

SOCIAL RESEARCH REPORT

**MONITOR OF
HEART HEALTH BEHAVIOUR
OF ADULT NEW ZEALANDERS
(SECOND READING)**

PREPARED FOR:

HEALTH DEPARTMENT

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A. _ OBJECTIVES

The general objective of this survey was to measure a range of heart health attitudes and behaviours amongst adult New Zealanders aged 15 years and upwards. This is the second such reading, and its aim was to see whether an improving or deteriorating trend of heart health indicators was emerging since the first reading two years ago.

Specific information objectives sought fell into the following main topic areas ...

- eating habits covering the consumption of milk, solid fats, cheese, ice cream, meat, chicken, takeaway foods, bread, fruit and vegetables, alcohol,
- awareness of the healthy food pyramid,
- attitudes towards packaged food labelling,
- the incidence and frequency of health checks such as cholesterol and blood pressure,
- smoking attitudes,
- physical exercise, its incidence and frequency,
- smoking behaviour, current and past,
- passive smoking exposure, both at home and in the workplace.

* * * * *

B. SURVEY SPECIFICATIONS

a. Definition of Population

- All New Zealand residents aged 15+ in dwellings listed within the White Pages of the 18 Regional Telephone Directories.
- All listed numbers for dwellings were included regardless of location and toll step.

b. Sample Size

- A total sample size of 2,000 respondents.

c. Sample Frames

- The 18 Regional Telephone Directories (latest available editions) were used as the sample frames.

d. Sampling Unit

- Dwellings listed within the Directories.

e. Stratification

- The sample was stratified according to the proportion of the population aged 15+ years living in each of the districts represented by the 18 telephone directories. The sample to be taken from each of the districts was in proportion to the population of 15+ year olds within each.
- As Maori and Pacific Island families are known to have a lower incidence of telephone ownership than Europeans, the sample was augmented to ensure the inclusion of these two ethnic groups in their proper proportions.

f. Sampling Plan

The survey population was all people resident in New Zealand, aged 15 years and over, living in private dwellings, which have a telephone.

Every xth number in certain designated columns within a designated set of pages was sampled, and a '1' added to the number. Where the phone number was that of a business, that number became ineligible.

In each household, the person with the "last birthday" was the eligible respondent. Households where the eligible respondent refused or was unavailable, and those where the household was constantly unavailable, were replaced. There was no substitution permitted within households. Up to five calls were made to each number to establish contact with the respondent, being three calls to the household, plus two to the eligible person if necessary. Only one interview was allowed per household.

g. Field Controls

- Validation was carried out by Area Supervisors on 10% of each of their interviewers' completed questionnaires. Respondents were recontacted by telephone to establish:
 - that an interview was in fact carried out
 - that re-questioning on key questions confirmed the original recorded response.

In any instances where validation procedures had thrown doubt on whether the original interview had been faithfully executed, 100% of the interviewers' work would have been checked. Any questionnaires in doubt would have been discarded.

h. Response Rate

Overall, the response rate to this survey was 70%, as calculated by the following formula:

$$\frac{\text{Interviews Achieved}}{\text{Interviews Achieved} + \text{Refusals}}$$

A detailed analysis of the outcomes of phone numbers falling into the sampling pattern is given below:

Interviews achieved	2,005
Couldn't contact (number doesn't exist or out of order)	891
Business number	271
No eligible person in household (mostly due to screening for ethnic groups in supplementary sample)	192
No reply/unavailable after three calls to household and/or two calls to eligible person, if identified	781
Refusals	853

i. Data Processing

- Appendices were drawn up for the coding of open-ended questions.

Codes were 'punched' into dedicated data capture units. Hard copies of all 'punched' data were taken and 10% checked against the original questionnaires. This validation extended to 100% of a coder's work where errors in interpretation were detected.

Data was loaded into the processing computer and range checks carried out on all question fields.

Computer tabulations on the total sample, plus any relevant sub-groups were made.

j. Weighting

- Weights were applied to individual age within sex within ethnic subgroups so that the bases in the tables reflect those people in their census proportions.

k. Statement of Accuracy

- At a level of 95% the maximum error margins due to sampling variation are as follows.

<u>Error Margin</u> <u>(Plus or Minus)</u>	<u>Sample Size</u>
2.2%	2,000
3.1%	1,000
4.4%	500

The maximum error margin applies to estimated results at or close to the 50% mark.

For a given sample size the error margins decrease as the estimate result moves further away from the 50% mark.

l. Timing

- Interviewing took place between 25th October and 3rd November 1991.

* * * * *

C. _ OVERVIEW

This report is the second reading of a survey designed to monitor the health attitudes and behaviours of adult New Zealanders. It was conducted amongst 2,000 people aged 15+ throughout New Zealand.

1. Standard homogenised milk is the most popular type of milk, consumed by 48% of adults. Next most popular is trim or non-fat milk (27%) and reduced fat milk (13%). Fewer people are now drinking full cream milk (10% now, 22% in 1989).
2. Around a third of adults (30%) drink less than a cup of milk each day. A further 26% drink about a cup, 26% two cups and 18% three or more cups. The average over the total adult population is 1.6 cups a day, a figure identical to that in the 1989 survey.
3. When it comes to spreads on bread, butter and margarine use is split right down the middle - 39% say they use mostly butter and 41% that they use mostly margarine, a pattern similar to that found in 1989. Only 6% mostly use a low fat spread.
4. When taking into account food preparation in the last 7 days such as meals, snacks, baking or salads, butter (2.3 times) was the most commonly used fat/oil. Next most commonly used in the previous week were oil (1.6 times) and margarine (1.6 times). Reported use of both butter and margarine were down on the figures of two years ago, while oil use remained constant.
5. People are subjectively more likely than they were two years ago to consider that they have lowered their fat consumption. In total, 38% of people estimated that they are eating less fat than they were a year ago and 55% the same amount. Comparable figures in 1989 were 32% and 61%.
6. In total, 81% of adults had eaten at least one meal or snack containing cheese in the last 7 days (83% in 1989). The average number of such cheese snacks/meals was 2.8 per person. This is identical to the 1989 survey figure.

Just under 6 out of 10 people estimated that they are now eating the same amount of cheese as they were a year ago, while 27% say they are eating less. Again, these figures coincide almost identically with people's estimates in 1989.
7. Ice-cream had been eaten by 53% of adults in the 7 days prior to the survey. The average in total was 1.2 times per person.
8. The extent to which people trim the fat off meat or eat lean cuts has remained constant - 39% say they trim excess fat off and 46% that they buy only lean meat. As in 1989, 12% prefer to leave the fat on their meat.

9. Only a third of people (34%) usually remove the skin from chicken, while 54% tend to leave it on. This is a slight improvement in the right direction since the previous survey when 59% said they usually left the skin on and only 31% removed it.
10. Wholemeal or wholegrain bread consumption does not appear to have changed since the survey two years ago - 52% say they eat mostly wholegrain/wholemeal bread and 19% say that about half the bread they eat is wholegrain or wholemeal. In both cases these figures are identical to those found in the 1989 survey.
11. Just over half of adults (56%) claim to have eaten fresh fruit daily in the week prior to the survey (53% in 1989). The average per week was up slightly from 5.0 days in 1989 to 5.2 days on which fresh fruit was eaten.

Just over two-thirds of adults (67%) estimate that they are eating about the same amount of fruit now as they were a year ago, 22% that they are eating more and 10% less. Comparable figures two years ago were 70%, 19% and 10%.

12. Reported actual vegetable consumption appears to have fallen slightly, with 63% of adults now saying they had eaten vegetables every day in the week prior to the survey (70% in 1989). The average per week was 5.9 days, compared with 6.1 in 1989.

Eight out of ten people estimate subjectively that their vegetable consumption has not changed compared with 12 months ago (84% in 1989). Although the actual reported frequency of eating vegetables appears to be down, 15% now feel they are eating more (12% in 1989).

13. Takeaway foods are consumed from time to time by 87% of adults, the average frequency overall being about once a fortnight. However, 35% eat takeaway foods once a week or more often.

Most popular choices are fish and chips (60%), Chinese (26%) and hamburgers (23%).

14. Reported frequency of drinking alcohol is very much the same as it was in the previous survey, although the incidence of drinking is up slightly. In total, 54% drink alcohol at least once a week (53% in 1989), 32% less often (29% in 1989) and 14% not at all (18% in 1989). The average number of times per week that alcohol is consumed is now 2.0, compared with 1.9 in 1989.

15. Awareness of the healthy food pyramid remains almost identical to that of two years ago - 51% currently say they have heard of it compared with 52% in 1989.

Foods most commonly mentioned as being at the bottom of the pyramid were

- vegetables 68%
- fruit 64%
- cereals 27%
- bread 26%
- grains 24%
- fish 13%

16. Just over half of those who do or share the household shopping (52%) indicated that they check the labels of packaged foods for information on salt, fat, calorie or sugar levels. This 52% comprises 29% who do so always/often, 21% sometimes and 2% seldom.

Amongst the population at large, there is strong support for such information to be a requirement on packaged goods - 82% supported the notion.

17. Slightly fewer adults had had their blood pressure checked in the last 12 months (68%) than was the case in the previous survey (71%).

While just as many had "ever" had it checked, those checks were not likely to be quite as recent - 16% had been checked 1-3 years ago and 6% more than three years ago.

In total, 10% of adults over the age of 15 are currently taking some kind of medication for high blood pressure, a figure identical to that of two years ago.

Also identical to the 1989 figure was the incidence of blood cholesterol checks in the previous 12 months - 26% had had such a check.

18. Two-thirds of adults (66%) said they had done some strenuous exercise in the 7 days prior to the survey (62% in 1989). The average number of days overall on which such exercise was done was 2.6 (2.5 in 1989). Of the total sample, 55% had exercised strenuously fewer than the generally recommended three times a week.

19. The height for weight spread of those sampled was almost identical to the spread in the 1989 survey. Using the formula metric height ÷ weight ÷ weight, we found ..

11%	underweight
52%	normal range
26%	overweight
6%	obese

20. In total, 86% of adults agree that the health of non-smokers can be damaged by other people's tobacco smoke. Three-quarters of smokers (74%) agree.

