

Young teenagers and smoking in 1998

A report of the key findings from the Teenage Smoking Attitudes survey carried out in England in 1998

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1. Introduction

This report presents the key findings from the Teenage Smoking Attitudes Survey (TSA) 1998. The survey was the last in a series of three annual surveys carried out in England by the Social Survey Division of ONS on behalf of the Health Education Authority (HEA).

The survey is intended to be complementary to the Survey of Smoking, Drinking and Drug Use among Young Teenagers¹, also carried out by ONS in England on behalf of the Department of Health every two years (the last one having been carried out in 1998). The Department of Health survey focuses primarily on smoking behaviour and access to cigarettes.

2. Background to the survey

From 1989 to 1994 the HEA commissioned eight surveys to track children's attitudes to smoking and to evaluate various teenage smoking campaigns. In 1996, when the Department of Health launched a new campaign called 'Respect', a further series of three surveys was commissioned to evaluate it².

The Respect campaign tried to address the reasons why young people start smoking and to make non-smoking part of a positive lifestyle that is relevant for both smokers and non-smokers.

The main aims of the Teenage Smoking Attitudes survey were to study teenagers' attitudes and beliefs about smoking and to evaluate the Respect campaign. In particular, the 1998 survey focused on cigarette dependency, giving up smoking and children's awareness of smoking related articles, promotions and advertising in the media.

3. Survey Methodology

The survey was based on a nationally representative random sample of 11 to 15 year olds in England, that is, pupils who were in years 7 to 11 at the start of September 1998³.

At the first sampling stage, 176 schools were sampled with probability proportional to the number of 11 to 15 year olds in the school. Information

on schools was drawn from a database supplied by the Schools Register for the Department for Education and Employment. The schools were stratified by:

- phase of education (middle primary, middle secondary, secondary);
- type of funding (LEA, grant maintained, independent);
- admission policy (selective, non-selective, comprehensive, secondary modern);
- single sex or coeducational (in larger strata only); and
- region.

At the second stage, about 30 pupils were randomly sampled from each school throughout years 7 to 11 to give equal overall probabilities of selection.

Interviewers visited each of the sampled schools firstly to draw the sample and, on the main visit, to supervise the completion of the questionnaires. In half the schools, respondents gave saliva specimens which were later analysed for evidence of cotinine - a major metabolite of nicotine. This was carried out in order to validate the estimates of the prevalence of smoking. Two questionnaires⁴ were administered - a questionnaire about current smoking behaviour and attitudes to smoking, and a questionnaire about the Respect campaign. Where more than four pupils were absent at the main visit, a follow-up visit was usually made a few days later if it was known that the majority of the absent pupils would be in attendance⁵.

4. Response

Of the 176 schools that were sampled, 130 (74%) agreed to take part. Eighty-nine percent of sampled pupils within these schools completed questionnaires satisfactorily, giving an overall response rate of 66%.

5. Smoking Prevalence

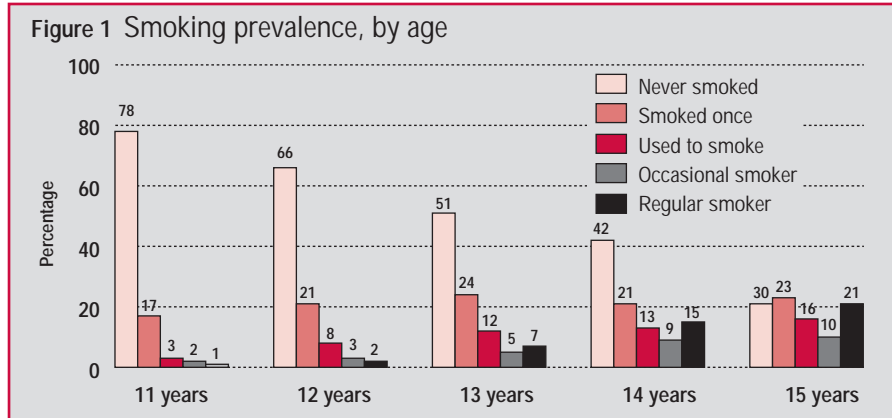
The proportion of 11 to 15 year olds who were regular smokers, defined as usually smoking one or more cigarettes a week⁶, has changed little throughout the TSA series. In 1998, 10% of pupils were regular smokers, compared with the previous year's figure of 11%: this difference was not statistically significant. The proportion who were regular smokers was also slightly lower than the figure of 11% reported on the 1998 Department of

Health survey, but again not significantly so. As in 1997, there were no significant differences in reported smoking behaviour between the pupils who provided saliva specimens and those who did not. This indicates that, on the whole, children are honest about their smoking.

The proportion of smokers among 11 to 15 year olds continues to be higher among girls than among boys: 11% of girls said they were regular smokers compared with 8% of boys. About 6% of girls and 5% of boys smoked occasionally.

<i>All pupils</i>		<i>England</i>		
Smoking behaviour	1996	1997	1998	
Boys	%	%	%	
Regular smoker	9	9	8	
Occasional smoker	6	5	5	
Used to smoke	11	10	12	
Smoked once	23	21	23	
Never smoked	51	55	51	
<i>Base (=100%)</i>	<i>1899</i>	<i>1908</i>	<i>1757</i>	
Girls				
Regular smoker	11	12	11	
Occasional smoker	7	7	6	
Used to smoke	13	10	10	
Smoked once	19	20	19	
Never smoked	50	51	54	
<i>Base (=100%)</i>	<i>1758</i>	<i>1891</i>	<i>1782</i>	
Total				
Regular smoker	10	11	10	
Occasional smoker	6	6	6	
Used to smoke	12	10	11	
Smoked once	21	20	21	
Never smoked	51	53	52	
<i>Base (=100%)</i>	<i>3657</i>	<i>3799</i>	<i>3539</i>	

Smoking prevalence increases rapidly with age: while fewer than 1% of 11 year olds were regular smokers, over a fifth (21%) of 15 year olds were. Over three-quarters (78%) of 11 year olds claimed to have never smoked compared with only 30% of 15 year olds.



In 1998, pupils who claimed that they used to smoke but they never smoke now were asked how long it had been since their last cigarette. Forty-five percent had not smoked a cigarette for more than six months and a further 17% had not smoked for 3-6 months (no table shown).

