

**RESEARCH REPORT**

**ENVIRONMENTAL**

**TOBACCO SMOKE STUDY**

**PREPARED FOR:**

**THE MINISTRY OF HEALTH**

**JULY 1996**

**CONTENTS**

|   | <b>PAGE No.</b> |
|---|-----------------|
| A. OBJECTIVES .....   | 1               |
| B. SURVEY SPECIFICATIONS.....   | 2               |
| C. EXECUTIVE SUMMARY.....   | 5               |
| D. FINDINGS .....   | 6               |
| 1. Smoking Behaviour .....  | 6               |
| a. Current Smoking Status.....  | 6               |
| b. Age Began Smoking.....   | 7               |
| c. Length Of Time Since Stopped Smoking.....  | 8               |
| d. Likelihood Of Smoking A Cigarette Within The Next Year.....  | 9               |
| e. Number Of Cigarettes Smoked A Day .....  | 10              |
| f. Current Brand .....  | 11              |
| g. Pack Size Of Cigarettes Bought .....   | 12              |
| h. Length Of Time Till The First Cigarette.....   | 13              |
| i. Number Of Cigarettes Smoked Within Two Hours Of Waking .....   | 14              |
| 2. Smokers Attitudes .....  | 15              |
| a. Own Use Of Cigarettes As An Addiction -<br>Smokers View Of Their Own Smoking Regarding Addiction ..... | 15              |
| b. Likelihood Of Giving Up Smoking Within The Next Three Months.....                                      | 16              |
| c. Smokers Attitude Regarding Giving Up Smoking .....   | 17              |
| d. Stopped Smoking For A Year Or More .....   | 18              |
| e. Stopped Smoking For A Week Or More.....  | 19              |
| f. Stopped Smoking For Less Than A Week But More Than A Day .....   | 20              |

## CONTENTS (continued)

|  | PAGE No. |
|--|----------|
| 3. Passive Smoking Exposure .....  | 21       |
| a. Exposure To Smoke Within The Last Two Days' (Non And Former Smokers) .....                          | 21       |
| b. Reaction To This Passive Smoke Exposure (Former And Non-Smokers) .....                              | 22       |
| c. General Reaction To Passive Smoke Exposure .....  | 23       |
| d. Degree Worried About Breathing Other Peoples' Cigarette Smoke .....                                 | 24       |
| e. Smokiest Place Where Exposed .....  | 25       |
| f. Places Recently Worried About The Level Of Smoke .....  | 26       |
| g. Hours Passively Exposed To Others Smoke - Work/Weekdays .....                                       | 27       |
| h. Hours Passively Exposed To Others Smoke - Non-working/Weekend Days .....                            | 28       |
| 4. Working Conditions .....  | 29       |
| a. Working Situation.....  | 29       |
| b. Smokefree Environments Act.....   | 30       |
| c. Desired Workplace Smoking Restrictions For 1997 .....   | 31       |
| d. Proportion Of Cigarettes Smoked Indoors At Work.....  | 32       |
| e. Passive Exposure To Smoke At Work During Teabreaks.....   | 33       |
| f. Passive Exposure To Smoke At Work During Lunchbreaks .....  | 34       |
| g. Passive Exposure To Smoke At Work During Working Hours<br>When Not Taking A Tea Or Lunchbreak ..... | 35       |
| 5. Smoking In The Home.....  | 36       |
| a. Regular Smokers Of Cigarettes At Home .....   | 36       |
| b. Where Smokers Smoke When Home .....   | 37       |
| 6. Asthma Susceptibility .....   | 38       |
| a. Had An Asthma Attack In The Past Year.....  | 38       |
| b. Currently Taking Medication For Asthma.....   | 39       |
| c. Asthma Sufferers .....  | 40       |
| E. DEMOGRAPHICS .....  | 41       |
| F. SAMPLE CHARACTERISTICS PRIOR TO WEIGHTING.....  | 42       |
| G. QUESTIONNAIRE   |          |
| H. COMPUTER TABLES (separate cover)  |          |

## A. OBJECTIVES

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

Specific information objectives sought fell into the following main topic areas, firstly, smoking behaviour. This includes current smoking status, the age they started (and time since they stopped) smoking, the frequency, brands and pack size they choose to smoke. Of former and non-smokers the likelihood of smoking a cigarette within the next year.

Secondly, current smokers attitudes toward their own smoking and giving up - how likely they are to, and if they have already tried. Do they view their own smoking as a form of addiction?

Thirdly, passive smoking exposure. The degree to which adults are worried about breathing others smoke, where the smokiest places are, and the length of passive exposure to others smoke.

Fourthly, smoke in the workplace. Where cigarettes are smoked, passive exposure, and desired changes (if any) to current situation.

Fifthly, cigarette smoke in the home, where smokers smoke when at home, and the amount of passive exposure to cigarette smoke.

Finally, asthma susceptibility and its relationship with smoking.

## B. SURVEY SPECIFICATIONS

### a. Definition Of Population

All New Zealand residents aged 15 years and over living in homes with a functioning telephone.

### b. Sample Size

A total sample size of 2,020 residents.

### c. Sample Frame

The 18 Regional Telephone Directories (latest available editions), all sections of the white pages.

### d. Sampling Unit

Dwellings with a functioning telephone, whether listed or unlisted.

### e. Stratification - Pre

- Sampling drawn to Census proportions living in the 18 directory areas. (NRB obtains special analyses of the most recent Census proportions from Statistics NZ, viz meshblocks regrouped by 18 phone book areas and the populations then re-run).
- The above "general population" sample was augmented by a separate mean sample, also from white page directories, see paragraph j.

### f. Sampling

#### *Dwelling Selection*

- From the white pages, selecting every xth number from every yth page then adding "1" to that number to achieve a random digit dialling effect, to bring in new, changed and unlisted numbers.

#### *Respondent Selection*

- All individuals in the home aged 15 plus are listed.
- Then the one who had the "last birthday" is identified.
- Contact is then made with that person.

### g. Call Pattern

- A initial call, followed by seven further calls (eight in all), where needed.
- Calls systematically varied over day of week/weekend and time of day to maximise contact.
- An appointment and callback time asked for if the respondent is "busy" or "unavailable".

### h. Refusal Recovery Wave

Each person refusing is recontacted two weeks later to determine whether they will reconsider, now have more time available, or are now available or less busy, in order to obtain their participation. Aggressive refusals are not recontacted.

### i. Stratification - Post (Weighting)

Variables for weighting will be Census based ...

- age group,
- gender,
- ethnic affiliation.

### j. Maori Booster Sample

Boosting of the Maori sample to raise Maori to N=395, in place of the 170 theoretically expected, in addition to augmentation for lower expected phone ownership and participation level.

Sample by means of RDD selection within the 18 white page areas, according to Maori population distribution on the same basis as the general sample.

### k. Pilot Survey

Qualitative check of comprehension, choice of language and expressions, ability to relate easily to questionnaire concepts, presence of ambiguity in any question. A sample of 15 non-Maori and 15 Maori, interviewed face-to-face and probed qualitatively on the above parameters for each question or question group.

### l. Sample Pool Control

Every sampled number is logged and its call pattern and eventual outcome identified for response rate analysis.

### **m. Field Controls**

Validation was carried out by Area Supervisors on 10% each of their interviewers' completed questionnaires. Respondents were contacted by telephone to establish ...

- that an interview was in fact carried out,
- that re-questioning key questions confirmed the original recorded response.

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

### **n. Data Processing**

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

Codes were 'punched' into dedicated capture units. Hard copies of all 'punched' data were taken and 10% checked against the original questionnaires. This validation extended to 100% of a coders 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.

### **o. Design Effect**

This will arise by virtue of carrying out one interview per home, regardless of the number of people 15 years or over living there. The effect can be examined only after the survey by looking at differences in smoking, works smoke exposure, homesmoke exposure and the like, between one, two, three, four and five plus, person homes.

### **p. Timing**

Interviewing took place between 31st May and 21st June 1996.

## C. EXECUTIVE SUMMARY

### 1. Smoking Behaviour

In 1996 21% of adults class themselves as smoking one or more cigarettes a day. This compares to 23% in 1991 and 1989.

The most common age they began smoking (both current and former smokers) was 15-16 years of age.

Of former smokers the mean length of time since they stopped smoking is 13 years. However, they do show a greater likelihood of having another cigarette within the next year than non-smokers, especially those who have given up only recently.

The average number of cigarettes smoked per day by regular smokers is 14.2, an increase over 1991 (12.8) and 1989 (13.2).

The main brands smoked are Holiday (18%), Park Drive - a roll your own brand (13%), Benson and Hedges (12%) and Rothmans, Pall Mall and Winfield (9% each). The most popular size is 20s (39%), but roll your own pouches are now purchased by 28%.

Most smokers (57%) will have their first cigarette more than half an hour after they get up in the morning, with the mean number of cigarettes smoked within two hours of waking being 2.1.

### 2. Smokers Attitudes

Smokers are more likely in 1996 to see their own use of cigarettes as a form of addiction than in 1991. Now 84% of smokers view themselves as such compared with 77% in 1991.

A quarter of smokers think they are likely to give up smoking within the next three months.

When asked to choose from an attitudinal scale on their attitude to giving up smoking the most popular choices were "I think I should quit but I'm not quite ready" by 33%, and "I think I need to consider quitting someday" by 27%.

Those current smokers who have stopped smoking for a year or more constitute 27% of their number. The mean number of times for those who have is 3.7. A larger proportion, 38% have stopped smoking for a week or more, an average of 5.1 times, while 43% have stopped for less than a week but more than a day.

### 3. Passive Smoking Exposure

Of non and former smokers, 57% have been exposed to smoke within the last two days. Amongst these people opinion was equally divided as to whether it bothered them a lot, slightly or not at all. This approximates the general reaction when smokers are included.

Almost half of all adults (46%) are not worried at all about breathing someone else's cigarette smoke. Although one in five are very worried.

Pubs and bars remain the smokiest places people visit (49% in 1996 and 53% in 1991). Only 14% of people (16% in 1991) say that there is nowhere they go which is ever smoky. When asked which types of places people have recently worried about the level of smoke, 32% said nowhere. Pubs and bars on 46% now have restaurants, cafes and coffee shops approaching them in proportion of mentions, 29%. Other people's homes on 21% also feature.

More people are in a room or confined space where someone else is smoking cigarettes on a non-working/weekend day than a working/weekday, 19 to 9%. Exposure on a non-working day is more likely to be away from home than at home, and on a working day at work, than away from it.

**4. Working Conditions**

For 1997 the majority of workers would like to see the same situation as at present for smoking restrictions in the workplace (61%). One third would like more restrictions on workplace smoking.

The proportion of cigarettes smoked indoors at work is still decreasing. In 1989 38% of working smokers smoked half or more of their cigarettes inside. This dropped to 28% in 1991 and now 20% in 1996.

The proportion of workers exposed to others smoking cigarettes into the air around them shows comparability with 1991 results as follows:

|   | <b>1989</b> | <b>1991</b> | <b>1996</b> |
|---|-------------|-------------|-------------|
| <b>During teabreaks</b>                                 | 53%         | 39%         | 36%         |
| <b>During lunchbreaks</b>                               | 48%         | 36%         | 36%         |
| <b>During worktime</b> (when not at lunch or teabreaks) | 31%         | 21%         | 19%         |

**5. Smoking In The Home**

At home 37% of adults are exposed to a regular smoker (38% in 1989 and 35% in 1991), and the majority of these (57%) smoke both inside and outside the home. However, 30% do smoke only outside of it.

**6. Asthma Susceptability**

On the health front, 9% of adults say they have had an asthma attack in the past year, with 11% currently taking some type of medication for their asthma. Overall, 14% have been told by their doctor that they have asthma, - 12% of current smokers have been told they have asthma which means that 18% of asthmatics smoke.

## D. FINDINGS

### 1. SMOKING BEHAVIOUR

#### a. Current Smoking Status

In 1996, 21% of adults say they currently smoke one or more cigarettes per day. This compares with the 23% of adults who classified themselves in this category in the 1991 and 1989 surveys.

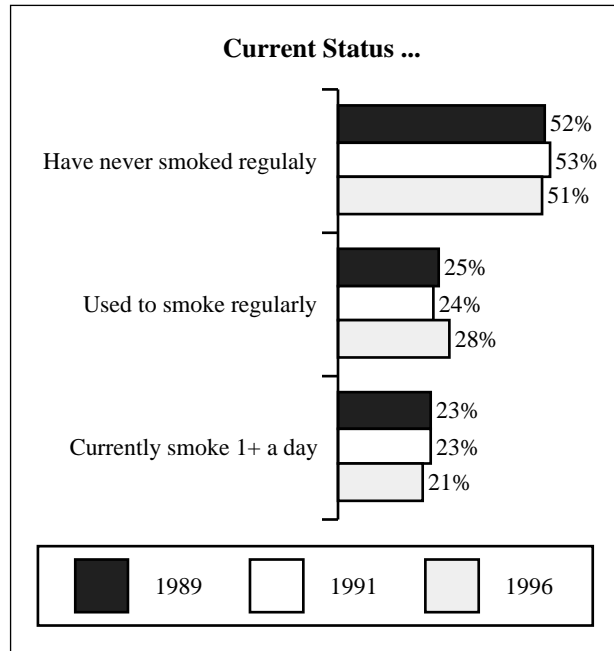
The proportion of adults who used to smoke regularly, but now no longer do is 28%. This figure is comparatively higher than the proportion of current smokers, and slightly above the 24% and 25% of the 1991 and 1989 surveys.

Males and females have a similar incidence level of smoking again in 1996.

Adults more likely than others to smoke are ...

- 20-34 year olds (32 and 30%),
- Maori (38%),
- blue collar workers (32%),
- from households with child(ren) five years or under (33%).

It is pleasing to note the 6% drop in current Maori smokers since 1991. There are also less 35-44 year olds smoking than in the 1991 survey.



|                   |                        | 1989 | 1991 | 1996 |
|-------------------|------------------------|------|------|------|
|                   |                        | %    | %    | %    |
| <b>Total</b>      |                        | 23   | 23   | 21   |
| <b>Gender</b>     | Male                   | 24   | 23   | 21   |
|                   | Female                 | 22   | 24   | 22   |
| <b>Age</b>        | 15-19 years            | 19   | 22   | 17   |
|                   | 20-24 years            | 27   | 28   | 32   |
|                   | 25-34 years            | 28   | 29   | 30   |
|                   | 35-44 years            | 24   | 27   | 21   |
|                   | 45-54 years            | 24   | 24   | 25   |
|                   | 55+ years              | 17   | 14   | 10   |
| <b>Ethnicity</b>  | European/Other         | 21   | 21   | 19   |
|                   | Maori                  | 39   | 42   | 38   |
|                   | Pacific Islander       | 24   | 30   | 22   |
| <b>Occupation</b> | White collar           | 20   | 22   | 19   |
|                   | Blue collar            | 29   | 32   | 32   |
|                   | Not in paid employment | 12   | 20   | 16   |

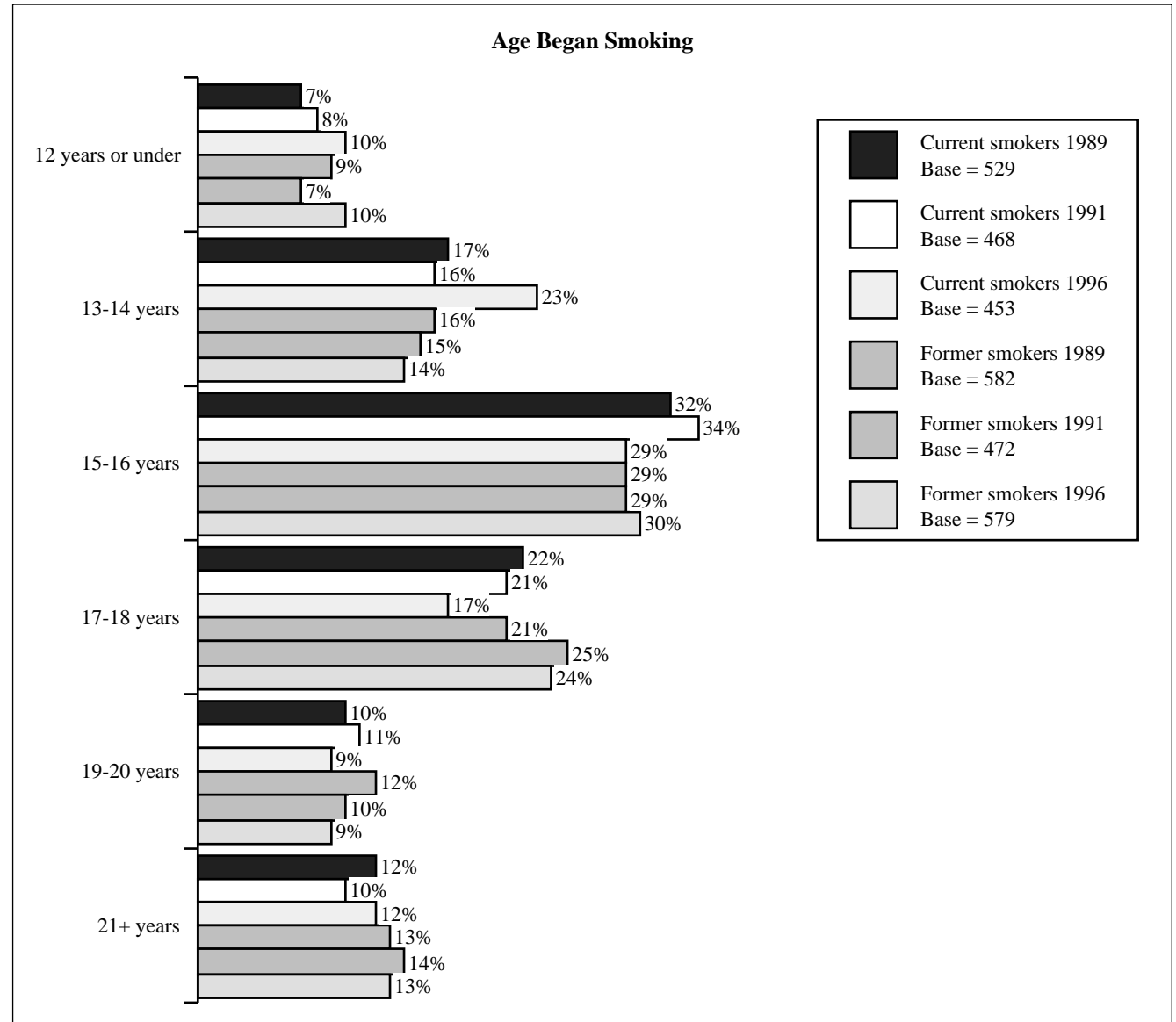
**b. Age Began Smoking**

The most common age for both current and former smokers to have started smoking is 15-16 years.