21. Despite the provisions for smokefree workplaces in the Smokefree Environments Act, it seems there is a call for even greater restrictions on the part of a sizeable minority. Amongst those currently in paid employment, 57% are content with the existing restrictions on smoking in the workplace, but 34% would like more restrictions; 5% would like fewer restrictions.

22. Eight out of ten adults (81%) believe that there are particular illnesses or diseases caused by smoking. The main ones mentioned were

- lung cancer 46%
- cancer (unspecified) 27%
- heart disease 26%
- emphysema 22%

23. Currently 23% of adults classify themselves as smoking one or more cigarettes a day, a figure identical to that in the 1989 survey.

As recalled by both current and former smokers, the average age at which they began smoking was around 16 years. However, the younger the respondent, the younger their average age when they began.

The average number smoked per day by current regular smokers is 12.8 (13.2 in 1989).

The main brands smoked are Winfield (20%), Pall Mall (14%), Benson & Hedges (13%) and Rothmans (10%).

A quarter of those currently smoking had switched brands in the past 12 months.

24. Almost 9 out of 10 smokers (87%) agree that smoking is addictive, and 77% view their own smoking as a form of addiction.
25. A quarter of non-smokers (25%) say they are exposed to cigarette smoke at home on a fairly regular basis. In most cases they are exposed to one other household member's smoke or to the smoke of visitors. Non-smokers in the current survey are more likely to be exposed only to the smoke of visitors, and less likely to be exposed to the smoke of family members than was the case two years ago. Reinforcing this view with a subjective assessment, respondents indicated that they are now exposed to less smoke in-home than they were a year ago.
26. The smokiest places encountered continue to be pubs/bars (53%). Only 16% of people say there is nowhere they go which is ever smoky.
27. It seems that while smoking in the workplace has certainly decreased, it has been far from eliminated, even in areas which workers say are officially smokefree.

The proportion of workers claiming that there are people smoking cigarettes into the air around them in various work situations is as follows

	<u>1989</u>	<u>1991</u>
During tea breaks	53%	39%
During lunch breaks	48%	36%
During actual working hours	31%	21%

Speaking subjectively, 66% of workers who were exposed to cigarette smoke at teabreaks a year ago now say they are exposed to less or no smoke. The comparable figure for during working hours is 65%.

Amongst those exposed a year ago but whose work space is now officially smokefree, 82% now have less or no smoke (although only 28% have no smoke). More now say there is "a lot less smoke".

28. Of all those in paid employment, 12% work in a shared space where smoking is still allowed (half of the 23% who worked in such conditions a year ago).

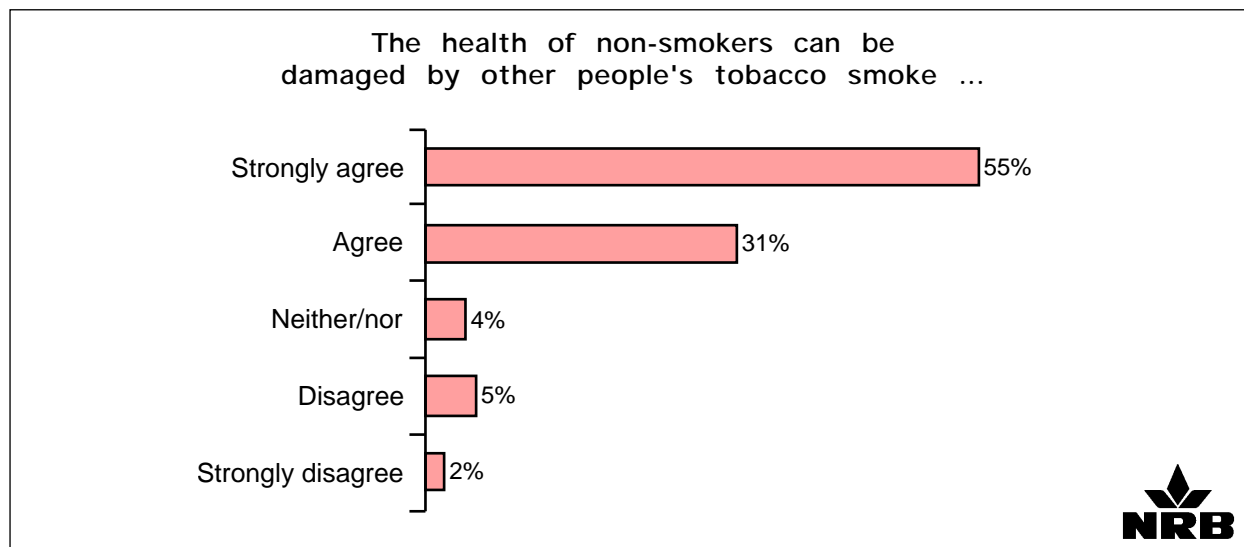
The remainder either work outdoors (20%), indoors on their own (16%) or in an area which is either officially or unofficially smokefree (48%).

SECTION 3

SMOKING ATTITUDES AND BEHAVIOUR

15. Attitudes Towards Smoking-Related Issues

a. Passive Smoking Risks



Summary Table -
Percent Agreeing With Statement

	'89	'91
Sex		
Males	83	86
Females	84	87
Age		
15-19 years	95	91
20-24 years	90	93
25-34 years	88	90
35-44 years	84	88
45-54 years	78	84
55+ years	74	78
Ethnic		
European	85	87
Maori	77	78
Pacific Island	76	85
Smoking		
Non-smoker	91	93
Former smoker	84	82
Current smoker	66	74

In total, 86% of adults agree that the health of people can be damaged by exposure to others' tobacco smoke.

Older people (over 55 years) and those of Maori descent are a little less likely than others to accept the dangers of passive smoking exposure although agreement with the statement still reaches 78% in each case.

More smokers now agree that tobacco smoke can be damaging to the health of non-smokers (74% now, 66% in 1989).

b. Workplace Restrictions

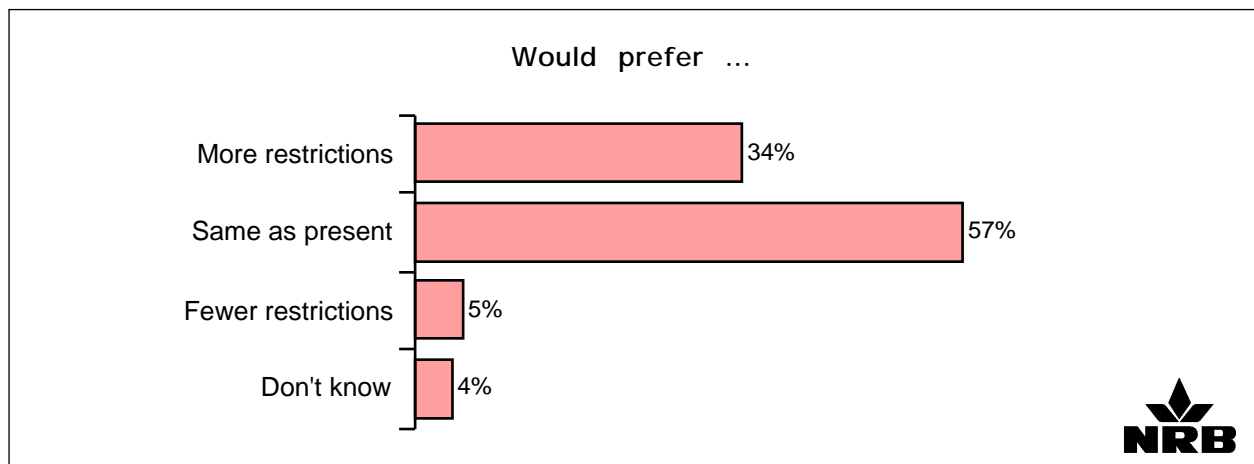
People currently in paid employment were asked ...

"At present the Smokefree Environments Act requires employers to consult with their employees every 12 months to review the company's policy on smoking in the workplace. For 1992, would you prefer to see ...?"

"... more restrictions on smoking in the workplace?"

"... fewer restrictions on smoking in the workplace?"

"... the same situation as at present?"



Almost six out of ten workers were quite content with the status quo as regards restrictions on smoking in the workplace. However, a third would like to see increased restrictions in 1992.

Those most keen to see more restrictions introduced are ...

- 20-24 year olds,
- non-smokers,
- those working in shared areas where smoking is allowed.

Current smokers seem quite happy with the status quo, although 11% of them (clearly mostly older smokers) would like to have fewer restrictions than exist at present. Amongst the heavy smoking group (21+ a day), 26% would like fewer restrictions.

Summary Table -
Percent Who Would Prefer ...

	<u>More restrictions</u>	<u>Fewer restrictions</u>	<u>Same as present</u>
Sex			
Males	34	6	56
Females	34	5	58
Age			
15-19 years	38	4	53
20-24 years	42	4	51
25-34 years	32	4	62
35-44 years	30	6	59
45-54 years	35	5	57
55+ years	36	10	48
Ethnic			
European	34	6	57
Maori	30	1	65
Pacific Island	35	6	46
Occupation			
White collar	32	6	59
Blue collar	37	5	55
Smoking			
Non-smoker	43	3	52
Former smoker	34	4	57
Current smoker	17	11	67
Shared workspace is ...			
Officially smokefree	29	3	66
Unofficially smokefree	38	7	52
Smoking allowed	43	9	44

c. Awareness of Illnesses Caused By Smoking

Respondents were asked whether, as far as they knew, there are any illnesses caused by smoking and if so, what these illnesses are.

In total, 81% of adults believe that there are particular illnesses or diseases caused by smoking. The main illness/diseases mentioned were ...

- lung cancer, 46%,
- cancer (unspecified), 27%,
- heart disease, 26%,
- emphysema, 22%.

The younger the respondent, the more likely he/she was to mention lung cancer.

Cancers of various kinds accounted for 82% of mentions, respiratory diseases for 59% of mentions and heart and circulatory diseases for 36%.

On average, respondents mentioned just over two different illnesses or diseases associated with smoking.

Those aged 45 years and over are less likely than younger people to believe that there are illnesses caused by smoking.

