

NO SMOKING DAY 2000

Northern Ireland

Evaluation Report

cut it out



no smoking day

Background

No Smoking Day (NSD) is a UK campaign funded and run by an alliance of health promotion bodies and professional and voluntary organisations.

The campaign aim is to help and support smokers who want to stop smoking. It is estimated that over one million smokers in the UK participate in No Smoking Day and as a result an estimated 40,000 people stop smoking each year.

The campaign is aimed at all smokers and reaches this group through a media campaign based on news and feature stories, advertising and local events and activities using the campaign materials and ideas based on the slogan and image.

The slogan for the seventeenth annual No Smoking Day, which was held on Wednesday 8th March 2000, was 'cut it out'.

The Evaluation

The Health Promotion Agency for Northern Ireland provided funding so that the quantitative research carried out in Great Britain could be extended to Northern Ireland. The aim of the quantitative survey was to track awareness of and claimed participation in the campaign. As in previous years the questions were entered on an omnibus survey.

A total of 1,138 interviews were carried out in Northern Ireland with adults aged 16 and over. The probability sample was stratified by region with demographic quotas set on the basis of age, sex and social class characteristics. The fieldwork took place between 20th March and 27th March 2000.

This report presents the results of the evaluation of No Smoking Day 2000 in Northern Ireland. Where appropriate, results are compared to those from the evaluation of No Smoking Day 1999 and to the 2000 Great Britain (GB) evaluation.

Results are quoted as a percentage of the total number of respondents who answered the particular question. When the number of respondents who answered the question is 30 or less, results are also given as a frequency.

Results

Prevalence of smoking

Respondents were asked to choose from a list of statements describing their current smoking status. Just over one third (35%) of the sample currently smoked cigarettes. A very small proportion smoked either a pipe or cigars (1%).

There has been little change in the prevalence of smoking since the previous year (32% were current smokers in 1999 and 34% in 1998).

Nearly half of the sample (49%) said they have never smoked and 16% said they used to smoke but 'don't anymore'.

All cigarette smokers were asked about the number of cigarettes they smoked in a typical day. Just over half (52%) of all cigarette smokers smoke between 11 and 20 cigarettes a day. One fifth smoke 21 or more cigarettes a day, an eight percentage point increase on the previous year when 12% said they smoked 21+ cigarettes a day.

Table 1: Number of cigarettes smoked in a typical day

	1999 NSD Evaluation		2000 NSD Evaluation	
	No	%	No	%
5 or less a day	32	9	24	6
Between 6-10 a day	87	24	87	22
Between 11-20 a day	201	55	206	52
21 or more a day	42	12	80	20
<i>Base: all smokers</i>	<i>365</i>	<i>100</i>	<i>397</i>	<i>100</i>

Male smokers tend to smoke more heavily, with more male smokers (26%) smoking 21+ cigarettes per day compared to female smokers (16%). Also more smokers in the DE class grouping smoke 21+ cigarettes per day (23%) than in the C1 (16%) or C2 groups (15%).

How smokers feel about stopping smoking

To try to gain an insight into smokers' readiness to change, they were asked a question, prior to any questions about No Smoking Day, about their interest in stopping smoking.

Smokers were presented with statements to describe how they felt about stopping smoking and asked to choose those that applied to them (respondents could select more than one answer). The question was modified slightly this year to include the option "I like smoking and have no intention of stopping". The majority of respondents (73%) expressed an interest in stopping smoking or had tried stopping already. Seventeen per cent said they had no intention of stopping. Table 2 details the responses and provides comparisons with GB.

Table 2: Smokers' feelings about stopping smoking

	NI %	GB %
I've never really thought about it	17	7
I'd like to stop one day	36	29
I'd like to stop soon	14	17
I'm actually trying to stop at the moment	5	8
I did stop smoking for a while but have since started again	18	32
I like smoking and have no intention of stopping	17	23
None of these	4	0

In Northern Ireland older males (aged 55+) were most content with their smoking with 35% of them expressing no willingness to stop. Young females (16-24 years) were those least happy about smoking: only 3% said they liked smoking and had no intention of stopping. Females aged 35-44 years were most likely to say they were trying to stop at the moment (14%).

Analysis by class grouping shows that DEs are least likely to have thought about giving up smoking (20%) but 50% of DEs would like to stop one day or soon and a further 24% are trying to quit now or have tried in the past. The C2 group contained the highest proportion of contented smokers with no intention of stopping (23%).

Awareness of No Smoking Day

Eighty-one per cent of respondents in Northern Ireland were aware that Wednesday 8th March 2000 was No Smoking Day. Awareness was higher among smokers (89%) than non-smokers (76%), higher among women (84%) than men (77%), and higher among those who smoked between 6 and 20 cigarettes a day (90%).

Analysis by age group and class grouping shows that awareness of the day was lowest for the 16-24 year olds (78%) and those in social class DE (78%).

Awareness in Northern Ireland has remained consistent over the past three years and remains higher than the level for GB as a whole.

Table 3: Awareness of No Smoking Day

	1998		1999		2000	
	All %	Smokers %	All %	Smokers %	All %	Smokers %
Great Britain	72	81	75	85	77	83
Northern Ireland	80	90	81	91	81	89

When analysed in relation to how smokers felt about their smoking, awareness was lowest for those that had never thought about giving up smoking (81%), but high for contented smokers who had no intention of stopping (91%).

