



Smoking Prevalence Baseline Survey

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, 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 will be repeated in a year's time to establish what changes, if any, have occurred in smoking levels within the target areas.

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 600 smokers have 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 2010 and again in February 2011, with the intention of repeating the survey subsequently on an annual basis.

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.

1.3 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
CH41	Birkenhead	10
CH42	Birkenhead & Tranmere	566
CH43	Bidston, Claughton, Manor Green & Prenton	1096
CH44	Seacombe	486
CH45	Liscard	383
CH46	Moreton & Leasowe	115
CH48	Grange	208
CH49	Woodchurch & Upton	156
CH62	Bromborough & Eastham	376

2. Characteristics of Respondents

Table 2.1 Demographic characteristics

	Number	Percentage
Gender		
Male	1383	40.9
Female	2002	59.1
Age		
16-19	120	3.5
20-24	193	5.7
25-34	486	14.3
35-49	862	25.4
50-59	469	13.9
60+	1259	37.2
Ethnicity		
WHITE – British	3248	95.8
WHITE – Irish	22	
WHITE – Other White background	21	
MIXED – White and Black Caribbean	6	
MIXED – White and Black African	1	
MIXED – White and Asian	2	
MIXED – Other Mixed background	5	
ASIAN/ASIAN BRITISH – Indian	12	
ASIAN/ASIAN BRITISH – Pakistani	1	
ASIAN/ASIAN BRITISH – Bangladeshi	3	
ASIAN/ASIAN BRITISH – Other Asian	45	
BLACK/BLACK BRITISH – Caribbean	1	
BLACK/BLACK BRITISH – African	6	
BLACK/BLACK BRITISH – Other Black background	1	
CHINESE or OTHER ETHNIC GROUP – Chinese	7	
CHINESE or OTHER ETHNIC GROUP – Other	0	
OTHER GROUP NOT STATED ABOVE	10	
Total BME	143	4.2
Occupation		
Routine, manual or unemployed	2399	70.5
Other occupation	907	26.6
Not stated	99	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

Lifetime smoking	Never Smoked in lifetime	Ever smoked in lifetime	Smoked 100 cigarettes in lifetime	Smoked daily in lifetime
All sample	1187 (34.9)	2218 (65.1)	2108 (61.9)	2017 (59.2)
Gender				
Male	436 (31.5)	947 (68.5)	909 (65.7)	870 (62.9)
Female	742 (37.0)	1260 (63.0)	1190 (59.5)	1138 (56.8)
Ethnicity				
White British	1124 (34.6)	2124 (65.4)	2023 (62.3)	1938 (59.7)
BME	60 (42.0)	83 (58.0)	74 (51.7)	71 (49.7)
Occupation				
R, M or U	751 (31.3)	1648 (68.7)	1568 (65.4)	1506 (62.8)
Other	391 (43.1)	516 (56.9)	491 (54.1)	466 (51.4)
Not stated	45 (45.5)	54 (54.5)	49 (49.5)	45 (45.5)
Age				
16-19	59 (49.2)	61 (50.8)	55 (45.8)	48 (40.0)
20-24	93 (48.2)	100 (51.8)	95 (49.2)	92 (47.7)
25-34	182 (37.4)	304 (62.6)	286 (58.8)	270 (55.6)
35-49	287 (33.3)	575 (66.7)	552 (64.0)	528 (61.3)
50-59	144 (30.7)	325 (69.3)	316 (67.4)	307 (65.4)
60+	318 (25.3)	841 (74.7)	792 (62.9)	763 (60.6)

