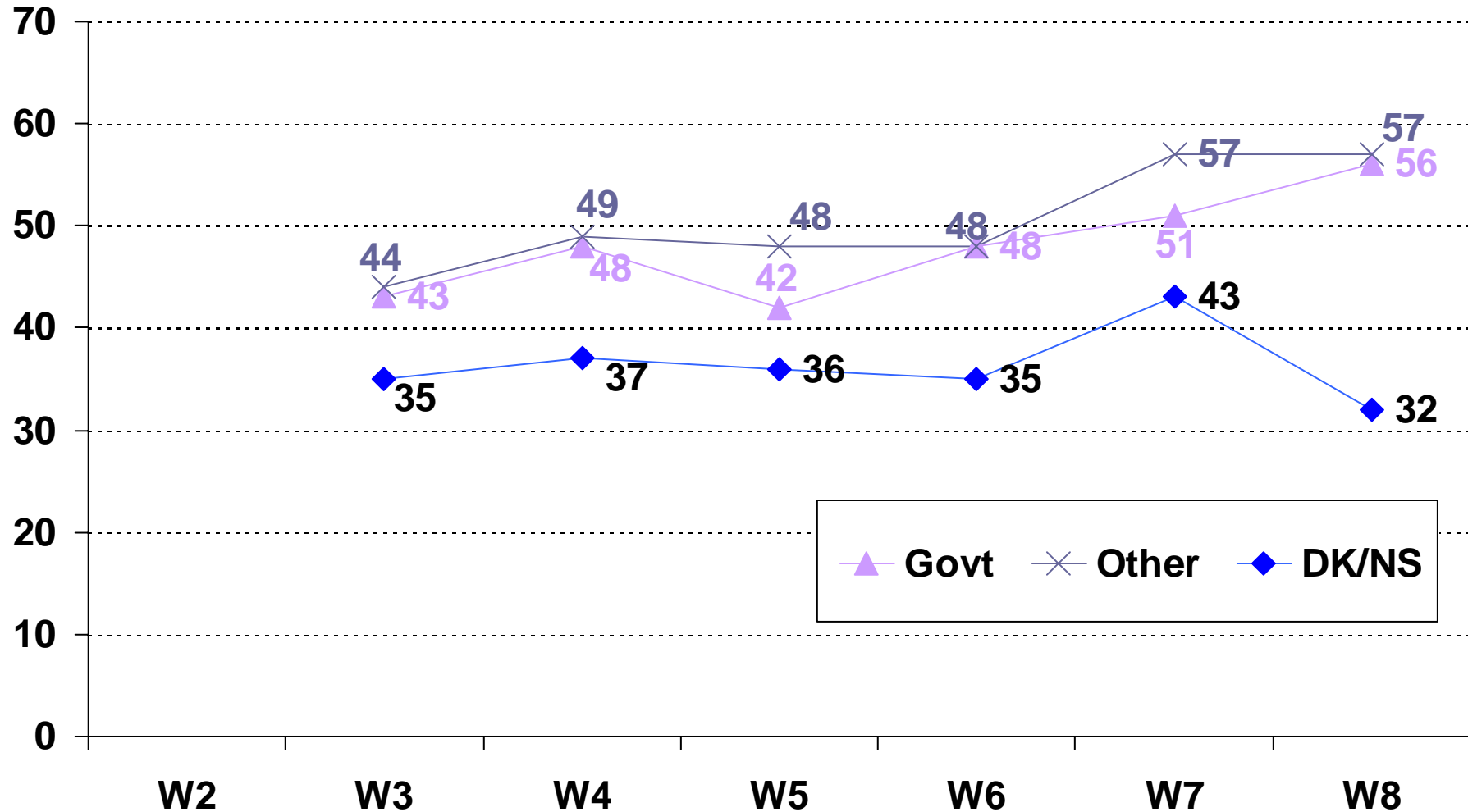
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads made me think people should not be pressured to have sex (13-17s)

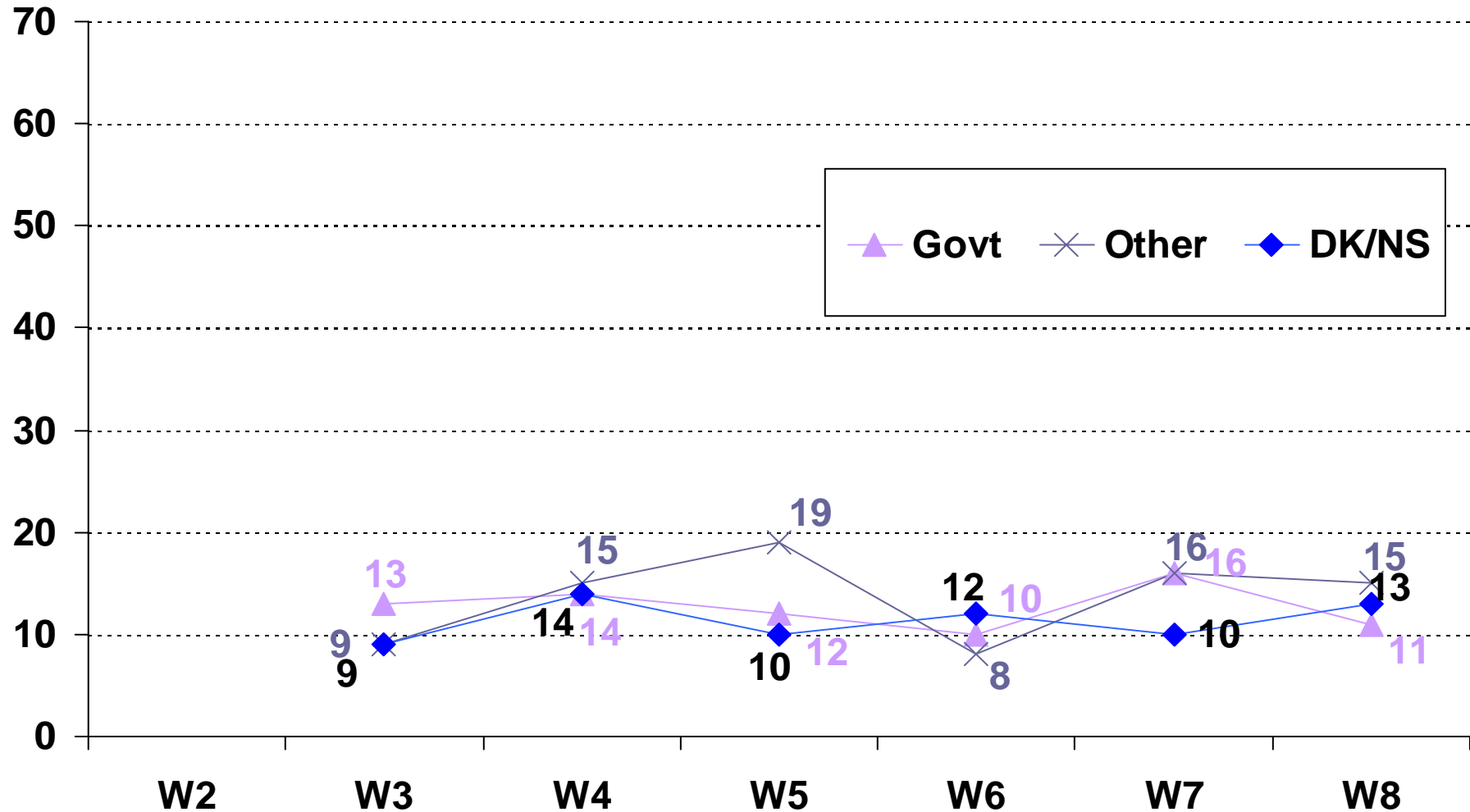
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads told me something I didn't know already (13-17s)

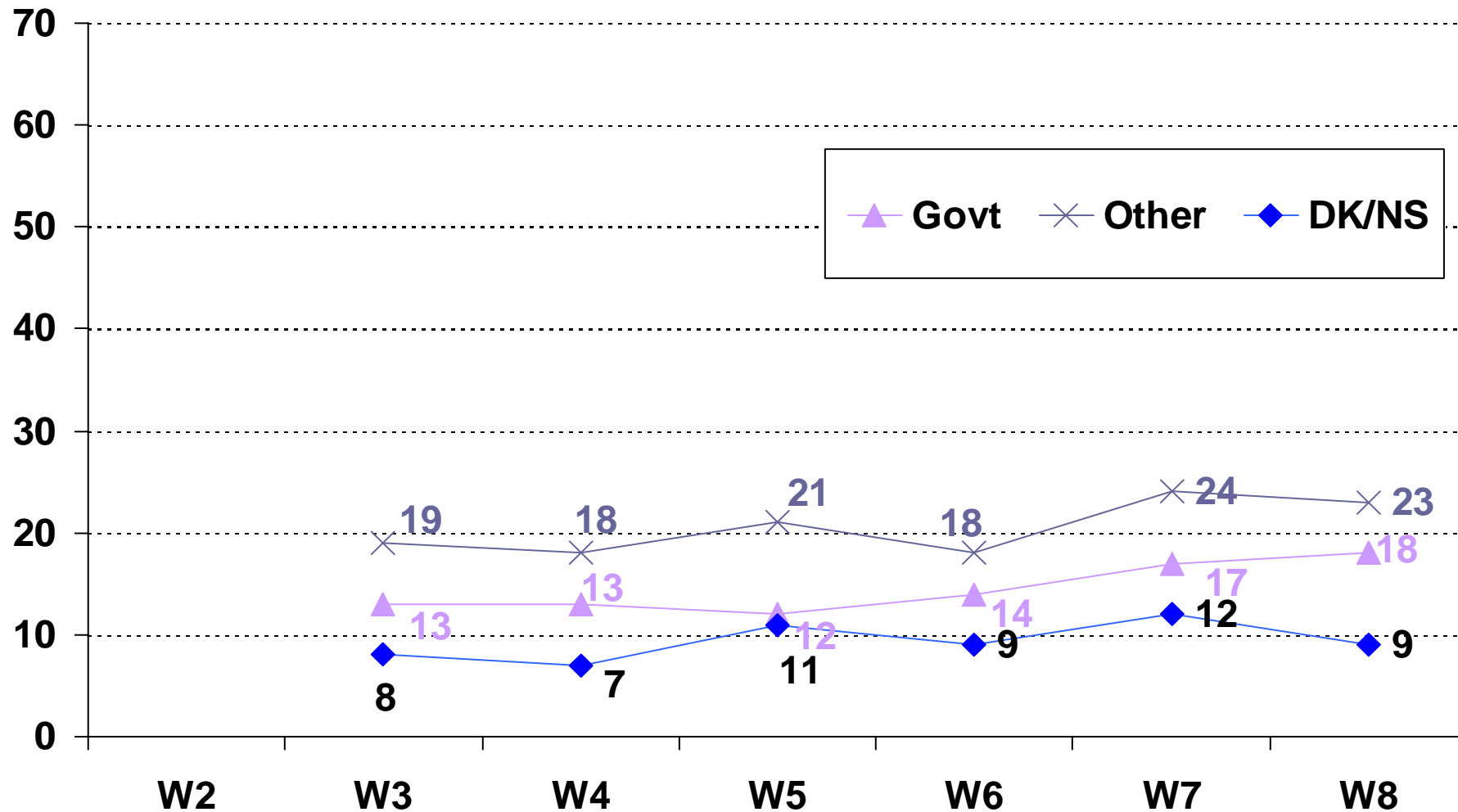
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads made me more likely to call Sexwise (13-17s)

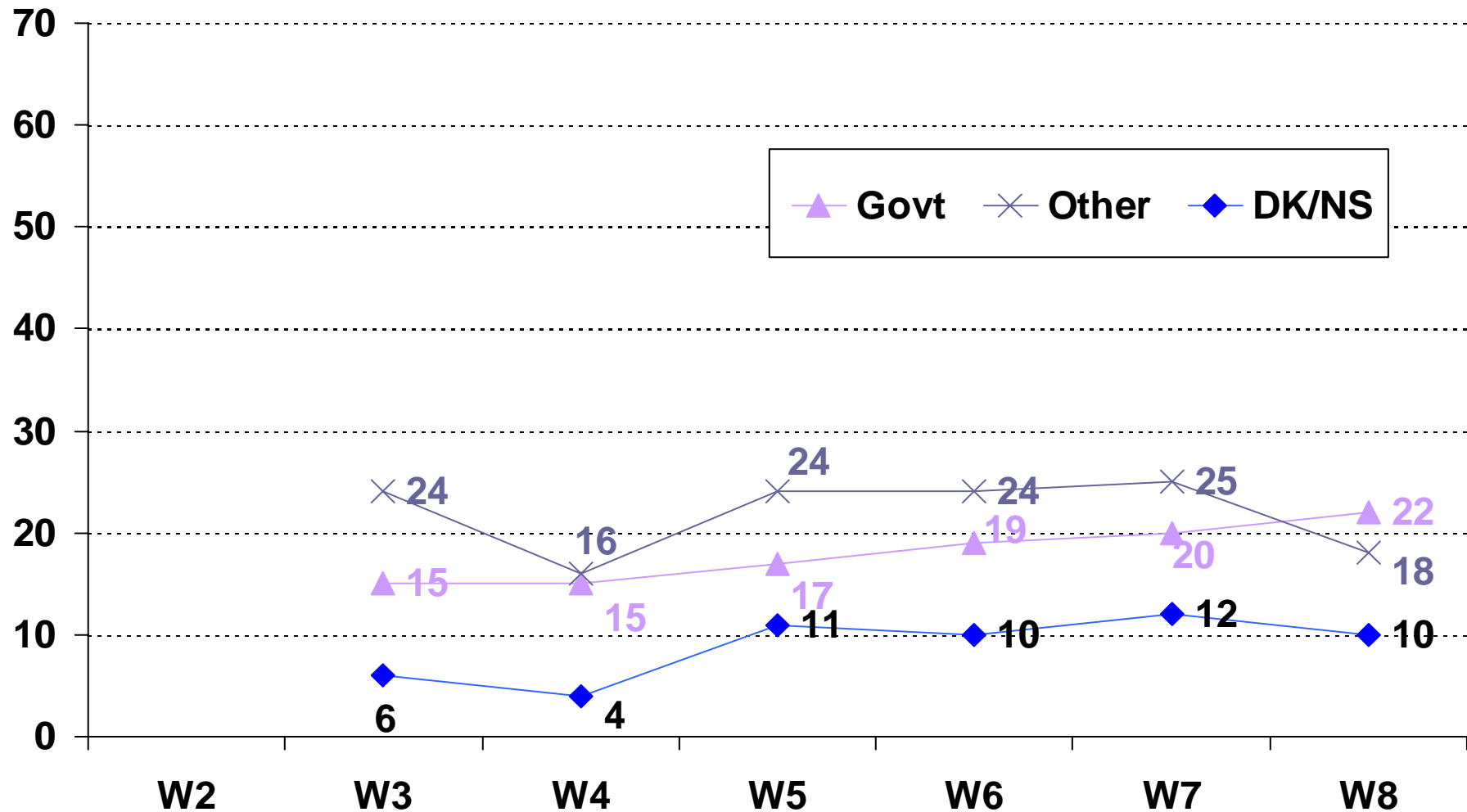
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads made me more likely to visit RUThinking.co.uk (13-17s)

