



# NHS Teen LifeCheck

Pre and Post wave surveys  
October 2009



# Introduction

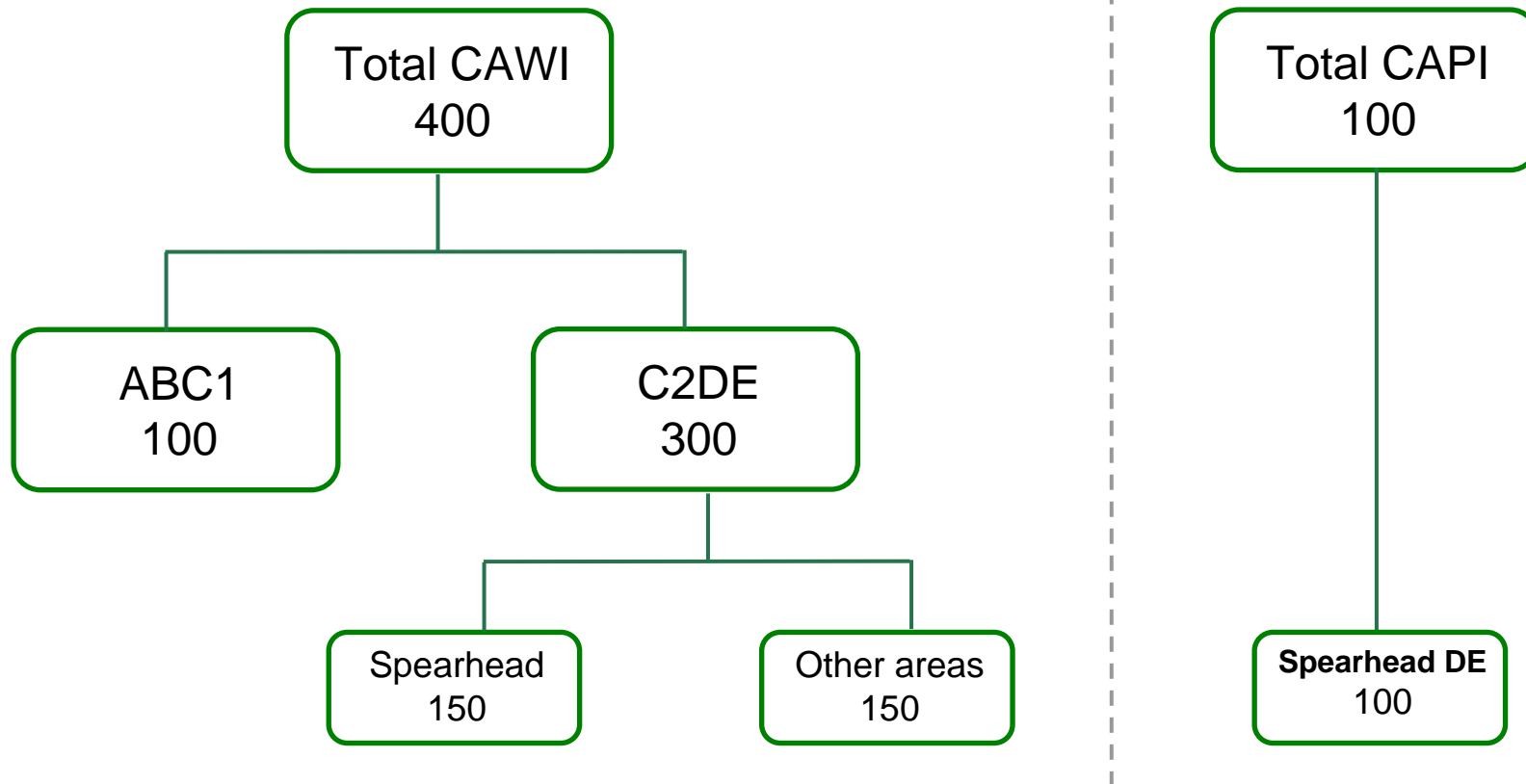
## Background

- \* NHS Teen LifeCheck is an online health service aimed at young people aged 12 to 15 years to meet their desire to take more responsibility for their own health and well-being
- \* As a confidential, free to use and available to all service, NHS Teen LifeCheck ultimately aims to reduce health inequalities through specific targeting of the **socially disadvantaged**
- \* The overall objective of the research is to evaluate the effectiveness of the campaign amongst people aged 12 to 15 years

