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Preface

The Norwegian Institute for Alcohol and Drug Research (SIRUS) has been commissioned by the Directorate for Health and Social Affairs (SHdir) to update and comment on the figures in the annual Norwegian tobacco use surveys published in Tobacco Statistics 1973-2006. The Directorate for Health and Social Affairs is responsible for monitoring tobacco use in Norway, and data is collected annually by Statistics Norway. The publication also refers to sources other than the annual tobacco use surveys, e.g. sales statistics for tobacco products from the Norwegian Directorate of Customs and Excise. It also presents figures from a survey in lower secondary school. The survey is conducted every fifth year by the Directorate for Health and Social Affairs; the most recent one was in 2005.

The purpose of the publication is to describe tobacco use trends from the first surveys in 1973 and up to today. Chapter 1 presents the percentage who smokes on a daily basis over time, smoking patterns by age and gender, geographical variations and smoking on a daily basis in the Nordic countries. The use of snus is on the rise, and Chapter 2 presents an overview of its prevalence and changes in the use of snus over time. Chapter 3 covers self-reported consumption and changes in registered tobacco sales in Norway in recent years. Legal tobacco sales in Norway are registered by the Norwegian Directorate of Customs and Excise, while the unregistered consumption of tobacco is recorded through the annual tobacco use surveys, which ask whether the respondent's most recently smoked cigarettes were purchased in Norway, Sweden, Denmark or in another foreign country. Smoking cessation is the focus of Chapter 4, which discusses successful attempts to quit, quit attempts among daily smokers, and the intention to quit smoking. Chapter 5 deals with passive smoking, with emphasis on the change in attitude seen since the early 1990s. The chapter also discusses attitudes to the introduction of a ban on smoking in hospitality venues. The final chapter addresses the topic of smoking and social inequality. Social inequality with a view to health has been put on the agenda in recent years, and smoking is one of several lifestyle factors that make a strong contribution to the imbalance that exists. Smoking is most prevalent among individuals with little education, which will eventually lead to formidable social inequality with a view to future health. In addition to smoking being a behaviour that is most prevalent among individuals with little education, the quit-rate is lower among individuals with low level of education.

1. Smoking

In 2006, daily smokers comprised 24 per cent of the adult population aged 16 to 74, and they were equally divided among women and men. This corresponds to roughly 900 000 individuals. Besides those who smoke on a daily basis, there are 10 per cent who smoke occasionally, accounting for roughly 375 000 individuals (Table 1).

In 1973, 52 per cent of men in the 16 to 74 age group smoked. The decline in the percentage of men who smoke daily has been considerable from 1973 up to today, with a 50 per cent reduction over 30 years. The proportion of women who smoke on a daily basis was some 30 per cent throughout the period from 1973 to 2002, but there has been a substantial decline since then. Since the mid-1990s, there has been little difference in the percentages of male and female smokers, and the declines in recent years have been completely parallel (Figure 1).

Figure 1: Prevalence of daily smoking among men and women, aged 16-74 years for the period 1973-2006, three yearly moving average

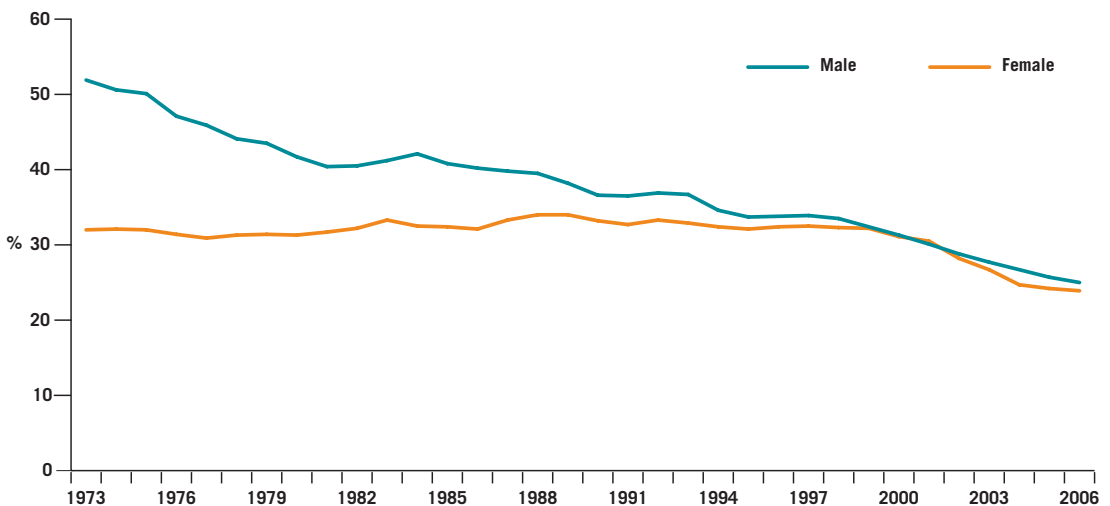


Table 1 demonstrates how many individuals have smoked daily or occasionally in selected years from 1976 to 2006. The number of adults who smoke daily has diminished from 1.23 million in 1976 to 900 000 in 2006. The number of smokers has declined, despite the fact that the population aged 15 years and older (as a whole) has expanded from 3.1 million in 1976 to 3.7 in 2006. Thus the number of non-smokers climbed significantly during the period, from around 1.6 million to 2.5 million (Table 1).

Table 1: Percentage and numbers of daily, occasional and non-smokers, age 15 years or above,¹selected years

	Daily smoking		Occasional smoking		Never smoking		Population age 15 years or above.
	%	Number	%	Number	%	Number	Number
1976	40	1 226 000	9	276 000	51	1 563 000	3 065 000
1986	35	1 167 000	10	333 000	55	1 834 000	3 335 000
1996	34	1 195 000	11	387 000	55	1 934 000	3 516 000
2006	24	896 000	10	373 000	66	2 464 000	3 733 000

The significance of age and gender

The highest percentage of smokers is in the 35 to 64 age group, while there are somewhat fewer in the two youngest age groups. The proportion of daily smokers is lowest in the oldest age group, aged 65 to 74, for women and men alike (Table 2). There are no gender-related differences in the percentages of those who smoke on a daily basis in the various age groups

Table 2: Percentage of daily smokers by age and gender in age group 16-74 years. Pooled data 2005-2006 (every year includes four quarterly surveys)

Age	16-24 %	25-34 %	35-44 %	45-54 %	55-64 %	65-74 %
Male	23	23	26	29	29	17
Female	22	20	28	28	26	15
Total	22	22	27	29	28	16
Sample (N)	356	422	545	513	402	153

Age-related differences can usually be explained in two ways. The one is that people change gradually as they are age (age effect), while the other takes as its point of departure the fact that different generations (age cohorts) grow up under different sociocultural framework conditions that give every generation unique distinctive features (generation effect). An age cohort can be people born in the same year or during the same period.

Table 2 indicates that there are somewhat fewer daily smokers in the two youngest age groups than among those who are middle-aged. According to the age hypothesis, this may be because some people in the youngest age group have not started smoking yet, but that they will start later in their life cycle. The low incidence of smokers among the oldest group can also be explained by the age hypothesis. Many smokers decide to quit as they age, either to improve their health or because they aspire to be good role models for children. Another factor that comes into play is linked to premature death due to tobacco-related diseases, which reduces the proportion of smokers in the oldest age groups.

¹ The number is rounded up to whole thousands. The percentage of daily, occasional or never smokers is based on the tobacco statistics for age group 16-74 years, but the population number accounts for the age group 15 years or above. Since the smoking prevalence is lower among 15 year-olds and among those aged 74 years or older, this implies that the real number of smokers is lower than presented in the table.

Fewer young people start smoking now than 30 years ago (see Figure 4). This reduction is most probably ascribable to the growing attention devoted to and knowledge of the risk associated with tobacco smoking, combined with the fact that smoking has a less positive symbolic effect these days than it used to. Today's young people learn more about tobacco and its harmful effects than young people did a few years ago. Thus, such explanations are related to the generation effect. The absence of tobacco advertising in the lives of young people today means that fewer start smoking at an early age. The introduction of smoke-free hospitality venues may also help decrease the number of young people who start smoking since cafes and other catering venues are no longer recruitment arenas for smoking.

The percentage of female smokers remained unchanged for about 30 years, until 2003, while the percentage of male smokers dropped significantly (Figure 1). This does not necessarily mean that women have been less prone to quitting than men. In 1976, the percentage of male smokers in the 65 to 74 age group was high, i.e. 40 per cent smoked on a daily basis (Figure 2). The percentage of female smokers in the same age group was, on the other hand, low, i.e. 12 per cent in 1976 (Figure 3). This is because it was uncommon for this generation of women to smoke when they were young in the 1920s and 1930s. Conversely, women born in the 1950s grew up with other attitudes to smoking, not least because tobacco advertising targeted women. In 1976, smoking was almost equally divided among men and women in the youngest age group with 44 and 40 per cent, respectively (Figures 2 and 3). As the older non-smoking women have disappeared from the sample, they have been replaced by younger women who smoke just as much as the men in their age cohort do. Figure 3 illustrates how the percentage of female smokers has declined in most age groups, with the exception of the 55-64 and 65-74 age groups. There has been a substantial decline in all age groups among men.