Percentages are shown in brackets

Table 3.2 Current smoking habits

	Smoking	Smoking daily	Smoking occasionally
All sample	1181 (34.7)	1102 (32.4)	79 (2.3)
Gender			
Male	486 (35.1)	452 (32.6)	34 (2.5)
Female	690 (34.5)	645 (32.2)	45 (2.2)
Ethnicity			
White British	1134 (34.9)	1059 (32.6)	75 (2.3)
BME	42 (29.4)	38 (26.6)	4 (2.8)
Occupation			
R, M or U	918 (38.3)	869 (36.2)	49 (2.1)
Other	233 (25.7)	204 (22.5)	29 (3.2)
Not stated	30 (30.3)	29 (29.3)	1 (1.0)
Age			
16-19	46 (38.3)	42 (35.0)	4 (3.6)
20-24	75 (38.9)	69 (35.8)	6 (3.1)
25-34	210 (43.2)	187 (38.5)	23 (4.7)
35-49	364 (42.2)	342 (39.7)	22 (2.5)
50-59	174 (37.1)	169 (36.0)	5 (1.1)
60+	305 (24.2)	286 (22.7)	19 (1.5)

Percentages are shown in brackets: for current smokers the 95% confidence interval is + / - 1/60%

Table 3.3 Mean number of years smoked in lifetime

	No. of years
All sample	23.94
Gender	
Male	25.05
Female	23.05
Ethnicity	
White British	24.05
BME	21.25
Occupation	
R, M or U	24.34
Other	22.53
Not stated	25.98
Age	
16-19	3.69
20-24	6.7
25-34	11.8
35-49	19.58
50-59	27.82
60+	33.2

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
All sample	17.01	17.47	4.59	6
Gender				
Male	19.43	18.22	4.58	6
Female	15.58	15.85	5	0
Ethnicity				
White British	16.98	17.42	4.59	5.44
BME	15.57	17.86	0	11
Occupation				
R, M or U	17.19	17.33	5.4	4.79
Other	16.71	18.14	3.58	8.83
Not stated	14.68	17.45	0	0
Age				
16-19	10.56	9.89	0	0
20-24	11.77	11.35	0	0
25-34	13.54	15.06	0	1
35-49	16.78	17.12	0	10.5
50-59	20.65	20.59	2	3
60+	18.15	18.68	4.69	6.13

NB: No users of bidis, gozas, hookahs or chewing tobacco were interviewed

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 sample	60	52	57	173	135	508
Gender						
Male	15	19	21	63	63	248
Female	25	24	30	108	72	262
Ethnicity						
White British	39	43	50	166	126	493
BME	0	0	1	5	9	16
Occupation						
R, M or U	28	32	33	104	85	377
Other	12	11	17	63	49	125
Not stated	0	0	2	5	1	9
Age						
16-19	3	1	1	5	1	0
20-24	5	4	8	10	1	1
25-34	15	9	18	38	16	8
35-49	15	21	14	48	44	52
50-59	4	5	7	25	24	82
60+	18	12	9	47	49	365

Table 3.6 Mean number of quit attempts in lifetime

	No. of attempts
All sample	2.04
Gender	
Male	2.26
Female	1.88
Ethnicity	
White British	2.04
BME	1.76
Occupation	
R, M or U	1.86
Other	2.68
Not stated	1.4
Age	
16-19	1.11
20-24	1.29
25-34	1.83
35-49	2.24
50-59	2.03
60+	2.15

Table 3.7 Mean number of quit attempts lasting longer than four weeks in the last six months

	No. of attempts
All sample	0.0979
Gender	
Male	0.1021
Female	0.0947
Ethnicity	
White British	0.0994
BME	0.0550
Occupation	
R, M or U	0.0942
Other	0.1093
Not stated	0.0833
Age	
16-19	0.2321
20-24	0.1170
25-34	0.1603
35-49	0.1105
50-59	0.0932
60+	0.0561

Table 3.8 Method of quit attempts lasting longer than four weeks in the last six months

