SMOKING PREVALENCE REPORT

DECEMBER 2012.

Wirral NHS Smoking Prevalence Survey September/October 2012.

1   INTRODUCTION

1.1   Background and Aims

The Directors of Public Health in NHS Wirral have identified tackling the harm caused from smoking as one of the priority areas for action. NHS Wirral currently has a well established and successful stop smoking service; however, in some areas of Wirral, prevalence is significantly higher than the national average.

In parts of Wirral, particularly within the Seacombe, Birkenhead, Bidston and Tranmere areas, considerably more people are likely to smoke. It has been estimated that in these most deprived neighbourhoods in Wirral, smoking prevalence is significantly higher when compared to an average of 27% across the whole of Wirral.

To establish the actual levels of smoking in the most deprived areas of Wirral, a smoking prevalence survey has been undertaken to inform NHS Wirral's smoking cessation strategy. The survey has targeted selected areas of Wirral which will provide a proxy indicator of the smoking prevalence amongst adult residents within the lowest national quintile (i.e. lowest 20%) of lower super output areas by index of multiple deprivation in Wirral on an annual basis. The survey has now been undertaken for four years 2009 – 2012.

As well as providing information on the levels of current smoking the survey also aimed to provide data on a number of aspects of smoking behaviour and lifetime smoking habits of the residents. Specifically, data was collected on:
- Smoking prevalence amongst respondents
- Current rates of daily, occasional and abstinence from smoking
- How long respondents had smoked
- Type and number of tobacco products used
- Time since respondents had last smoked daily
- Number of times respondents had attempted to quit in their lifetime

- Number of quit attempts lasting longer than four weeks in the last six months
- Intention to quit smoking
- Smoking in the car and in the home
- Been offered counterfeit, fake or duty free cigarettes
- Cannabis usage.

1.2   Baseline Survey

NHS Wirral provided a geographical sampling frame for the sample selection process based on specific post code areas. Sample size within these post codes areas was based on the principle of 'sampling with probabilities proportionate to size' methodology. To provide data of high statistical reliability in respect of smoking prevalence we identified a total sampling frame of 5,000 names and addresses. Within each of the sub-areas, the households to be surveyed were randomly selected from a post office address file.

In most cases, interviewers called at selected households to conduct a face-to-face interview. This schedule was a series of closed questions designed to meet the survey objectives and gather data as detailed above and also information about the respondents' characteristics in terms of gender, age, ethnicity, occupation and home locality.

Where a telephone number was obtained (from the BT database) and because response rates were not prejudiced, a series of attempts were also made to complete interviews by telephone. Some households were targeted through both approaches to maximise the response rate. The interviews were carried out during the day, in the early evening and at weekends. Adults aged 16 or over and resident in Wirral area were eligible to be interviewed. A team of trained and experienced interviewers carried out the interviews; the fieldwork commenced September 2012 and was completed by the middle of October 2012. A total of 3,435 interviews were satisfactorily completed out of a total of approximately 4,826 addresses representing a 71.2% success rate. A number of household addresses were eliminated because they could not be found, could not be accessed, were 'void' or were considered unsafe. A verification procedure was implemented which was based on a random selection of 5% of respondents to confirm the interview took place.

Table 1.1 Number of interviews completed within each of the specified areas

Postcode	Areas	No. of interviews
CH42	Birkenhead & Tranmere	662
CH43	Bidston, Claughton, Manor Green & Prenton	1212
CH44	Seacombe	369
CH45	Liscard	334
CH46	Moreton & Leasowe	136
CH48	Grange	95
CH49	Woodchurch & Upton	201
CH62	Bromborough & Eastham	412
	TOTAL	**3421**

N.B. The total number of interviews completed was 3435. 14 questionnaires from the household survey did not contain complete or legible postcodes but we are confident the respondent resided within the designated sample areas and the questionnaire was included in the analysis.

2. Characteristics of Respondents

Table 2.1 Demographic characteristics [2011 respondent figures are in brackets and 2011 and 2010 percentages in colour]

	Number	Percentage
Gender		
Male	1381 [1468]	40.9 41.2 40.1
Female	1998 [2098]	59.1 58.8 59.9
Age		
16-19	95 [126]	2.8 3.5 3.6
20-24	213 [231]	6.2 6.4 6.0
25-34	556 [555]	16.2 15.5 14.9
35-49	878 [889]	25.6 24.8 26.3
50-59	555 [579]	16.2 16.2 14.9
60+	1129 [1205]	33.0 33.6 34.3
Ethnicity		
WHITE – British	3301 [3434]	96.4 95.6 95.3
WHITE – Irish	12 [13]	
WHITE – Other White background	29 [37]	
MIXED – White and Black Caribbean	5 [2]	
MIXED – White and Black African	1 [6]	
MIXED – White and Asian	0 [6]	
MIXED – Other Mixed background	4 [14]	
ASIAN/ASIAN BRITISH – Indian	25 [13]	
ASIAN/ASIAN BRITISH – Pakistani	7 [6]	
ASIAN/ASIAN BRITISH – Bangladeshi	4 [2]	
ASIAN/ASIAN BRITISH – Other Asian	3 [7]	
BLACK/BLACK BRITISH – Caribbean	4 [5]	
BLACK/BLACK BRITISH – African	6 [28]	
BLACK/BLACK BRITISH – Other Black background	3 [2]	
CHINESE or OTHER ETHNIC GROUP – Chinese	6 [7]	

CHINESE or OTHER ETHNIC GROUP – Other	6 [2]			
OTHER GROUP NOT STATED ABOVE	12 [8]			
Total BME	125 [158]	3.6	4.4	4.7
Occupation				
Routine, manual or unemployed	2679 [2459]	78.0	68.9	68.5
Other occupation	729 [912]	21.2	25.5	24.5
Not stated/Unable to Code	27 [199]	0.8	5.6	6.9

3. Findings

3.1. Smoking Prevalence.

Smoking Prevalence – Overall Results 2009 – 2012 [Sample Base for 2012 = 3435]

Classification	2009	2010	2011	2012	+/- Variation 2009 – 2012	95% C.I.	Result
Overall Smoking Prevalence	34.7%	34.5%	33.2%	31.4%	- 3.3%	+/- 1.55	Significant

Smoking Prevalence – Gender 2009 – 2012 [Sample Base for 2012 in brackets]

Classification	2009	2010	2011	2012	+/- Variation 2009 – 2012	95% C.I.	Result
Male [1381]	35.1%	35.5%	35.3%	36.2%	+1.1%	+/- 2.53	Not Significant
Female [1998]	34.5%	33.8%	31.7%	28.9%	-5.6%	+/- 1.99	Significant

Smoking Prevalence – Ethnicity 2009 – 2012 [Sample Base for 2012 in brackets]

Classification	2009	2010	2011	2012	+/- Variation 2009 – 2012	95% C.I.	Result
White British [3301]	34.9	34.7	33.6	31.9	- 3.0%	+/- 1.56	Significant
BME [109]	29.4	29.8	21.1	18.4	- 11.0%	+/- 7.27	Significant

Smoking Prevalence – Occupation 2009 – 2012 [Sample Base for 2012 in brackets]