## Methodology

- \* Interviewing was carried out among children aged 12 to 15 years in England. Pre wave field work ran from 28 May to 7 June 2009, post wave field work ran from 1 October to 18 October
- \* Two separate surveys were run:
  - An online sample of ABC1 and C2DE social grades. These interviews were conducted via CAWI (Computer Assisted Web Interviewing)
  - A face to face sample of DE respondents within the 83 spearhead areas. These interviews were conducted in-home using pen-based CAPI (Computer Assisted Personal Interviewing)
- \* The final achieved total sample was
  - Pre wave 474 (364 CAWI and 110 CAPI)
  - Post wave 510 (401 CAWI and 109 CAPI)
- \* Each data set was weighted to be representative of its target universe by demographics and then combined for analysis purposes

# Sample Structure Target Interviews



Source: Sample information  
Base: All Respondents



# Things young people worry about

	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Base	474	510	89	109	385	401	272	268	210	181
Bullying	63	61	56	57	70	66	72	63	70	69
Passing exams	61	66	57	68	65	65	56	61	55	64
Acceptance \ fitting in	59	59	60	61	57	58	55	50	43	44
Peer pressure	48	47	51	47	45	47	43	41	43	43
Sex and relationships	46	47	48	46	43	47	45	48	39	48
Drugs	40	38	39	34	41	42	41	42	46	44
Losing weight	36	38	30	37	41	39	43	39	35	40
Problems at home	34	34	36	32	31	35	32	33	31	32
Smoking	27	27	24	24	31	30	35	33	33	39
Crime in my local area	26	27	27	24	26	31	27	29	34	37
Drinking	23	28	21	27	26	28	31	31	30	34
Health and feeling well	20	23	19	26	21	20	22	19	17	21

Source: C1. Which of the following do you think are the things that young people worry most about?  
 Base: All Respondents



# Things I worry about

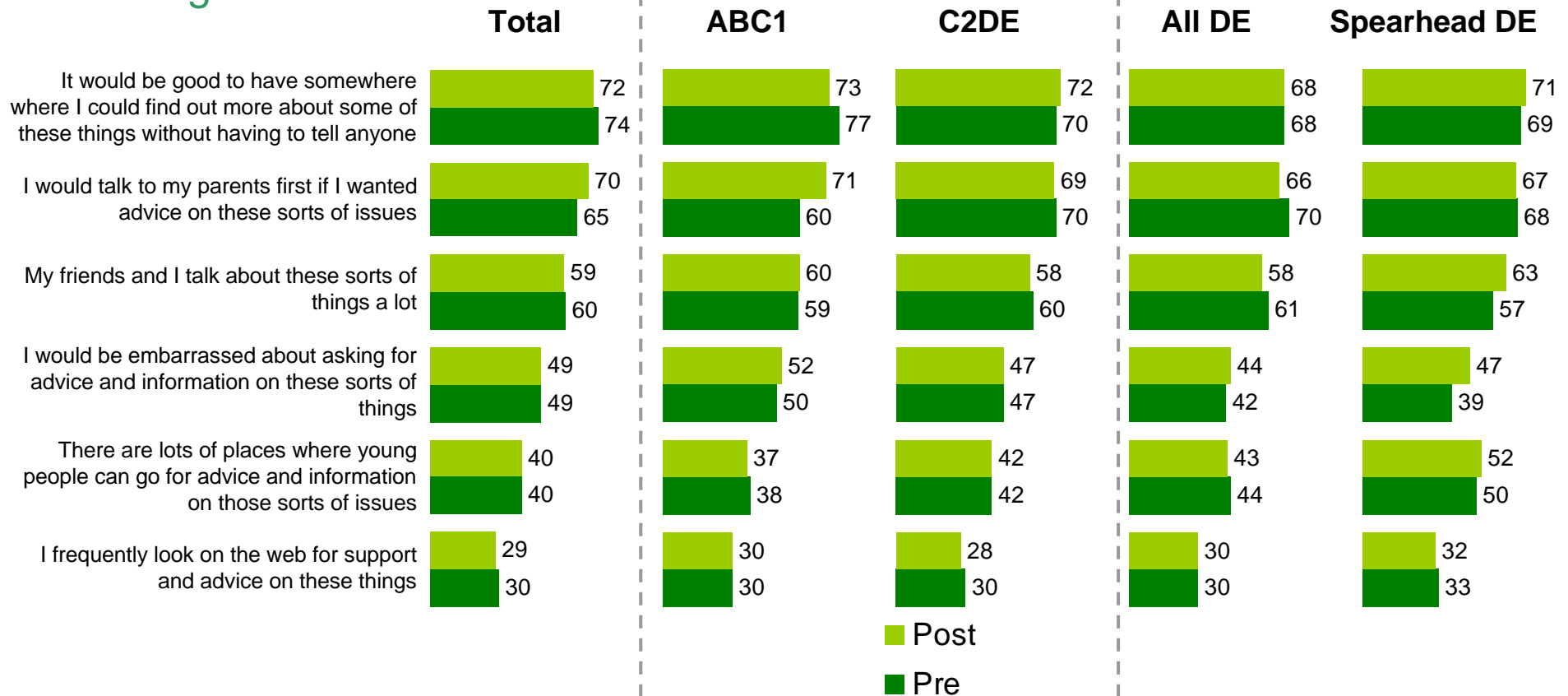
	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Passing exams	46	53	42	56	50	51	46	48	47	57
Acceptance \ fitting in	36	34	40	33	32	34	32	31	23	25
Bullying	30	25	21	19	39	31	41	31	38	31
Peer pressure	25	20	30	19	20	21	23	17	18	17
Sex and relationships	22	17	26	15	19	18	21	18	19	15
Losing weight	21	22	17	23	25	22	25	21	26	24
Crime in my local area	20	20	21	18	19	21	24	18	26	25
Health and feeling well	16	17	15	13	17	22	21	22	16	21
Drugs	15	11	13	6	17	15	21	19	23	22
Smoking	13	11	10	7	16	15	20	16	20	18
Problems at home	12	9	14	9	9	9	12	10	13	9
Drinking	10	9	10	6	10	10	14	12	17	13

