

## Where are people smoking?

### Background

It is important to know where people physically go to smoke, for two main reasons: 1) as part of understanding the target audience of smokers, so that interventions and communications are appropriately and effectively targeted, and 2) to identify where people are likely to be exposed to second-hand smoke. In the Health Sponsorship Council's (HSC's) 2008 Health and Lifestyles Survey (HLS) smokers were asked about the three main places where they usually smoke.

### Overview of key findings

The most common places where people smoked, possibly reflecting where people spend the majority of their time, were 'at home – outdoors' (81%), 'outside the workplace' (41%) and 'at home – indoors' (30%) (see Figure 1).

### Research details

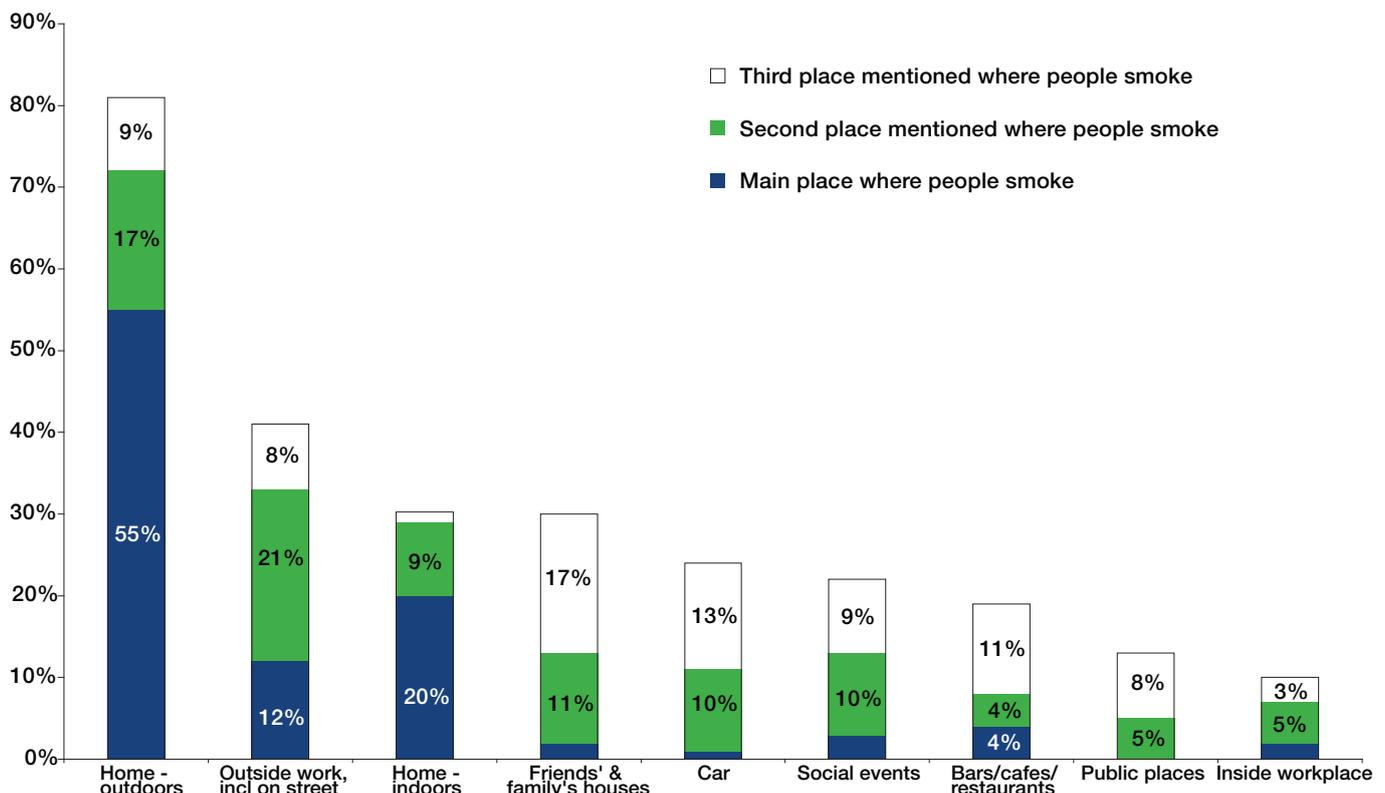
#### Methodology

Current smokers (those who smoked at least monthly, n=422) were given a list of places where they might smoke, and were asked three questions:

- Where is the main place that you smoke now?
- Where do you smoke next most often?
- Where do you smoke next most often, after those?

Data were analysed in two ways; 1) the percentage of current smokers who mentioned each place as the main place where they smoked, and 2) the percentage of current smokers who mentioned each place as one of the three main places where they smoked.

Figure 1. Where are people smoking?



## Where are people smoking? (continued)

### Detailed findings

Figure 1 shows the overall percentage of current smokers who gave each place as one of the three main places where they smoke (for responses > 5%).

- The most commonly mentioned place where people smoke was 'at home – outdoors' with over one in two (55%) current smokers saying this was the main place they smoked, and around four in five (81%) saying this was one of the three main places where they smoked.
- Around one in 10 (12%) current smokers said that 'outside my workplace, including on the street' was the main place where they smoked. When looking at the three main places where people smoke, however, it was the next most commonly mentioned place overall after 'at home – outdoors', with around four in 10 (41%) saying they smoked outside their workplace as one of the three main places where they smoked.
- Other places that were commonly mentioned as one of the three main places where people smoke were 'at home – indoors' (30%), 'at friends' houses/at other family's houses' (30%), 'in my, or someone else's car' (25%), 'at social events' (22%) and 'at bars/cafes/restaurants' (19%).

### 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 Maori, 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 analysis 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

Trappitt, R. (2010). Where are people smoking? [In Fact]. Wellington: Health Sponsorship Council.

Research and Evaluation Unit, HSC  
PO Box 2142, Wellington 6011, New Zealand, [research@hsc.org.nz](mailto:research@hsc.org.nz)  
July 2010