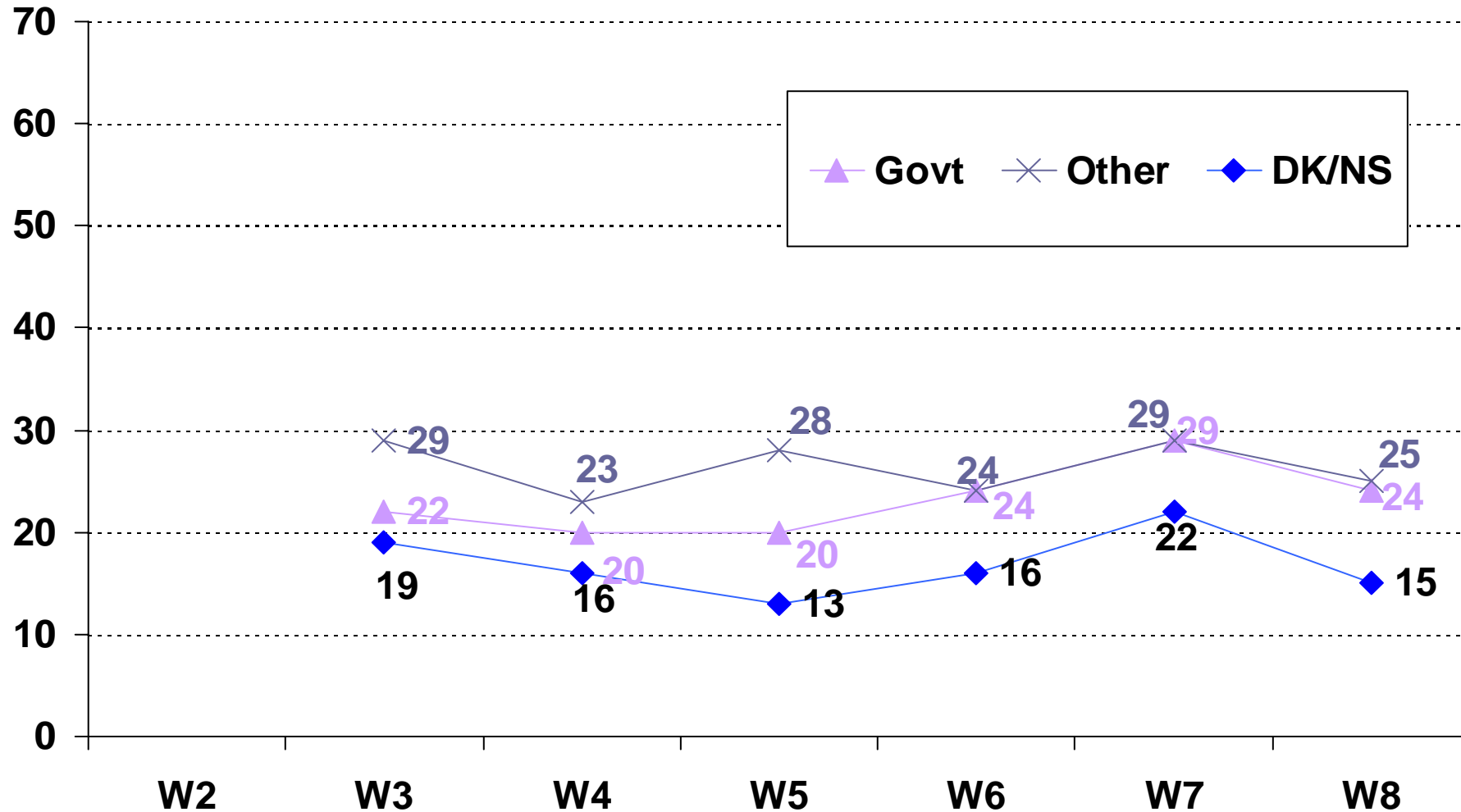
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads made me more likely to talk to someone about sex (13-17s)

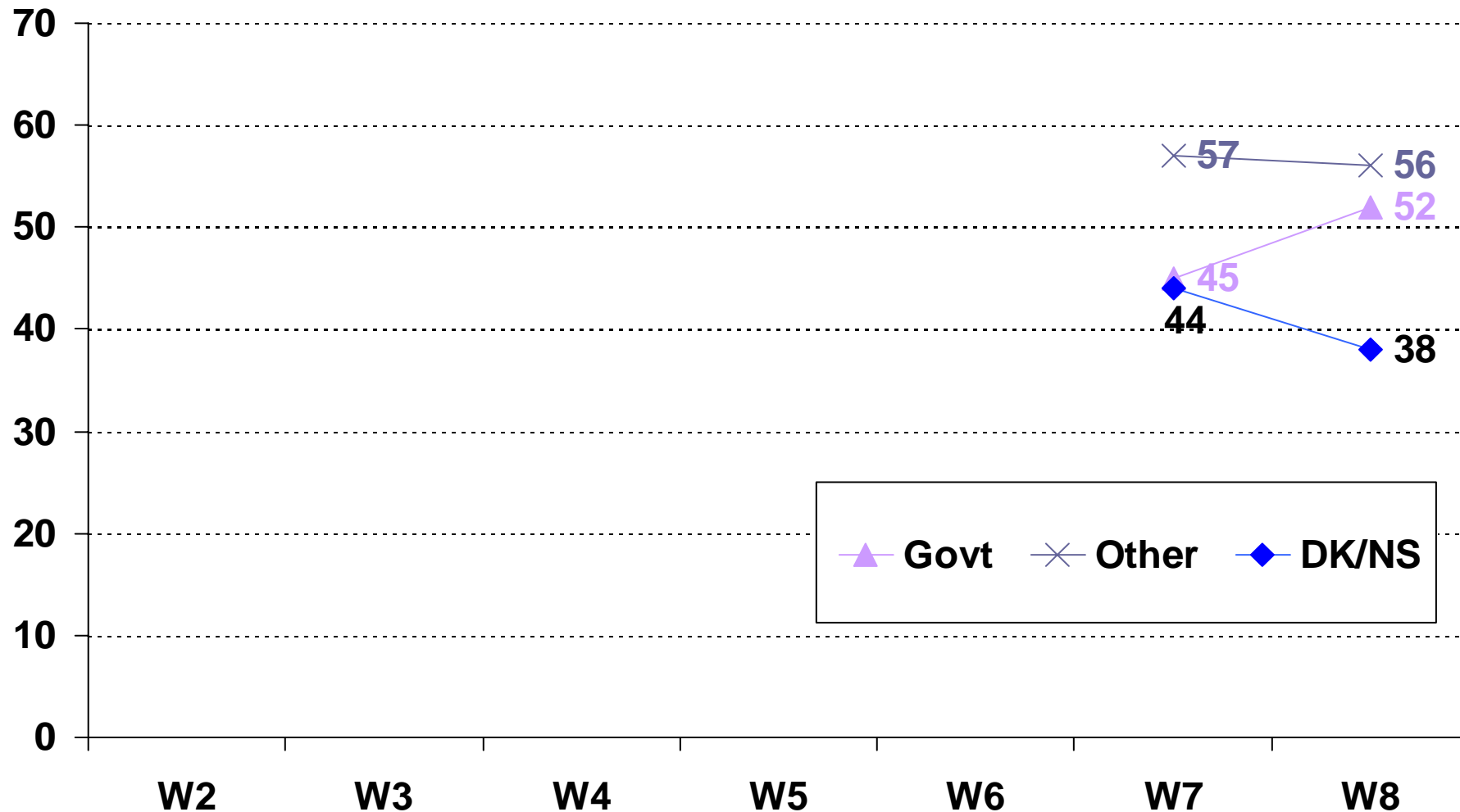
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads told me you can't tell who has an STI by looking at them (13-17s)

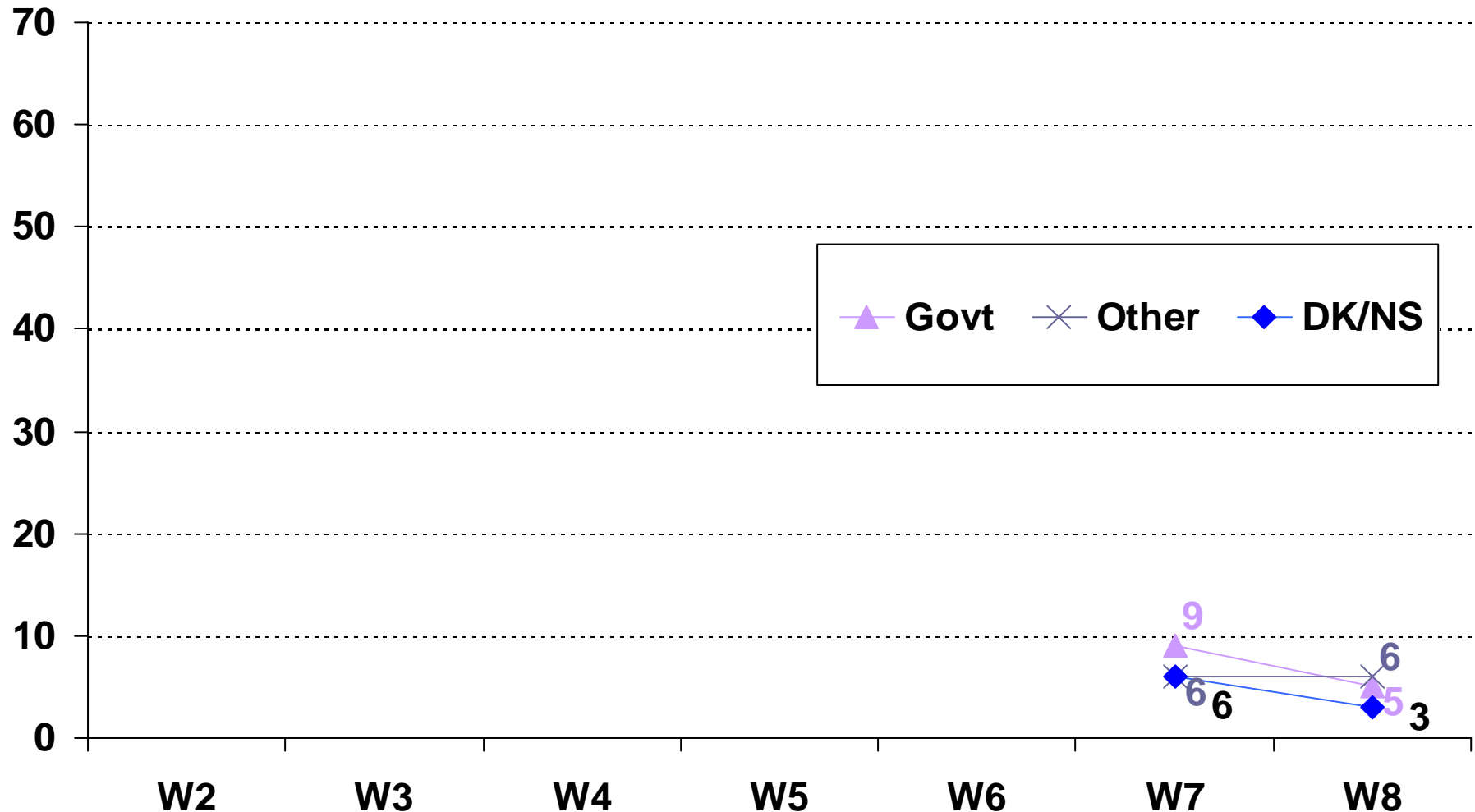
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# I am fed up seeing/hearing these ads (13-17s)

% feel statement applies to ads

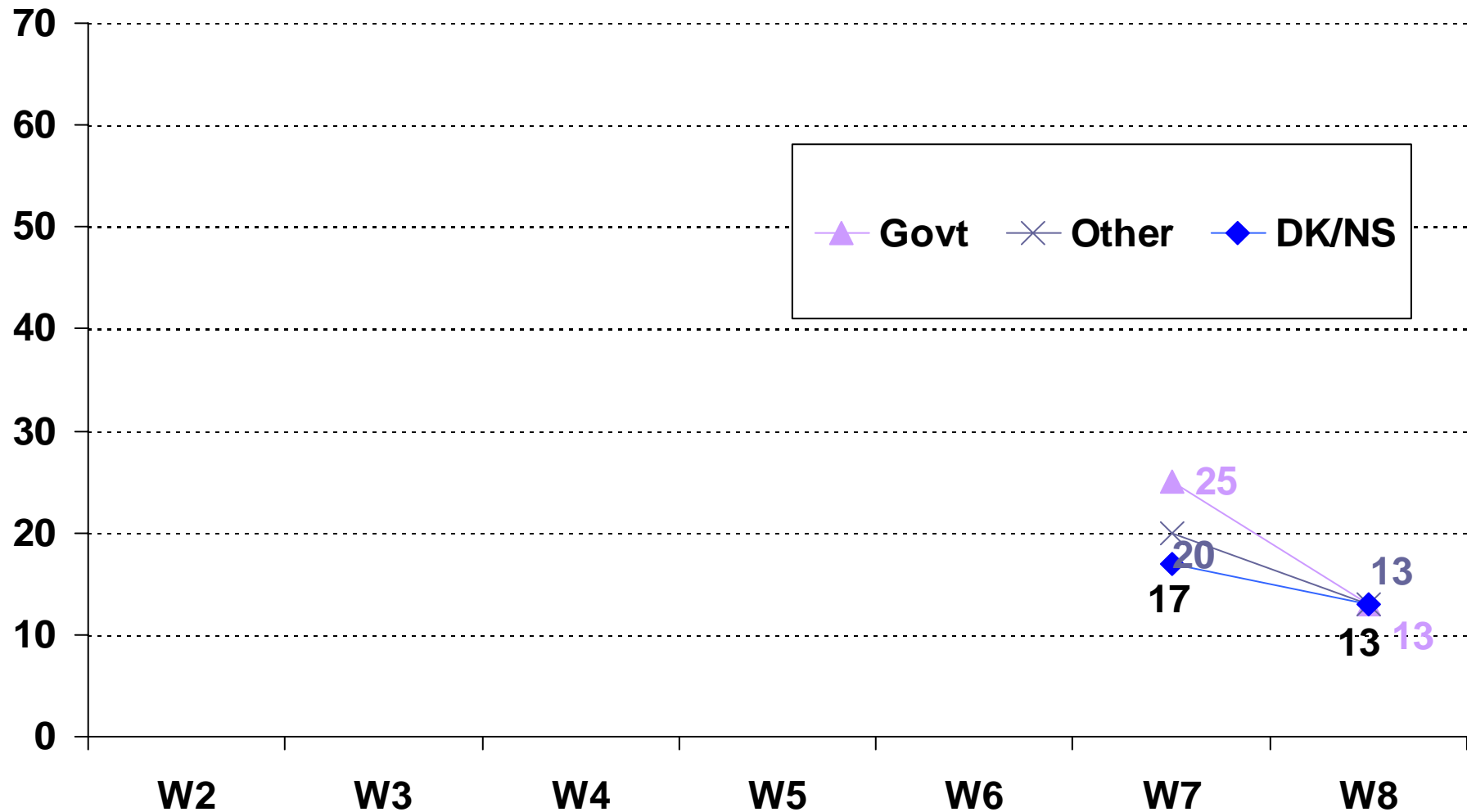


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# I don't take notice of these ads any more (13-17s)