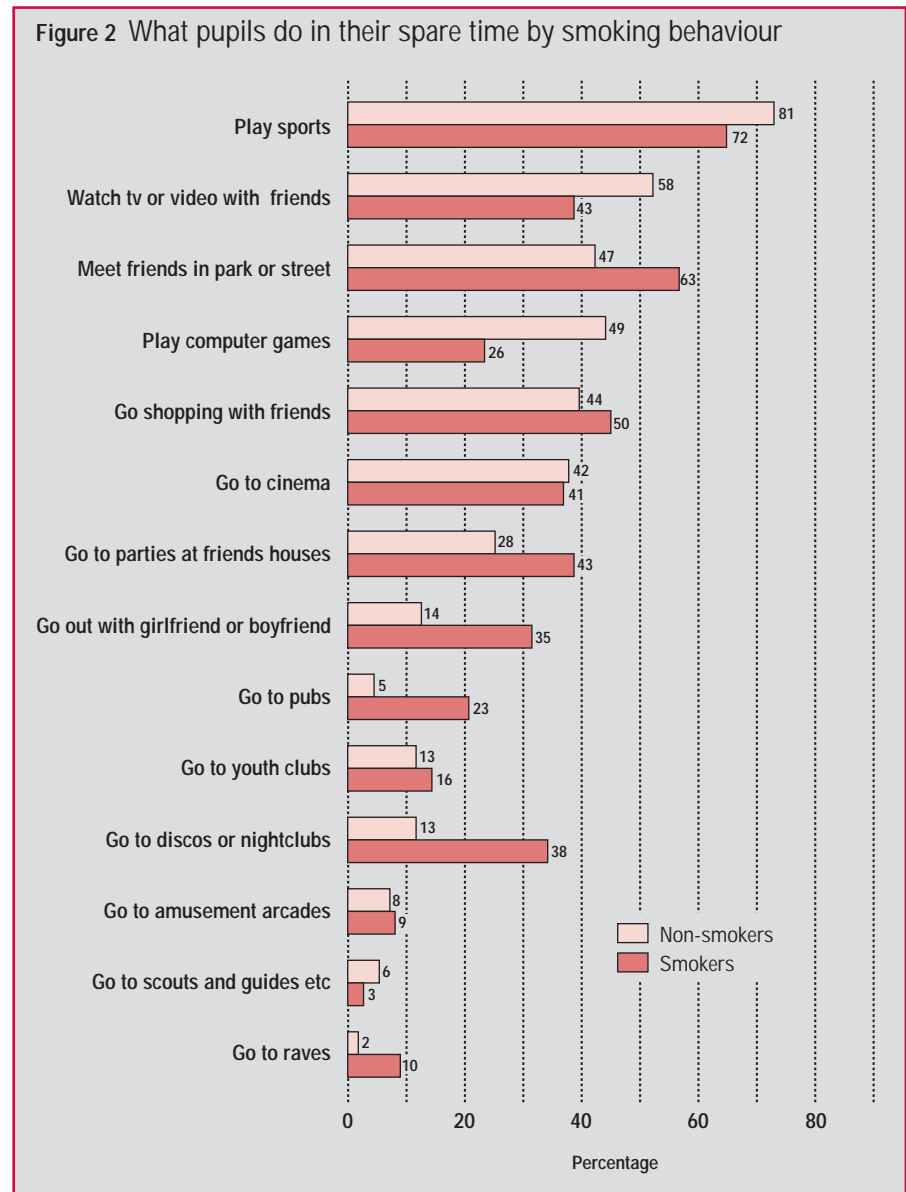


Table 2 Proportion of pupils who were regular smokers, by sex and expectation of GCSE results

All pupils *England 1998*

Whether expects to take GCSEs before leaving school				Bases (=100%)		
	Boys	Girls	Total	Boys	Girls	Total
% who were regular smokers						
Thinks will take GCSEs:						
expects to pass 5 or more	9	10	10	922	838	1760
does not expect to pass 5 or more	12	22	17	107	107	214
not sure about likely results	7	10	9	444	592	1036
Thinks will not take GCSEs	2	21	10	42	34	76
Not sure if will take GCSEs	8	7	8	198	202	400
Total	9	11	10	1713	1773	3486

The 1996 and 1997 TSA surveys found that children with higher educational expectations were less likely to take up smoking than those with lower expectations. The 1998 results were similar: 19% of those who thought that they definitely would not continue in further education after year 11 (the fifth year) were regular smokers compared with 8% of those who thought they would continue. Pupils who were planning to take GCSEs, but thought that they would pass fewer than five of them were more likely than other pupils to be regular smokers. This difference was contributed to mainly by girls.

In 1998, pupils were asked what they did in their spare time, and which sports they played outside of lesson time, if any. After controlling for age, smokers were more likely than non-smokers to meet friends in the park or street, go to pubs and go to discos or nightclubs in their spare time, among other things. Non-smokers were more likely than smokers to watch television or videos with friends, play computer games and go to scouts/guides etc. Non-smokers were more likely than smokers to play sports outside of lesson time (81% compared with 72%), but there were no significant differences between the types of sports that smokers and non-smokers play outside of lesson time.

6. Starting to smoke

Over a quarter (28%) of pupils who had ever smoked had tried smoking a cigarette before the age of 11 (i.e. by their eleventh birthday). Regular smokers were about twice as likely as occasional smokers to have had their first cigarette before the age of 11 (36% compared with 17%). Even though girls were more likely than boys to be regular smokers, boys were much more likely than girls to have tried smoking a cigarette before the age of 11 (34% compared with 23%).

Over three-quarters of pupils who had ever smoked had tried their first cigarette with friends (77%). Girls were more likely than boys to have first tried smoking with school friends (45% compared with 39%) and although boys were more likely than girls to have been alone when they first tried smoking (15% compared with 12%), this difference was not statistically significant.

Table 3 Proportion of pupils who had ever smoked who had tried smoking by age 11, by sex and smoking behaviour

<i>All pupils who had tried smoking</i>			<i>England 1998</i>			
Smoking Behaviour	Boys	Girls	Total	Bases (=100%)		
				Boys	Girls	Total
<i>% who had tried smoking by 11</i>						
Regular smoker	38	34	36	146	187	333
Occasional smoker	18	16	17	91	111	202
Use to smoke	40	20	31	202	178	380
Tried smoking once	32	21	27	343	298	641
All who had tried smoking	34	23	28	782	774	1556

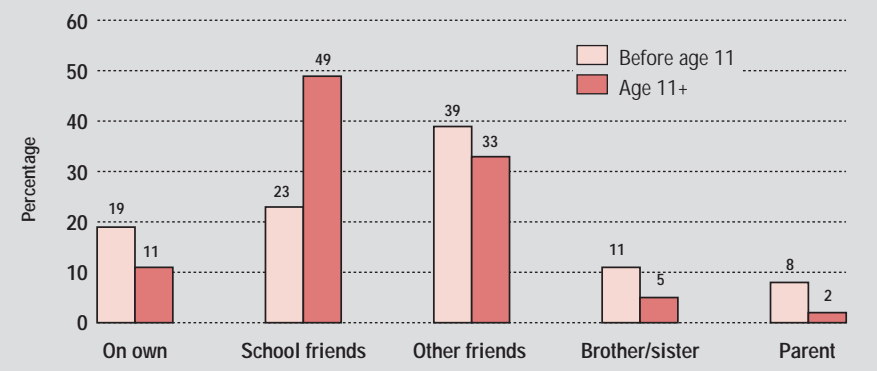
Table 4 Who pupils first tried smoking with by sex

<i>All pupils who had tried smoking</i>			<i>England 1998</i>		
	Boys	Girls	Total		
Who they were with	%	%	%		
On own	15	12	14		
School friends	39	45	42		
Other friends	36	33	35		
Brother/sister	6	7	7		
Parent	4	3	3		
Bases (=100%)	790	780	1570		

Pupils who tried smoking before the age of 11 were more likely than those who tried smoking after their eleventh birthday to have been on their own (19% compared with 11%) or with their parents (8% compared with 2%) when they first tried smoking and less likely to have been with school friends (23% compared with 50%).

