



**Wirral NHS Smoking PREVALENCE REPORT**  
**NOVEMBER 2011.**

# 1 INTRODUCTION

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## 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, at least 40% of the adult population smoke, 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 three years 2009 – 2011.

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

In addition a panel of smokers has been identified from this initial survey to take part in further enquiry as to their smoking behaviour and the impact of smoking cessation initiatives; the panel will be surveyed in February 2012 and potentially again in February 2013.

## 1.2 Baseline Survey

The survey area is defined as that part of Wirral representing the 20% most deprived areas. 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. The interview schedule used 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 2011 and was completed by the middle of October 2011. A total of 3,544 interviews were satisfactorily completed out of a total of approximately 4,875 addresses representing a 72.7% 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. An additional 53 interviews were completed with members of the BME community.

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

<b>Postcode</b>	<b>Areas</b>	<b>No. of interviews</b>
<b>CH41</b>	Birkenhead	4
<b>CH42</b>	Birkenhead & Tranmere	685
<b>CH43</b>	Bidston, Claughton, Manor Green & Prenton	1156
<b>CH44</b>	Seacombe	381
<b>CH45</b>	Liscard	336
<b>CH46</b>	Moreton & Leasowe	129
<b>CH48</b>	Grange	198
<b>CH49</b>	Woodchurch & Upton	204
<b>CH62</b>	Bromborough & Eastham	443
	<b>TOTAL</b>	<b>3536</b>

N.B. The total number of interviews completed was 3597. Of these, 53 were supplementary interviews with members of the BME community BUT were not included in the above summary. A number of respondents from this cohort were reluctant to reveal their postcode and therefore NO postcodes were entered for any of the 53 supplementary questionnaires. Eight 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. The total number of interviews conducted as part of the random house survey was 3,544.

## 2. Characteristics of Respondents

**Table 2.1 Demographic characteristics [2010 figures are in brackets]**

	Number	Percentage
<b>Gender</b>		
Male	1468 [1417]	41.2 [40.1]
Female	2098 [2117]	58.8 [59.9]
<b>Age</b>		
16-19	126 [129]	3.5 [3.6]
20-24	231 [214]	6.4 [6.0]
25-34	555 [528]	15.5 [14.9]
35-49	889 [932]	24.8 [26.3]
50-59	579 [529]	16.2 [14.9]
60+	1205 [1215]	33.6 [34.3]
<b>Ethnicity</b>		
WHITE – British	3434 [3382]	95.6 [95.3]
WHITE – Irish	13 [24]	
WHITE – Other White background	37 [27]	
MIXED – White and Black Caribbean	2 [3]	
MIXED – White and Black African	6 [2]	
MIXED – White and Asian	6 [1]	
MIXED – Other Mixed background	14 [3]	
ASIAN/ASIAN BRITISH – Indian	13 [19]	
ASIAN/ASIAN BRITISH – Pakistani	6 [4]	
ASIAN/ASIAN BRITISH – Bangladeshi	2 [23]	
ASIAN/ASIAN BRITISH – Other Asian	7 [8]	
BLACK/BLACK BRITISH – Caribbean	5 [7]	
BLACK/BLACK BRITISH – African	28 [6]	
BLACK/BLACK BRITISH – Other Black background	2 [1]	
CHINESE or OTHER ETHNIC GROUP – Chinese	7 [29]	
CHINESE or OTHER ETHNIC GROUP – Other	2 [0]	
OTHER GROUP NOT STATED ABOVE	8 [8]	
<b>Total BME</b>	158 [165]	4.4 [4.7]
<b>Occupation</b>		
Routine, manual or unemployed	2459 [2436]	68.9 [68.5]
Other occupation	912 [873]	25.5 [24.5]
Not stated	199 [245]	5.6 [6.9]

N.B The above table includes ALL interviews [i.e. an additional 53 interviews were conducted with members of the BME community]

### 3. Findings

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#### 3.1. Smoking Prevalence.

##### Smoking Prevalence – Overall Results 2009 – 2011 [Sample Base for 2011 = 3544]

Classification	2009	2010	2011	+/- Variation 2009 – 2011	95% C.I.	Result
Overall Smoking Prevalence	34.7%	34.5%	33.2%	- 1.5%	+/- 1.55	Not Significant

##### Smoking Prevalence – Gender 2009 – 2011 [Sample Base for 2011 in brackets]

Classification	2009	2010	2011	+/- Variation 2009 – 2011	95% C.I.	Result
Male [1441]	35.1%	35.5%	35.3%	+0.2%	+/- 2.47	Not Significant
Female [2076]	34.5%	33.8%	31.7%	-2.8%	+/- 2.00	Significant

##### Smoking Prevalence – Ethnicity 2009 – 2011 [Sample Base for 2011 in brackets]

Classification	2009	2010	2011	+/- Variation 2009 – 2011	95% C.I.	Result
White British [3431]	34.9	34.7	33.6	- 1.3%	+/- 1.58	Not Significant
BME [109]	29.4	29.8	21.1	- 8.3%	+/- 7.66	Significant

