

The 2011 Wirral Smokers Panel Survey:

Smoking Prevalence, Intentions to Quit and Attitudes to 'Quit Stop Wirral' Campaign

2nd *Panel Control Survey*

A report for Wirral NHS

June 2011

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Acknowledgements

Icarus Limited wishes to thank the residents in the Wirral for their cooperation in participating in the survey and agreeing to complete the survey questionnaire.

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1 INTRODUCTION

1.1 Background and Aims of the Survey

1.1.1 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. The October 2010 baseline survey established the smoking prevalence rate at 34.5% of the adult population aged 16 and over and permanently resident within the area. This compares to an average of 18% across the whole of Wirral.

1.1.2 The above prevalence survey targeted selected areas of Wirral that were within the lowest national quintile [i.e. lowest 20%] of lower super output areas by index of multiple deprivation in Wirral.

1.1.3 From the sample of smokers identified in the 2009 and 2010 survey, a panel of approximately 850 smokers was recruited and who agreed to be contacted in the future about their smoking behaviour. Members of this panel were contacted in May 2011. These interviews were conducted mainly by phone but were also supplemented with face to face in-home interviews where the respondent had give permission for this to occur. Up to seven attempts were made to contact respondents by phone. A team of five experienced interviewers were used to conduct the fieldwork. In total 496 successful interviews were conducted [58%]. Of the balance of 354, approximately 20% refused to take part, 29% could not be contacted because of changed or incorrect numbers or other personal issues and the balance of 51% simply did not answer their phone or their door.

1.1.4 The survey, as well as its primary focus on updating knowledge about the proportion of people in the deprived areas in Wirral who smoke, also aimed to provide the latest data relating to residents' experience of smoking indoors, smokers intentions about quitting, the products and services used to assist with quitting and knowledge of the recent quit smoking campaign called 'Your reason, your way.. Specifically, the survey aimed to:

- Establish changes in smoking behaviour since October 2010;

- Measure number of quit attempts;
- Identify methods and products used to help respondent quit smoking;
- Measure awareness and knowledge of quit smoking campaign ‘Quit Stop Wirral’;
- Measure extent of smoking in car and in home.

1.2 The Wirral Residents’ Questionnaires

1.2.1 Two questionnaires were administered to panel members depending on their current smoking status. Respondents who had stopped smoking at the time of the interview completed the ‘quit smoking’ questionnaire and those who continued to smoke at the date of interview completed the ‘smokers’ questionnaire. Copies of these questionnaires appear in Appendix I.

1.3 The Survey Methodology

1.3.2 The original 2009/2010 survey methodology was based on households randomly selected from within the survey area. The survey area was defined as that part of Wirral representing the 20% most deprived areas nationally. Wirral PCT provided a geographical sampling frame for the sample selection process based on specific post code areas. Within each of the post code areas households were selected randomly. From each household an individual respondent was also selected randomly. Where there was more than one eligible interviewee present in the home, the interviewers were instructed to attempt to interview the person who was next to have a birthday. The survey data was collected by face-to-face interviews that took place at the respondent’s home. In most cases, interviewers called at sampled households to conduct a face-to-face interview. Where a telephone number was obtainable for the individuals in the households – from the BT database – and because response rates were not being prejudiced, a series of attempts was also made to complete interviews by telephone. Some households were targeted through both approaches to maximise the response rate. Where there was no respondent available following an attempt to make a face-to-face visit, a letter was left at these addresses to inform potential respondents that they would be contacted again. This enabled the telephone and face-to-face interviewers to reduce the extent of “cold-calling”. For face-to-face and telephone interviews, interviewers made up to four attempts to obtain a response from each household. The interviews were carried out during the day, in the early evening and at weekends. Adults aged 16 or over and resident in the defined areas area were eligible to be interviewed.

- 1.3.3 At the completion of the interview with a smoker the interviewer asked if they would be prepared to take part in further enquiry as to their smoking behaviour and the impact of smoking cessation initiatives. A team of trained and experienced interviewers employed carried out the interviews.

1.4 Report Structure

- 1.4.1 The rest of this report sets out the results of the survey. Section 2 highlights the characteristics of the residents that responded to the survey. Section 3 details the findings of the survey. It presents the results as they relate to the key research questions. Section 4 summarises the key conclusions of the survey.