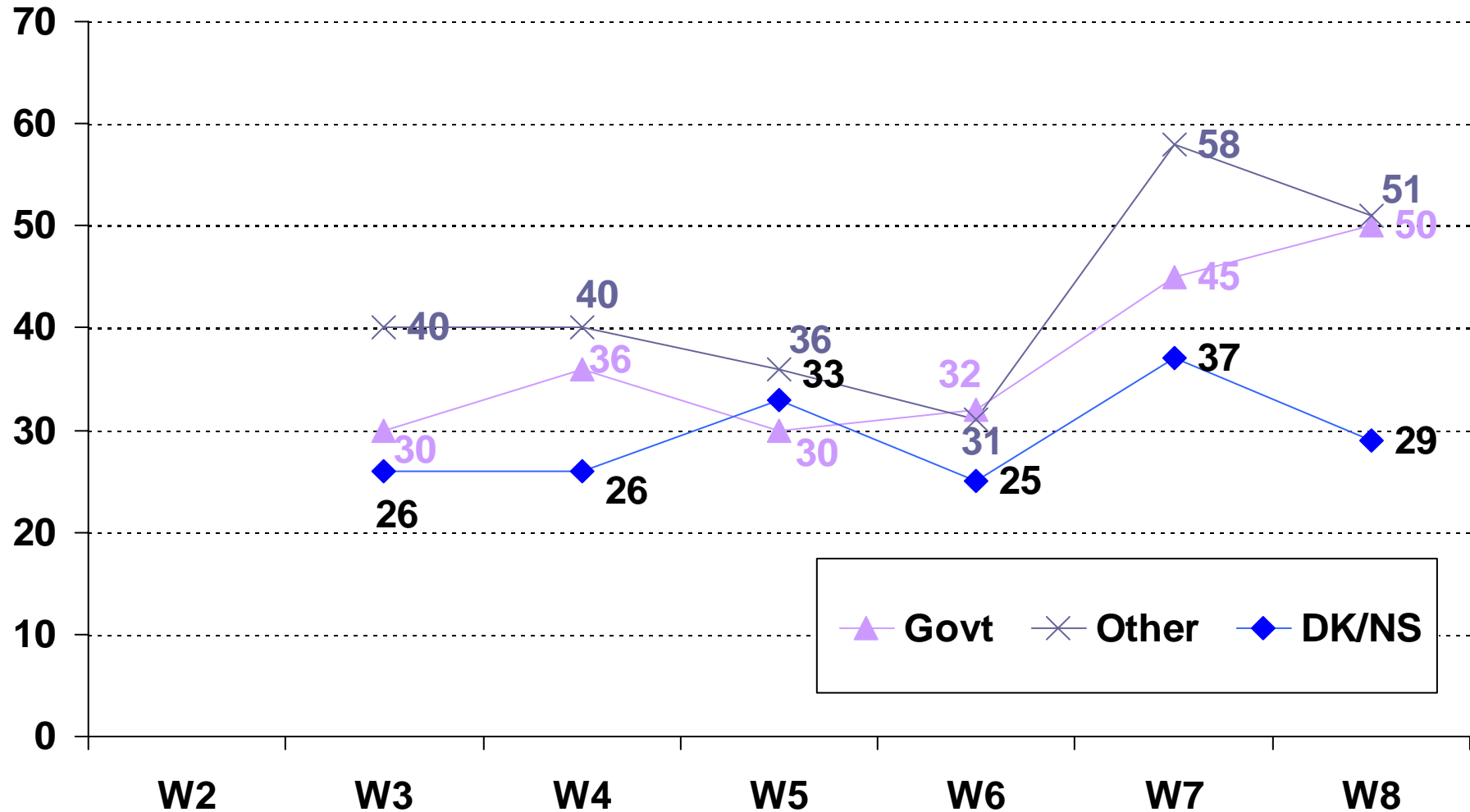
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads really understand what it is like to be a young person today (13-17s)

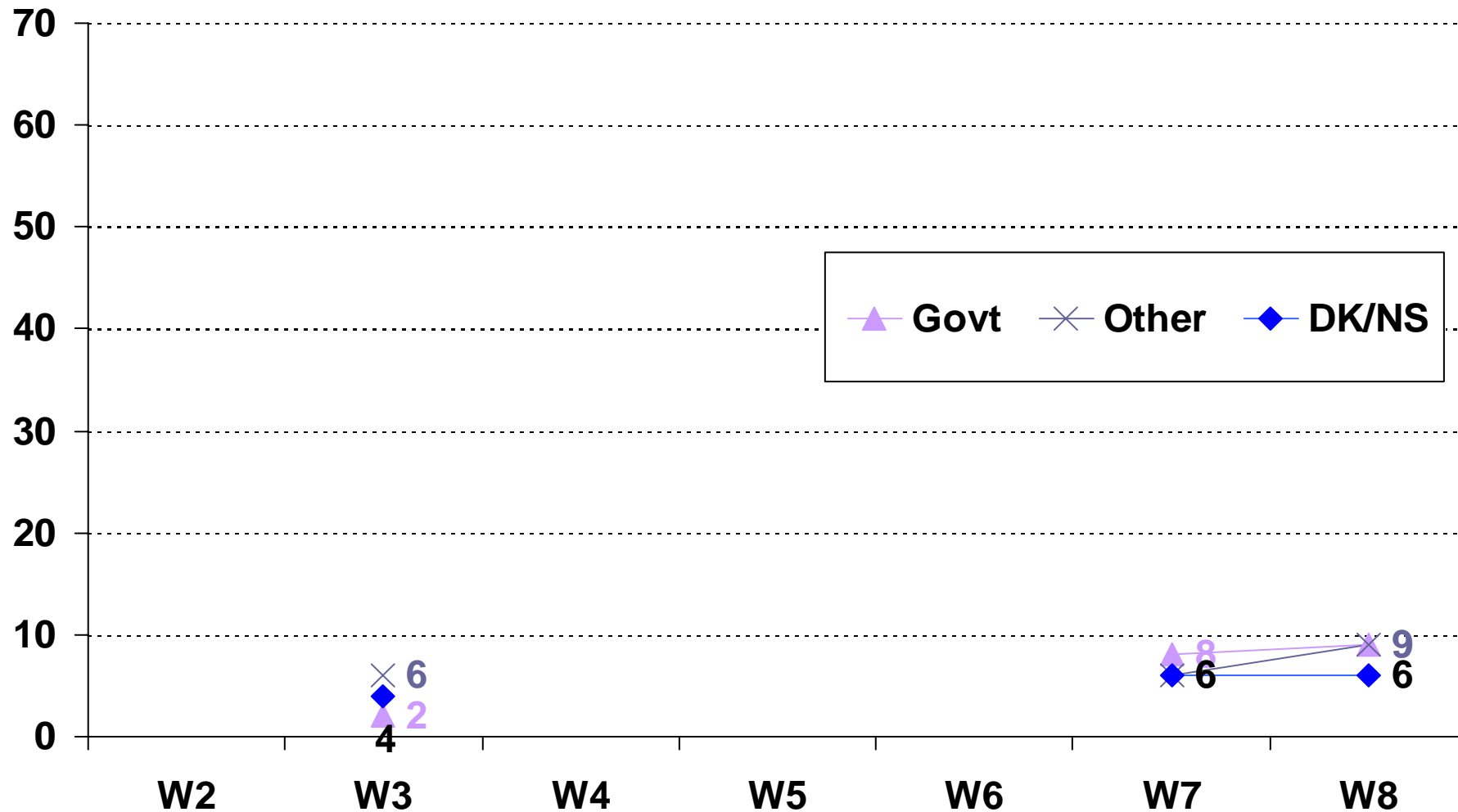
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads talked down to me (13-17s)

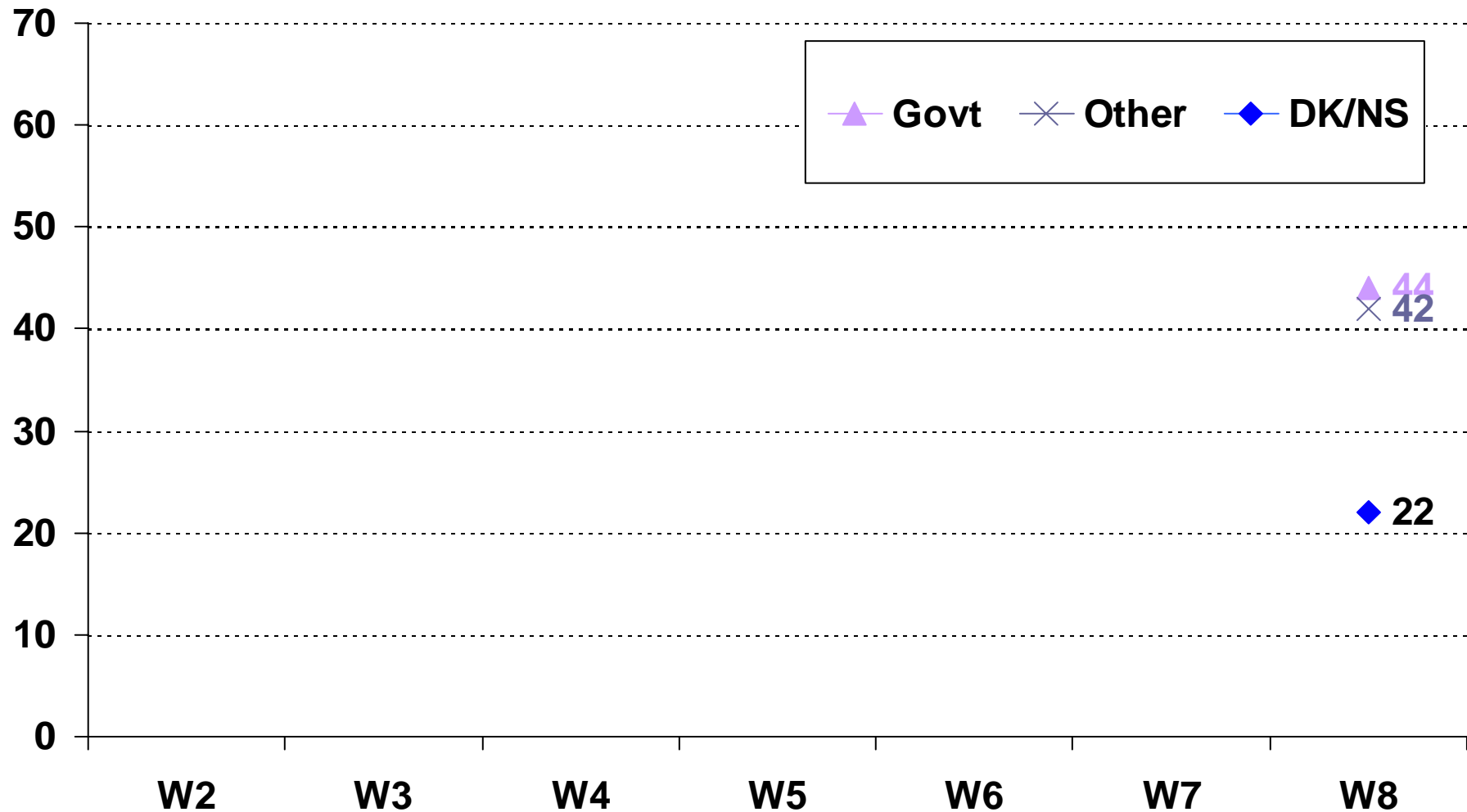
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# These ads are funny (13-17s)