##### Smoking Prevalence – Occupation 2009 – 2011 [Sample Base for 2011 in brackets]

Classification	2009	2010	2011	+/- Variation 2009 – 2011	95% C.I.	Result
Rout., Man. or Unempl. [2427]	38.3	39.0	37.1	- 1.2%	+/- 1.92	Not Significant
Other [895]	25.7	24.9	23.6	- 2.1%	+/- 2.78	Not Significant
Not Stated [197]	30.3	23.5	27.4	- 2.9%	+/- 6.23	Not Significant

### Smoking Prevalence – Age 2009 – 2011 [Sample Base for 2011 in brackets]

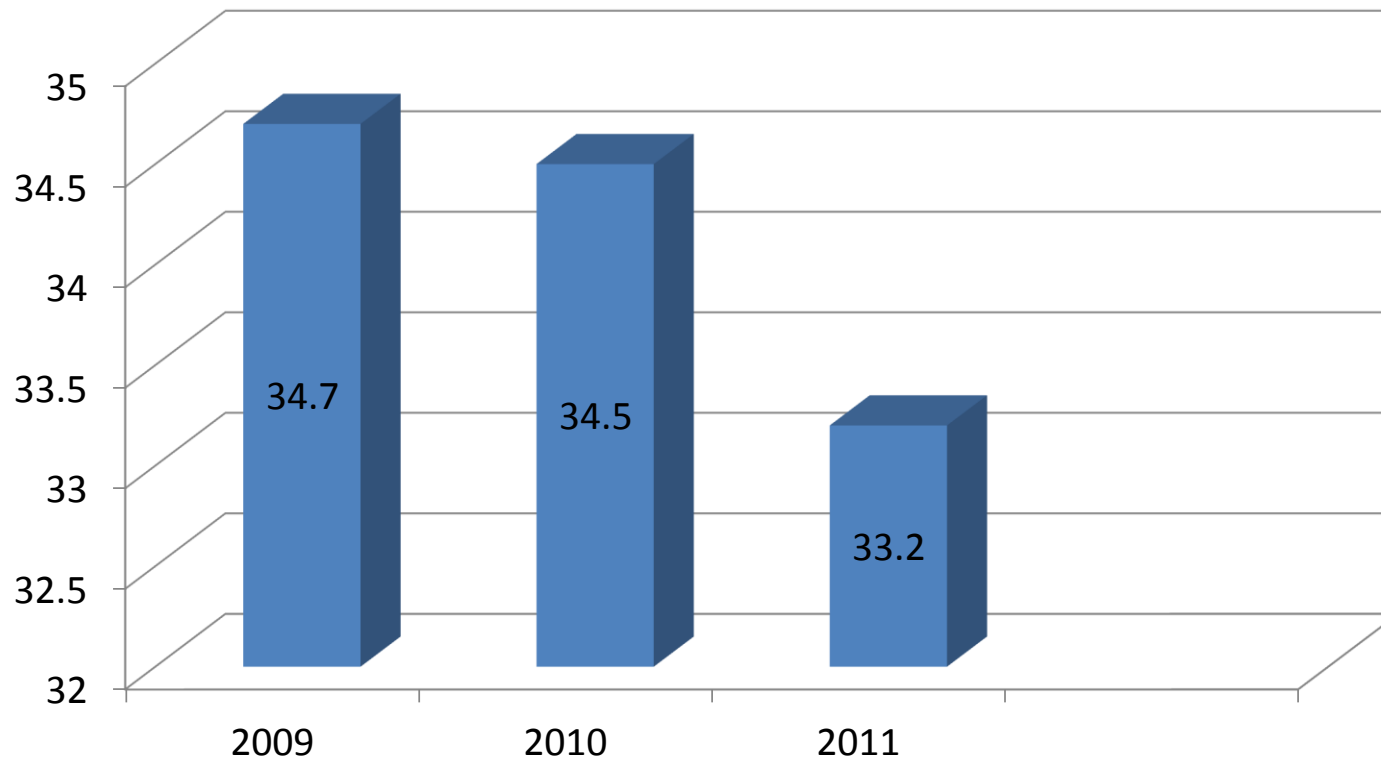
Classification	2009	2010	2011	+/- Variation 2009 – 2011	95% C.I.	Result
16 – 19 [109]	38.3%	30.3%	35.8%	- 2.5%	+/- 9.0	Not Significant
20 – 24 [220]	38.9%	36.9%	31.4%	- 7.5%	+/- 6.13	Significant
25 – 34 [536]	43.2%	38.7%	40.5%	- 2.7%	+/- 4.16	Not Significant
35 – 49 [878]	42.2%	41.0%	40.4%	- 1.8%	+/- 3.25	Not Significant
50 – 59 [576]	37.1%	40.1%	34.5%	- 2.6%	+/- 3.88	Not Significant
60+ [1205]	24.2%	25.5%	24.4%	+ 0.2%	+/- 2.43	Not Significant

N.B. Total sample sizes within each classification category do not add to 3,544 because of missing data.