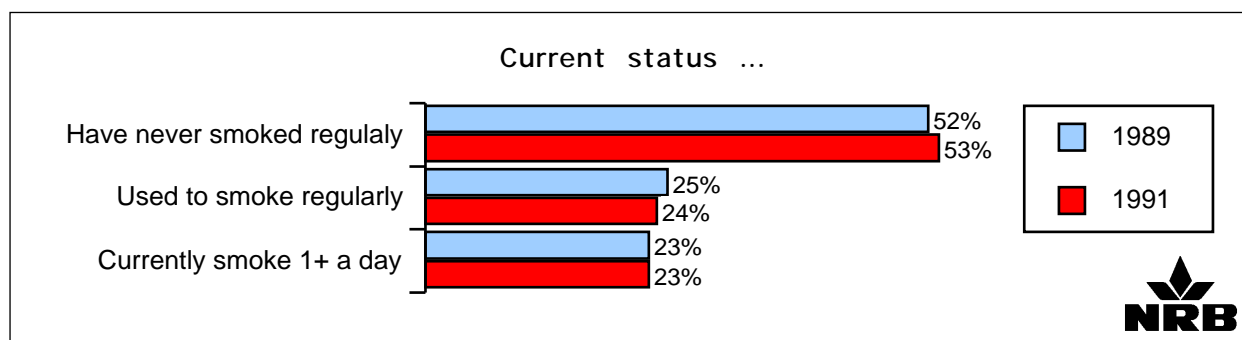
Amongst current smokers, 77% nominated various illnesses caused by smoking, the main ones being lung cancer (38%), heart disease (31%) and cancer (unspecified) (27%).

Illnesses/Diseases Caused By Smoking

	Total*		Male %	Female %	15-19 %	16-24 %	25-34 %	35-44 %	45-54 %	55+ %	Have never smoked %	Former smokers %	Regular smokers %
	'89 %	'91 %											
Lung Cancer	48	46	46	47	57	52	49	46	45	38	50	46	38
Cancer (unspecified)	38	27	26	28	30	28	33	31	22	20	28	25	27
Throat/Mouth Cancer	5	7	8	6	7	12	10	7	6	3	8	8	5
Other Cancers	6	2	1	2	3	1	4	3	1	1	2	2	2
Sub Total - Cancers	97	82	81	83	97	93	96	87	74	62	88	81	72
Heart Disease	33	26	26	27	29	24	26	32	29	22	25	25	31
High Blood Pressure	4	5	7	4	2	3	9	7	6	5	5	5	6
Artery Disease	3	3	3	3	1	1	3	3	2	2	2	3	3
Other Heart/Circulatory Problems	2	2	3	2	1	-	2	3	4	3	2	4	1
Sub Total - Heart/ Circulatory Diseases	42	36	39	36	33	28	40	45	41	32	34	37	41
Emphysema	24	22	18	26	14	18	21	24	27	24	22	24	20
Bronchitis	8	9	8	10	9	4	9	12	9	8	9	9	9
Asthma	7	11	6	15	9	10	11	19	7	7	10	11	12
Lung Diseases/Infections	7	8	9	7	5	4	9	10	7	9	8	9	8
Respiratory Problems (unspec.)	5	5	5	5	1	2	7	8	5	3	5	6	4
Other Respiratory Diseases	4	4	3	4	2	3	1	4	5	5	3	5	3
Sub Total - Respiratory Diseases	55	59	49	67	40	41	58	77	60	56	57	64	56
Pregnancy/effects on unborn child	11	1	1	2	1	1	2	2	-	1	1	1	2
All others	6	9	9	9	7	9	10	13	8	4	9	9	7
Not aware of any diseases/ illnesses caused by smoking/don't know	11	19	20	17	12	15	15	15	23	26	16	20	23
TOTAL BASE	222 2000	206 2000	199 982	214 1018	190 243	187 229	221 414	239 353	206 252	181 509	205 1061	212 472	201 468

* The 1989 survey refers to the NRB's nationwide omnibus conducted face to face in the 20 main centres.

16. Current Smoking Status



Summary Table -
Percent Who Currently Smoke

	<u>'89</u>	<u>'91</u>
Sex		
Males	24	23
Females	22	24
Age		
15-19 years	19	22
20-24 years	27	28
25-34 years	28	29
35-44 years	24	27
45-54 years	24	24
55+ years	17	14
Ethnic		
European	21	21
Maori	39	42
Pacific Island	24	30
Occupation		
White collar	20	22
Blue collar	29	32
Not in paid employment	12	20

Currently 23% of adults classify themselves as smoking one or more cigarettes a day, an incidence identical to that found in the 1989 survey. In the current survey the block of smoking behaviour questions was moved so that they were among the first few questions asked. By doing so it was hoped that smokers would feel more comfortable about answering these questions honestly, rather than answering them further through what was obviously a "health" oriented survey. If that did indeed have the desired effect, we could guess that the "real" figure in 1989 might have been closer to 25% had we asked the smoking questions upfront.

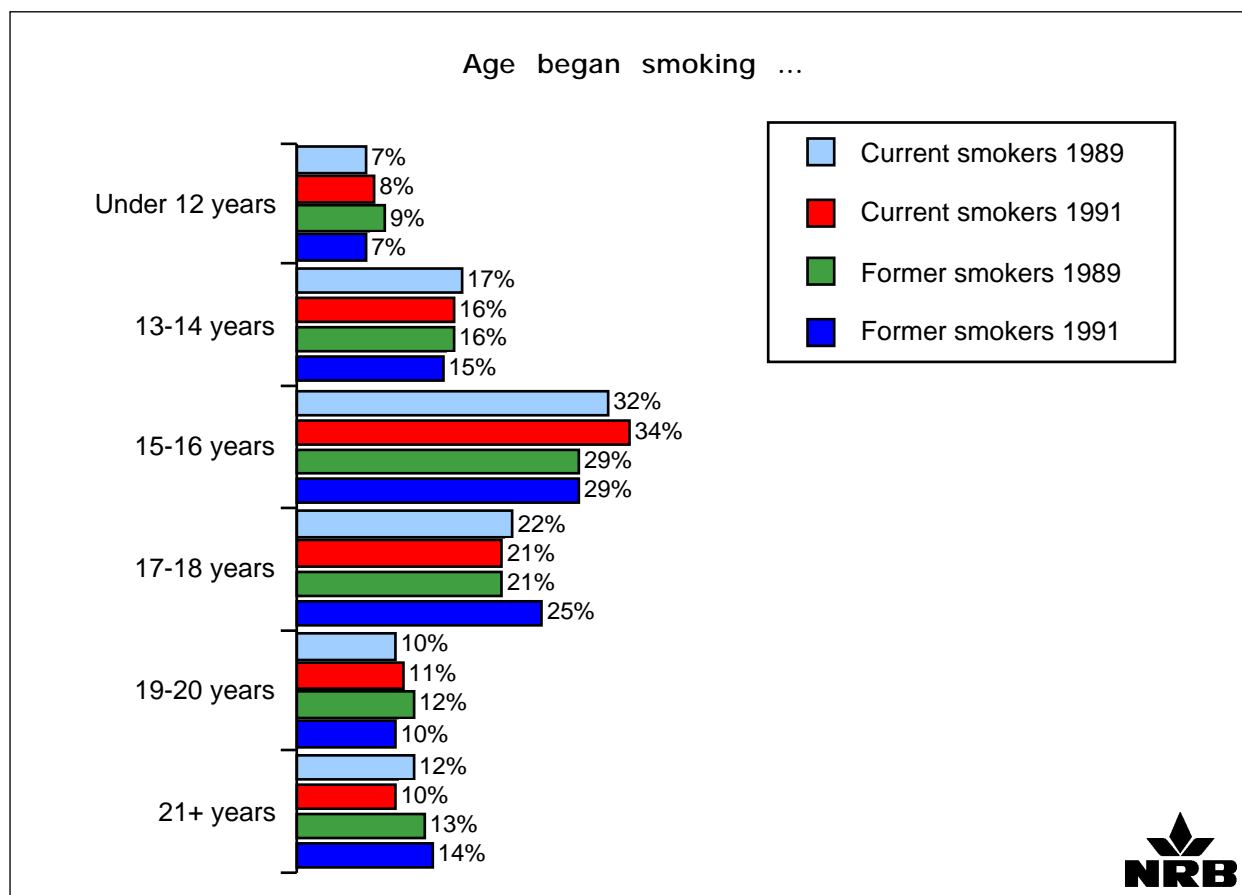
Smoking incidence is highest amongst ...

- 20-45 year olds (27-29%),
- Maoris (42%),
- blue collar workers (32%),

... the same three groups with the highest incidence in the 1989 survey.