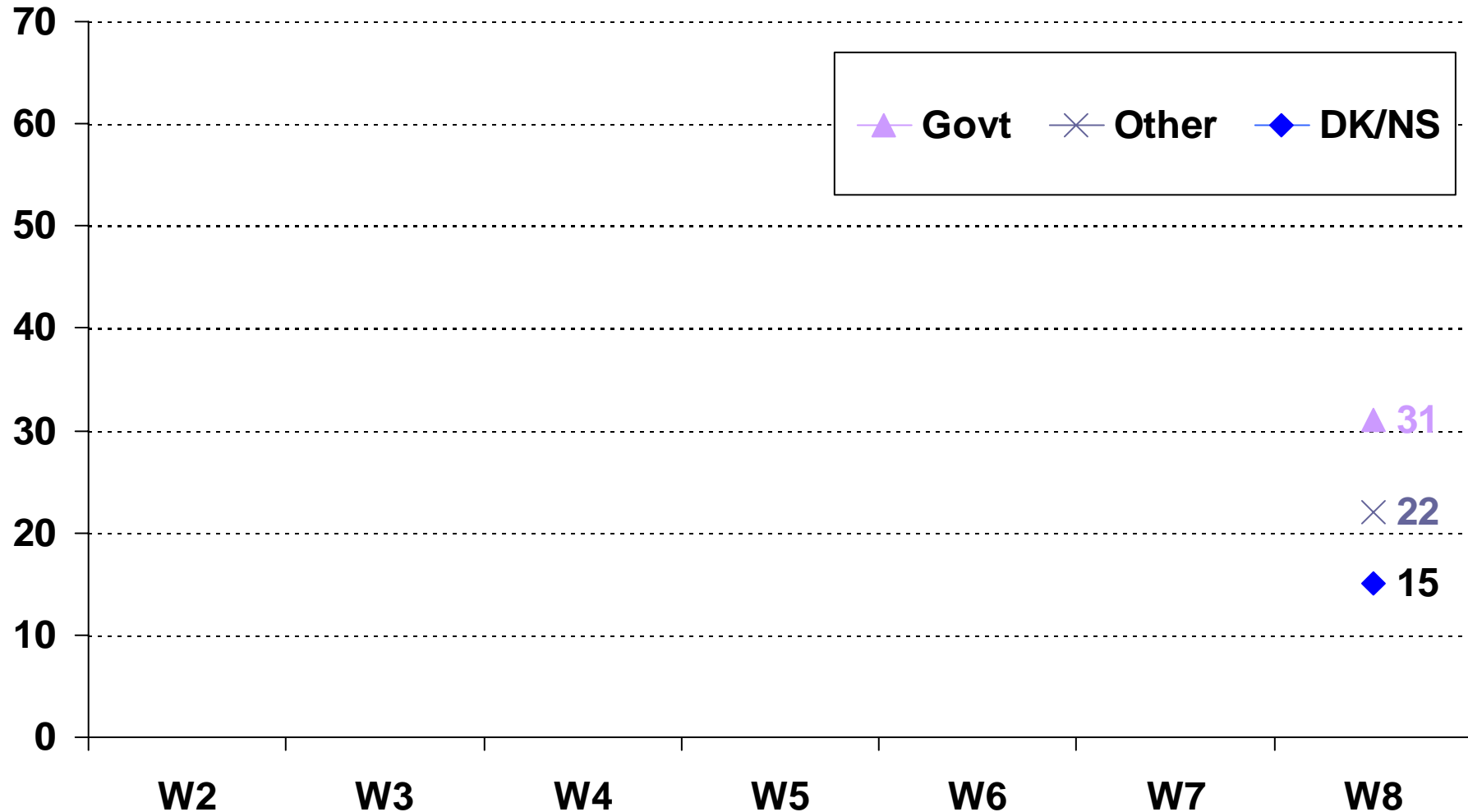
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# I remember talking about these ads with friends/family/people at work/school (13-17s)

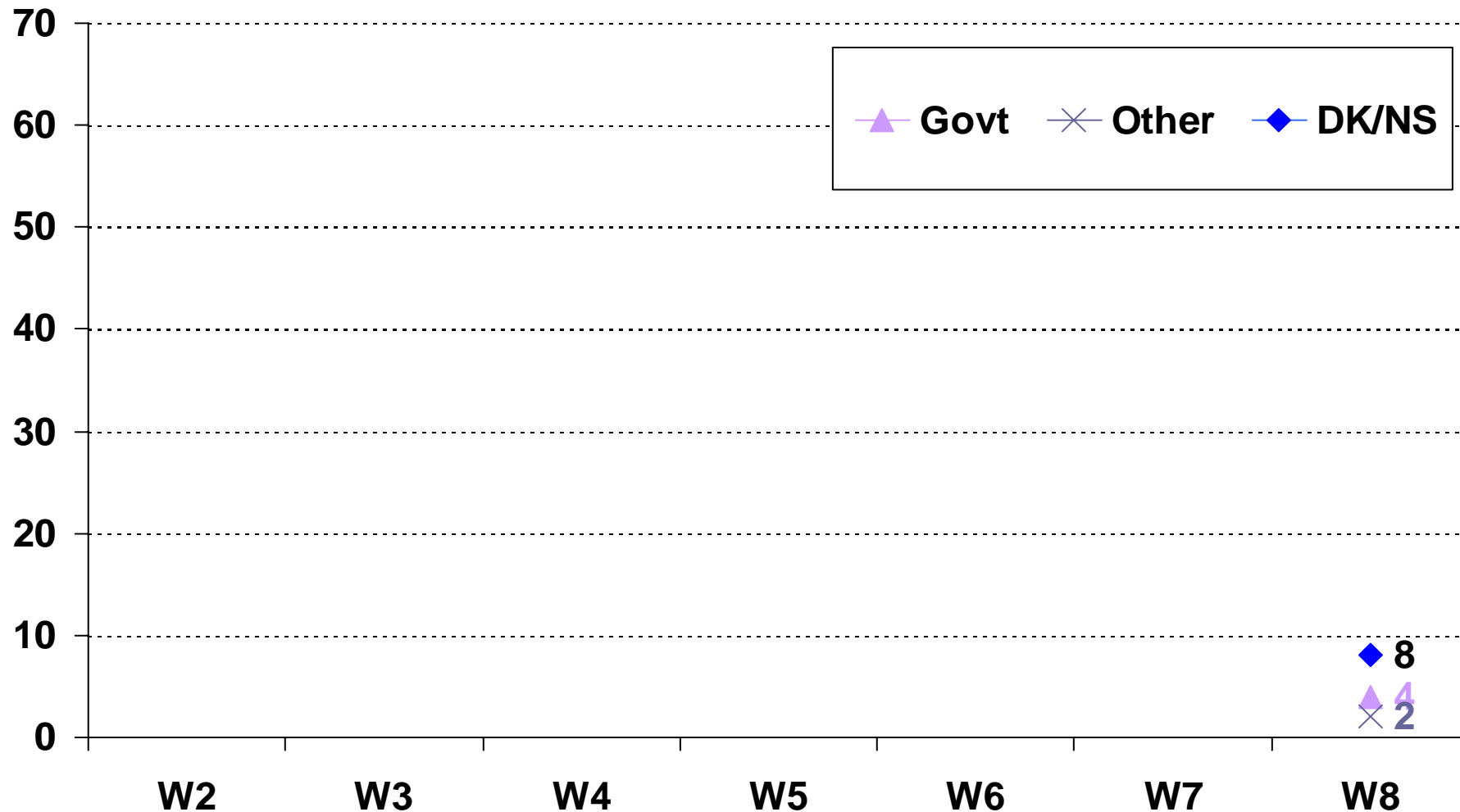
% feel statement applies to ads



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# It's not right that things like this are advertised on the radio (13-17s)

% feel statement applies to ads



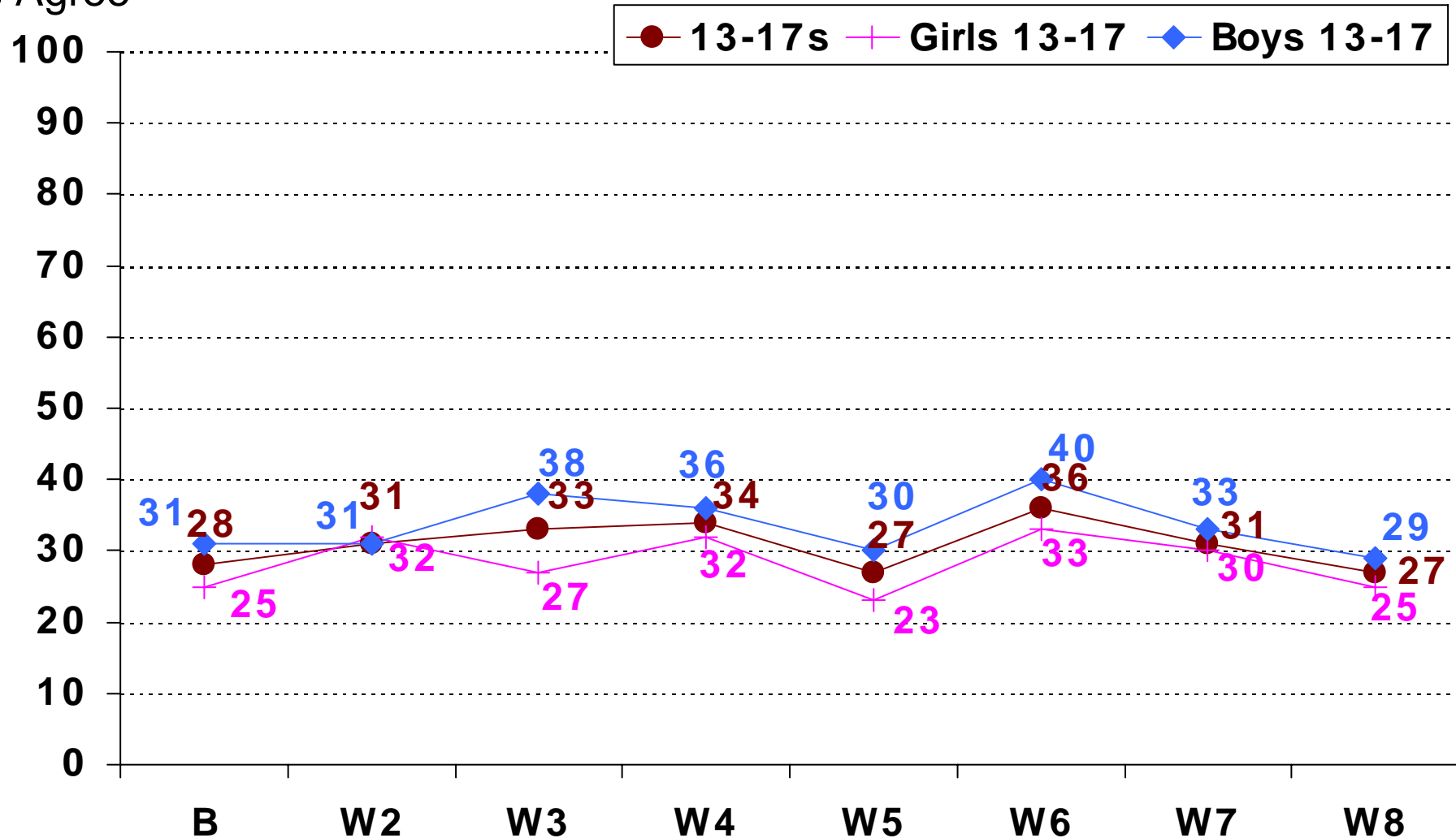
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



Selected attitudes - more detail

# I would find it really difficult to talk to my partner about contraception - 13-17s gender

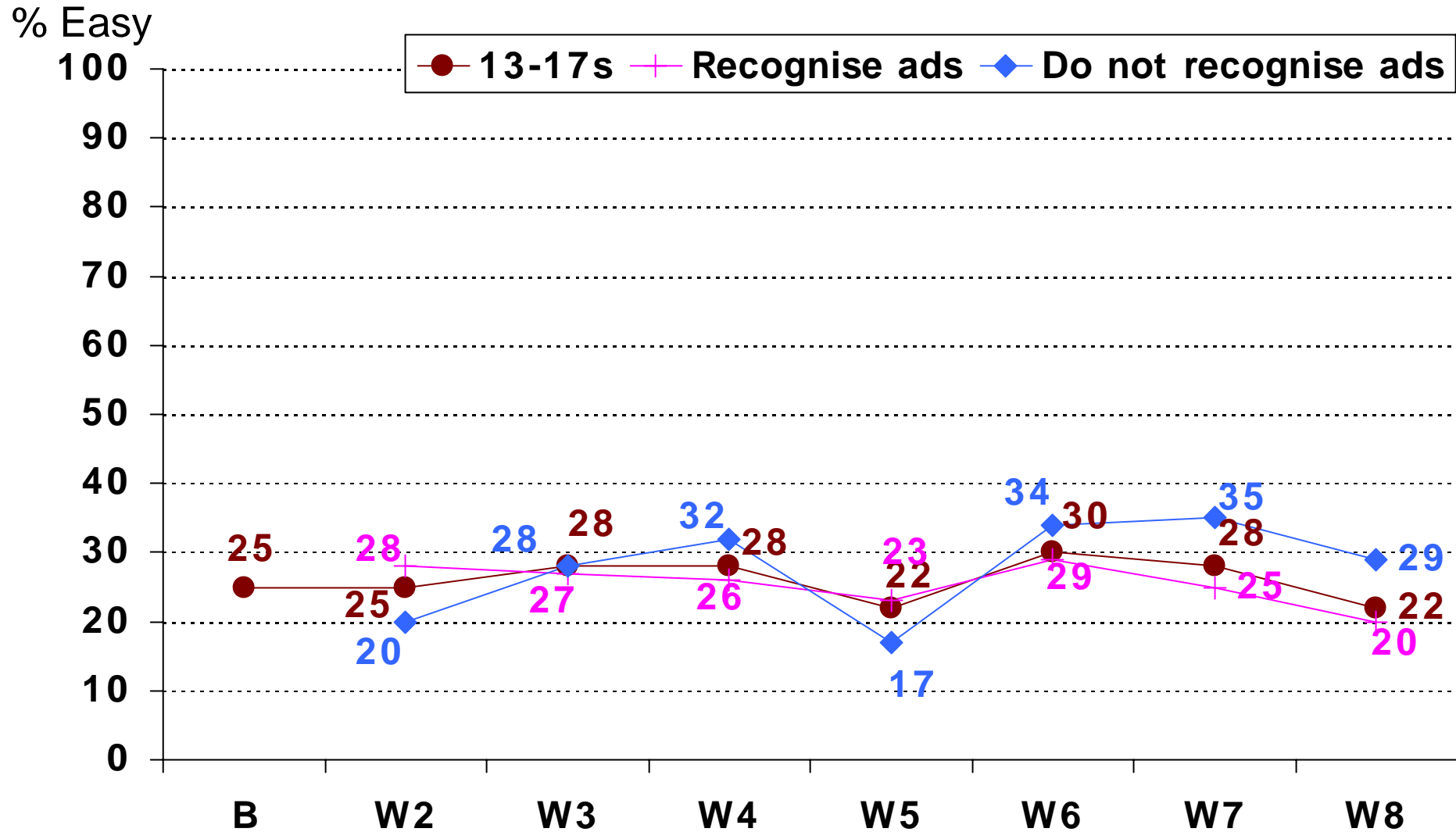
% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