Figure 2: Prevalence of daily smoking among men in different age groups for the years 1976, 1986, 1996 and 2006

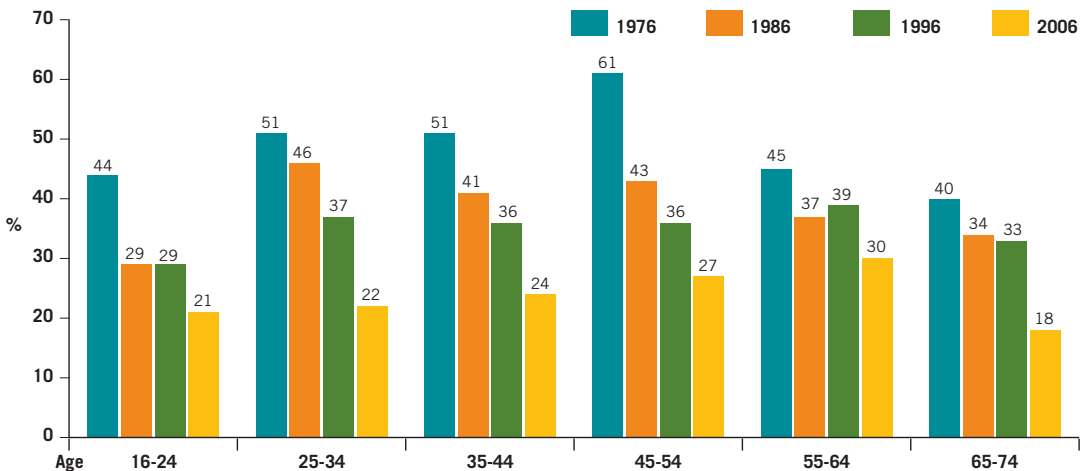
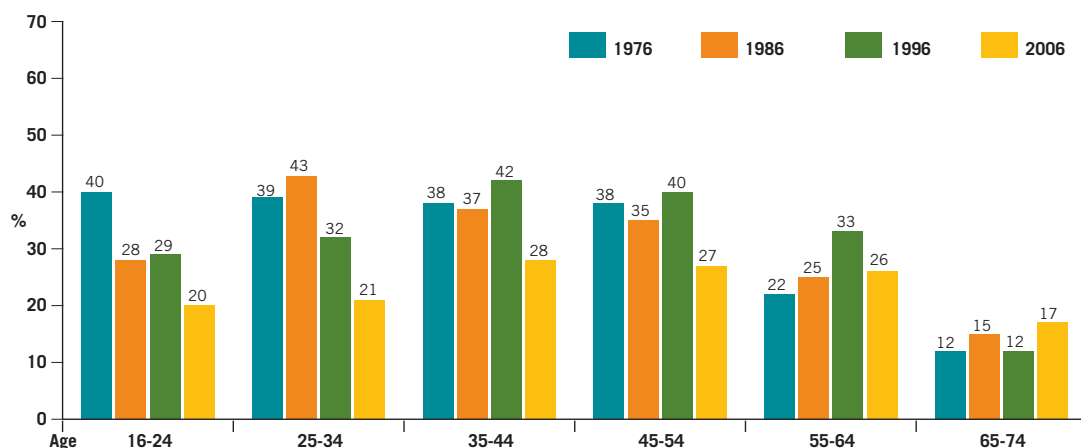


Figure 3: Prevalence of daily smoking among women in different age groups for the years 1976, 1986, 1996 and 2006



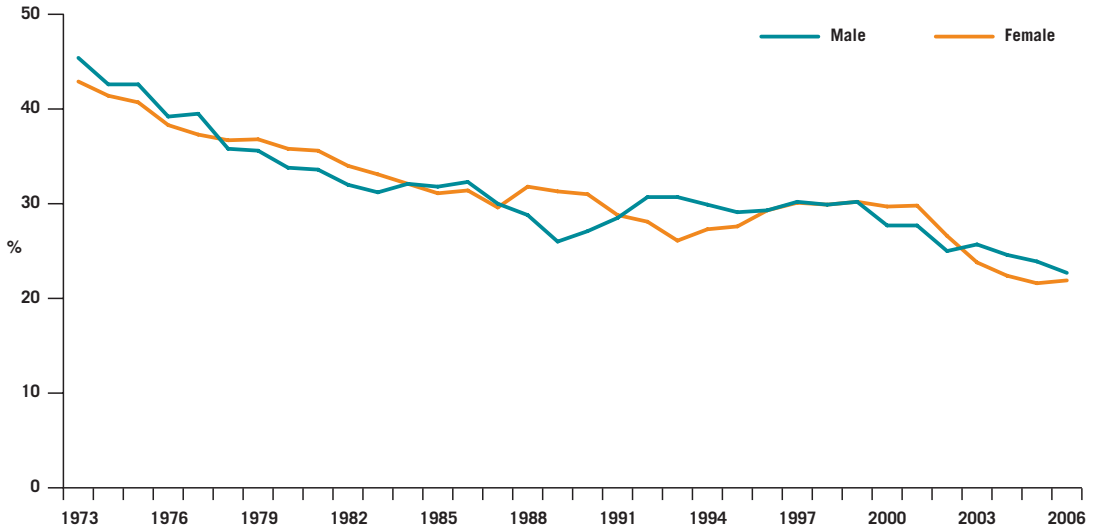
There is far less difference between the percentages who smoke on a daily basis among the various age groups today. The total percentage of female smokers has remained stable, although the age composition in female smoking patterns has shifted. The change in the age composition probably implies that the generation effect is in the process of diminishing as regards female smokers. Since the generation-specific gender differences in the smoking pattern are gone, there is reason to expect a more similar trend for both genders in future.

Young adults smoking and age of onset

The most important explanation for the reduction in the percentage of those who smoke on a daily basis appears to be that fewer adolescents start smoking daily today than before. In the 16 to 24 age group, the percentage who smoke daily declined from about 45 per cent in 1973 to 20 per cent in 2006 (Figure 4). An equal proportion of boys and girls smoke daily in Norway (21/20 per cent). The trends have been similar for both genders since 1973². Over the past 30 years, an equal number of men and women have started smoking.

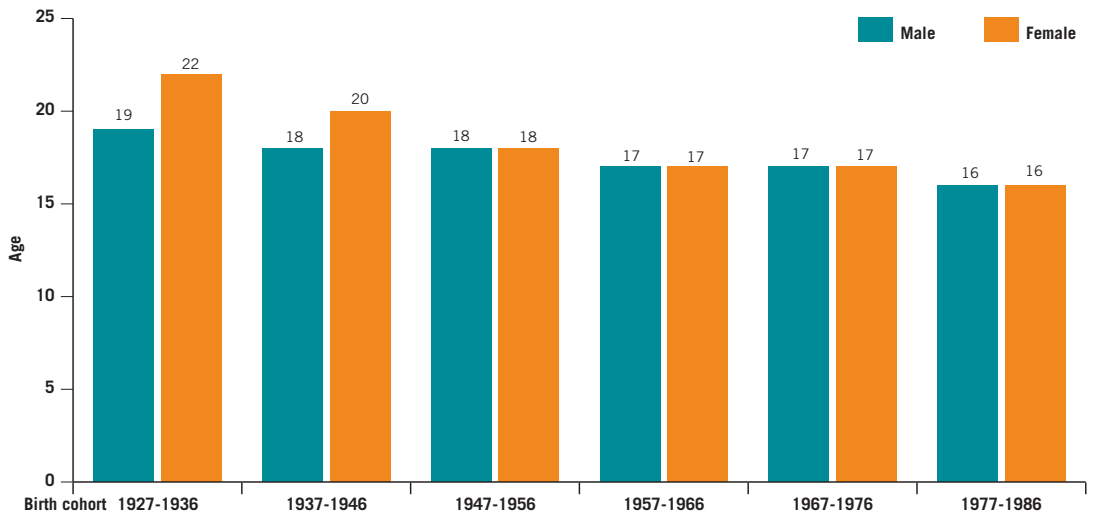
² Owing to the small samples (the number surveyed) in this age group, rather large margins of error must be expected. Broken down by age, this material lends itself best for examining long-term trends rather than changes from year to year.

Figure 4: Prevalence of daily smoking in male and females aged 16-24 years for the period 1973-2006, three yearly moving average



Very few start smoking before they enter lower secondary school. More than half of those who have ever smoked on a daily basis, i.e. former and current daily smokers, state that they started smoking before they turned 18 (data for the years 2004 to 2006, individuals aged 20 or older). The average age of onset of daily smoking is lower for the younger generation than it was for the older generations (Figure 5). Those born in the 1920s and 1930s began smoking later in life than today's adolescents. The age of debut has changed for the various birth cohorts among women in particular. For those born from 1977 to 1986, the age for onset on daily smoking has dropped to age 16.

Figure 5: Mean age of onset of smoking among ever-smokers by gender and cohort. Pooled data 2004- 2006



A survey has been conducted on tobacco use among the country's lower secondary school pupils every fifth year since 1975³. The most recent survey (2005) showed that the percentage who smoked on a daily basis was five per cent among all lower secondary school pupils. Roughly nine per cent stated they smoked occasionally. An equal number of boys as girls smoked daily, while 10 per cent of the girls smoked occasionally, compared with eight per cent of the boys. The percentage who smokes on a daily basis increases with age for boys and girls (Figures 6 and 7). From 2000 to 2005, there was a decrease in the percentage who smokes daily in all grades among boys and girls alike.

