



Smoking Prevalence Report

November 2010

1 INTRODUCTION

1.1 Background and Aims

The harm caused from smoking has been identified by the Directors of Public Health in NHS Wirral as one of their priority areas for action. NHS Wirral currently has a well established and successful stop smoking service; however, in some areas of Wirral, smoking prevalence is significantly higher than the national average. In the first study of smoking behaviour undertaken within the deprived areas of Wirral in November 2009, smoking prevalence amongst adults aged 16 years and over was measured at 34.7%. It is estimated that smoking across the whole of Wirral is 27%.

The 2009 survey targeted selected areas of Wirral which provided 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. This report outlines the findings of the second survey of smoking behaviour conducted in September and October 2010.

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
- Intentions to quit smoking
- Smoking in the home and car

As in the 2009 survey, a panel of smokers has been identified to take part in a further investigation into their smoking behaviour and the impact of smoking cessation activities. This survey is scheduled for February 2011.

1.2 Baseline Survey

The method used in the baseline survey was by face-to-face interviews that took place at the respondent's home or by telephone. In most cases, interviewers called at sampled households to conduct a face-to-face interview using a schedule of questions. 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. The first baseline survey was conducted October/November 2009 and the second approximately 12 months later in September/October 2010. A copy of the questionnaire used in the survey is shown in Appendix I and the letters sent to residents and panel members for 2011 are shown in Appendix 2 and 3 respectively.

There were two aspects to the survey. The prevalence statistics were based on those interviews conducted with respondents that had been selected using the random selection procedure. These interviews were supplemented with additional 'opportunistic' interviews conducted only with 'smokers'. This method was used to boost the sample of 'smokers' for those questions investigating actual smoking behaviour and for 'difficult to reach' groups such as members of the BME community. The total number of interviews conducted, both randomly and purposefully, was 3,385 in 2009 and 3,534 in 2010.

1.3 Sampling Method

The survey area is 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. Sample sizes within these post code areas were based on the principle of “sampling with probabilities proportionate to size methodology”. Within each of the sub-areas, the households surveyed were selected randomly from the electoral register.

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

| Postcode | Areas | No. of interviews [2009 statistics] |
|----------|---|--|
| CH41 | Birkenhead | 68 [10] |
| CH42 | Birkenhead & Tranmere | 650 [566] |
| CH43 | Bidston, Claughton, Manor Green & Prenton | 1197 [1096] |
| CH44 | Seacombe | 373 [486] |
| CH45 | Liscard | 350 [383] |
| CH46 | Moreton & Leasowe | 116 [115] |
| CH48 | Grange | 225 [208] |
| CH49 | Woodchurch & Upton | 202 [156] |
| CH62 | Bromborough & Eastham | 354 [376] |

2. Characteristics of Respondents

Table 2.1 Demographic characteristics [2009 comparative statistics in brackets]

| | Number | Percentage |
|--|-------------|-------------|
| Gender | | |
| Male | 1417 [1383] | 40.1 [40.9] |
| Female | 2117 [2002] | 59.9 [59.1] |
| Age | | |
| 16-19 | 129 [120] | 3.6 [3.5] |
| 20-24 | 214 [193] | 6.0 [5.7] |
| 25-34 | 528 [486] | 14.9 [14.3] |
| 35-49 | 932 [862] | 26.3 [25.4] |
| 50-59 | 529 [469] | 14.9 [13.9] |
| 60+ | 1215 [1259] | 34.3 [37.2] |
| Ethnicity | | |
| WHITE – British | 3382 [3248] | 95.3 [95.8] |
| WHITE – Irish | 24 [22] | |
| WHITE – Other White background | 27 [21] | |
| MIXED – White and Black Caribbean | 3 [6] | |
| MIXED – White and Black African | 2 [1] | |
| MIXED – White and Asian | 1 [2] | |
| MIXED – Other Mixed background | 3 [5] | |
| ASIAN/ASIAN BRITISH – Indian | 19 [12] | |
| ASIAN/ASIAN BRITISH – Pakistani | 4 [1] | |
| ASIAN/ASIAN BRITISH – Bangladeshi | 23 [3] | |
| ASIAN/ASIAN BRITISH – Other Asian | 8 [45] | |
| BLACK/BLACK BRITISH – Caribbean | 7 [1] | |
| BLACK/BLACK BRITISH – African | 6 [6] | |
| BLACK/BLACK BRITISH – Other Black background | 1 [1] | |
| CHINESE or OTHER ETHNIC GROUP – Chinese | 29 [7] | |
| CHINESE or OTHER ETHNIC GROUP – Other | 0 [0] | |
| OTHER GROUP NOT STATED ABOVE | 8 [10] | |
| Total BME | 165 [143] | 4.7 [4.2] |
| Occupation | | |
| Routine, manual or unemployed | 2436 [2399] | 68.5 [70.5] |
| Other occupation | 873 [907] | 24.5 [26.6] |
| Not stated | 245 [99] | 6.9 [2.9] |