#### TECHNICAL NOTE:

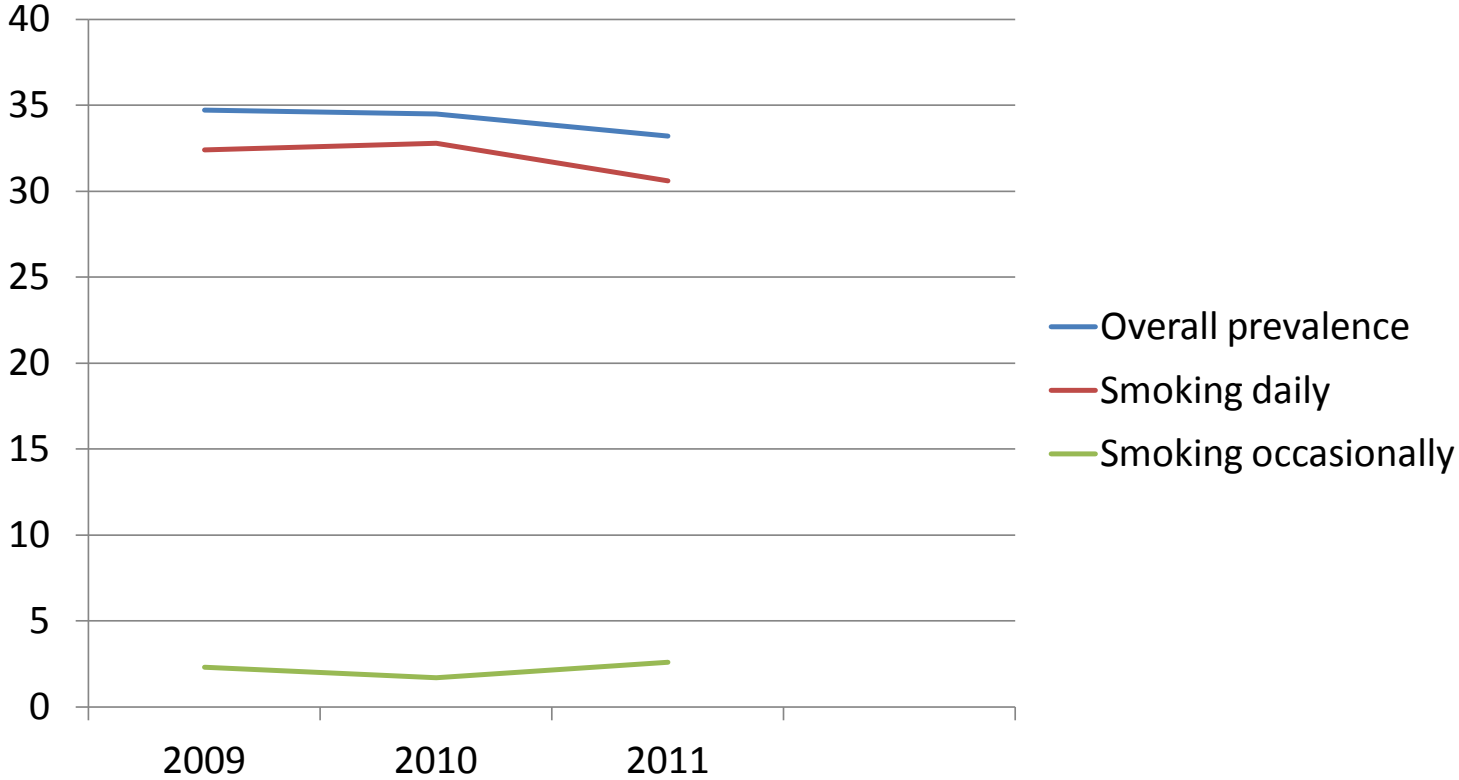
Prevalence is calculated from the responses to the question asked in the interview, 'Do you now smoke: Daily, Occasionally or Not at all?' [Q4]. Respondents who answer either 'Daily' or 'Occasionally' are counted as currently smoking for the calculation, while those who answer 'Not at all' are not. The 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 - 2011





# Smoking Habits 2009 - 2011



### 3.2. Lifetime Smoking Habits

Lifetime smoking	Never Smoked in lifetime	Ever smoked in lifetime	Smoked 100 cigarettes in lifetime	Smoked daily in lifetime
<b>All sample [3544]</b>	1383 <b>39.0%</b> (37.4)	2161 <b>61.0%</b> (62.6)	2047 <b>57.8%</b> (59.4)	1979 <b>55.8%</b> (57.2)
<b>Gender</b>				
<b>Male [1441]</b>	522 <b>36.2%</b> (34.4)	919 <b>63.8%</b> (65.6)	885 <b>61.4%</b> (63.1)	862 <b>59.8%</b> (60.8)
<b>Female [2076]</b>	851 <b>41.0%</b> (39.3)	1225 <b>59.0%</b> (60.7)	1146 <b>55.2%</b> (57.1)	1101 <b>53.0%</b> (55.0)
<b>Ethnicity</b>				
<b>White Brit.[3431]</b>	1324 <b>38.6%</b> (36.9)	2107 <b>61.4%</b> (63.1)	1997 <b>58.2%</b> (59.8)	1934 <b>56.4%</b> (57.8)
<b>BME [109]</b>	59 <b>54.1%</b> (51.8)	50 <b>45.9%</b> (48.2)	47 <b>43.1%</b> (46.5)	42 <b>38.5%</b> (38.6)
<b>Occupation</b>				
<b>R, M or U[ 2427]</b>	828 <b>34.1%</b> (32.3)	1599 <b>65.9%</b> (67.7)	1523 <b>62.8%</b> (64.6)	1478 <b>60.9%</b> (62.5)
<b>Other [895]</b>	450 <b>50.3%</b> (48.9)	445 <b>49.7%</b> (51.1)	412 <b>46.0%</b> (47.9)	391 <b>43.7%</b> (45.2)
<b>Not stated [197]</b>	99 <b>50.3%</b> (47.4)	98 <b>49.7%</b> (52.6)	95 <b>48.2%</b> (48.7)	92 <b>46.7%</b> (47.0)
<b>Age</b>				
<b>16-19 [109]</b>	58 <b>57.1%</b> (58.0)	51 <b>42.9%</b> (42.0)	44 <b>40.4%</b> (34.5)	43 <b>39.4%</b> (32.8)
<b>20-24 [220]</b>	118 <b>53.6%</b> (49.3)	102 <b>46.4%</b> (50.7)	88 <b>40.0%</b> (47.8)	86 <b>39.1%</b> (45.4)
<b>25-34 [536]</b>	234 <b>43.7%</b> (42.1)	302 <b>56.3%</b> (57.9)	283 <b>52.8%</b> (55.5)	259 <b>48.3%</b> (53.8)
<b>35-49 [878]</b>	326 <b>37.1%</b> (37.0)	552 <b>62.9%</b> (63.0)	535 <b>60.9%</b> (60.8)	511 <b>58.2%</b> (57.9)
<b>50-59 [576]</b>	199 <b>34.5%</b> (35.2)	377 <b>65.5%</b> (64.8)	366 <b>63.5%</b> (63.1)	359 <b>62.3%</b> (60.5)
<b>60+ [1205]</b>	436 <b>36.2%</b> (32.8)	769 <b>63.8%</b> (67.2)	725 <b>60.2%</b> (62.8)	716 <b>59.4%</b> (61.2)