Source: C2. And which, if any, are YOU concerned about?  
 Base: All Respondents



# Summary: Attitudes to different sources of advice/information

Net Agree

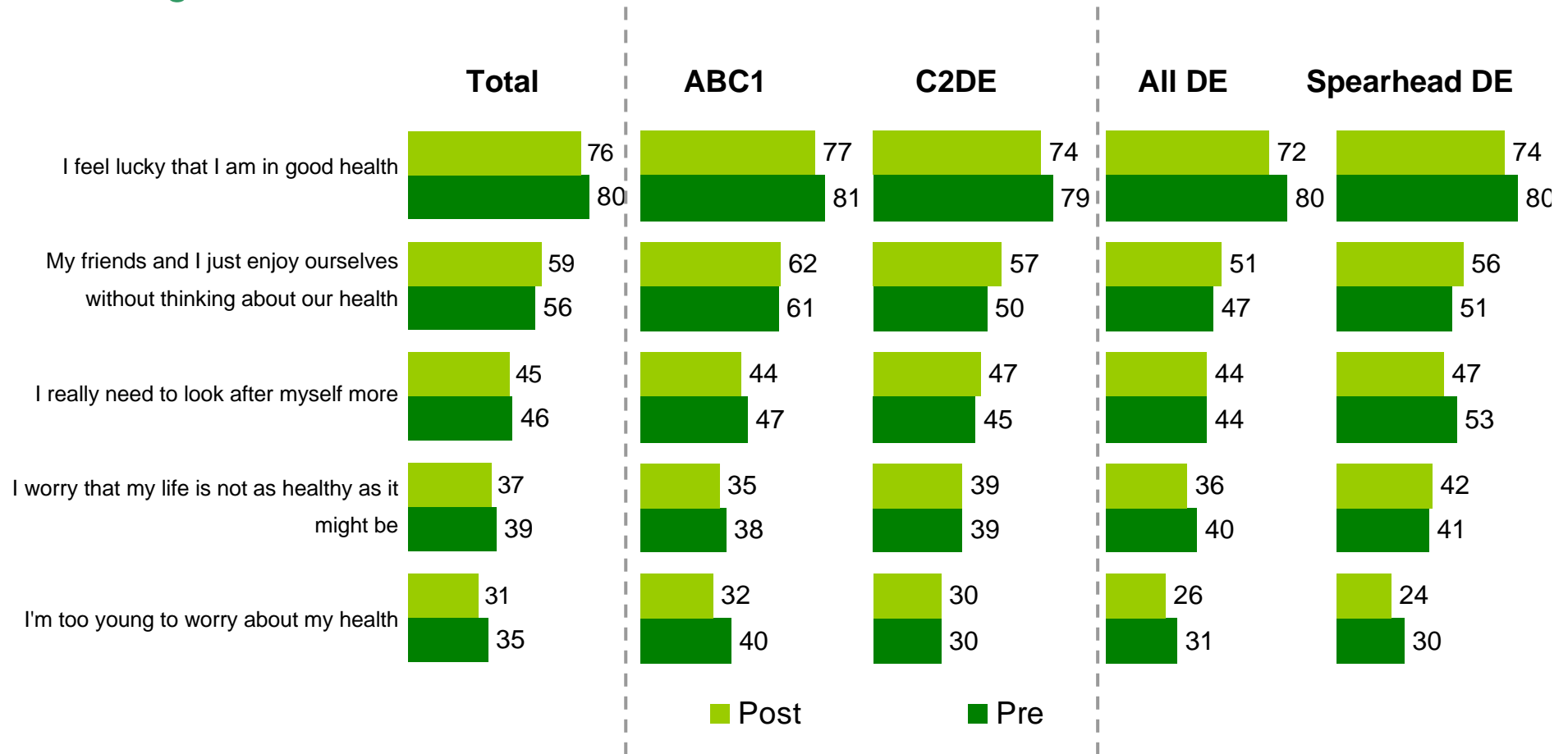


Source: C3. How much do you agree or disagree with the following things other people your age have said about getting information and advice on those sorts of things?  
 Base: All Respondents: Total (474/510), ABC1 (89/109), C2DE (385/401), All DE (272/268), Spearhead DE (210/181)



