



## *It's Your (Sex) Life Call-Back Survey*



fight for your rights:  
protect yourself



### TOPLINE RESULTS

The full report (#3384) on this survey is available on the Kaiser Family Foundation's website at [www.kff.org](http://www.kff.org).

DECEMBER  
2003

**Survey Methodology**

The *It's Your (Sex) Life* Call-Back Survey was a telephone survey of 500 15- to 25-year-olds who had recently called a toll-free telephone number advertised in safer sex PSAs on MTV, and requested a copy of the free informational guide *It's Your (Sex) Life* (produced as part of the Kaiser Foundation/MTV public education campaign on safer sex). The survey was designed and analyzed by Foundation staff in consultation with Princeton Survey Research Associates (PSRA), with fieldwork conducted by PSRA from June 25 through July 11, 2002. The margin of error for the survey is +/- 4 percentage points. For results based on smaller subsets of respondents the margin of error is higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

## ***It's Your (Sex) Life* Call-Back Survey**

### **Topline Results**

Princeton Survey Research Associates for the Kaiser Family Foundation  
 N=500 people age 15 to 25 who recently called 1-888-BE-SAFE-1 and ordered the *It's Your Sex Life* booklet  
 Field period: June 25, 2002 to July 11, 2002  
 Margin of error: +/- 4 percentage points  
 NOTE: Results may not equal 100% due to rounding

INTRODUCTION: My name is \_\_\_\_\_ and I'm calling for Princeton Survey Research Associates. We got your name from a list of people who called a toll-free 800 number shown on MTV in the past few months and ordered a free booklet. We'd like to ask you a few questions about the booklet. Everything you say will be private and confidential. You don't have to answer questions you don't feel comfortable with....

- S2. As best you can remember, about how long ago did you receive the *It's Your (Sex) Life* booklet in the mail? Was it in the last month, one to two months ago, or more than two months ago? [If necessary: The booklet is about safer sex. It's about 30 pages long and it has a picture of a couple on the cover and has information about birth control and STDs in it. The toll-free 800 number to order the booklet was shown on MTV.]

In the last two weeks	5
In the last month	40
More than a month ago	55

- S3. What was your age on your last birthday?

15 years old	16
16 years old	17
17 years old	20
18 years old	15
19 years old	8
20 years old	7
21 years old	7
22 years old	4
23 years old	3
24 years old	2
25 years old	2
Don't know/Refused	0

1. How much of the *It's Your (Sex) Life* booklet have you had a chance to read?

	<b>Current</b>	<b>3/98<sup>1</sup></b>
All of it	47	41
Most of it	22	25
Only some	11	12
Very little	4	8
Did you just glance at it	14	12
None at all (VOL.)	1	2
Don't know/Refused	0	0

<sup>1</sup> 3/98 trends in this topline are from the *It's Your (Sex) Life* MTV Booklet Survey conducted by Princeton Survey Research Associates for the Kaiser Family Foundation. Field period March 16-29, 1998. N=501 people age 14-25 who called the toll-free number and received the booklet.

2. Did you order the booklet MAINLY for your own use or to give to someone else?

	Current	3/98
For own use	74	64
To give to someone else	13	14
Both (VOL.)	12	20
Don't know/Refused	*	2

3. Why (haven't you read/ have you only glanced at) the booklet? Is it MOSTLY because...?

*Based on those who just glanced at/read none of the booklet and did not order it for someone else (N=57)*

	Current	3/98
It didn't seem like it was meant for someone like you	4	10
It didn't have the kind of information you were looking for	2	4
It was offensive or too sexually explicit	0	2
You just haven't found the time to read it	81	75
Was there some other reason	11	9
Don't know/Refused	4	0

4. Since you first read or looked at the booklet, have you ever gone back to it to re-read certain parts or look up information?

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
Yes	66	63
No	34	37
Don't know/Refused	0	*

5. We're interested in your views of the *It's Your (Sex) Life* booklet. It doesn't matter to us if you liked or disliked it. We just want your honest opinions... On a 10-point scale where "10" means it has been VERY USEFUL to you and "1" means it has NOT BEEN USEFUL AT ALL, how useful did you find the booklet? You can name any number between 1 and 10.

