



Request for University of Stirling disclosure of information related to report *Point of Sale Display of Tobacco Products* under Freedom of Information (Scotland) Act 2002– Detailed response.

The Report – the report “Point of Sale Display of Tobacco Products”, produced by the Centre for Tobacco Control Research and dated August 2008.ⁱ

The Survey – referred to in the Introduction to the Report (p. 4) as the “Cancer Research UK CTCR survey of adolescents’ reactions to tobacco marketing”.

References to ‘exemptions’ below are to exemptions under the Freedom of Information (Scotland) Act 2002 (FOISA).

Please note that Annex 2 details the factors and reasons taken into account in deciding upon exemptions referred to in this annex.

- 1 **All primary data** relating to the Survey and the analysis in the Report based on the Survey

Response: Exemption – 38(1)(b), 33 (1)(b), 27(2), 36(2)

- 2 **All questionnaires** used in carrying out the Survey

Response: Exemption – 33 (1)(b), 27(2)

- 3 **All interviewers’ handbooks and/or instructions** used in carrying out the Survey

Response: See attached copies of Interviewer Instructions for 1999, 2002, 2004 and 2006 surveys. Document numbers 1 – 4.

- 4 **All data files**, including weight variables, connected with the Survey

Response: Exemption – 38(1)(b), 33 (1)(b), 27(2), 36(2)

- 5 **All record descriptions** connected with the Survey

Response: Exemption – 38(1)(b), 33 (1)(b), 27(2), 36(2)

- (a) All information held ... relating to **sampling** in the context of the Survey including any information on:

- (i) categories of stratification of the wards

Response: wards were stratified by government office region and by ACORN banding. See document numbers 5 – 7.



- (ii) the distribution of the selected wards and of all the wards in these categories

Response: See Document 8 for distribution of selected wards. Information is not held on the distribution of all wards.

- (iii) the quota definitions for respondent selection

Response: In wave 1, interviewers were given a quota of 15 interviews per ward and these were to be conducted across 3 specific enumeration districts (ED's) within that ward. Within each of the ED's they were to obtain 5 interviews with quota controls on age (11, 13 and 15 years) and gender. Please see sample quota sheet (Document 9). Difficulties in finding respondents within such small areas, who fitted the quota requirements lead to the quota being extended to include 12, 14 and 16 year olds and, where absolutely necessary, the interview area was gradually extended outwith the ED boundary. In this way the random location element was retained but boundaries were adjusted to meet the practical aspects of achieving the required sample. From wave 2 onwards the quota was to be drawn from addresses (either even numbered or odd numbered depending on the particular wave) within the selected ward and was based on three age groups (11-12, 13-14 and 15-16) with interviewers being asked to achieve a minimum of 4 and a maximum of 7 interviews with each age group and a minimum of 6 and maximum of 9 within each gender. Please see sample quota sheet (Document 10).

- (iv) the mechanisms and criteria for respondent selection

Response: In wave 1, interviewers were allocated a ward (or wards) comprising 3 distinct Enumeration Districts (ED). Five quota interviews were allocated to each enumeration district and all interviews were to be conducted within the boundary of each.

Each interviewer was given a list of streets in their allocated ED(s) and instructed to only interview in streets that were listed. If interviewers had exhausted their entire ED without completing their quota they were then allowed to gradually work outwards to achieve their quota.

When selecting households, interviewers were instructed to interview 1 in every 5. Flats were selected by starting at the top or bottom and working down or up, again selecting 1 in 5. No more than two interviews were to be conducted in one landing.

When interviewing in households where more than one person fulfilled the quota requirements, only one respondent was to be interviewed. The respondent whose birthday was closest to the date of the interview was to be selected. If twins/triplets met the quota criteria, respondents were listed in alphabetical order of first name and the person whose name came first in the alphabetical list was selected.