Classification	2009	2010	2011	2012	+/- Variation 2009 – 2012	95% C.I.	Result
Routine, Manual or Unemployed[2679]	38.3	39.0	37.1	32.7	- 5.6%	+/- 1.78	Significant
Other [729]	25.7	24.9	23.6	26.2	+0.5%	+/- 3.19	Not Significant
Not Stated/Unable to Code [27]	30.3	23.5	27.4	37.0	+6.7%%	+/- 18.21	Not Significant

Smoking Prevalence – Age 2009 – 2012 [Sample Base for 2012 in brackets]

| Classification	2009	2010	2011	2012	+/- Variation 2009 – 2012	95% C.I.	Result
16 – 19 [95]	38.3%	30.3%	35.8%	31.6%	- 6.7%	+/- 9.35	Not Significant
20 – 24 [213]	38.9%	36.9%	31.4%	31.0%	- 7.9%	+/- 6.21	Significant
25 – 34 [556]	43.2%	38.7%	40.5%	38.5%	- 4.7%	+/- 4.04	Not Significant
35 – 49 [878]	42.2%	41.0%	40.4%	37.2%	- 5.0%	+/- 3.20	Significant
50 – 59 [555]	37.1%	40.1%	34.5%	35.5%	- 1.6%	+/- 3.98	Not Significant
60+ [1129]	24.2%	25.5%	24.4%	21.8%	-2.4%	+/- 2.41	Not Significant

N.B. Total sample sizes within each classification category do not add to 3,435 because of missing data. The method for classifying occupations changed in 2012.

TECHNICAL NOTE.
Prevalence is calculated from the responses to the question asked in the interview, 'Do you now smoke: Daily, Occasionally or Not at all?' [Q4]. Respondents who answer either 'Daily' or 'Occasionally' are counted as currently smoking for the calculation, while those who answer 'Not at all' are not. The base figure used to calculate the prevalence rate also includes respondents who have been routed to the end of the questionnaire by question 1 or 2, ('Have you ever smoked?' and 'Have you ever smoked at least 100 cigarettes in your lifetime?') and will be missing cases. It is unlikely that any respondents will have refused to answer these initial questions or halted the interview at this stage, so there should be little if any distortion of the prevalence figures from incorrect attribution of missing cases.

Smoking Prevalence 2009 – 2012

[% No. of respondents smoking on day of interview]
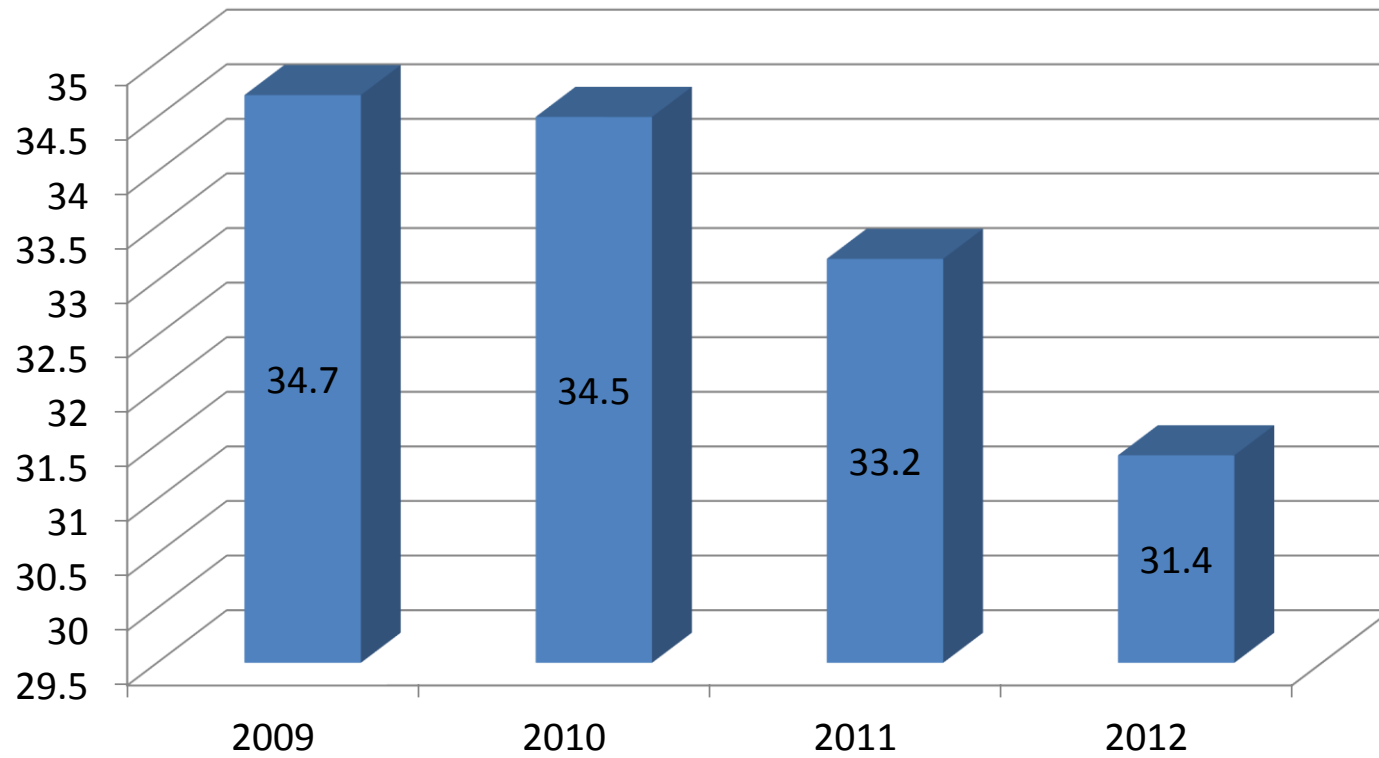
Smoking Habits 2009 - 2012
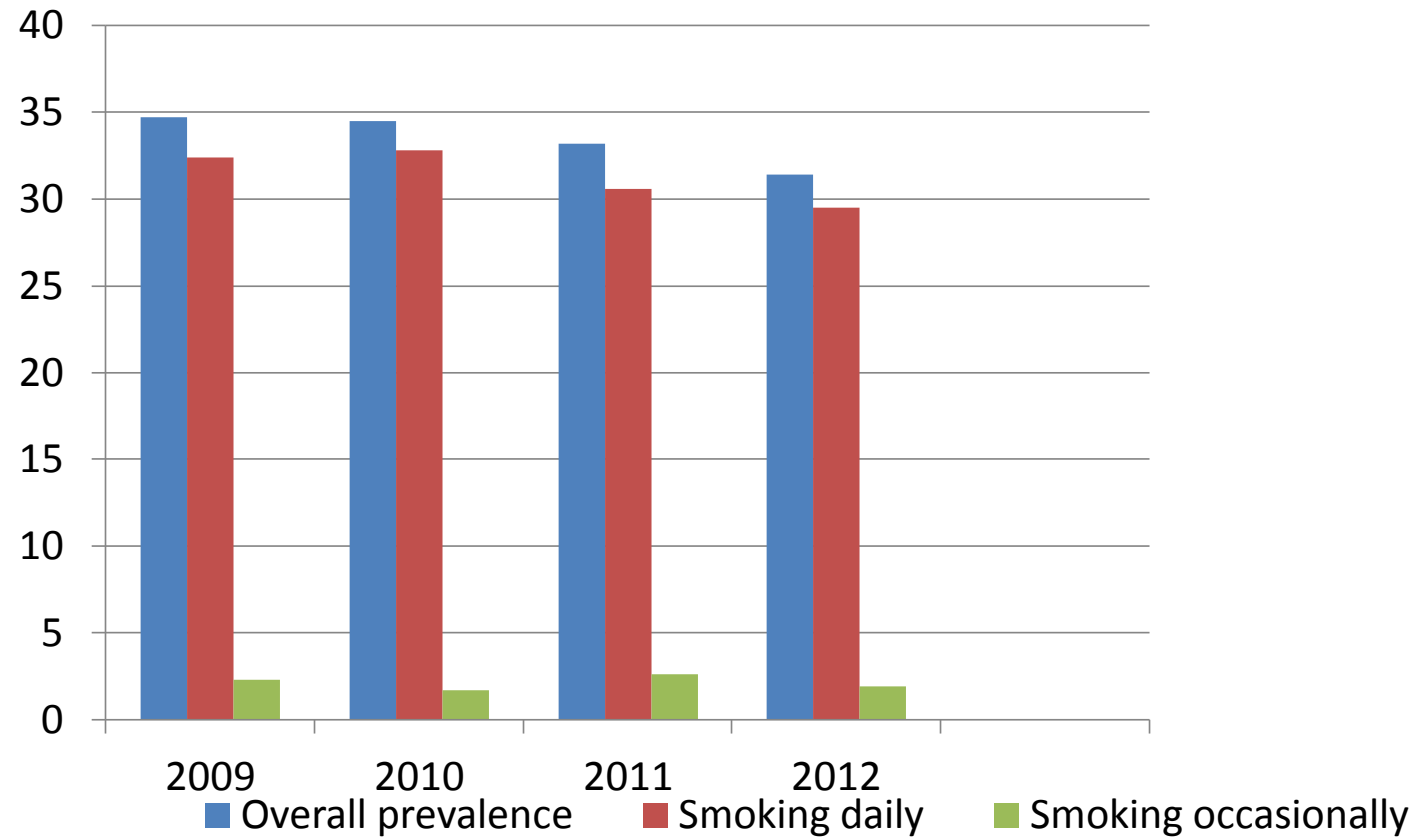
3.2. Lifetime Smoking Habits