2010 percentages are shown in brackets – These results do not include the supplementary questionnaires.

**Table 3.3 Current smoking habits [2010 % figures in brackets]**

	<b>Smoking</b>	<b>Smoking daily</b>	<b>Smoking occasionally</b>
<b>All sample [3544]</b>	1177 <b>33.2%</b> (34.5)	1086 <b>30.6%</b> (32.8)	91 <b>2.6%</b> (1.7)
<b>Gender</b>			
<b>Male [1441]</b>	508 <b>35.3%</b> (35.5)	475 <b>33.0%</b> (33.7)	33 <b>2.3%</b> (1.8)
<b>Female [2076]</b>	658 <b>31.7%</b> (33.8)	600 <b>28.9%</b> (32.2)	58 <b>2.8%</b> (1.6)
<b>Ethnicity</b>			
<b>White British [3431]</b>	1153 <b>33.6%</b> (34.7)	1068 <b>31.1%</b> (33.1)	85 <b>2.5%</b> (1.6)
<b>BME [109]</b>	23 <b>21.1%</b> (29.8)	17 <b>15.6%</b> (24.5)	6 <b>5.5%</b> (5.3)
<b>Occupation</b>			
<b>R, M or U [2427]</b>	900 <b>37.1%</b> (39.0)	830 <b>34.2%</b> (37.3)	70 <b>2.9%</b> (1.7)
<b>Other [895]</b>	211 <b>23.6%</b> (24.9)	193 <b>21.6%</b> (23.0)	18 <b>2.0%</b> (1.9)
<b>Not stated [197]</b>	54 <b>27.4%</b> (23.5)	52 <b>26.4%</b> (22.6)	2 <b>1.0%</b> (0.9)
<b>Age</b>			
<b>16-19 [109]</b>	39 <b>35.8%</b> (30.3)	35 <b>32.1%</b> (28.6)	4 <b>3.7%</b> (1.7)
<b>20-24 [220]</b>	69 <b>31.4%</b> (36.9)	62 <b>28.2%</b> (35.4)	7 <b>3.2%</b> (1.5)
<b>25-34 [536]</b>	217 <b>40.5%</b> (38.7)	186 <b>34.7%</b> (36.1)	31 <b>5.8%</b> (2.6)
<b>35-49 [878]</b>	355 <b>40.4%</b> (41.0)	333 <b>37.9%</b> (39.6)	22 <b>2.5%</b> (1.4)
<b>50-59 [576]</b>	199 <b>34.5%</b> (40.1)	192 <b>33.3%</b> (37.9)	7 <b>1.2%</b> (2.2)
<b>60+ [1205]</b>	294 <b>24.4%</b> (25.5)	275 <b>22.8%</b> (24.2)	19 <b>1.6%</b> (1.3)

**Table 3.4 Mean number of years smoked in lifetime**

	<b>No. of years [2010 figures in brackets]</b>
<b>All sample</b>	<b>23.66 [24.42]</b>
<b>Gender</b>	
<b>Male</b>	<b>24.33 [25.22]</b>
<b>Female</b>	<b>23.19 [23.79]</b>
<b>Ethnicity</b>	
<b>White British</b>	<b>24.03 [24.70]</b>
<b>BME</b>	<b>13.41 [18.23]</b>
<b>Occupation</b>	
<b>R, M or U</b>	<b>24.21 [24.98]</b>
<b>Other</b>	<b>20.05 [20.70]</b>
<b>Not stated</b>	<b>29.58 [29.78]</b>
<b>Age</b>	
<b>16-19</b>	<b>3.89 [4.21]</b>
<b>20-24</b>	<b>5.80 [6.89]</b>
<b>25-34</b>	<b>10.83 [11.21]</b>
<b>35-49</b>	<b>19.52 [19.53]</b>
<b>50-59</b>	<b>25.43 [28.42]</b>
<b>60+</b>	<b>34.27 [35.18]</b>