Of current smokers 29% started smoking at this age, and of former smokers 30%.

One in 10 current and former smokers began smoking at 12 years or younger. However, there is a jump in the number of current smokers starting at 13-14 years. In 1989 and 1991 this was 17 and 16% respectively. Now it has risen to 23%. Former smokers have a comparable reading with the previous years results, at 14%.

The mean age for starting smoking of current and former smokers remains the same as in 1991. Where the average age for current smokers is 16½ years and the average age of former smokers starting smoking is 17 years of age.



**c. Length Of Time Since Stopped Smoking**

Of those smokers who have given up smoking (former smokers) 12% have done so within the past year, 19% between a year and five years ago, 46% 6-20 years ago, and 23% 21 or more years ago.

The proportion of former smokers who say they have given up smoking within the past year is equal to that of 1991. However, the number of smokers who have given up smoking has also increased during this time.

The mean length of time since former smokers have given up smoking is over 13 years.

| Length Of Time Since Stopped Smoking (Former Smokers) |                    |                    |                     |                     |                     |                     |                     |                   |
|---|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|
|   | Total<br>1996<br>% | Total<br>1991<br>% | Age                 |                     |                     |                     |                     |                   |
|   |                    |                    | 15-19<br>years<br>% | 20-24<br>years<br>% | 25-34<br>years<br>% | 35-44<br>years<br>% | 45-54<br>years<br>% | 55+<br>years<br>% |
| A year or less  | 12                 | 12                 | 65                  | 41                  | 22                  | 7                   | 2                   | 3                 |
| Over a year - 5 years                                 | 19                 | *32                | 30                  | 44                  | 31                  | 22                  | 15                  | 11                |
| 6-20 years  | 46                 | †41                | 5                   | 15                  | 46                  | 64                  | 52                  | 45                |
| 21+ years   | 23                 | 15                 | -                   | -                   | 1                   | 7                   | 31                  | 41                |
| <b>TOTAL</b>  | <b>100</b>         | 100                | 100                 | 100                 | 100                 | 100                 | 100                 | 100               |
| <b>BASE</b>   | <b>579</b>         | 472                | °19                 | °15                 | 94                  | 118                 | 94                  | 237               |

\* Percentage refers to the proportion of smokers who gave up smoking 1-6 years ago.  
 † Percentage refers to the proportion of smokers who gave up smoking 7-20 years ago.  
 ° Caution: low base.

**d. Likelihood Of Smoking A Cigarette Within The Next Year**

Non and former smokers provide the following likelihoods of them smoking a cigarette within the next year. Only 2% think they definitely will, 5% feel they probably will, and 7% probably not. The majority, 86% say they definitely will not do so.

Former smokers as expected show a greater likelihood of definitely or probably smoking a cigarette within the next year than non-smokers (11% to 4%).

Adults aged 15-24 years are more likely to think they will definitely or probably smoke a cigarette during this time frame than average. Incidence in the 15-19 years age group is 21%, and 17% for the 20-24 years age group.

Former or non-smoking Pacific Islanders show a higher incidence of feeling they will definitely not smoke a cigarette within the next year, at 93%. This compares to 86% for Maori, European/Other groups (small base).

Former smokers who have given up smoking within the past year are much more likely to feel they will definitely smoke a cigarette within the next year (45%) than those who have given up for a longer time.

| Likelihood Of Smoking A Cigarette Within The Next Year |         |        |          |               |               |               |               |               |             |                  |         |                 |                |                 |
|--|---------|--------|----------|---------------|---------------|---------------|---------------|---------------|-------------|------------------|---------|-----------------|----------------|-----------------|
| Likelihood Of Smoking                                  | Total % | Gender |          | Age           |               |               |               |               |             | Ethnicity        |         |                 | Smoking Status |                 |
|  |         | Male % | Female % | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | European/Other % | Maori % | Pacific Isldr % | Non-smoker %   | Former smoker % |
| Definitely   | 2       | 3      | 2        | 6             | 7             | 2             | 1             | 1             | -           | 2                | 3       | -               | 1              | 4               |
| Probably   | 5       | 6      | 3        | 15            | 10            | 4             | 3             | 2             | 1           | 5                | 5       | -               | 3              | 7               |
| Probably not   | 7       | 6      | 7        | 21            | 11            | 9             | 3             | 3             | 3           | 7                | 6       | 7               | 5              | 9               |
| Definitely not   | 86      | 85     | 88       | 58            | 72            | 85            | 93            | 94            | 96          | 86               | 86      | 93              | 91             | 80              |
| TOTAL  | 100     | 100    | 100      | 100           | 100           | 100           | 100           | 100           | 100         | 100              | 100     | 100             | 100            | 100             |
| BASE   | 1567    | 668    | 899      | 110           | 77            | 294           | 337           | 224           | 552         | 1289             | 243     | 32              | 988            | 579             |

**e. Number Of Cigarettes Smoked A Day**

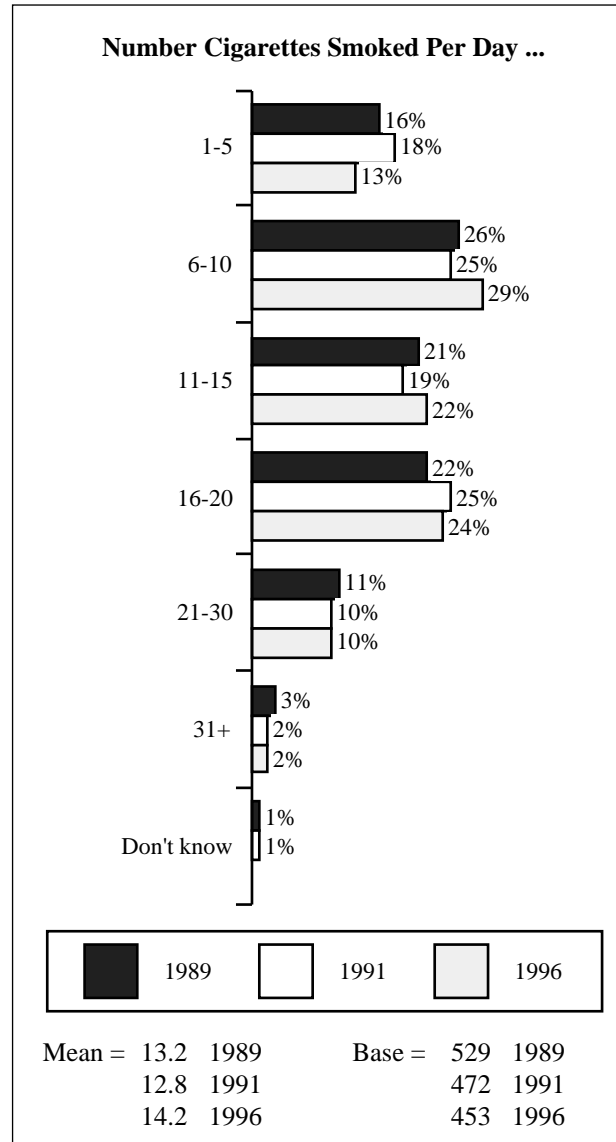
The average number of cigarettes smoked per day by current regular smokers has increased since the 1991 reading. This is now 14.2 cigarettes a day, as opposed to 12.8 in 1991, and 13.2 in 1989.

The main areas of change appear to be the drop in the proportion of people smoking 1-5 cigarettes a day from 18% in 1991 to 13% in 1996. Those smoking 6-10 cigarettes a day have increased from 25% of smokers in 1991 to 29% in 1996. This is the most common number of cigarettes smoked per day, followed by 16-20 cigarettes (24%) and 11-15 cigarettes (22%).

Male smokers on average smoke more cigarettes a day than female smokers, 15.7 to 12.9.

Smokers aged 35-54 years also smoke more cigarettes a day than other age groups. This is on average 15.7 for 35-44 year olds, and 15.6 for 45-54 year olds.

Corresponding to the overall increase in the number of cigarettes smoked, European and Other smokers now smoke an average of 14.6 cigarettes a day as opposed to 13.3 and 13.5 in 1991 and 1989. Maori have increased the average number of cigarettes they smoke from 11.3 in 1991 to 13.6 in 1996.



| <b>Mean Number Of Cigarettes Smoked Per Day</b> |                  |             |             |             |
|---|------------------|-------------|-------------|-------------|
|   |                  | <b>1989</b> | <b>1991</b> | <b>1996</b> |
| <b>Total</b>                                    |                  | <b>13.2</b> | <b>12.8</b> | <b>14.2</b> |
| <b>Gender</b>                                   | Male             | 14.2        | 13.5        | 15.7        |
|   | Female           | 12.2        | 12.2        | 12.9        |
| <b>Age</b>                                      | 15-19 years      | 9.5         | 9.1         | 12.5        |
|   | 20-24 years      | 11.5        | 11.3        | 13.6        |
|   | 25-34 years      | 13.4        | 12.8        | 13.4        |
|   | 35-44 years      | 15.5        | 14.1        | 15.7        |
|   | 45-54 years      | 15.6        | 15.8        | 15.6        |
|   | 55+ years        | 12.3        | 13.0        | 14.6        |
| <b>Ethnicity</b>                                | European/Other   | 13.5        | 13.3        | 14.6        |
|   | Maori            | 12.1        | 11.3        | 13.6        |
|   | Pacific Islander | 11.8        | 12.4        | *8.8        |
| <b>BASE</b>                                     |                  | 529         | 472         | 453         |

\* Caution: low base

**f. Current Brand**

The single most popular brand of cigarettes smoked is Holiday, chosen by 18% of smokers. Since 1991 it has overtaken the previously dominant commercial brands of Benson and Hedges (12%), Rothmans, Pall Mall and Winfield (9% each).

The increase in popularity of "roll your own" cigarettes continues. It now constitutes 28% of the market. Of these Park Drive has the highest market share with 13%. This makes it the second most popular brand of all cigarettes (tailor made and roll your own) sold.

| Current Brand              |                | 1989 |   |   | 1991 |  |  | 1996 |  |  |
|----------------------------|----------------|------|---|---|------|--|--|------|--|--|
|                            |                | %    |   |   | %    |  |  | %    |  |  |
| <b>Benson &amp; Hedges</b> | Gold           | 7    | 7 | 6 |      |  |  |      |  |  |
|                            | Golden Mild    | 5    | 3 | 4 |      |  |  |      |  |  |
|                            | Other          | 1    | 3 | 2 |      |  |  |      |  |  |
| <b>Dunhill</b>             | Superior Mild  | 1    | 1 | 2 |      |  |  |      |  |  |
|                            | International  | -    | 1 | - |      |  |  |      |  |  |
|                            | Other          | 1    | 1 | 2 |      |  |  |      |  |  |
| <b>Holiday</b>             | Special Filter | -    | - | 9 |      |  |  |      |  |  |
|                            | Menthol Mild   | -    | - | 2 |      |  |  |      |  |  |
|                            | Extra Mild     | -    | - | 6 |      |  |  |      |  |  |
|                            | Roll your own  | -    | - | 1 |      |  |  |      |  |  |
| <b>Horizon</b>             | Tailor made    | -    | - | 5 |      |  |  |      |  |  |
|                            | Roll your own  | -    | - | 1 |      |  |  |      |  |  |
| <b>Marlboro</b>            | Regular        | -    | 1 | 1 |      |  |  |      |  |  |
|                            | Lights         | -    | - | 1 |      |  |  |      |  |  |
| <b>Pall Mall</b>           | Plain          | 2    | 1 | 1 |      |  |  |      |  |  |
|                            | Filter         | 9    | 7 | 4 |      |  |  |      |  |  |
|                            | Extra Mild     | 3    | 3 | 3 |      |  |  |      |  |  |
|                            | Menthol        | 2    | 2 | 1 |      |  |  |      |  |  |
|                            | Other          | 1    | 1 | - |      |  |  |      |  |  |
| <b>Peter Jackson</b>       | Virginia       | 1    | 1 | - |      |  |  |      |  |  |
|                            | Medium         | 1    | 1 | 1 |      |  |  |      |  |  |
|                            | Menthol        | 1    | 1 | - |      |  |  |      |  |  |
|                            | Other          | 2    | 1 | - |      |  |  |      |  |  |

| Current Brand (continued)    |                   | 1989 |     |     | 1991 |  |  | 1996 |  |  |
|------------------------------|-------------------|------|-----|-----|------|--|--|------|--|--|
|                              |                   | %    |     |     | %    |  |  | %    |  |  |
| <b>Peter Stuyvesant</b>      | King Size         | 1    | 1   | 1   |      |  |  |      |  |  |
|                              | Extra Mild        | 2    | 2   | 1   |      |  |  |      |  |  |
| <b>Rothmans</b>              | King Size         | 9    | 9   | 9   |      |  |  |      |  |  |
|                              | Other             | 1    | 1   | -   |      |  |  |      |  |  |
| <b>Winfield</b>              | Filter            | 14   | 2   | 5   |      |  |  |      |  |  |
|                              | Low Tar           | 2    | 3   | 2   |      |  |  |      |  |  |
|                              | Menthol Green     | 3    | 3   | 2   |      |  |  |      |  |  |
|                              | Other             | 2    | 2   | -   |      |  |  |      |  |  |
| All other brand/types        |                   | 2    | 2   | 2   |      |  |  |      |  |  |
| <b>Roll Your Own (other)</b> |                   | 14   | 21  |     |      |  |  |      |  |  |
|                              | <b>Drum</b>       | N/S  | N/S | 4   |      |  |  |      |  |  |
|                              | <b>Park Drive</b> | N/S  | N/S | 13  |      |  |  |      |  |  |
|                              | <b>Port Royal</b> | N/S  | N/S | 4   |      |  |  |      |  |  |
|                              | <b>Other</b>      | N/S  | N/S | 5   |      |  |  |      |  |  |
| TOTAL                        |                   | 100  | 100 | 100 |      |  |  |      |  |  |
| BASE                         |                   | 524  | 468 | 453 |      |  |  |      |  |  |

(N/S = not specified)

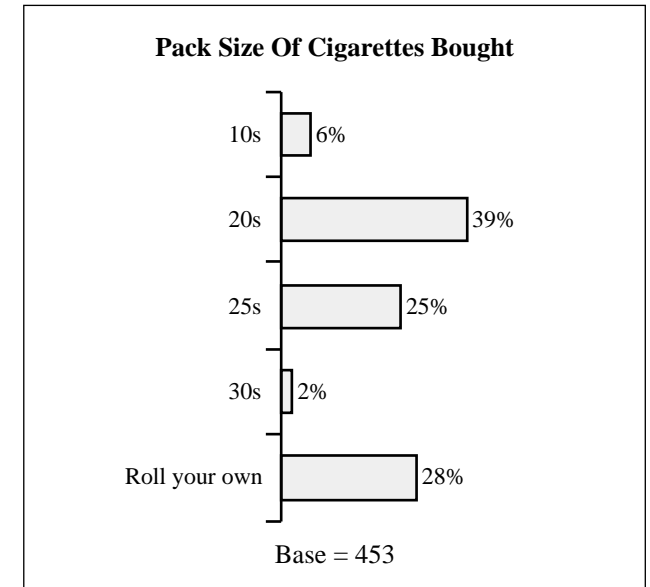
**g. Pack Size Of Cigarettes Bought**

The most common pack size of cigarettes bought by smokers are 20s, which are purchased by 39% of smokers.

Roll your owns are the next most popular way cigarettes are bought (by 28%) followed closely by 25s constituting a quarter of the market share.

Amongst the most popular brands, most Benson and Hedges, Rothmans and Pall Mall bought are in the 20s pack size. Winfields are most commonly purchased in the 25s pack size.

Heavy smokers, those smoking over 20 cigarettes a day are more likely than lighter and medium smokers to smoke roll your owns (38% as opposed to 28 and 27% respectively).



#### h. Length Of Time Till The First Cigarette

Of current smokers, 14% will smoke their first cigarette right away when they get up in the morning. A further 29% will do so within half an hour. The remaining 57% will have been up more than half an hour before doing so.