3. Findings

Smoking Prevalence

The data enables smoking prevalence rates to be established for the population over 16 years old, for different age groups, for men and women and for ethnic groups. Smoking Prevalence

Table 3.1 Lifetime smoking habits [2009 comparative percentages]

| Lifetime smoking | Never Smoked in lifetime | Ever smoked in lifetime | Smoked 100 cigarettes in lifetime | Smoked daily in lifetime |
|---------------------------------------|--------------------------|-------------------------|-----------------------------------|--------------------------|
| Base = Random Sample [n=3450] | 1291 (37.4) [34.9] | 2158 (62.6) [65.1] | 2049 (59.4) [61.9] | 1974 (57.2) [59.2] |
| Gender | | | | |
| Male | 464 (34.4) [31.5] | 886 (65.6) [68.5] | 852 (63.1) [65.7] | 821 (60.8) [62.9] |
| Female | 818 (39.3) [37.0] | 1262 (60.7) [63.0] | 1187 (57.1) [59.5] | 1143 (55.0) [56.8] |
| Ethnicity | | | | |
| White British | 1230 (36.9) [34.6] | 2099 (63.1) [65.4] | 1992 (59.8) [62.3] | 1925 (57.8) [59.7] |
| BME | 59 (51.8) [42.0] | 55 (48.2) [58.0] | 53 (46.5) [51.7] | 44 (38.6) [49.7] |
| Occupation | | | | |
| R, M or U | 764 (32.3) [31.3] | 1601 (67.7) [68.7] | 1528 (64.6) [65.4] | 1479 (62.5) [62.8] |
| Other | 416 (48.9) [43.1] | 434 (51.1) [56.9] | 407 (47.9) [54.1] | 384 (45.2) [51.4] |
| Not stated | 111 (47.4) [45.5] | 123 (52.6) [54.5] | 114 (48.7) [49.5] | 110 (47.0) [45.5] |
| Age | | | | |
| 16-19 | 69 (58.0) [49.2] | 50 (42.0) [50.8] | 41 (34.5) [45.8] | 39 (32.8) [40.0] |
| 20-24 | 101 (49.3) [48.2] | 104 (50.7) [51.8] | 98 (47.8) [49.2] | 93 (45.4) [47.7] |
| 25-34 | 213 (42.1) [37.4] | 293 (57.9) [62.6] | 281 (55.5) [58.8] | 272 (53.8) [55.6] |
| 35-49 | 333 (37.0) [33.3] | 568 (63.0) [66.7] | 548 (60.8) [64.0] | 522 (57.9) [61.3] |
| 50-59 | 179 (35.2) [30.7] | 330 (64.8) [69.3] | 321 (63.1) [67.4] | 308 (60.5) [65.4] |
| 60+ | 394 (32.8) [25.3] | 809 (67.2) [74.7] | 756 (62.8) [62.9] | 736 (61.2) [60.6] |

NB: Percentages are shown in brackets – these results do not include the supplementary interviews.