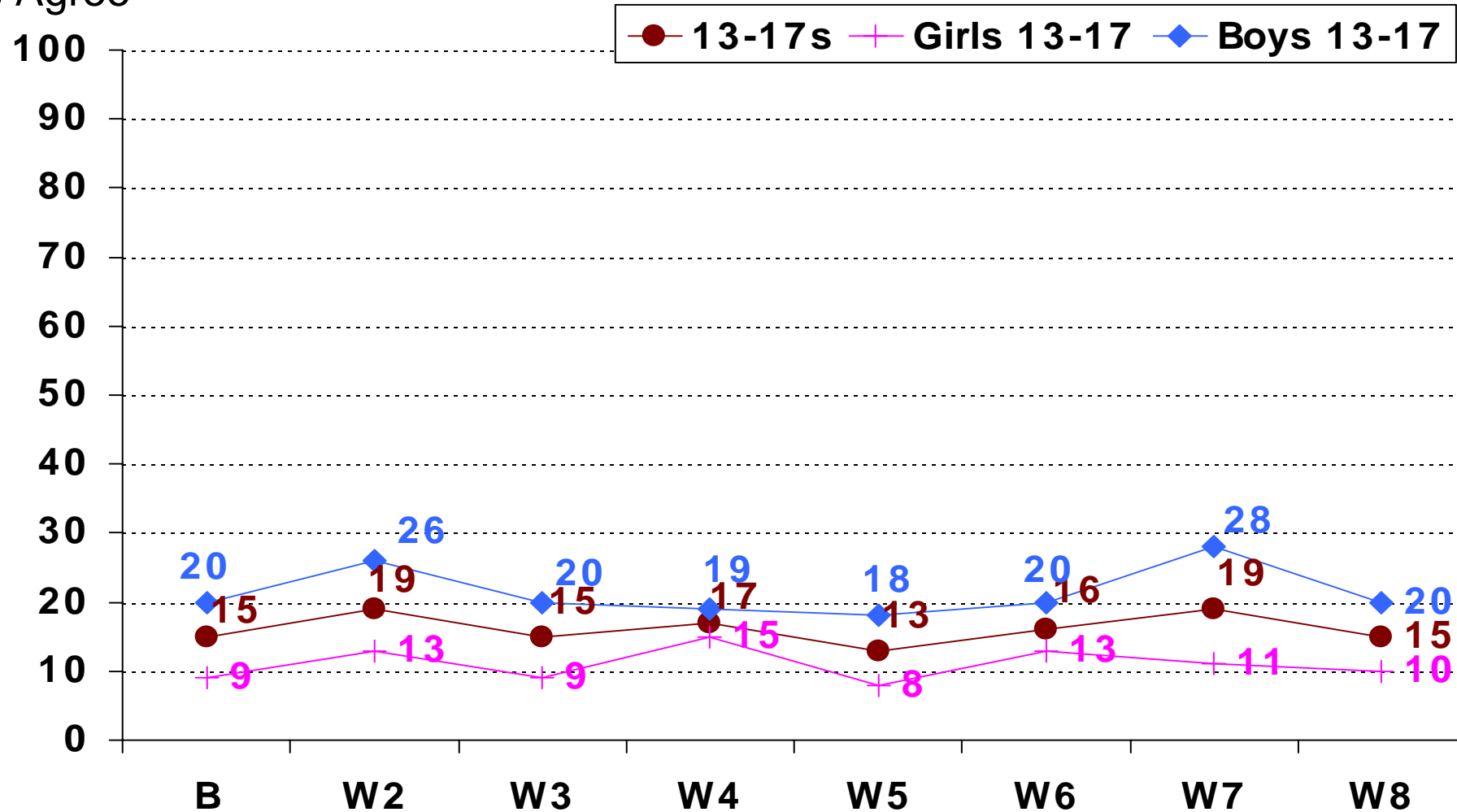
# I would find it really difficult to talk to my partner about contraception -13-21s



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

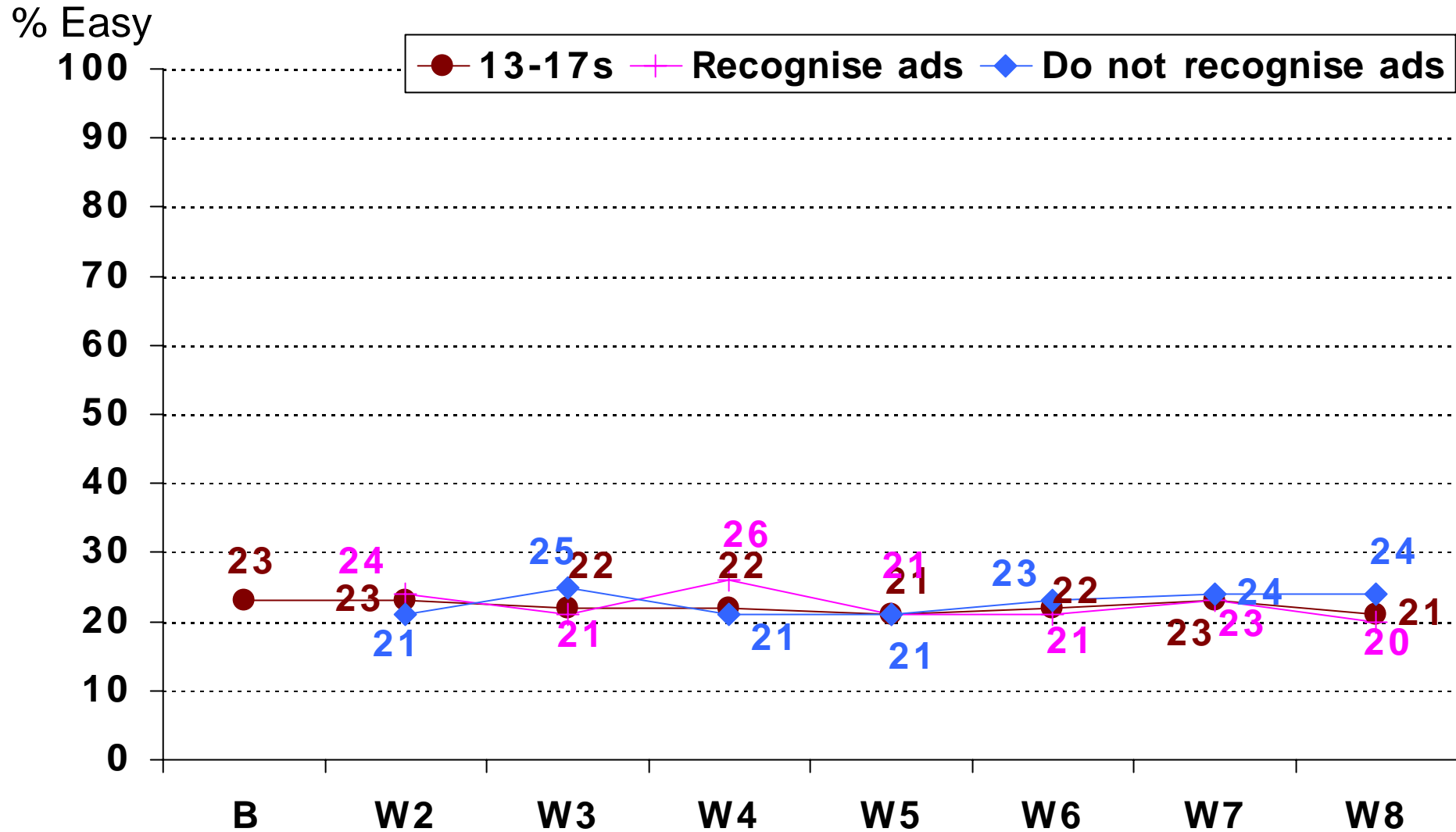
# Condoms make sex less fun - 13-17s gender

% Agree



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Condoms make sex less fun -13-21s



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# The government is doing a lot to cut the number of teenage pregnancies - 13-17s gender

% Agree

100

● 13-17s    + Girls 13-17    ◆ Boys 13-17

90

80

70

60

50

40

30

20

10

0

B

W2

W3

W4

W5

W6

W7

W8

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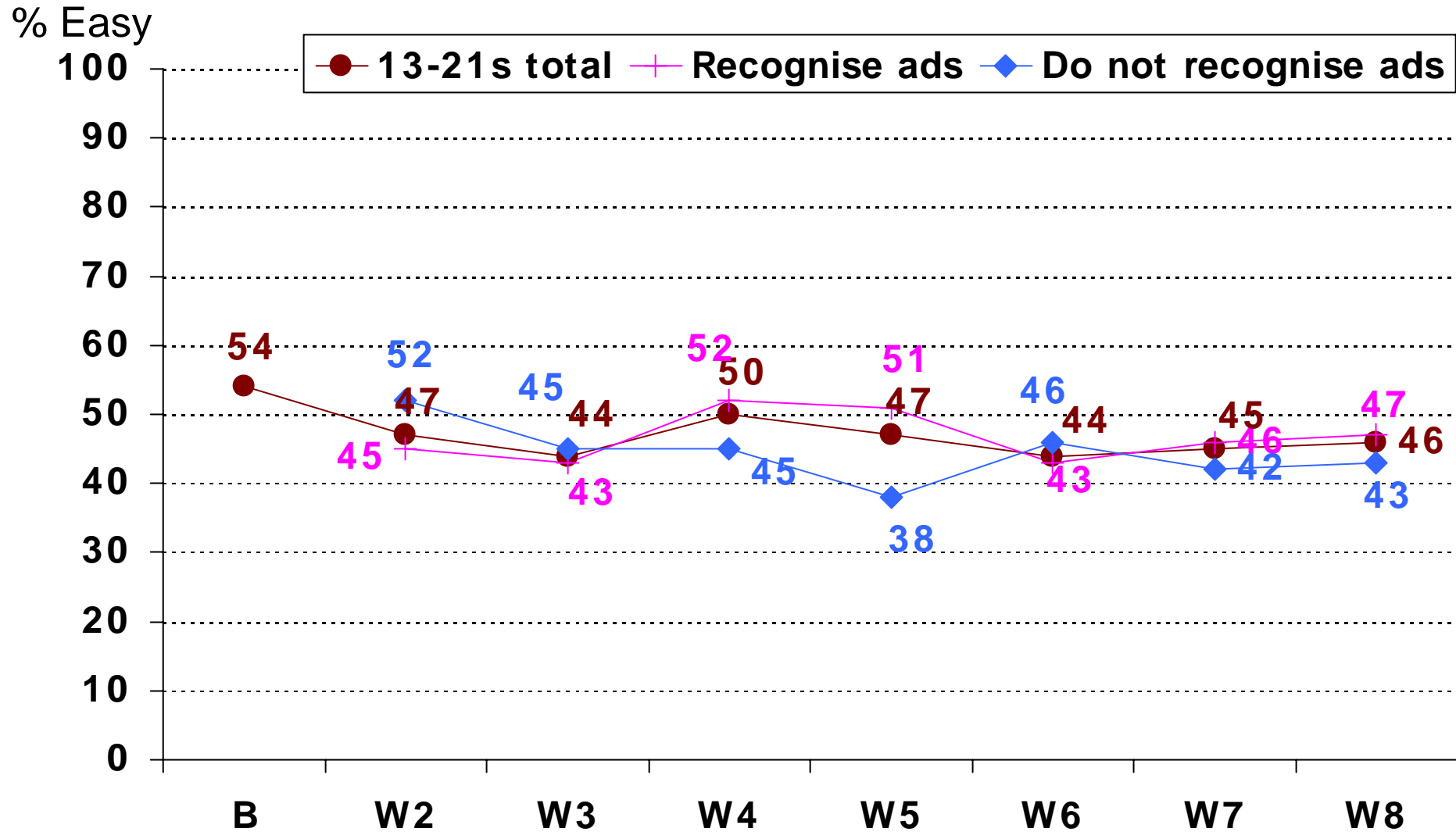
46

45

47

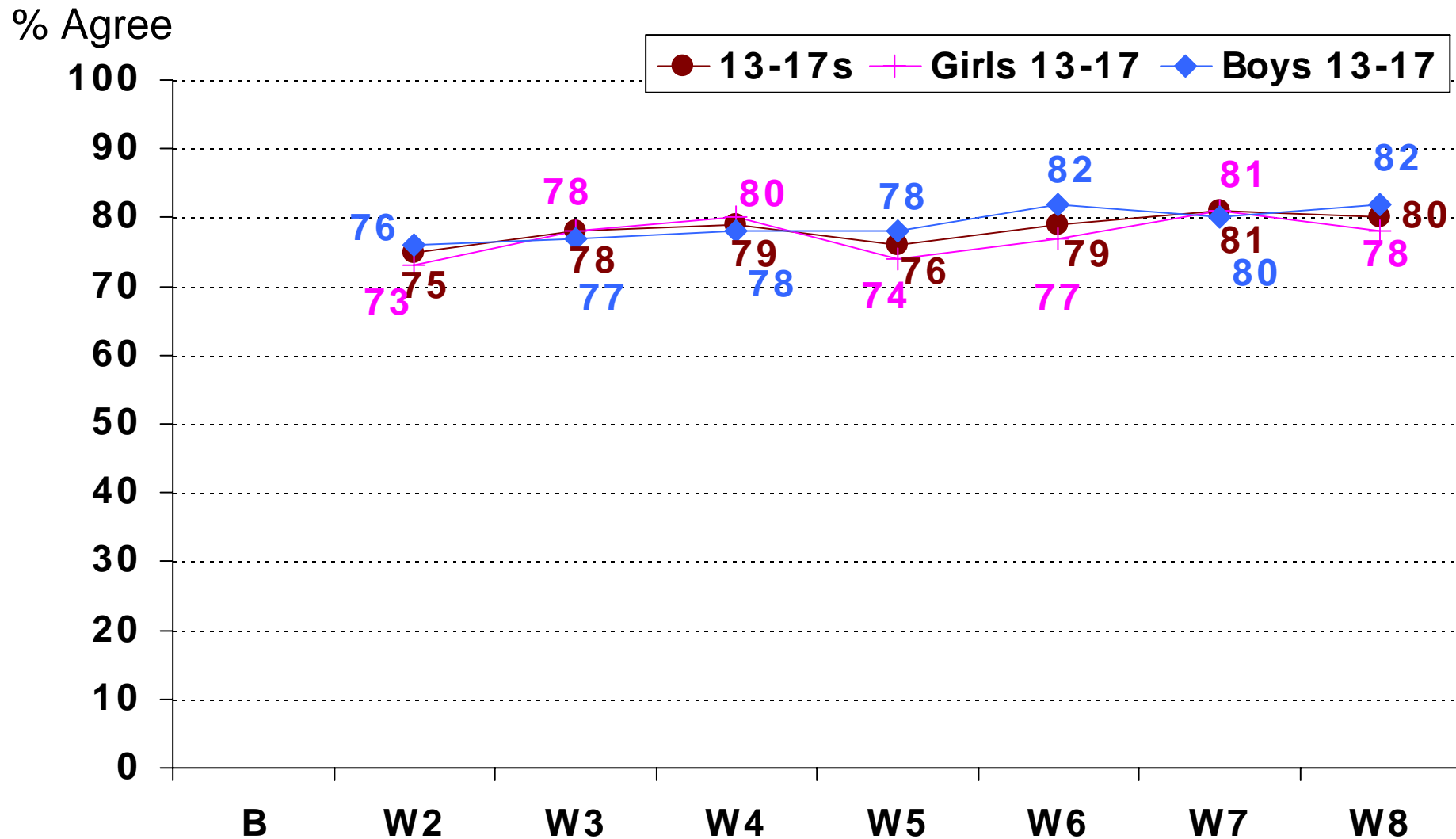
Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# The government is doing a lot to cut the number of teenage pregnancies -13-21s