Figure 6: Prevalence of daily smoking among boys in lower secondary school (aged 13-15 years) by grade. Data every five year since 1975

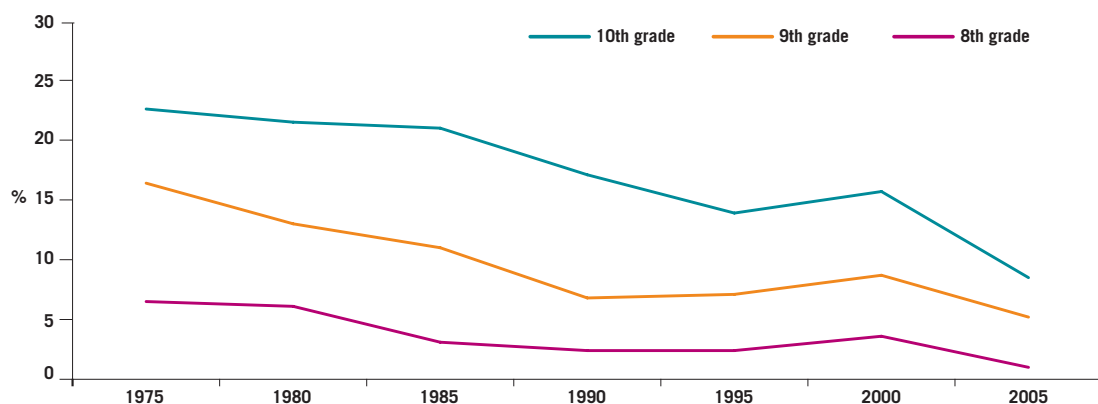
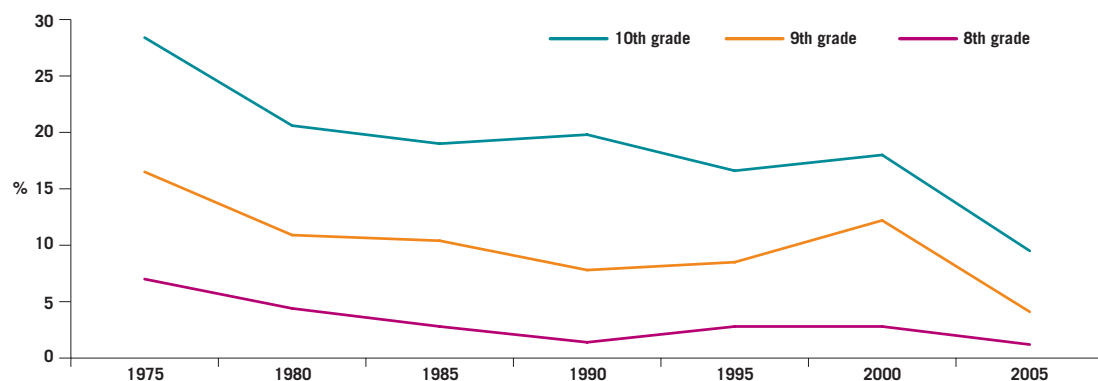


Figure 7: Prevalence of daily smoking among girls in lower secondary school (aged 13-15 years) by grade. Data every five year since 1975

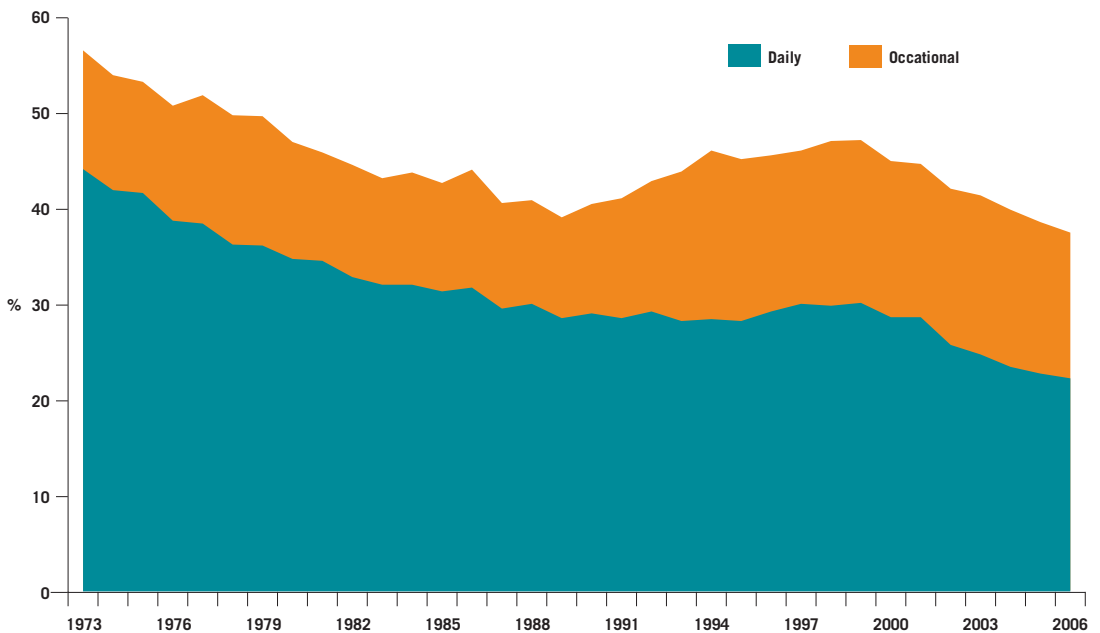


³ All schools in Norway with at least 15 pupils at lower secondary level were contacted in connection with the survey. The figures are from a sample of approx. 3 700 pupils. The surveys have been conducted by the National Council on Tobacco and Health (1975-2000) and the Directorate for Health and Social Affairs (2005), and in collaboration with Norwegian Gallup since 2000.

Occasional smokers

Smoking occasionally is equally prevalent among men and women, and is most prevalent among young people (ages 16 to 34). Well-educated individuals used to be overrepresented among occasional smokers, but this no longer appears to be the case. From 1973 to the end of the 1980s, the percentage who smoke occasionally among 16 to 24 year-olds remained stable at between 10 and 13 per cent (Figure 8). In the early 1990s, there was an increase in the percentage who smoke occasionally in the 16 to 24 age group. Since 2000, the percentage of occasional smokers has been between 14 and 16 per cent, with a 14 per cent share in the most recent survey in 2006. The large percentage of occasional smokers has dominated young people's smoking pattern from the 1990s and up to today. It is difficult to find definite reasons for this rise in the percentage who smoke occasionally, but the increase coincides in time with the emergence of a wider selection of pubs, bars and hospitality venues, especially in the cities. The introduction of smoke-free hospitality venues on 1 June 2004 is a factor that may eventually contribute to a decrease in the percentage occasional smokers. From 2005 to 2006, the percentage declined from 17 per cent to 14 per cent.

Figure 8: Percentage of daily and occasional smoking in age group 16-24 years for the period 1973-2006, three yearly moving average



Geographical variations

There are some rather large variations between counties when it comes to the prevalence of smoking. From 2002 to 2006 as a whole, Østfold, Telemark and Finnmark counties had the highest proportions of daily smokers, with in excess of 30 per cent. At the opposite end of the scale are Akershus, Oslo and Nord-Trøndelag counties, with 22, 22 and 23 per cent, respectively. Akershus County has the highest percentage of non-smokers; 67 per cent smoke neither daily nor occasionally (Table 3).

It is not necessarily geography per se that is decisive since the differences narrow if one takes level of education into account in the various counties. This means the differences are to some extent ascribable to the fact that, on average, there is a higher share of people with long educations in certain counties, compared with a higher share of people with shorter educations in others.

Table 3: Percentage of daily, occasional or never smokers among male and female in age group 16-74 years by county. Pooled data 2002-2006⁴.

	Daily smoking			Occasional smoking			Never smoking			Sample (N)
	total %	men %	female %	total %	men %	female %	total %	men %	female %	
Norway total	26	27	26	11	12	11	63	62	64	25 217
Østfold	32	33	31	10	12	9	58	55	61	1 343
Akershus	22	22	22	10	10	11	67	68	67	2 603
Oslo	22	23	21	13	13	13	65	64	66	2 843
Hedmark	28	28	28	11	11	11	61	61	62	1 011
Oppland	29	29	29	10	10	9	62	60	63	989
Buskerud	25	26	25	10	10	10	65	64	65	1 304
Vestfold	29	30	27	12	14	11	59	57	62	1 124
Telemark	31	31	30	8	11	6	61	58	64	884
Aust-Agder	29	31	27	10	9	12	61	61	62	565
Vest-Agder	29	32	26	11	10	11	60	57	63	919
Rogaland	26	27	24	11	11	11	63	62	65	2 233
Hordaland	25	26	24	12	12	11	64	63	64	2 480
Sogn og Fjordane	24	24	24	10	11	9	66	65	67	589
Møre og Romsdal	26	27	25	12	13	11	62	60	64	1 376
Sør-Trøndelag	25	25	25	13	13	12	63	62	63	1 645
Nord-Trøndelag	23	22	25	11	12	10	66	66	65	744
Nordland	30	28	32	11	13	10	59	59	58	1 319
Troms	29	30	28	12	13	10	59	56	61	813
Finnmark	32	30	35	9	8	10	59	63	56	433

⁴ The sample size accounts 5 000 individuals each year, and is too small to break down in counties for one single year. To increase statistical power the data from the last five years has been pooled. The daily smoking prevalence for the country as a whole will thus differ from other results on daily smoking prevalence presented elsewhere in this report.

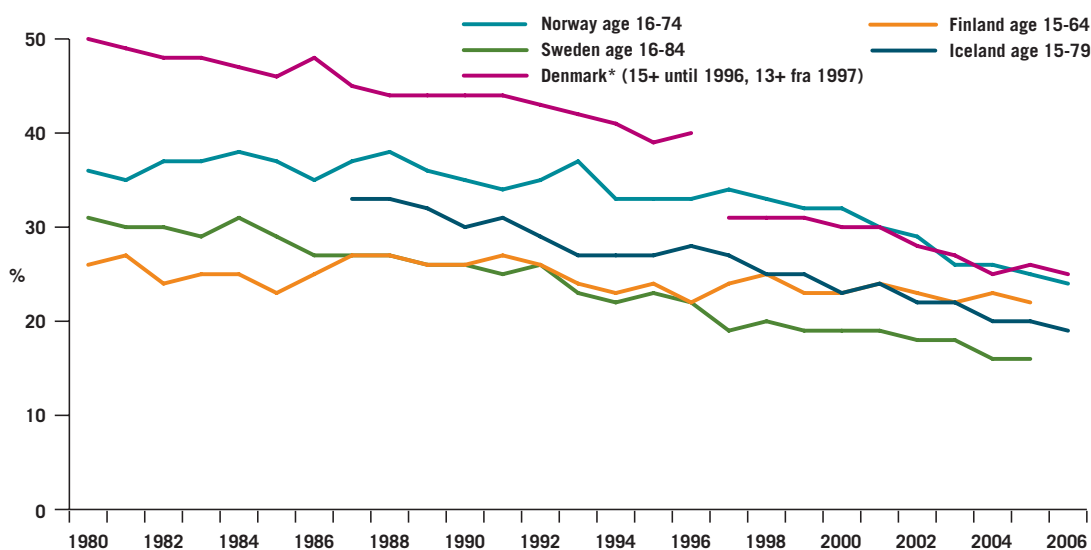
Smoking in the Nordic countries

In Sweden, the percentage who smoked daily was 16 per cent in the 16 to 84 age group in 2005. Among men, the percentage that smoke daily in Sweden has been reduced steeply from 35 per cent in 1980 to 14 per cent in 2005. Among Swedish women, the figure was reduced from 29 to 18 per cent. On the other hand, there are now more Swedish men who use snus than who smoke, 23 per cent of Swedish men aged 16 to 84 use snus daily, compared with 3 per cent women.