Lifetime smoking	Never Smoked in lifetime	Ever smoked in lifetime	Smoked 100 cigarettes in lifetime	Smoked daily in lifetime
All sample [3421]	1413 **41.1%** [39.0%]	2022 **58.9**% [61.0%]	1947 **56.7 %**[57.8%]	1899 **55.3%** [55.8%]
Gender				
Male [1381]	486 **35.2%** [36.2%]	895 **64.8%** [63.8%]	870 **63.0%** [61.4%]	850 **61.5%** [59.8%]
Female [1998]	883 **44.2%** [41.0%]	1115 **55.8%** [59.0%]	1065 **53.3%** [55.2%]	1037 **51.9%** [53.0%]
Ethnicity				
White Brit.[3301]	1333 **40.4%** [38.6%]	1968 **59.6%** [61.4%]	1897 **57.5%** [58.2%]	1851 **56.1%** [56.4%]
BME [125]	77 **61.6%** [54.1%]	48 **38.4%** [45.9%]	44 **35.2%** [43.1%]	42 **33.6%** [38.5%]
Occupation				
R, M or U[2679]	1019 **38.0%** [34.1%]	1660 **62.0%** [65.9%]	1600 **59.7%** [62.8%]	1570 **58.6%** [60.9%]
Other [729]	387 **53.1%** [50.3%]	342 **46.9%** [49.7%]	327 **44.9%** [46.0%]	309 **43.7%** [43.7%]
Unable to Code [21]	6 **28.6%** [50.3%]	15 **71.4%** [49.7%]	15 **71.4%** [48.2%]	15 **71.4%** [46.7%]
Age				
16-19 [95]	54 **56.8%** [57.1%]	41 **43.2%** [42.9%]	35 **36.8%** [40.4%]	34 **35.8%** [39.4%]
20-24 [213]	124 **58.2%** [53.6%]	89 **41.8%** [46.4%]	81 **38.0%** [40.0%]	79 **37.1%** [39.1%]
25-34 [556]	250 **45.0%** [43.7%]	306 **55.0%** [56.3%]	293 **52.7%** [52.8%]	281 **50.5%** [48.3%]
35-49 [878]	350 **39.9%** [37.1%]	528 **60.1%** [62.9%]	514 **58.5%** [60.9%]	498 **56.7%** [58.2%]
50-59 [555]	210 **37.8%** [34.5%]	345 **62.2%** [65.5%]	335 **60.4%** [63.5%]	328 **59.1%** [62.3%]
60+ [1129]	420 **37.2%** [36.2%]	709 **62.8%** [63.8%]	685 **60.7%** [60.2%]	675 **59.8%** [59.4%]

2011 percentages are shown in brackets.

Table 3.3 Current smoking habits [2011 and 2010 results are included for comparison]

	Smoking	Smoking daily	Smoking occasionally
All sample [3435]	**31.4%** 33.2% 34.5%	**29.5%** 30.6% 32.8%	**2.0%** 2.6% 1.7%
Gender			
Male [1381]	**36.2%** 35.3% 35.5%	**34.1%** 33.0% 33.7%	**2.1%** 2.3% 1.8%
Female [1998]	**28.9%** 31.7% 33.8%	**26.9%** 28.9% 32.2%	**2.0%** 2.8% 1.6%
Ethnicity			
White British [3301]	**31.9%** 33.6% 34.7%	**29.9%** 31.1% 33.1%	**2.0%** 2.5% 1.6%
BME [125]	**18.4%** 21.1% 29.8%	**16.8%** 15.6% 24.5%	**1.6%** 5.5% 5.3%
Occupation			
R, M or U [2679]	**32.7%** 37.1% 39.0%	**31.1%** 34.2% 37.3%	**1.6%** 2.9% 1.7%
Other [729]	**26.2%** 23.6% 24.9%	**22.8%** 21.6% 23.0%	**3.4%** 2.0% 1.9%
Unable to Code [27]	**37.0%** 27.4% 23.5%	**33.3%** 26.4% 22.6%	**3.7%** 1.0% 0.9%
Age			
16-19 [95]	**31.6%** 35.8% 30.3%	**28.4%** 32.1% 28.6%	**3.2%** 3.7% 1.7%
20-24 [213]	**31.0%** 31.4% 36.9%	**27.7%** 28.2% 35.4%	**3.3%** 3.2% 1.5%
25-34 [556]	**38.5%** 40.5% 38.7%	**35.3%** 34.7% 36.1%	**3.2%** 5.8% 2.6%
35-49 [878]	**37.2%** 40.4% 41.0%	**35.0%** 37.9% 39.6%	**2.2%** 2.5% 1.4%
50-59 [555]	**35.5%** 34.5% 40.1%	**34.1%** 33.3% 37.9%	**1.4%** 1.2% 2.2%
60+ [1129]	**21.8%** 24.4% 25.5%	**20.7%** 22.8% 24.2%	**1.1%** 1.6% 1.3%