Table 3.2 Current smoking habits [2009 comparative percentages]

| | Smoking | Smoking daily | Smoking occasionally |
|---------------------------------------|--------------------|--------------------|----------------------|
| Base = Random Sample [n=3450] | 1190 (34.5) [34.7] | 1132 (32.8) [32.4] | 58 (1.7) [2.3] |
| Gender | | | |
| Male | 479 (33.8) [35.1] | 455 (32.1) [32.6] | 24 (1.7) [2.5] |
| Female | 704 (33.3) [34.5] | 670 (31.6) [32.2] | 34 (1.6) [2.2] |
| Ethnicity | | | |
| White British | 1155 (34.2) [34.9] | 1103 (32.6) [32.6] | 52 (1.5) [2.3] |
| BME | 34 (20.6) [29.4] | 28 (17.0) [26.6] | 6 (3.6) [2.8] |
| Occupation | | | |
| R, M or U | 923 (37.9) [38.3] | 883 (36.2) [36.2] | 40 (1.6) [2.1] |
| Other | 212 (24.3) [25.7] | 196 (22.5) [22.5] | 16 (1.8) [3.2] |
| Not stated | 55 (22.4) [30.3] | 53 (21.6) [29.3] | 2 (0.8) [1.0] |
| Age | | | |
| 16-19 | 36 (27.9) [38.3] | 34 (26.4) [35.0] | 2 (1.5) [3.6] |
| 20-24 | 76 (35.5) [38.9] | 73 (34.1) [35.8] | 3 (1.4) [3.1] |
| 25-34 | 196 (37.1) [43.2] | 183 (34.7) [38.5] | 13 (2.4) [4.7] |
| 35-49 | 369 (39.6) [42.2] | 356 (38.2) [39.7] | 13 (1.4) [2.5] |
| 50-59 | 204 (38.6) [37.1] | 193 (36.5) [36.0] | 11 (2.1) [1.1] |
| 60+ | 307 (25.3) [24.2] | 291 (24.0) [22.7] | 16 (1.3) [1.5] |

NB: Percentages are shown in brackets: for current smokers the 95% confidence interval is +/- 1.59%

Table 3.3 Mean number of years smoked in lifetime [2009 comparative statistics]

| | No. of years |
|--------------------------------|---------------|
| All smokers [n=1273] | 24.42 [23.94] |
| Gender | |
| Male | 25.22 [25.05] |
| Female | 23.79 [23.05] |
| Ethnicity | |
| White British | 24.70 [24.05] |
| BME | 18.23 [21.25] |
| Occupation | |
| R, M or U | 24.98 [24.34] |
| Other | 20.70 [22.53] |
| Not stated | 29.78 [25.98] |
| Age | |
| 16-19 | 4.21 [3.69] |
| 20-24 | 6.89 [6.70] |
| 25-34 | 11.21 [11.8] |
| 35-49 | 19.53 [19.58] |
| 50-59 | 28.42 [27.82] |
| 60+ | 35.18 [33.20] |

Table 3.4 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 |
|-----------------------------|-------------------------|------------------------|------------|--------------------------------|-------|------|-------|
| All smokers [n=1273] | 17.01 | 16.89 | 6.26 | 5.26 | 8.50 | 1.25 | 9.14 |
| Gender | | | | | | | |
| Male | 19.12 | 18.18 | 6.33 | 5.28 | 8.33 | 1.25 | 10.00 |
| Female | 15.72 | 14.00 | 5.00 | 5.00 | 9.00 | | 4.00 |
| Ethnicity | | | | | | | |
| White British | 17.08 | 17.07 | 6.26 | 5.47 | | | |
| BME | 15.60 | 13.47 | | 3.50 | 8.50 | 1.25 | 9.14 |
| Occupation | | | | | | | |
| R, M or U | 16.70 | 17.63 | 6.20 | 4.43 | 10.00 | 1.25 | 10.00 |
| Other | 17.54 | 12.65 | 7.67 | 9.00 | 7.00 | | 4.00 |
| Not stated | 19.04 | 14.90 | 3.00 | 2.00 | | | |
| Age | | | | | | | |
| 16-19 | 10.86 | 6.88 | | | | | |
| 20-24 | 12.86 | 13.91 | | | 10.00 | | 20.00 |
| 25-34 | 12.86 | 13.22 | | | 10.00 | 1.00 | 6.00 |
| 35-49 | 16.58 | 16.48 | 5.00 | 5.50 | 7.00 | 1.33 | 8.50 |
| 50-59 | 18.90 | 19.36 | 1.00 | 7.00 | | | 4.00 |
| 60+ | 19.25 | 18.07 | 6.65 | 4.50 | | | |