Smokers aged 35-44 years are more likely than other age groups to smoke their first cigarette right away (19%).

Non-paid workers are more likely to smoke a cigarette sooner than other types of workers after getting up. Of these 19% do so right away.

As expected the proportion of smokers who smoke a cigarette right away or within half an hour increases with the number of cigarettes smoked a day.

| Length Of Time After Getting Up Till First Cigarette |         |        |          |               |               |               |               |               |             |
|--|---------|--------|----------|---------------|---------------|---------------|---------------|---------------|-------------|
| Time   | Total % | Gender |          | Age           |               |               |               |               |             |
|  |         | Male % | Female % | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % |
| Right away   | 14      | 14     | 13       | 19            | 13            | 11            | 19            | 12            | 12          |
| Less than half an hour                               | 29      | 29     | 29       | 44            | 21            | 27            | 26            | 33            | 32          |
| More than half an hour                               | 57      | 57     | 58       | 37            | 66            | 62            | 55            | 55            | 56          |
| TOTAL  | 100     | 100    | 100      | 100           | 100           | 100           | 100           | 100           | 100         |
| BASE   | 453     | 184    | 269      | *25           | 45            | 139           | 102           | 80            | 62          |

| Length Of Time After Getting Up Till First Cigarette (continued) |         |                  |         |                    |                |               |               |                                  |         |       |
|--|---------|------------------|---------|--------------------|----------------|---------------|---------------|----------------------------------|---------|-------|
| Time   | Total % | Ethnicity        |         |                    | Occupation     |               |               | No. Of Cigarettes Smoked Per Day |         |       |
|  |         | European/Other % | Maori % | Pacific Islander % | White collar % | Blue collar % | Unpaid work % | 1-10 %                           | 11-20 % | 21+ % |
| Right away   | 14      | 13               | 15      | 7                  | 9              | 13            | 19            | 5                                | 16      | 32    |
| Less than half an hour   | 29      | 30               | 26      | 18                 | 28             | 28            | 31            | 16                               | 36      | 46    |
| More than half an hour   | 57      | 57               | 59      | 75                 | 63             | 59            | 50            | 79                               | 48      | 22    |
| TOTAL  | 100     | 100              | 100     | 100                | 100            | 100           | 100           | 100                              | 100     | 100   |
| BASE   | 453     | 288              | 152     | *11                | 156            | 157           | 137           | 185                              | 212     | 56    |

\* Caution: low base.

**i. Number Of Cigarettes Smoked Within Two Hours Of Waking**

The average number of cigarettes smoked within two hours of waking is 2.1.

As would be expected the mean number smoked increases from light to heavy smokers. This is 1.1, 2.5 and 3.5 cigarettes for light, moderate and heavy smokers respectively.

Male smokers smoke a higher mean number of cigarettes than females 2.3 to 1.9, during this time.

Young 15-19 year old and 35-44 year old smokers smoke a higher than average number of cigarettes within two hours of waking, 3.0 and 2.3.

The most common number of cigarettes smoked are one (26%), or two (31%), with three cigarettes smoked by 15%, and four or more by 14%. However, 14% of smokers will not have smoked any cigarettes within this time.

| Number Of Cigarettes Smoked Within Two Hours Of Waking |         |        |            |               |               |               |               |               |             |                    |         |                |                              |         |       |
|--|---------|--------|------------|---------------|---------------|---------------|---------------|---------------|-------------|--------------------|---------|----------------|------------------------------|---------|-------|
| Number Smoked  | Total % | Gender |            | Age           |               |               |               |               |             | Ethnicity          |         |                | No. Of Cigarettes Smoked/Day |         |       |
|  |         | Male % | Fe- male % | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | Euro-pean/ Other % | Maori % | Pacific Islr % | 1-10 %                       | 11-20 % | 21+ % |
| None   | 14      | 13     | 15         | 16            | 4             | 23            | 11            | 10            | 14          | 14                 | 14      | 24             | 29                           | 4       | 2     |
| One  | 26      | 21     | 30         | 17            | 40            | 24            | 23            | 15            | 33          | 25                 | 26      | 37             | 42                           | 18      | 4     |
| Two  | 31      | 33     | 30         | 26            | 40            | 27            | 30            | 39            | 27          | 33                 | 25      | 28             | 24                           | 41      | 22    |
| Three  | 15      | 16     | 14         | 12            | 8             | 18            | 19            | 21            | 6           | 16                 | 13      | -              | 3                            | 21      | 29    |
| Four   | 7       | 8      | 6          | 5             | 7             | 6             | 10            | 6             | 8           | 5                  | 15      | 11             | 1                            | 9       | 20    |
| Five or more   | 7       | 9      | 5          | 24            | 1             | 2             | 7             | 8             | 12          | 7                  | 7       | -              | 1                            | 7       | 23    |
| Don't know   | -       | -      | -          | -             | -             | -             | -             | 1             | -           | -                  | -       | -              | -                            | -       | -     |
| TOTAL  | 100     | 100    | 100        | 100           | 100           | 100           | 100           | 100           | 100         | 100                | 100     | 100            | 100                          | 100     | 100   |
| BASE   | 453     | 184    | 269        | *25           | 45            | 139           | 102           | 80            | 62          | 288                | 152     | *11            | 185                          | 212     | 56    |
| MEAN   | 2.1     | 2.3    | 1.9        | 3.0           | 1.8           | 1.6           | 2.3           | 1.4           | 2.1         | 2.1                | 2.1     | 1.4            | 1.1                          | 2.5     | 3.5   |

\* Caution: low base.

**2. SMOKERS ATTITUDES**

**a. Own Use Of Cigarettes As An Addiction - Smokers View Of Their Own Smoking Regarding Addiction**

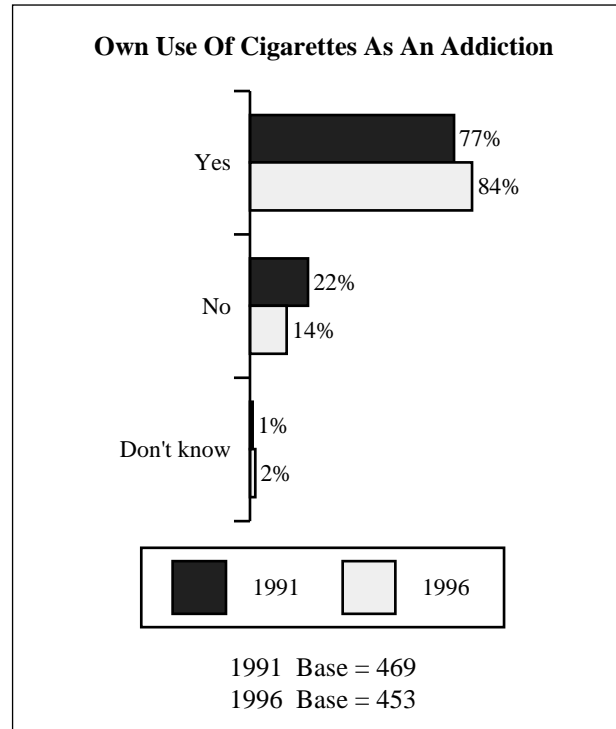
Of current smokers, 84%, view their own smoking as a form of addiction, while 14% do not, and 2% do not know.

Smokers are more likely in 1996 to see their own smoking as a form of addiction to 1991, 84 to 77%.

Smokers less likely to see their own smoking as a form of addiction than others are ...

- 20-24 year olds (75%) and 55 year olds and over (67%),
- European/Other ethnicities (82%),
- those who feel it is likely they will give up smoking in the next three months (88%).

A comparison amongst the change in attitude of different types of smokers since 1991 yields these results. More males admit their smoking is a form of addiction than in 1991, 82% to 74%, as do Maori, 90% to 71%, and light smokers, 73% to 61%, and all ages except those 55 years and over.



|   |                        | 1991 % | 1996 % |
|---|------------------------|--------|--------|
| <b>Smokers Who View Their Own Use Of Cigarettes As An Addiction</b> |                        |        |        |
| <b>Total</b>  |                        | 77     | 84     |
| <b>Gender</b>   | Male                   | 74     | 82     |
|   | Female                 | 79     | 85     |
| <b>Age</b>  | 15-19 years            | 71     | *89    |
|   | 20-24 years            | 68     | 75     |
|   | 25-34 years            | 80     | 87     |
|   | 35-44 years            | 85     | 92     |
|   | 45-54 years            | 79     | 88     |
|   | 55+ years              | 71     | 67     |
| <b>Ethnicity</b>  | European/Other         | 79     | 82     |
|   | Maori                  | 71     | 90     |
|   | Pacific Islander       | 54     | *95    |
| <b>Occupation</b>   | White collar           | 81     | 87     |
|   | Blue collar            | 77     | 84     |
|   | Not in paid employment | 73     | 79     |
| <b>Number of cigarettes smoked a day</b>                            |                        |        |        |
|   | 1-10                   | 61     | 73     |
|   | 11-20                  | 88     | 71     |
|   | 21+                    | 95     | 93     |
| <b>Likelihood of giving up smoking within 3 months</b>              |                        |        |        |
|   | Likely                 | -      | 88     |
|   | Less likely            | -      | 82     |
| <b>BASE</b>   |                        | 469    | 453    |

\* Caution: low base

**b. Likelihood Of Giving Up Smoking Within The Next Three Months**

Current smokers were asked how likely they thought they were to give up smoking within the next three months. A quarter of smokers feel they are likely to, with 6% thinking it is extremely likely they will give up, 19% quite likely and 7% neither likely nor unlikely. The majority, 68% think it is unlikely, with 33% quite unlikely, and 35% extremely unlikely.

Groups more likely to give up smoking within this time space include light smokers who smoke up to 10 cigarettes a day, of whom 34% feel they are likely to.

Of the two sexes females are more likely to think they will not give up smoking within the next three months, 73% to 61%. This is also the view of 20-24 year olds and 55 year old and over smokers of which 77% and 76% feel it is unlikely they will give up smoking within this time.

There are not major differences apparent between Maori and European/Other smokers and their likelihood of giving up smoking.

| Likelihood Of Giving Up Smoking Within The Next Three Months |         |           |        |               |               |               |               |               |             |                   |         |                  |                              |         |       |
|--|---------|-----------|--------|---------------|---------------|---------------|---------------|---------------|-------------|-------------------|---------|------------------|------------------------------|---------|-------|
| Likelihood   | Total % | Gender    |        | Age           |               |               |               |               |             | Ethnicity         |         |                  | No. Of Cigarettes Smoked/Day |         |       |
|  |         | Fe-Male % | male % | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | Euro-pean/Other % | Maori % | Pacific Islidr % | 1-10 %                       | 11-20 % | 21+ % |
| Extremely likely   | 6       | 7         | 5      | 6             | 4             | 5             | 9             | 6             | 4           | 6                 | 5       | 6                | 6                            | 6       | 4     |
| Quite likely   | 19      | 20        | 18     | 19            | 17            | 21            | 20            | 19            | 12          | 17                | 19      | 46               | 28                           | 12      | 11    |
| Neither likely nor unlikely                                  | 7       | 12        | 4      | 12            | 2             | 7             | 12            | 6             | 8           | 7                 | 10      | -                | 8                            | 8       | 1     |
| Quite unlikely   | 33      | 31        | 34     | 40            | 40            | 35            | 26            | 27            | 28          | 33                | 31      | 30               | 35                           | 32      | 26    |
| Extremely unlikely   | 35      | 30        | 39     | 23            | 37            | 30            | 33            | 40            | 48          | 35                | 35      | 18               | 22                           | 39      | 58    |
| Don't know   | -       | -         | -      | -             | -             | 2             | -             | 2             | -           | 2                 | -       | -                | 1                            | 3       | -     |
| TOTAL  | 100     | 100       | 100    | 100           | 100           | 100           | 100           | 100           | 100         | 100               | 100     | 100              | 100                          | 100     | 100   |
| BASE   | 453     | 184       | 269    | *25           | 45            | 139           | 102           | 80            | 62          | 288               | 157     | *11              | 185                          | 212     | 56    |

\* Caution: low base.

### c. Smokers Attitude Regarding Giving Up Smoking

Current smokers were asked which of the following statements best describes them with regard to their giving up smoking.

Their reasons are in these proportions ...

- I have no thoughts of quitting, 17%,
- I think I need to consider quitting someday, 27%,
- I think I should quit but I'm not quite ready, 33%,
- I think about doing things that will help me quit, 13%,
- I'm doing things that will help me quit, 10%.

Smokers who have no thoughts of quitting are more likely to be heavy smokers (26%) or 55 years of age or over (41%) than other types of smokers.

A little more progressive are males (31%), 20-24 year olds (44%) and the remaining majority of heavy smokers (42%) who are more likely than other types of smokers to feel they need to consider quitting someday.

Females (36%) and moderate smokers (38%) are more likely than other smokers to feel they should quit but are not quite ready. However, the most optimism is amongst light smokers, of whom, 16% say they are doing things to help them quit.

| Smokers Attitude Regarding Giving Up Smoking |         |        |          |         |         |         |         |         |         |                    |         |                |                              |       |     |
|--|---------|--------|----------|---------|---------|---------|---------|---------|---------|--------------------|---------|----------------|------------------------------|-------|-----|
| Attitude                                     | Total % | Gender |          | Age     |         |         |         |         |         | Ethnicity          |         |                | No. Of Cigarettes Smoked/Day |       |     |
|  |         | Male % | female % | 15-19   | 20-24   | 25-34   | 35-44   | 45-54   | 55+     | Euro-pean/ Other % | Maori % | Pacific Islr % | 1-10                         | 11-20 | 21+ |
|  |         |        |          | years % | years % | years % | years % | years % | years % |                    |         |                | %                            | %     | %   |
| No thoughts of quitting                      | 17      | 15     | 19       | 20      | 9       | 9       | 19      | 18      | 41      | 18                 | 15      | 14             | 16                           | 16    | 26  |
| Need to consider quitting                    | 27      | 31     | 24       | 33      | 44      | 25      | 21      | 21      | 20      | 26                 | 30      | 17             | 26                           | 24    | 42  |
| Should quit but not ready                    | 33      | 30     | 36       | 19      | 32      | 37      | 34      | 38      | 27      | 33                 | 32      | 40             | 30                           | 38    | 22  |
| Think about things to help quit              | 13      | 15     | 11       | 22      | 7       | 15      | 15      | 14      | 6       | 13                 | 13      | 23             | 12                           | 16    | 7   |
| Doing things to help quit                    | 10      | 9      | 10       | 6       | 8       | 14      | 11      | 9       | 6       | 10                 | 10      | 6              | 16                           | 6     | 3   |
| TOTAL  | 100     | 100    | 100      | 100     | 100     | 100     | 100     | 100     | 100     | 100                | 100     | 100            | 100                          | 100   | 100 |
| BASE   | 453     | 184    | 269      | *25     | 45      | 139     | 102     | 80      | 62      | 288                | 152     | *11            | 185                          | 212   | 56  |

\* Caution: low base.

**d. Stopped Smoking For A Year Or More**

Current smokers were asked if they had stopped smoking for a year or more, 27% say they have done so and 73% have not.

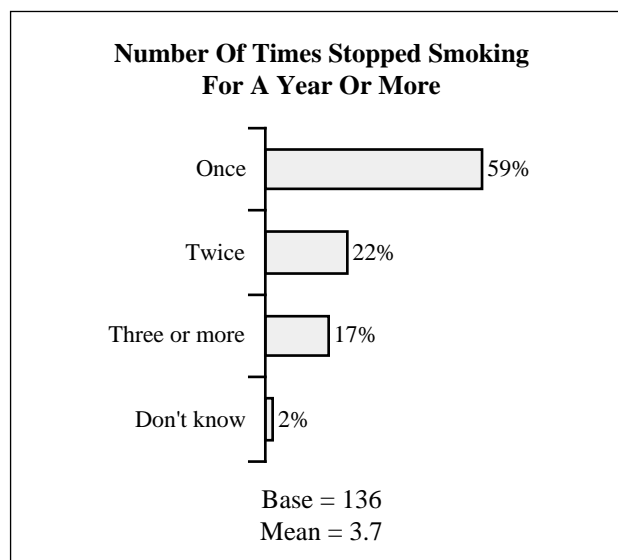
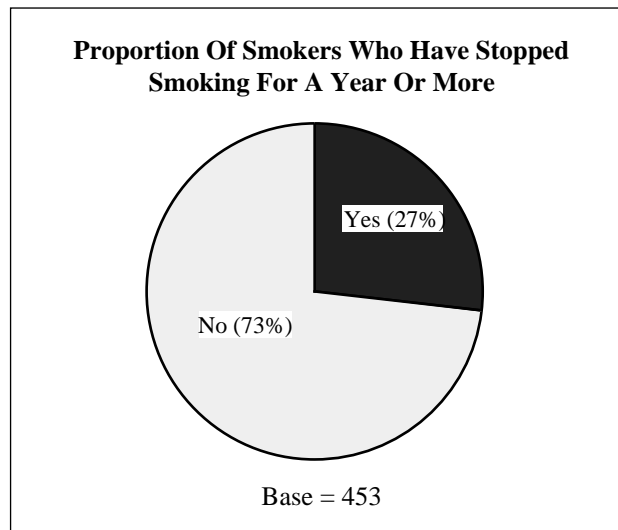
Gender or ethnicity do not feature as categories where a higher proportion of smokers have given up for a year or more.