2. CHARACTERISTICS OF RESIDENTS RESPONDING TO THE SURVEY

2.1 This section presents a breakdown of characteristics of the residents responding to the survey. It sets out information about the survey respondents in terms of their demographic characteristics.

2.2 Table 2.1 identifies the distribution of the respondents' sex, occupation status and age. It compares the demographic characteristics of the respondents with the 2010 panel.

Table 1.1: Comparison of Sample Profiles 2009 - 2010

Gender	Panel Members 2010 Survey [n= 405]	Panel Members 2011 Survey [n = 496]
Male	39%	40%
Female	61%	60%
Age		
16-19	3%	2%
20-24	4%	5%
25-34	15%	11%
35-49	35%	31%
50-59	14%	19%
60+	29%	32%
Occupation Class		
Manual/Routine	74%	72%
Other	24%	27%
Not Stated	2%	1%

3. FINDINGS

3.1 Smoking Prevalence

3.1.1 The overall aim of the panel surveys were to establish the change in smoking behaviour amongst the panel members since the prevalence surveys of October/November 2009 and October 2010.

Quitting Behaviour

3.1.2 Of the 496 respondents interviewed in the 2011 panel survey 58 or 11.7% had quit smoking at the time of the interview. This compares with 10.6% in the 2010 panel survey. Of the 438 smokers, 167 or 38.1% had made at least one attempt to quit since last interviewed. Overall, it indicates that 54.6% of panel members continue to smoke AND have not made any attempt to quit since their last interview. [This compares with 61.5% in the last panel survey. A word of caution: the current panel consists of members recruited in 2009 and 2010 and whilst our interviewers attempted to calibrate all questions to the date of the last survey i.e. October 2010 some of the respondents may have included 'quit behaviour' that occurred earlier.]

At the 95% confidence level the confidence interval is +/- 7.78 and therefore we can conclude that there is no significant difference between the 2010 and 2011 in the number of people who had quit smoking on the day the interview took place.

3.1.3 Whilst the current quit rate amongst panel members is 11.7% [58] this does not reflect the efforts made by a further 38.1% [167] of the 438 smokers who have attempted to quit smoking. Table 3.1 below illustrates the attempts some panel members have made [and failed] to quit smoking since October 2010. It is clear that an interview on a specific date will inevitably capture respondents who will be in varying stages of the quitting process and therefore the 11.7% cannot be interpreted as an absolute measure of the number of smokers who have quit permanently.

Table 3.1 Failed Quitting Behaviour of Panel Members 2010 – 2011.
[Base = respondents who said they attempted to quit but failed at time of interview]

Number of Quit Attempts	2010 panel survey	2011 panel Survey – total Failed Quitters. [N = 167]
Attempted to Quit – One attempt Of 4 weeks or more	37%	38% (63)
Attempted to Quit – Two attempts of 4 weeks or more	2%	6% (3)
Attempted to Quit – Less than 4 weeks	61%	54% (90)

=98% answered Q

[Note of caution. The total number of respondents who answered the question ‘excluding your current attempt to quit smoking, how many attempts lasted for four weeks or more?’ was based on 20 out of a possible 58 quitters and 159 out of a possible 167 failed quitters. Some quitters could clearly not answer the question for example if they were in the middle of their first attempt to quit. Therefore we used the data we had to provide an indication of the frequency of quitting behaviour. This is the same protocol we used in the 2010 survey. Therefore to provide an indication of behaviour across the whole sample of 496 we have used the statistics obtained from the 179 respondents who answered the question to predict quitting behaviour for the total 225 sub sample. We have then used these indicators and applied them to the total sample of 496 respondents. The estimates for the total sample of 496 respondents are - 17% or 84 have made one quit attempt of 4 weeks or more and 3% or 15 have made two quit attempts of 4 weeks or more.]

4 The profile of all quitters [representing 45.4% or 225 of the 496 respondents i.e. the 58 who had quit on day of interview plus 167 who had attempted to quit since October 2010] is shown below together with the profile of those who had stopped smoking on the day of the interview.

Table 3.2 Profile of all Quitters.

