

## What encourages people to smoke?

### Background

It is important to know what encourages people to smoke so that efforts can be made to reduce exposure to things that encourage smoking. In the Health Sponsorship Council's (HSC's) 2008 Health and Lifestyles Survey (HLS), respondents were asked a series of questions to assess the extent, location, and nature of exposure to things that might encourage people to smoke.

### Overview of key findings

- Around one in two (49%) respondents reported that, in the past six months, they had been exposed to things that might encourage people to smoke.
- Among those who reported any exposure to things that might encourage people to smoke, around one in four (23%) identified television as the source of the exposure, while around one in five (21%) mentioned movies.
- Among those who reported any exposure to things that might encourage people to smoke, around one in three (32%) reported that seeing other people smoking would encourage them to smoke. In addition around one in six (15%) mentioned peer pressure and around one in 10 (11%) mentioned socialising.

### Research details

#### Methodology

All respondents were asked how often they noticed things that might encourage people to smoke. Those who had reported any exposure

(n=767) were asked two open-ended questions to identify where they had seen things that might encourage people to smoke and what these were:

- Think about everything that happens around you. In the last six months, about how often have you noticed things that might encourage people to smoke ('never', 'rarely', 'sometimes', 'often', or 'very often')?
- Where did you notice these things that encourage smoking?
- Can you describe what it was you saw or heard that was encouraging smoking?

The open-ended questions were post-coded and proportions were calculated for all three questions. Responses to the first question were also compared by:

- Smoking status (current smokers and past smokers, compared to never smokers).
- Ethnicity (Māori, compared with non-Māori).
- Neighbourhood deprivation status (high - NZDep 8-10 and medium - NZDep 4-7, compared with low - NZDep 1-3).
- Age (25 to 34 years, 35 to 54 years, and 55 + years, compared with 15 to 24 years).
- Gender.

Statistically significant differences ( $p < .05$ ) are reported.

# What encourages people to smoke? (continued)

## Detailed findings

### How often do people notice things that might encourage people to smoke?

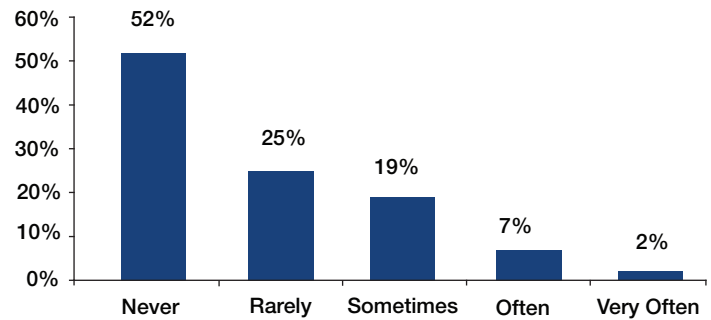
Around one in two (48%) respondents reported that, in the last six months, they had 'rarely' (25%), 'sometimes' (19%), 'often' (7%) or 'very often' (2%) noticed things that might encourage people to smoke. One in two (52%) respondents said 'never' (see Figure 1).

Respondents who were more likely to have 'often' or 'very often' noticed things that might encourage smoking were:

- Around one in 10 (11%) of those living in neighbourhoods of high deprivation status, compared with one in 20 (5%) of those living in neighbourhoods of low deprivation status.
- One in six (15%) 15 to 24-year-olds, compared with one in 20 (6%) 55+ years.

There were no differences by smoking status, ethnicity, or gender.