As would be expected younger smokers (under 25 years) are less likely to have stopped smoking for a year or more. That is 8% of 15-19 year old smokers, and 9% of 20-24 year old smokers compared with at least 30% of smokers 25 years or over.

Smokers with a higher incidence of stopping smoking for a year or more than other smokers are light smokers (1-10 cigarettes a day), 35%, and smokers who say they are likely to give up smoking within the next three months, 39%.

Of those smokers who had stopped smoking for a year or more, 59% had done so once, 22% twice, and 17% three or more times, while 2% do not know how many times.

The mean number of times for this is 3.7.



| <b>Percent Who Have Stopped Smoking For A Year Or More (Base - Current Smokers)</b> |                  | %          |
|---|------------------|------------|
|   |                  | %          |
| <b>Total</b>  |                  | <b>27</b>  |
| <b>Gender</b>   | Male             | 29         |
|   | Female           | 26         |
| <b>Age</b>  | 15-19 years      | *8         |
|   | 20-24 years      | 9          |
|   | 25-34 years      | 30         |
|   | 35-44 years      | 36         |
|   | 45-54 years      | 39         |
|   | 55+ years        | 32         |
| <b>Ethnicity</b>  | European/Other   | 28         |
|   | Maori            | 26         |
|   | Pacific Islander | *30        |
| <b>Number of cigarettes smoked a day</b>  |                  |            |
|   | 1-10             | 35         |
|   | 11-20            | 23         |
|   | 21+              | 18         |
| <b>Likelihood of giving up smoking within 3 months</b>                              |                  |            |
|   | Likely           | 39         |
|   | Less likely      | 24         |
| <b>BASE</b>   |                  | <b>453</b> |

\* Caution: low base

**e. Stopped Smoking For A Week Or More**

Current smokers were also asked if **in the past year** they have given up smoking for a week or more. Almost 4 in 10, 38% have (62% have not).

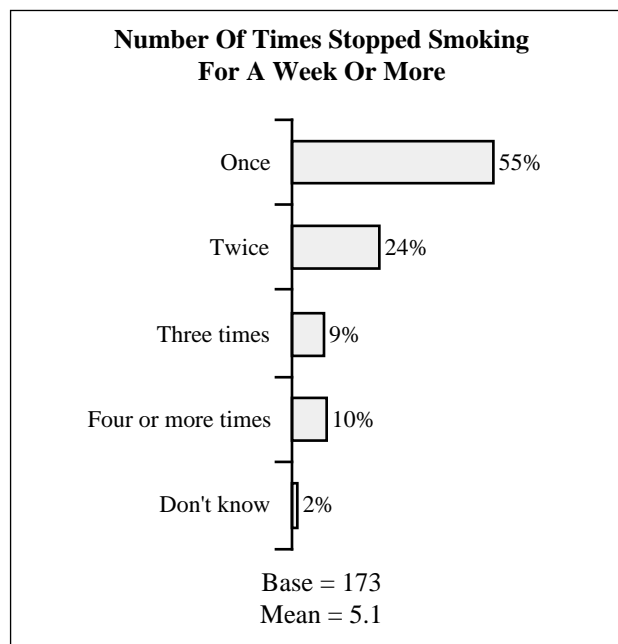
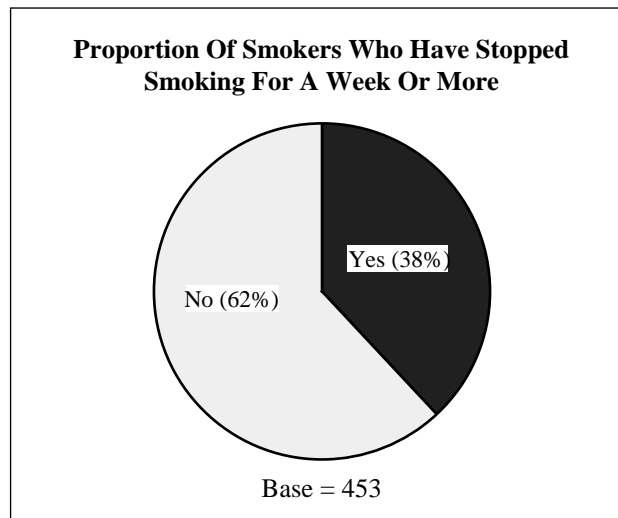
Those who have stopped smoking for a week or more also have a greater likelihood of having stopped smoking for a year or more (42%) than other types of smokers.

More groups of smokers more likely than the rest to have stopped smoking for a week or more within the past year are ...

- 15-19 year olds, 60%,
- light smokers (1-10 cigarettes a day), 52%,
- smokers who feel they are likely to give up smoking within three months, 58%.

Of those who have stopped smoking for this time 55% have done so once, 24% twice, 9% three times, 10% four or more times, and 2% do not know.

This equates to a mean of 5.1 times.



| <b>Smokers Who Have Stopped Smoking For A Week Or More</b> |                  | %          |
|--|------------------|------------|
| <b>Total</b>   |                  | <b>38</b>  |
| <b>Stopped smoking for a year or more</b>                  |                  |            |
|  | Yes              | 42         |
|  | No               | 37         |
| <b>Gender</b>  | Male             | 36         |
|  | Female           | 41         |
| <b>Age</b>   | 15-19 years      | *60        |
|  | 20-24 years      | 40         |
|  | 25-34 years      | 43         |
|  | 35-44 years      | 30         |
|  | 45-54 years      | 31         |
|  | 55+ years        | 33         |
| <b>Ethnicity</b>   | European/Other   | 38         |
|  | Maori            | 43         |
|  | Pacific Islander | *41        |
| <b>Number of cigarettes smoked a day</b>                   |                  |            |
|  | 1-10             | 52         |
|  | 11-20            | 31         |
|  | 21+              | 21         |
| <b>Likelihood of giving up smoking within 3 months</b>     |                  |            |
|  | Likely           | 58         |
|  | Less likely      | 32         |
| <b>BASE</b>  |                  | <b>453</b> |

\* Caution: low base

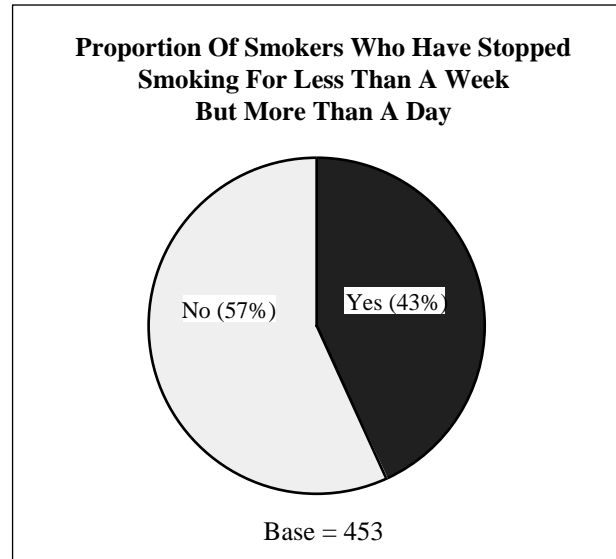
**f. Stopped Smoking For Less Than A Week But More Than A Day In The Past Year**

Of current smokers almost half (43%) say they have stopped smoking for less than a week but more than a day **within the past year**. Still, 57% say they have not.

Smokers who have stopped for this period of time are also more likely than other groups to have stopped smoking for a week or more during the last year (61%).

Types of current smokers with a higher incidence of stopping smoking than other smokers for this time include ...

- younger smokers ...
  - \* 15-19 years, 51%,
  - \* 20-24 years, 62%,
- light smokers (1-10 cigarettes a day), 51%,
- smokers who feel they are likely to give up smoking within the next three months, 59%.



| <b>Smokers Who Have Stopped Smoking For Less Than A Week But More Than A Day</b> |                  | %          |
|--|------------------|------------|
|  |                  | %          |
| <b>Total</b>   |                  | <b>43</b>  |
| <b>Stopped smoking for a week or more</b>  |                  |            |
|  | Yes              | 61         |
|  | No               | 33         |
| <b>Gender</b>  | Male             | 46         |
|  | Female           | 41         |
| <b>Age</b>   | 15-19 years      | *51        |
|  | 20-24 years      | 62         |
|  | 25-34 years      | 46         |
|  | 35-44 years      | 33         |
|  | 45-54 years      | 32         |
|  | 55+ years        | 38         |
| <b>Ethnicity</b>   | European/Other   | 42         |
|  | Maori            | 47         |
|  | Pacific Islander | *52        |
| <b>Number of cigarettes smoked a day</b>   |                  |            |
|  | 1-10             | 51         |
|  | 11-20            | 40         |
|  | 21+              | 32         |
| <b>Likelihood of giving up smoking within 3 months</b>                           |                  |            |
|  | Likely           | 59         |
|  | Less likely      | 38         |
| <b>BASE</b>  |                  | <b>453</b> |

\* Caution: low base

**3. PASSIVE SMOKING EXPOSURE**

**a. Exposure To Smoke Within The Last Two Days' (Non And Former Smokers)**

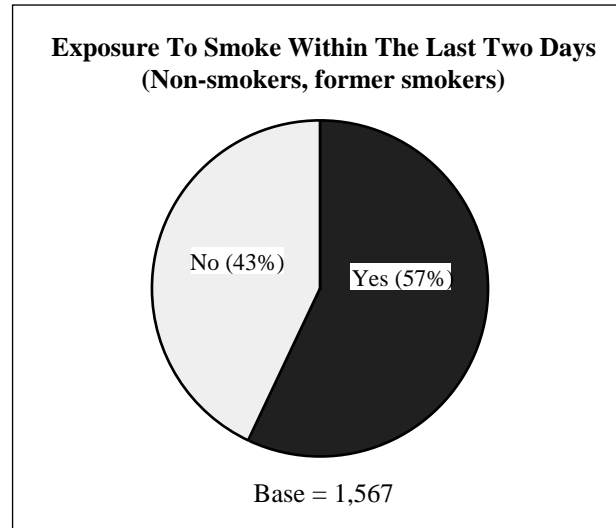
Non-smokers and former smokers were asked if, within the past two days they had been anywhere where people were smoking cigarettes near them. The majority, 57%, say they have.

Males are more likely than females to have been exposed to smoke within this time, 64% to 50%.

Maori and Pacific Islanders show a higher incidence of exposure to smoke than European/Other groups, 72 and 70% to 55% respectively, as do those in paid employment (white and blue collar workers, 61 and 73%) to adults not in paid work (45%).

An interesting trend is evident amongst the different age groups, with the proportion of adults exposed to smoke decreasing as age increases. So younger adults are more likely to be exposed to smoke than older ones.

Adults who are very worried about breathing others smoke have a lower incidence of being exposed to smoke within the past two days than those who are not very worried.



| <b>Non And Former Smokers Exposed To Smoke Within The Past Two Days</b> |                  |              |
|---|------------------|--------------|
|   |                  | %            |
| <b>Total</b>  |                  | <b>57</b>    |
| <b>Gender</b>   | Male             | 64           |
|   | Female           | 50           |
| <b>Age</b>  | 15-19 years      | 73           |
|   | 20-24 years      | 71           |
|   | 25-34 years      | 63           |
|   | 35-44 years      | 62           |
|   | 45-54 years      | 58           |
|   | 55+ years        | 39           |
| <b>Ethnicity</b>  | European/Other   | 55           |
|   | Maori            | 72           |
|   | Pacific Islander | 70           |
| <b>Occupation</b>   | White collar     | 61           |
|   | Blue collar      | 73           |
|   | No paid work     | 45           |
| <b>Worried about breathing others' smoke?</b>                           |                  |              |
|   | Very worried     | 49           |
|   | Quite worried    | 59           |
|   | Not worried      | 60           |
| <b>BASE</b>   |                  | <b>1,567</b> |

**b. Reaction To This Passive Smoke Exposure (Former and non-smokers)**

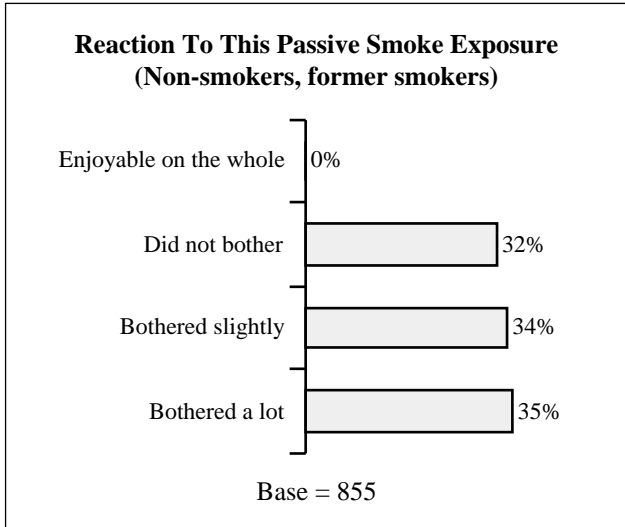
Non-smokers and former smokers who had been exposed to smoke in the past two days were then asked how they found it. No one found it enjoyable on the whole, 32% feel it did not bother them, 34% feel it bothered them slightly and the remaining 34% were bothered a lot by it. This is a three way even split, amongst the last three categories.

Adults who are more likely than others to be bothered a lot by the smoke they were exposed to are ...

- female (41%),
- 35 years or over (35-44 years, 42%, 45-54 years, 54%, 55+ years, 37%),
- non-smokers (37%),
- very worried about breathing others smoke (69%).

Conversely those who found the smoke did not bother them have a higher incidence of being ...

- male (35%),
- young (15-19 years, 47%),
- blue collar (35%) or not in paid work (38%),
- former smokers (39%),
- not worried about breathing others smoke (57%).



| Bothered A Lot By Smoke                       |                  | %          |
|---|------------------|------------|
| <b>Total</b>                                  |                  | <b>34</b>  |
| <b>Gender</b>                                 | Male             | 29         |
|   | Female           | 41         |
| <b>Age</b>                                    | 15-19 years      | 19         |
|   | 20-24 years      | 28         |
|   | 25-34 years      | 27         |
|   | 35-44 years      | 42         |
|   | 45-54 years      | 54         |
|   | 55+ years        | 37         |
| <b>Ethnicity</b>                              | European/Other   | 33         |
|   | Maori            | 33         |
|   | Pacific Islander | *57        |
| <b>Smoking status</b>                         | Non-smoker       | 37         |
|   | Former smoker    | 29         |
| <b>Worried about breathing others' smoke?</b> | Very worried     | 69         |
|   | Quite worried    | 38         |
|   | Not worried      | 11         |
| <b>BASE</b>                                   |                  | <b>855</b> |

\* Caution: low base

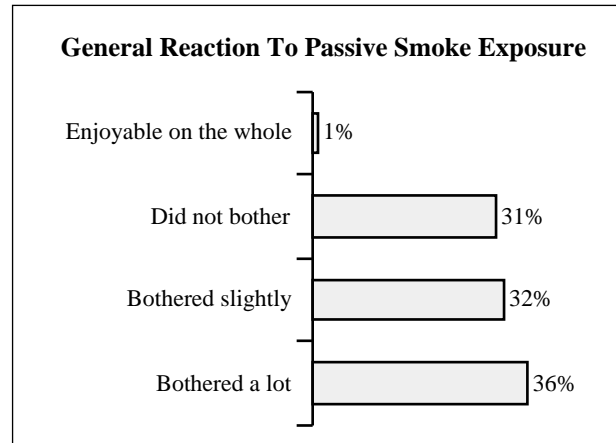
**c. General Reaction To Passive Smoke Exposure**

Including current smokers (and adults who had not been exposed to smoke in the past two days) the general reaction to others smoking cigarettes near them varies little from the previous result. There is still a close three way division between adults who are not bothered, 31%, adults who are bothered slightly, 32%, and those who are bothered a lot by smoke, 36%.

The type of people who have a greater incidence of being bothered by smoke than others in general are ...

- female (43%),
- mature adults (35-44 years, 46%, 45-54 years, 44%, 55+ years, 41%),
- Pacific Islanders (54%),
- non-smokers (46%),
- smokers likely to give up smoking (13%).

Adults who are more likely than others to **not** be bothered by smoke include males (36%) the majority of smokers (59%), blue collar and people not in paid employment (36% and 34%), smokers less likely to give up smoking (64%), and those aged 15-34 years or 55 years and over.



| Generally Bothered A Lot By Smoke                      |                  | %         |
|--|------------------|-----------|
| <b>Total</b>   |                  | <b>36</b> |
| <b>Gender</b>  | Male             | 29        |
|  | Female           | 43        |
| <b>Age</b>   | 15-19 years      | 21        |
|  | 20-24 years      | 24        |
|  | 25-34 years      | 30        |
|  | 35-44 years      | 46        |
|  | 45-54 years      | 44        |
|  | 55+ years        | 41        |
| <b>Ethnicity</b>                                       | European/Other   | 37        |
|  | Maori            | 25        |
|  | Pacific Islander | 54        |
| <b>Smoking status</b>                                  | Non-smoker       | 46        |
|  | Former smoker    | 39        |
|  | Current smoker   | 9         |
| <b>Likelihood of giving up smoking within 3 months</b> |                  |           |
|  | Likely           | 13        |
|  | Less likely      | 6         |

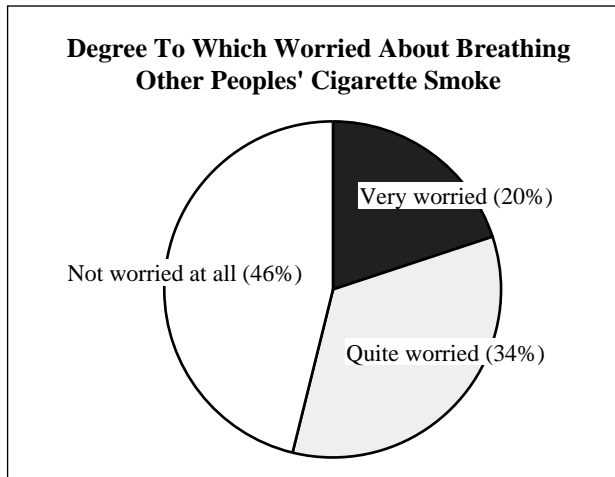
**d. Degree Worried About Breathing Other Peoples' Cigarette Smoke**

Almost half (46%) of adults are not worried about breathing other peoples cigarette smoke, 34% are quite worried and 20% very worried.