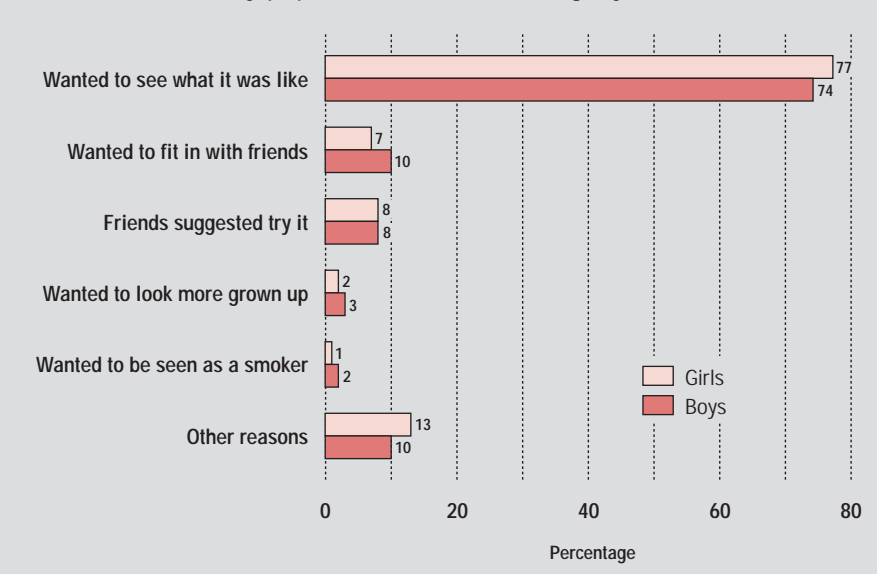
All pupils who had ever smoked were asked why they had tried their first cigarette. Three-quarters (75%) of pupils who had ever smoked said that one of the reasons that they tried their first cigarette was because they wanted to see what it was like. Eight per-cent said that they wanted to fit in

Figure 3 Who pupils first tried smoking with by the age they tried smoking



with their friends and the same proportion said that their friends had suggested they try smoking. Only 3% said that one of the reasons that they started smoking was because they wanted to look more grown up and 2% said that they wanted to be seen as a smoker. Boys were more likely than girls to say that one of the reasons they first tried smoking was to fit in with their friends (10% compared with 7%).

Figure 4 Reasons why pupils first started smoking, by sex



7. Brand of cigarette smoked

Benson and Hedges was the brand of cigarette most commonly smoked - 36% of smokers smoked this brand. The next most popular brand, Lambert and Butler, was smoked by just under a quarter (24%) of smokers - more

Table 5 Usual brand of cigarette for current smokers, by sex: 1996 to 1998

Current smokers		England		
Brand smoked	1996	1997	1998	
Boys				
	%	%	%	
Benson & Hedges	36	40	39	
Lambert & Butler	8	18	19	
Embassy (including Regal)	24	12	15	
Marlboro	11	8	6	
Silk Cut	4	3	4	
Other	3	5	7	
No particular brand	13	16	11	
<i>Bases (=100%)</i>	274	266	235	
Girls				
	%	%	%	
Benson & Hedges	40	35	33	
Lambert & Butler	14	20	28	
Embassy (including Regal)	24	16	10	
Marlboro	3	3	6	
Silk Cut	5	3	3	
Other	5	6	10	
No particular brand	9	17	8	
<i>Bases (=100%)</i>	307	340	296	
Total				
	%	%	%	
Benson & Hedges	38	37	36	
Lambert & Butler	11	19	24	
Embassy (including Regal)	24	14	12	
Marlboro	7	5	6	
Silk Cut	4	3	3	
Other	4	5	9	
No particular brand	11	17	10	
<i>Bases (=100%)</i>	581	606	531	

than double the proportion in 1996, when just 11% of smokers smoked this brand. In contrast, the proportion smoking Embassy cigarettes has halved since 1996 from 24% to 12%. In both 1996 and 1997 Marlboro was smoked by a higher proportion of boys than girls, but in 1998 equal proportions of boys and girls smoked this brand.

In 1997, 17% of current smokers did not smoke a particular brand but this had fallen to 10% in 1998.

8. Giving up smoking

8.1 Wanting to give up smoking

Nearly half of all current smokers (44%) said that they would like to give up smoking, and there were no significant differences between the proportions of regular and occasional smokers wishing to give up. However, regular smokers were more likely to say that they definitely did not want to give up - 22% compared with only 9% of occasional smokers. A large proportion of smokers (38%) did not know whether or not they wanted to give up smoking.

Table 6 Whether current smokers (a) would like to give up smoking (b) think they will ever give up smoking altogether, by smoking behaviour

<i>Current smokers</i>		<i>England 1998</i>		
	Regular smokers	Occasional Smokers	All smokers	
Would like to give up				
Yes	41	49	44	
No	22	9	18	
Don't know	36	42	38	
Think they will ever give up				
Yes	39	66	49	
No	17	8	14	
Don't know	44	26	37	
<i>Base (=100%)</i>	338	189	527	

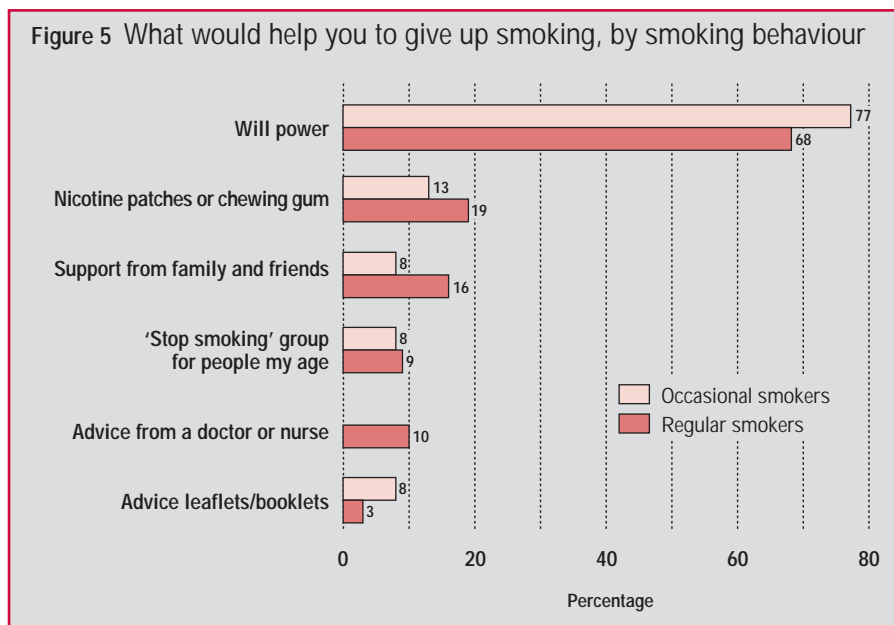
Table 7 Whether current smokers who would like to give up think they will give up

<i>Current smokers</i>		<i>England 1998</i>		
Think will ever give up	Yes	Would like to give up smoking		Total
		No	Don't know	
	%	%	%	%
Yes	59	36	43	49
No	9	34	10	14
Don't know	33	27	48	37
<i>Base (=100%)</i>	232	92	202	526

About half of all current smokers thought that they would actually give up at some point in the future. Occasional smokers were more likely than regular smokers to think they would give up smoking (66% compared with 39%). Regular smokers were more likely than occasional smokers to be uncertain about whether they would give up (44% compared with 26%).