Table 3.5 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 |
|-----------------------------------|-------------------|------------------------------------|---|---|--|---------------------|
| All smokers [n = 1273] | 173 | 34 | 35 | 173 | 169 | 453 |
| Gender | | | | | | |
| Male | 66 | 14 | 10 | 75 | 71 | 209 |
| Female | 107 | 20 | 25 | 98 | 98 | 244 |
| Ethnicity | | | | | | |
| White British | 164 | 33 | 29 | 153 | 164 | 448 |
| BME | 8 | 1 | 6 | 19 | 4 | 7 |
| Occupation | | | | | | |
| R, M or U | 88 | 19 | 22 | 119 | 126 | 325 |
| Other | 63 | 10 | 12 | 47 | 31 | 96 |
| Not stated | 22 | 5 | 1 | 8 | 12 | 35 |
| Age | | | | | | |
| 16-19 | 2 | 3 | 2 | | | |
| 20-24 | 9 | 1 | 4 | 12 | 4 | |
| 25-34 | 26 | 6 | 7 | 44 | 26 | 12 |
| 35-49 | 61 | 11 | 15 | 43 | 46 | 50 |
| 50-59 | 35 | 3 | 4 | 25 | 21 | 65 |
| 60+ | 40 | 10 | 3 | 49 | 71 | 329 |

N.B. there are some missing cases, which accounts for the differences in totals between categories.

Table 3.6 Mean number of quit attempts in lifetime [2009 comparative statistics]

| | No. of attempts |
|---------------------------------|-----------------|
| All smokers [n = 1273] | 3.57 [2.04] |
| Gender | |
| Male | 3.65 [2.26] |
| Female | 3.51 [1.88] |
| Ethnicity | |
| White British | 3.55 [2.04] |
| BME | 3.96 [1.76] |
| Occupation | |
| R, M or U | 3.66 [1.86] |
| Other | 3.21 [2.68] |
| Not stated | 3.62 [1.40] |
| Age | |
| 16-19 | 4.84 [1.11] |
| 20-24 | 4.07 [1.29] |
| 25-34 | 3.66 [1.83] |
| 35-49 | 3.71 [2.24] |
| 50-59 | 3.60 [2.03] |
| 60+ | 3.27 [2.15] |

Table 3.7 Mean number of quit attempts lasting longer than four weeks in the last six months [2009 comparative statistics]

| | No. of attempts |
|--------------------------------|-----------------|
| All smokers [n = 1273] | 1.09 [1.0] |
| Gender | |
| Male | 1.04 [1.0] |
| Female | 1.13 [1.0] |
| Ethnicity | |
| White British | 1.09 [1.0] |
| BME | 1.08 [0.6] |
| Occupation | |
| R, M or U | 1.11 [0.9] |
| Other | 1.08 [1.1] |
| Not stated | 1.00 [0.8] |
| Age | |
| 16-19 | 1.00 [0.2] |
| 20-24 | 1.09 [1.2] |
| 25-34 | 1.08 [1.6] |
| 35-49 | 1.16 [1.1] |
| 50-59 | 1.14 [0.9] |
| 60+ | 1.00 [0.6] |

This is calculated differently from the previous year. The figures shown are the number of attempts made by those who made any attempt at all in the previous 6 months. This category also had a relatively large number of missing responses, where the interviewee indicated that they had made an attempt to quit in the previous 6 months, but did not say the actual number of times, (226 responses, but only 142 with number of attempts noted)

Table 3.8 Method of quit attempts lasting longer than four weeks in the last six months [2009 comparative numbers]