In 2006, the percentage of those who smoked on a daily basis on Iceland was less than 20 per cent. Sweden and Iceland are thus the Nordic countries which have the lowest percentage of those who smoke on a daily basis. Denmark and Norway have the highest percentages, with 25 and 24 per cent, respectively (Figure 9).

The general public's smoking habits are measured somewhat differently from one Nordic country to the next. As shown in Figure 9, the various countries operate with different age groupings in the samples. Since the percentage who smoke is usually lowest among the youngest and the oldest age groups in the general population, countries with the broadest age span in the sample have a lower percentage of smokers than they would have had using a more limited sample in terms of age. Moreover, the questions are worded somewhat differently. This applies to Denmark in particular, where the figures from 1980 to 1997 are based on the question "Did you smoke yesterday?" For that reason, Denmark had a higher percentage of smokers during the period under review than they would have had by asking respondents if they smoke on a daily basis.

Figure 9: Prevalence of daily smoking in the Nordic countries for the period 1980-2006



Source: Nordic Tobacco Statistics, Statistikbyrån VECA

2. The use of snus

The tobacco use survey from 2006 indicates that roughly 9 per cent of the general public in the 16 to 74 age group use snus (Swedish snuff) daily (6 per cent) or occasionally (3 per cent). Roughly 350 000 individuals use snus, which is substantially fewer than the number of people who smoke in Norway (1.27 million). The percentage of snus users has nonetheless increased considerably in recent years, and the increase has been among young men. Very few women use snus, i.e. just over one per cent⁵. Table 4 shows the total percentage that use snus, broken down by gender and age. These are aggregate figures for the past five years.

Table 4: Percentage of daily, occasional and non use of snus by age and gender in age group 16-74 years. Pooled data 2002-2006

	Daily snus use %	Occasional snus use %	Never used snus %	Sample (N)
Male	9	7	85	3115
Female	0,4	1	98	3160
Total	5	4	92	6275
Age 16-24	7	10	83	1029
Age 25-34	8	5	87	1223
Age 35-44	6	3	91	1266
Age 45-54	2	2	95	1199
Age 55-64	1	2	97	924
Age 65-74	0	1	99	634

Among men aged 16 to 74, 10 per cent used snus daily and seven per cent occasionally (Figure 10) from 2004 to 2006. Similarly, from 2001 to 2003, seven per cent used snus daily and six per cent occasionally. Figure 11 shows the percentage of men who use snus daily or occasionally in different age groups. Most of the men who use snus are in the 16 to 34 age group, while few men over the age of 54 use snus daily. In the youngest age group (16 to 24 years), there are equal numbers who use snus daily and occasionally, while in the 25 to 44 age group, more use snus daily than occasionally.

⁵ We must combine surveys from several years to get a sufficiently large sample to get the most reliable figures possible on snus. This chapter is based on the combined results from a five-year period (2002-2006) and for the past three years (2004-2006). This is why the figures vary somewhat.

Figure 10: Percentage of male snus users in age group 16-74 years.
Pooled data 2004-2006, n = 1801

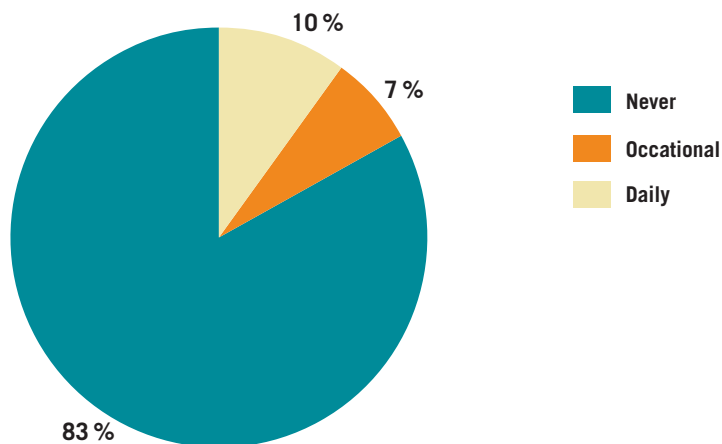
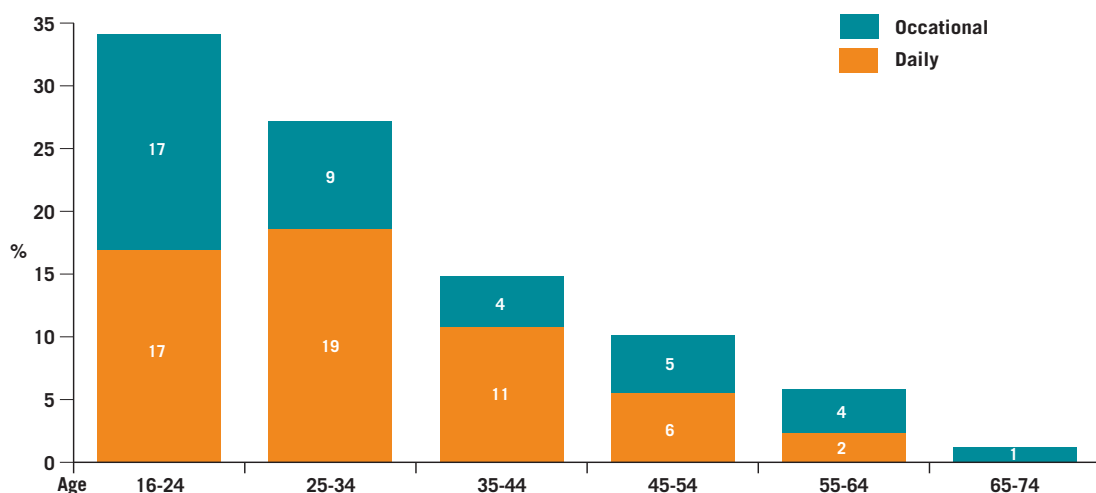


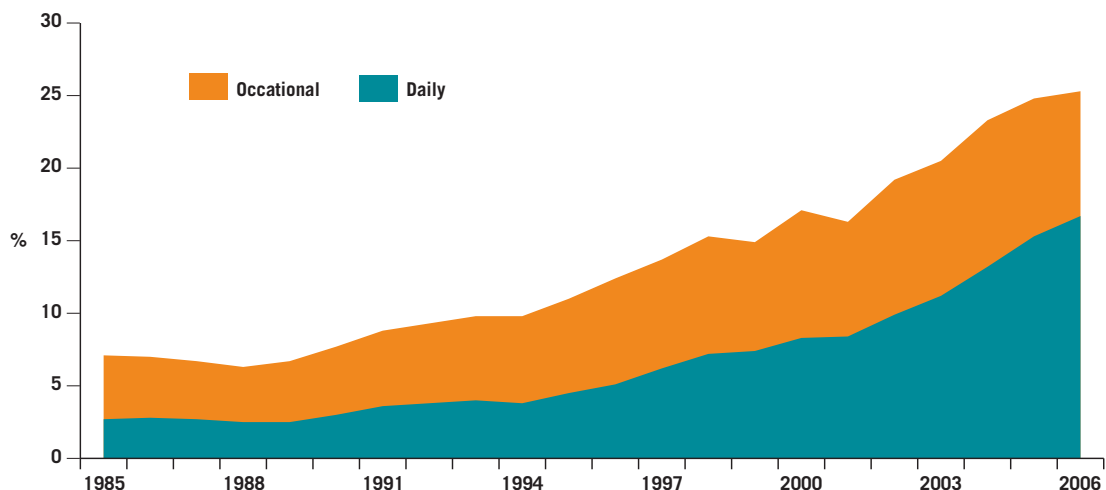
Figure 11: Percentage of male snus users by age. Pooled data 2004-2006



Increase among young men

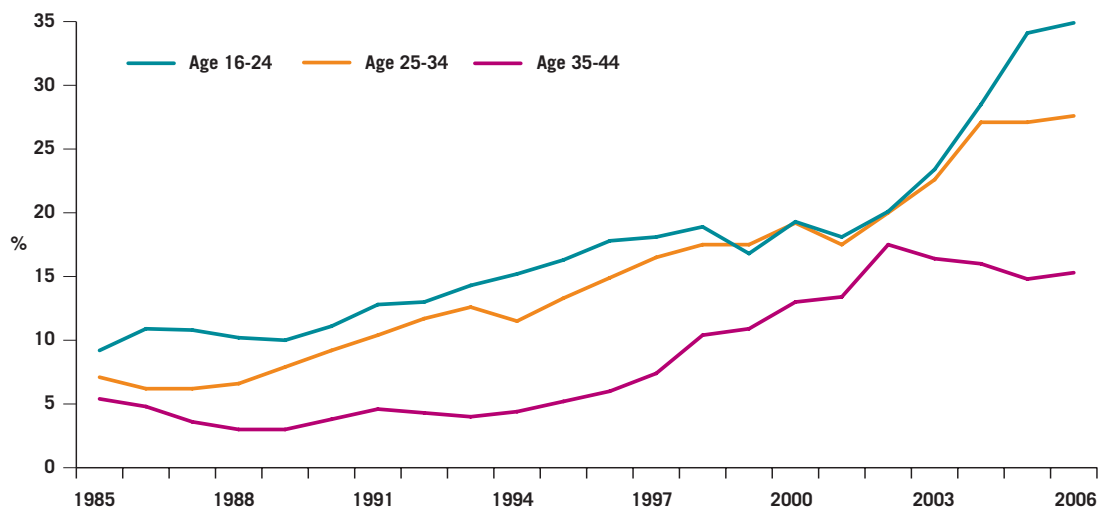
It is generally men in the 16 to 44 age group who use snus in Norway, 17 per cent daily and nine per cent occasionally (Figure 12). The percentage of men in this age group who use snus daily or occasionally has tripled since 1985, and the increase is largest in the percentage who use snus daily (from three per cent in 1985 to 17 per cent in 2006 (Figure 12). It is not possible to detect an increase in the percentage of women who use snus.