17. Smoking Behaviour and Attitudes

a. Age Began Smoking



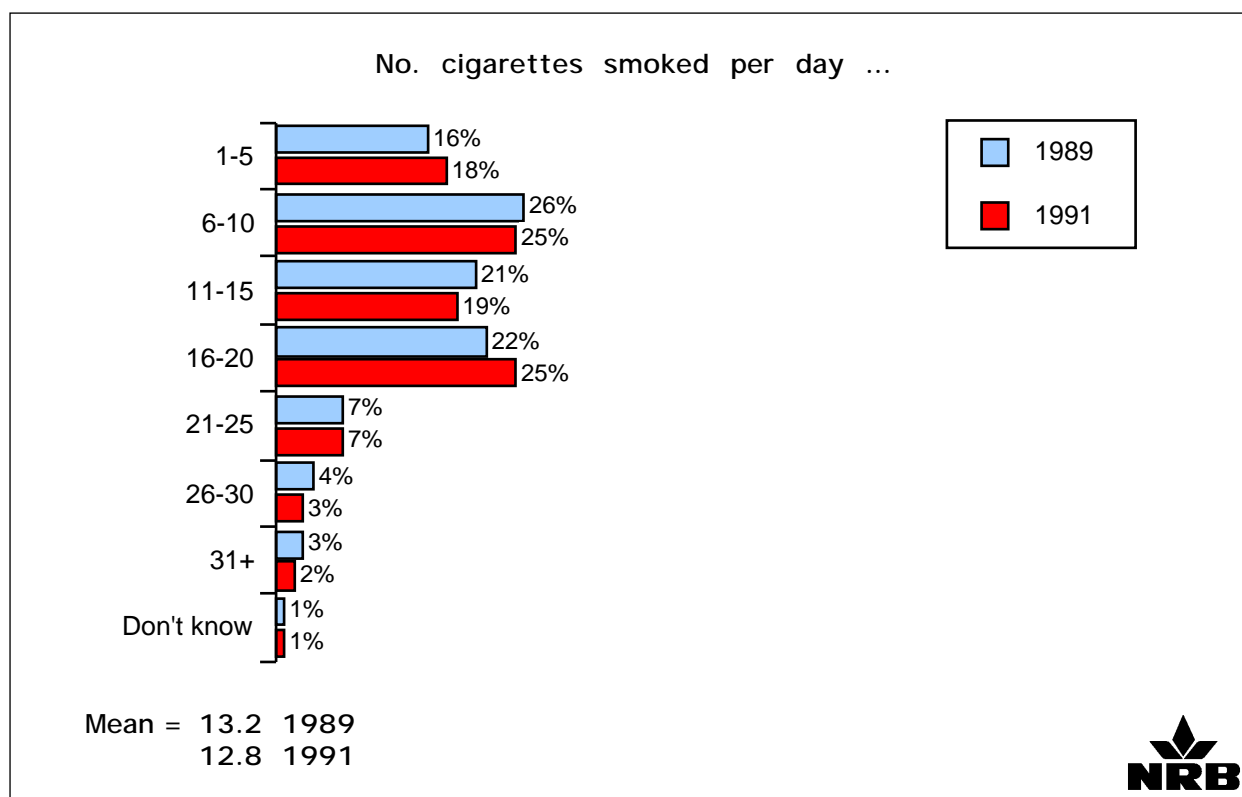
Regardless of whether people are current smokers or smokers who have given up, the peak age for them beginning smoking was reported as being around 15-16 years of age. Amongst current smokers, 24% began smoking some time before they were 15, 34% at 15-16, 21% at ages 17-18 and a further 21% were older than 18 when they began.

The mean ages were 16.9 years (former smokers) and 16.5 years (current smokers).

The length of time which has elapsed since former smokers gave up is detailed in the table overleaf. In total, 12% of former smokers say they have given up in the past 12 months, 32% 1-6 years ago and the remaining 56% more than 6 years ago.

Length of Time Since Stopping Smoking (Former Smokers)

	<u>Total</u> %	Age					
		<u>15-19</u> %	<u>20-24</u> %	<u>25-34</u> %	<u>35-44</u> %	<u>45-54</u> %	<u>55+</u> %
Less than 3 months	6	34	-	12	5	6	2
4-11 months	6	-	26	5	8	4	2
1-6 years	32	66	66	52	31	31	17
7-20 years	41	-	8	31	53	45	47
21+ years	15	-	-	-	3	14	32
BASE	472	14	29	78	96	71	183

b. Number Smoked Per Day (Current Smokers)

Summary Table - Mean No. of Cigarettes
Smoked Per Day

	'89	'91
Sex		
Males	14.2	13.5
Females	12.2	12.2
Age		
15-19 years	9.5	9.1
20-24 years	11.5	11.3
25-34 years	13.4	12.8
35-44 years	15.5	14.1
45-54 years	15.6	15.8
55+ years	12.3	13.0
Ethnic		
European	13.5	13.3
Maori	12.1	11.3
Pacific Island	11.8	12.4

The average number of cigarettes smoked by current regular smokers is down only marginally since the reading two years ago. The average reported number smoked in the current survey is 12.8, compared with 13.2 in 1989.

The spread goes from 43% who smoke 10 or fewer a day, to 44% who smoke 11-20 a day, to 12% who smoke more than 20 a day.

A peak in terms of the average daily number smoked occurs amongst 35-54 year old smokers.

While the number smoked by Maori people has decreased slightly, the Pacific Island average is slightly higher.

c. Current BrandBrand They Currently Smoke

	<u>Total</u>	
	<u>'89</u> %	<u>'91</u> %
<u>Rothmans</u>		
King Size	9	9
Other	1	1
<u>Pall Mall</u>		
Plain	2	1
Filter	9	7
Extra Mild	3	3
Menthol	2	2
Other	1	1
<u>Benson and Hedges</u>		
Gold	7	7
Golden Mild	5	3
Other	1	3
<u>Winfield</u>		
Filter	14	12
Low Tar	2	3
Menthol Green	3	3
Other	2	2
<u>Sportsman</u>		
Red	2	1
Menthol Green	1	1
<u>John Brandon</u>		
Special	2	1
Mild	1	1
Menthol	1	-
Other	1	-
<u>Peter Stuyvesant</u>		
King Size	1	1
Extra Mild	2	2
<u>Marlboro</u>	-	1
<u>Peter Jackson</u>		
Virginia	1	1
Medium	1	1
Menthol	1	1
Other	2	1
<u>Sterling</u>		
Menthol Green	1	1
Other	1	-
<u>Dunhill</u>		
Superior Mild	1	1
International	-	1
Other	1	1
<u>North Pole</u>	1	-
<u>Pacific No. 1</u>	1	2
<u>Camel</u>	-	1
<u>Cameo</u>	1	1
All other brands/types	2	2
Roll your owns	14	21
TOTAL	100	100
BASE	524	468

There appears to have been a significant increase in the number of smokers smoking "roll your owns" - from 14% two years ago the figure has now risen to 21%.

Amongst the commercial brands, Winfield has a 20% share, Pall Mall 14%, Benson & Hedges 13% and Rothmans 10%.

d. Brand Switching Amongst Smokers

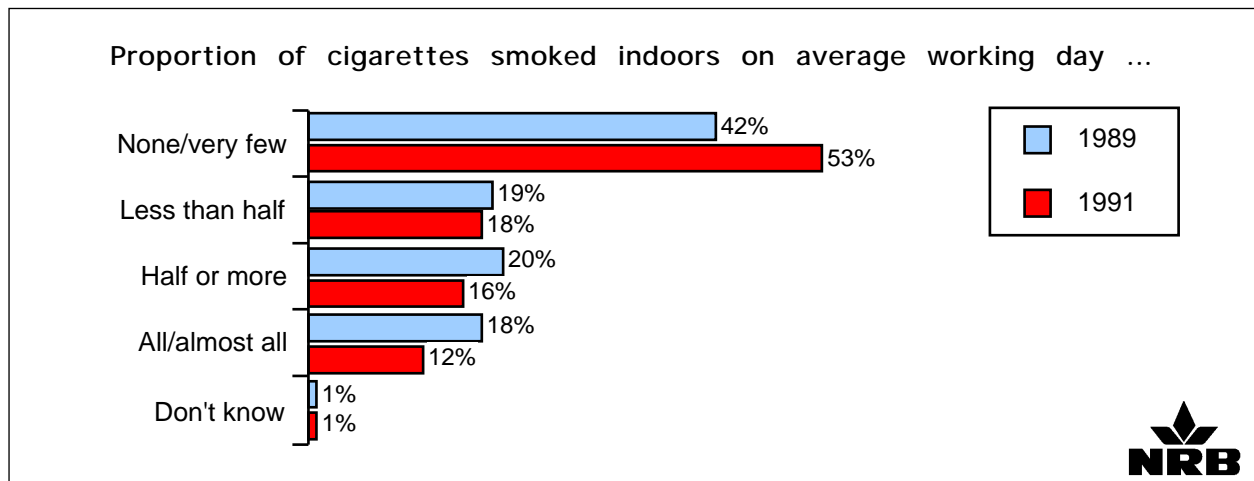
Those currently smoking were asked whether they were smoking the same brand and type as they had been a year ago.

A quarter of smokers had switched brands or types in the last 12 months. The comparable figure in the 1989 survey was 22%.

Smokers under the age of 25 were considerably more likely to have switched than those in older age groups (15-19 years 39%, 20-24 years 49%). Similarly, Maori and Pacific Island people (33% and 34% respectively) were more likely than Europeans to have changed brands or types.

Summary Table - Percent Who Have
Switched in Last 12 Months

Sex	
Males	23
Females	27
Age	
15-19 years	39
20-24 years	49
25-34 years	22
35-44 years	17
45-54 years	19
55+ years	14
Ethnic	
European	22
Maori	33
Pacific Island	34

e. Proportion Smoked Indoors (workers only)

Summary Table - Percent Smoking Half or More of Their Cigarettes Indoors on Working Days

	'89	'91
Sex		
Males	40	30
Females	33	25
Age		
15-19 years	40	24
20-24 years	43	20
25-34 years	32	23
35-44 years	38	37
45-54 years	37	36
55+ years	45	26
Ethnic		
European	37	29
Maori	36	25
Pacific Island	27	31
Occupation		
White collar	42	27
Blue collar	33	30

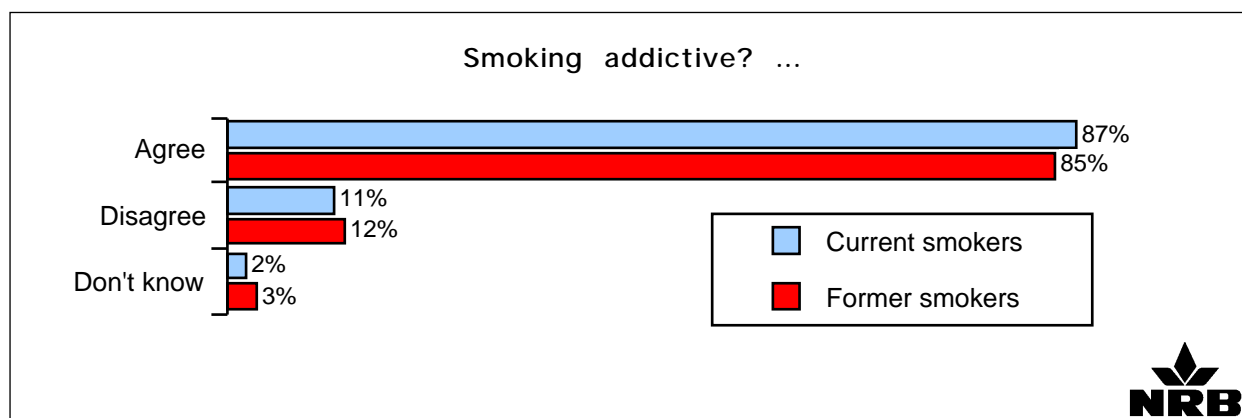
Amongst smokers in the paid workforce, 53% indicated that they smoke none or only very few of their cigarettes indoors at work, a considerable increase since the survey two years ago. At the other end of the scale 28% estimated that they smoke half or more than half of their cigarettes indoors (38% in 1989).