| | GP or nurse | NHS | Pharmacy | Will power | Friends/family | Other |
|---------------------------------|-------------|----------------|----------|------------|----------------|---------|
| All smokers [n=1273] | 83 [58] | 21 [8] | 20 [23] | 88 [74] | 0 [4] | 13 [13] |
| Gender | | | | | | |
| Male | 32 [27] | 7[3] | 8 [6] | 39 [35] | 0 [3] | 2 [7] |
| Female | 51 [31] | 13 [5] | 12 [17] | 49 [39] | 0 [1] | 11 [6] |
| Ethnicity | | | | | | |
| White/British | 80 [57] | 17 | 18 [23] | 83 [71] | 0 [4] | 11 [13] |
| BME | 3 [1] | [8] 4 [0] | 2 [0] | 5 [3] | 0 [0] | 2 [0] |
| Occupation | | | | | | |
| R, M or U | 51 [44] | 16 | 14 [19] | 65 [49] | 0 [3] | 7 [8] |
| Other | 23 [13] | [6] | 5 [3] | 18 [24] | 0 [1] | 6 [4] |
| Not stated | 9 [1] | 4 [2] 1 [0] | 1 [1] | 5 [1] | 0 [0] | [1] |
| Age | | | | | | |
| 16-19 | 2 [1] | 0 [0] | 1 [3] | 4 [9] | 0 [0] | [0] |
| 20-24 | 2 [0] | 0 [5] | [0] | 12 [0] | 0 [0] | 1 [1] |
| 25-34 | 13 [7] | 5 [2] | 5 [7] | 22 [24] | 0 [0] | 2 [2] |
| 35-49 | 26 [25] | 10 | 8 [9] | 22 [15] | 0 [0] | 6 [5] |
| 50-59 | 21 [11] | [1] | 4 [3] | 6 [4] | 0 [3] | 1 [2] |
| 60+ | 19 [8] | 2 [1] 4 [1] | 2 [1] | 22 [18] | 0 [1] | 3 [3] |

NB: Some of the columns do not add to the base figure because of missing cases

Table 3.9 Smoking Intentions

| | Give up Next month | Give Up next Year | Give Up At Some Point | Unlikely to Give Up | Don't Know | Smoke in Car* | Smoke at Home |
|---|--------------------|-------------------|-----------------------|---------------------|------------|---------------|---------------|
| Random Sample smokers [n = 1190] | 97 (8.2) | 170 (14.3) | 418 (35.1) | 371 (31.2) | 90 (7.6) | 284 (23.9) | 781 (65.6) |
| Gender | | | | | | | |
| Male | 29 (6.1) | 57 (11.9) | 172 (35.9) | 168 (35.1) | 37 (7.7) | 134 (28.0) | 333 (69.5) |
| Female | 67 (9.5) | 113 (16.1) | 245 (34.8) | 199 (28.3) | 52 (7.4) | 150 (21.3) | 345 (49.0) |
| Ethnicity | | | | | | | |
| White/British | 95 (8.2) | 165 (14.3) | 407 (35.2) | 364 (31.5) | 81 (7.0) | 273 (23.6) | 762 (66.0) |
| BME | 2 (5.9) | 5 (14.7) | 11 (32.4) | 7 (20.6) | 7 (20.6) | 11 (32.4) | 18 (52.9) |
| Occupation | | | | | | | |
| R, M or U | 74 (8.0) | 119 (12.9) | 325 (35.2) | 296 (32.1) | 72 (7.8) | 207 (22.4) | 620 (67.2) |
| Other | 19 (9.0) | 46 (21.7) | 79 (37.3) | 51 (24.1) | 15 (7.1) | 68 (32.1) | 123 (58.0) |
| Not stated | 4 (7.3) | 5 (9.1) | 14 (25.5) | 24 (43.6) | 3 (5.5) | 9 (16.4) | 38 (69.1) |
| Age | | | | | | | |
| 16-19 | 1 (2.77) | 10 (27.8) | 12 (33.3) | 9 (25.0) | 4 (11.1) | 7 (19.4) | 24 (66.7) |
| 20-24 | 9 (11.8) | 12 (15.8) | 35 (46.1) | 11 (14.5) | 8 (10.5) | 16 (21.1) | 36 (47.4) |
| 25-34 | 16 (8.2) | 42 (21.4) | 85 (43.4) | 38 (19.4) | 12 (6.1) | 45 (23.0) | 102 (52.0) |
| 35-49 | 26(7.0) | 55 (14.9) | 160 (43.4) | 99 (26.8) | 21 (5.7) | 116 (31.4) | 241 (65.3) |
| 50-59 | 18 (8.8) | 25 (12.3) | 60 (29.4) | 68 (33.3) | 25 (12.3) | 51 (25.0) | 146 (71.6) |
| 60+ | 27 (8.8) | 26 (8.5) | 66 (21.5) | 145 (47.2) | 19 (6.2) | 48 (15.6) | 230 (74.9) |

NB: Interviewees without cars were considered to reply 'No' to this question.