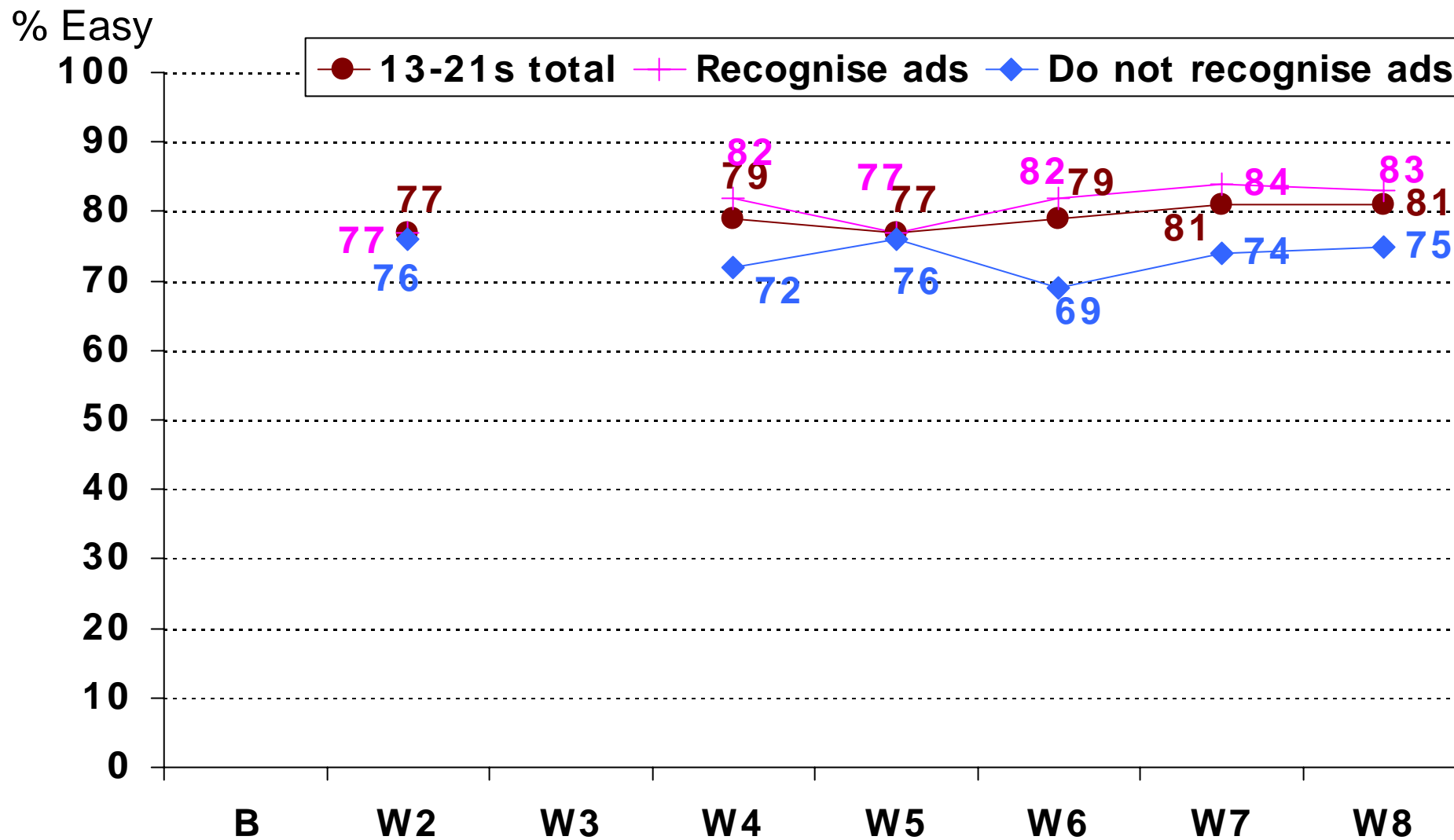
Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Suggesting using condoms shows you care for someone - 13-17s gender



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

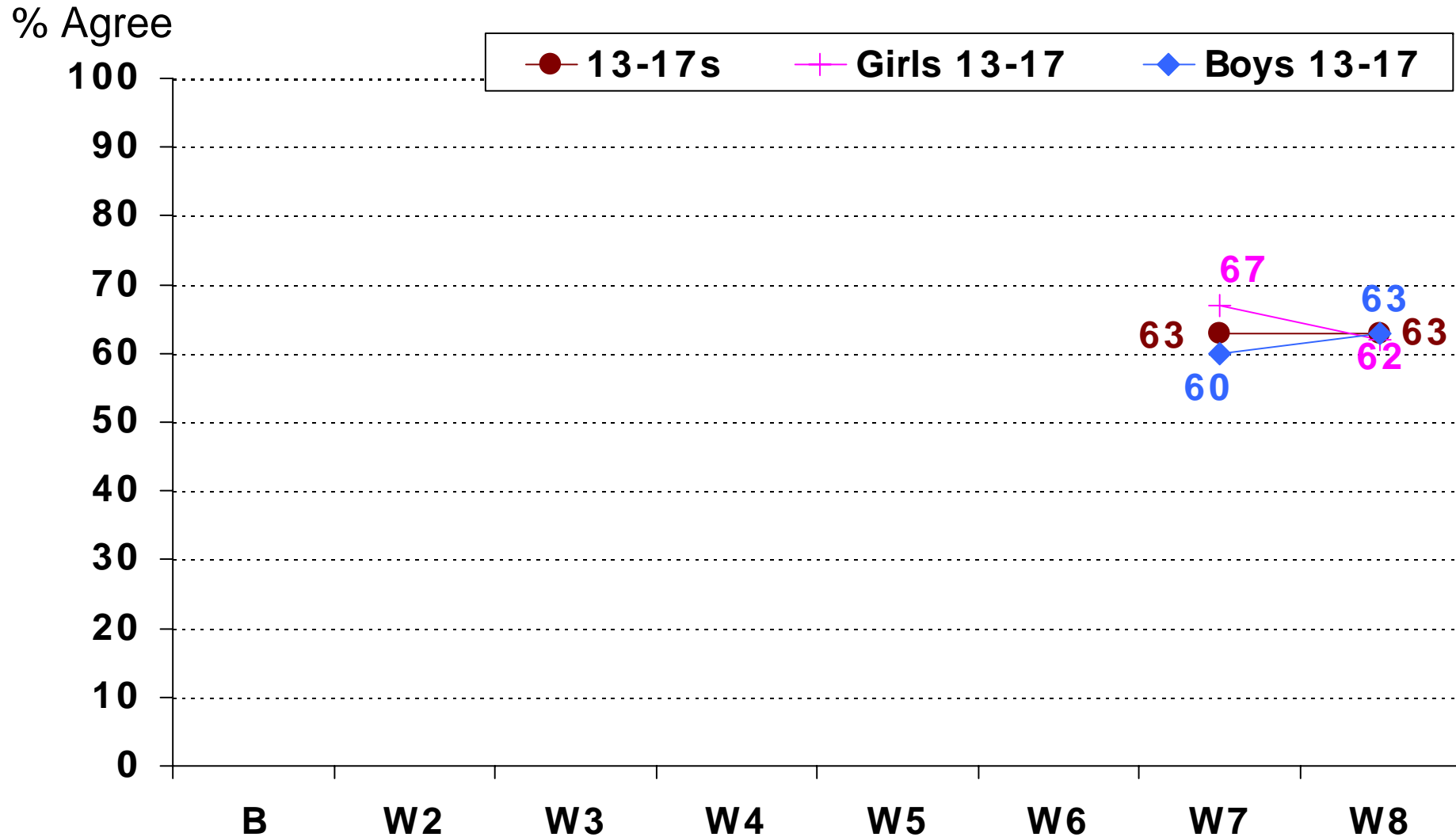
# Suggesting using condoms shows you care for someone -13-21s



Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# People like me are at risk of getting STIs

## - 13-17s gender

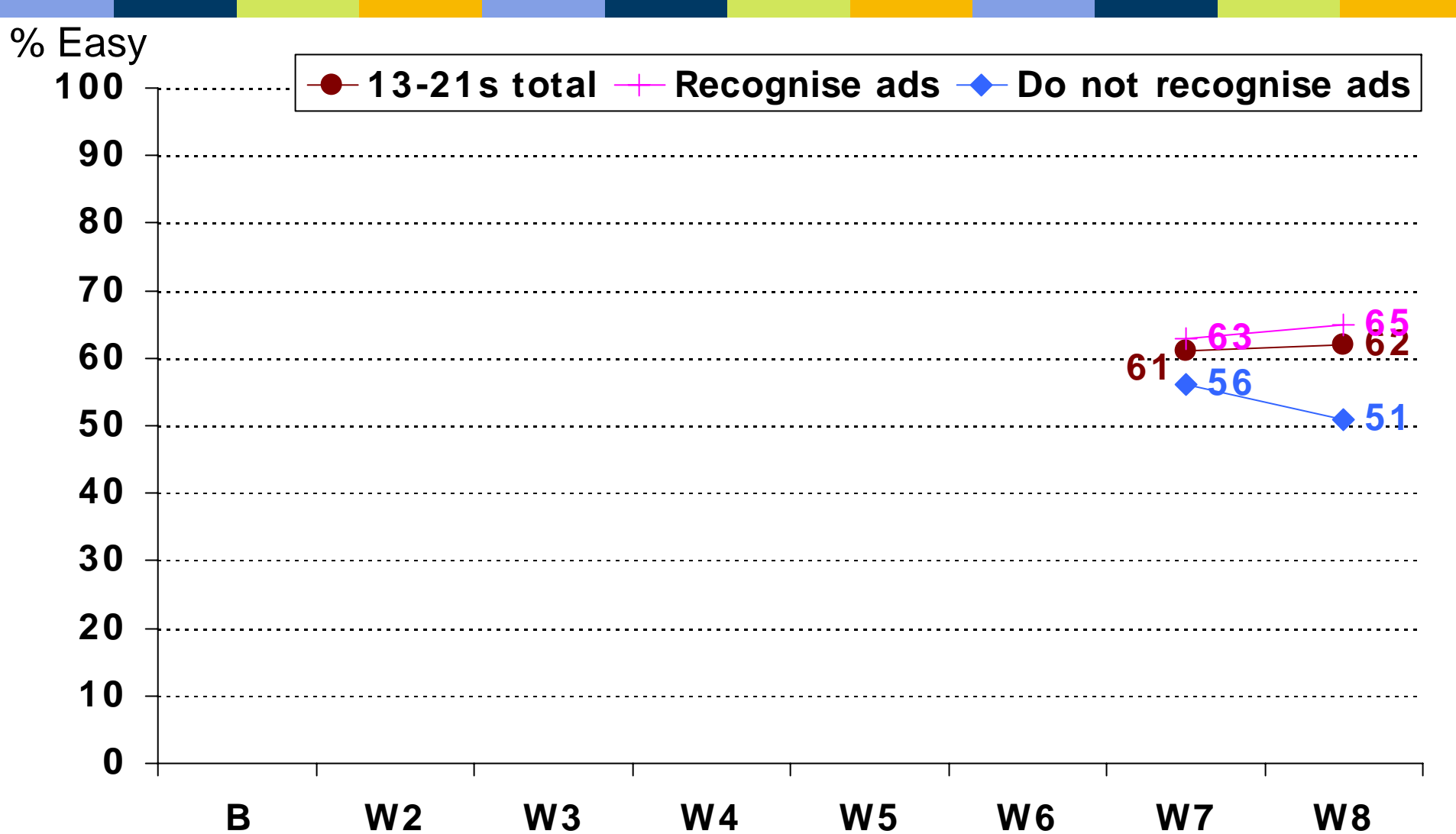


Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



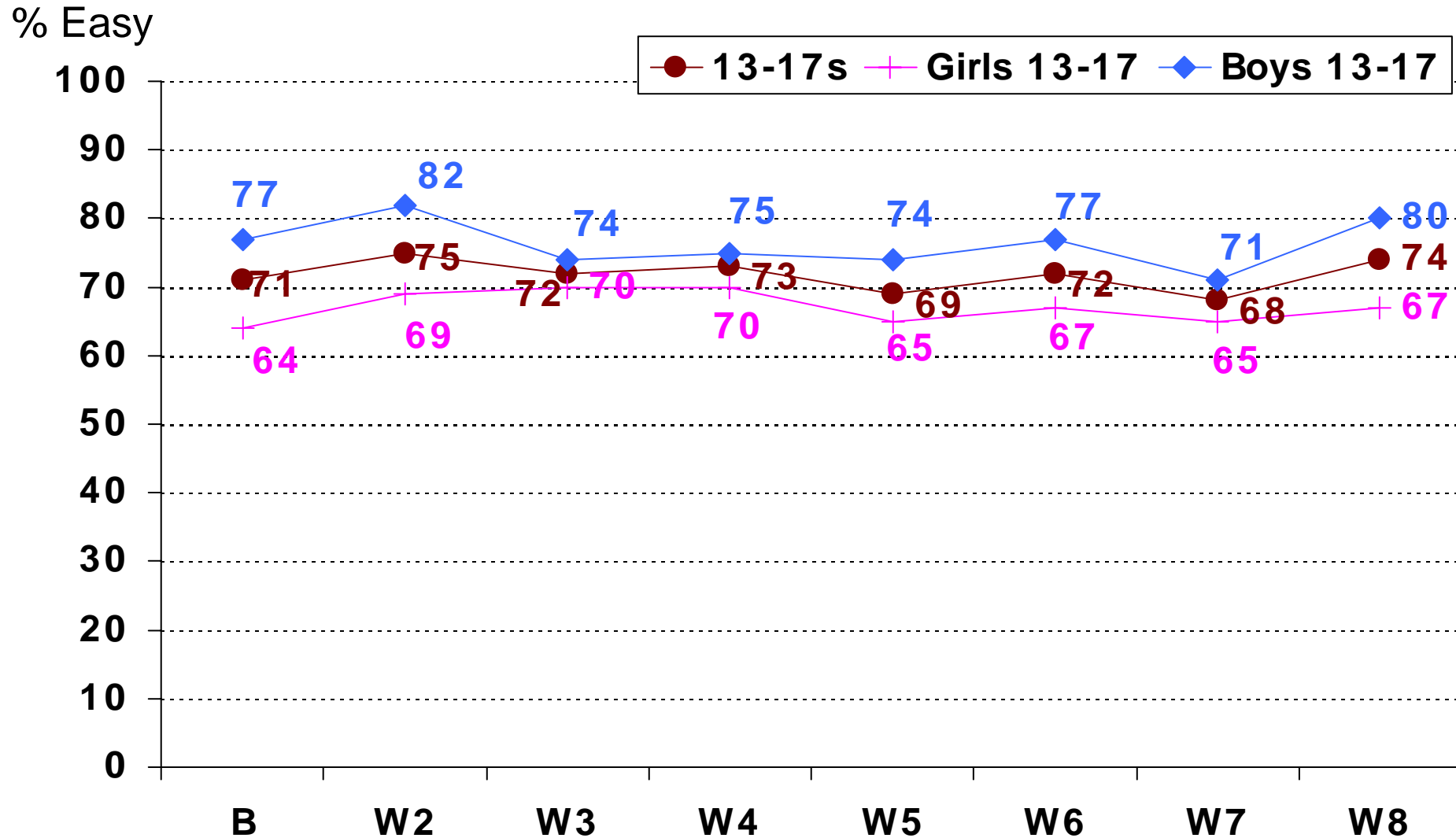
# People like me are at risk of getting STIs