The proportion of people very worried about breathing others cigarette smoke have a higher incidence of being ...

- female (22%),
- Pacific Islanders (41%),
- white collar workers or not in paid work (21% each),
- non-smokers (26%),

... than other types of people.



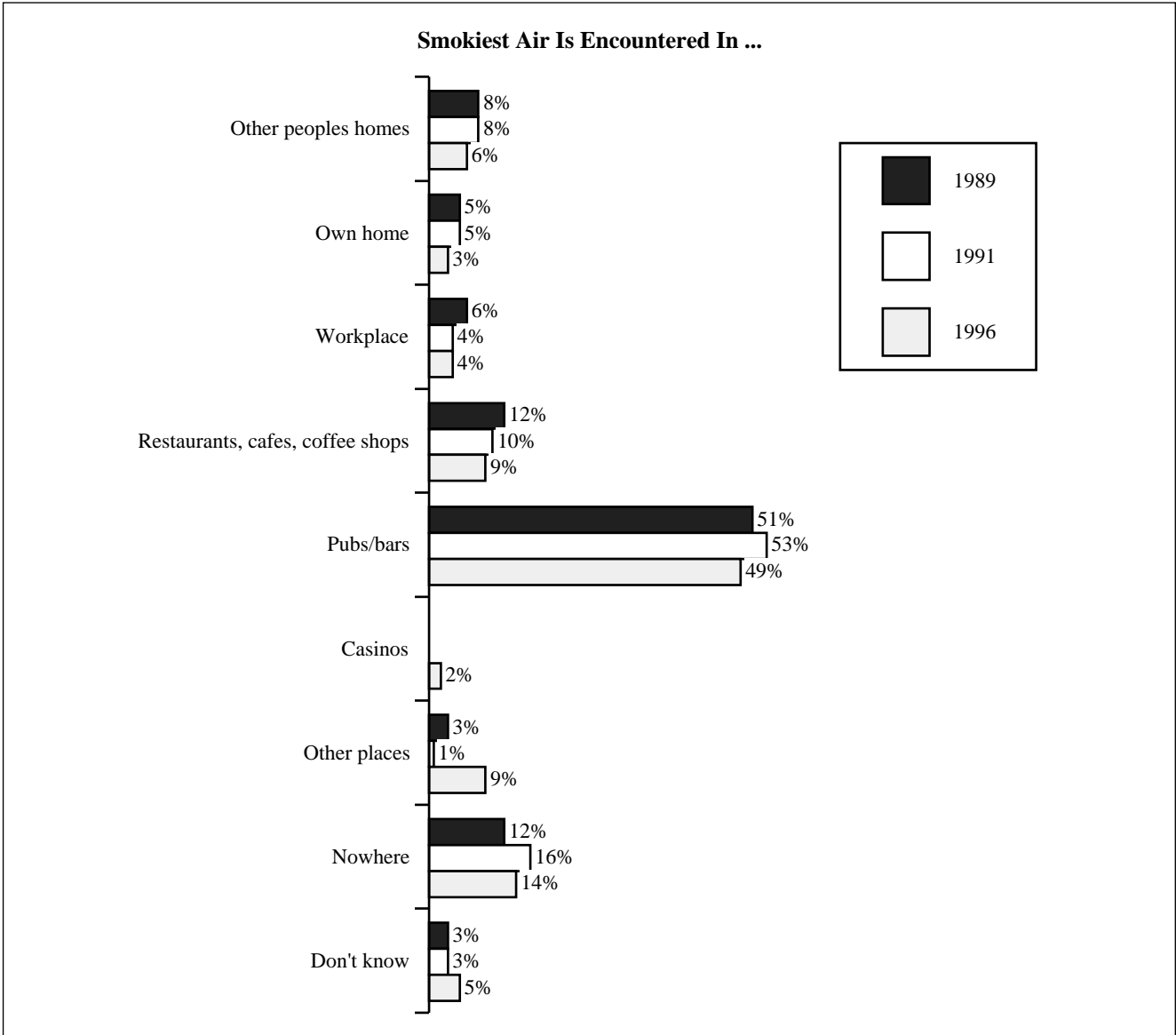
| Degree To Which Worried About Breathing Other Peoples' Smoke |         |              |          |               |               |               |               |               |             |                  |         |                    |
|--|---------|--------------|----------|---------------|---------------|---------------|---------------|---------------|-------------|------------------|---------|--------------------|
| Degree Of Worry  | Total % | Gender       |          | Age           |               |               |               |               |             | Ethnicity        |         |                    |
|  |         | Male %       | Female % | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | European/Other % | Maori % | Pacific Islander % |
|  |         | Very worried | 20       | 16            | 22            | 7             | 13            | 18            | 25          | 22               | 24      | 19                 |
| Quite worried  | 34      | 32           | 36       | 36            | 31            | 33            | 37            | 40            | 30          | 36               | 26      | 20                 |
| Not worried at all   | 46      | 52           | 42       | 57            | 56            | 49            | 38            | 38            | 46          | 45               | 60      | 39                 |
| TOTAL  | 100     | 100          | 100      | 100           | 100           | 100           | 100           | 100           | 100         | 100              | 100     | 100                |
| BASE   | 2020    | 852          | 1168     | 135           | 122           | 433           | 439           | 304           | 584         | 1577             | 395     | 43                 |

**e. Smokiest Place Where Exposed**

Echoing the previous years' trends, pubs and bars are the smokiest place people go to (49%).

Restaurants, cafes and coffee shops are next, but notably lower, with 9%, followed by other peoples' homes, 6%, the workplace, 4%, people's own homes, 3%, and casinos, 1%.

This year 14% say there is nowhere they go indoors which is ever smoky. This is especially the case for older people 55 years and over, of whom 33% are in this category.



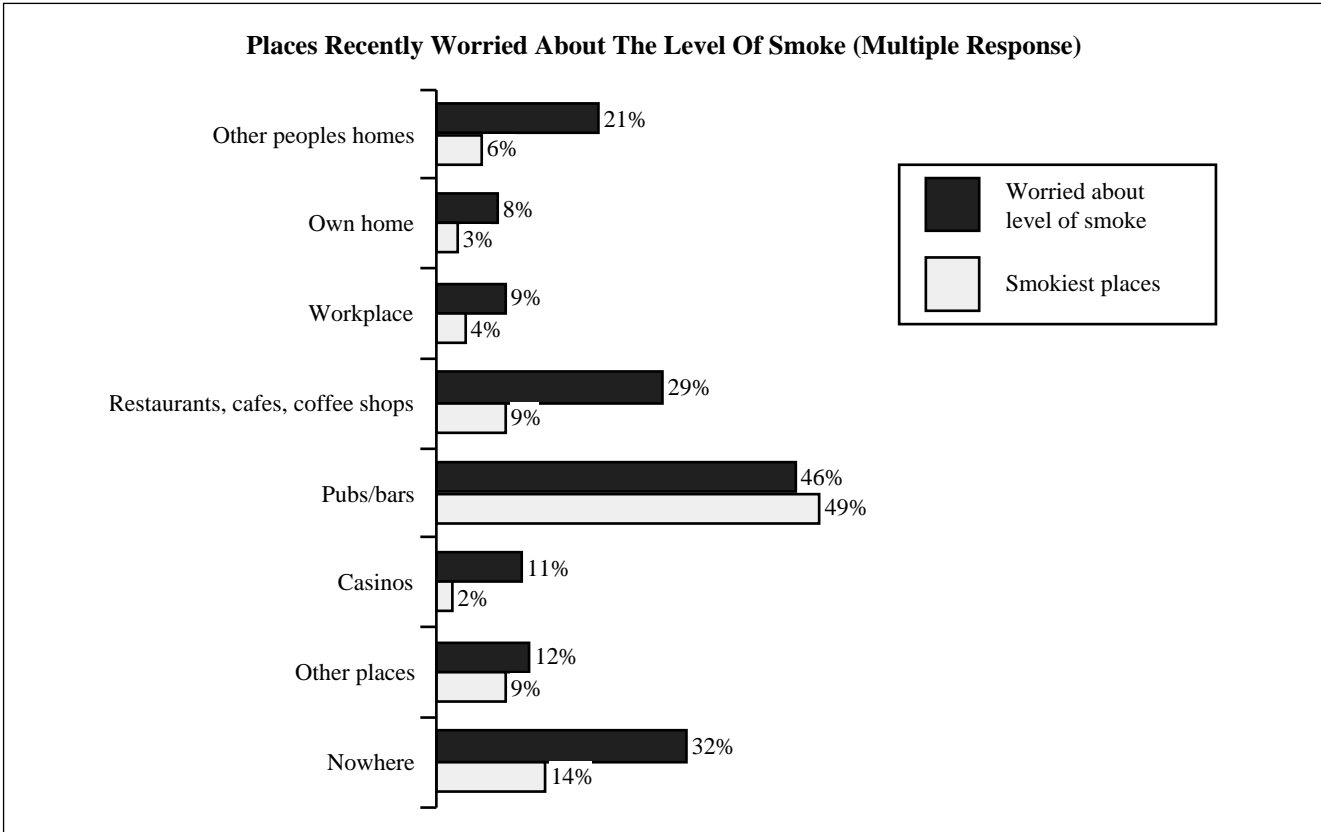
**f. Places Recently Worried About The Level Of Smoke**

Places people have recently worried about the level of smoke (but not necessarily visited) shows a slightly different story.

Pubs and bars are still most prominent, mentioned by 46%. Restaurants, cafes and coffee shops are now stated by 29% and other people's homes 21%. This is inferring a noticeable level of smoke even if it is not the smokiest place they can think of.

Casinos have also jumped from 1 to 12%, the workplace from 4 to 9%, and peoples own homes from 3 to 8% from the previous section.

A substantial amount, 32% of people, can think of nowhere they have recently worried about the level of smoke. These people are more likely to be the young (42% of 15-19 year olds) or older people (49% of 55 year olds and over).



**g. Hours Passively Exposed To Others Smoke - Work/Weekdays**

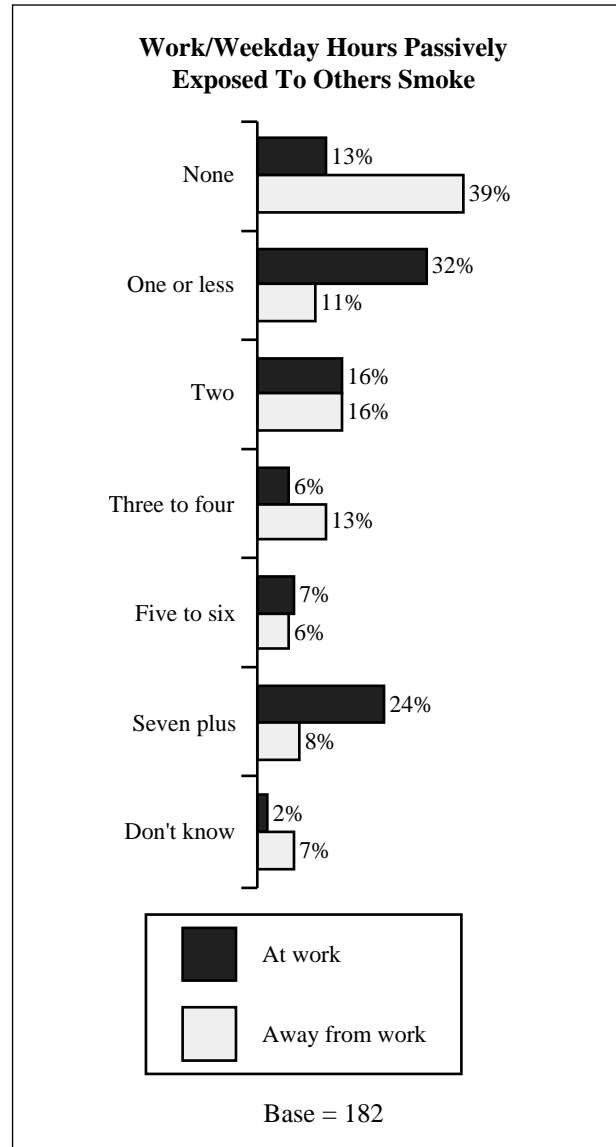
On an average week or working day 9% of adults are in a room or confined space where someone else is smoking cigarettes for any length of time.

Of those who are exposed to others smoke during this time 87% are so at work, while 61% are so away from work. So adults are more likely to be exposed to others smoking at work rather than away from it, on a working day.

The mean exposure time for those passively exposed at work is 3.7 hours, slightly more than for those away from work, 3.4 hours.

Of those exposed to smoke at work most (32%) are so for an hour or less. However, 24% estimate they are passively exposed to others smoke for this amount of time, in approximately equally proportions of non-smokers, current smokers and former smokers.

The mean number of hours exposed usually decreases when away from work, as is the case for Europeans, 25-44 year olds and males. However, in the case of females and Maori it increases away from work.



|                       |                  | Working/Weekday |                |
|-----------------------|------------------|-----------------|----------------|
|                       |                  | At work         | Away from work |
| <b>Total</b>          |                  | <b>3.7</b>      | <b>3.4</b>     |
| <b>Gender</b>         | Male             | 3.9             | 3.3            |
|                       | Female           | 3.2             | 3.6            |
| <b>Age</b>            | 15-19 years      | *3.2            | *3.5           |
|                       | 20-24 years      | *3.1            | *3.5           |
|                       | 25-34 years      | 3.9             | 3.5            |
|                       | 35-44 years      | 4.0             | 3.0            |
|                       | 45-54 years      | *4.6            | *4.6           |
|                       | 55+ years        | *3.4            | *4.2           |
| <b>Ethnicity</b>      | European/Other   | 3.7             | 3.1            |
|                       | Maori            | 3.7             | 4.4            |
|                       | Pacific Islander | *3.6            | *3.5           |
| <b>Occupation</b>     | White collar     | 3.4             | 2.4            |
|                       | Blue collar      | 3.7             | 3.2            |
|                       | No paid work     | 4.3             | 4.3            |
| <b>Smoking status</b> | Non-smoker       | 3.4             | 3.7            |
|                       | Former smoker    | 3.3             | 2.5            |
|                       | Current smoker   | 4.4             | 3.9            |
| <b>BASE</b>           |                  | 140             | 82             |

\* Caution: low base

**h. Hours Passively Exposed To Others Smoke - Non-working/Weekend Days**

More people are passively exposed to others smoke on a non-working day (19%) than a working day (9%).

Of this, more people are exposed away from their home, 88%, than when they are home, 59%.

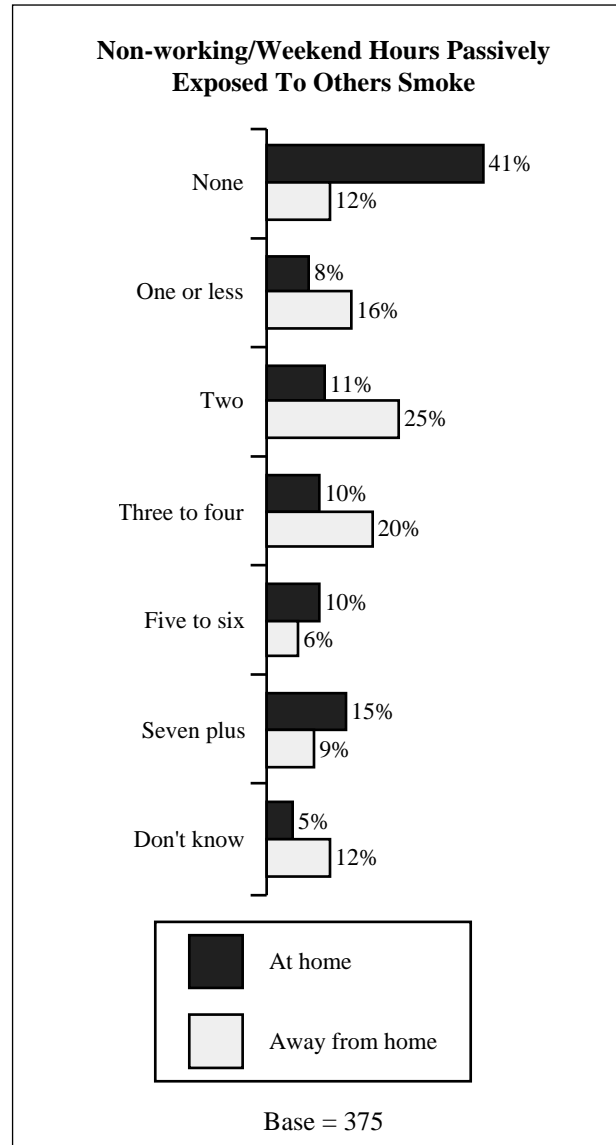
The proportions of people exposed to others smoke at home are fairly constant over the time breaks. Amongst those away from home, two hours is the most common length of exposure (25%), then three to four hours (20%), five to six and one hour or less (16%).