Table 3.4 Mean number of years smoked in lifetime

	Mean number of years smoked. **2011** and **2010** figures
All sample [1891]	**23.96** 23.66 [24.42]
Gender	
Male	**24.56** 24.33 [25.22]
Female	**23.42** 23.19 [23.79]
Ethnicity	
White British	**24.12** 24.03 [24.70]
BME	**15.79** 13.41 [18.23]
Occupation	
R, M or U	**25.35** 24.21 [24.98]
Other	**17.34** 20.05 [20.70]
Not stated	**19.00** 29.58 [29.78]
Age	
16-19	**3.71** 3.89 [4.21]
20-24	**6.97** 5.80 [6.89]
25-34	**11.29** 10.83 [11.21]
35-49	**19.66** 19.52 [19.53]
50-59	**28.09** 25.43 [28.42]
60+	**33.40** 34.27 [35.18]

N. B. This calculation is based on the number of smokers answering Q6 'How many years have you smoked /did you smoke daily?' [n = 1891]

Table 3.5 Mean number of tobacco products used daily by respondents who have smoked [2012 in bold]

	Manufactured cigarettes [1519]	Hand-rolled cigarettes [448]	Pipe bowls [13]	Cigars, cheroots or cigarillos [21]	Bidi [0]	Goza [1]	Chew [1]
All sample	**16.97** 16.62	**17.24** 16.81	7.08	5.86		1.00	3.00
Gender							
Male	**18.43** 18.31	**17.90** 18.08	7.08	5.56		1.00	
Female	**16.08** 15.67	**15.73** 13.58		7.67			3.00
Ethnicity							
White British	**17.09** 16.76	**17.36** 17.00	7.08	5.86		1.00	
BME	**12.80** 12.87	**8.83** 11.69		7.67			3.00
Occupation							
R, M or U	**17.52** 16.37	**17.50** 16.89	7.50	5.90		1.00	3.00
Other	**14.62** 16.92	**15.77** 15.11	2.00	5.00			
Not stated	**13.58** 19.55	**17.00** 21.28					
Age							
16-19	**9.22** 10.20	**13.67** 8.30					
20-24	**12.26** 12.02	**13.76** 11.59					
25-34	**14.04** 12.65	**13.12** 13.34		1.00		1.00	3.00
35-49	**16.11** 16.27	**17.61** 16.57					
50-59	**19.49** 18.48	**19.45** 19.89	3.00	2.00			
60+	**18.70** 18.51	**17.90** 18.12	8.30	6.33			

We have shown a comparison with 2011 for cigarettes to show the consistency of results over two years. Extreme care needs to be exercised with some results because of very small sample sizes.

Table 3.6 Time since last smoked daily. [Figures in main body of table are actual numbers of respondents]

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	Less than a month	One month but less than six months	Six months or longer but less than one year	One year or longer but less than five years	Five years or longer but less than ten years	Ten years or longer
All sample [851]	26 [3.1%]	48 [5.6%]	37 [4.3%]	161 [18.9%]	137 [16.1%]	442 [51.9%]
Gender						
Male	10	22	14	61	58	200
Female	16	25	23	97	77	240
Ethnicity						
White British	26	48	36	158	135	430
BME	0	0	1	3	2	11
Occupation						
R, M or U	17	38	30	121	107	399
Other	8	10	6	40	28	41
Not stated	0	0	1	0	2	2
Age						
16-19	1	2	0	4	0	0
20-24	3	0	3	7	3	0
25-34	2	12	10	31	17	8
35-49	12	12	10	57	44	51
50-59	3	11	2	21	27	67
60+	5	11	12	41	46	314

Table 3.7 Mean number of quit attempts in lifetime [2011 and 2010 numbers included for comparison]

	No. of attempts
All sample	**3.79** 3.66 3.57
Gender	
Male	**3.98** 3.79 3.65
Female	**3.64** 3.55 3.51
Ethnicity	
White British	**3.77** 3.67 3.55
BME	**4.50** 3.37 3.96
Occupation	
R, M or U	**3.78** 3.76 3.66
Other	**3.77** 3.38 3.21
Not stated	**4.66** 3.34 3.62
Age	
16-19	**5.18** 4.96 4.84
20-24	**4.85** 4.77 4.07
25-34	**4.49** 4.02 3.66
35-49	**3.82** 3.78 3.71
50-59	**3.93** 3.40 3.60
60+	**3.20** 3.30 3.27

Table 3.8 Mean number of quit attempts lasting longer than four weeks in the last six months [2011 and 2010] figures included for comparison

	No. of attempts
All sample [133]	1.06 1.12 1.09
Gender	
Male	1.09 1.12 1.04
Female	1.04 1.12 1.13
Ethnicity	
White British	1.05 1.12 1.09
BME	2.00 1.21 1.08
Occupation	
R, M or U	1.06 1.12 1.11
Other	1.05 1.13 1.08
Not stated	-- 1.07 1.00
Age	
16-19	1.25 1.03 1.00
20-24	1.11 1.22 1.09
25-34	1.00 1.19 1.08
35-49	1.05 1.14 1.16
50-59	1.05 1.10 1.14
60+	1.12 1.08 1.00

Table 3.9 Method of quit attempts lasting longer than four weeks in the last six months. Actual numbers.

	GP or nurse	NHS	Pharmacy	Will power	Friends/family	Other
All sample [133]	44	23	19	75	1	13
Gender					1	
Male	14	4	4	36		4
Female	30	19	15	38		9
Ethnicity						
White/British	50	19	19	64		8
BME	5	2	1	3		
Occupation						
R, M or U	35	16	15	50		9
Other	9	7	4	25		4
Not stated	0	0		0		
Age						
16-19	1	0	0	3		0
20-24	1	1	0	6		1
25-34	6	5	3	18		2
35-49	14	10	8	18		4
50-59	13	4	4	13		3
60+	9	3	4	17		3

N.B. This table is based on those smokers who attempted to quit in the last six months and the method used for quit attempts lasting longer than four weeks.

