

## Series 29 - Teenage Smoking Attitudes Survey

**Description:** In 1989, the Health Education Authority (HEA) launched its Teenage Smoking Campaign, which aimed to discourage young people from taking up smoking and to encourage existing smokers to stop. The HEA commissioned eight tracking surveys of children's attitudes to smoking between 1989 and 1994 to evaluate their campaign. In 1996, the Department of Health launched a new campaign - Respect. The Respect campaign seeks to address the reasons why young people start to smoke and to destabilise the fashionable perceptions of smoking. It seeks to make non-smoking part of a positive lifestyle which is relevant for both smokers and non-smokers. The 1996 Teenage Smoking Attitudes (TSA) survey, the first in a series of three annual surveys, was designed to help evaluate the campaign and look more generally at children's attitudes and beliefs about smoking and their knowledge of health issues. Two further surveys were carried out in 1997 and 1998. Given that a separate survey series exists on a similar topic ('Smoking Among Secondary Schoolchildren'), the same sampling design was then used on both surveys, and they contained a group of the same core questions. The two surveys, however, have maintained different focuses (attitudes and beliefs in this survey, prevalence in the other survey).

- **Available years:** 1996-1998
- **Principal investigator:** National Centre for Social Research and National Foundation for Educational Research

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### #29:278 – Teenage Smoking Attitudes Survey 1996

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**Universe:** Secondary schoolchildren in England (excluding the Isles of Scilly), aged 11 to 15 at the start of the school year (September).

**Sample size:** 3,657 pupils in 138 schools.

**Methods:** Self-completion; Clinical measurements.

**Sample:** Multi-stage stratified random sample.

**Fieldwork:** September 1996-November 1996.

**Geography:** .

**Access:** SN 4119.

#### Alcohol consumption

**Consumption:** n/a.

**Single occasion:** n/a.

**Other drinking**  
None.

#### Other alcohol variables

- Knowledge of alcohol and health (Whether in the past 12mths respondent can remember any adverts warning about the dangers of drinking and driving on the television, on the radio, or in magazines or newspapers)
- School-level alcohol variables (Whether respondent has had any lessons, films or discussions in class about alcohol in the past 12mths)

#### Health status and behaviour:

- Self-reported health (Low, respondent's views on their health compared to other boys and girls of their age)
- Smoking (High)
- Drugs (Low, education and advertising)

### **Other variables**

- Use of services (Low, advertising questionnaire covers the Respect campaign)

### **Demographics**

- Material quality of life (High)
- Household type/composition (Medium)
- Education (Medium)

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## **#29:279 – Teenage Smoking Attitudes Survey 1997**

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**Universe:** Secondary schoolchildren in England (excluding the Isles of Scilly), aged 11 to 15 at the start of the school year (September).

**Sample size:** 3806.

**Methods:** Self-completion; Clinical measurements.

**Sample:** Multi-stage stratified random sample.

**Fieldwork:** September 1997-November 1997.

**Geography:** .

**Access:** SN 3996.

### **Alcohol consumption**

**Consumption:** n/a.

**Single occasion:** n/a.

### **Other drinking**

None.

### **Other alcohol variables**

- Knowledge of alcohol and health (Whether in the past 12mths respondent

can remember any adverts warning about the dangers of drinking and driving on the television, on the radio, or in magazines or newspapers)

- School-level alcohol variables (Whether respondent has had any lessons, films or discussions in class about alcohol in the past 12mths)

### **Health status and behaviour:**

- Smoking (High)
- Drugs (Low, education and advertising)

### **Other variables**

- Use of services (Low, advertising questionnaire covers the Respect campaign)

### **Demographics**

- Material quality of life (High)
- Household type/composition (Medium)
- Education (Medium)

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## **#29:280 – Teenage Smoking Attitudes Survey 1998**

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**Universe:** Secondary schoolchildren in England (excluding the Isles of Scilly), aged 11 to 15 at the start of the school year (September).

**Sample size:** 3,553 pupils from 140 schools.

**Methods:** Self-completion; Clinical measurements.

**Sample:** Multi-stage stratified random sample.

**Fieldwork:** September 1998-November 1998.

**Geography:** .

**Access:** SN 4120.

### **Alcohol consumption**

**Consumption:** n/a.

**Single occasion:** n/a.

### **Other drinking**

- Drinking location/source (Whether respondent goes to pubs, discos or nightclubs, parties at friends' houses or raves in their spare time in the evenings and at weekends)

#### **Other alcohol variables**

- Knowledge of alcohol and health (Whether in the past 12mths respondent can remember any adverts warning about the dangers of drinking and driving on the television, on the radio, or in magazines or newspapers)
- School-level alcohol variables (Whether respondent has had any lessons, films or discussions in class about alcohol in the past 12mths)

#### ***Health status and behaviour:***

- Smoking (High)
- Drugs (Low, education and advertising)
- Fitness (Medium)

#### ***Other variables***

- Socialising (Medium)
- Leisure (Medium)
- Personality (High)
- Use of services (Low, advertising questionnaire covers the Respect campaign)

#### ***Demographics***

- Material quality of life (High)
- Household type/composition (Low)
- Education (Medium)