

Smoking & Asian Peoples

Factsheet

Prepared by The Quit Group
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New Zealand Asian Smokers: Characteristics and Use of National Quit Services

This fact sheet contains information about:

- the demography of Asian smokers
- the use of national quit services by Asian smokers
- the proportion of Asian clients using national quit services compared with the overall Asian smoker population
- where Asian clients obtained the Quitline number
- where Asian clients found out about Txt2Quit.

Other information such as parental smoking and exposure to second hand smoke are covered in the full report.¹

Key Points

- ◇ The Asian population had the lowest smoking rate in 2006 compared with other ethnic groups in New Zealand.
- ◇ Asian males had a significantly higher smoking rate than Asian females.
- ◇ Over a fifth of Korean, Southeast Asian and Chinese males were regular smokers in New Zealand.
- ◇ Southeast Asian females had the highest smoking rate of all Asian female ethnic groups.
- ◇ Proportionately more Asian clients (especially Chinese clients) used the national web quitting service.
- ◇ Indian people had the lowest smoking rate of all Asian ethnic groups, however one in two Asian quit service clients were Indian.
- ◇ Around a third of Indian clients obtained the Quitline number from television advertising, compared with 20% of Chinese clients

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According to the Census of Population and Dwellings about 350,000 Asian people were resident in New Zealand in 2006. They comprised 9.2% of New Zealand's population. The main Asian ethnic groups represented were Chinese (44%), Indian (29%), Korean (8%), and Southeast Asian (12%) (including Filipino, Cambodian, Vietnamese and other Southeast Asian ethnicities). Statistics New Zealand predicts that the Asian ethnic group will experience the most significant increase of any ethnic group in New Zealand in the next fifteen years². It is expected to comprise 15% of the total population by 2021. This is higher than the expected proportion of Pacific people (9%) in 2021.

Smoking Rates³

The Census showed that 21% of people (aged 15+) who were resident in New Zealand were regular smokers. Regular smokers were defined as those who currently smoke one or more manufactured or hand rolled tobacco cigarettes per day. Comparing the smoking rates by ethnicity, the Asian population had the lowest smoking rate (11%); however the smoking rate of Asian males (18%) was similar to that of European males (20%). The smoking rates of Korean, Southeast Asian and Chinese males were around or over 20%. Furthermore, Asian males had a significantly higher smoking rate than Asian females (5%. Tables A1 and A4 in the Appendix).

Comparing the smoking rates by gender, males were more likely to smoke than females except Māori where Māori females (46%) had a higher smoking rate than males (39%). The largest differences were found between Asian males (18%) and females (5%), followed by Middle-Eastern, Latin American & African (MELAA: 20% vs 10%), Pacific (34% vs 27%), European (20% vs 19%) and Other (17% vs 16%) (Figure 1 and Table A1).

In each age group, Asian people had a lower smoking rate than the overall population. The smoking rate for Asians aged between 15 and 64 was very consistent around 10%. The rate for older Asian people (aged 65+) was almost half that of their younger counterparts at 6% (Figure 2 & Table A2).

Asian males between 25 and 44 years old had the highest smoking rate of over 20%. Rates were a lot lower among their older counterparts (below 10% among 65+ males). For Asian females, the smoking rate decreased as age increased (Figure 3 and Table A3).

Among the Asian ethnic groups, Koreans had the highest smoking rate at 15%, followed by Chinese and Southeast Asian both at 12%. Indians had the lowest smoking rate at 8%. The smoking rate of Other Asians was 11% (Table A4).

Figure 1: Smoking rate by ethnic group and gender, 2006

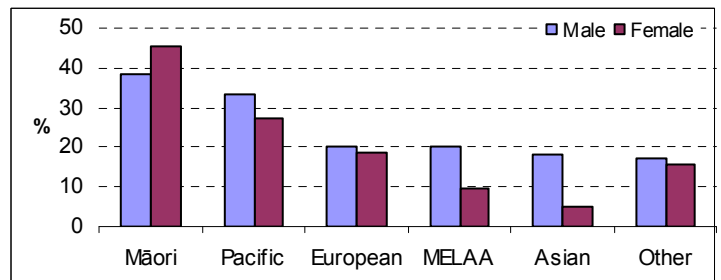


Figure 2: Smoking rate of Asian and overall New Zealand population by age group, 2006