Help With Quit Attempts - Actual Numbers of Smokers Using Different Methods 2010 - 2012
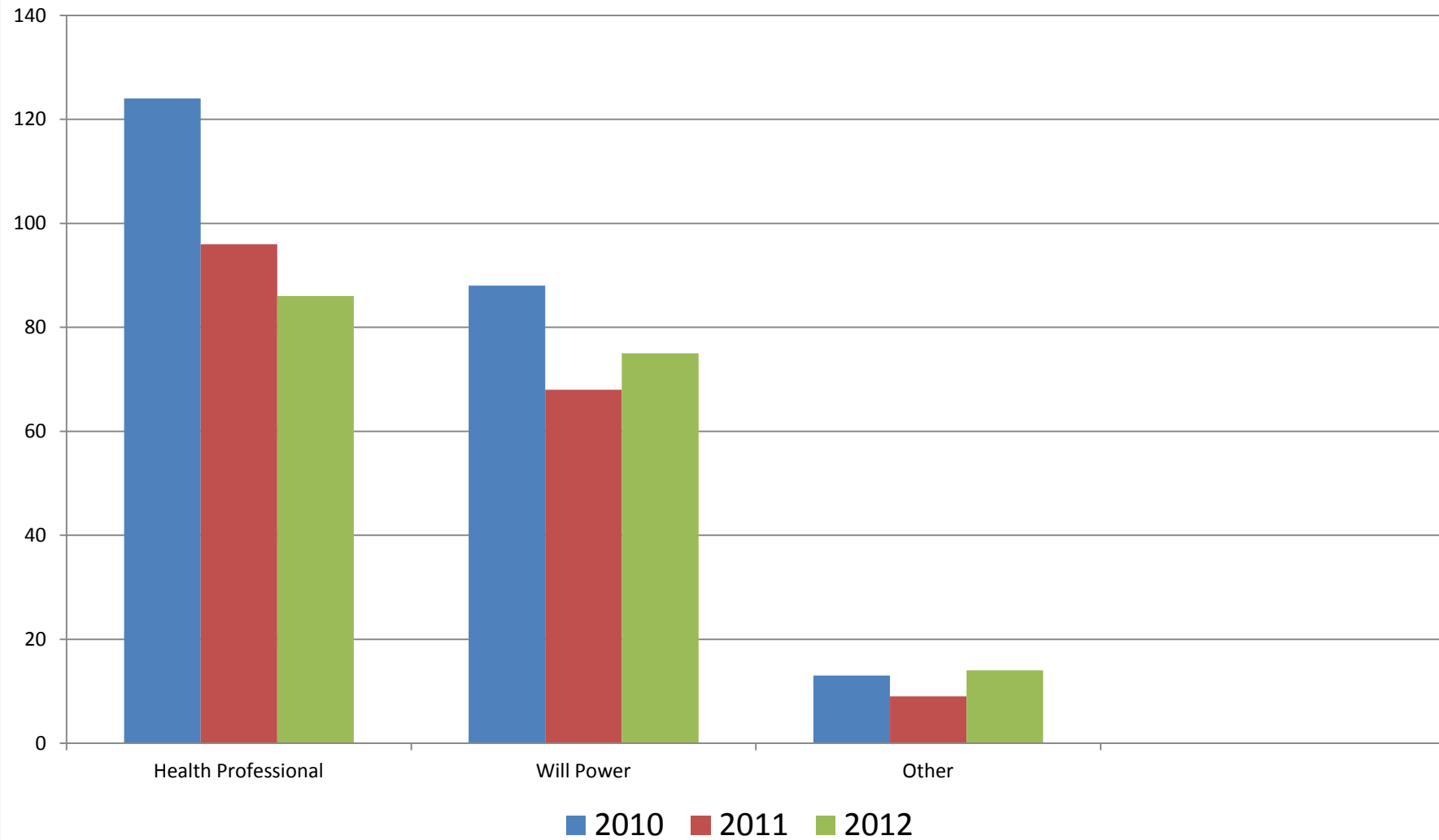
Table 3.10 Intentions to Quit Smoking [2012 figures in bold and 2011 figures in brackets]

	Give up Next month	Give Up next Year	Give Up At Some Point	Unlikely to Give Up	Don't Know
All sample [1044]	102 **9.8%** (8.4%)	150 **14.4%** (14.7%)	364 **34.9%** (38.6%)	338 **32.4%** (29.9%)	90 **8.6%** (8.3%)
Gender					
Male [480]	40 **8.3%** (6.8)	61 **12.7%** (12.7)	141 **29.4%** (36.8)	183 **38.1%** (36.8)	55 **11.5%** (6.8)
Female [562]	62 **11.0%** (9.8)	89 **15.8%** (16.2)	222 **39.5%** (39.8)	154 **27.4%** (25.0)	35 **6.2%**(9.2)
Ethnicity					
White/British [1018]	98 **9.6%** (8.4)	149 **14.6%** (14.5)	357 **35.1%** (38.7)	329 **32.3%** (29.7)	85 **8.3%** (8.3)
BME [23]	3 **13.0%** (9.5)	1 **4.3%** (23.8)	7 **30.4%** (28.6)	7 **30.4%** (33.3)	5 **21.7%** (4.8)
Occupation					
R, M or U [844]	78 **9.2%** (7.7)	116 **13.7%** (14.1)	289 **34.2%** (39.2)	292 **34.6%** (30.5)	69 **8.2%** (8.4)
Other [186]	21 **11.3%** (10.9)	34 **18.3%** (17.3)	71 **38.2%** (39.6)	39 **21.0%** (24.8)	21 **11.3%** (7.4)
Not stated [10]	2 **20.0%**(12.8)	- - (12.8)	2 **20.0%** (21.3)	6 **60.0%** (42.6)	- - (10.6)
Age					
16-19 [30]	3 **10.0%** (7.1)	4 **13.3%** (23.1)	18 **60.0%** (46,2)	3 **10.0%** (20.5)	2 **6.7%** (2.6)
20-24 [60]	9 **15.0%** (11.9)	11 **18.3%** (11.9)	19 **31.7%** (50.7)	10 **16.7%** (19.4)	11 **18.3%** (6.0)
25-34 [208]	21 **10.1%** (8.8)	41 **19.7%** (23.0)	79 **38.0%** (44.7)	50 **24.0%** (16.6)	17 **8.2%** (6.9)
35-49 [320]	35 **10.9%**(10.6)	51 **15.9%** (14.9)	133 **41.6%** (43.6)	73 **22.8%** (20.3)	28 **8.8%** (10.6)
50-59 [193]	21 **10.9%** (5.7)	25 **13.0%** (10.4)	64 **33.2%** (36.3)	70 **36.3%** (36.8)	13 **5.7%** (10.9)
60+ [233]	13 **5.6%** (6.6)	18 **7.7%** (10.3)	51 **21.9%** (25.3)	132 **56.7%** (52.0)	19 **8.2%** (5.9)

Intentions to Quit - % Comparison 2010 - 2012

Legend:
- 2010
- 2011
- 2012

Categories (x-axis): Give up next month, Give up next year, Give up at some point, Unlikely to give up, Don't know