N. B. This calculation is based on the number of smokers answering Q6 'How many years have you smoked /did you smoke daily?' [n = 1177]

**Table 3.5 Mean number of tobacco products used daily by respondents who have smoked**

	Manufactured cigarettes	Hand-rolled cigarettes	Pipe bowls	Cigars, cheroots or cigarillos	Bidi	Goza	Chew
<b>All sample</b>	16.62 [17.01]	16.81 [16.89]	5.15	6.06	9.67	2.00	8.00
<b>Gender</b>							
<b>Male</b>	18.31 [19.12]	18.08 [18.18]	5.15	6.35	10.50	2.00	
<b>Female</b>	15.67 [15.72]	13.58 [14.00]		1.00	8.00		8.00
<b>Ethnicity</b>							
<b>White British</b>	16.76 [17.08]	17.00 [17.07]	6.26	5.73		2.00	
<b>BME</b>	12.87 [15.60]	11.69 [13.47]		7.67	9.67		8.00
<b>Occupation</b>							
<b>R, M or U</b>	16.37 [16.70]	16.89 [17.63]	4.40	6.08	8.00	2.00	8.00
<b>Other</b>	16.92 [17.54]	15.11 [12.65]	6.29	7.00	13.00		
<b>Not stated</b>	19.55 [19.04]	21.28 [14.90]	1.00	5.00			
<b>Age</b>							
<b>16-19</b>	10.20 [10.86]	8.30 [6.88]					
<b>20-24</b>	12.02 [12.86]	11.59 [13.91]			13.00		8.00
<b>25-34</b>	12.65 [12.86]	13.34 [13.22]		1.00	8.00		
<b>35-49</b>	16.27 [16.58]	16.57 [16.48]		8.50	8.00		
<b>50-59</b>	18.48 [18.90]	19.89 [19.36]	4.00	3.60			
<b>60+</b>	18.51 [19.25]	18.12 [18.07]	5.25	7.30			

These figures are for the total sample including supplementary interviews. We have shown a comparison with 2010 for cigarettes to show the consistency of results over two years.

**Table 3.6 Time since last smoked daily**

	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
<b>All sample</b>	13 [1.5%]	46 [5.3%]	48 [5.5%]	149 [17.1%]	149 [17.1%]	464 [53.4%]
<b>[n = 869]</b>						
<b>Gender</b>						
<b>Male</b>	3	20	16	62	60	209
<b>Female</b>	10	26	32	84	88	254
<b>Ethnicity</b>						
<b>White British</b>	13	42	46	139	145	452
<b>BME</b>		4	2	10	3	12
<b>Occupation</b>						
<b>R, M or U</b>	10	41	34	111	108	316
<b>Other</b>	3	5	12	35	33	113
<b>Not stated</b>			2	3	6	33
<b>Age</b>						
<b>16-19</b>			3	2		
<b>20-24</b>	1	4	6	9	1	
<b>25-34</b>	4	5	16	29	14	3
<b>35-49</b>	3	16	12	44	49	50
<b>50-59</b>	1	8	6	24	36	90
<b>60+</b>	4	13	5	41	49	320

**Table 3.7 Mean number of quit attempts in lifetime [2010 numbers in brackets]**

	<b>No. of attempts</b>
<b>All sample</b>	3.66 [3.57]
<b>Gender</b>	
Male	3.79 [3.65]
Female	3.55 [3.51]
<b>Ethnicity</b>	
White British	3.67 [3.55]
BME	3.37 [3.96]
<b>Occupation</b>	
R, M or U	3.76 [3.66]
Other	3.38 [3.21]
Not stated	3.34 [3.62]
<b>Age</b>	
16-19	4.96 [4.84]
20-24	4.77 [4.07]
25-34	4.02 [3.66]
35-49	3.78 [3.71]
50-59	3.40 [3.60]
60+	3.30 [3.27]