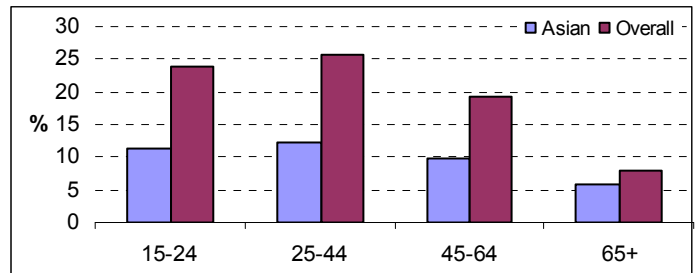
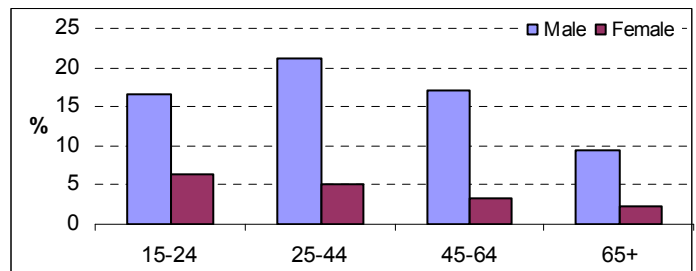


Figure 3: Asian smoking rate by age group and gender, 2006



Overall, males had a significantly higher smoking rate than females in all Asian ethnic groups. At least one in five Korean (26%), Chinese (20%) and Southeast Asian (20%) males were regular smokers, higher than the overall smoking rate of Asian males (18%), and similar to the European and MELAA male smoking rates (20%). The smoking rates of Southeast Asian (6%) and Other Asian (7%) females were higher than the overall smoking rate of Asian females (5%) (Figure 4 & Table A4).

A slightly different pattern becomes evident when looking more closely at age groups within each Asian ethnic group. Chinese had the highest smoking rate among Asians aged 15 to 24 years old. However, Koreans had the highest smoking rate among Asians in all other age groups. Indians had the lowest smoking rates through all age groups (Figure 5 and Table A5).

Figure 4: Smoking rate by Asian ethnic group and gender, 2006

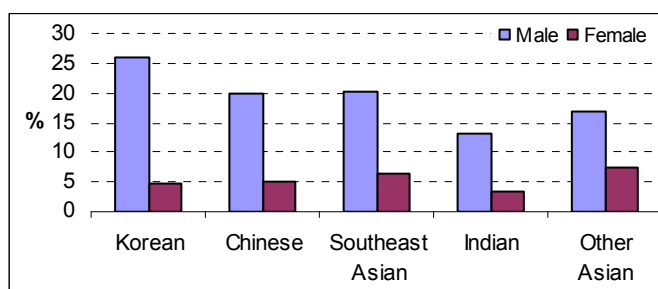
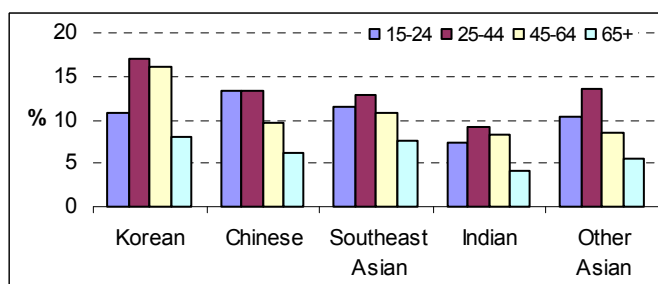


Figure 5: Smoking rate by Asian ethnic group and age group, 2006



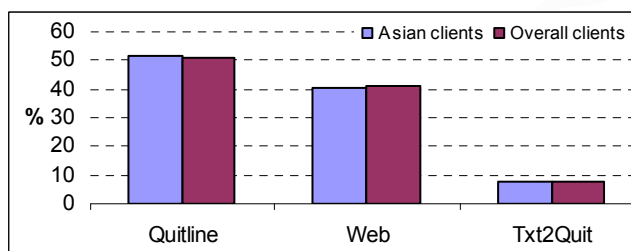
Use of National Quit Services

The Quit Group runs national quit services on contract to the Ministry of Health, which includes the Quitline, web service and Txt2Quit.

- The Quitline is a free telephone service that offers clients advice on quitting, alongside a callback service and subsidised nicotine patches, gum and lozenges.
- The web service enables clients to order written resources on quitting smoking via Quit's website. In October 2007, the web service was expanded to also allow clients the ability to order nicotine patches, gum and lozenges online.
- Txt2Quit is a mobile phone texting service which was launched in June 2008 to provide cessation support to smokers through texting.