# Summary: Attitudes towards Being Healthy

Net Agree



Source: C8. How much do you agree or disagree with the following things other people your age have said about health and feeling well?

Base: All Respondents: Total (474/510), ABC1 (89/109), C2DE (385/401), All DE (272/268), Spearhead DE (210/181)



# Sources of Information on Health

	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Base	474	510	89	109	385	401	272	268	210	181
Parent	89	91	92	94	87	88	85	85	78	77
Friend	49	52	48	52	51	52	47	52	42	55
GP / Doctor	32	33	27	34	37	33	40	31	31	34
Grandparent	26	22	26	22	27	22	20	19	21	16
Teacher	25	21	27	19	24	22	24	25	20	20
Sisters	18	19	19	19	16	19	19	19	16	18
School nurse	16	18	13	19	18	16	17	16	17	14
Brothers	14	16	14	17	13	15	15	13	16	14
Other relation	12	17	7	18	17	15	17	14	13	14
Nurse	9	9	9	8	10	9	13	10	12	15
Pharmacy/ chemist	6	5	6	5	6	6	8	7	8	9
Google search	6	3	7	4	4	2	3	1	2	1
Other (7 or fewer)	17	15	17	16	18	16	20	17	16	20

Source: D1a/D1b. If you wanted advice or information on health and feeling well, where would you go.  
 Base: All Respondents

# Where would like more support and advice from

	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Parent	32	37	37	45	27	30	27	29	26	28
Teacher	12	14	12	14	12	13	14	13	16	16
School clinic\drop in centre	12	10	11	7	12	13	12	12	15	16
Friend	10	8	11	7	8	8	10	7	12	10
School nurse	7	11	8	11	7	10	6	9	9	10
GP / Doctor	6	10	2	11	10	8	13	7	14	10
Grandparent	5	6	4	5	6	7	5	6	6	5
Website/Internet	5	9	1	9	9	8	9	7	12	7
Other (6 or fewer)	17	18	14	17	22	19	23	21	26	24

Source: D2. Where would like more support and advice from  
 Base: All Respondents

# Total Awareness of Websites

	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Childline	69	61	68	55	70	66	66	63	67	66
NHS Direct	60	55	65	56	56	55	51	52	46	49
Connexions	41	40	43	34	40	45	43	41	41	47
NHS Choices (nhs.uk)	8	8	7	6	8	10	10	11	12	14
Directgov YoungPeople	7	9	6	9	8	8	6	7	8	11
Need2Know	4	7	5	8	4	5	6	6	7	9
Teen LifeCheck	4	4	4	3	3	5	4	5	5	8
None of these	13	11	12	11	14	11	14	12	18	13

Source: D3b+4.Total awareness of websites?

Base: All Respondents: Total (474/510), ABC1 (89/109), C2DE (385/401), All DE (272/268), Spearhead DE (210/181)