Those workers most likely to smoke the greatest proportion of their cigarettes indoors are ...

- men,
- 35-54 year olds.

There is now little difference between the smoking habits of blue collar and white collar workers during the working day - while white collar smoking inside at work has decreased substantially, there has only been a slight reduction in the case of blue collar workers.

People under the age of 35 are doing much less of their smoking indoors at work now.

f. Opinions On Whether Smoking is Addictive

Summary Table - Percent of Current Smokers Who Agree/Disagree That Smoking is Addictive

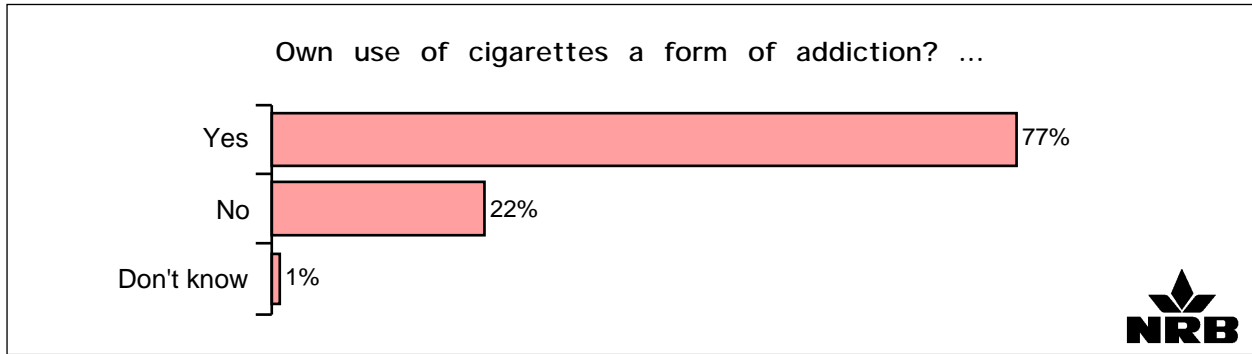
	<u>Agree</u>	<u>Disagree</u>
Sex		
Males	86	11
Females	88	10
Age		
15-19 years	83	12
20-24 years	91	9
25-34 years	89	11
35-44 years	90	9
45-54 years	86	8
55+ years	81	15
Ethnic		
European	90	8
Maori	81	17
Pacific Island	65	30
No. Smoked Per Day		
Up to 10	82	16
11 - 20	90	7
21+	97	2

Both current and former smokers overwhelmingly agree that smoking is addictive, almost nine out of ten in each case.

Smokers at the extremes of the age range are a little less likely than those in between to believe that smoking is addictive, but agreement still reaches at least 80%. Similarly, those smoking less than 10 cigarettes a day are a little less likely than heavier smokers to believe that smoking is addictive.

Amongst the Pacific Island smokers surveyed, 30% said that they did not think that smoking is addictive. However, it should be noted that the base in this case is only 19 and figures should therefore be interpreted with caution.

g. Is Own Use An Addiction? (Current Smokers)



Summary Table - Percent of Smokers Who Agree/Disagree Their Own Use of Cigarettes Is a Form of Addiction

	Agree	Disagree
Sex		
Males	74	25
Females	79	19
Age		
15-19 years	71	29
20-24 years	68	25
25-34 years	80	19
35-44 years	85	15
45-54 years	79	21
55+ years	71	29
Ethnic		
European	79	21
Maori	71	23
Pacific Island	54	42
No. Smoked Per Day		
Up to 10	61	36
11 - 20	88	11
21+	95	5

Although 87% of smokers agree that smoking per se is addictive, fewer (77%) see their own use of cigarettes as a form of addiction.

Just over one in five smokers do not believe that their own cigarette smoking is a form of addiction.

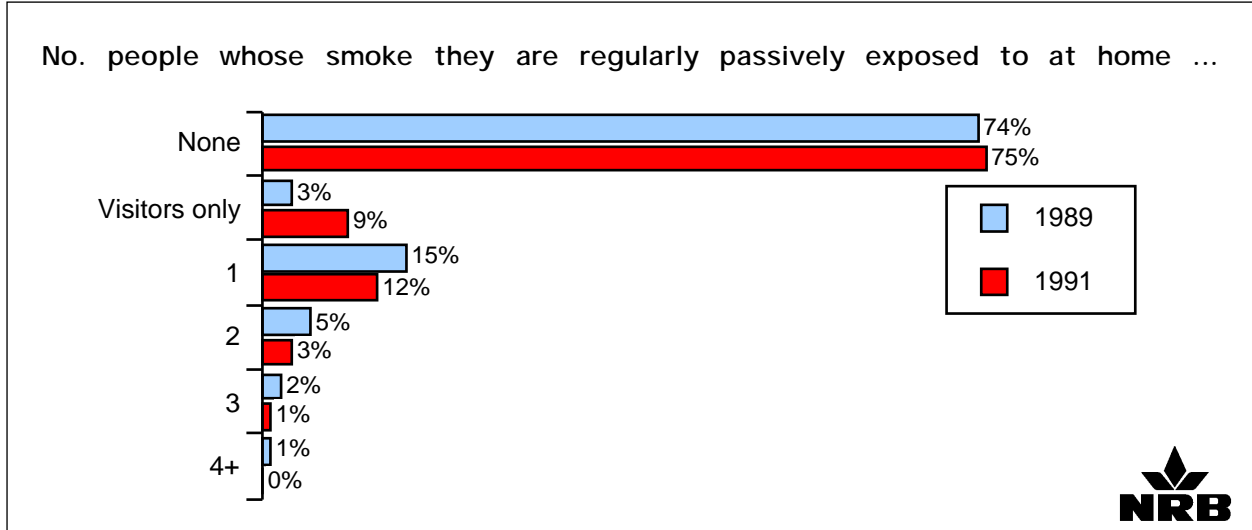
Those least likely to see their own smoking as an addition are ...

- men,
- 15-19 and 55+ year olds,
- Pacific Island people,
- those smoking less than 10 a day.

18. Passive Smoking Exposure

a. In the Home (non-smokers only)

i. No. People's Smoke Exposed To



Summary Table - Percent Regularly Exposed to Cigarette Smoke at Home

	'89	'91
Sex		
Males	26	27
Females	25	24
Age		
15-19 years	38	35
20-24 years	38	34
25-34 years	22	21
35-44 years	19	18
45-54 years	22	35
55+ years	24	21
Ethnic		
European	23	24
Maori	54	39
Pacific Island	35	46
Occupation		
White collar	22	21
Blue collar	29	32
Not in paid employment	34	25

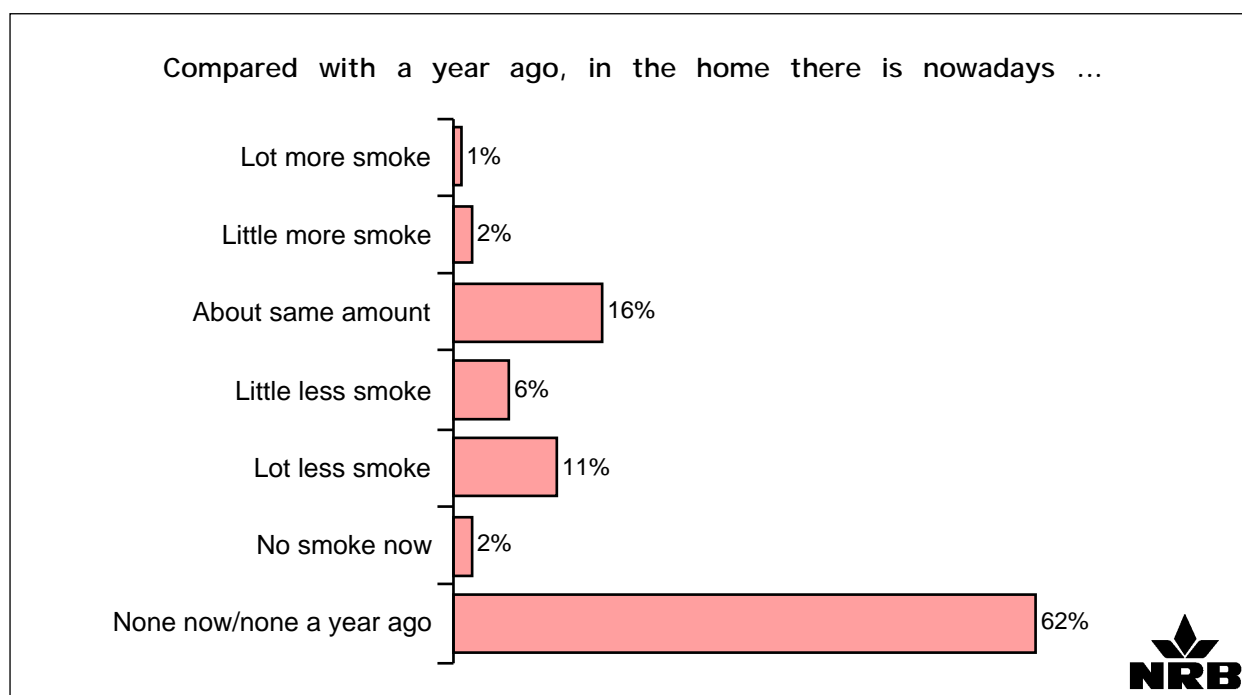
In total, 25% of non-smokers say they are exposed to cigarette smoke at home on a fairly regular basis, a figure almost identical to that in the 1989 survey. In most cases it is one person's smoke they are exposed to (12%), but in 4% of cases there are two or more smokers in the household. More in the current survey are exposed to casual but regular smoke from visitors (9%).

Amongst non-smokers, the mean number of people whose smoke they were exposed to (based only on those exposed) in 1989 was 1.3. In the current survey the mean was 0.9. In each case visitors are excluded from the calculation.