About six out of ten smokers who wanted to give up smoking thought that they would give up one day. However, about one in ten of those who said they wanted to give up did not believe they would.

In 1998, current smokers who wanted to give up were asked what they thought would help them. By far the most common answer, for about seven in ten current smokers, was their own willpower. Smaller proportions thought that nicotine patches/chewing gum and support from family and friends would help them to give up (16% and 13% respectively). Even smaller proportions of pupils thought that advice leaflets or booklets, advice from a doctor or nurse, or "stop smoking" groups would help.



8.2 Attempts to give up smoking

Two-thirds of current smokers had tried to give up smoking. Regular smokers were more likely to have tried than occasional smokers (72% compared with 56%) and girls were more likely than boys to have tried to give up (71% compared with 60%).

Table 8 Proportion of smokers who have ever tried to give up smoking, by smoking behaviour and sex

Current smokers		England 1998		
Smoking behaviour	Boys	Girls	Total	
	<i>% who had ever tried to give up smoking</i>			
Regular smokers	64	78	72	
Occasional smokers	52	59	56	
Current smokers	60	71	66	
<i>Bases (=100%)</i>				
Regular smokers	148	190	338	
Occasional smokers	83	106	189	
Current smokers	231	296	527	

Smokers who had tried to give up smoking but not succeeded were asked the reasons why they had tried to give up. The 1996 Health Education Monitoring Survey⁷ reported that the main reasons that adults gave up smoking were 'health reasons' and 'cost'. This also appears to be the case with children: about half the pupils (52%) said that one of the reasons they had tried to give up was because they were worried about their health, 32% had tried to give up because of the cost of smoking and 25% because they wanted to feel fitter. Boys were more likely than girls to give the reason that they wanted to feel fitter (32% compared with 19%).

Table 9 Reason why pupils tried to give up smoking by smoking behaviour

Current smokers		England 1998		
Why tried to give up	Boys	Girls	Total	
Worried about my health	47	55	52	
Cost	28	35	32	
To make me feel fitter	32	19	24	
My family/friends persuaded me	12	10	11	
Smoking made me smell or look nasty	7	10	9	
Did not like/enjoy it	4	9	7	
Other	12	13	13	
<i>Bases (=100%)</i>	137	210	347	

* Percentages total more than 100 because some pupils gave more than one answer

Regular smokers were more likely than occasional smokers to give the cost of smoking as one of the reasons they tried to give up (38% compared with 18%). Occasional smokers were more likely than regular smokers to say that one of the reasons they tried was because they did not enjoy smoking.

Current smokers who had tried to give up were asked the longest length of time for which they had given up. Only four in ten smokers had given up for more than one month and only one in ten for more than six months. Only 5% of regular smokers had managed to stop for more than six months.

About three-quarters (78%) of current smokers who said that they would like to give up had already tried to give up but not succeeded, compared

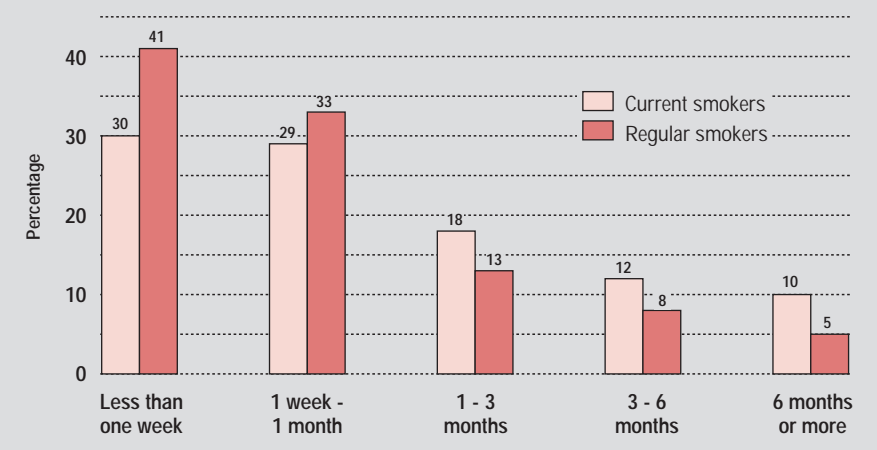
Table 10 Reason why pupils tried to give up smoking by smoking behaviour

Current smokers England 1998

Why tried to give up	Regular smokers	Occasional smokers	Total
Worried about my health	49	58	52
Cost	38	18	32
To make me feel fitter	24	26	25
My family/friends persuaded me	14	5	11
Smoking made me smell or look nasty	8	11	9
Did not like/enjoy it	3	15	7
Other	13	12	13
Bases (=100%)	241	106	347

* Percentages total more than 100 because some pupils gave more than one answer

Figure 6 Longest time current smokers and regular smokers had given up for



with half (50%) of the smokers who said that they did not want to give up. Two-thirds of smokers who thought that they would give up at some point in the future had already tried to give up.

Table 11 Proportion of current smokers who have tried to give up smoking by (a) would like to give up smoking and (b) think they will ever give up smoking altogether

Current smokers England 1998

<i>Base (=100%)</i>			
% who had tried to give up smoking			
Would like to give up			
Yes	%	78	232
No	%	50	92
Don't know	%	60	202
Think they will ever give up			
Yes	%	66	232
No	%	62	92
Don't know	%	68	202
Total	%	49	526

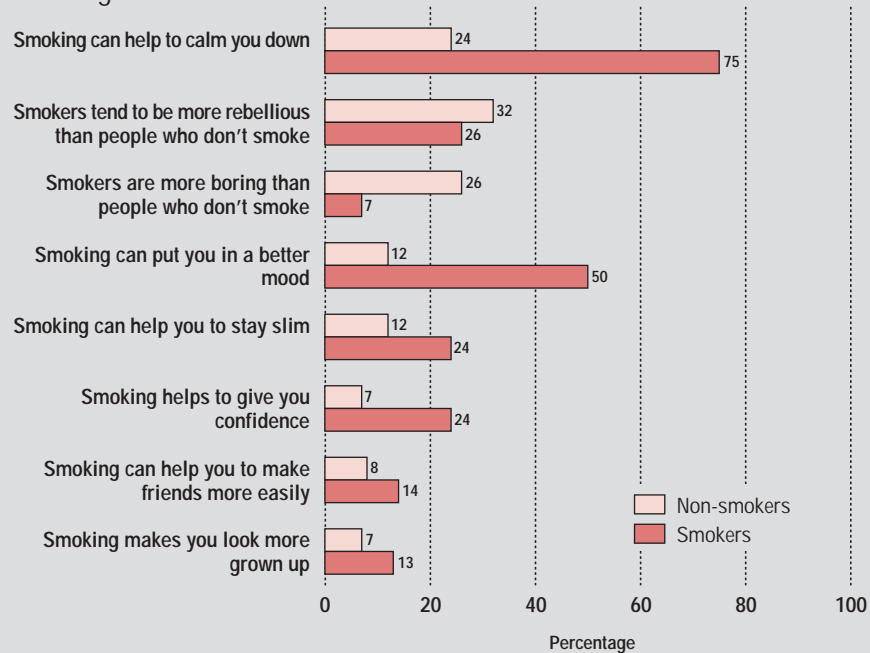
9. Views about smoking

All pupils were asked if they agreed or disagreed with a series of statements about smoking and there was a considerable difference between smokers and non-smokers.