Gender	Profile of 496 Panel Members	% Within Category Who Had Quit At Least Once Since 2010	% Within Category Who Had Quit At Date of Interview
Male [n = 194]	40%	42%	11%
Female [n = 294]	60%	48%	11%
Age			
16-19 [n = 8]	2%	63%	12%*
20-24 [n = 14]	3%	43%	14%*
25-34 [n = 57]	12%	49%	14%
35-49 [n = 153]	31%	43%	12%
50-59 [n = 94]	19%	48%	9%
60+ [n = 167]	33%	45%	13%
Occupation Class			
Manual/Routine [n = 315]	72%	44%	10%
Other [n = 111]	27%	51%	16%
Not Stated [n = 6]	1%	71%	14%*

- Care should be taken because of small samples. Also there are some variations in total sample sizes for respondent classifications because respondent failed or refused to divulge information.

There is a remarkable level of consistency of quitting behaviour within and across all respondent categories. The reasons given for quitting smoking by those respondents who had quit smoking on the day of the interview were classified into four categories namely 'Economic Reasons', 'Concern for the

Welfare of Others', 'Concerns About Own Health' and 'Other Reasons'. Examples of relevant comments are:

Economic Reasons [about 1 in 10 respondents]

'I added up the cost of cigarettes and it was expensive', 'cost and health reasons', 'I do not want to smoke anymore – too expensive', 'finance – felt better off when stopped'

Concern for the Welfare of Others [about 1 in 12 respondents]

'I have 2 small grand children', 'We want to foster children'

Concerns About Own Health [about 4 out of 5 respondents]

'I had a throat infection so had to stop', 'I had emphysema so that made me quit', 'I had severe breathing problems while on holiday', 'I have diabetes so decided to quit', 'I thought it was time as my father died of lung cancer', 'I wanted to stop because I had a bad chest infection', 'I wanted to, was ill and had to go into hospital', 'I went to visit GP on friends advice', 'I'll be 45 in June – risk limitation for my health', 'Cholesterol was high and decided to stop', 'need exercise and too out of breath', 'felt ill – lousy – stopped at end of packet', 'felt it would be best for my health'

Other Reasons [about 1 in 5 respondents]

"I just had enough", 'I just really wanted to quit', 'I only smoke when I have a drink and I haven't been to the pub', 'I wasn't enjoying it – had bitter taste on my tongue', 'Just had enough of smoking', 'pressure from my wife'

3.1.5 Of the 438 respondents who were still smoking on the day of interview 38.1% or 167 respondents had attempted to quit since October 2010. Of these 167 smokers 59% had made just one attempt to quit, 25% two attempts, 10% three attempts and 6% four attempts or more.

3.1.6 Of the 167 who attempted to quit since October 2010, 37% had made one attempt to quit that lasted 4 weeks or more and 6% had made two or more attempts to quit that lasted for 4 weeks or more. 57% of those attempting to quit since October 2010 did not achieve a quit period lasting 4 weeks or more. [The 2010 figure was 61%]

3.1.7 Of the 271 respondents who did not manage one quit attempt since the last interview, 41% have stated that they will attempt to quit in 2011. [The 2010 figure was 33%]

Methods Used By Quitters

3.1.8 Respondents were asked to identify which, if any, of the following methods they had used to help them quit smoking. Table 3.4 compares the methods used by [a] those who have quit, [b] those who have attempted to quit.

Table 3.4 Methods Used By Panel Members to Quit Smoking

Method	a.% used by those who have quit [n = 58]	b. % used by those attempting to quit [n = 167]	c. % used by ALL quitters. [n = 225]
GP or Practice Nurse	33%	38%	37%
NHS 'Stop Smoking' Service	10%	10%	10%
Support from Local Pharmacy	19%	19%	19%
On Your Own	53%	55%	54%
Help from Friends or Family	19%	13%	15%
'Quit Stop Wirral'	9%	5%	6%
Stall in Birkenhead Market	5%	1%	2%
Stand in Asda	5%	1%	2%
Quit Smoking Trailer	3%	1%	2%
Other*	0	2%	1%
Sample Base	58	167	225

**Other methods included British Heart Foundation, Internet, Stop Smoking Portacabin in Birkenhead.*

Note: It was not possible to do a comparison with 2010 because of differences in the content of the two questionnaires.