**Table 3.8 Mean number of quit attempts lasting longer than four weeks in the last six months [2010 in brackets]**

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

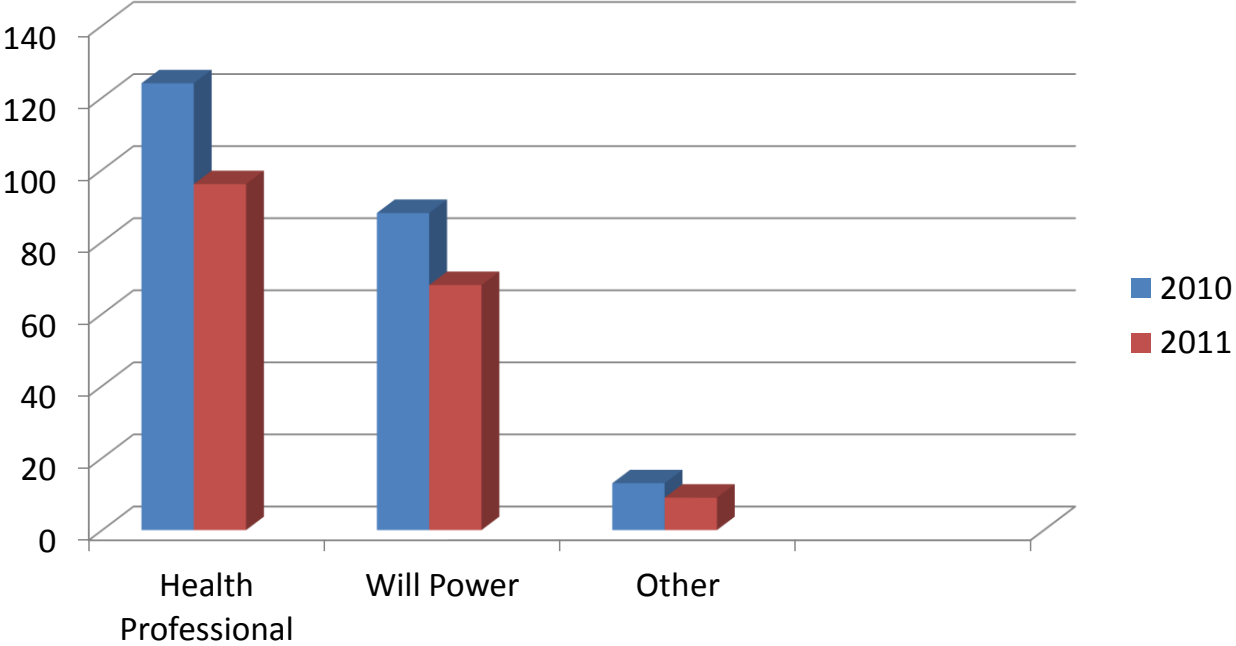


**Table 3.9 Method of quit attempts lasting longer than four weeks in the last six months**

	GP or nurse	NHS	Pharmacy	Will power	Friends/family	Other
<b>All sample</b>	55	21	20	68	1	8
<b>Gender</b>						
<b>Male</b>	25	3	7	36	1	2
<b>Female</b>	30	18	12	32		6
<b>Ethnicity</b>						
<b>White/British</b>	50	19	19	64	1	8
<b>BME</b>	5	2	1	3		
<b>Occupation</b>						
<b>R, M or U</b>	40	12	16	50		7
<b>Other</b>	15	7	4	14	1	1
<b>Not stated</b>		2		2		
<b>Age</b>						
<b>16-19</b>	1					
<b>20-24</b>	3	2	2	9		
<b>25-34</b>	13	5	1	21		2
<b>35-49</b>	18	7	9	18	1	3
<b>50-59</b>	7	3	2	7		2
<b>60+</b>	13	4	6	13		1

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.

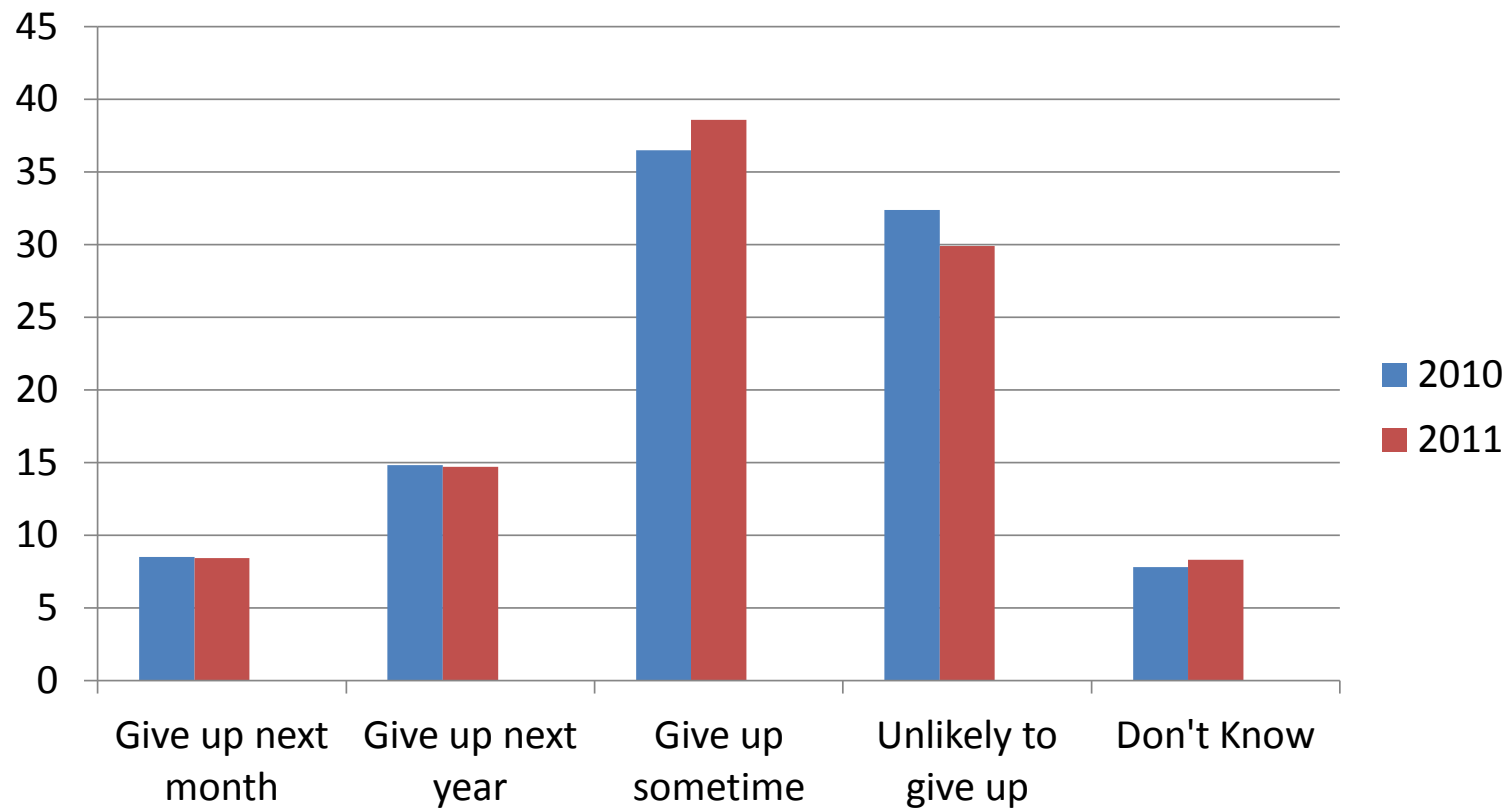
# Help With Quit Attempts – 2010 – 2011 [Actual Numbers]