## -13-21s



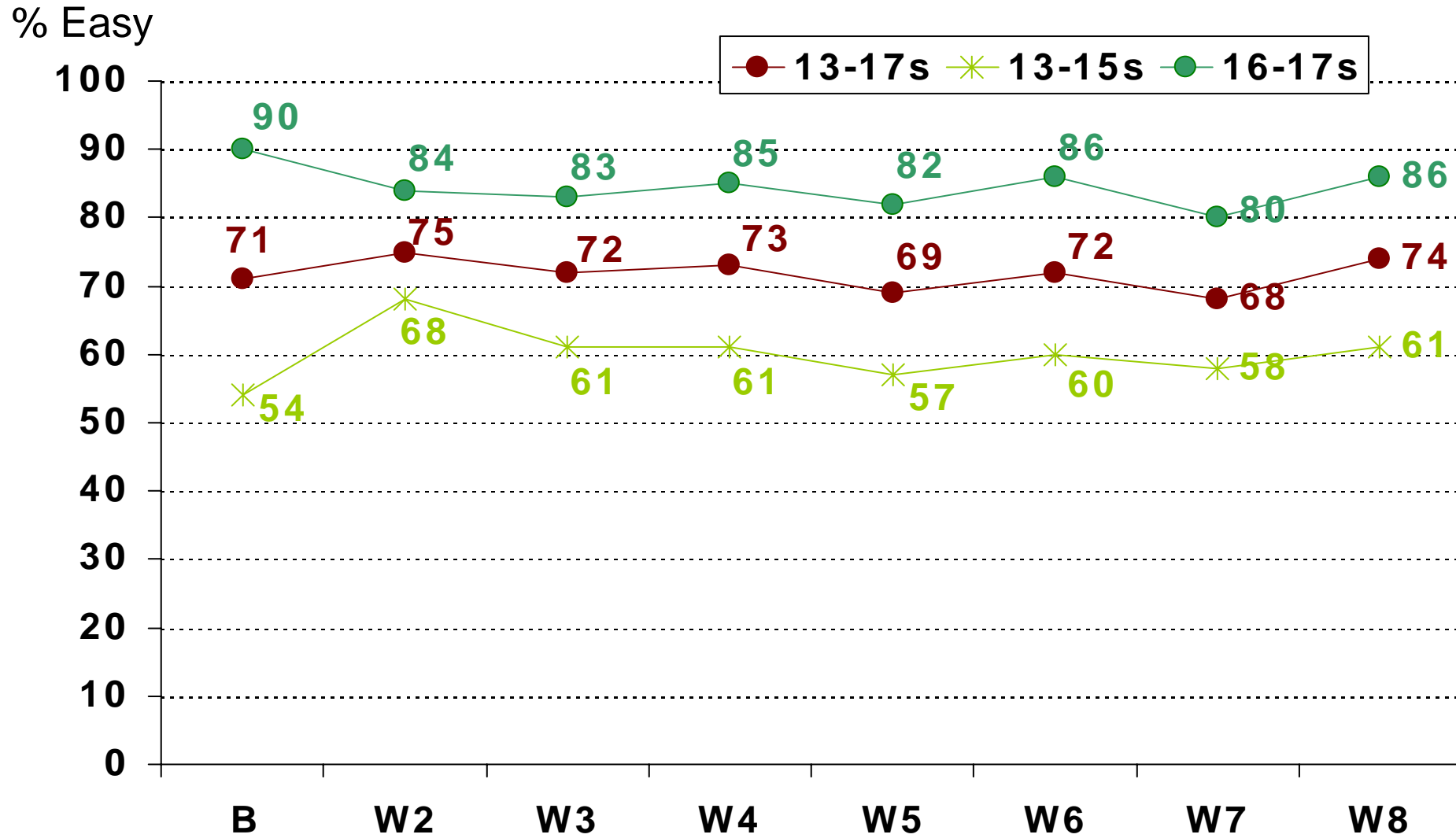
Base: Young people 13-21 B (709), W2 (734), W3 (797), W4 (746), W5 (722), W6 (757), W7 (710), W8 (733)

# Get a condom - 13-17s gender



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

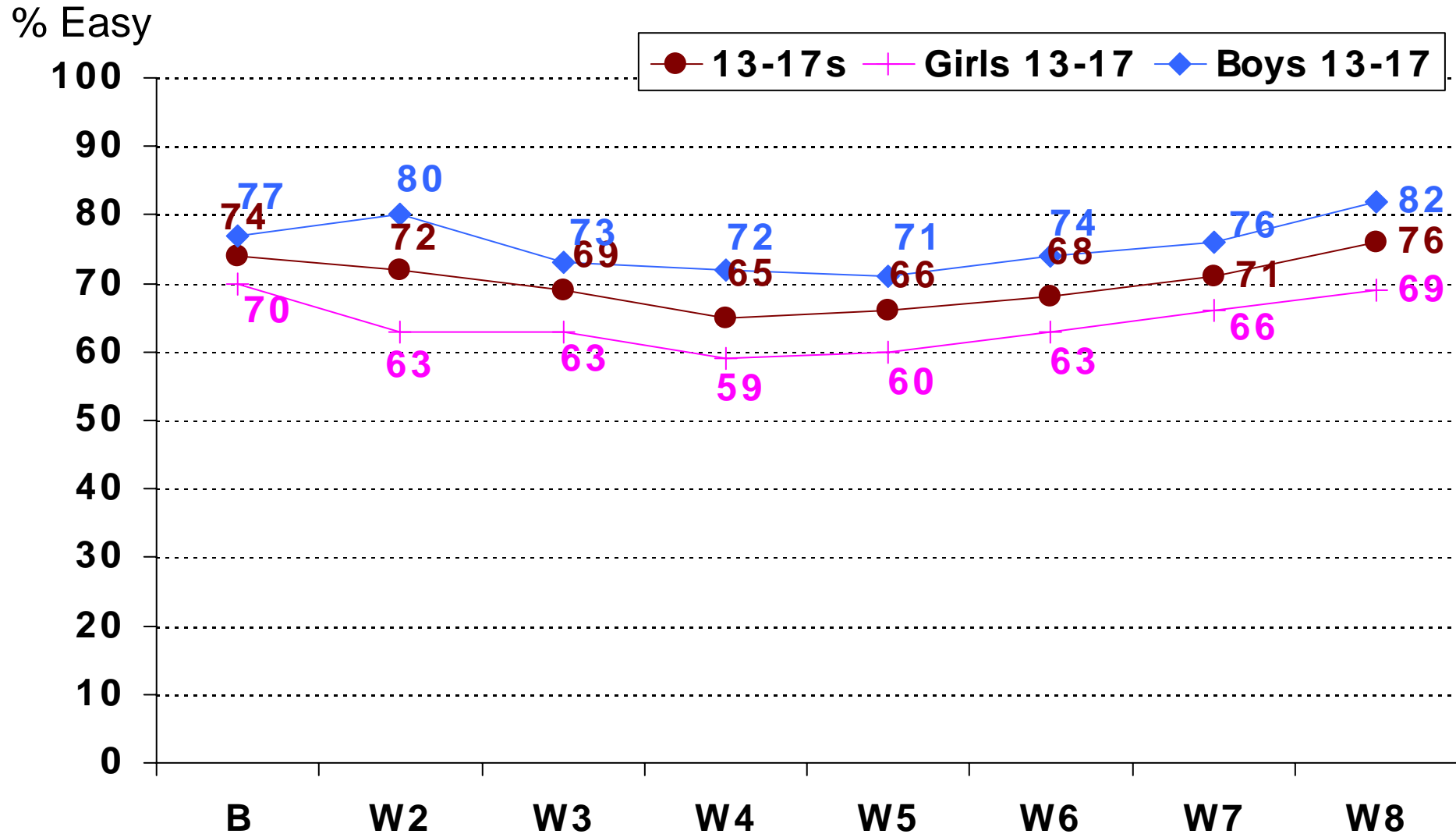
# Get a condom - 13-17s age



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Make sure the condom is used properly

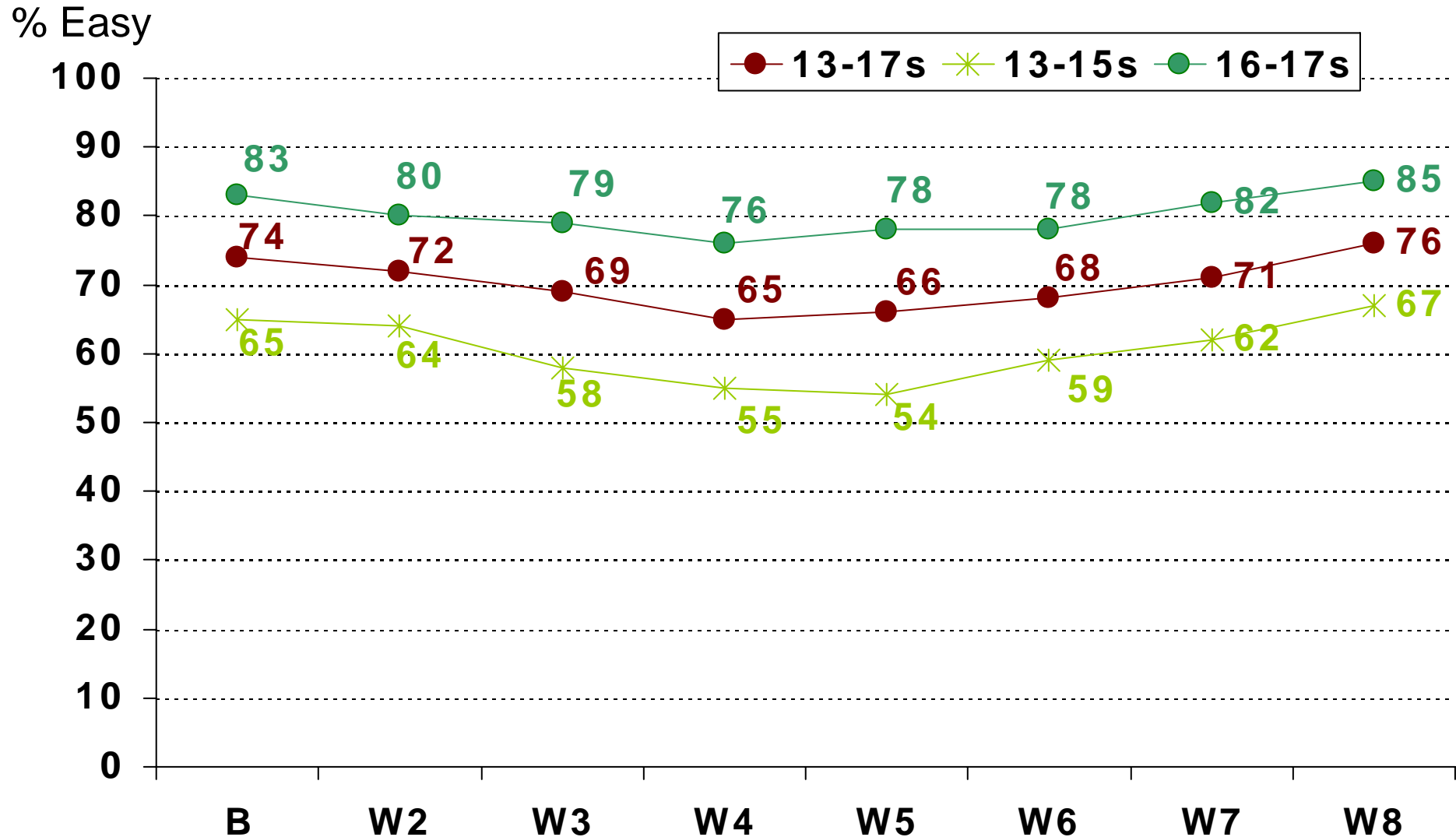
## -13-17s gender



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Make sure the condom is used properly