	GP or nurse	NHS	Pharmacy	Will power	Friends/family	Other
All sample	58	8	23	74	4	13
Gender						
Male	27	3	6	35	3	7
Female	31	5	17	39	1	6
Ethnicity						
White/British	57	8	23	71	4	13
BME	1	0	0	3	0	0
Occupation						
R, M or U	44	6	19	49	3	8
Other	13	2	3	24	1	4
Not stated	1	0	1	1	0	1
Age						
16-19	1	0	3	9	0	0
20-24	0	5	0	0	0	1
25-34	7	2	7	24	0	2
35-49	25	3	9	15	0	5
50-59	11	1	3	4	3	2
60+	8	2	1	18	1	3

Table 3.9: Smoking Prevalence by Area

Count

		Postcode											Total	
		No post code	CH4	Birkehead	Birkenhead Tranmere	Bidston, Claughton, M.Green & Prenton	Seacombe	Liscard	Moreton & Leasowe	CH47	Grange	Woodchurch and Upton		Brombough & Eastham
Smoke Freq	Daily	2	0	8	222	340	173	106	22	0	50	46	134	1103
	Occasionally	1	0	0	9	29	18	8	1	0	3	3	7	79
	Not At All	5	0	0	138	293	120	115	44	1	75	45	96	932
	No Answer	2	1	2	197	434	175	153	48	0	80	62	139	1293
Total		10	1	10	566	1096	486	382	115	1	208	156	376	3407

Table 3.10: Smoking Prevalence by Area*

Count

		Postcode											Total	
		No post code	CH4	Birkehead	Birkenhead Tranmere	Bidston, Claughton, M.Green & Prenton	Seacombe	Liscard	Moreton & Leasowe	CH47	Grange	Woodchurch and Upton		Brombough & Eastham
Smoke Freq	Daily			0.23%	6.5%	10.0%	5.1%	3.1%	0.6%	0.0%	1.5%	1.4%	3.9%	1103
	Occasionally			0.0%	0.3%	0.9%	0.5%	0.2%	0.0%	0.0%	0.1%	0.1%	0.2%	79
	Not At All			0.0%	4.1%	8.6%	3.5%	3.4%	1.3%	0.0%	2.2%	1.3%	2.8%	932
	No Answer			0.1%	5.8	12.7%	5.1%	4.5%	1.4%	0.0%	2.3%	1.8%	4.1%	1293
Total														3407

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

Table 3.11: Smoking Prevalence*

Count

		Postcode												Total
		No post code	CH4	Birkehead	Birkenhead Tranmere	Bidston, Cloughton, M.Green & Prenton	Seacombe	Liscard	Moreton & Leasowe	CH47	Grange	Woodchurch and Upton	Bromborough & Eastham	
Smoke Freq	Daily			80%	39.2%	31.0%	35.6%	27.7%	19.1%	0.0%	24.0%	29.5%	35.6%	32.4%
	Occasionally			0.0%	1.6%	2.6%	3.7%	2.1%	0.9%	0.0%	1.4%	1.9%	1.7%	2.3%
	Not At All			0.0%	24.4%	26.7%	24.7%	30.1%	38.3%	100%	36.1%	28.8%	25.5%	27.4%
	No Answer			20%	34.8%	39.6%	36.0%	40.1%	41.7%	0.0%	38.5%	39.7%	37.0%	38.0%
Total														3407

*The above figures represent the smoking prevalence in each area, represented as a percentage of the number of interviewees in each area; some caution needs to be applied in respect of some of these figures e.g. in Birkenhead (as opposed Birkenhead and Tranmere) 80% of smokers smoke on a daily basis, but this is out of a total of 10

Table 3.12: Panel membership*

Gender	All Smokers	Panel Members
Male	41.8%	40.0%
Female	57.5%	59.5%
Age		
16-19	4.2%	3.9%
20-24	6.8%	7.4%
25-34	18.0%	18.9%
35-49	31.5%	33.4%
50-59	14.9%	14.9%
60+	24.7%	21.5%
Occupation Class		
Manual/Routine	77.2%	79.2%
Other	20.0%	18.6%
Not Stated	2.8%	2.2%

* Characteristics of smokers agreeing to be members of panel compared to all smokers interviewed