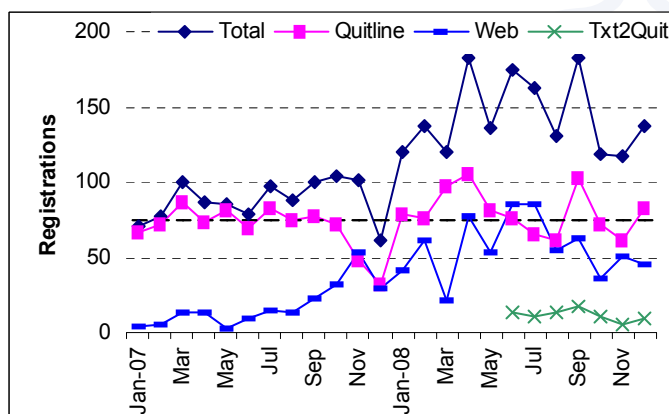
Between January 2007 and December 2008, a total of 87,718 clients registered with Quit services, including 58,056 Quitline clients, 27,332 web clients and 2,330 Txt2Quit clients. During this same period, a total of 2,692 Asian clients registered with a Quit service (Table A6). During the seven month period when all three Quit services were available, over half of the Asian clients registered with the Quitline and 40% with the web site. The remainder used Txt2Quit (Figure 6 and Table A7). The proportion of Asian clients registered with each of the three Quit services was very similar to that for all clients.

Figure 6: Registrations with the Quitline, web and Txt2Quit services by Asian and overall clients, June – December 2008



Considering registrations with the Quitline and website alone, between January and September 2007, 87% of all Asian clients registered with the Quitline while only 13% registered with the web service. Following the expansion of the web service in October 2007 (to include ordering of subsidised nicotine replacement products) the percentage of Asian web clients increased dramatically to 47% between October 2007 and December 2008 (not shown). The raw number of Asian client registrations increased consistently from January 2008 (Figure 7).

Figure 7: Asian registrations with the Quitline, web service, Txt2Quit and total, January 2007 – December 2008

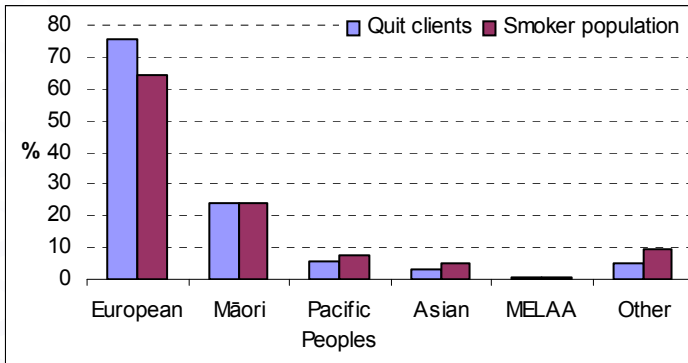


Comparing Asian Clients using National Quit Services with the Asian Smoker Population

The ethnicity of Quit service clients generally matched the distribution of the overall smoker population in New Zealand. Seventy-six percent of clients identified themselves as European, which was over-represented compared with the European smoker population (64%). The percentages of clients identifying as Māori (24%), Pacific (6%), Asian (3%), MELAA (1%) and Other (5%) were close to or slightly under-representative of those smoker populations (Figure 8 and Table A8).

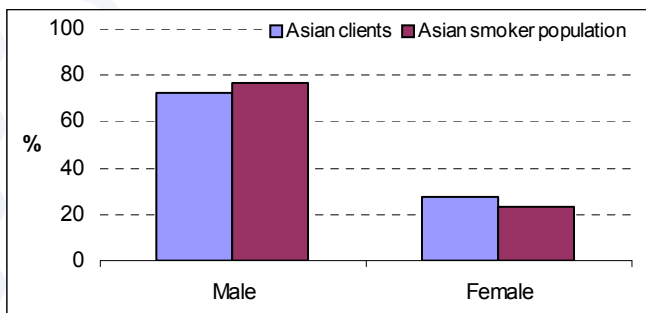
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Figure 8: Ethnicity of Quit service clients and the overall smoker population



The gender distribution of Asian clients was slightly different from the overall Asian smoker population. Asian males and females comprised 72% and 28% of Quit service clients, compared to 77% and 23% of the overall Asian smoker population (Figure 9 and Table A9) indicating that proportionately more Asian females than males use Quit services.