Rates of passive exposure are higher for the under 25's than for older people - that is they are exposed to smoke on a regular basis from a greater number of people. Although the 45-54 age group is just as likely to be exposed to passive smoke per se, this smoke is mainly from visitors rather than from other household members.

Maori and Pacific Island people, and those in blue collar jobs are more likely to suffer regular passive exposure to smoke in the home than their counterparts.

ii. Comparison With a Year Ago



Summary Table - Percent Exposed to More/Less Smoke In-Home Than a Year Ago (Total Population)

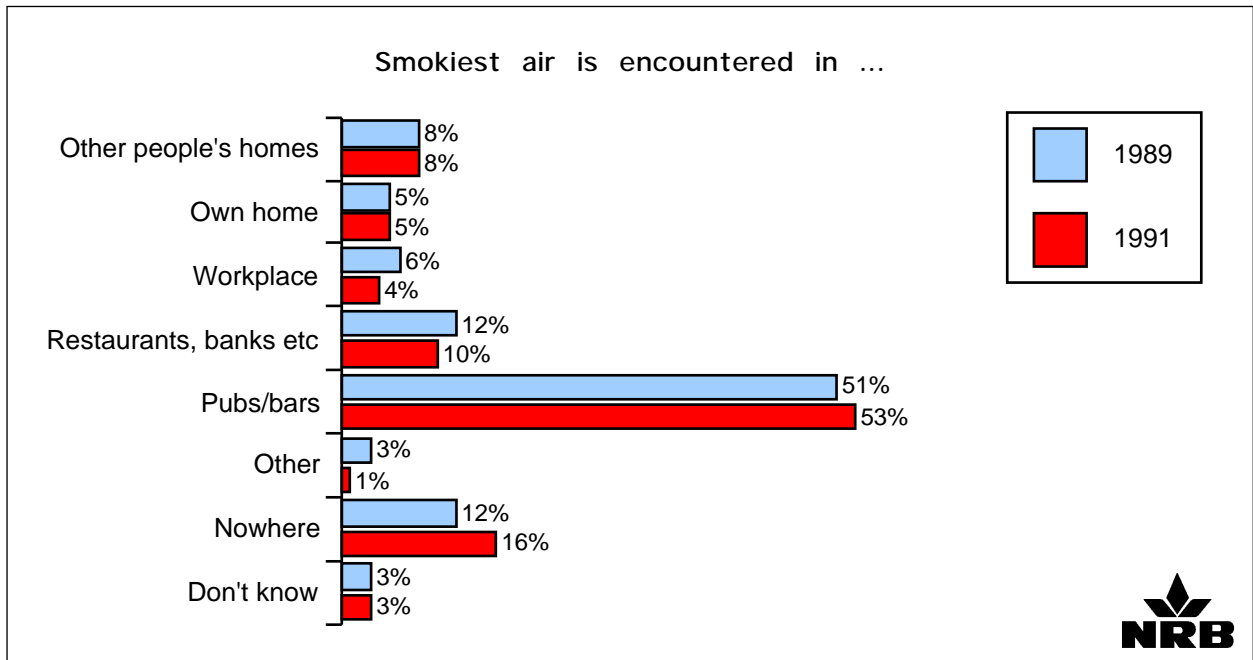
	More	Less
Sex		
Males	3	15
Females	3	18
Age		
15-19 years	9	17
20-24 years	4	19
25-34 years	4	23
35-44 years	1	16
45-54 years	2	18
55+ years	1	11
Ethnic		
European	3	15
Maori	8	29
Pacific Island	4	40
Smoking Behaviour		
Current smoker	7	30
Former smoker	2	20
Non smoker	2	10

From the 38% of adults who had cigarette smoke in the air around them in the home a year ago, 19% now have less and 3% have more. The remaining 16% have about the same amount as previously.

Maori and Pacific Islanders in particular say they are now exposed to less smoke at home than they were a year ago.

If we look just at the 753 people who were exposed to some smoke at home a year ago, 51% are now exposed to less or no smoke, 8% to more and 41% to about the same amount.

b. Smokiest Place Where Exposed

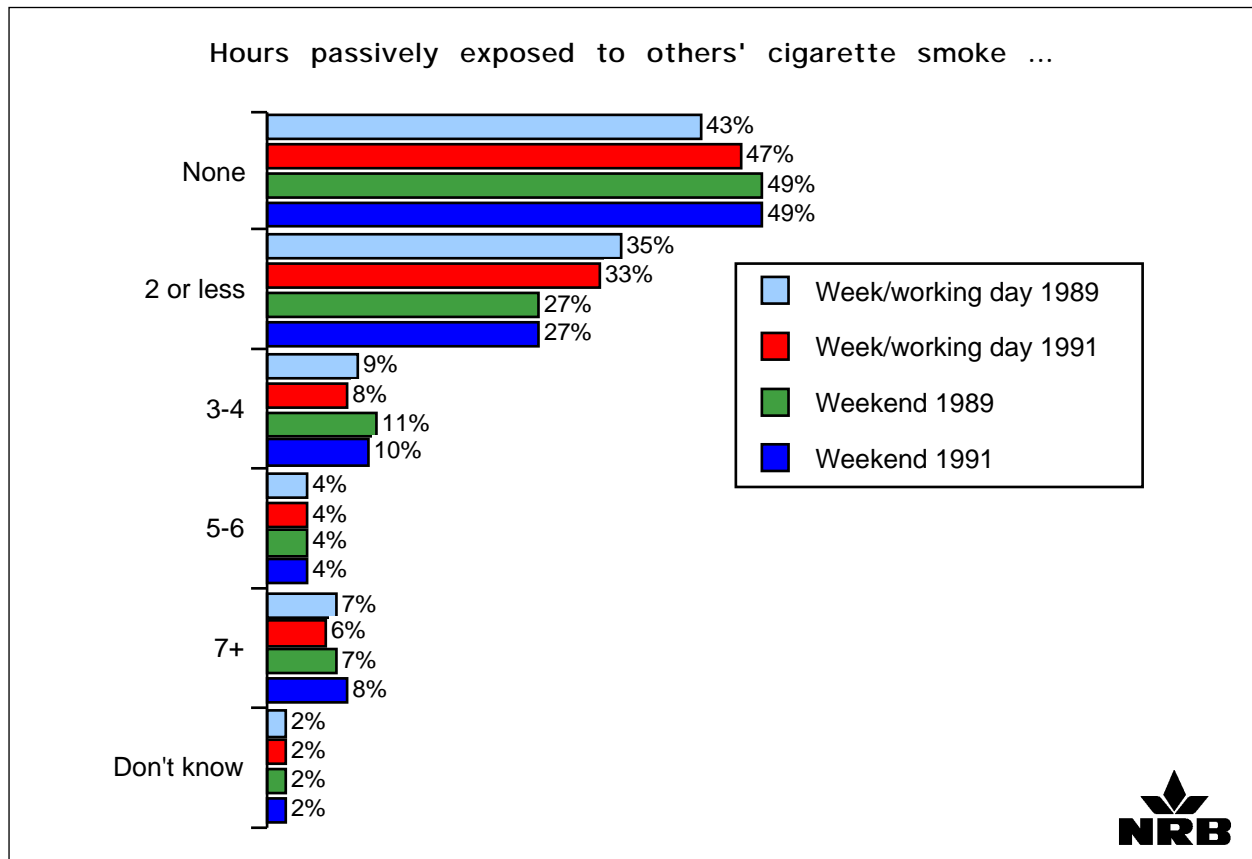


As was the case two years ago, pubs and bars stand out as being the single smokiest place people frequent.

Next, but well below pub/bar smoke are restaurants, banks, shops and other public places, followed by other people's homes, their own home and their place of work. In total, 16% say there is nowhere they go indoors which is ever smoky.

c. Hours Exposed

i. Weekdays vs Weekends



During the average weekday or working day 53% of people estimate that they are exposed to someone else's cigarette smoke, down slightly from the 57% exposed a year ago. The average number of hours' exposure amongst those exposed is 2.9, an identical figure to that in 1989.

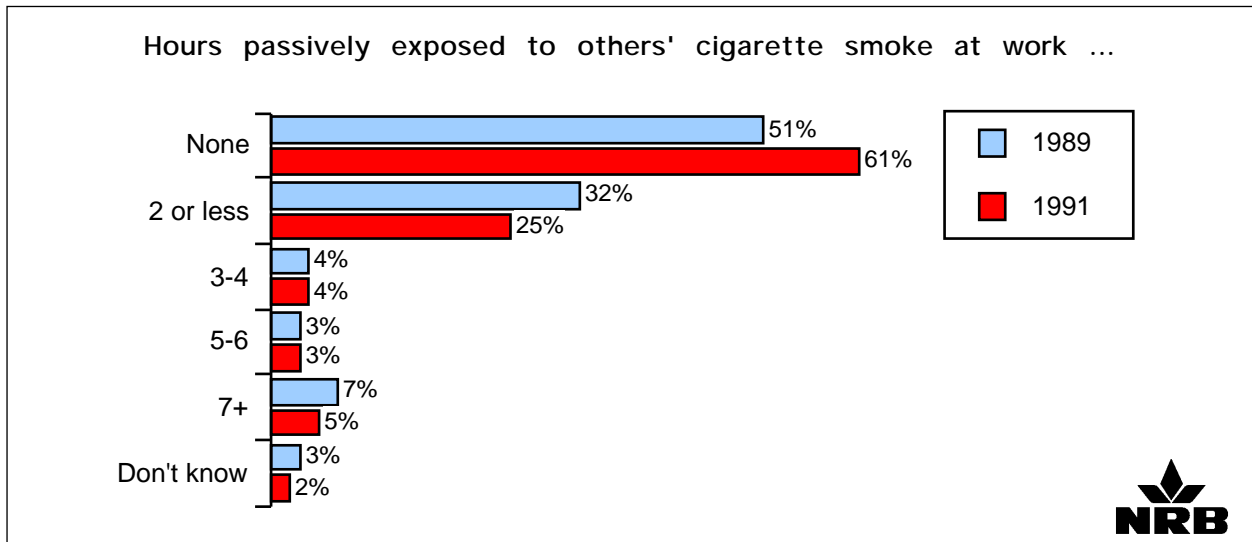
Those exposed for the greatest average number of weekday hours are still the under 25's, Maoris (although their exposure has decreased) and those who themselves are smokers. Both white and blue workers are exposed for fewer hours on average than previously, probably reflecting the decrease in workplace smoking.