Table 3.10: Smoking Prevalence by Area

| | | postcode | | | | | | | | | | | | | | Total |
|------------|--------------|--------------|------|------------|---------------------|---------------------------------------|----------|---------|-------------------|--------|----------------------|------|------|----------------------|------|-------|
| | | No post code | CH40 | Birkenhead | Birkenhead Tranmere | Bidston, Cloughton, M.Green & Prenton | Seacombe | Liscard | Moreton & Leasowe | Grange | Woodchurch and Upton | CH52 | CH61 | Brombrough & Eastham | CH69 | |
| Smoke Freq | Daily | 5 | 1 | 21 | 293 | 379 | 155 | 92 | 22 | 56 | 58 | 1 | 1 | 114 | 1 | 1199 |
| | Occasionally | 2 | 0 | 6 | 15 | 19 | 5 | 9 | 5 | 2 | 9 | 0 | 0 | 2 | 0 | 74 |
| | Not At All | 5 | 0 | 16 | 134 | 268 | 87 | 109 | 33 | 53 | 61 | 0 | 0 | 100 | 0 | 866 |
| Total | | 12 | 1 | 43 | 442 | 666 | 247 | 210 | 60 | 111 | 128 | 1 | 1 | 216 | 1 | 2139 |

Table 3.11: Smoking Prevalence by Area*

| | | postcode | | | | | | | | | | | | | | Total |
|------------|--------------|--------------|------|------------|---------------------|---------------------------------------|----------|---------|-------------------|--------|----------------------|------|------|----------------------|------|--------|
| | | No post code | CH40 | Birkenhead | Birkenhead Tranmere | Bidston, Cloughton, M.Green & Prenton | Seacombe | Liscard | Moreton & Leasowe | Grange | Woodchurch and Upton | CH52 | CH61 | Brombrough & Eastham | CH69 | |
| Smoke Freq | Daily | .2% | .0% | 1.0% | 13.7% | 17.7% | 7.2% | 4.3% | 1.0% | 2.6% | 2.7% | .0% | .0% | 5.3% | .0% | 56.1% |
| | Occasionally | .1% | | .3% | .7% | .9% | .2% | .4% | .2% | .1% | .4% | | | .1% | | 3.5% |
| | Not At All | .2% | | .7% | 6.3% | 12.5% | 4.1% | 5.1% | 1.5% | 2.5% | 2.9% | | | 4.7% | | 40.5% |
| Total | | .6% | .0% | 2.0% | 20.7% | 31.1% | 11.5% | 9.8% | 2.8% | 5.2% | 6.0% | .0% | .0% | 10.1% | .0% | 100.0% |

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

Table 3.12: Smoking Prevalence*

| | | postcode | | | | | | | | | | | | | Total | |
|-------|--------------|--------------|------|------------|---------------------|---------------------------------------|----------|---------|-------------------|--------|----------------------|------|------|-----------------------|-------|-------|
| | | No post code | CH40 | Birkenhead | Birkenhead Tranmere | Bidston, Claughton, M.Green & Prenton | Seacombe | Liscard | Moreton & Leasowe | Grange | Woodchurch and Upton | CH52 | CH61 | Bromborough & Eastham | | CH69 |
| Smoke | Daily | 41.7% | 100% | 48.8% | 66.3% | 56.9% | 62.8% | 43.8% | 36.7% | 50.5% | 45.3% | 100% | 100% | 52.8% | 100% | 56.1% |
| Freq | Occasionally | 16.7% | | 14.0% | 3.4% | 2.9% | 2.0% | 4.3% | 8.3% | 1.8% | 7.0% | | | .9% | | 3.5% |
| | Not At All | 41.7% | | 37.2% | 30.3% | 40.2% | 35.2% | 51.9% | 55.0% | 47.7% | 47.7% | | | 46.3% | | 40.5% |
| Total | | | | | | | | | | | | | | | | 2139 |

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

4. Summary and conclusions

1. The adult smoking prevalence statistic for September/October 2010 is 34.5%. [The 95% confidence interval is +/- 1.59%] This compares with the adult smoking prevalence statistic for October/November 2009 of 34.7% [The 95% confidence interval is +/- 1.60%]. The exact same sampling methodology was employed in both surveys and the profile of respondents are very closely aligned therefore we confidently conclude that there has been no change in adult smoking behaviour over the survey period.