y-axis: 0 to 45
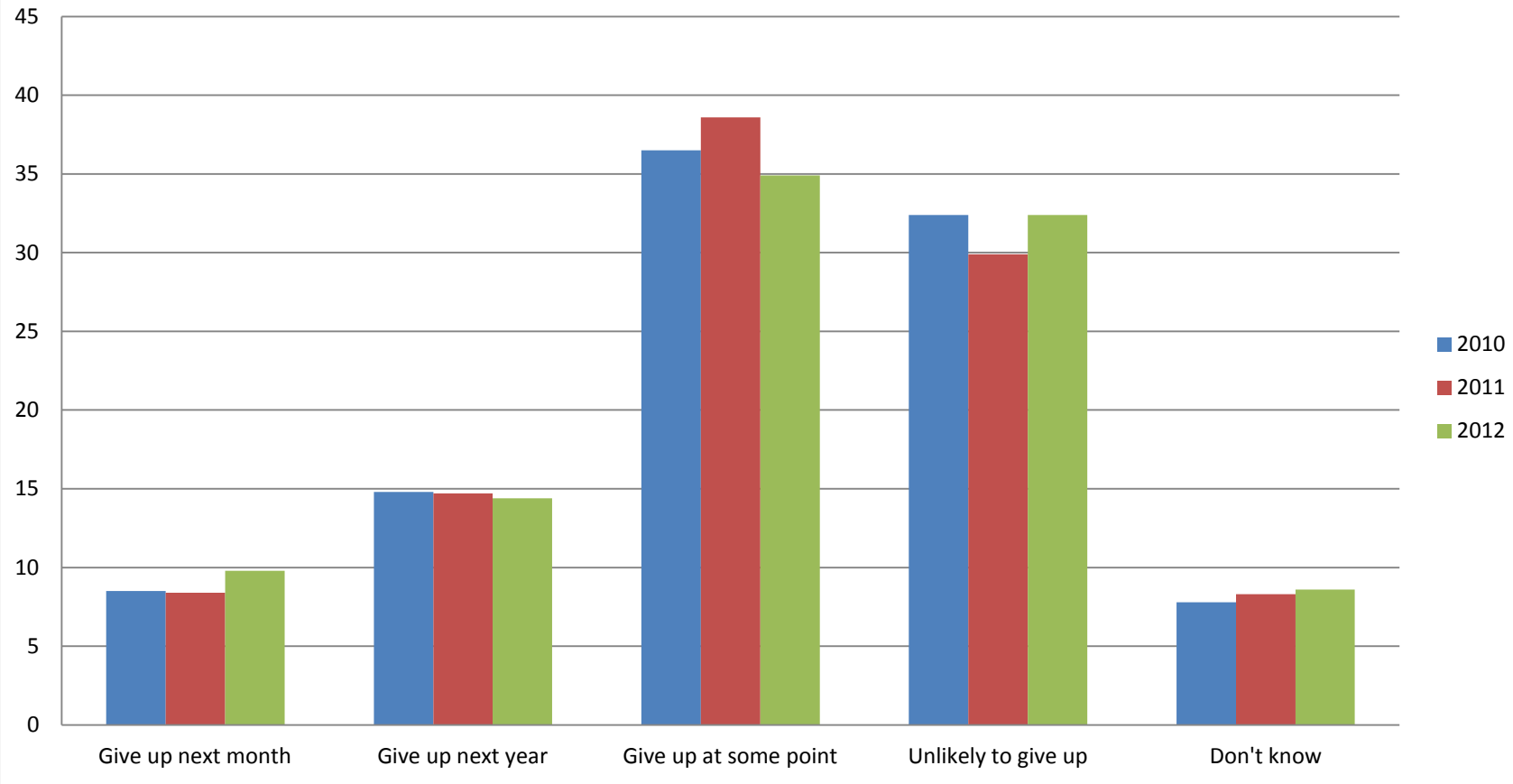
Table 3.11 Smoking in Car and at Home – Comparison 2010 – 2012.

	Smoke in Car		Smoke in Home
2010 [n = 1188]	284 – 23.9%	2010 [n = 1190]	781 – 65.6%
2011 [n = 1165]	287 – 24.6%	2011 [n = 1163]	731 – 62.9%
2012 [n = 1068]	291 – 27.3%	2012 [n = 1095]	688 – 62.8%

Percentage Number of Smokers Admitting to Smoking in Car and in the Home - Comparison 2010 - 2012
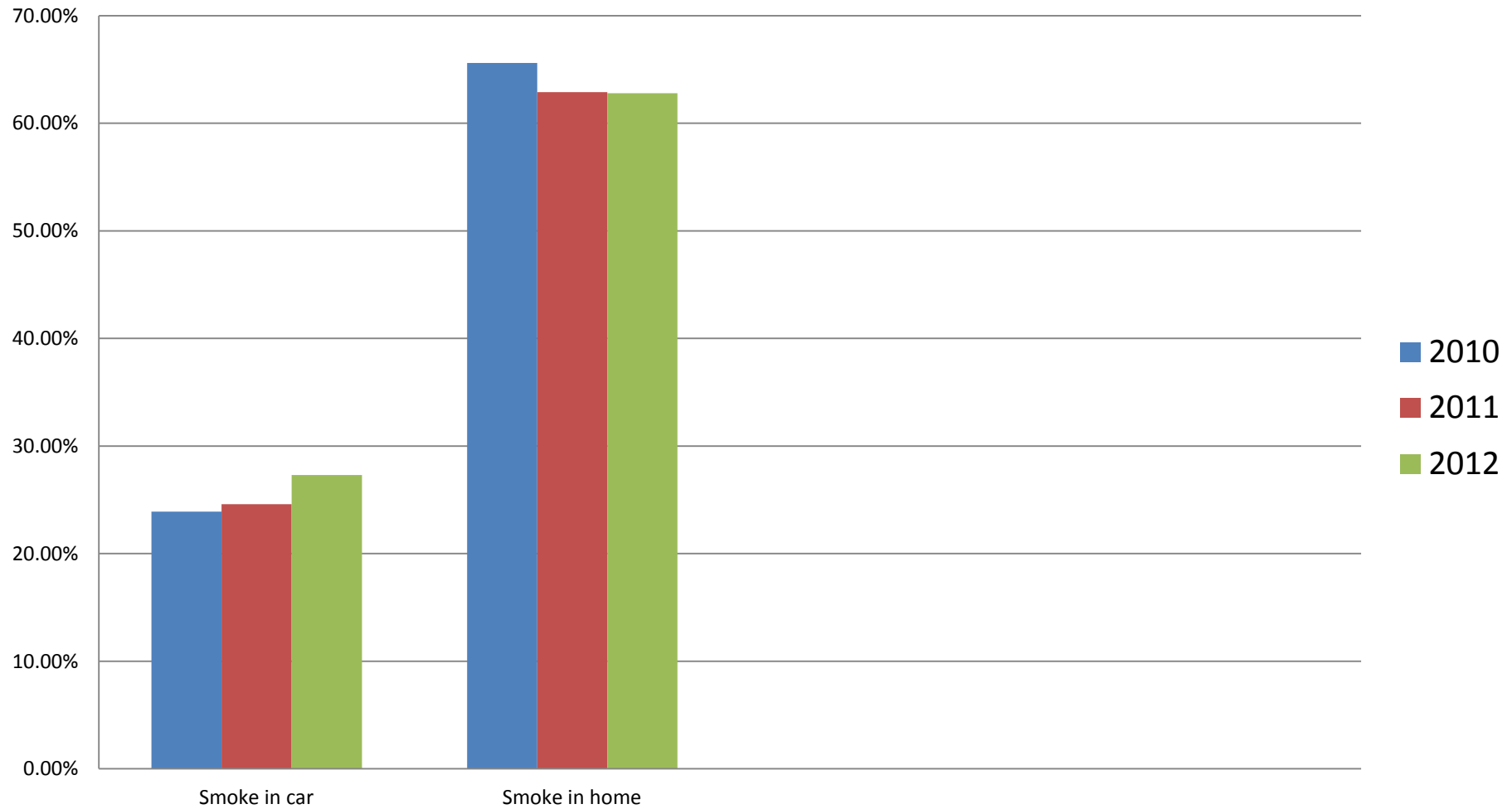
Table 3.12 Been offered counterfeit, fake, duty free cigarettes or tobacco in the last 3 months, ever used cannabis and used cannabis in last 4 weeks.