Figure 12: Percentage of male snus users in age group 16-44 years for the period 1985-2006, three yearly moving average



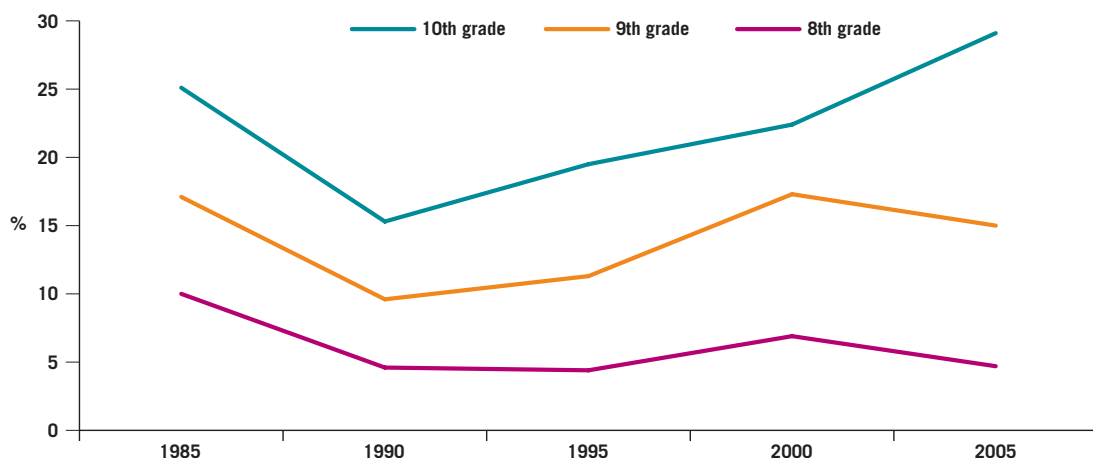
Since the first registration of the general public's snus habits was made in 1985, the percentage that uses snus has been highest in the 16 to 34 age group. Since 2004, the increase has been greatest in the youngest age group, 16 to 24 years (Figure 13). For the 35 to 44 age group, it appears that the increase in the percentage of snus users came to a stop after 2003.

Figure 13: Percentage of male snus users (daily or occasional) in different age groups for the period 1985-2006, three yearly moving average



Over the past 10 years, there has also been an increase in the percentage of boys in lower secondary school who use snus (Figure 14). Snus is more prevalent among pupils in the tenth grade than in the eighth and ninth grades. In 2005, five per cent of eighth grade boys used snus daily or occasionally, compared with 15 per cent in grade nine and 29 per cent in grade ten.

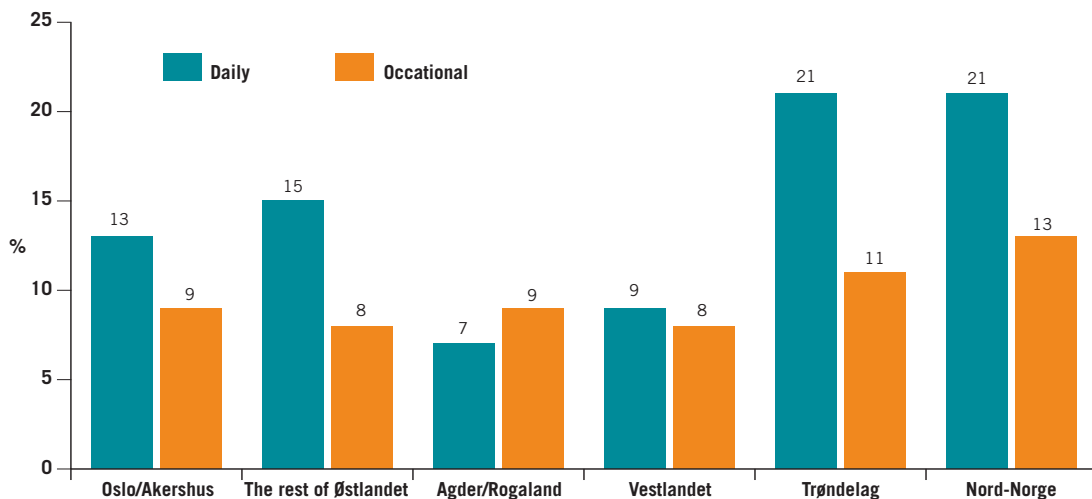
Figure 14: Percentage of snus users among boys aged 13-15 years (daily or occasional) by grade, data every five years since 1985



Snus use in different counties

The percentage that uses snus also varies by region. The use of snus has traditionally been most prevalent in the Norwegian counties that border Sweden. The Trøndelag counties used to have by far the highest percentage of snus users. Now the percentages in the northernmost counties are just as high as in Trøndelag. Figure 15 shows the percentage of men in the 16 to 44 age group that uses snus daily or occasionally in the various regions. In the Trøndelag counties and northern Norway, 21 per cent now use snus daily, while the figures for Oslo/Akershus County and the rest of eastern Norway are 13 and 15 per cent, respectively.

Figure 15: Percentage of male snus users (daily and occational) in age group 16-44 years by region. Pooled data 2002-2006



Snus compared with smoking

Although the percentage of men who use snus has increased significantly in recent years, the total percentage that uses tobacco, i.e. smokes and/or uses snus, is declining (Figure 16). A higher percentage of men than women use tobacco, but the decline in the percentage tobacco users that began in about 2000 applies to both sexes.

Figure 16: Percentage of tobacco users (daily or occasional use of cigarettes and/or snus) in males and females aged 16-74 years for the period 1985-2006, three yearly moving average

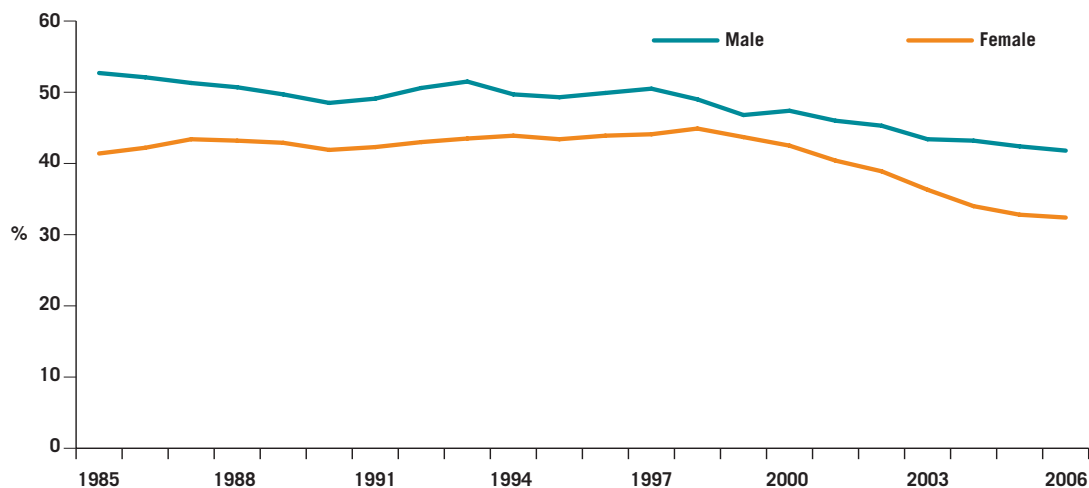


Table 5 breaks down smoking status by the use of snus and the use of snus by smoking status. Among those who use snus daily, 11 per cent also smoke daily, 26 per cent smoke occasionally, and 64 per cent do not smoke. Among those who smoke on a daily basis, 5 per cent also use snus daily, 14 per cent use snus occasionally, and 81 per cent do not use snus.

Table 5: Percentage of male who daily, occasional or never use snus and/or smokes in age group 16-74 years. Pooled data 2004-2006.

	Daily snus use %	Occasional snus use %	Never used snus %	Total %
Daily smoking	5	14	81	100
	11	48	24	24
	(20)	(61)	(350)	(431)
Occasional smoking	28	13	60	10
	26	17	7	10
	(47)	(22)	(102)	(171)
Never smoke	10	4	87	100
	64	35	70	6
	(117)	(44)	(1038)	(1199)
Total	10	7	83	100
	100	100	100	100
	(184)	(127)	(1490)	(1801)

Horizontal row (grey line): the percentage who uses snus by smoking status, column: the percentage smokers by snus using status.

Table 6: Percentage of males who only smokes, only uses snus or a combination use in age group 16-74 years, 2004-2006.