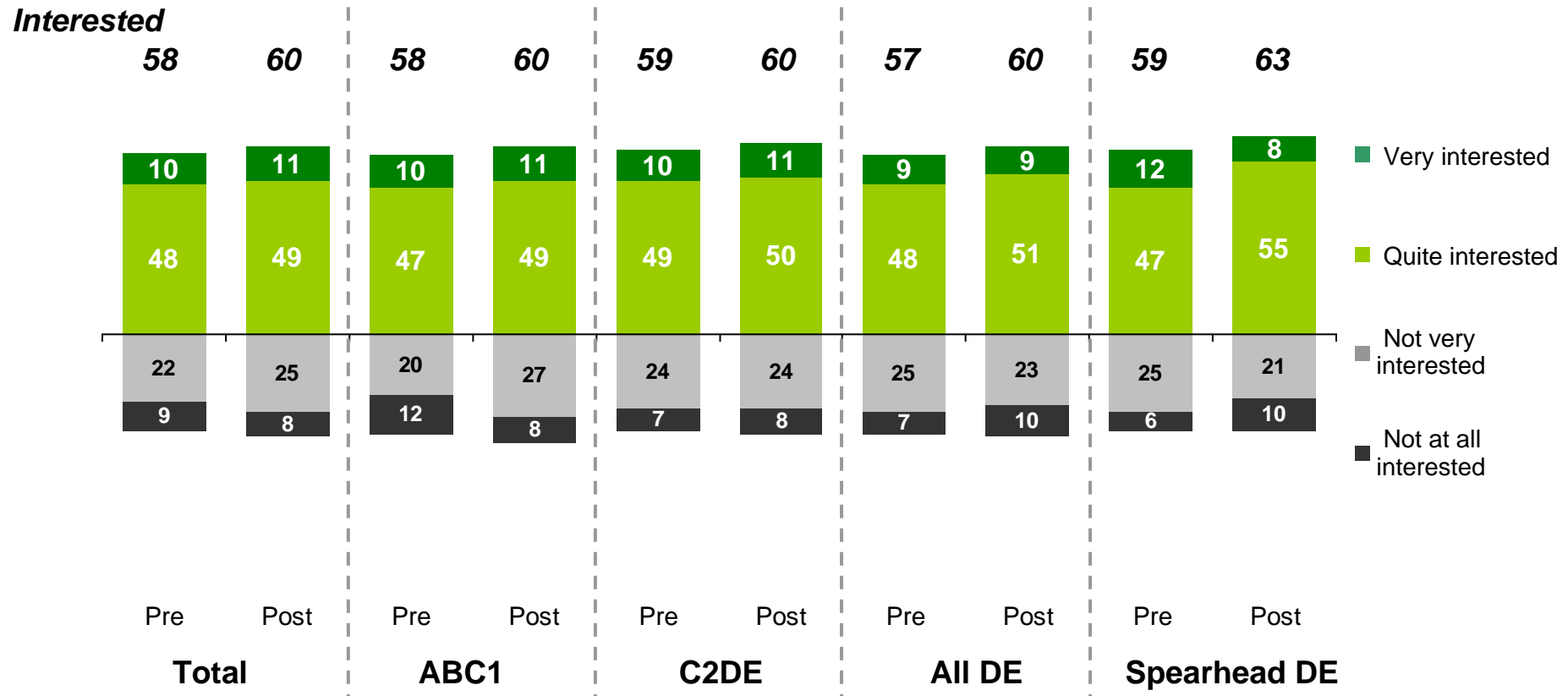
# Websites Visited

	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Connexions	10	13	10	10	10	15	12	16	14	23
NHS Direct	8	9	10	12	7	7	4	8	5	8
Childline	2	1	2	0	2	1	3	1	4	1
NHS Choices (nhs.uk)	2	2	4	3	0	1	1	1	2	2
Directgov YoungPeople	2	2	2	2	2	2	1	1	1	1
Need2Know	0	1	1	2	0	1	0	1	0	2
Teen LifeCheck	0	1	1	1	0	2	0	1	1	1
Other	1	1	1	1	1	1	1	1	0	1
None of these	66	65	66	64	67	67	66	65	66	65

Source: D5. And, which have you ever visited?

Base: All Respondents: Total (474/510), ABC1 (89/109), C2DE (385/401), All DE (272/268), Spearhead DE (210/181)

# Interested in LifeCheck



Source: E13. The site offers a free, confidential, 'Life Check' through asking questions about your life, so that it can offer you personal health advice and support. How interested would you be in this?

Base: All Respondents who had not visited the website: Total (463/497), ABC1 (88/108), C2DE (375/389), All DE (264/260), Spearhead DE (203/174)

# Why Interested in LifeCheck



	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	207	297	103	65	164	232	120	153	94	104
It looks good / useful / helpful	24	4	30	7	18	12	18	9	12	2
Would like to know more	20	18	13	19	26	13	29	13	28	15
It is confidential / private	18	16	19	15	16	17	15	15	13	13
Good to have other options	14	16	14	18	15	12	13	7	10	4
If I needed help / advice	14	30	13	20	15	17	14	14	11	19
It sounds interesting	11	19	19	6	4	4	3	11	4	13
Might try / look at website	10	8	10	3	10	10	9	9	8	13
If I had concerns / worries	8	1	8	2	9	1	7	1	7	12
Other (Less than 5%)	14	18	18	21	11	15	13	17	16	21

Source: E14. Why do you say that?  
 Base: All Respondents who had not visited the website & interested



# Why Not Interested in LifeCheck



	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	124	166	52	37	72	129	51	90	36	61
Do not have any problems	20	21	17	25	23	18	23	17	14	13
I would ask my parents / family	14	16	11	10	17	21	16	23	17	8
Would get help somewhere else	9	3	12	3	7	4	8	3	9	2
Not interested/no interest	8	8	12	6	5	11	6	9	5	11
Do not need advice/help	10	9	8	8	11	9	11	12	9	11
Would not use a website for this	6	2	8	3	4	1	4	1	2	2
Don't have time / do other things	7	4	3	5	10	3	9	3	6	3
Other (Less than 5%)	16	20	15	28	18	18	19	17	18	24

Source: E14. Why do you say that?

