

Appendix B: Sample description

Provided in the following tables is a demographic profile of the total sample of n=100, in terms of the three smoking status segments.

Table 106: Sample Profile: Gender

	Total Count	Segment		
		Current smoker Count	Recent quitter Count	Non-smoker in smoking household Count
Male	50	25	12	13
Female	50	31	5	14
Total	100	56	17	27

Table 107: Sample Profile: Ethnicity

	Total Count	Segment		
		Current smoker Count	Recent quitter Count	Non-smoker in smoking household Count
Māori	34	18	5	11
Pacific Island	19	10	4	5
NZ European/Other	47	28	8	11
Total	100	56	17	27

Table 108: Sample Profile: Age

	Total Count	Segment		
		Current smoker Count	Recent quitter Count	Non-smoker in smoking household Count
Under 20 years	23	9	4	9
20-39 years	46	26	10	10
40 years and over	31	20	3	8
Total	100	56	17	27