	Been Offered Counterfeit etc. [n = 1218]	Ever Used Cannabis [n = 1498]	Used Cannabis in last 4 weeks [Base = 302 admitting to using cannabis]
All sample	229 (18.8)	302 (20.2)	82 (27.2 %)
Gender			
Male	150 (27.2)	214 (31.5)	70 (32.9)
Female	79 (12.0)	85 (10.5)	12 (14.6)
Ethnicity			
White/British	225 (18.9)	291 (19.9)	79 (27.5)
BME	4 (14.8)	10 (28.6)	3 (30.0)
Occupation			
R, M or U	184 (18.6)	239 (19.7)	69 (29.5)
Other	43 (19.8)	58 (21.4)	13 (22.0)
Not stated	1 (11.1)	5 (45.5)	

Age			
16-19	6 (18.8)	7 (20.0)	3 (37.5)
20-24	24 (34.8)	33 (44.0)	14 (45.2)
25-34	52 (21.8)	87 (33.1)	27 (31.0)
35-49	86 (23.6)	101 (23.3)	21 (21.0)
50-59	42 (18.8)	57 (21.3)	16 (28.6)
60+	19 (6.6)	16 (3.8)	1 (6.7)

The sample base for this question is all respondents who have smoked at least 100 cigarettes in their lifetime. The fact the actual sample size varies is because some respondents chose not to or refused to answer the question.

APPENDICES

No 1. Protocols.

WIRRAL SMOKING RESEARCH – PROTOCOLS

1. POSTCODES

    In the previous two prevalence surveys some respondents who resided outside the postcode defined area were included in the survey. This was a judgement call made by the fieldworker when she had exhausted the number of permitted 'call backs' and invariably involved the selection of households within very close proximity to those from whom it had been impossible to obtain an answer or the property was vacant or in a perceived dangerous area.
    The next two surveys [September/October 2011 and September/October 2012] will be based on a new set of postcodes and it has been agreed that only households within the defined postcode area will be included in the analysis. Interviewer instructions will be adjusted accordingly but quality control procedures will be introduced to reject any rogue postcodes prior to the data input and analysis stages.

2. MISSING CLASSIFICATION [DEPENDENT] DATA

    Occasionally interviewers will fail to record some personal aspect of the respondent due to personal error or the respondent declines to cooperate. The questionnaire will be included for analysis but where an analysis is based on the personal data the base figure will be changed to reflect missing 'cases'. The base number will be the actual number of 'cases' and the percentage will be based on the actual number of 'cases'.
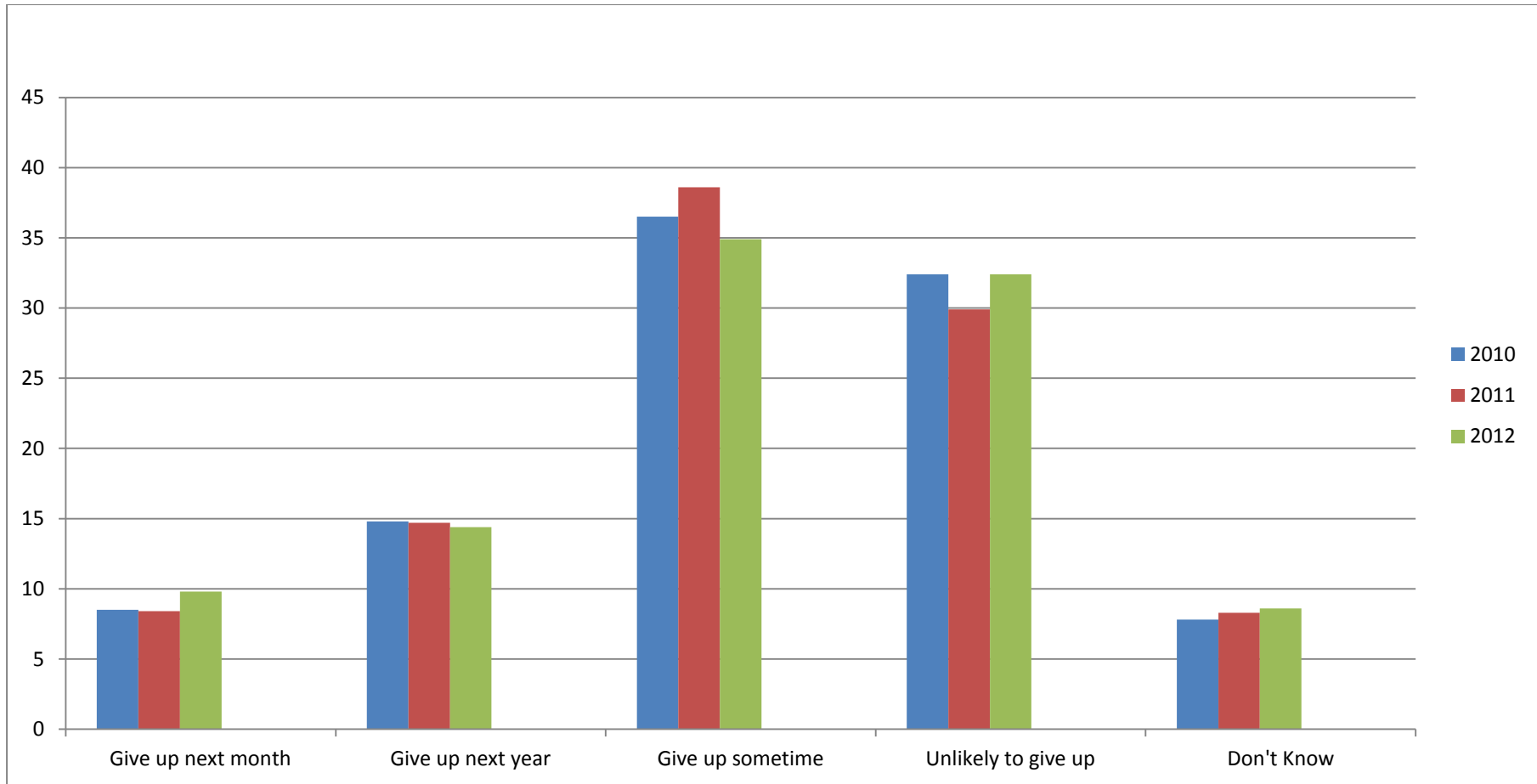
3. MISSING ANALYSIS DATA

Where an interviewer fails to record the answer to a question in the body of the questionnaire, for whatever reason, the report of findings will calibrate the results to the appropriate base figure. The base figure will not be adjusted to accommodate the missing 'cases'. In this way consistency is maintained. The percentage figure shown in any table or graph will however be based on the number of respondents who actually answered the question. This percentage figure will be used as the basis of any calculation relating to 'population' predictions.

4. RESPONDENTS WHO QUIT ON THEIR OWN

Respondents who quit on their own [Q5] on 2011 panel survey questionnaire 'those who have quit' will be used as the base figure to investigate all aspects of quitting behaviour.

5. SMOKING PREVALENCE

Prevalence is calculated from the responses to the question asked in the interview, 'Do you now smoke: Daily, Occasionally or Not at all?' [Q4]. Respondents who answer either 'Daily' or 'Occasionally' are counted as currently smoking for the calculation, while those who answer 'Not at all' are not. The base figure used to calculate the prevalence rate also includes respondents who have been routed to the end of the questionnaire by question 1 or 2, ('Have you ever smoked?' and 'Have you ever smoked at least 100 cigarettes in your lifetime?') and will be missing cases. It is unlikely that any respondents will have refused to answer these initial questions or halted the interview at this stage, so there should be little if any distortion of the prevalence figures from incorrect attribution of missing cases.