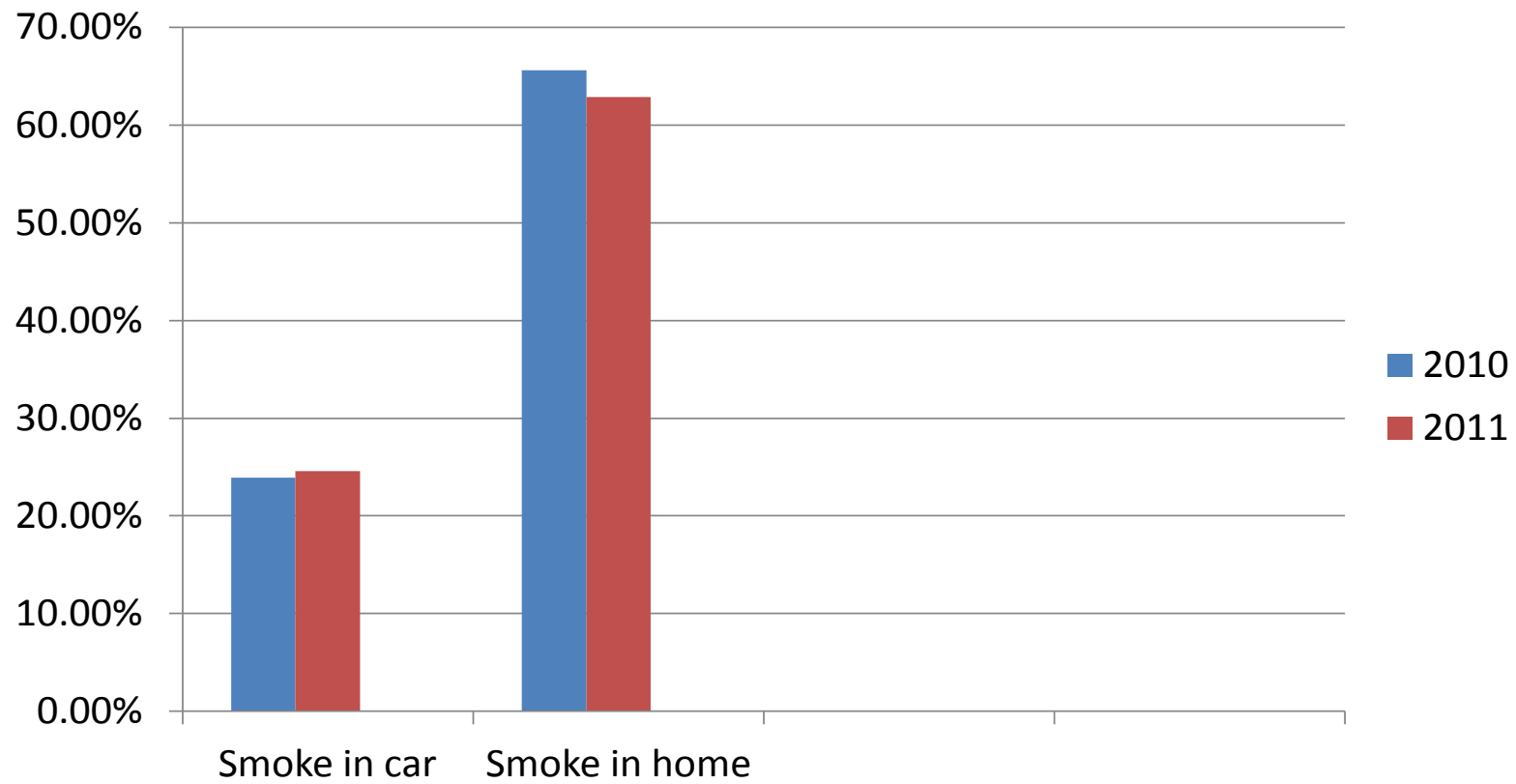
**Table 3.10 Smoking Intentions**

	<b>Give up Next month</b>	<b>Give Up next Year</b>	<b>Give Up At Some Point</b>	<b>Unlikely to Give Up</b>	<b>Don't Know</b>
<b>All sample [1139]</b>	96(8.4)	168 (14.7)	440 (38.6)	341 (29.9)	94 (8.3)
<b>Gender</b>					
<b>Male [497]</b>	34 (6.8)	63 (12.7)	183 (36.8)	183 (36.8)	34 (6.8)
<b>Female [631]</b>	62 (9.8)	102 (16.2)	251 (39.8)	158 (25.0)	58(9.2)
<b>Ethnicity</b>					
<b>White/British</b>	94 (8.4)	163 (14.5)	434 (38.7)	333 (29.7)	93 (8.3)
<b>BME</b>	2 (9.5)	5 (23.8)	6 (28.6)	7 (33.3)	1 (4.8)
<b>Occupation</b>					
<b>R, M or U [879]</b>	68 (7.7)	124 (14.1)	345 (39.2)	268 (30.5)	74 (8.4)
<b>Other [202]</b>	22 (10.9)	35 (17.3)	80 (39.6)	50 (24.8)	15 (7.4)
<b>Not stated [47]</b>	6 (12.8)	6 (12.8)	10 (21.3)	20 (42.6)	5 (10.6)
<b>Age</b>					
<b>16-19 [39]</b>	3 (7.1)	9 (23.1)	18 (46.2)	8 (20.5)	1 (2.6)
<b>20-24 [67]</b>	8 (11.9)	8 (11.9)	34 (50.7)	13 (19.4)	4 (6.0)
<b>25-34 [217]</b>	19 (8.8)	50 (23.0)	97 (44.7)	36 (16.6)	15 (6.9)
<b>35-49 [349]</b>	37(10.6)	52 (14.9)	152 (43.6)	71 (20.3)	37 (10.6)
<b>50-59 [193]</b>	11 (5.7)	20 (10.4)	70 (36.3)	71 (36.8)	21 (10.9)
<b>60+ [273]</b>	18 (6.6)	28 (10.3)	69 (25.3)	142 (52.0)	16 (5.9)

## Intentions to Quit - % Comparison 2010 - 2011



## Smoking in car and at home - % comparison 2010 - 2011



**Table 3.11 Smoking in Car and at Home**

	<b>Smoke in Car</b>		<b>Smoke in Home</b>
<b>2010</b> [n = 1188]	<b>284 – 23.9%</b>	<b>2010</b> [n = 1190]	<b>781 – 65.6%</b>
<b>2011</b> [n = 1165]	<b>287 – 24.6%</b>	<b>2011</b> [n = 1163]	<b>731 – 62.9%</b>
<b>Variation</b>	<b>+ 0.7% [Not Significant]</b>		<b>- 2.7% [Not Significant]</b>