Figure 9: Gender of Asian clients and the Asian smoker population



Most Asian clients were aged between 25 and 44 years old (52%) which was over-represented in comparison to the overall Asian smoker population (48%). This is the age group targeted by The Quit Group's media campaigns. (Figure 10 and Table A10).

The geographical location, by District Health Boards (DHBs), of Quit service clients generally matched the overall Asian smoker population but there were small differences in proportions in some DHBs. The proportions of Asian clients in Auckland, Manukau, Bay of Plenty, Capital and Coast, Hutt, and Otago DHBs were higher than the overall Asian smoker population. In contrast, the proportions of Asian clients in Waitemata, Wairarapa, and Canterbury DHBs were lower than the overall Asian smoker population in those areas (Figure 11 and Table A11).

As Txt2Quit was only in service for seven months during the study period, a comparison of the use of different Quit services includes only Quitline and web site registrations. Indians were the largest Asian group to use Quit services (49%), followed by Chinese

(28%), Southeast Asian (7%) and Other Asian (15%). However, Indians had the lowest smoking rate (8%) of all the Asian ethnic groups. Within each Asian ethnic group, the Quitline attracted more registrations than the web service (between 55 and 79 percent registered with the Quitline). In addition, Chinese clients were a lot more likely to use the web service (45%) than any other Asian ethnic group (Figure 12 and Table A12).

Figure 10: Age groups of Asian clients and the Asian smoker population

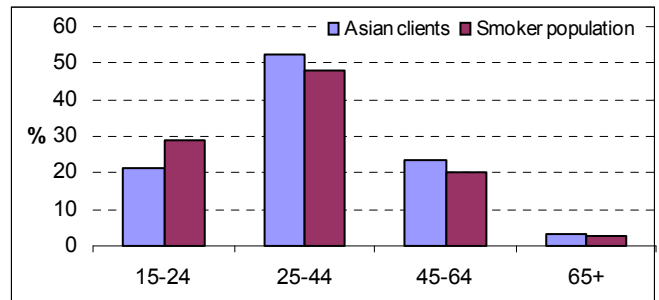
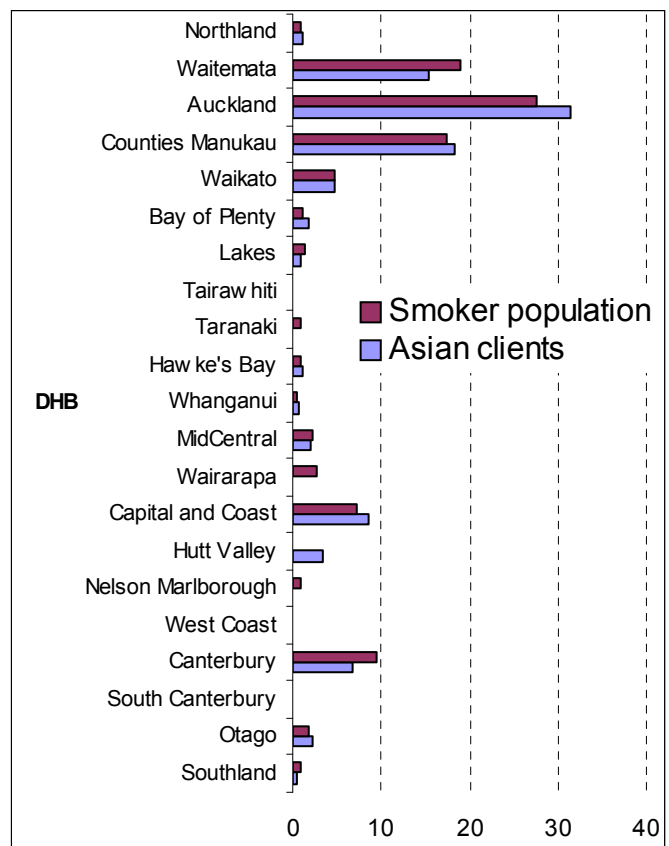


Figure 11: Geographical location (DHBs) of Asian clients and the Asian smoker population