Smokers tended to be more likely than non-smokers to perceive benefits from smoking. For example, smokers were three times as likely as non-smokers to agree that 'smoking can help to calm you down'. Similarly, half (50%) of all smokers agreed with the statement 'smoking can put you in a better mood' compared with only 12% of non-smokers. Non-smokers were almost four times as likely as current smokers to agree that 'smokers are more boring than people who don't smoke' (26% compared with 7%).

Boys were more likely than girls to believe that 'smoking can help you make friends more easily' (12% compared with 7%); and that 'smokers tend to be more rebellious than people who don't smoke' (36% compared with 26%). However, girls were more likely than boys to think that 'smoking helps you to stay slim' (15% compared with 12%).

Figure 7 Proportion of pupils who agreed with views about smoking, by smoking behaviour



Pupils were also asked to indicate whether they thought that a second set of statements, which put smoking in a negative light, were true or false. Very high proportions of pupils thought that the following statements were true: 'smoking can cause lung cancer' (99%); 'smoking makes your clothes smell' (97%); 'other people's smoking can harm the health of others' (95%) and 'smoking is a waste of money' (95%).

As with the first set of attitude statements, there were considerable differences between smokers and non-smokers. For example, 54% of non-smokers thought that the statement 'celebrities who smoke encourage young people to take up smoking themselves' was true, compared with 36% of smokers; and 97% of non-smokers thought that 'smoking is a waste of money' was true, compared with 82% of smokers.

Figure 8 Proportion of pupils who agree with views about smoking, by sex

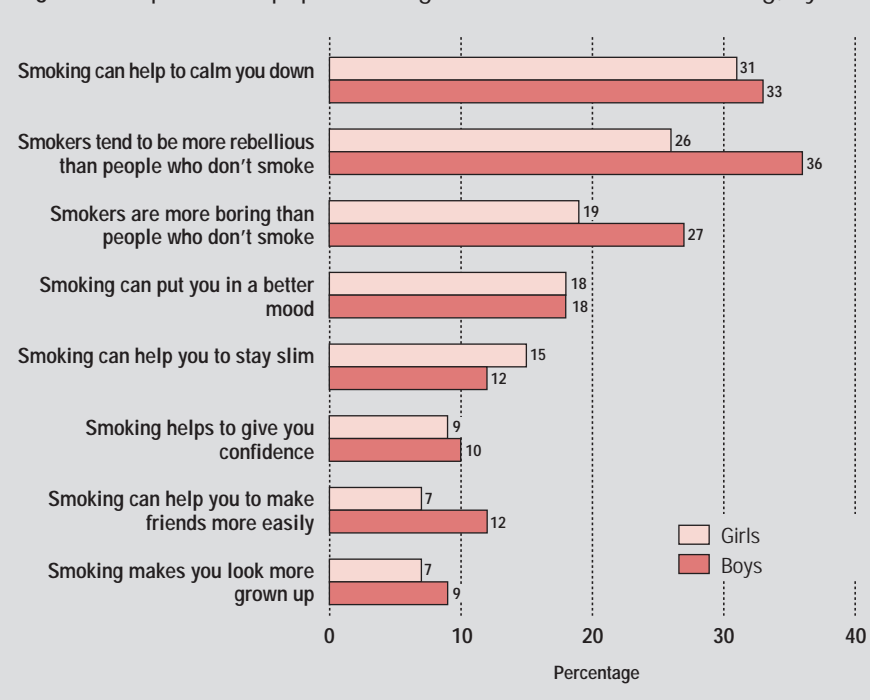


Table 12 Smoking attitudes by smoking behaviour

All pupils

England 1998

Proportion of pupils who agreed with the following statements:	Smokers	Non-smokers	Total
	%	%	%
Smoking can cause lung cancer	98	99	99
Smoking makes your clothes smell	96	97	97
Other people's smoking can harm the health of others	94	95	95
Smoking is a waste of money	82	97	95
Smoking kills one in two of all smokers	55	70	68
Stopping smoking is difficult because of the bad side effects	55	70	68
Celebrities who smoke encourage young people to take up smoking themselves	36	54	51
Smoking makes your skin wrinkle faster	45	51	50
Base (=100%)	527	2826	3353

Table 13 Smoking attitudes by sex

<i>All pupils</i>		<i>England 1998</i>	
Proportion of pupils who agreed with the following statements:	Boys	Girls	Total
	%	%	%
Smoking can cause lung cancer	98	99	99
Smoking makes your clothes smell	95	98	97
Other people's smoking can harm the health of others	95	95	95
Smoking is a waste of money	94	95	95
Smoking kills one in two of all smokers	65	71	68
Stopping smoking is difficult because of the bad side effects	70	65	68
Celebrities who smoke encourage young people to take up smoking themselves	53	50	51
Smoking makes your skin wrinkle faster	46	54	50
<i>Base (=100%)</i>	<i>1653</i>	<i>1708</i>	<i>3361</i>

Girls were more likely than boys to believe that ‘smoking makes your skin wrinkle faster’ (54% compared with 46%). Boys were more likely than girls to believe that ‘stopping smoking is difficult because of the bad side effects’, but this difference was only statistically significant among non-smokers.

10. Health information received in school

About seven in ten pupils could recall having had lessons in the previous year on drugs (72%), healthy eating (70%) and smoking (68%).

Older pupils were a little more likely than younger pupils to recall having lessons on smoking in the previous year - 72% of 14 and 15 year olds said they had such lessons compared with 65% of 11 to 13 year olds. Older pupils were also more likely than younger pupils to remember having lessons on drugs (84% compared with 64%), alcohol (67% compared with 46%) and AIDS (48% compared with 17%). Younger pupils were more likely than older pupils to remember having lessons on healthy eating (76% of 11 to 13 year olds compared with 62% of 14 and 15 year olds).