2. Unsurprisingly other measures of smoking behaviour are similar, for example:

| | 2009 | 2010 |
|--|--------|--------|
| ▪ Respondents who have never smoked in lifetime: | 34.9% | 37.4% |
| ▪ Respondents ever smoked in lifetime: | 65.1% | 62.6% |
| ▪ Respondents smoked 100 cigarettes in lifetime: | 61.9% | 59.4% |
| ▪ Respondents smoked daily in lifetime: | 59.2% | 57.2% |
| ▪ Mean number of years smoked in lifetime: | 23.94% | 24.42% |
| ▪ Mean number of quit attempts 4 weeks+ | 1.0 | 1.1 |

3. Over the two years 405 respondents had made an attempt to quit which lasted longer than 4 weeks in the previous 6 months. Of these 40% attempted to do so on their own and a further 35% attempted to quit with the help of their GP or Practice Nurse.

4. The one statistic that did change significantly was the mean number of quit attempts in their lifetime. In 2009 this was calculated at 2.04 attempts compared with 3.57 attempts as measured in 2010. The same question wording was used in both surveys and same analysis methodology and therefore one conclusion might be that the number of quit attempts over the last 12 months has increased in frequency.

Appendix One

NHS Wirral Smoking prevalence survey - autumn 2010

1. **Have you ever smoked?**
 - YES
 - NO *Go to Q14*
2. **Have you ever smoked at least 100 cigarettes in your lifetime?**
 - YES
 - NO *Go to Q14*
3. **Have you ever smoked daily?**
 - YES
 - NO *Go to Q4 and then Q8*
4. **Do you now smoke [Read out]?**
 - DAILY
 - OCCASSIONALLY
 - 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.
 - One month or longer 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 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/
- 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

Respondent Details

14. Gender

- Male
- Female

15. Age

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

16. Ethnicity *Show Card Two*

- Record ETHNICITY CODE from Card Two _____

17. Area Code

- Insert Post Code from contact sheet _____

18. Occupation Classification

- Routine or manual worker
- Unemployed
- Other occupation
- Not stated

Appendix Two: Letter to Wirral residents

Dear Resident,

Icarus Icon Ltd are carrying out a survey on behalf of NHS Wirral to find out about current smoking habits among people who live in Wirral. During October and November our researchers are conducting interviews with Wirral residents who have been selected randomly from the electoral register.

Your household is one of those selected randomly and a researcher called today at your home to complete a questionnaire. Unfortunately, no one seemed to be home when we called, so we are leaving this note to let you know that we will try and call again or contact you by telephone to complete the brief questionnaire.

We would be very grateful if you or a member of your household would agree to take part in this survey. Your participation and co-operation are important so that the results of the research are reliable and useful for the NHS. It should not take more than 2 minutes to help our researchers complete the questionnaire and **all your responses to the questionnaire will be strictly confidential**. And, of course, you do not have to answer any questions that you do not want to.

If you would like to arrange a time for a researcher to call, or if you do not want anyone to call, please telephone Eric Gowling on 01704 831569

If you have any questions about this letter, or would like more information about the survey, please call the Have Your Say team, NHS Wirral on 0800 085 1547 or via the website <http://www.wirral.nhs.uk/contactus/haveyoursay.aspx>

Please let other adults in your households know about the survey.

Thank you very much for your time in reading this note.

Yours faithfully

Kim Ozano

Senior Health Improvement Advisor

Appendix Three: Letter to panel members for 2011

Dear Resident,

Thank you for taking part in the Wirral NHS Smoking Survey and for agreeing to us contacting you again in February 2011.

Your telephone/e-mail contact details will be held by us on a secure database and will only be used by our researchers to conduct a follow-up survey in February 2011.

We would be very grateful if you or a member of your household would agree to take part in this survey. Your participation and co-operation are important so that the results of the research are reliable and useful for the NHS.

Again it should not take more than 4 minutes to help our researchers complete the questionnaire and **all your responses to the questionnaire will be strictly confidential**. And, of course, you do not have to answer any questions that you do not want to.

If you have any questions about this letter, or would like more information about the survey, please feel free to call me on 01704 831569. You can also contact the Have Your Say team, NHS Wirral on 0800 085 1547 or via the website <http://www.wirral.nhs.uk/contactus/haveyoursay.aspx>

Thank you very much for your cooperation.

Yours faithfully

Kim Ozano

Senior Health Improvement Advisor