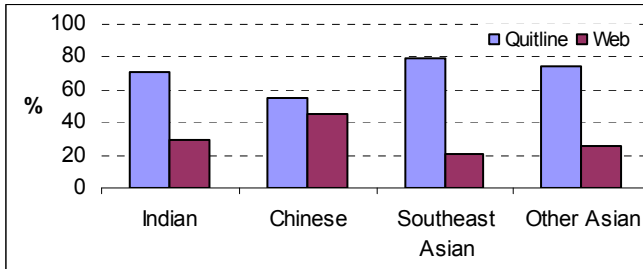


Where Asian Clients Obtained the Quitline Number

When new clients register with the Quitline the first time, they are asked by the Quit Advisor where they obtained the Quitline number. Between January 2007 and December 2008, friends and fam-

ily (24%), television advertising (23%), tobacco product packaging (21%), and health workers (14%) were the four main information sources where new Asian clients obtained the Quitline number (Table A13).

Figure 12: Registrations with different Quit services by Asian ethnic groups, January 2007 – December 2008



Around a quarter (27%) of new Indian clients obtained the Quitline number from television advertising; 24 and 23 percent of Indian clients obtained the number from tobacco product packaging and friends and family. In contrast, only 19% of new Chinese clients obtained the Quitline number from television advertising. Friends and family was their main information source (25%). Television advertising, friends and family, tobacco product packaging, and health worker were the four most popular sources for new South-east Asian and Other Asian clients obtaining the Quitline number, where the percentages were over 18% (Figure 13).

Where Asian Clients found out about Txt2Quit

When new Txt2Quit clients register the first time, they are asked where they found out about the Txt2Quit service. Due to the small number of Asian clients registered between June and December 2008 (n=80), all Asian clients are presented as a whole. The most mentioned information source was Quitline Advisors (56%) (Figure 14 & Table A14).

Figure 13: Where new Quitline clients obtained the Quitline number by Asian ethnic group, January 2007 – December 2008

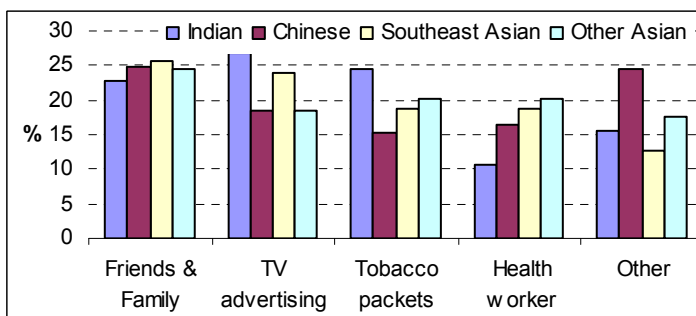
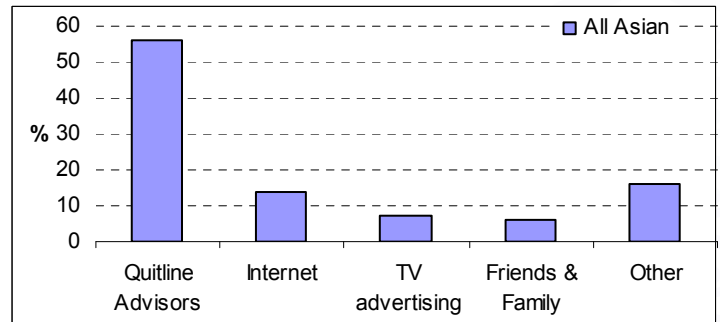


Figure 14: Where new Asian Txt2Quit clients found out about the service, June – December 2008



Appendix

Table A1: Smoking rate by ethnic group and gender, 2006

Ethnicity	Male %	Female %	Total %
Māori	38.5	45.5	42.2
Pacific	33.5	27.3	30.3
European	20.3	18.6	19.4
MELAA	20.3	9.6	15.1
Asian	18.1	4.8	11.1
Other	17.4	15.8	16.6

Table A2: Smoking rate of Asian and overall New Zealand population by age group, 2006

Age group	Asian %	Overall %
15-24	11.4	24.0
25-44	12.2	25.8
45-64	9.8	19.2
65+	5.8	8.0

Table A3: Asian smoking rate by age group and gender, 2006

Age group	Male %	Female %	Total %
15-24	16.5	6.3	11.4
25-44	21.1	5.0	12.2
45-64	17.0	3.4	9.8
65+	9.5	2.3	5.8

Table A4: Smoking rate by Asian ethnic group and gender, 2006

Asian ethnic group	Male %	Female %	Total %
Korean	26.1	4.8	14.6
Chinese	19.8	4.9	12.0
Southeast Asian	20.1	6.3	11.8
Indian	13.3	3.3	8.3
Other Asian	16.7	7.3	11.3
Overall	18.1	4.8	11.1