In the weekends, 51% are exposed, with the average number of hours for those exposed 3.3 - these figures are both identical to those in the 1989 survey. In almost every demographic group, those exposed to the smoke of others are exposed for longer in the weekends than they are during the week. Those most exposed to others' cigarette smoke in the weekends are the under 25's, Maori and Pacific Islanders and those who smoke themselves.

Summary Table - Mean No. Hours Exposed
to Others' Cigarette Smoke
(Based Only On People Exposed)

	<u>Weekday</u>		<u>Weekend</u>	
	<u>'89</u>	<u>'91</u>	<u>'89</u>	<u>'91</u>
Sex				
Males	2.8	2.6	3.2	3.1
Females	3.0	3.2	3.4	3.6
Age				
15-19 years	3.3	3.4	3.7	4.3
20-24 years	3.6	3.2	4.2	3.9
25-34 years	2.9	2.6	3.2	3.1
35-44 years	2.7	2.8	3.0	3.0
45-54 years	2.4	2.9	2.8	2.9
55+ years	2.5	2.5	2.5	2.6
Ethnic				
European	2.8	2.8	3.1	3.2
Maori	3.8	3.2	4.1	3.9
Pacific Island	2.7	3.0	4.3	3.9
Occupation				
White collar	2.9	2.5	3.1	3.0
Blue collar	3.1	2.9	3.5	3.6
Not in paid employment	2.6	3.1	3.4	3.5
Smoker				
Non-smoker	2.4	2.4	2.8	2.9
Former smoker	2.8	2.3	2.7	2.4
Current smoker	3.8	3.9	4.4	4.6

ii. At Work

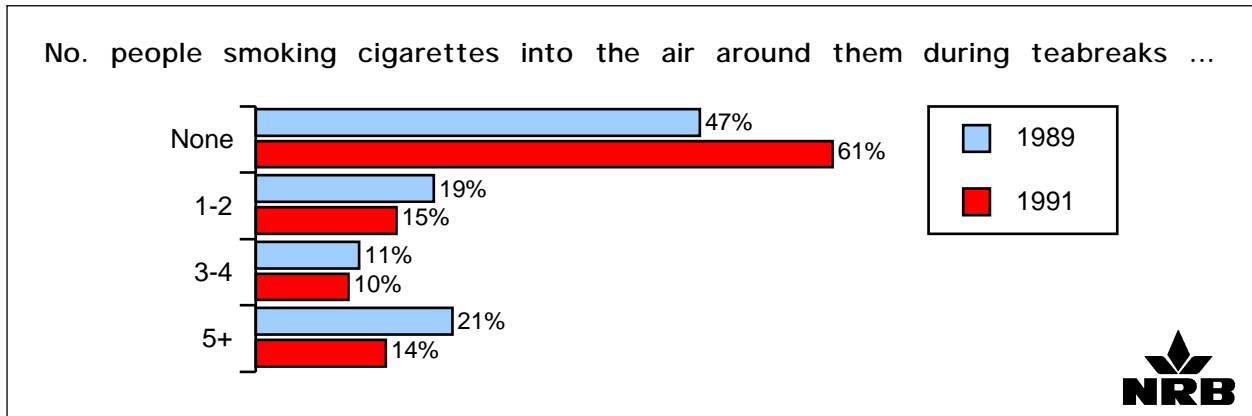


Of those who are exposed to someone else's smoke either on weekdays or weekends, fewer are now exposed for some length of time in the workplace (39% now compared with 49% in 1989). Most of these people are exposed to smoke for less than 2 hours a day. However, 12% are exposed to someone else's smoke at work for more than 3 hours a day.

Even amongst those who work with others in an officially smokefree environment, 50% say they are still exposed to someone else's smoke at work for a period of time.

d. No. People's Smoke Exposed To

i. During Teabreaks



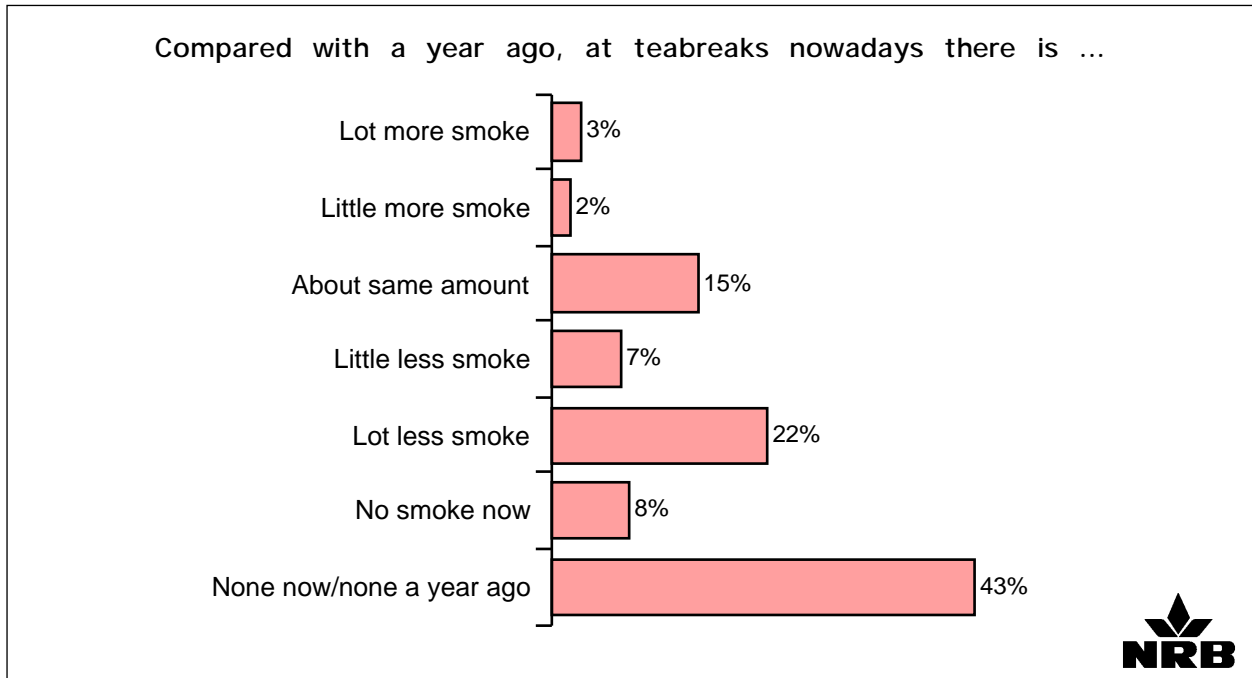
Summary Table - Mean No. People Smoking Around Them During Teabreaks (Based Only On Those Exposed)

	'89	'91	% exposed '91
Sex			
Males	4.0	3.8	42
Females	4.0	3.8	36
Age			
15-19 years	4.2	3.7	54
20-24 years	4.4	3.6	50
25-34 years	4.0	4.1	35
35-44 years	3.8	4.1	38
45-54 years	4.0	3.5	37
55+ years	3.7	3.3	32
Ethnic			
European	3.8	3.6	36
Maori	4.9	4.4	52
Pacific Island	4.9	4.6	69
Occupation			
White collar	3.8	3.7	31
Blue collar	4.2	4.0	50

Workers are much less likely to be exposed to cigarette smoke during teabreaks than they were two years ago - 39% now have someone smoking into the air around them at this time, compared with 53% in 1989. However, younger people, Maoris and Pacific Islanders and blue collar workers are much more likely than the average to be exposed during teabreaks.

Looking just at those exposed to smoke at teabreaks, the average number of people smoking around them was 4.0 in 1989; in the current survey the figure was 3.8.

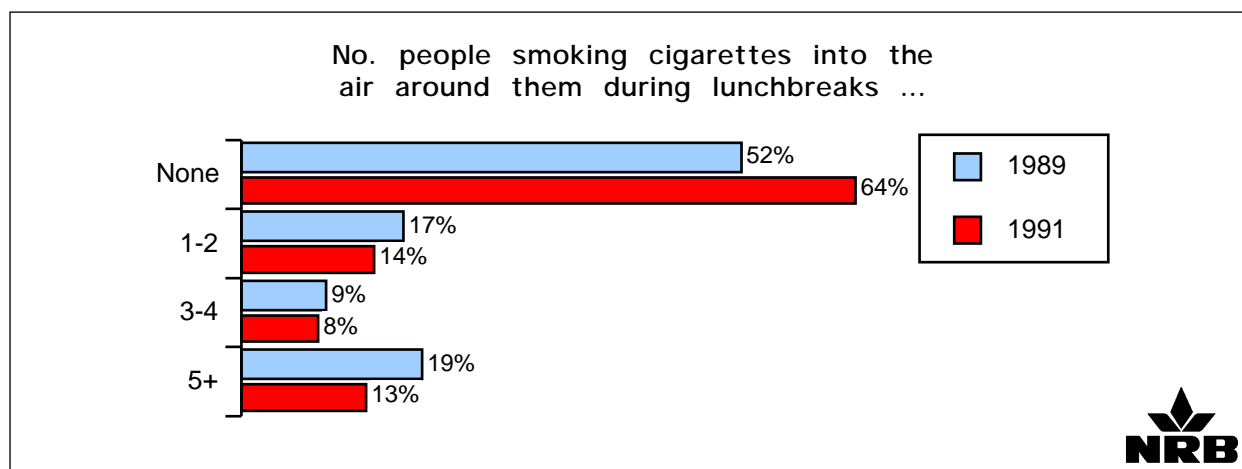
Of those who do not currently smoke, 33% are exposed to the smoke of others at teabreaks.



A total of 57% of workers surveyed indicated that there had been cigarette smoke in the air around them during teabreaks a year ago. That group comprises 37% who are now exposed to less or no smoke during teabreaks, 15% to about the same amount and only 5% to more smoke.