Table 3.4a Methods Used By Panel Members to Quit Smoking

Method	a.% of Quitters and Attempted Quitters Using Method		b. Respondents using method expressed as % of total sample [n = 496]
	Male [n = 82]	Female [n = 140]	
GP or Practice Nurse	37%	36%	16%
NHS 'Stop Smoking' Service	12%	9%	5%
Support from Local Pharmacy	18%	19%	8%
On Your Own	56%	54%	25%
Help from Friends or Family	16%	14%	6%
'Quit Stop Wirral'	9%	4%	2%
Stall in Birkenhead Market	5%	1%	1%
Stand in Asda	5%	1%	1%
Quit Smoking Trailer	1%	2%	1%
Other*	4%	6%	2%

3.1.9 The main reasons given for using the above methods were categorised as follows:

- 16% said it was a health related reasons including advice from their doctor
- 10% said it was a convenient way of attempting to stop.
- 5% said it was down to family pressures including concerns for their children.
- 8% said it was down to the free quit smoking service from the NHS
- 4% said they had tried it previously
- 32% gave a wide range of 'other' reasons for choosing a particular method.

Lifetime Quitting Experience

3.1.10 Table 3.5 illustrates the number of times respondents had attempted to quit for 4 weeks or more during their lifetime.

Table 3.5 Number of Times Quit in Lifetime for 4 Weeks or More

Number of Times Quit	All Respondents 2010 [n = 405]	All Respondents 2011 [n = 496]
None	31%	31%
1	27%	25%
2	18%	19%
3	11%	11%
4	5%	6%
5	4%	3%
6	2%	3%
7	>1%	>1%
8 or more	>1%	1%
	100%	100%

Products Used To Help With Quitting

3.1.11 Table 3.6 illustrates the different products used by two different categories of smokers i.e. those who have tried and failed and those who have succeeded in quitting.

Table 3.6 Products Used By Different Categories of Smokers

Product	Used by those Attempting to Quit since 2009 [n = 117]	Used by those Attempting to Quit Since 2010 [n = 167]	Used by those Who Have Quit Since 2010 Over Lifetime [n = 58]	Used by all Those who Quit/Att Quit On their own [n = 123]
Patches	35%	44%	41%	25%
Gum	12%	16%	22%	15%
Lozenges	7%	3%	7%	4%
Microtab	6%	4%	3%	2%
Champix	4%	12%	14%	3%
Zyban	3%	11%	5%	1%
Hypnotherapy	1%	2%	2%	0
Inhalator	19%	26%	14%	11%
Oral Spray	Not App.	0	0	0
Other	2%	7%	9%	9%
None	36%	35%	31%	54%

Table 3.6a Products Used By Different Categories of Smokers

Product	[a]Quitters And Attempted Quitters [n = 222]		[b] % of respondents using products expressed as a percentage of the TOTAL sample [n = 496]
	Male [n = 82]	Female [n = 140]	
Patches	43%	44%	20%
Gum	17%	18%	8%
Lozenges	9%	4%	3%
Microtab	5%	3%	2%
Champix	12%	13%	6%
Zyban	4%	1%	1%
Hypnotherapy	5%	4%	2%
Inhalator	21%	24%	10%
Oral Spray	0	0	0
Other	6%	7%	3%
None	39%	30%	15%

[Note: Column [a] above is based on an analysis of 82 males and 140 females who had either quit on day of interview or attempted to quit since October 2010.

3.2 'Quit Stop Wirral' Campaign

Awareness, Knowledge of and Impact of 'Quit Stop Wirral' Campaign.

3.2.1 All respondents were asked if they could recall seeing or reading anything about a recent campaign encouraging local people to quit smoking. 34 or 59% of those who had quit at the time of the interview could recall something which they associated with the campaign. The mobile van with 4 sightings in Rockferry and 2 sightings in Liscard were the most prominent. 3 respondents mentioned the display in Asda, 3 saw staff/stall in Birkenhead market, 5 stated they could recall something in the newspaper, 2 saw leaflets in the doctors surgery. By contrast 41% [181] respondents of those continuing to smoke said they could recall some aspect of the campaign. The touring trailer, posters, community workers, the stall in Birkenhead market and the stall in Asda all featured highly. Table 3.7 below provides an indication of the level of awareness based on prompted recall :