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
9-10	46	33
7-8	37	44
5-6	14	17
1-4	2	6
Didn't look at enough/Can't judge (VOL.)	1	*
Don't know/Refused	*	0

6. Do you think the booklet...?

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
Provides people like you with new information	75	65
Just covers things people like you already know	24	32
Don't know/Refused	1	3

7. Do you think the booklet...

*Based on those who read/glanced at booklet (n=493)*

	Current	3/98
Has enough specific details about the issues it covers	79	82
Doesn't provide enough detail	20	17
Don't know/Refused	1	1

8. In general, do you think the booklet was written for someone...?

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
About your age	75	76
Someone younger	15	14
Someone older	8	9
Don't know/Refused	1	1

9. How much NEW information did you, personally, get from the booklet?

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
A lot	32	32
Some	55	56
Not much	10	10
Nothing	3	2
Don't know/Refused	*	*

10. We're interested in whether you found out anything from the booklet you didn't already know about some SPECIFIC topics. (First/Next), did you find out anything NEW about (INSERT), or not?

*Based on those who read/glanced at booklet (N=493)*

	Yes, found out something new	No, did not	DK/Ref	Did not learn anything new from booklet
a. Where to go for help or information about sexual issues				
Current:	75	21	1	3
3/98:	79	19	*	2
b. Sexually transmitted diseases				
Current:	75	21	*	3
3/98:	75	23	*	2
c. How to use a condom				
Current:	36	61	*	3
3/98:	36	62	*	2
d. Birth control methods and avoiding unplanned pregnancy				
Current:	72	25	*	3
3/98:	71	27	*	2
e. How to talk to partners about safer sex, STDs, and unintended pregnancy				
Current:	70	27	1	3
3/98:	70	28	*	2
f. Emergency contraception, sometimes called "morning after pills"				
Current:	72	23	1	3
3/98:	72	25	1	3
g. How to tell someone you don't want to have sex if you're not ready				
Current:	53	44	*	3
3/98:	56	42	*	2
h. The possible health risks of oral sex	75	22	*	3

11. We'd like to know if there are any topics that the booklet didn't talk about, or didn't talk enough about. Do you think there was enough information about (INSERT) or should there have been more information about this?

*Based on those who read/glanced at booklet (N=493)*

	Was enough information	Should have been more information	DK/Ref
a. The possible health risks of oral sex			
Current:	66	32	2
3/98:	48	50	2
b. Exactly how to use the different types of birth control			
Current:	72	25	2
3/98:	76	23	1
c. What to do if you get/your partner gets pregnant			
Current:	62	36	2
3/98:	55	43	2
d. Abstinence	69	29	2
e. Sexual orientation	65	32	4
f. How much testing or birth control costs	59	37	4
g. What to do if you think you might have an STD	67	31	2
h. The different kinds of STDs	67	32	1
i. HIV/AIDS	67	32	1
j. The possible health risks of anal sex <i>(Based on those age 18–25 who read/glanced at booklet, N=235)</i>	49	40	11

12. Please tell me which of the following, if any, you have done since receiving the *It's Your (Sex) Life* booklet. (First,) have you...?

*Based on those who read/glanced at booklet (N=493)*

	Yes	No	DK/Ref
a. Used any of the 800 numbers or Web sites listed in the book <sup>2</sup>			*
Current:	27	73	
3/98:	9	91	0
b. Talked with a (boyfriend/girlfriend) or partner about something you read in the booklet			0
Current:	65	35	
3/98:	61	39	0
c. Talked with a friend or sibling about something in the booklet			0
Current:	76	24	
3/98:	71	29	0
d. Visited a doctor or another health care provider to discuss any issues raised in the booklet			*
Current:	30	70	
3/98:	16	84	0
e. Been tested for HIV/AIDS or another STD because of something you read in the booklet			0
Current:	33	67	
3/98:	18	82	*
f. Talked with a parent or other adult about something in the booklet			0
Current:	54	46	
3/98:	33	67	0
<i>(Based on those age 15–17 who read/glanced at booklet, N=258)</i>			
g. Gotten birth control for the first time, or switched birth control methods because of something you read in the booklet			0
Current:	19	81	
3/98 <sup>3</sup> :	15	85	*
<i>(Based on those age 16–25 who read/glanced at booklet, N=414)</i>			
h. Used condoms more often because of something you read in the booklet			*
<i>(Based on those age 16–25 who read/glanced at booklet, N=414)</i>			

13. Has what you read in the booklet made you much more likely, somewhat more likely, or NOT more likely to ABSTAIN from sex?