Participation in No Smoking Day

Smokers' Intentions - All smokers aware of No Smoking Day were asked if they intended to participate in any of a range of suggested actions on No Smoking Day. Thirty-three per cent of smokers said they intended participating in NSD.

Thirteen per cent of smokers said they intended to stop smoking for a specific amount of time. Seventeen per cent said they intended to think about stopping smoking and 5% said they would try to stop smoking for good. Two per cent of smokers said they intended to help someone else give up smoking.

Female smokers were more likely than males to intend doing something about their smoking, (38% of women, 26% of men). The youngest age group (16-24 year olds) and C1 class group were most likely to say they intended to make a quit attempt (22% of 16-24 year olds and 22% of C1s compared to 18% for all smokers).

Based on stages of change, a greater proportion of the "currently trying" group had intended to make a quit attempt on No Smoking Day (just under a third). Even some of those who said they liked smoking and didn't intend to stop claimed to have intended to make a quit attempt on NSD (5%). A higher proportion of respondents in Northern Ireland gave a positive response regarding intended participation than in GB (33% compared to 24%).

Table 4: Smokers' intended behaviour on No Smoking Day

	Any positive response %	Short or long term quit attempt %	Think about stopping %	Help someone %
GB	24	11	13	2
Northern Ireland	33	18	17	2

Table 5: Participation in No Smoking Day

	All %	Males %	Females %
Thought about stopping smoking	15	11	19
Picked up information about stopping smoking	2	1	3
Talked to someone about helping me to stop smoking	2	1	3
Helped someone else to stop smoking	1	-	2
Smoked less than usual	9	9	9
Stopped for part of the day*	6	4	7
Stopped for the whole day*	8	7	9
Stopped for longer*	2	1	3
Took part in a NSD event or competition	1	1	1
Smoked more than usual	4	4	4
None of these	60	65	57

*Quit attempt

Smokers' Actual Participation - Overall 36% of smokers aware of No Smoking Day in Northern Ireland participated in the Day by quitting for a time, cutting down, accessing information or taking part in an event or competition. Female smokers were more active in their participation than males, with 19% of female smokers making a quit attempt compared to 12% of males.

A higher proportion of 16-24 year olds made a quit attempt (21%) compared to other age groups

Table 6: Percentage making a quit attempt by age group.

	ALL	16-24	25-34	35-44	45-54	55+
% making a quit attempt	16	21	10	18	16	15

In the 16-24 age group, more males attempted to quit (25%) than females (16%). However in the older age groupings this was reversed, with more older females attempting to quit than older males, eg 24% of women aged 35 and over attempted to quit compared to only 8% of men in this age group.

Across classes, the C1 group had the highest proportion of those making a quit attempt (22%) followed by DEs (16%).

Based on stages of change groupings, those who said they would like to stop soon contained the highest proportion of those who made an attempt to quit on NSD (almost a third). Even 10% of those who said they were happy with their smoking and had no intentions of stopping made a quit attempt.

The answer categories to the question about participating in NSD have changed this year, making it difficult to compare this year's results with previous years directly. However, taking quit attempts on their own, the proportion making a quit attempt declined slightly from 18% in 1999 to 16% in 2000.

In GB 33% of smokers aware of the day participated. As in 1999 participation was more active in Northern

Ireland than in GB with 16% making a quit attempt compared to 9% in GB.

Table 7: Smokers' actual participation in No Smoking Day - comparison between GB and Northern Ireland

	Any positive response %	Quit attempt %	Cut down %	Thought about it %	Smoked more %
Great Britain	33	9	11	16	9
Northern Ireland	36	16	9	15	4

All non-smokers aware of No Smoking Day were asked if they intended to help anyone stop on NSD; 20% said they intended to, but only 4% actually did.

Awareness of publicity or advertising

All respondents were asked if they had seen or heard any advertising or publicity for No Smoking Day. Seventy-two per cent said 'yes'. Awareness was higher for smokers (76%). The high level of awareness achieved in 1999 was maintained.

Table 8: Awareness of No Smoking Day advertising/publicity

	1998	1999	2000
Awareness of advertising/publicity	64%	72%	72%

In Great Britain a smaller proportion of people were aware of NSD advertising or publicity (64%).

Prompted source of awareness - All those respondents who were aware of any publicity or advertising for No Smoking Day were asked about the source of their awareness. Respondents could give more than one answer. The most common source of awareness was TV advertisements (71%) followed by TV programmes (30%). Responses are presented in ascending order in Table 9.

Respondents in GB were more likely to attribute awareness to TV programmes (43%).
Awareness of a No Smoking Day event in local area
 All respondents were asked if they were aware of any No Smoking Day event in their area. As with last year awareness was low at only 2%. Awareness of events was also low in GB (3%).

Table 9: Source of awareness about NSD

Source of awareness about NSD	No	%
TV advertisement	574	71
TV programme	247	30
Local press article	108	13
Poster	88	11
Radio advertising	87	11
National press advertising	76	9
Doctor's surgery/health centre	72	9
Radio programme	37	5
Magazine	33	4
At work	21	3
Other	21	3
Chemist shop	20	2
Don't know/can't remember	19	2
Cinema	4	<1
<i>Base: all who saw any publicity for NSD</i>	<i>814</i>	<i>100</i>