Figure 9 Proportion of pupils who remembered receiving health education on various topics in the last year, by age

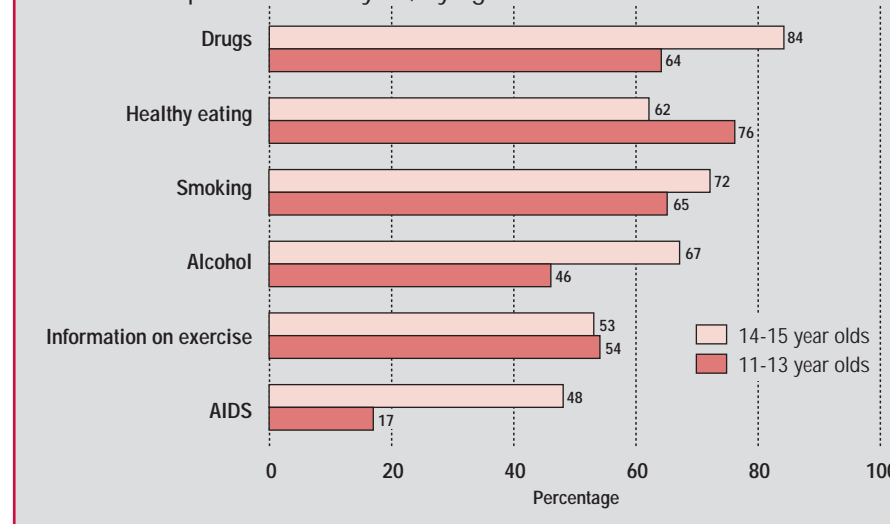
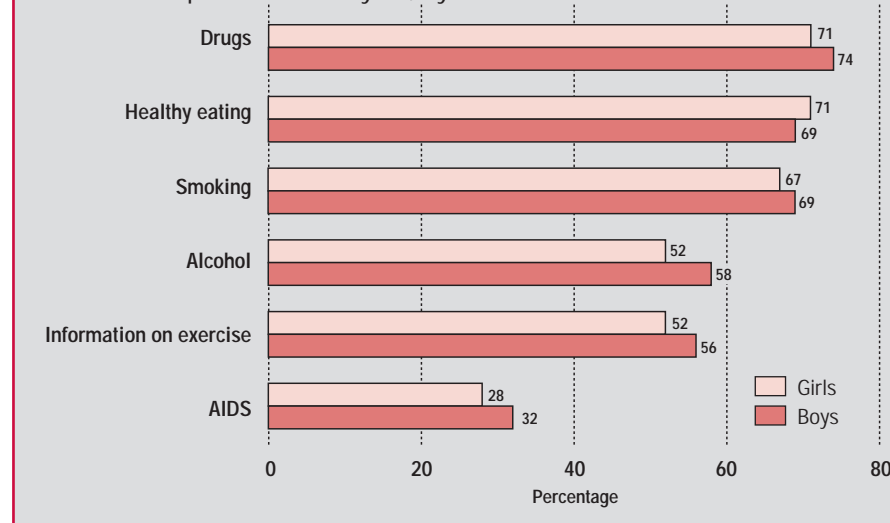


Figure 10 Proportion of pupils who remembered receiving health education on various topics in the last year, by sex



There was no statistically significant difference between the proportion of boys and girls who remembered having lessons on smoking in the previous year, but boys were more likely than girls to have remembered having lessons on alcohol (58% compared with 52%) and AIDS (32% compared with 28%).

11. What teenagers know about cigarettes

In 1998, pupils were shown a list of substances and asked which they thought were found in cigarette smoke. The majority of pupils knew that nicotine and tar are found in cigarette smoke (91% and 82% respectively) but a much smaller proportion (40%) knew that carbon monoxide is present.

Figure 11 Proportion of pupils who think these substances are in cigarette smoke, by age

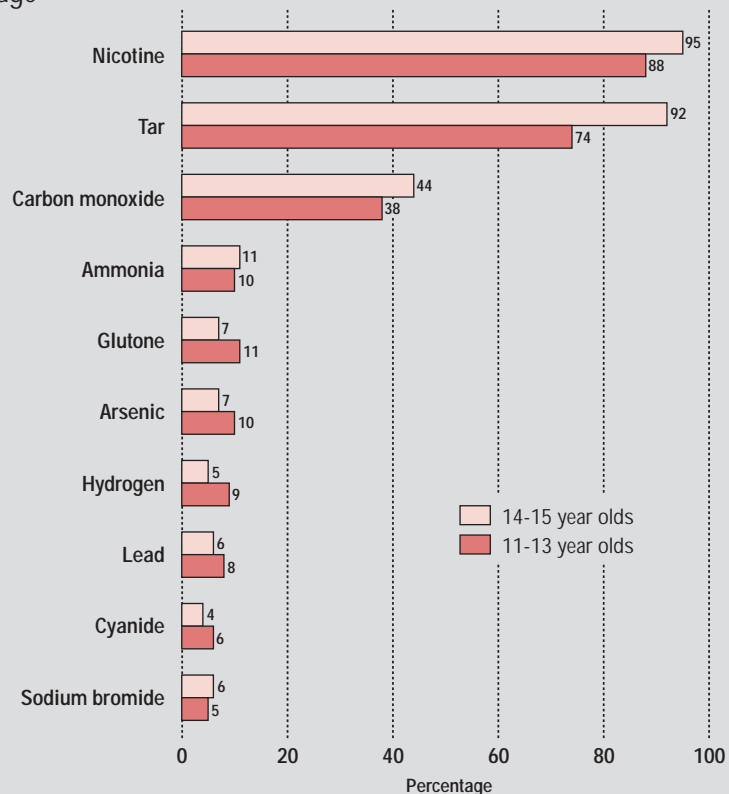


Table 14 Proportion of pupils who think that the following substances are (a) the addictive substance in cigarette smoke and (b) the main cancer causing substance in cigarette smoke.

	England 1998	
	Addictive	Cancer causing
	%	%
Nicotine	76	26
Tar	3	41
Carbon monoxide	1	6
Others	2	3
Don't know	17	24
Base (=100%)	3392	3082

Table 15 Proportion of pupils who think that the following substances are the addictive substance in cigarette smoke by age and smoking behaviour

Addictive substance in cigarette smoke	England 1998		
	11-13 years	14-15 years	Total
	%	%	%
Smokers			
Nicotine	77	91	88
Tar	6	3	4
Carbon monoxide	2	0	1
Others	2	1	1
Don't know	12	5	7
Base (=100%)	128	390	518
Non-smokers			
Nicotine	68	86	74
Tar	4	3	3
Carbon monoxide	1	1	1
Others	3	1	2
Don't know	24	9	18
Base (=100%)	1840	1024	2864

Only a very small proportion of pupils knew that cigarettes contain substances such as cyanide (6%), lead (7%) or ammonia (10%). Interestingly, 9% of pupils think that the bogus substance ‘glutone’ can be found in cigarette smoke. Older pupils were more knowledgeable than younger pupils about the substances found in cigarette smoke.

Pupils were also asked which they thought was the main cancer causing substance in cigarette smoke and which they thought was the addictive substance. Forty-one per cent of pupils knew that tar is the main cancer causing substance in cigarette smoke, while 26% thought it was nicotine, 6% thought it was carbon monoxide and 24% could not give an answer. A much higher proportion of pupils (76%) knew that nicotine is the main addictive substance in cigarette smoke but 17% of pupils could not give an answer.