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Table A5: Smoking rate by Asian ethnic group and age group, 2006

Age group	15-24 %	25-44 %	45-64 %	65+ %	Total %
Korean	10.8	16.9	16.0	8.0	14.6
Chinese	13.3	13.4	9.6	6.2	12.0
Southeast Asian	11.5	12.8	10.7	7.7	11.8
Indian	7.4	9.2	8.3	4.1	8.3
Other Asian	10.4	13.6	8.4	5.6	11.3
Overall	11.4	12.2	9.8	5.8	11.1

Table A6: Registrations with the Quitline and web services by Asian and overall clients, January 2007 – December 2008

Quit services	Asian clients	%	Overall clients	%
Quitline	1,790	66.5	58,056	66.2
Web	822	30.5	27,332	31.2
Txt2Quit	80	3.0	2,330	2.7
Total	2,692	100.0	87,718	100.0

Table A7: Registrations with the Quitline and web services by Asian and overall clients, June – December 2008

Quit services	Asian clients	%	Overall clients	%
Quitline	524	51.8	14,890	50.8
Web	407	40.3	12,071	41.2
Txt2Quit	80	7.9	2,330	8.0
Total	1,011	100.0	29,291	100.0

Table A8: Ethnicity of Quit service clients and the overall smoker population

Ethnicity	Quit service clients %	Smoker population %
European	75.7	64.1
Māori	23.8	24.2
Pacific Peoples	5.6	7.7
Asian	3.3	4.8
MELAA	0.9	0.6
Other	5.0	9.3

Table A9: Gender of Asian clients and the Asian smoker population

Gender	Asian clients %	Smoker population %
Male	72.2	76.7
Female	27.8	23.3

Table A10: Age groups of Asian clients and the Asian smoker population

Age group	Asian clients %	Smoker population %
15-24	21.5	28.7
25-44	52.1	48.0
45-64	23.2	20.4
65+	3.2	3.0

References

1. The Quit Group, *New Zealand Asian Smokers: Characteristics and Use of National Quit Services*. 2009, Wellington.
2. Statistics New Zealand, *Demographic Trends: 2007*. 2008, Wellington.
3. Statistics New Zealand, *2006 Census of Population and Dwellings 2006 Data Tables*. 2008, Wellington.

Table A11: Geographical location (DHBs) of Asian clients and the Asian smoker population

DHB	Asian clients %	Asian smoker population %
Northland	1.1	0.9
Waitemata	15.4	18.9
Auckland	31.3	27.6
Counties Manukau	18.3	17.3
Waikato	4.8	4.7
Bay of Plenty	1.7	1.2
Lakes	1.0	1.3
Tairāwhiti	0.3	0.3
Taranaki	0.3	0.8
Hawke's Bay	1.1	1.0
Whanganui	0.6	0.4
MidCentral	2.1	2.2
Wairarapa	0.1	2.6
Capital and Coast	8.5	7.3
Hutt Valley	3.3	0.2
Nelson Marlborough	0.3	0.8
West Coast	0.2	0.1
Canterbury	6.7	9.5
South Canterbury	0.1	0.3
Otago	2.3	1.9
Southland	0.5	0.9

Table A12: Registrations with the Quitline and the web site by Asian ethnic groups, January 2007 – December 2008

Asian ethnic group	Quitline %	Web %	Combined registrations %
Indian	70.3	29.7	49.2
Chinese	54.7	45.3	28.9
Southeast Asian	79.3	20.7	7.0
Other Asian	74.6	25.4	14.9

Table A13: Where new Quitline clients obtained the Quitline number by Asian ethnic group, January 2007 – December 2008

Sources	Indian %	Chinese %	Southeast Asian %	Other Asian %	All Asian %
Friends and Family	22.7	24.9	25.6	24.6	23.6
Television Advertising	26.7	18.5	23.9	18.4	23.2
Tobacco product packaging	24.4	15.4	18.8	20.2	21.3
Health Worker	10.7	16.5	18.8	20.2	13.9
Other	15.5	24.6	12.8	17.5	18.1

Table A14: Where new Asian Txt2Quit clients found out about the Txt2Quit service, June – December 2008

Sources	All Asian %
Quitline Advisors	56.3
Internet	13.8
Television Advertising	7.5
Friends and Family	6.3
Other	16.3