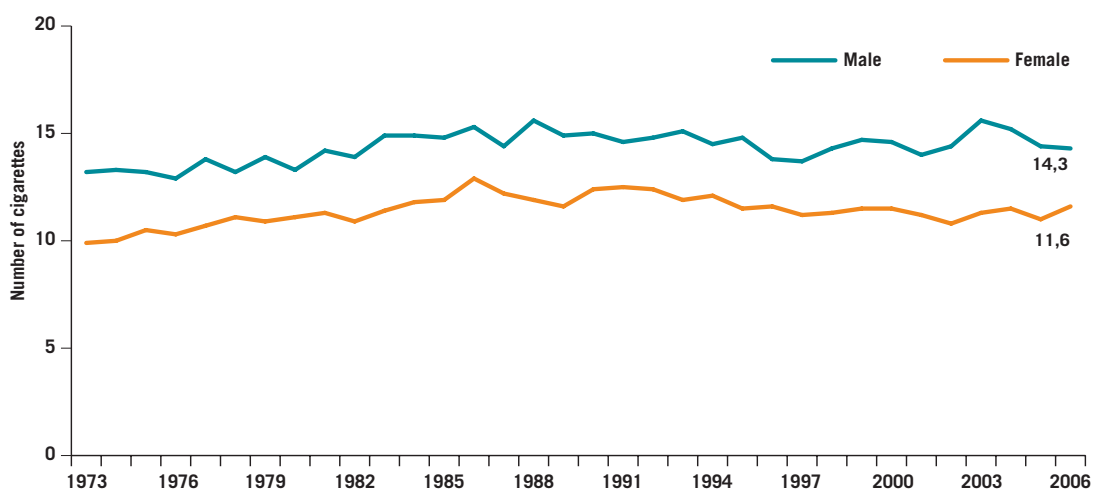
Age	16-44 %	16-74 %
Daily smoking only	17	19
Occasional smoking only	7	6
Daily snus use only	9	7
Occasional snus use only	3	2
Combination use smoking and snus (daily or occasional)	13	8
Do not use tobacco	51	58
	100	100
Total	1 047	1 801

3. The consumption and sale of tobacco products

Self-reported cigarette consumption

Cigarette consumption per smoker increased from the 1970s until the end of the 1980s, and has remained relatively stable for the past 20 years (Figure 17). In 2006, men who smoked on a daily basis averaged 14.3 cigarettes per day, while women who smoked on a daily basis averaged 11.6 cigarettes per day. The consumption record for men was in 1988 when they smoked an average of 15.6 cigarettes per day. The record for women was in 1986, with 12.9 cigarettes per day. Throughout the entire period, average consumption has been higher among men than women. Men consume an average of 2 to 3 more cigarettes per day. The figures encompass both manufactured cigarettes and rolling tobacco ("roll your own", RYO).

Figure 17: Number of cigarettes smoked per day in age group 16-74 years by gender for the period 1973-2006



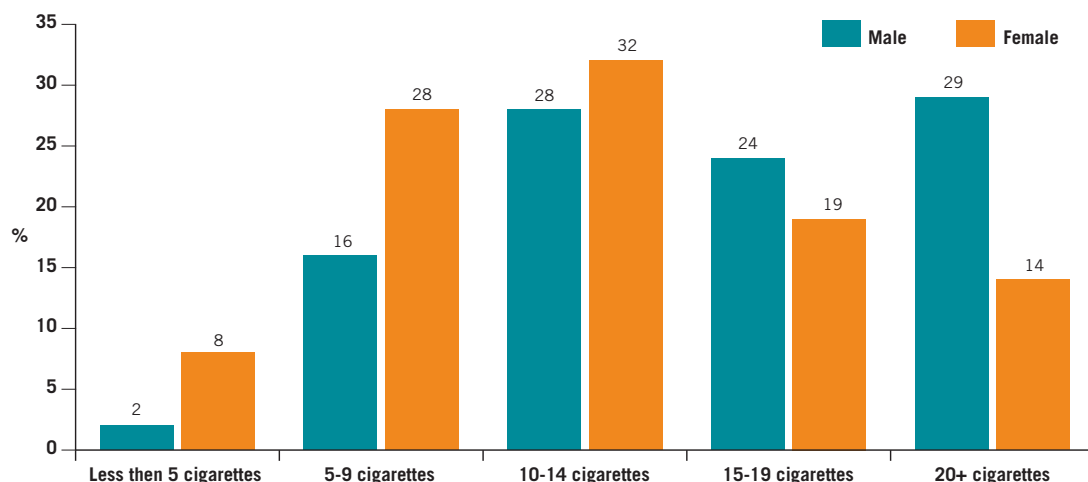
Daily cigarette consumption varies somewhat with age. The youngest and oldest among those who smoke on a daily basis had somewhat lower cigarette consumption than those in the 35 to 54 age group. The 45 to 54 age group had the highest average consumption, with approx. 14 cigarettes per day. This pattern is more or less identical to what was observed during the preceding measurement for the years 2001 to 2003, although the average consumption for the youngest age group increased by nearly one cigarette from the preceding measurement to 2004 - 2006.

Table 7: Mean cigarettes per day among daily smokers in different age groups. Pooled data 2004–2006

Age group (years)	16-24	25-34	35-44	45-54	55-64	65-74
Cigarettes per day (mean)	12,03	12,21	13,39	13,94	13,11	12,79
N	149	161	191	184	131	43

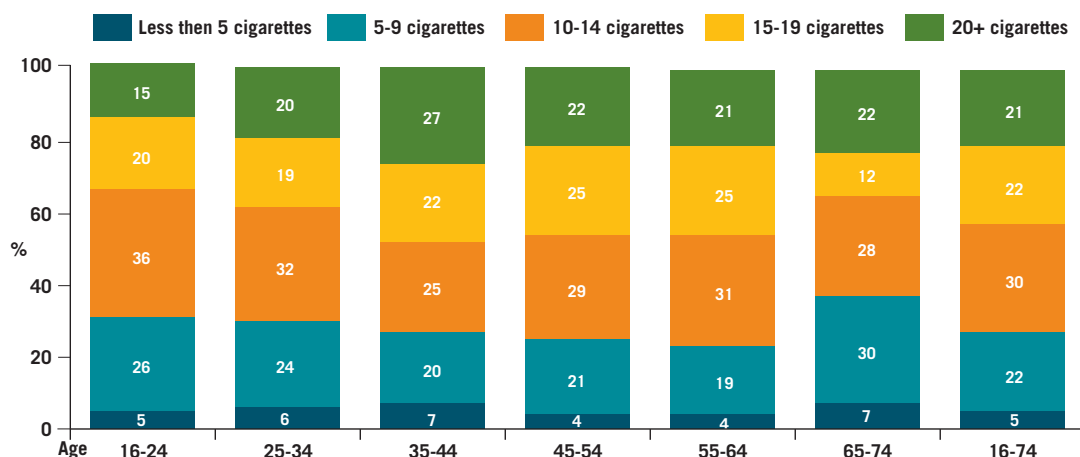
The average total consumption per day of all those who smoke on a daily basis is 13 cigarettes, and Figure 18 shows that most of those who smoke on a daily basis are in the category 10 to 14 cigarettes per day. In addition, a high proportion of women (28 per cent) smoke 5 to 9 cigarettes per day. More men than women smoke 15 cigarettes or more per day. The difference is greatest among those who smoke 20 or more cigarettes per day, 29 per cent among men compared with 14 per cent among women.

Figure 18: Smoking intensity (number of cigarettes per day) in male and female daily smokers aged 16–74 years. Pooled data 2004–2006



The vast majority (27 per cent) who smoke 20 or more cigarettes per day are in the 35 to 44 age group. In the two youngest age groups, 15 and 20 per cent, respectively, smoke 20 or more cigarettes per day (Figure 19). In all age groups, there are few who smoke little, i.e. fewer than five cigarettes per day.

Figure 19 Smoking intensity among daily smokers in different age groups.
Pooled data 2004-2006



Rolling tobacco and manufactured cigarettes

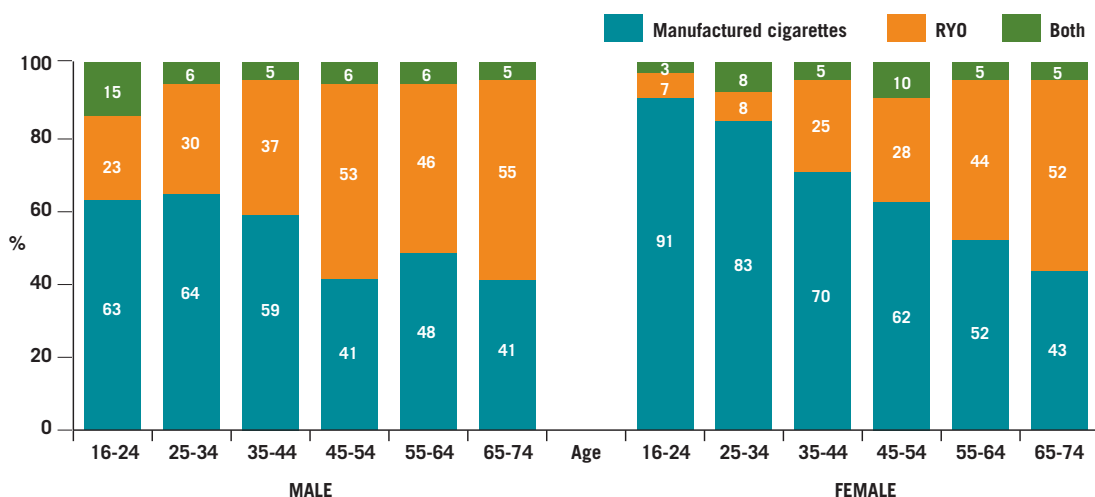
Tobacco use surveys as well as sales statistics on tobacco indicate that smokers prefer manufactured cigarettes to “roll your own”. Rolling tobacco used to dominate consumption, as demonstrated by Figure 21 which shows the sale of tobacco from 1975 to the present. However, compared with other countries, Norway still has many smokers who roll their own. From 2004 to 2006, 31 per cent of those who smoke on a daily basis reported that they smoked rolling tobacco, while 62 per cent smoked manufactured cigarettes (Table 8). The remainder (seven per cent) smoke both rolling tobacco and manufactured cigarettes. Of the men who smoke on a daily basis, 54 per cent smoke manufactured cigarettes, compared with 39 per cent who smoke rolling tobacco. The survey for 2001 to 2003 indicated that men constituted the majority of those who smoked rolling tobacco. Among women, 70 per cent of those who smoke on a daily basis now consume manufactured cigarettes, and 24 per cent roll their own tobacco.