## APPENDICES

### No 1. 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 CH41	Birkenhead Tranmere CH42	Bidston, Claughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Bromborough & Eastham CH62	Total
Smoke	Daily	1	0	274	315	137	100	21	53	62	123	1086
Freq	Occasionally	0	1	27	22	8	6	4	3	9	11	91
	Not At All	3	1	143	276	106	94	40	37	57	105	862
<b>Total</b>		<b>4</b>	<b>2</b>	<b>444</b>	<b>613</b>	<b>251</b>	<b>200</b>	<b>65</b>	<b>93</b>	<b>128</b>	<b>239</b>	<b>2039</b>

### Smoking Prevalence by Area\*

		postcode										
		No post code	Birkenhead CH41	Birkenhead Tranmere CH42	Bidston, Claughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Bromborough & Eastham CH62	Total
Smoke	Daily	0.03%	0	7.73%	8.89%	3.87%	2.82%	0.59%	1.50%	1.75%	3.47%	30.64%
Freq	Occasionally	0	0.03%	0.76%	0.62%	0.23%	0.17%	0.11%	0.08%	0.25%	0.31%	2.57%
	Not At All	0.08%	0.03%	4.03%	7.79%	2.99%	2.65%	1.13%	1.04%	1.61%	2.96%	24.32%
<b>Total</b>		<b>0.11%</b>	<b>0.06%</b>	<b>12.52%</b>	<b>17.30%</b>	<b>7.08%</b>	<b>5.64%</b>	<b>1.83%</b>	<b>2.62%</b>	<b>3.61%</b>	<b>6.74%</b>	<b>57.53%</b>

\*The above figures represent the smoking prevalence in each area, presented as a percentage of the total number of interviewees – That is 3544

## Smoking Prevalence\*

		postcode										
		No post code	Birkenhead CH41	Birkenhead Tranmere CH42	Bidston, Cloughton, M.Green & Prenton CH43	Seacombe CH44	Liscard CH45	Moreton & Leasowe CH46	Grange CH48	Woodchurch and Upton CH49	Bromborough & Eastham CH62	Total
Smoke	Daily	100%	0	61.7%	51.4%	54.6%	50%	32.3%	57%	48.4%	51.5%	53.3%
Freq	Occasionally	0	50%	6.1%	3.6%	3.2%	3%	6.2%	3.2%	7%	4.6%	4.5%
	Not At All	75%	50%	32.2%	45%	42.2%	47%	61.5%	39.8%	44.5%	43.9%	42.3%
Total		4	2	444	613	251	200	65	93	128	239	2039

\*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.