Table 3.7 Prompted Recall

Campaign Feature	% no of Quitters [n = 58]	% No of Smokers [n = 438]	% No of ALL Respondents [n = 496]
Posters at local bus stops	40%	22%	24%
A leaflet in the shape of Shopping trolley	22%	8%	10%
A website	7%	3%	4%
A trailer/mobile unit touring Neighbourhood	24%	16%	17%
A 'quit smoking' community worker	14%	7%	8%
Facebook	3%	2%	2%
Other such as word of mouth	10%	8%	8%
Stall in Birkenhead market	9%	11%	11%
Stand in Asda	19%	15%	15%
Sponsored Quit for Kids charity	12%	5%	6%
None	36%	48%	47%

3.2.2 45 respondents who had attempted to quit smoking said they had been influenced in some way by the campaign. Illustrative comments:

'Every time I go past the trailer I mean to quit.'

'I did really want to give up and had too much stress.'

'I gave quitting more consideration when seeing the person giving out leaflets in Asda.'

'I like the idea of vouchers – but I am not a big smoker so it only influenced me slightly.'

'It made me try again.'

'I wanted to call into Birkenhead but I realised it was too far to go each week and cost too much in taxis.'

'I was in too much of a hurry that day or I would have spoken to them.'

'It made me cut down.'

'It made me think about trying to cut down.'

'It made me think but I didn't do anything.'

'Yes I was influenced by the woman I spoke to – she encouraged me.'

'Made me think about it and I did go to the surgery.'

'Meant to go and speak to them but there was always a queue.'

'Not always in same place so difficult to set up regular meeting.'

'Noticed posters around and thought I might try again.'

9 respondents who had quit smoking on the day of the interview said they had been influenced in some way by the campaign. Illustrative comments:

'I was thinking about it – could be easier to visit mobile unit.'

'It was a reminder.'

'Stuck in my mind.'

'It encouraged me.'

'Put the idea of quitting back in my head.'

'Yes because it put idea of quitting back in my mind.'

3.2.3 Awareness and usage of the different incentives were low. Table 3.8 below summarises the overall level of awareness for the total number of

respondents. Interestingly only one respondent who had quit smoking on day of interview had heard of incentive.

Table 3.8. Awareness and Usage of Incentives From Campaign

Incentives	Total No of Respondents [n = 496]
Instant NRT vouchers	6%
Dedicated 'Quit Stop Wirral' website	3%
The 'no appointments' service	3%
On street stop smoking helpers	5%
Stop smoking helpers at Asda and Birkenhead market.	16%

3.2.4 In total, 26 people or 5.2% of respondents had recommended the campaign to others. 35 respondents had heard of someone winning something as part of the campaign. Some of the comments relating to this include:

'A friend of mine who went to the stand in Birkenhead market got some vouchers.'

'I read something about a man who won something for quitting.'

'A mate of mine got £100 in vouchers.'

'My friend got £100 from Asda.'

'A person I knew won £100.'

'Some of the nurses I work with got £100 for quitting.'

'We won £100 but started smoking again so didn't collect it.'

'Someone in Morton won £500.'

3.3 Smoking in the Car and Home

Smoking in the Home and the Car

3.3.1 Table 3.9 shows details of smoking behaviour in the car and home.

Table 3.9 Smoking in the Car and in the Home

Smoking in the home	Quitters [n = 58]	Smokers [n = 438]
Yes, but not when they are in the same room	4%	9%
Yes, but the windows are usually opened.		4%
Yes and sometimes they are in the same room as the person smoking.		4%
No, smoking is not allowed indoors at all when children are in my home.	96%	83%

Smoking in the car	Quitters [n = 58]	Smokers [n = 438]
Yes, but the windows are always opened	2%	2%
Yes and sometimes the windows are closed..		>1%
No, smoking is not allowed at all when children are inside.	98%	97%