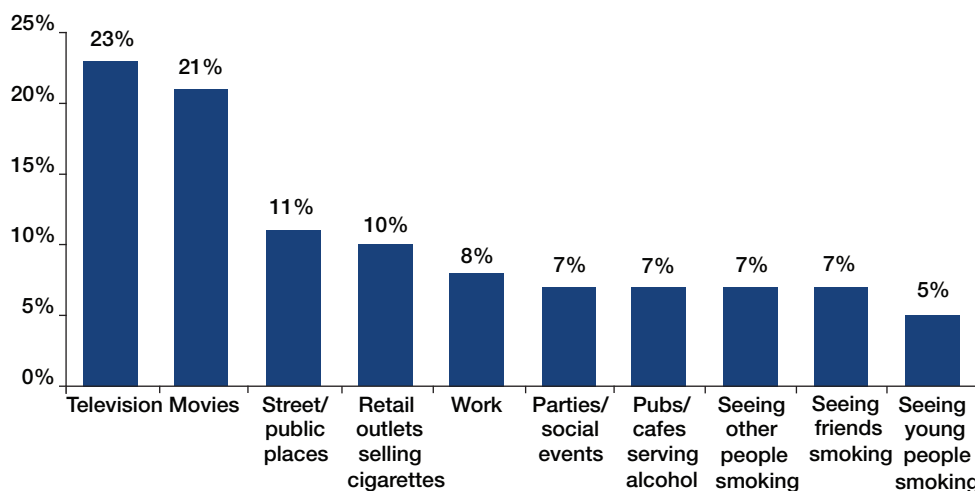
Figure 1. How often did people notice things that might encourage people to smoke?



### Where do they notice things that would encourage smoking?

Respondents identified a variety of media, physical environments and situations. Places mentioned by at least 5% of the respondents are shown in Figure 2.

Figure 2. Where did they notice things that would encourage smoking?



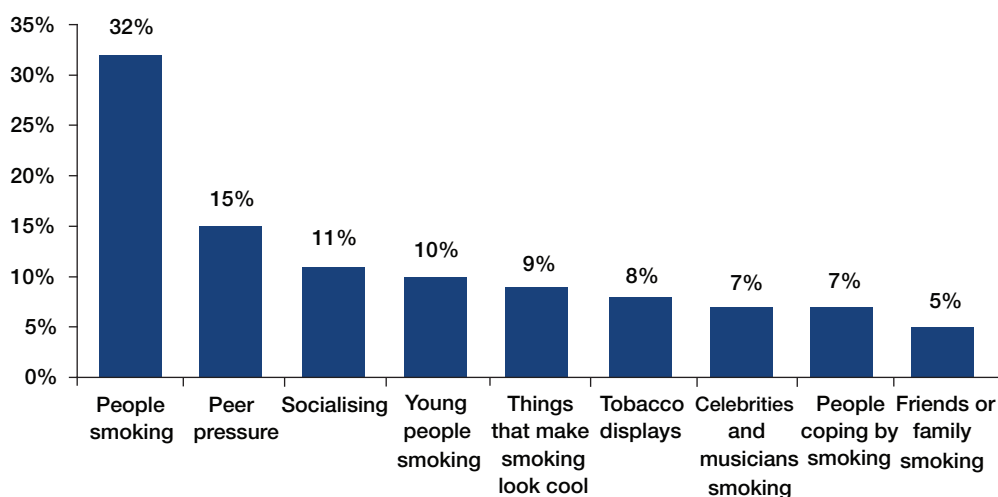
## What encourages people to smoke? (continued)

### What do they see or hear that would encourage smoking?

Respondents also reported what they had seen or heard that would encourage people to smoke. One in three (32%) respondents noted seeing people smoking would

encourage others to smoke. All responses mentioned by at least 5% of the respondents are shown in Figure 3.

Figure 3. What did they see or hear that would encourage smoking?



### About the Survey

- The HLS is a nationwide in-home face-to-face survey conducted every two years. The first HLS was carried out in 2008 with a sample of 1,608 New Zealanders aged 15 years and over, who provided information about their health behaviours and attitudes relating to tobacco, sun safety, healthy eating, and gambling.
- The main sample, with a response rate of 64%, included 818 people of European/Other ethnicity, 392 Māori, 324 Pacific peoples and 74 Asian people.
- The data have been adjusted (weighted) to ensure they are representative of the New Zealand population.
- The significance level used for statistical analyses was set to  $\alpha = 0.05$ .
- A full description of the 2008 HLS survey methodology and further HLS publications can be found online at [www.hsc.org.nz/researchpublications.html](http://www.hsc.org.nz/researchpublications.html).

#### Citation

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