(b) All information held ... relating to **data collection** in the context of the Survey including any information on:

(i) the identity of professional interviewers

Response: Exemption – Personal Information 38(1)(b)

(ii) whether interviewers belonged to a commercial organization or were freelance

Response: Some interviewers were freelance, some were on contract to the University and, in waves 2-4, interviews in the South of England were sub-contracted to a market research agency.

(iii) whether and what kind of training sessions were organised for the interviewers

Response: See response to (v) below

(iv) the content of any training sessions

Response: See response to (v) below



(v) whether all interviewers attended

Response: In wave 1 Face-to-face briefings were conducted and each interviewer was also accompanied by their supervisor on a portion of interviews. From wave 2 onwards (2002 – 2006) interviewers who were new to the survey were briefed by their supervisor and accompanied on a portion of their interviews. Supervisors were instructed to give a telephone briefing to interviewers who had previously worked on the survey and were required to accompany them on a portion of their interviews. Accompaniments gave opportunities for supervisors to observe and, where necessary, offer guidance on improving interview technique and good practice. During briefings, interviewers were talked through the interviewer instructions and the questionnaires (see attached Documents 1 –4) and were given an opportunity to ask any questions. The market research agency took responsibility for training and quality control amongst their interviewer.

(vi) whether parents or children were approached first in respondent selection

Response: Houses/doors were approached and interviewers' first contact would have been with the person answering the door. Interviewers were required to obtain parental consent before any interview could take place.

(vii) the language used to ask consent to participate

Response: Interviewers introduced themselves as working on a survey for the University of Stirling (University of Strathclyde, for waves 1 to 3), looking at young people's views on the way that products are marketed, particularly the marketing of cigarettes and that we were interested in the views of all young people, regardless of whether or not they smoke. See Documents 9-10.

(viii) whether interviews were conducted immediately after obtaining consent

Response: Interviews were conducted as soon as practically possible after obtaining consent. On some occasions parents gave their consent but asked the interviewer to return, to conduct the interview, at a later appointed time.

(ix) whether parents were present at interviews

Response: Parents were present at some interviews, or during parts of interviews. In some interviews parents were not present during the interview.

(c) All information held ... relating to the **handling of non-response** in the context of the Survey including any information on:

(i) how many people were approached to obtain responses

Response: see response to (ii) below.



- (ii) the characteristics of those who did not agree to participate

Response: Information is not held on non-response. In wave 1 we attempted to record this data. However, with the sample population being such a specific age group this was a very difficult sample to achieve within randomly selected locations, some of which have a low proportion of residents who fall within the target age. Given the challenges of achieving such a specific sample it proved impractical to collect information on non-response.

- (iii) when the questionnaire was considered as completed

Response: There was no blanket criteria for considering questionnaires as completed. Each questionnaire was checked, coded and edited and judged individually on its level and quality of completion. If any questionnaire had substantial or key questions missing or raised any concern about quality of completion it was removed.

- (d)** All information held ... relating to **post-stratification weighting and analysis** in the context of the Survey including any information on:

- (i) whether weighting was used to make data similar to population

Response: weighting was used to provide even distribution across age and gender. No weighting was conducted on social grade as data on the social grade distribution of this age group is not held.

- (ii) whether weighting was used to make surveys similar to each other

Response: yes

- (iii) the distribution of the weights

Response: see document 10

- (iv) the obtaining of standard errors and confidence intervals for the data

Response: this information is not held because the issue does not arise due to the methodology used.

- (v) the use of goodness-of-fit measures with logistic regression and multiple regression

Response: R squared for the multiple regression and, for the logistic regressions, Hosmer and Lemeshow goodness of fit test for model and chi-square goodness of fit test for the individual step.

- (vi) the goodness-of-fit indicated by these measures

Response: -Each model was significant at $p < 0.05$ or better

ⁱ PDF online: http://info.cancerresearchuk.org/images/pdfs/tobcon_pointofsalereport1