CONCLUSIONS

1. Out of the 496 panel members surveyed 58 or 11.7% of respondents were no longer smoking on the day the interview took place. There is absolutely no evidence to suggest that this represents a permanent cessation of smoking. The comparative figure for 2010 was 10.6%.
2. Of the remaining 438 smokers, a further 167 or 38.1% had made at least one attempt to quit since being interviewed in October 2010 but have now returned to regular smoking. On this evidence about one in ten smokers within this deprived area of Wirral is, at any time, attempting to quit smoking and over the 6/7 months since the 2010 survey about 50% have attempted to quit at least once or succeeded in quitting.
3. The four most important motivations for quitting were categorised as concern for own health, concern for others, financial reasons and a range of 'other' motivations. There is a wide range of health 'triggers' that motivates the individual to want to quit smoking.
4. Approximately one out of every two smokers who is attempting to quit, is attempting to do so on their own. They do not appear to seek help from health professionals and are only minimal users of the various products available to help with quitting.
5. On the other hand one out of every two smokers who is attempting to quit, is doing so with the help of either dedicated health professionals and/or the range of products available to help with quitting. The GP or practice nurse, the NHS Stop Smoking service and the local pharmacy figure prominently in stop smoking attempts.
6. This survey identified considerable awareness of the different activities associated with 'Quit Stop Wirral' campaign. There is strong evidence that the campaign prompted respondents that they should take action to quit smoking by reminding smokers of reasons why they should stop smoking as well as reinforcing knowledge of local services available to help smokers quit.

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[Those who have quit]

1. How many weeks is it since you quit smoking?

2. What made you decide to quit? *[Record full verbal response]*

3. How many times did you attempt to quit since our last interview and before your latest attempt? *[If none go to Q5]*

4. Excluding your current attempt to quit smoking, how many attempts lasted for four weeks or more?

5. Which of these methods, if any, did you use to help you quit smoking since our last interview? *[Read out.]*

- Your GP or Practice nurse.
- The NHS 'Stop Smoking' service.
- Support from your local pharmacy.
- On your own *[Go to Q8]*
- With help from friends or family support.
- The recent stop smoking service called 'Quit Stop Wirral'.
- Stall in Birkenhead market.
- Stand in Asda.
- The Quit Smoking Trailer touring your neighbourhood.
- Other _____

6. What made you use this method to help you quit? *[Record full verbal response]*

7. Where did you hear about this method? *[Record full verbal response]*

8. Which of these products have you used in the past? *[Read out]*

- Patches
- Gum
- Lozenger
- Microtab
- Champix
- Zyban
- Hypnotherapy
- Inhalator
- Oral Spray
- Other _____
- None

9. How many times in your lifetime have you quit smoking for four weeks or more?

10. How many weeks, on average, did these quit attempts last?

11. Do you recall seeing or reading about a recent campaign encouraging local people to quit smoking – it was called 'Quit Stop Wirral'?

- Yes *[Ask what they can recall about this campaign]*
- No *[Go to Q12]*

12. This quit smoking campaign featured a number of different activities. Can you recall seeing or hearing any of the following?

- Posters at local bus stops or on the street informing that you could win £500 in ASDA vouchers.
- A leaflet in the shape of a shopping trolley.
- Sponsored 'Quit for Kids' charity to raise money for Clare House
- A website.
- A trailer/mobile unit touring your neighbourhood.[If Yes ask where?]

- A 'quit smoking' community worker.
- Facebook
- Other such as 'word of mouth'.
- Stall in Birkenhead market.
- Stand in Asda.
- None [Go to Q16]

13. Were you influenced in any way to quit smoking, directly or indirectly, by this campaign?

- Yes [Ask how this campaign influenced them to quit smoking and then Q14]

- No [Go to Q16]

14. Can I just confirm if you used any of the following incentives, that were part of the campaign, to help you quit smoking?

- Instant access to NRT vouchers to redeem at local pharmacist
- The dedicated 'Quit Stop Wirral' website.
- The 'no appointments' service.
- On street stop smoking helpers.
- Stop smoking helpers at ASDA and Birkenhead market
- None [Go to Q16]

15. Did you recommend any of the features of this campaign to anyone else?

- Yes
- No

16. Have you personally, or have you heard of anyone, winning anything by quitting smoking?

- Yes [Ask what did they win]
- No

Finally could I please ask:

17. Does smoking take place indoors when children or young people [under 18 years old] are in your home? Would you say ... TICK ALL THAT APPLY

- Yes, but not when they are in the same room.
- Yes, but the windows are usually opened.
- Yes and sometimes they are in the same room as the person smoking.
- No, smoking is not allowed indoors at all when children or young people are in my home.

18. Does smoking ever take place in a car belonging to your household when children or young people [under 18 years old] are inside? Would you say:

- Yes, but the windows are always opened.
- Yes, and sometimes the windows are closed.
- No, smoking is not allowed in the car at all when children or young people are inside.