Older pupils were more likely than younger pupils to know the correct

Table 16 Proportion of pupils who think that the following substances are the main cancer causing substance in cigarette smoke by age and smoking behaviour

<i>All Pupils</i>		<i>England 1998</i>		
Main cancer causing substance in cigarette smoke	11-13 years	14-15 years	Total	
	%	%	%	
Smokers				
Nicotine	26	14	17	
Tar	39	65	58	
Carbon monoxide	6	7	6	
Others	4	2	3	
Don't know	24	12	16	
<i>Base (=100%)</i>	<i>110</i>	<i>327</i>	<i>437</i>	
Non-smokers				
Nicotine	30	24	28	
Tar	31	52	39	
Carbon monoxide	5	7	6	
Others	4	2	3	
Don't know	30	15	25	
<i>Base (=100%)</i>	<i>1712</i>	<i>922</i>	<i>2634</i>	

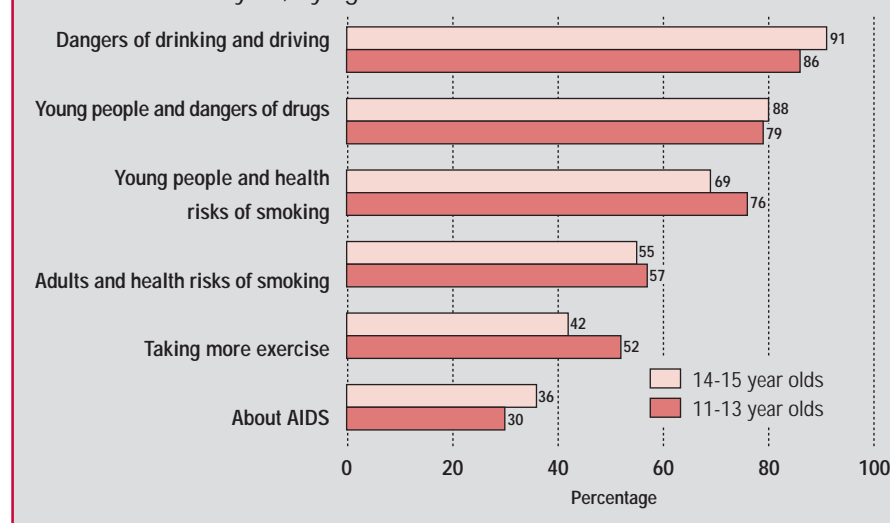
answer to both these questions. After controlling for age, smokers were more likely than non-smokers to know that nicotine is the addictive substance and that tar is the main cancer causing substance in cigarette smoke.

12. Recollection of adverts about health issues in the media

Pupils were asked if they remembered seeing adverts about various health issues in the media in the previous year. By far the most common adverts that pupils recalled seeing were about the dangers of drinking and driving (88%). Slightly fewer recalled seeing adverts about the dangers of drugs (80%) and adverts warning young people about the health risks of smoking (73%). Over half (56%) recalled seeing adverts about the health risks of adults smoking. These were similar to the 1997 figures.

Older pupils were more likely than those younger than themselves to recall advertising about drinking and driving and AIDS, but younger pupils were more likely to recall adverts about taking exercise and those warning young people about the health risks of smoking (76% of 11-13 year olds compared with 69% of 14-15 year olds).

Figure 12 Proportion of pupils who remembered adverts on various health issues in the last year, by age



13. Anti-smoking information in the printed media

Paid and unpaid media publicity, especially in teenage magazines, is often used to promote anti-smoking education aimed at teenagers. Pupils were asked if they had seen or read a variety of smoking related items in comics, magazines or newspapers over the previous year.

Over three-quarters (77%) of pupils had seen articles about the dangers of smoking, with a slightly higher proportion of girls than boys having seen them (80% compared with 75%). The proportion seeing such articles increased from 68% in 1996 to 78% in 1997, but there was no significant change between 1997 and 1998. Over half (53%) of the pupils had seen photo stories about teenagers smoking - girls were much more likely than boys to have seen these (64% compared with 41%).

About a quarter of pupils (24%) had remembered seeing quizzes about smoking and fewer than a fifth of pupils remembered seeing competitions about stopping smoking (19%) and special offers or gifts connected with not smoking (16%).

14. Recognition of the Respect campaign

As part of the Department of Health's Respect campaign, advertisements were run which encouraged children to apply for Respect Cred Cards. These were credit card- sized fact-files that included information on smoking. Prior to the introduction of the Cred Card, children could apply for Respect Packs, which contained similar information to the Cred Cards.

Pupils were asked if they had ever heard of the Respect campaign. This tested the children's unprompted awareness of the campaign. Eighteen percent of pupils said they had heard of the campaign, significantly more than in 1997, when just 14% had heard of it. One in four girls had heard of the campaign compared with 1 in 10 boys.

Pupils were also shown a reproduction of the Respect advert which had appeared in a number of teenage magazines and asked if they could recall seeing it. Over a quarter of pupils (26%) could recall seeing it, and girls were more than twice as likely as boys to have seen the advert (35% compared with 16%).

Figure 13 Proportion of pupils who had seen anti-smoking information in the printed media, by sex

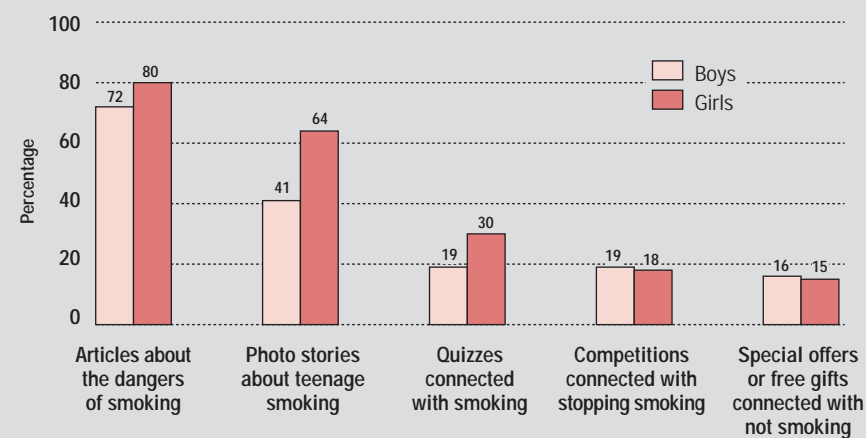


Table 17 Proportion of pupils who had heard of the Respect campaign (a) unprompted and (b) prompted, by sex: 1996 to 1998

Recognition of respect campaign	All pupils			England		
	Boys	Girls	Total	Boys	Girls	Total
<i>% who had heard of campaign</i>						
(a) unprompted						
1996	8	13	10	1876	1748	3624
1997	8	19	14	1886	1883	3769
1998	10	25	18	1747	1778	3525
(b) prompted						
1996	17	36	26	1878	1754	3632
1997	18	38	28	1882	1886	3768
1998	16	35	26	1727	1771	3498

Although, as noted above, unprompted awareness increased over the three surveys, prompted awareness of the campaign did not change. Prompted recognition is more likely to measure the level of the Respect advertising strategy rather than childrens' general awareness of the campaign: unprompted recognition is a better indicator of the awareness of Respect among schoolchildren.

Pupils were asked if they had applied for either a Respect Pack or a Cred Card during the three year period of the Respect campaign. In 1998, 24% of pupils said that they had applied for or been given a Respect pack or Cred Card. Girls were more likely than boys to have applied for or been given a pack or card (26% compared with 21%). The proportion of pupils who were interested in receiving a Cred Card increased from 45% to 63% after they had been told of the offers of the Respect campaign. Girls were more likely than boys to be interested in receiving a Cred Card, both before and after they were told of the offers of the campaign (no table shown).