If we look just at the 618 workers who were exposed a year ago, 66% of them are now exposed to less or no smoke, 8% to more and 26% to about the same amount.

ii. During Lunchbreaks



Summary Table - Mean No. People Smoking Around Them During Lunchbreaks (Based Only On Those Exposed)

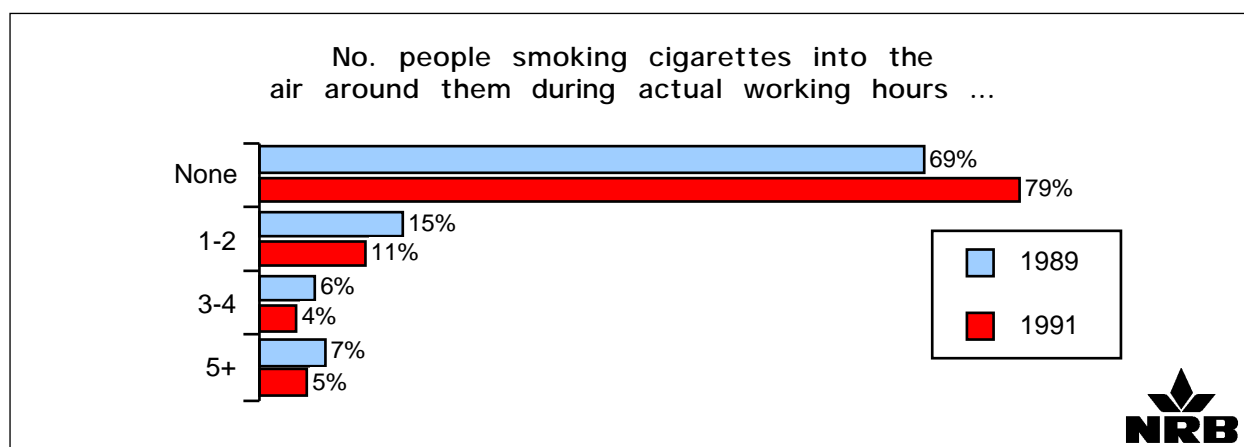
	'89	'91	% exposed '91
Sex			
Males	4.1	3.7	39
Females	4.0	4.0	32
Age			
15-19 years	4.1	4.3	45
20-24 years	4.5	3.4	45
25-34 years	4.2	3.9	30
35-44 years	3.7	4.1	39
45-54 years	3.8	3.5	34
55+ years	3.6	3.5	26
Ethnic			
European	3.8	3.6	32
Maori	5.0	4.4	51
Pacific Island	4.7	4.4	69
Occupation			
White collar	3.8	3.6	27
Blue collar	4.3	4.0	47

As was the case with teabreaks, workers are now much less likely to be exposed to cigarette smoke at lunchtime (36%) than they were two years ago (48%). The same groups show higher than average exposure as was the case with teabreaks - younger workers, Maoris and Pacific Islanders, and blue collar workers.

Looking just at those exposed to smoke at lunchbreaks, the average number of people smoking around them was 4.0 in 1989; in the current survey the figure was 3.8, a pattern the same as that for teabreaks.

Of those who do not currently smoke, 29% are exposed to the smoke of others during lunchbreaks.

iii. During Actual Working Hours



Summary Table - Mean No. People Smoking Around Them During Working Hours
(Based Only On Those Exposed)

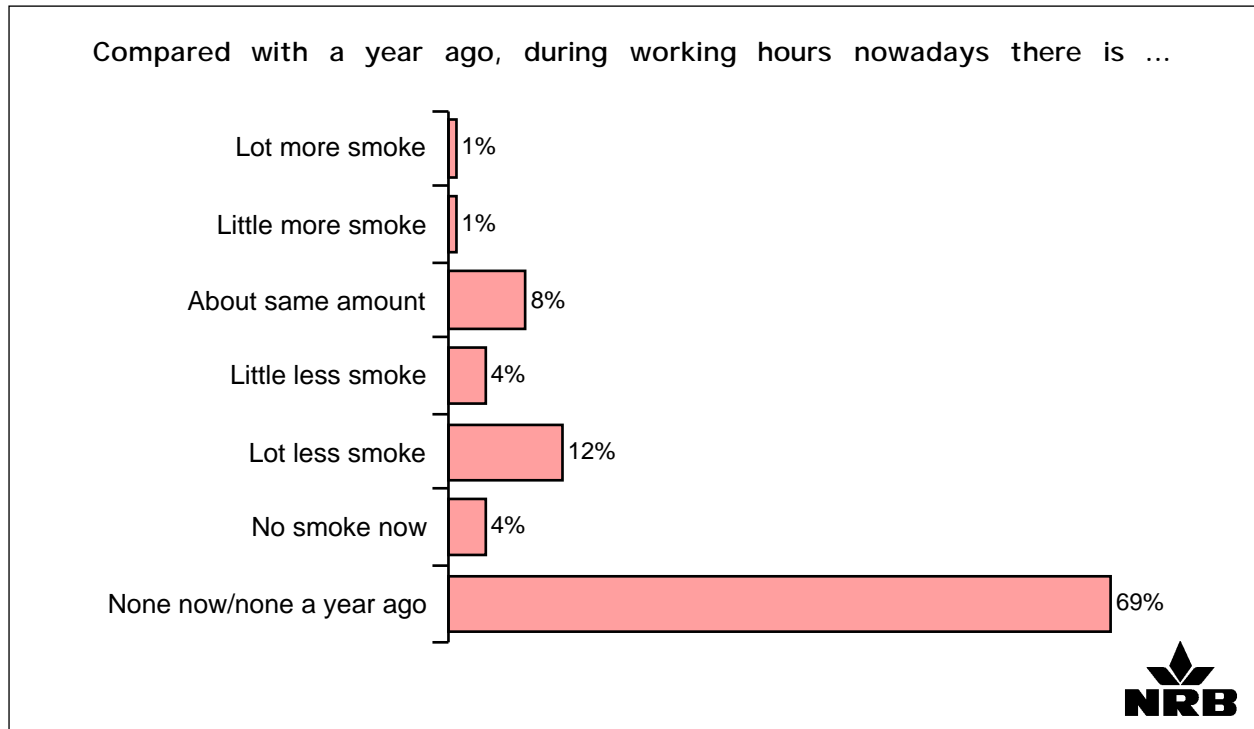
	'89	'91	% exposed '91
Sex			
Males	3.2	2.9	26
Females	3.0	3.2	12
Age			
15-19 years	3.3	3.6	19
20-24 years	2.9	2.6	21
25-34 years	3.0	2.8	22
35-44 years	3.1	3.4	21
45-54 years	3.6	2.8	20
55+ years	3.4	2.8	16
Ethnic			
European	3.1	2.8	20
Maori	3.9	3.1	20
Pacific Island	3.0	5.2	32
Occupation			
White collar	2.8	2.6	13
Blue collar	3.5	3.2	30

Around one in five adult workers (21%) are now exposed to cigarette smoke during actual working hours, down from 31% two years ago. However, two groups stand out as being much more exposed to cigarette smoke in this situation than the average - Pacific Islanders and blue collar workers.

Looking just at those exposed to cigarette smoke during working hours, the average number of people smoking around them was 3.1 in 1989; in the current survey it was an almost identical 3.0.

Of those who do not currently smoke, 17% are still exposed to the smoke of others during actual working hours.

Of people working indoors in a shared space which is officially smokefree, 7% are still exposed to someone's cigarette smoke.

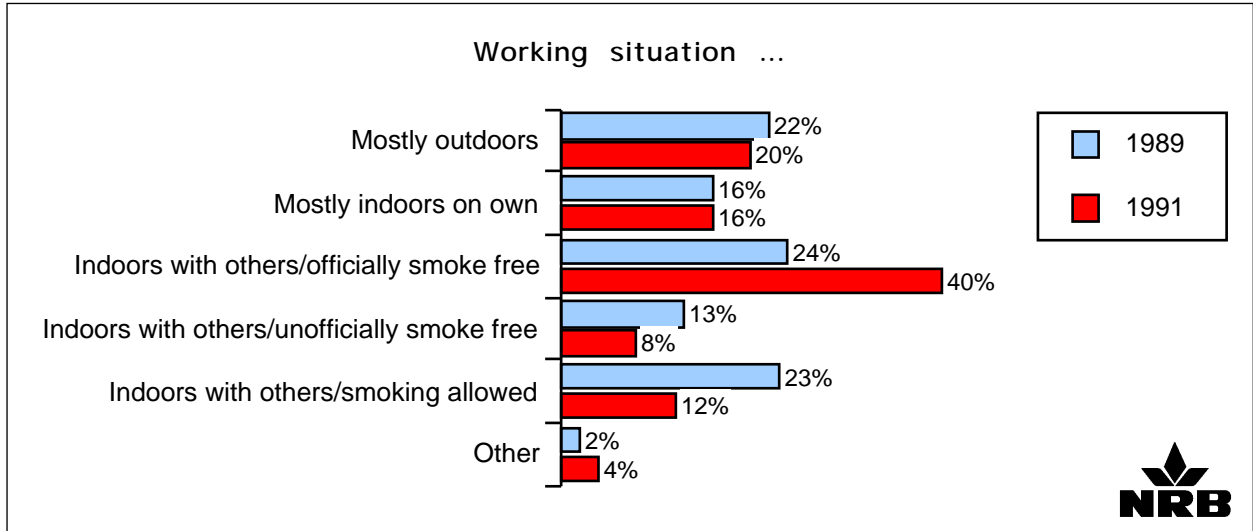


A total 31% of workers indicated that there had been cigarette smoke in the air around them during actual working hours a year ago. That group comprises 20% who are now exposed to less or no smoke, 8% to about the same amount and 2% who estimate that they are exposed to more.

If we look just at the 339 workers who were exposed a year ago, 65% of them are now exposed to less or no smoke, 6% to more and 27% to about the same amount.

Amongst these exposed a year ago but whose workspace is now officially smokefree, 82% have less or no smoke now (although only 28% have no smoke at all around them). Most say there is now "a lot less" smoke.

19. Working Conditions



Of all those indicating that they are currently in some form of employment half as many people as previously (12%) are working indoors with others in a workplace where smoking is allowed. In total, 40% now work in an officially smokefree environment (up from 24% in 1989), while for a further 8% their indoor workplace is unofficially smokefree.

However, as the figures in the previous section indicated, while smoking in the workplace has certainly been reduced, even in areas which are officially smokefree it has not been entirely eliminated.

* * * * *