Base: All Respondents who had not visited the website & not interested



# Household Items In Home



	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Washing machine	94	98	91	99	97	97	97	98	97	99
Broadband	91	96	89	99	92	93	88	93	83	92
Microwave	88	94	83	94	93	94	93	95	94	95
Car	88	86	94	92	82	80	72	73	64	73
Bicycle	80	77	80	82	80	73	78	70	75	67
Tumble dryer	64	67	62	68	67	67	67	69	64	71
Dishwasher	48	49	59	59	37	40	26	34	21	33
Pay TV	42	44	42	41	43	47	40	46	45	54

Source: F1. Which of the following do you have in your household?  
 Base: All Respondents



# Technology Use



	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
<b>PC (Net)</b>	<b>98</b>	<b>98</b>	<b>99</b>	<b>99</b>	<b>96</b>	<b>97</b>	<b>96</b>	<b>96</b>	<b>93</b>	<b>94</b>
PC - at home	96	96	98	97	93	95	92	93	86	89
PC - at school	91	87	95	88	87	85	84	79	82	82
PC - elsewhere	17	20	17	20	16	19	18	22	18	21
<b>Internet (Net)</b>	<b>98</b>	<b>99</b>	<b>98</b>	<b>100</b>	<b>97</b>	<b>97</b>	<b>96</b>	<b>97</b>	<b>96</b>	<b>98</b>
Internet - at home	96	96	98	98	94	94	91	92	89	91
Internet - at school	78	77	80	75	77	78	73	75	78	79
Internet - elsewhere	18	22	17	23	19	20	22	23	24	23
<b>Other</b>										
Mobile phone	94	90	96	92	93	88	91	86	89	84
DVD Player	84	79	85	79	83	78	77	77	75	75
Text messaging on mobile	83	81	87	82	79	80	78	75	75	69
Ipod/MP3 Player	78	77	84	86	73	70	65	67	61	64
Digital TV	73	74	75	79	72	69	66	62	62	63

Source: B6. Which of these do you ever use?  
 Base: All Respondents

# Activities enjoyed in spare time (1)



	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Base	474	510	89	109	385	401	272	268	210	181
Watching TV	77	74	80	69	73	78	71	74	69	73
Listening to music	76	79	76	79	75	79	70	77	64	76
Playing computer games	70	67	68	67	71	66	70	64	68	64
Hanging out with friends	68	68	66	67	70	69	68	67	61	64
Watching films/ DVD's	66	70	63	73	70	67	66	65	58	64
Going to the cinema	60	63	62	67	58	60	52	52	50	48
Instant Messenger	52	50	53	47	51	52	48	50	46	50
Social Networking	52	56	54	57	50	54	48	51	43	54
Swimming	45	41	44	43	45	39	47	35	43	38
Playing any sport	44	40	50	46	38	34	39	36	42	38
Reading	39	43	46	50	33	36	27	33	24	30
Shopping	33	41	33	44	34	38	35	35	32	34
Watching sport	29	24	31	25	27	23	27	26	30	29
Online gaming	31	29	29	25	32	33	34	32	38	34

Source: B1. On this screen are some things other people your age have said they enjoy doing in their spare time. Which of them do you enjoy?