At home, 15% of those exposed to others smoke are so for seven or more hours a day. Away from home this is 9%.

For those passively exposed to others smoke at home (therefore excluding those who are not exposed at home) the mean length of time is 4.4 hours. Away from home it is 3.1 hours.

At home the type of people passively exposed for longer to cigarette smoke than others are females (4.8 hours), 35-44 year olds (5.1 hours), Maori (5.1 hours), white collar workers (4.6 hours), and those not in paid employment (4.5 hours).

Away from home the mean number of hours exposed drops for all the different types of people shown. Maori at 3.8 hours still have longer amount of exposure as do 15-19 year olds (3.7 hours).



|                       |                  | Non-Work Day/Weekend |                |
|-----------------------|------------------|----------------------|----------------|
|                       |                  | At home              | Away from home |
| <b>Total</b>          |                  | <b>4.4</b>           | <b>3.1</b>     |
| <b>Gender</b>         | Male             | 4.0                  | 3.2            |
|                       | Female           | 4.8                  | 3.0            |
| <b>Age</b>            | 15-19 years      | 4.5                  | 3.7            |
|                       | 20-24 years      | 4.4                  | 3.3            |
|                       | 25-34 years      | 4.0                  | 3.0            |
|                       | 35-44 years      | 5.1                  | 2.9            |
|                       | 45-54 years      | 4.1                  | 2.3            |
| <b>Ethnicity</b>      | 55+ years        | 4.3                  | 2.7            |
|                       | European/Other   | 4.4                  | 3.0            |
|                       | Maori            | 5.1                  | 3.8            |
|                       | Pacific Islander | *2.8                 | *2.5           |
| <b>Occupation</b>     | White collar     | 4.6                  | 3.2            |
|                       | Blue collar      | 4.0                  | 3.1            |
|                       | No paid work     | 4.5                  | 3.1            |
| <b>Smoking status</b> | Non-smoker       | 4.3                  | 3.2            |
|                       | Former smoker    | 3.8                  | 2.7            |
|                       | Current smoker   | 4.8                  | 3.5            |
| <b>BASE</b>           |                  | 176                  | 257            |

\* Caution: low base

#### 4. WORKING CONDITIONS

##### a. Working Situation

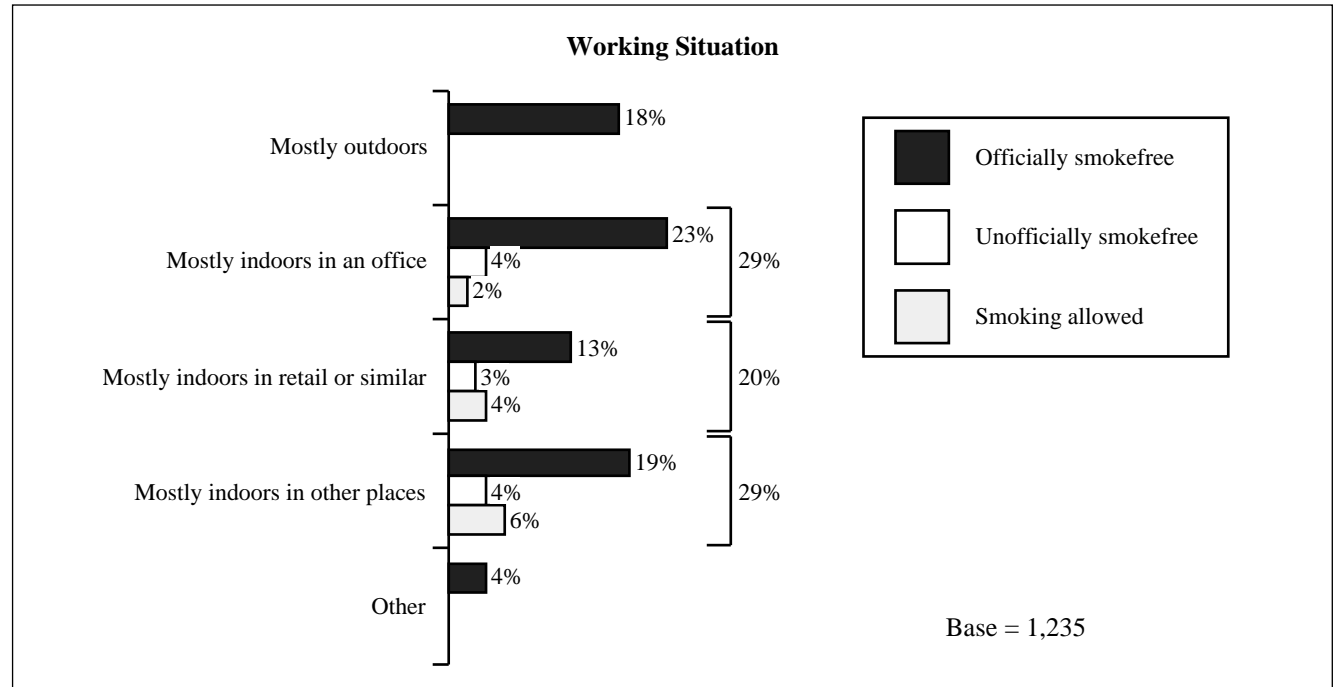
Of those who are in paid employment 78% work mainly indoors. The majority of these people, 70% also work in an area which is officially smoke free, while a further 15% say their work area is unofficially smoke free. Only 14% work where smoking is allowed in their work space. This is on par with the 12% of 1991.

Types of employees more likely than others to work in officially smoke free workplaces are ...

- female (75%),
- white collar workers (77%),
- employees in medium (10-49 employees) and large (50+ employees) sized firms (76 and 88%).

Workplaces where smoking is allowed have a higher incidence of being ...

- employees in small firms with less than 10 employees (24%),
- male (18%),
- blue collar workers (28%).



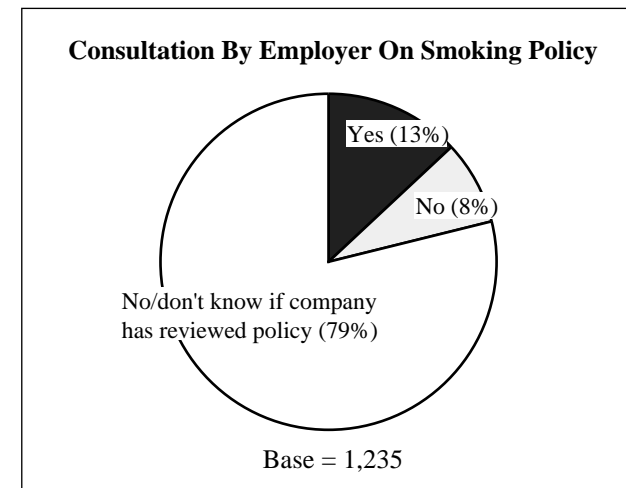
| Indoors Work Situation  |     |
|-------------------------|-----|
|                         | %   |
| Officially smoke free   | 70  |
| Unofficially smoke free | 15  |
| Smoking is allowed      | 14  |
| Don't know              | 1   |
| TOTAL                   | 100 |
| BASE                    | 965 |

**b. Smoke free Environments Act**

When asked if the company who employs them had recently reviewed its smoking policy (in accordance with the Smoke free Environments Act), 79% replied in the negative or were unsure. A further 13% say that the company has reviewed its policy but has not consulted them. While 13% say that company policy was reviewed and they have been consulted about it.

The type of people more likely to fit the no/don't know category than others are ...

- young people, 15-19 years of age (90%),
- Pacific Islanders (87%),
- employees in businesses with less than 10 people (86%).



**c. Desired Workplace Smoking Restrictions For 1997**

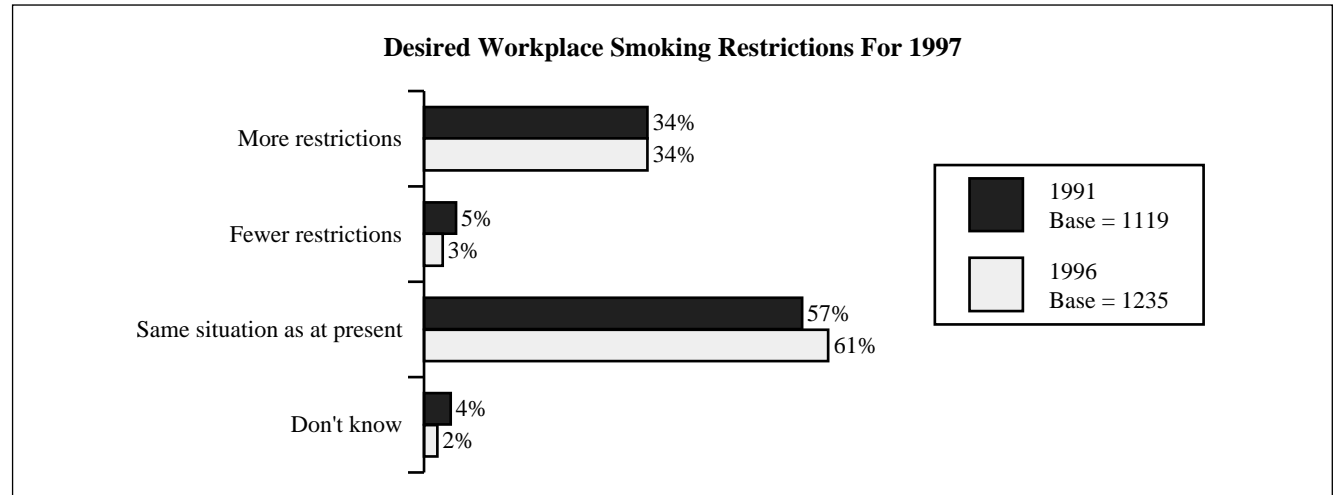
Paid workers views on workplace smoking restrictions they would like for 1997 yield these results. A total of 34% would like more restrictions on smoking in the workplace, 61% feel the present situation is fine, 3% would like fewer restrictions, and 2% do not know. This compares with 1991 results.

The type of people who would like more restrictions on smoking in the workplace in 1997 than at present are ...

- Pacific Islanders (50%),
- non-smokers (41%) and former smokers (39%),
- smokers likely to give up smoking (27%),
- small or medium sized businesses (less than 10 employees, 36%, 10-49 employees 34%),
- those very worried (56%) or quite worried (44%) about breathing others smoke.

Those who would like the same situation in 1997 as is presently are more likely than others to be European (62%) or Maori (56%), current smokers (75%), those not bothered about breathing others' smoke (74%), and officially smoke free businesses (66%).

Employees of companies which are officially smoke free are more likely than other companies to be content to keep the same level of restrictions at present during 1997. It is the companies where smoking is allowed or that are unofficially smoke free where their employees would like to see more restrictions on smoking in the workplace in 1997 (39 and 40% respectively).



| Current Workplace Smoking Policy Compared With Desired Level Of Restrictions |              |              |                         |                           |                   |
|--|--------------|--------------|-------------------------|---------------------------|-------------------|
|  | Total 1996 % | Total 1991 % | Current Policy          |                           |                   |
|  |              |              | Officially smoke free % | Unofficially smoke free % | Smoking allowed % |
| More restrictions  | 34           | 34           | 31                      | 40                        | 39                |
| Fewer restrictions   | 3            | 5            | 2                       | 6                         | 6                 |
| Same situation as at present   | 61           | 57           | 66                      | 53                        | 53                |
| Don't know   | 2            | 4            | 1                       | 1                         | 2                 |
| <b>TOTAL</b>   | <b>100</b>   | 100          | 100                     | 100                       | 100               |
| <b>BASE</b>  | <b>1235</b>  | 1119         | 696                     | 131                       | 129               |

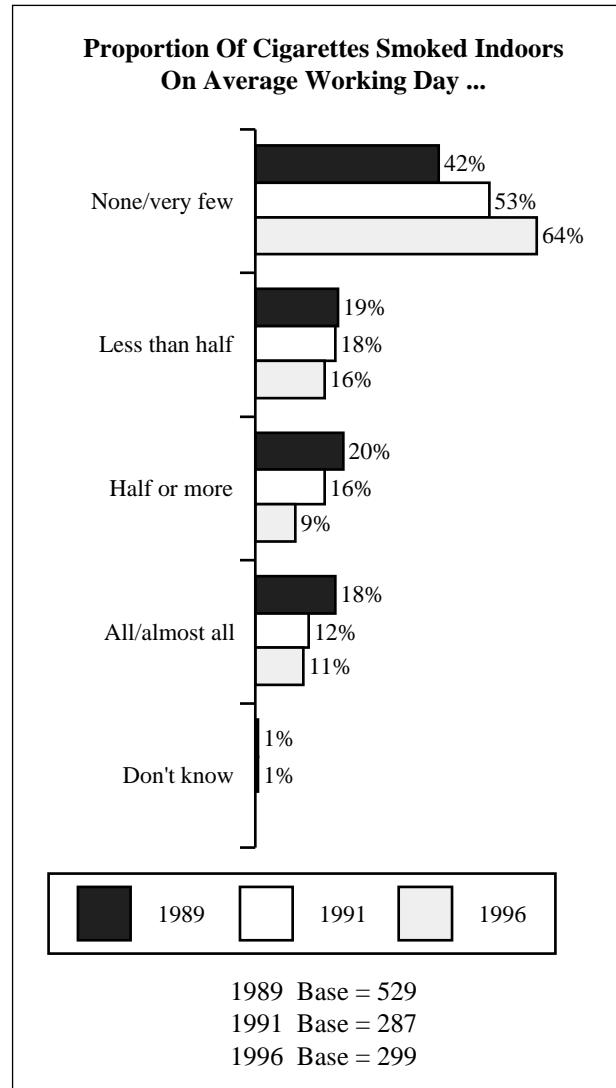
**d. Proportion Of Cigarettes Smoked Indoors At Work**

The majority of smokers (64%) either smoke none or very few of their cigarettes at work indoors, and another 16% smoke less than half inside. This continues the trend of smoking fewer cigarettes indoors at work. In 1989 this was 69%, 1991 - 79%, and 1996 80%. The reciprocal is that now only 9% smoke half or more of their cigarettes inside, compared with 16 and 20% in 1991 and 1989.

The type of people more likely than others to smoke half, or more than half of their cigarettes inside are ...

- male (23%),
- blue collar workers (26%),
- heavy smokers (51%),
- employed in companies where smoking is allowed (37%).

The greatest changes in the proportions of cigarettes smoked indoors amongst different people since 1991 include a reduction in the proportion of males smoking half or more than half of their cigarettes inside at work from 30 to 23%, for 20-24 year olds from 20 to 8% and for European/Other people 29 to 18%.



**Summary Table - Percent Smoking Half Or More Of Their Cigarettes Indoors On Working Days**

|                   |                  | 1989 | 1991 | 1996 |
|-------------------|------------------|------|------|------|
|                   |                  | %    | %    | %    |
| <b>Gender</b>     | Male             | 40   | 30   | 23   |
|                   | Female           | 33   | 25   | 16   |
| <b>Age</b>        | 15-19 years      | 40   | 24   | *23  |
|                   | 20-24 years      | 43   | 20   | 8    |
|                   | 25-34 years      | 32   | 23   | 23   |
|                   | 35-44 years      | 38   | 37   | 26   |
|                   | 45-54 years      | 37   | 36   | 20   |
|                   | 55+ years        | 45   | 26   | *8   |
| <b>Ethnicity</b>  | European/Other   | 37   | 29   | 18   |
|                   | Maori            | 36   | 25   | 22   |
|                   | Pacific Islander | 27   | 31   | *42  |
| <b>Occupation</b> | White collar     | 42   | 27   | 14   |
|                   | Blue collar      | 33   | 30   | 26   |
| <b>BASE</b>       |                  | 529  | 287  | 299  |

\* Caution: low base

**e. Passive Exposure To Smoke At Work During Teabreaks**

The proportion of workers exposed to other peoples' smoke during teabreaks at work is similar to 1991, with 36% in 1996, having at least one person smoking into the air around them. The average number of peoples' smoke they are exposed to is 3.6, continuing downwards from 3.8 in 1991 and 4.0 in 1986. This is calculated only using people exposed.