Table 8: Type of smoking tobacco among daily smokers by gender, age group 16-74 years. Pooled data 2004-2006

	Male %	Female %	Total %
RYO (roll-your-own)	39	24	31
Manufactured cigarettes	54	70	62
Both RYO and manufactured cigarettes	7	6	7
Total	100	100	100
N	(416)	(443)	(859)

Age also has a major impact on the choice of type of tobacco. It is generally men in the 45 to 74 age group who use rolling tobacco and half of those in this age group who smoke on a daily basis smoke only rolling tobacco (Figure 20). Among women, it is only in the oldest age group that more than half of those who smoke on a daily basis smoke rolling tobacco. There was a substantial decline in the percentage of smokers of rolling tobacco among men in the three oldest age groups from 2001-2003 to 2004-2006.

Figure 20: Preference of manufactured cigarettes and roll-your-owns (RYO) among daily smokers by age and gender. Pooled data 2004-2006



Among the population as a whole, one per cent smoke a pipe daily or occasionally, and four per cent smoke cigars or cigarillos daily or occasionally. Pipe smoking is thus in the process of disappearing entirely from tobacco consumption patterns in Norway.

The consumption of snus

For 2004 and 2005, we have tobacco use survey data on the number of tins of snus consumed per week. During that period, 23 per cent of those who use snus daily or occasionally reported that they used less than one-quarter tin per week. Twelve per cent used more than one-quarter tin, but less than one tin per week, while the remaining 64 per cent used one tin or more per week. In 2006, the question about the consumption of snus was changed to ask how many “pinches” of snus were used per day by those who use snus daily, and per week by those who use snus occasionally. An ordinary “pinch” is approx. 2.5 grams. Average consumption is 9.5 pinches of snus per day, and 3.6 pinches per week for occasional users. It is extremely difficult to measure the self-reported consumption of snus, both

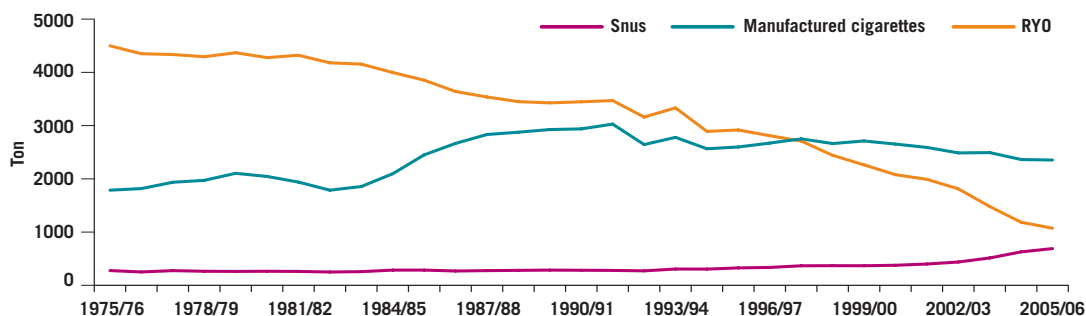
because it can be difficult to remember and since the size of a “pinch” will vary. The figures thus tend to be uncertain, and must be interpreted with caution.

From 2003, questions have also been asked about what kind of snus is generally used, the original loose snus or pre-portioned pouches of snus. In 2003, 63 per cent of all men who used snus used the loose form, while the remainder used portioned snus. In 2006, use was evenly divided between loose snus and portioned snus. It is generally those who use snus daily that use loose snus (70 per cent).

The sale of tobacco

The Norwegian Directorate of Customs and Excise keeps statistics on registered sales of tobacco in Norway. Their statistics cover the legal sale of tobacco. The statistics cover manufactured cigarettes, rolling tobacco, snus, chewing tobacco and cigars. Since registration began in 1975/1976, the trend has been characterised by a decline in the sale of rolling tobacco (Figure 21). A high consumption of rolling tobacco is a distinctly Norwegian phenomenon, and was especially prevalent from the 1960s and to the mid-1990s. Since 1998, the sale of manufactured cigarettes has been higher than the sale of rolling tobacco. The sale of “roll your own” has also seen a steady decline in recent decades. In 1975, 4 500 metric tonnes of rolling tobacco were sold, compared with 1 000 metric tonnes in 2006. The increase in the sale of snus has been significant in recent years, and the sale of snus is in the process of catching up with the sale of rolling tobacco in terms of volume. The sale on snus has increased from 363 metric tonnes in 2000 to 723 metric tonnes in 2006, i.e. sales have doubled. Sales of manufactured cigarettes remained relatively stable in the 1990s, but have declined steadily since 2000. In 2000, 2 600 million cigarettes were sold, compared with 2 300 million cigarettes in 2006, i.e. a decline of 11 per cent.

Figure 21: Registered sale of manufactured cigarettes, roll-your-owns (RYO) and snus in metric ton per year for the period 1975-2006 (july-june)*



Source: TNorwegian Directorate of Customs and Excise

* Sales figures are estimated from July one year to June the year after rather than by calendar year. This is because increases in taxes at year end can lead to hoarding and unnaturally high December sales followed by low January sales. Manufactured cigarettes are stated in numbers, but translated to weight in this context. One cigarette is equivalent to one gram. The weight of cigarettes has nonetheless been reduced somewhat since the 1970s, and now they weigh roughly 0.7 grams each. In other words, the figures for manufactured cigarettes are somewhat overestimated.

From July 2004 to June 2005 and during the same months of 2005/2006, there was a 10 per cent decrease in the sale of rolling tobacco, from 1 185 metric tonnes to 1 072 metric tonnes (Table 9). The sale of manufactured cigarettes remained stable during this period. As regards the sale of manufactured cigarettes and rolling tobacco as a whole, there was an overall reduction of approx. 124 metric tonnes of smoking tobacco (one cigarette is equivalent to one gram of tobacco) from 2004/05 to 2005/06. There was an increase in the sale of snus of roughly 10 per cent during the same period, from 628 metric tonnes to 690 metric tonnes. The number of snus users was estimated to be approx. 336 000 in 2006, and the average annual consumption of snus per user was 2.1 kg.

Table 8: Tobacco sale statistics, total and per capita age 15 years or above. 2004/2005 and 2005/2006 (July-June)

	July 2004-June 2005		July 2005-June 2006	
	Total	Per capita 15 years or above	Total	Per capita 15 years or above
Manufactured cigarettes	2 363 mill	639 pieces	2 352 mill	630 pieces
RYO	1 185 ton	321 gram	1 072 ton	287 gram
Cigars	32 ton	9 gram	30 ton	8 gram
Snus	628 ton	170 gram	690 ton	185 gram
Chewing tobacco	13 ton	4 gram	14 ton	4 gram

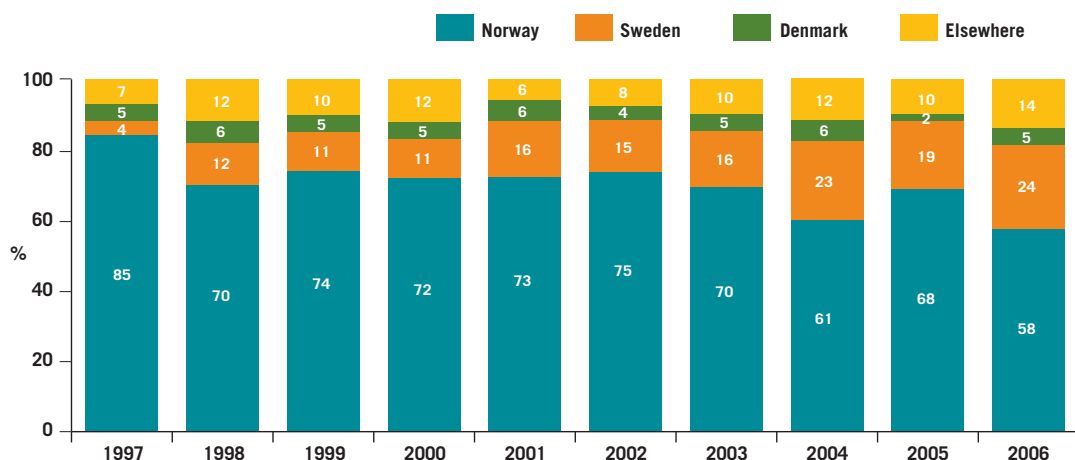
There may be several reasons for changes in smokers' choice of tobacco products. Adopting more continental smoking habits and improved economy among the general public (manufactured cigarettes have been more expensive than "roll your own") may explain some of this change. An increase in taxes on rolling tobacco in 2004 made the price level more similar to manufactured cigarettes and may also be why more people are now using manufactured cigarettes. Rolling tobacco is also more prevalent in the oldest age groups. Many of them are no longer part of the data material due either to smoking-related illnesses and death, or because they are more than 74 years of age. Possible explanations for the rise in the sale of snus may be related to price and the notion that snus is less hazardous to health than cigarettes, as well as to the introduction of smoke-free hospitality venues and a more active snus industry in the aftermath of the legislative amendment.

Unregistered tobacco consumption

To measure the scope of the unregistered consumption of tobacco, i.e. the consumption that is not registered by and taxed in Norway, the tobacco use surveys posed a question about the origin of the cigarettes smoked in the past 24 hours. The response alternatives were Norway, Sweden, Denmark or abroad elsewhere, which captures border trade and tax-free sales. The first measurements of unregistered cigarette consumption were undertaken in 1990 when nine per cent stated that the cigarettes they had smoked in the past 24 hours were acquired

somewhere other than in Norway. The proportion that gave the same response in 2006 was 42 per cent. Figure 21 indicates that cigarettes not purchased in Norway were predominantly purchased in Sweden; 24 per cent specify this. Fourteen per cent were purchased abroad, i.e. tax-free sales. The percentage of cigarettes reported to have been purchased abroad may have been imported legally on the applicable quota for tobacco, but it may also include tobacco imported illegally for personal use.