Base: All Respondents



# Activities enjoyed in spare time (2)

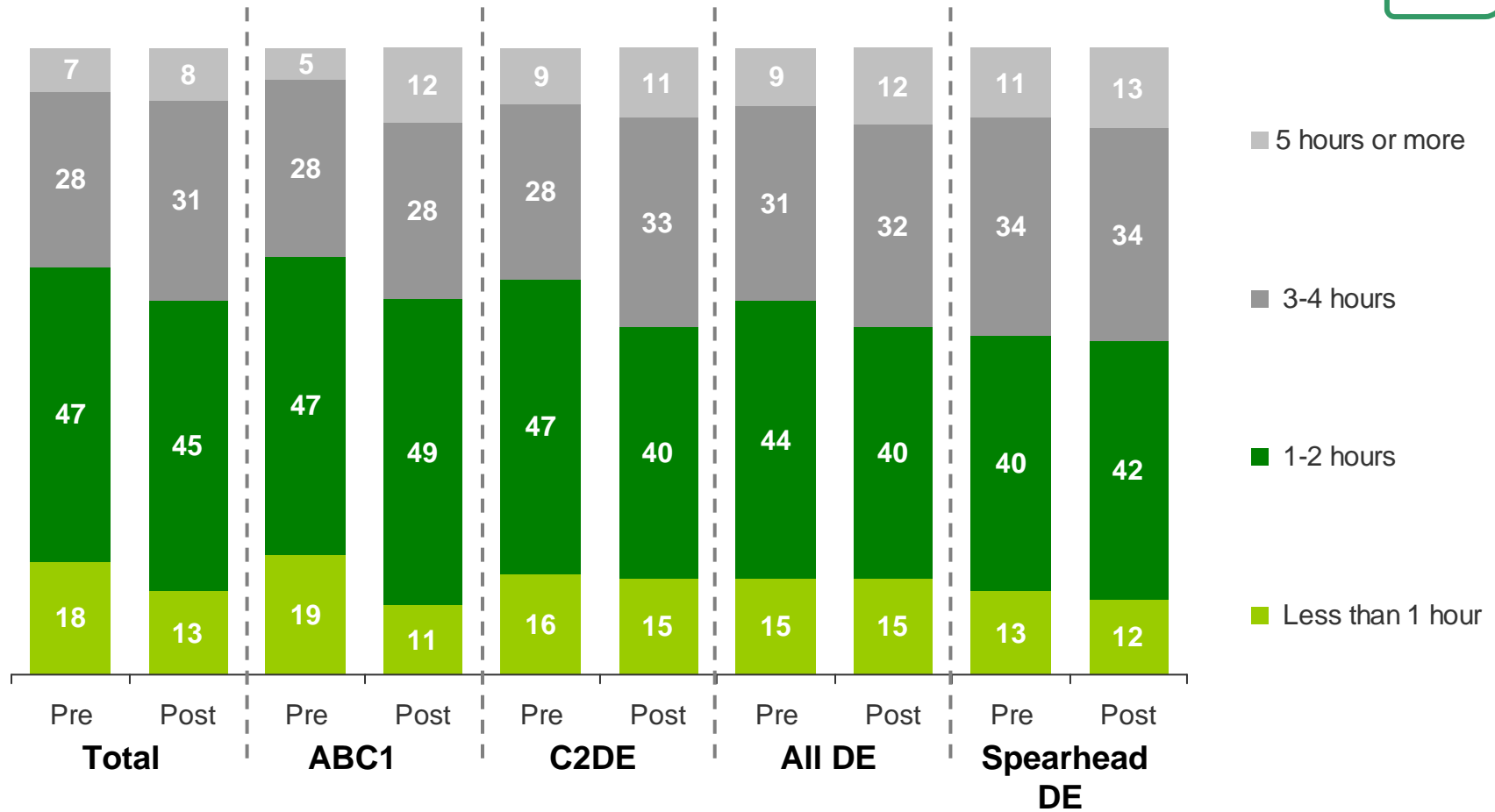


	Total		ABC1		C2DE		All DE		Spearhead DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base</i>	474	510	89	109	385	401	272	268	210	181
Cycling	30	23	36	22	24	24	30	22	27	25
Cooking	29	32	30	36	29	29	23	28	27	27
Drawing or painting	28	27	30	30	26	25	35	23	25	26
Looking after pets	28	29	25	31	30	26	22	25	25	27
Dance	24	22	24	24	24	19	19	20	21	20
Making things	23	21	26	24	21	19	18	19	14	17
Playing a musical instrument	23	21	28	27	18	15	26	15	10	12
Singing	22	18	22	19	22	16	21	16	20	18
Drama	19	19	20	21	19	16	19	15	16	15
Photography	16	15	23	21	10	10	21	9	10	11
Making my own music	15	11	16	13	14	10	12	11	9	10
Skating	12	10	13	11	12	8	15	8	10	11
Horse riding	8	6	10	8	5	4	11	2	3	1

Source: B1. On this screen are some things other people your age have said they enjoy doing in their spare time. Which of them do you enjoy?  
 Base: All Respondents



# Internet Use



Source: B7. How many hours a day do you usually spend on the internet?  
 Base: All Respondents who use the internet: Total (474/498), ABC1 (89/109), C2DE (385/389), All DE (272/259), Spearhead DE (210/175)