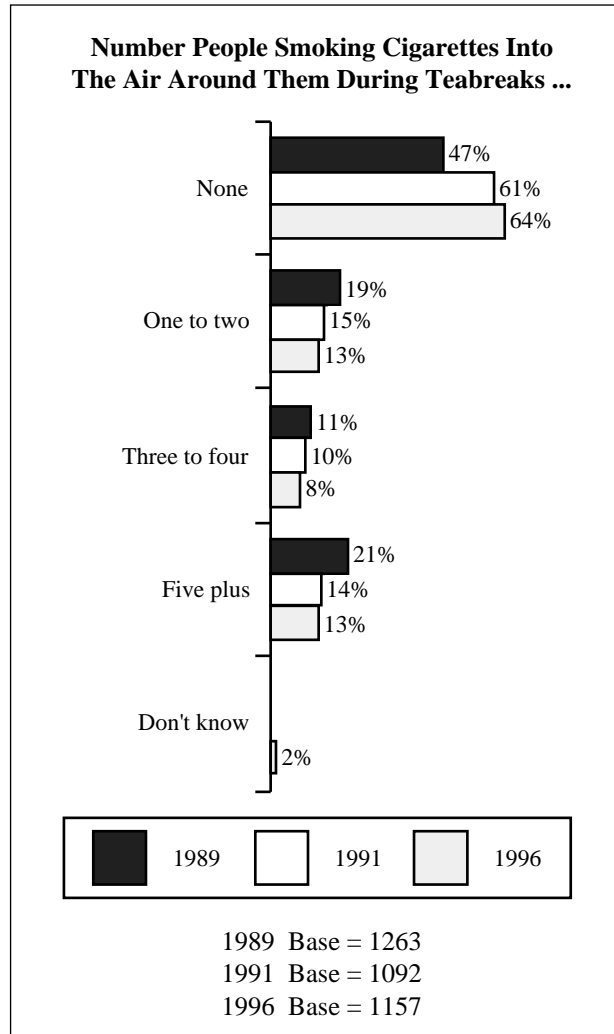
The type of people who are more likely than average to be exposed to smoke during teabreaks are ...

- smokers (58%),
- male (40%),
- young people (15-19 year olds, 46%, 20-24 year olds, 49%),
- Maori (53%),
- blue collar workers (49%).

This is consistent with the 1991 findings. Of non-smokers 29% are exposed to smoke during teabreaks, as opposed to 33% in 1991.

The most notable changes since 1991 are the drop in the mean number of smokers Maori are exposed to during teabreaks from 4.4 to 3.9 people, and those 35-44 years from 4.1 to 3.1.

Exposure to people smoking during this time is greater for employees of small firms (less than 10 people), 43% are exposed, than medium firms (33%) or large firms (24%).



**Summary Table - Mean Number People Smoking Around Them During Teabreaks (Based Only On Those Exposed)**

|                   |            |            |            | % Exposed  |            |
|-------------------|------------|------------|------------|------------|------------|
|                   | 1989       | 1991       | 1996       | 1991       | 1996       |
| <b>Total</b>      | <b>4.0</b> | <b>3.8</b> | <b>3.6</b> |            |            |
| <b>Gender</b>     |            |            |            |            |            |
| Male              | 4.0        | 3.8        | 3.6        | 42         | 40         |
| Female            | 4.0        | 3.8        | 3.5        | 36         | 32         |
| <b>Age</b>        |            |            |            |            |            |
| 15-19 years       | 4.2        | 3.7        | 3.8        | 54         | 46         |
| 20-24 years       | 4.4        | 3.6        | 3.9        | 50         | 49         |
| 25-34 years       | 4.0        | 4.1        | 3.7        | 35         | 40         |
| 35-44 years       | 3.8        | 4.1        | 3.1        | 38         | 29         |
| 45-54 years       | 4.0        | 3.5        | 3.4        | 37         | 35         |
| 55+ years         | 3.7        | 3.3        | 3.5        | 32         | 22         |
| <b>Ethnicity</b>  |            |            |            |            |            |
| European/Other    | 3.8        | 3.6        | 3.4        | 36         | 34         |
| Maori             | 4.9        | 4.4        | 3.9        | 52         | 53         |
| Pacific Islander  | 4.9        | 4.6        | *4.4       | 69         | *44        |
| <b>Occupation</b> |            |            |            |            |            |
| White collar      | 3.8        | 3.7        | 3.3        | 31         | 28         |
| Blue collar       | 4.2        | 4.0        | 3.7        | 50         | 49         |
| <b>BASE</b>       | <b>645</b> | <b>415</b> | <b>403</b> | <b>415</b> | <b>403</b> |

\* Caution: low base

**f. Passive Exposure To Smoke At Work During Lunchbreaks**

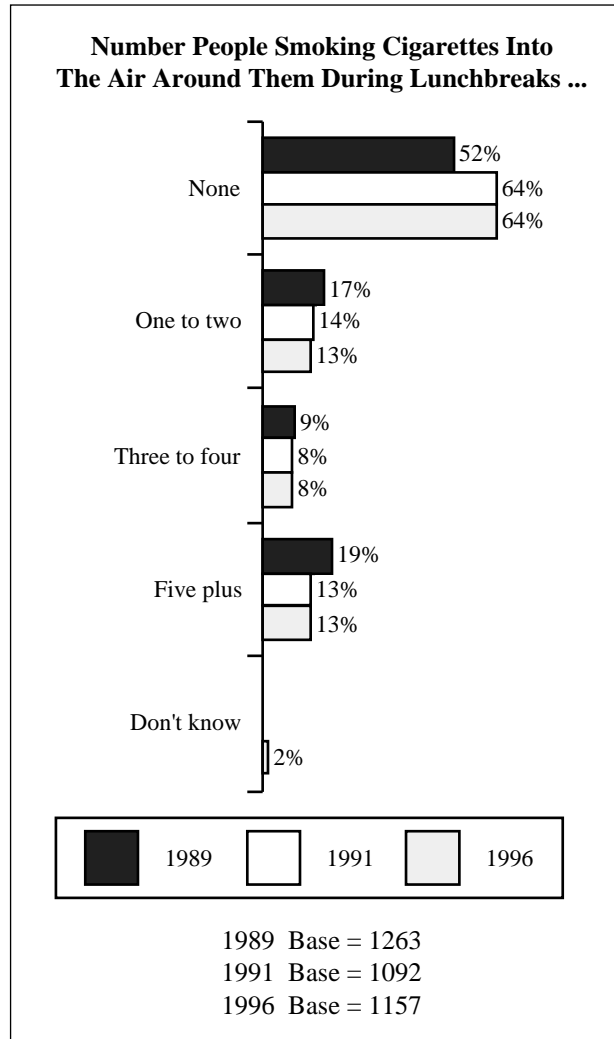
Exposure to others' smoke at lunchtimes echoes that during teabreaks, and in 1991. Again, 36% have at least one person smoking cigarettes into the air around them.

The proportions in which different types of people are exposed are on par with those during teabreaks. Those more likely than others to be exposed to people smoking cigarettes into the air around them during lunchbreaks are ...

- smokers (57%),
- male (39%),
- young people (15-19 year old, 47%, 20-24 year olds, 49%),
- Maori (53%),
- blue collar workers (50%).

The mean number of smokers people are exposed to has also followed the decline for teabreaks from 4.0 in 1989, to 3.8 in 1991, to 3.6 in 1996. Downward movement in the number of people smoking cigarettes into the air since 1991 is evident for females, down from 4.0 to 3.6 people, and 35-44 year olds 4.1 to 3.1. Although 20-24 year old results have risen from 3.4 to 4.0 people.

Of non-smokers 28% are exposed to people smoking cigarettes into the air around them during lunchbreaks, comparable with 1991 figures.



**Summary Table - Mean Number People Smoking Around Them During Lunchbreaks (Based Only On Those Exposed)**

|                   |            |            |            | % Exposed  |            |
|-------------------|------------|------------|------------|------------|------------|
|                   | 1989       | 1991       | 1996       | 1991       | 1996       |
| <b>Total</b>      | <b>4.0</b> | <b>3.8</b> | <b>3.6</b> |            |            |
| <b>Gender</b>     |            |            |            |            |            |
| Male              | 4.1        | 3.7        | 3.6        | 39         | 39         |
| Female            | 4.0        | 4.0        | 3.6        | 32         | 31         |
| <b>Age</b>        |            |            |            |            |            |
| 15-19 years       | 4.1        | 4.3        | 4.3        | 45         | 47         |
| 20-24 years       | 4.5        | 3.4        | 4.0        | 45         | 49         |
| 25-34 years       | 4.2        | 3.9        | 3.7        | 30         | 39         |
| 35-44 years       | 3.7        | 4.1        | 3.1        | 39         | 27         |
| 45-54 years       | 3.8        | 3.5        | 3.2        | 34         | 35         |
| 55+ years         | 3.6        | 3.5        | 3.6        | 26         | 22         |
| <b>Ethnicity</b>  |            |            |            |            |            |
| European/Other    | 3.8        | 3.6        | 3.5        | 32         | 33         |
| Maori             | 5.0        | 4.4        | 4.1        | 51         | 53         |
| Pacific Islander  | 4.7        | 4.4        | 4.3        | 69         | *44        |
| <b>Occupation</b> |            |            |            |            |            |
| White collar      | 3.8        | 3.5        | 3.4        | 27         | 27         |
| Blue collar       | 4.3        | 4.0        | 3.8        | 47         | 50         |
| <b>BASE</b>       | <b>566</b> | <b>374</b> | <b>394</b> | <b>374</b> | <b>394</b> |

\* Caution: low base

**g. Passive Exposure To Smoke At Work During Working Hours When Not Taking A Tea Or Lunchbreak**

The proportion of workers exposed to people smoking cigarettes into the air around them during actual working hours is less than during lunch or teabreaks, 19% to 36%. This is on par with the 1991 results.

The mean number of people smoking that adults are exposed to is continuing its downward trend, now 2.8, from 3.1 in 1989 and 3.0 in 1991.

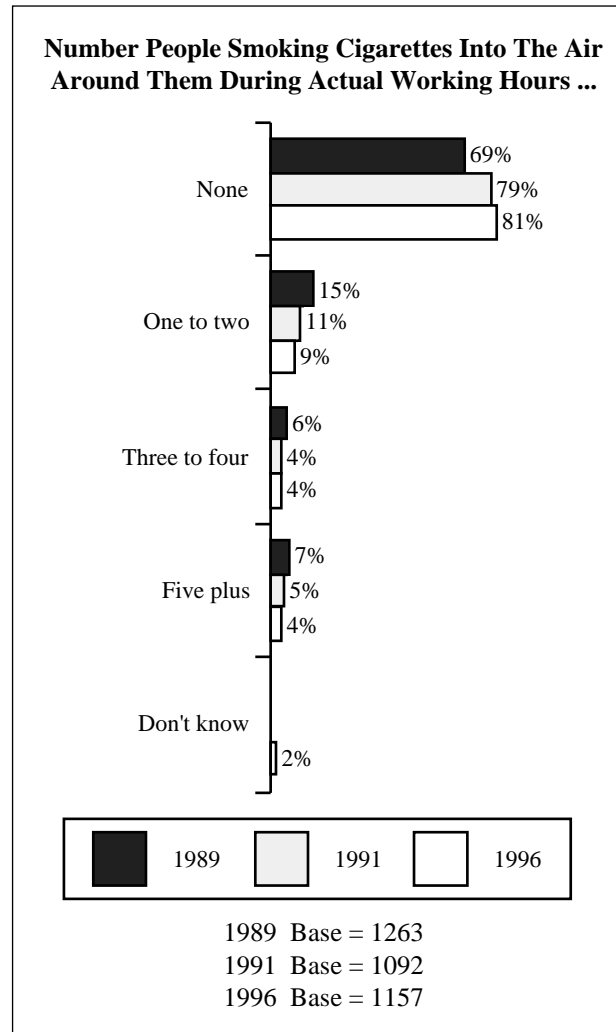
The type of people more likely to be exposed to this smoke than others is the same as during tea and lunchbreaks ...

- smokers (32%),
- young people (20-24 year old, 25%, 25-34 year olds, 24%),
- Maori (28%),
- blue collar workers (29%).

Workers in large companies, that is with 50 or more employees are more likely to have no one breathing smoke into the air around them during this time (92%).

Maori exposed to smoke are now exposed on average to more people in 1996, 3.6, as opposed to 3.1 in 1991. However, 35-44 year olds exposed are now exposed to fewer people smoking 2.5 instead of 3.4.

There has also been an increase in the proportion of non-smokers exposed to smoke during this time from 7% in 1991 to 13% in 1996.



**Summary Table - Mean Number People Smoking Around Them During Working Hours (Based Only On Those Exposed)**

|                   |            |            |            | % Exposed  |            |
|-------------------|------------|------------|------------|------------|------------|
|                   | 1989       | 1991       | 1996       | 1991       | 1996       |
| <b>Total</b>      | <b>3.1</b> | <b>3.0</b> | <b>2.8</b> |            |            |
| <b>Gender</b>     |            |            |            |            |            |
| Male              | 3.2        | 2.9        | 2.9        | 26         | 25         |
| Female            | 3.0        | 3.2        | 2.9        | 12         | 11         |
| <b>Age</b>        |            |            |            |            |            |
| 15-19 years       | 3.3        | 3.6        | 3.4        | 19         | 16         |
| 20-24 years       | 2.9        | 2.6        | 2.5        | 21         | 25         |
| 25-34 years       | 3.0        | 2.8        | 3.1        | 22         | 24         |
| 35-44 years       | 3.1        | 3.4        | 2.5        | 21         | 16         |
| 45-54 years       | 3.6        | 2.8        | 2.8        | 20         | 14         |
| 55+ years         | 3.4        | 2.8        | 2.7        | 16         | 12         |
| <b>Ethnicity</b>  |            |            |            |            |            |
| European/Other    | 3.1        | 2.8        | 2.7        | 20         | 17         |
| Maori             | 3.9        | 3.1        | 3.6        | 20         | 28         |
| Pacific Islander  | 3.0        | 5.2        | 2.7        | 32         | *25        |
| <b>Occupation</b> |            |            |            |            |            |
| White collar      | 2.8        | 2.6        | 2.5        | 13         | 12         |
| Blue collar       | 3.5        | 3.2        | 3.1        | 30         | 29         |
| <b>BASE</b>       | <b>352</b> | <b>209</b> | <b>193</b> | <b>209</b> | <b>193</b> |

\* Caution: low base

**5. SMOKING IN THE HOME**

**a. Regular Smokers Of Cigarettes At Home**

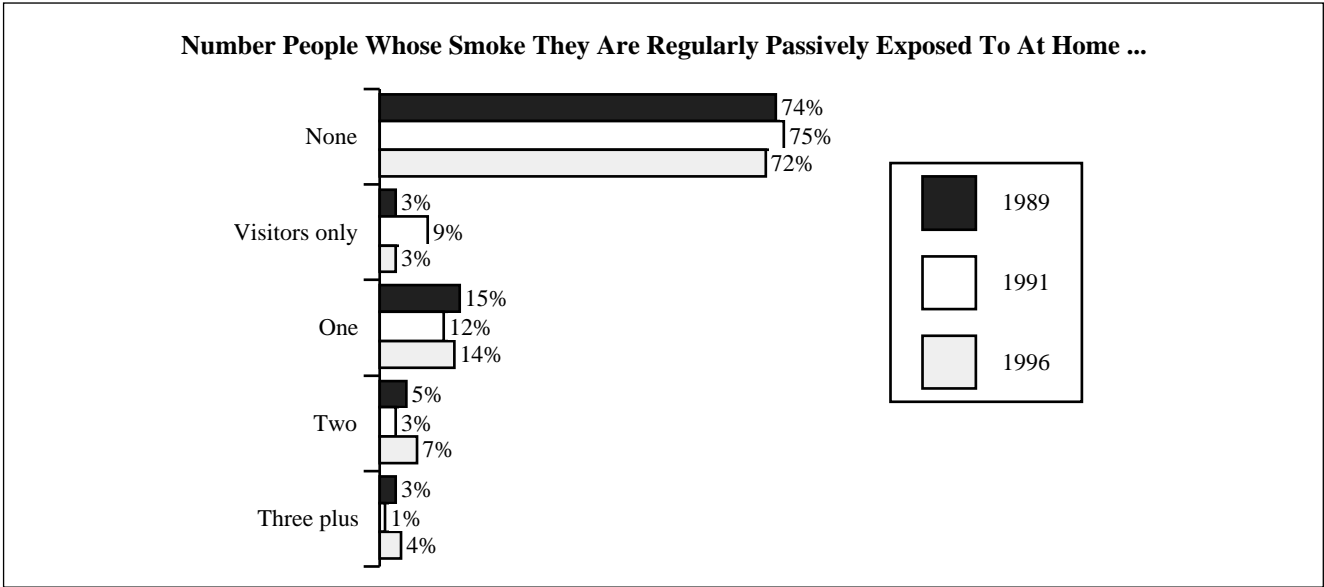
Amongst New Zealand households, the majority, 72% are usually smoke free. Of the remainder, 14% of households have one person in them who regularly smokes inside, 7% two people, 4% three or more people, and 3% of households have regular visitors who smoke inside the house. These results are similar to those obtained in 1991, with a return to the lower 1989 proportion of 3% of households where visitors only smoke.

Households more likely to have a higher rate of passive exposure to smoke are ...

- households with 15-24 year olds, (37%),
- Maori (48%) or Pacific Island households (34%),
- households where the respondent is a smoker (70%).

European households (76%), those with adults 55 years and over (80%), and households where the respondent is a non-smoker (86%) or former smoker (81%) are more likely to usually have smoke free homes.