No 2. Area Details.

Smoking Prevalence by Area

							postcode				
		No post code	Birkenhead Tranmere CH42	Bidston, Claughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Brombourgh & Eastham CH62	Total
Smoke Freq	Daily		256	293	131	99	33	28	56	112	1012
	Occasionally		12	31	7	7	3	1	3	3	68
	Not At All		150	280	96	84	33	27	58	131	865
Total			418	604	234	190	69	56	117	246	1945

Smoking Prevalence by Area*

				postcode							
		No post code	Birkenhead Tranmere CH42	Bidston, Claughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Brombourgh & Eastham CH62	Total
Smoke Freq	Daily		7.45%	8.53%	3.81%	0.96%	0.96%	0.82%	1.63%	3.26%	29.46%
	Occasionally		0.35%	0.90%	0.20%	0.20%	0.09%	0.03%	0.09%	0.09%	1.98%
	Not At All		4.37%	8.15%	2.79%	2.45%	0.96%	0.79%	1.69%	3.81%	25.18%
Total			12.17%	17.58%	6.81%	5.53%	2.01%	1.63%	3.41%	7.16%	56.62%

*The above figures represent the smoking prevalence in each area, presented as a percentage of the total number of interviewees – That is 3435

Smoking Prevalence*

				postcode							
		No post code	Birkenhead Tranmere CH42	Bidston, Claughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Brombourgh & Eastham CH62	Total
Smoke Freq	Daily		61.2%	48.5%	56%	52.1%	47.8%	50%	47.9%	45.5%	52%
	Occasionally		2.9%	5.1%	3%	3.7%	4.3%	1.8%	2.6%	1.2%	3.5%
	Not At All		35.9%	46.4%	41%	44.2%	47.8%	48.2%	49.6%	53.3%	44.5%
Total			418	604	234	190	69	56	117	246	1945

*The above figures represent the smoking prevalence in each area, represented as a percentage of the number of respondents in each area; some caution needs to be applied in respect of some of these figures.

No 3. Additional Notes on Sampling Composition, Profile and Analysis.

1. **Ethnicity**

   The total number of non-white respondents in the total sample amounted to 68 or approximately 2%. A full detailed breakdown of the 68 respondents by ethnicity is shown in Table 2.1. Given the diverse nature of this group it is not possible to formulate any credible conclusions relating to smoking behaviour. In previous years this sample was boosted by an additional 60+ interviews with members of the BME community. Any analysis of this group was undertaken by Wirral NHS. Anecdotally, the profile and characteristics of this group has varied significantly over the years making yearly comparisons difficult. We can only suggest that this is due to population mobility.

2. **Household Composition and Car Ownership**

   Information was never collected about household composition such as children living at home or car ownership. The questions about smoking in the home and in the car were introduced at our suggestion following similar work undertaken in Liverpool. Should future research be commissioned we would suggest that these additional questions be included.

3. **Reasons for Women Quitting Smoking**

   We have no way of explaining why women have been more motivated to quit smoking than men. The reason to quit is highly complex and there has never been any attempt in this survey to provide the answer to 'why'. The subsequent follow up panel survey carried out in March of each year with smokers did attempt to provide insights into quitting behaviour.

4. **Sources of Support for Quitting Smoking**

   There is no further breakdown of the category 'other' in the question relating to the methods used. The detail of 'other' support attempts was not recorded by field interviewers.

No 4. Smoking Prevalence Questionnaire.

1. **Have you ever smoked?**
   - ☐ YES
   - ☐ NO *Go to Q17*

2. **Have you ever smoked at least 100 cigarettes in your lifetime?**
   - ☐ YES
   - ☐ NO *Go to Q17*

3. **Have you ever smoked daily?**
   - ☐ YES
   - ☐ NO *Go to Q4 and then Q8*

4. **Do you now smoke [Read out]?**
   - ☐ DAILY - *[HAND OUT LETTER]*
   - ☐ OCCASSIONALLY – *[HAND OUT LETTER]*
   - ☐ NOT AT ALL

5. **On average, what number of the following items do/did you smoke per day?** *SHOW CARD ONE*
   - ☐ Manufactured cigarettes – No _____
   - ☐ Hand-roll cigarettes – No _____
   - ☐ Bidis – No. _____
   - ☐ Pipefuls of tobacco – No. _____
   - ☐ Cigars/cheroots/cigarillos – No. _____
   - ☐ Goza/hookah - No. _____
   - ☐ Chewing tobacco No. _____

6. **How many years have you smoked/did you smoke daily?**
   - ☐ _____

7. **How long has it been since you last smoked daily?**
   - ☐ Less than one month. - *[HAND OUT LETTER]*
   - ☐ One month or longer but less than six months. - *[HAND OUT LETTER]*
   - ☐ Six months or longer but less than one year.
   - ☐ One year or longer but less than five years.
   - ☐ Five years or longer but less than 10 years.
   - ☐ 10 years or longer.

8. **How many times have you quit for more than four weeks during your lifetime?**
   - ☐ **None**
   - ☐ **If YES how many times _____**

9. **Have you quit smoking for more than a month in the last 6 months?**
   - ☐ No
   - ☐ Yes
   - ☐ If Yes ask how many times _____

10. **If YES which methods did you use?** *Read Out*
    - ☐ GP or practice nurse. [If used ask – did you tell the service that you had successfully quit?   YES ___ NO ___] If YES were you CO tested? YES ___ NO ___

    - ☐ The NHS Stop Smoking Service. [If used ask – did you tell the service that you had successfully quit?   YES ___ NO ___] If YES were you CO tested? YES ___ NO ___

    - ☐ Pharmacy Support. [If used ask – did you tell the service that you had successfully quit?   YES ___ NO ___] If YES were you CO tested? YES ___ NO ___
    - ☐ Will power.
    - ☐ Friends/family support/
    - ☐ Charity or Voluntary Sector Organisation
    - ☐ School, college or workplace.
    - ☐ Other

11. Which of the following statements best describes your current intentions about smoking?

☐   I intend to give up smoking in the next month

☐   I intend to give up smoking within the next year

☐   I intend to give up smoking but I don't know when

☐   I am unlikely to give up smoking

☐   Don't know

12. Do you, at any time, smoke in your car?

☐   **Yes**

☐   **No**

13. Do you, at any time, smoke in your home?

☐   **Yes**

☐   **No**

14. Have you been offered counterfeit, fake, duty free cigarettes or tobacco in the last 3 months?

☐   **Yes**

☐   **No**

15. Have you ever used cannabis?

☐   **Yes – [Go to Q16]**

☐ No – [Go to Q17

16. Have you used cannabis in the last 4 weeks?

☐ Yes – [Go to Q16]

☐ No – [Go to Q17

<u>**Respondent Details**</u>

17. Gender

☐ Male

☐ Female

18. Age

☐ 16 – 19

☐ 20 – 24

☐ 25 – 34

☐ 35 – 49

☐ 50 – 59

☐ 60+

19. Ethnicity *Show Card Two*

☐ ***Record ETHNICITY CODE from Card Two* _____**

20. Area Code

☐ ***Insert Post Code from contact sheet* _____**

20. Occupation Classification

Code from CARD 3 or write in _____