*Based on those who read/glanced at booklet (N=493)*

Much more likely	52
Somewhat more likely	30
Not more likely	16
Don't know/Refused	2

<sup>2</sup> Question wording in trends for this item as follows: "Called any of the 800 numbers or help lines listed in the back cover."

<sup>3</sup> Trends for this item based on those ages 14–25.

14. Here's my last question about the booklet... Is there anything else you'd like to say about the booklet—good or bad—that you haven't already told us?

*Based on those who read/glanced at booklet (N=493)*

	Current	3/98
a. Positive comments (NET)	22	27
General content (NET)	20	26
Good booklet/Enjoyed it	8	8
Education/Informative/Good guidelines	6	6
Very useful/Helped	3	6
Detailed/Explained things well	1	3
Learned new information	3	3
Interesting	*	1
Specific content	1	5
Good birth control information	1	1
Previously unknown STDs	0	1
Good information on using condoms correctly	0	1
Good information about pregnancy/unplanned pregnancy	1	1
Hotlines	0	1
Should be made available to more teens	2	2
b. Negative comments	9	4
More details needed	8	1
Should be made more suitable for younger kids/high school kids	1	1
c. Some other response	1	n/a
d. No additional comments	70	70

Total exceeds 100% due to multiple responses

## DEMOGRAPHICS

D1. RESPONDENT'S GENDER:

	Current	3/98
Male	14	31
Female	86	69

- D2a. Now I have just a few more questions so we can find out more about the people who participated in our survey. What is your religious preference—Protestant, Roman Catholic, Jewish, Mormon, an Orthodox Church, or some other religion?
- D2b. Do you think of yourself as a Christian or not?
- D2c. Would you describe yourself as a born-again or Evangelical Christian, or not?

Religion	
Total Protestants	53
Evangelicals	26
Non-Evangelicals	27
Catholics	27
Jewish	1
Mormons	1
Orthodox	1
Islam/Muslim	1
Buddhist	1
Hindu	*
Other non-Christian faith	2
No religion/Atheist/Agnostic	13
Undesignated	1

- D3. Did you attend school during the 2001–2002 school year, or not?

	Current	3/98 <sup>4</sup>
Yes	75	83
No	25	17
Don't know/Refused	*	*

- D4. What year of school did you most recently complete?
- D5. What is the last grade or class that you completed in school?

Education	
Any college	16
High school graduate (no college)	28
Currently in high school	47
Didn't finish high school	7
Undesignated	2

- D6. Did either of your parents graduate from college?

	Current	3/98
Yes, one or both parents graduated from college	45	57
No, neither parent graduated from college	53	41
Don't know/Refused	2	2

<sup>4</sup> Question wording in trend as follows: "Are you currently attending school, or not?"

D7. Are you now married, LIVING AS married, divorced, separated, widowed, or have you never been married?

*Based on those age 18 to 25 (N=240)*

Married	8
Living as married	3
Divorced	2
Separated	3
Widowed	*
Never married/Single	82
Don't know/Refused	*

D8. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

	Current	3/98
Yes	25	12
No	74	88
Don't know/Refused	*	*

D9. What is your race? Are you white, black, Asian or some other race? (IF HISPANIC:) Do you consider yourself a White Hispanic/Latino, or a Black Hispanic/Latino, or some other race?

	Current	3/98
White	48	68
Black/African American	33	22
Asian	3	1
Other or mixed race	10	8
Native American	1	n/a
Don't know	5	1 <sup>5</sup>
Refused	1	

D10a.I have just a few more questions. Let me remind you that all your answers are private and confidential. ... Have you ever had sexual intercourse?

D10b. Have you had sexual intercourse within the last three months?

	Current	3/98
Ever had sex	87	75
In the last 3 months	67	57
Not in last 3 months	21	18
DK/Refused	0	0
Never had sex	12	24
Don't know/Refused	1	1

<sup>5</sup> Trend result for this question includes both Don't Know and Refused categories.



Additional copies of this publication (#3386) are available on the Kaiser Family Foundation's website at [www.kff.org](http://www.kff.org). The full report (#3384) on this survey is also available at [www.kff.org](http://www.kff.org).

The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

The Henry J. Kaiser Family Foundation  
2400 Sand Hill Road  
Menlo Park, CA 94025  
Phone: 650.854.9400  
Fax: 650.854.4800

Washington Office:  
1330 G Street, N.W.  
Washington, DC 20005  
Phone: 202.347.5270  
Fax: 202.347.5274

[www.kff.org](http://www.kff.org)