It is interesting to note that households with children under five years do not differ a lot from the overall figures for smoking in the home.



| Exposure    | Total % | Age           |               |               |               |               |             | Ethnicity        |                 |                 | Smoking Status |                 |          |     |
|-------------|---------|---------------|---------------|---------------|---------------|---------------|-------------|------------------|-----------------|-----------------|----------------|-----------------|----------|-----|
|             |         | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | European/Other % | Pacific Maori % | Pacific Isldr % | Non-smoker %   | Former smoker % | Smoker % |     |
| Exposed     | *1989   | 26            | 38            | 38            | 22            | 19            | 22          | 24               | 23              | 54              | 35             | N/A             | N/A      | N/A |
|             | *1991   | 25            | 35            | 34            | 21            | 18            | 35          | 21               | 24              | 39              | 46             | N/A             | N/A      | N/A |
| Not exposed | 1996    | 28            | 37            | 37            | 28            | 24            | 31          | 20               | 24              | 48              | 34             | 14              | 19       | 70  |
|             | 1996    | 72            | 63            | 63            | 72            | 76            | 69          | 80               | 76              | 52              | 66             | 86              | 81       | 30  |
| TOTAL       |         | 100           | 100           | 100           | 100           | 100           | 100         |                  | 100             | 100             | 100            | 100             | 100      | 100 |
| BASE        | 2020    |               | 135           | 122           | 433           | 439           | 304         | 584              | 1577            | 395             | 43             | 988             | 579      | 453 |

\* Exposure to others smoke was calculated non and former smokers only, 1996 figures are calculated including smokers. (N/A = not applicable)

**b. Where Smokers Smoke When Home**

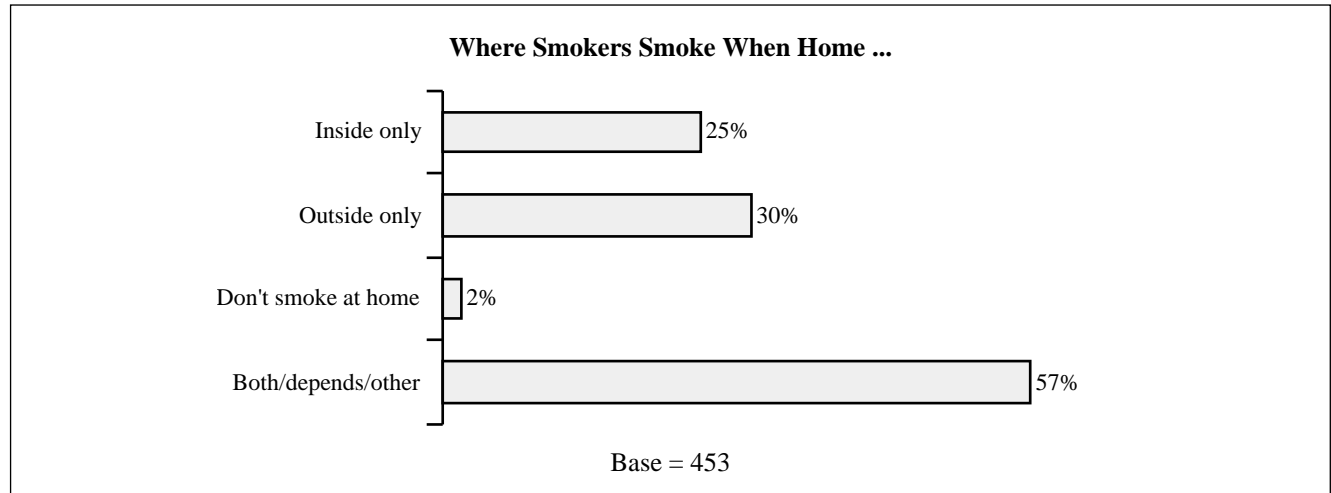
Most smokers when home smoke both inside and outside the house, 57%. While 30% only smoke outside the house, another 25% only smoke inside it, and 2% do not smoke at all while at home.

Those who say it depends as to where they smoke give the following main reasons ...

- I don't smoke inside if children or babies are around,
- I don't smoke inside when non-smokers or asthmatics are around,
- it depends on the weather,
- it depends where I am and what I'm doing.

The young (15-19 and 20-24 year olds, 37 and 32%) and the old (65 years and over, 39%) are more likely to only smoke inside than other types of smokers.

Those smokers more likely to smoke only outside the house when home are Maori (37%), households with children under five years of age (40%), households with 15-19 year olds or 25-34 year olds (37 and 36%), light smokers (42%) and those who feel they are likely to give up smoking within the next three months (43%).



| Where               | Total % | Age           |               |               |               |               |             | Ethnicity        |         |                    | H/hold Composition |                   |
|---------------------|---------|---------------|---------------|---------------|---------------|---------------|-------------|------------------|---------|--------------------|--------------------|-------------------|
|                     |         | 15-19 years % | 20-24 years % | 25-34 years % | 35-44 years % | 45-54 years % | 55+ years % | European/Other % | Maori % | Pacific Islander % | Children <5 yrs %  | Adults 65 yrs + % |
| Inside only         | 25      | 37            | 32            | 22            | 17            | 20            | 29          | 26               | 20      | 29                 | 22                 | 39                |
| Outside only        | 30      | 37            | 29            | 36            | 31            | 22            | 22          | 29               | 37      | 24                 | 40                 | 30                |
| Don't smoke at home | 2       | -             | -             | 3             | 2             | 6             | -           | 2                | 2       | -                  | 2                  | -                 |
| Both/depends/other  | 57      | 26            | 39            | 39            | 50            | 52            | 49          | 43               | 41      | 47                 | 36                 | 31                |
| TOTAL               | 100     | 100           | 100           | 100           | 100           | 100           | 100         | 100              | 100     | 100                | 100                | 100               |
| BASE                | 453     | *25           | 45            | 139           | 102           | 80            | 62          | 288              | 152     | *11                | 121                | 45                |

\* Caution: low base

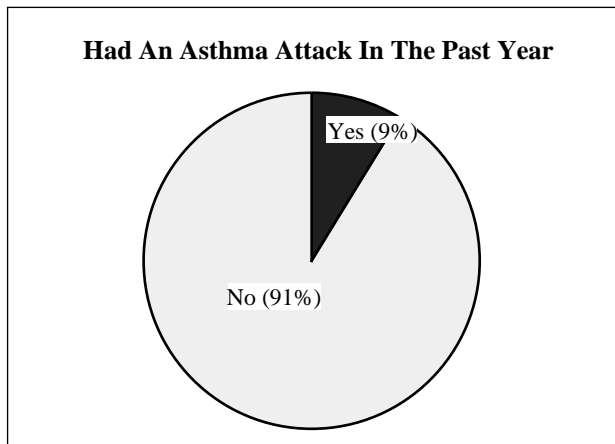
**6. ASTHMA SUSCEPTIBILITY**

**a. Had An Asthma Attack In The Past Year**

9% of respondents say they have had an asthma attack during the last year, and 91% say they have not.

There are few differences in the reporting of asthma attacks between the different groups of adults and smokers, even between those who are very worried about breathing other's smoke.

Maori do have a higher incidence of asthma than other adults, with 15% saying they have had an asthma attack within the past year.



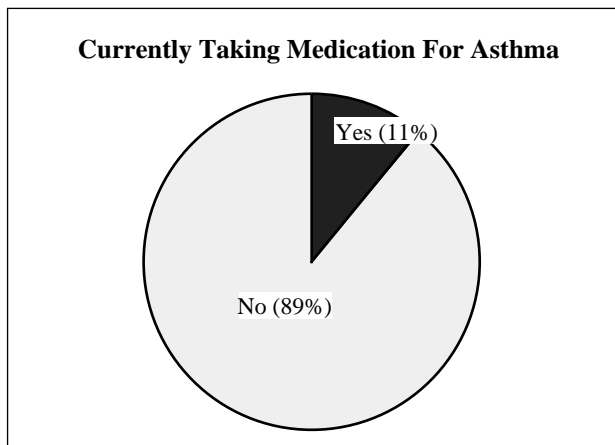
| Had An Asthma Attack In The Past Year         |                  |          |
|---|------------------|----------|
|   |                  | %        |
| <b>Total</b>                                  |                  | <b>9</b> |
| <b>Smoking status</b>                         | Non-smoker       | 9        |
|   | Former smoker    | 11       |
|   | Smoker           | 8        |
| <b>Worried about breathing others' smoke?</b> | Very worried     | 12       |
|   | Quite worried    | 9        |
|   | Not worried      | 8        |
| <b>Gender</b>                                 | Male             | 7        |
|   | Female           | 11       |
| <b>Age</b>                                    | 15-19 years      | 11       |
|   | 20-24 years      | 7        |
|   | 25-34 years      | 10       |
|   | 35-44 years      | 10       |
|   | 45-54 years      | 6        |
|   | 55+ years        | 9        |
| <b>Ethnicity</b>                              | European/Other   | 8        |
|   | Maori            | 15       |
|   | Pacific Islander | 7        |

**b. Currently Taking Medication For Asthma**

11% of adults report that they are currently taking medication for asthma in the form of inhalers, aerosols, tablets or similar.

There is little difference between smokers and non-smokers, and people worried about breathing other's smoke.

Maori, at 17%, and youths aged 15-19 years, 19%, show a higher proportion taking medication for asthma than other groups of adults.



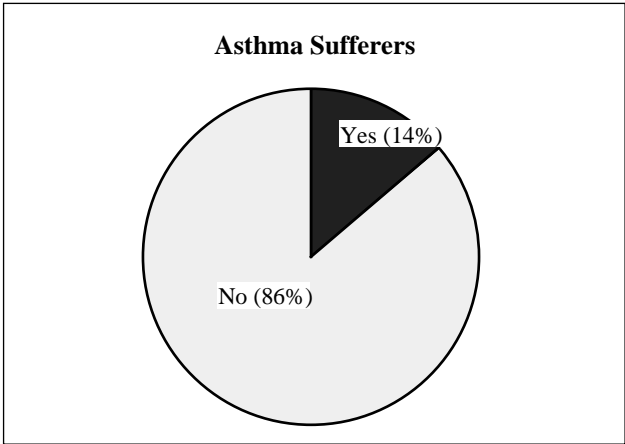
| Currently Taking Medication For Asthma        |                  |           |
|---|------------------|-----------|
|   |                  | %         |
| <b>Total</b>                                  |                  | <b>11</b> |
| <b>Smoking status</b>                         | Non-smoker       | 11        |
|   | Former smoker    | 12        |
|   | Smoker           | 10        |
| <b>Worried about breathing others' smoke?</b> |                  |           |
|   | Very worried     | 13        |
|   | Quite worried    | 11        |
|   | Not worried      | 10        |
| <b>Gender</b>                                 | Male             | 10        |
|   | Female           | 12        |
| <b>Age</b>                                    | 15-19 years      | 19        |
|   | 20-24 years      | 11        |
|   | 25-34 years      | 11        |
|   | 35-44 years      | 11        |
|   | 45-54 years      | 8         |
|   | 55+ years        | 9         |
| <b>Ethnicity</b>                              | European/Other   | 10        |
|   | Maori            | 17        |
|   | Pacific Islander | 17        |

**c. Asthma Sufferers**

Of adults 14% have been told by their doctor that they have asthma.

This jumps to 25% amongst Maori, and 22% for 15-19 year olds. They are more likely than other types of adults to have asthma.

Adults who are very worried about breathing others' smoke have a slightly higher incidence of asthma, 18%, compared with those who are not worried or quite worried about this, 13% each.



| Asthma Sufferers                              |                  |           |
|---|------------------|-----------|
|   |                  | %         |
| <b>Total</b>                                  |                  | <b>14</b> |
| <b>Smoking status</b>                         | Non-smoker       | 14        |
|   | Former smoker    | 15        |
|   | Smoker           | 12        |
| <b>Worried about breathing others' smoke?</b> |                  |           |
|   | Very worried     | 18        |
|   | Quite worried    | 13        |
|   | Not worried      | 13        |
| <b>Gender</b>                                 | Male             | 12        |
|   | Female           | 16        |
| <b>Age</b>                                    | 15-19 years      | 22        |
|   | 20-24 years      | 17        |
|   | 25-34 years      | 13        |
|   | 35-44 years      | 16        |
|   | 45-54 years      | 10        |
|   | 55+ years        | 12        |
| <b>Ethnicity</b>                              | European/Other   | 13        |
|   | Maori            | 25        |
|   | Pacific Islander | 4         |

## E. DEMOGRAPHICS (Weighted)

The following statistics show the demographic characteristics of the sample surveyed after gender and age and ethnicity post-stratification.

| Demographics            |                  |   | %  |
|-------------------------|------------------|---|----|
| <b>Smoking status</b>   |                  |   |    |
|                         | Non-smoker       |   | 51 |
|                         | Former smoker    |   | 28 |
|                         | Smoker           |   | 21 |
| <b>Gender</b>           |                  |   |    |
|                         | Male             |   | 49 |
|                         | Female           |   | 51 |
| <b>Age</b>              |                  |   |    |
|                         | 15-19 years      | 2 | 11 |
|                         | 16 years         | 3 |    |
|                         | 17 years         | 2 |    |
|                         | 18 years         | 2 |    |
|                         | 19 years         | 2 |    |
|                         | 20-24 years      |   | 10 |
|                         | 25-34 years      |   | 21 |
|                         | 35-44 years      |   | 19 |
|                         | 45-54 years      |   | 13 |
|                         | 55+ years        |   | 26 |
| <b>Ethnicity</b>        |                  |   |    |
|                         | European/Other   |   | 85 |
|                         | Maori            |   | 11 |
|                         | Pacific Islander |   | 4  |
| <b>Country of birth</b> |                  |   |    |
|                         | New Zealand      |   | 82 |
|                         | Western Samoa    |   | 1  |
|                         | Cook Islands     |   | 1  |
|                         | Fiji             |   | 1  |
|                         | Australia        |   | 1  |
|                         | United Kingdom   |   | 8  |
|                         | Other            |   | 6  |

| Demographics                                   |  |  | %  |
|--|--|--|----|
| <b>Level of education</b>                      |  |  |    |
|  | University/tech  |  | 22 |
|  | 6th or 7th form  |  | 35 |
|  | One or more passes in School C   |  | 16 |
|  | Completed study, training or apprenticeship towards a trade technical or other qualification |  | 18 |
|  | None of the above  |  | 9  |
| <b>Occupation</b>                              |  |  |    |
|  | White collar   |  | 39 |
|  | Blue collar  |  | 24 |
|  | Not in paid work   |  | 37 |
| <b>Full time/part time</b>                     |  |  |    |
|  | Full time  |  | 78 |
|  | Part time  |  | 22 |
| <b>Occupation when last in paid employment</b> |  |  |    |
|  | White collar   |  | 17 |
|  | Blue collar  |  | 15 |
|  | Not in paid work   |  | 5  |
| <b>H/hold size</b>                             |  |  |    |
|  | One person   |  | 14 |
|  | Two people   |  | 33 |
|  | Three people   |  | 19 |
|  | Four people  |  | 18 |
|  | Five people  |  | 11 |
|  | Six or more  |  | 5  |
|  | Mean = 3.0   |  |    |

| Demographics                              |               |  | %  |
|---|---------------|--|----|
| <b>Number in h/hold 15 years and over</b> |               |  |    |
|   | One person    |  | 18 |
|   | Two people    |  | 52 |
|   | Three people  |  | 19 |
|   | Four people   |  | 8  |
|   | Five or more  |  | 3  |
|   | Mean = 2.3    |  |    |
| <b>Number in h/hold under 5 years</b>     |               |  |    |
|   | More          |  | 82 |
|   | One child     |  | 12 |
|   | Two children  |  | 5  |
|   | Three or more |  | 1  |
|   | Mean = 0.2    |  |    |
| <b>Number in h/hold 65 years and over</b> |               |  |    |
|   | None          |  | 82 |
|   | One person    |  | 11 |
|   | Two people    |  | 7  |
|   | Mean = 0.3    |  |    |

## F. SAMPLE CHARACTERISTICS PRIOR TO WEIGHTING

Notes:

1. (Weighted) sample size = 1992 (2,000 - eight people who refused to give their age\*).  
\* Those who refused to give their age are allotted a weighting of 1.
2. The 'expected' figures are 1991 Census of population. The survey pick-up reflects not only differential participation levels by each sub-group but also the design (one person per home which tends to undercapture younger people) and method (telephone, which tends to undercapture Maori and Pacific Islanders of the lower income strata).

|                      | European/Others |          | Maori    |          | Pacific Islanders |          |
|----------------------|-----------------|----------|----------|----------|-------------------|----------|
|                      | Expected        | Observed | Expected | Observed | Expected          | Observed |
| <b>Males</b>         |                 |          |          |          |                   |          |
| 15-19 years old male | 86              | 40       | 19       | 25       | 6                 | 1        |
| 20-24 years old male | 83              | 36       | 16       | 15       | 6                 | 3        |
| 25-34 years old male | 169             | 123      | 27       | 48       | 10                | 5        |
| 35-44 years old male | 160             | 148      | 18       | 42       | 7                 | 1        |
| 45+ years old male   | 335             | 322      | 22       | 37       | 8                 | 2        |

|                        | European/Others |          | Maori    |          | Pacific Islanders |          |
|------------------------|-----------------|----------|----------|----------|-------------------|----------|
|                        | Expected        | Observed | Expected | Observed | Expected          | Observed |
| <b>Females</b>         |                 |          |          |          |                   |          |
| 15-19 years old female | 82              | 48       | 19       | 18       | 6                 | 3        |
| 20-24 years old female | 80              | 42       | 17       | 24       | 7                 | 2        |
| 25-34 years old female | 173             | 181      | 30       | 63       | 11                | 12       |
| 35-44 years old female | 162             | 184      | 19       | 56       | 7                 | 7        |
| 45+ years old female   | 377             | 450      | 23       | 67       | 8                 | 7        |