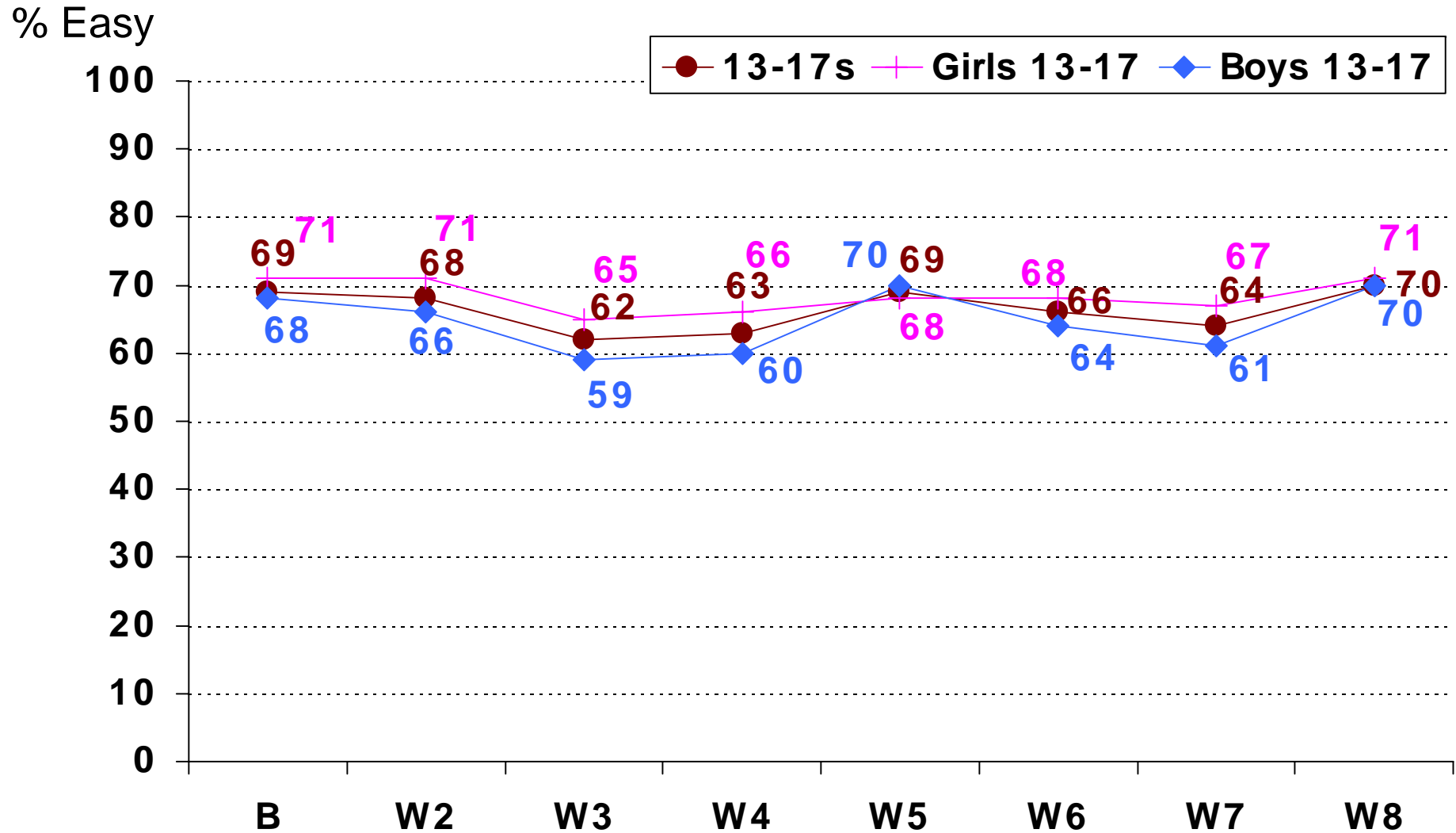
## -13-17s age



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

# Talk openly with a partner about sex

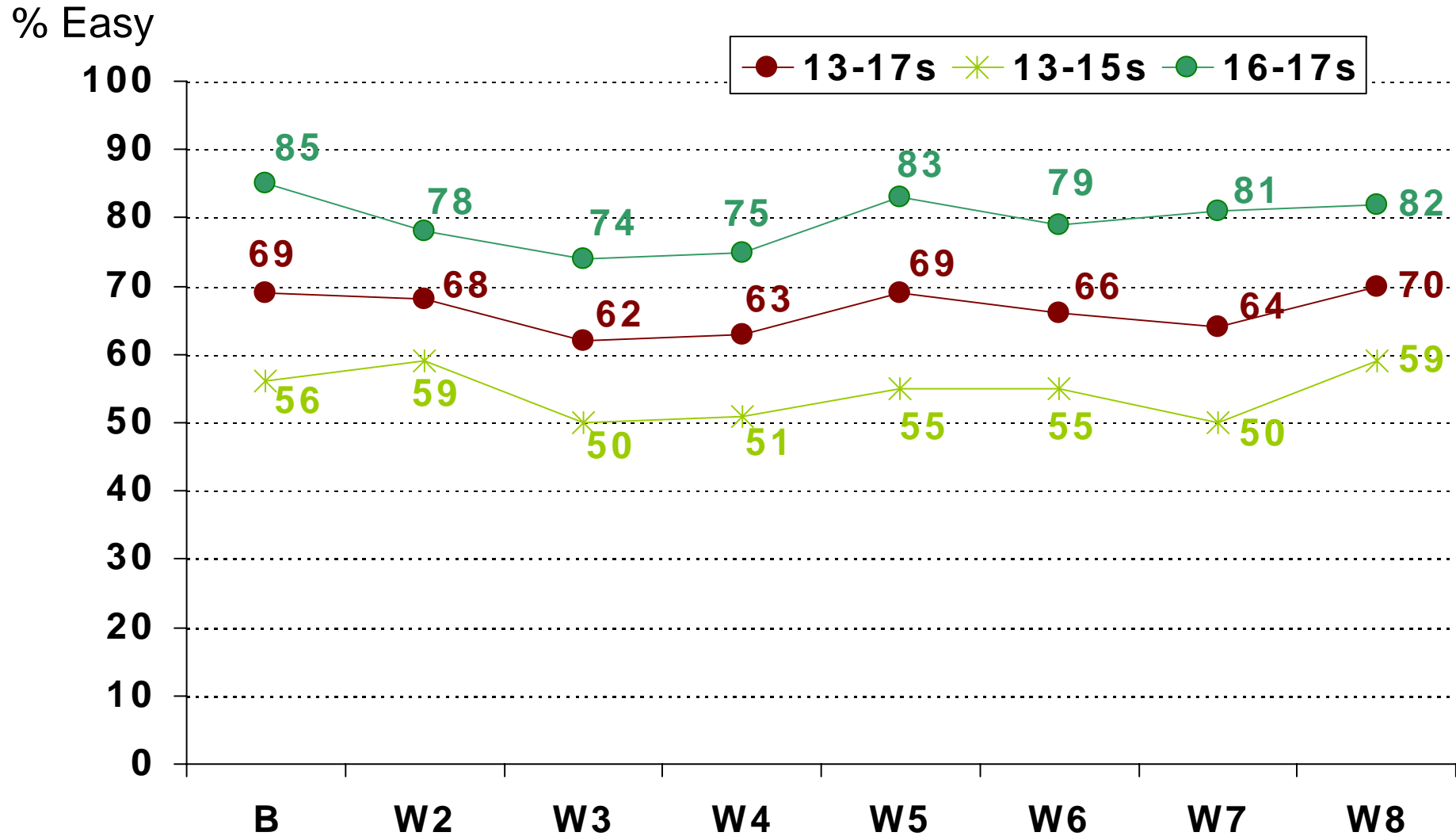
## -13-17s gender



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

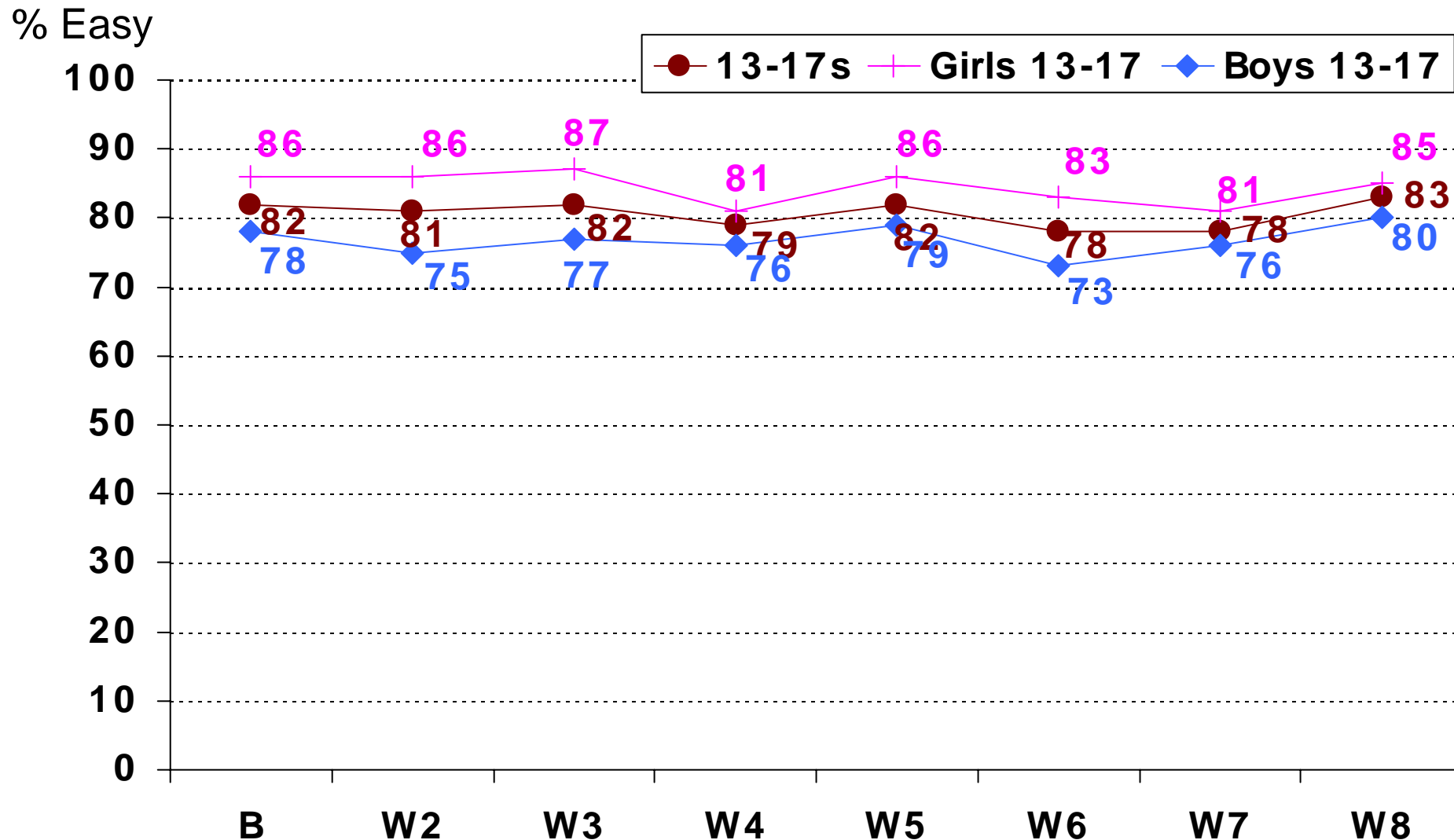
# Talk openly with a partner about sex

## -13-17s age



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)

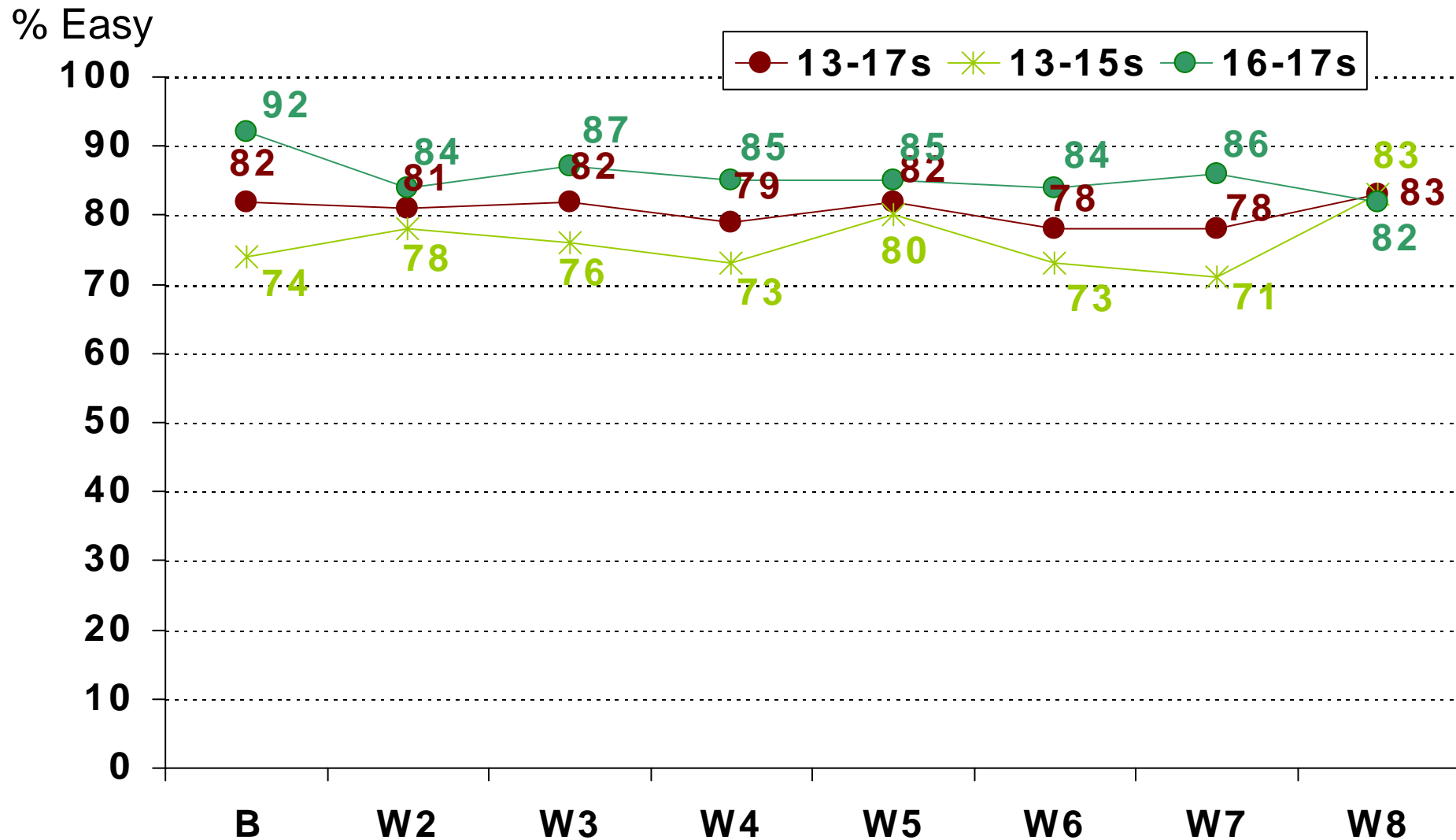
# Say no to something sexual you don't want to do - 13-17s gender



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)



# Say no to something sexual you don't want to do - 13-17s age



Base: Young people aged 13-17 B (476), W2 (476), W3 (502), W4 (490), W5 (463), W6 (502), W7 (478), W8 (488)