

A Guide to HSC's 2009–2010 'Face the Facts' Campaign Survey Data Tables



These data have been released to allow New Zealanders to access and use the information they contain.

Three sets of tables have been included:

1. The 'Face the Facts' Benchmark survey, carried out in February and March 2009.
2. The 'Face the Facts' Follow-up survey (combined phase 1 and 2 sample) carried out in March and April 2010.
3. The 'Face the Facts' Follow-up Phase 2 survey carried out in April 2010.

Phase 1 section of the follow-up survey was carried out while Face the Facts was still on air. More information about Face the Facts can be found here: smokefree.org.nz/face-facts

The survey methodology on pages 367 and pages 43644 of the ['Face the Facts' Campaign Evaluation 2010](#) report should be read prior to interpreting these data. The [report](#) also includes the follow-up survey questionnaire on pages 45654.

The data have been closely checked to ensure that individual survey respondents cannot be identified from these tables. To ensure respondents' confidentiality and reduce reporting of imprecise estimates, figures have been removed from the table if they were estimated from fewer than 30 respondents.

The data presented are cross-sectional ie, they represent one point in time.

The collection and analysis methods used for these data allow comparisons between the benchmark and follow-up surveys. Comparing these data with other sources of data is not recommended, the questions, samples and method of analysis would all need to be comparable.

If you have seen something of interest in these data tables and would like to do some analysis with the data set yourself, please read our [Data Access Policy](#) for information on how to apply for access.

You can discuss these data tables further with the Research and Evaluation Unit by contacting us here:

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Question number/s used to create the indicator

Q6. During the last 3 months, whether they have talked to anyone, such as family, friends or workmates, about the dangers of tobacco smoking and the harm it can cause..

Banner or by-variables

	Gender		Age (1)			Age (2)			Ethnic Group (1)			Ethnic Group (2)		Parent/care-giver 0-16 yrs		
	Total	Male	Female	18-24 years	25-44 years	45-65 years	18-24 years	25-34 years	35-54 years	Maori/Pacific	Asian	Eur/other	Maori	Non-Maori	Parent/care-giver	
																Non-Parent/c.giver
Unweighted Base	1000	489	511	78	421	501	78	170	494	258	91	57	850	72	926	576
Weighted Base	1000	487	513	149	456	395	149	196	461	194	175	67	756	124	874	450
Yes	474	213	261	70	230	173	70	96	226	82	84	32	356	60	413	220
	47.4	43.8	50.8	47.2	50.5	43.9	47.2	49.0	49.0	42.2	48.1	48.1	47.2	48.6	47.2	49.0
No	526	273	253	79	226	221	79	100	235	112	91	35	399	64	461	229
	52.6	56.2	49.2	52.8	49.5	56.1	52.8	51.0	51.0	57.8	51.9	51.9	52.8	51.4	52.8	51.0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

The number of people represented in this banner /by-variable group who are in this category of the indicator. Eg. of the 461 35-54 year olds who are represented in the sample, 226 of them talked to someone about the dangers of smoking in the last 3 months.

The estimated percentage of people represented in this banner/by-variable group who are in this category of the indicator. Eg. 50.5% of 25-44 year olds spoke to someone about the dangers of smoking in the past 3 months.

The number of people in this banner/by-variable grouping who were actually in the sample.

When the unweighted and weighted base sizes of the Total column are 1000 (1300 for the combined sample tables) then the figures in the table are representative of the New Zealand population aged 18-65 years. If they are less than this then they represent a subset of the population.