Respondent Details

1. Gender

- Male
- Female

2. Age

- 16 – 19
- 20 – 24
- 25 – 34
- 35 – 49
- 50 – 59
- 60+

3. Ethnicity *Show Card Two*

- Record ETHNICITY CODE from Card Two _____

4. Area Code

- Insert Post Code _____

5. Occupation Classification

- Routine, manual worker or unemployed
- Other occupation
- Not stated

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[Smokers]

1. Have you attempted to quit smoking since our last interview in October/November?

- Yes [Ask how many attempts.] _____ and go to Q2
- No [Ask will you attempt to quit smoking in 2011? YES ____ NO ____] [If Yes or No go to Q7]

[If they say they will attempt to quit in 2011 ask at end of interview 'Would you like the Wirral Stop Smoking Team to contact you?']

2. How many attempts lasted for four weeks or more?

3. Which of these methods, if any, did you use to help you quit smoking since our last interview? [Read out.]

- Your GP or Practice nurse.
- The NHS 'Stop Smoking' service.
- Support from your local pharmacy.
- On your own
- With help from friends or family support.
- The recent stop smoking service called 'Quit Stop Wirral'.
- Stall in Birkenhead market.
- Stand in Asda.
- The Quit Smoking Trailer touring your neighbourhood.
- Other _____

4. What made you use this method to help you quit? [Record full verbal response]

5. Where did you hear about this method? [Record full verbal response]

6. Did you use any of the following products to help you quit smoking? [Read out]

- Patches
- Gum
- Lozenge
- Microtab
- Champix
- Zyban
- Hypnotherapy
- Inhalator
- Oral Spray
- Other _____
- None

7. How many times in your lifetime have you quit smoking for four weeks or more?

8. How long, on average, did these quit attempts last?

9. Do you recall seeing or reading about a recent campaign encouraging local people to quit smoking – it was called ‘Quit Stop Wirral’?

- Yes *[Ask what they can recall about this campaign][Ask Q10]*
- No *[Go to Q10]*

10. This quit smoking campaign featured a number of different activities. Can you recall seeing or hearing any of the following?

- Posters at local bus stops or on the street informing that you could win £500 in ASDA vouchers.
- A leaflet in the shape of a shopping trolley.
- A website.
- A trailer/mobile unit touring your neighbourhood.*[If yes ask ‘Can you recall where?]*

- A ‘quit smoking’ community worker.
- Facebook
- Other such as ‘word of mouth’.
- Stall in Birkenhead market.
- Stand in Asda
- Sponsored charity ‘Quit for Kids’ to raise money for Clare House.
- None *[Go to Q15]*

11. Were you influenced in any way to quit smoking, directly or indirectly, by this campaign?

- Yes *[Ask how this campaign influenced them to quit smoking and then Q12]*
- No *[Go to Q12]*

12. Can I just confirm if you have heard of any of the following incentives, that were part of the campaign, to help you quit smoking?

- Instant NRT vouchers to redeem at local pharmacists.
- The dedicated ‘Quit Stop Wirral’ website.
- The ‘no appointments’ service.
- On street stop smoking helpers.
- Stop smoking helpers at ASDA and Birkenhead market.
- None *[Go to Q14]*

13. Did you recommend any of the features of this campaign to anyone else?

- Yes
- No

14. Have you personally, or have you heard of anyone, winning anything by quitting smoking?

- Yes *[Ask what did they win]*
- No

Finally could I please ask:

15. Does smoking take place indoors when children or young people [under 18 years old] are in your home? Would you say ... TICK ALL THAT APPLY

- Yes, but not when they are in the same room.
- Yes, but the windows are usually opened.
- Yes and sometimes they are in the same room as the person smoking.
- No, smoking is not allowed indoors at all when children or young people are in my home.

16. Does smoking ever take place in a car belonging to your household when children or young people [under 18 years old] are inside? Would you say:

- Yes, but the windows are always opened.
- Yes, and sometimes the windows are closed.
- No, smoking is not allowed in the car at all when children or young people are inside.

Respondent Details

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 _____

21 Occupation Classification

- Routine, manual worker or unemployed
- Other occupation
- Not stated