# Websites Visited

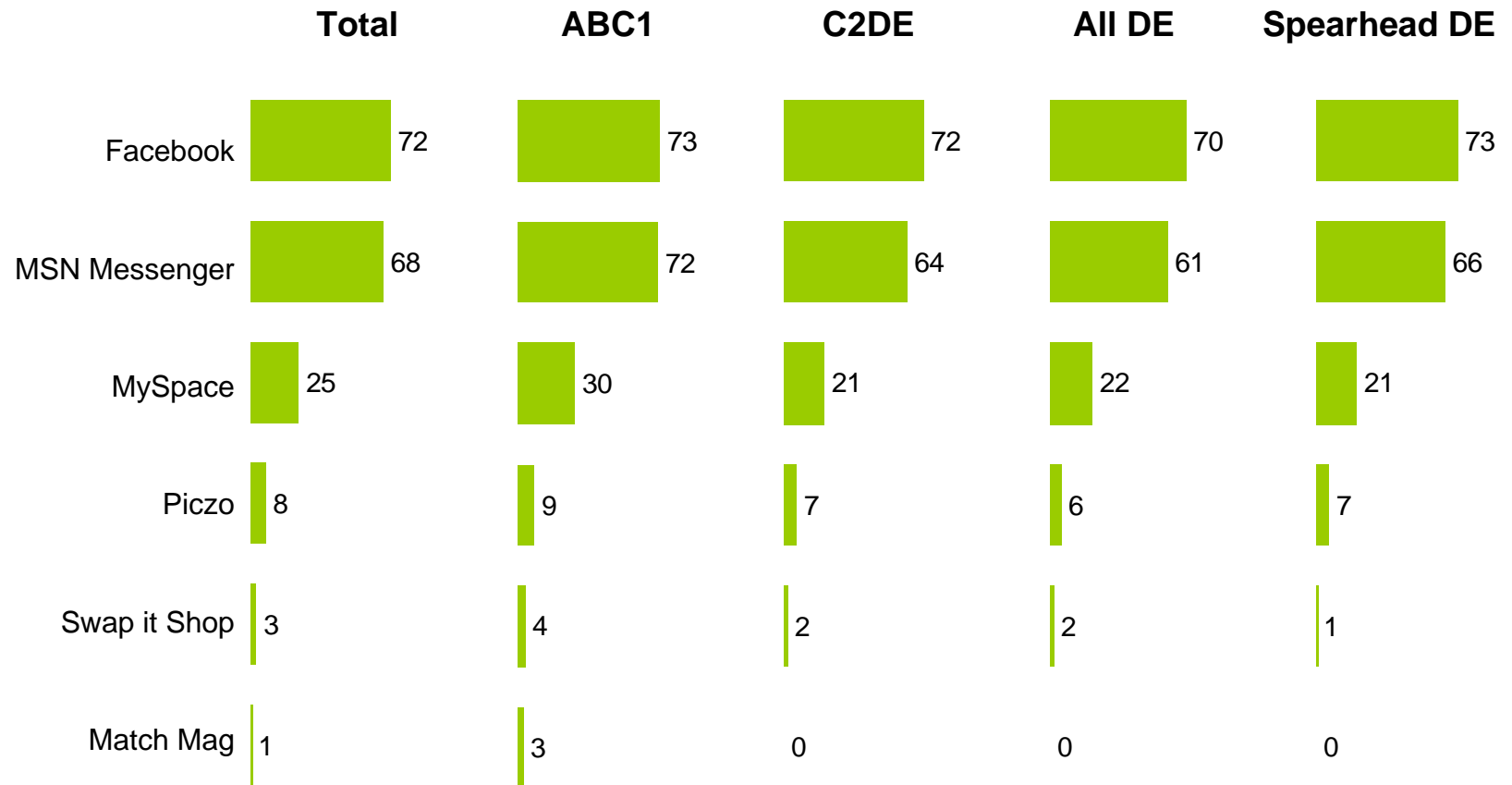


	Total		ABC1		C2DE		All DE		Spearhead DE	
	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>	<i>Pre</i>	<i>Post</i>
<i>Base</i>	460	498	87	109	373	389	261	259	202	175
YouTube	83	80	81	80	86	79	84	78	87	77
Facebook	59	71	60	70	59	72	60	70	64	73
Bebo	41	27	41	24	41	31	45	34	41	33
Miniclip	22	21	23	23	21	20	24	19	28	21
MySpace	21	21	22	25	21	18	22	19	26	19
Windows Live Spaces	16	16	16	18	16	13	16	15	20	17
Piczo	11	9	10	8	11	9	9	9	12	9
Habbo Hotel	10	8	7	8	12	8	8	9	11	9
Stardoll	7	10	7	12	8	8	7	5	8	3
Yahoo!Groups	6	9	6	12	7	6	8	6	11	7
Flickr	5	4	4	5	6	3	7	3	5	5

Source: B8. Do you visit any of these sites?  
 Base: All Respondents who use the internet



# Websites visited in last 4 months



Source:  
Base:

F4. Which, if any of these websites have you visited in the last 4 months?  
All Respondents: Total (510), ABC1 (109), C2DE (401), All DE (268), Spearhead DE (181)