15. Involvement in other forms of tobacco promotion

Teenagers' awareness of cigarette advertising and sponsorship of sport is well established⁸. This survey therefore looked at other types of indirect tobacco promotion which are now common. Many products are available with cigarette brand names on them, either through 'brand stretching' (promoting cigarettes through putting brand logos on a variety of non-tobacco-related items) or sponsorship of sporting and other events by tobacco companies.

Almost three in ten pupils (28%) said they had ever bought or received a product with a cigarette brand or logo on it. Boys were more likely than girls to report having bought or received such a product (34% compared with 22%). Fifty-eight percent of current smokers had bought or received a product with a cigarette brand or logo on it, compared with just 23% of non-smokers. Among the pupils who had such a product, almost half (49%) had cigarette lighters, 34% had items of clothing and 31% had posters. About 1 in 10 pupils had sports bags (12%) or CDs or tapes (10%). Boys were more likely than girls to have each of these items, apart from cigarette lighters.

Table 18 Types of products with cigarette brands or logos on them that pupils have bought or received by sex

England 1998

Type of product	Boys	Girls	Total
Cigarette lighter	45	55	49
Clothing	39	26	34
Posters	34	27	31
Sports bag	15	7	12
CDS or tapes	12	8	10
<i>Base (=100%)</i>	<i>559</i>	<i>381</i>	<i>940</i>
All pupils who had bought/received a product with a cigarette logo on it	34	22	28
<i>Base (=100%)</i>	<i>1744</i>	<i>1772</i>	<i>3516</i>

Table 19 Types of products with cigarette brands or logos on them that pupils have bought or received by smoking behaviour

England 1998

Type of product	Smokers	Non-smokers	Total
Cigarette lighter	84	32	49
Clothing	23	39	34
Posters	19	37	31
Sports bag	8	14	12
CDS or tapes	5	13	10
<i>Base (=100%)</i>	<i>310</i>	<i>626</i>	<i>936</i>
All pupils who had bought/received a product with a cigarette logo on it	58	23	28
<i>Base (=100%)</i>	<i>539</i>	<i>2965</i>	<i>3504</i>

Cigarette coupons are often given away in cigarette packs and can be collected and used to purchase gifts from a catalogue. Ten percent of pupils (12% of boys and 8% of girls) had at some time collected these. More than one fifth (22%) of current smokers had collected coupons compared with 8% of non-smokers.

Very few children (4%) said they had been given free cigarettes by someone working for a cigarette company. Boys were more likely than girls to have been given them (5% compared with 3%) and there was little difference between younger and older pupils. Current smokers were much more likely to have said that they had been given free cigarettes by a cigarette company, perhaps because non-smokers refuse to accept them when offered (9% compared with 3%).

Only 5% of all pupils (7% of boys and 3% of girls) had entered a competition run by a cigarette company, but 9% of current smokers had done so compared with only 4% of non-smokers.

Figure 14 Proportion of pupils who had been involved in various forms of tobacco promotion, by sex

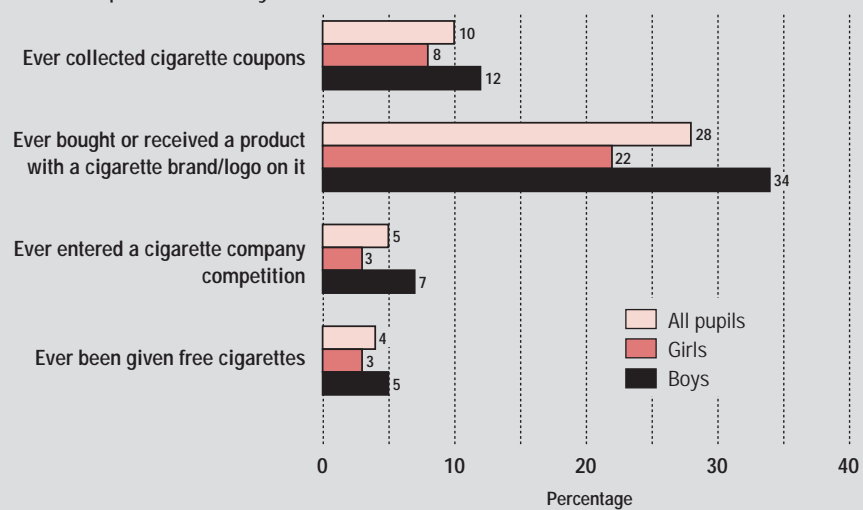
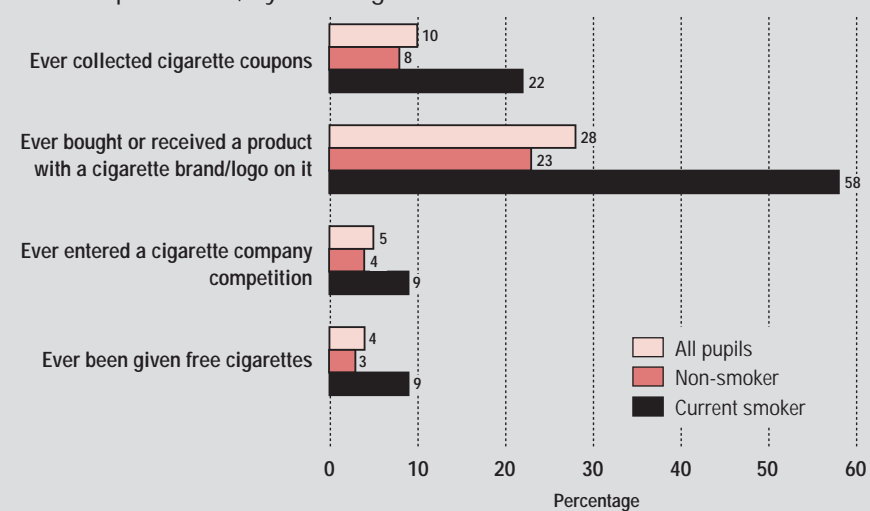


Figure 15 Proportion of pupils who had been involved in various forms of tobacco promotion, by smoking behaviour



Notes and references

- 1 Goddard E and Higgins V *Smoking, drinking and drug use among young teenagers in 1998: Volume 1: England, 1999* (London: SO)
- 2 In the text there are references to figures from 1996 and 1997 that are not shown in the tables or figures. These are taken from: Jarvis L *Teenage smoking attitudes in 1996, 1997* (London: SO) and Barton J *Teenagers and smoking in 1997, 1998* (London: SO), copies of which can be obtained from Social Survey Division.
- 3 A small proportion of the sample were 10 and 16 year olds. These are included in the sample, but are grouped with the 11 year olds and the 15 year olds respectively.
- 4 Copies of the questionnaires are available on request from the author.
- 5 See Jarvis L *Teenage smoking attitudes in 1996*, *ibid.* for more detail on the survey methodology
- 6 See Jarvis L *Teenage smoking attitudes in 1996*, *ibid.* for more detail on smoking prevalence definitions.
- 7 Hansbro J et al *Health in England 1996: what people know, what people think, what people do*, 1997 (London: TSO).
- 8 Jarvis L *Teenage smoking attitudes in 1996*, *ibid.*