Figure 22: Changes in sources of cigarette supply for the period 1997-2006. Percentage of cigarettes smoked within the latest 24 hours bought in Norway, Sweden, Denmark and elsewhere

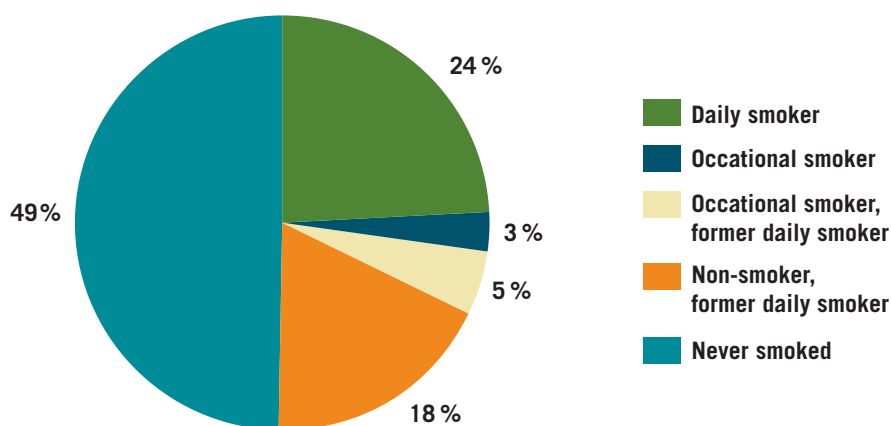


Most of those who use snus appear to have bought it in Norway. Data for 2004 to 2006 indicate that 64 per cent specified Norway as the country of purchase for the snus they used last, 31 per cent specified Sweden as the country of purchase, while the remaining five per cent specified abroad (tax-free sales on trips to/from Norway). It is mainly those who use snus daily that shop in places other than in Norway.

4. Smoking cessation

Even though many people find it difficult to quit smoking, many manage to become smoke-free. Twenty-three per cent of the adult population maintains that they have quit smoking on a daily basis (Figure 23). Most of these people are currently completely smoke-free (18 per cent), while some say that they now smoke occasionally (five per cent). Those who have quit smoking daily account for about 900 000 individuals, meaning there are roughly an equal number of former daily smokers as current daily smokers in Norway.

Figure 23: Percentage smokers, ex-smokers and non smokers in age group 16-74 years. Pooled data 2004-2006



Many experience smoking cessation as a difficult process, and it often takes several attempts to succeed. All former daily smokers were asked how many times they had tried to quit smoking before succeeding. Table 10 indicates that 22 per cent managed on their first attempt, while one-third managed on their second attempt. Nearly half those who quit smoking daily had to make three or more attempts before they managed to quit.

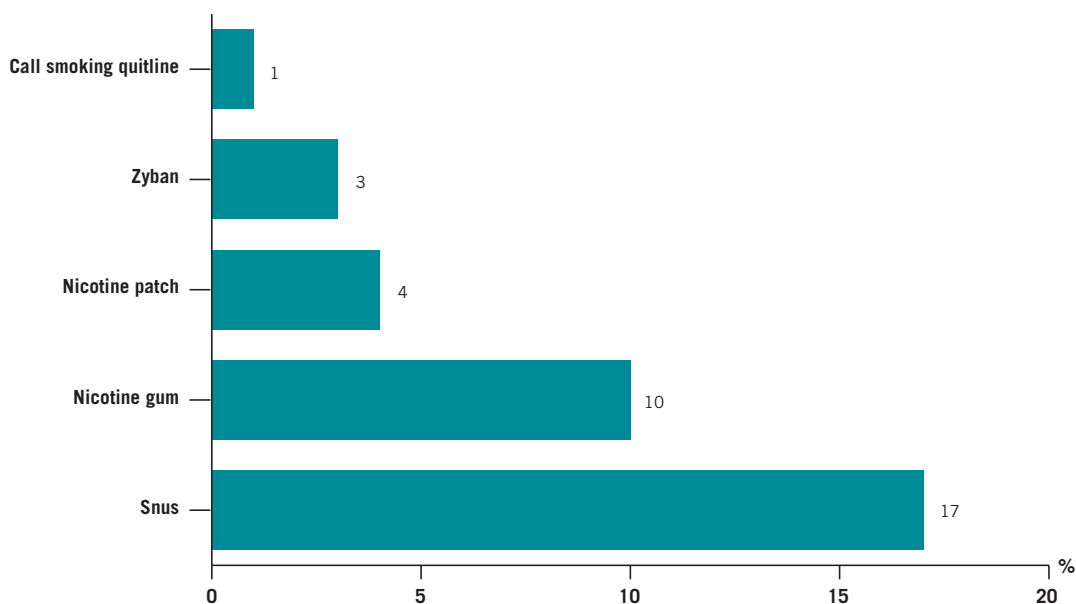
Table 10: Percentage with one or more quitting attempts before success among former daily smokers. Pooled data 2004-2006

	%
One cessation attempt	22
Two cessation attempt	34
Three cessation attempt	14
Four cessation attempt or more	30
Total	100
N	841

Self-reported methods for quitting

These days, there are many technical aids available to those who want to quit smoking. Among other things, nicotine replacement therapies (NRTs) are more readily available since they are now sold in grocery stores. There are also non-nicotine pharmaceuticals for smoking cessation on the market. Former daily smokers have reported in tobacco use surveys what they used, if anything, to quit smoking. Figure 24 shows that nicotine chewing gum, nicotine patches and Zyban have been used by ten, four and three per cent, respectively, in the final and successful attempt to quit smoking. Very few sought help from the Smoking quitline, but 17 per cent stated that they used snus when they last tried to quit smoking. A little more than half the former daily smokers who quit smoking after 1990 had not used any of the above-mentioned products or rung the Smoking quitline when they quit for the last time.

Figure 24: Applying methods for quitting smoking. Selfreports from former daily smokers aged 16-74 years who had quit between 1990-2006. Pooled data 2004-2006, n = 631



Those who smoke on a daily basis were asked whether they got any form of help to quit smoking from the public health services, i.e. from a physician, public health nurse, dentist or midwife. In 2006, three of five who smoke on a daily basis (59 per cent) stated that health care employees have talked to them about their smoking habits. A more modest percentage, 31 per cent, stated they have had help to quit smoking. This is an increase from 2002, when 23 per cent said they had received guidance about quitting from someone in the public health service.

Quit attempts among daily smokers

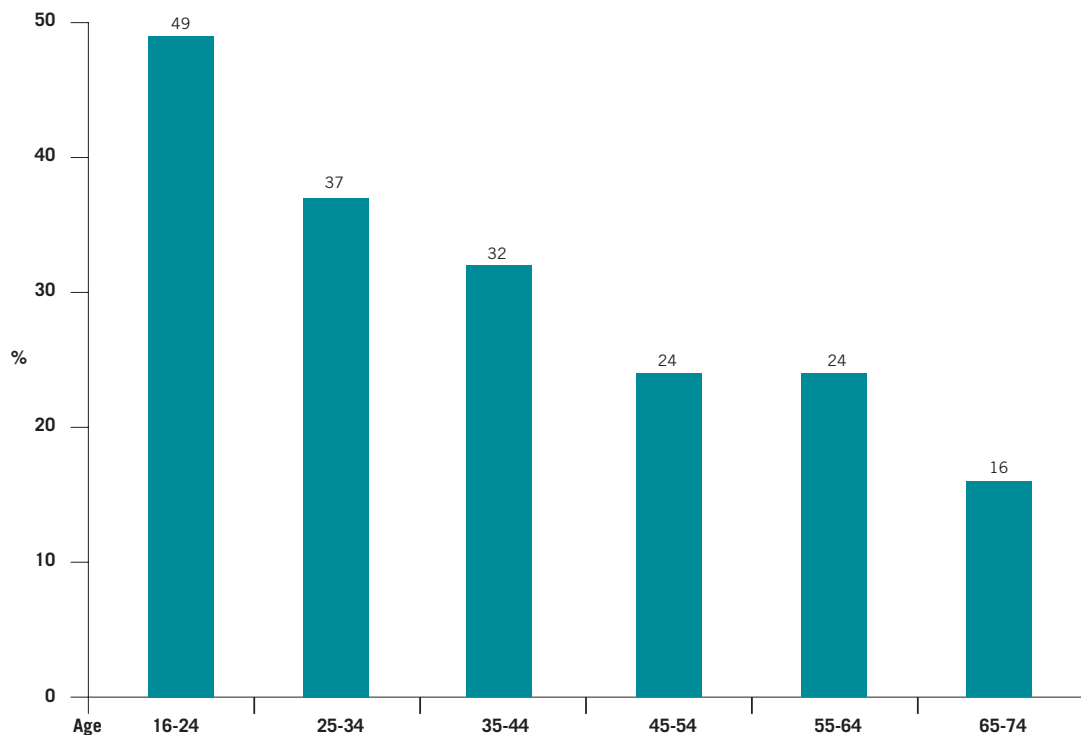
The vast majority who smoke daily would like to quit, and eight of 10 have tried to quit at some point. Twenty-seven per cent of those who smoke on a daily basis have tried to quit in the past year, while the comparable figure in 2001-2003 was 21 per cent (Table 11). The average number of quit attempts is 3.6 times, and there is no difference in the number of attempts to quit among men and women who smoke on a daily basis.

Table 11: Percentage with and without quitting attempt among daily smokers by gender in age group 16-74 years. Pooled data 2004-20066

	Male %	Female %	Total %
Smoking cessation attempt last 12 months	26	27	27
Smoking cessation attempt, but not last 12 months	49	55	52
No smoking cessation attempt	24	19	22
Total	100	100	100
N	(435)	(453)	(888)

It is in particular among young people where we find the highest percentage of people who have recently tried to quit smoking; roughly half of those in the 16 to 24 age group who smoke on a daily basis have tried to quit in the past year. The percentage who has tried to quit diminishes with age, and only 16 per cent in the oldest age group has tried to quit in the past year. Altogether, 31 per cent of all those who smoke on a daily basis have tried to quit in the past year, distributed equally between men and women. In the youngest age group, on the other hand, a higher percentage of men (58 per cent) than women (40 per cent) have tried to quit in the past year. However, there were few individuals in each group in the survey, so it is not possible to tell whether the difference is statistically significant.

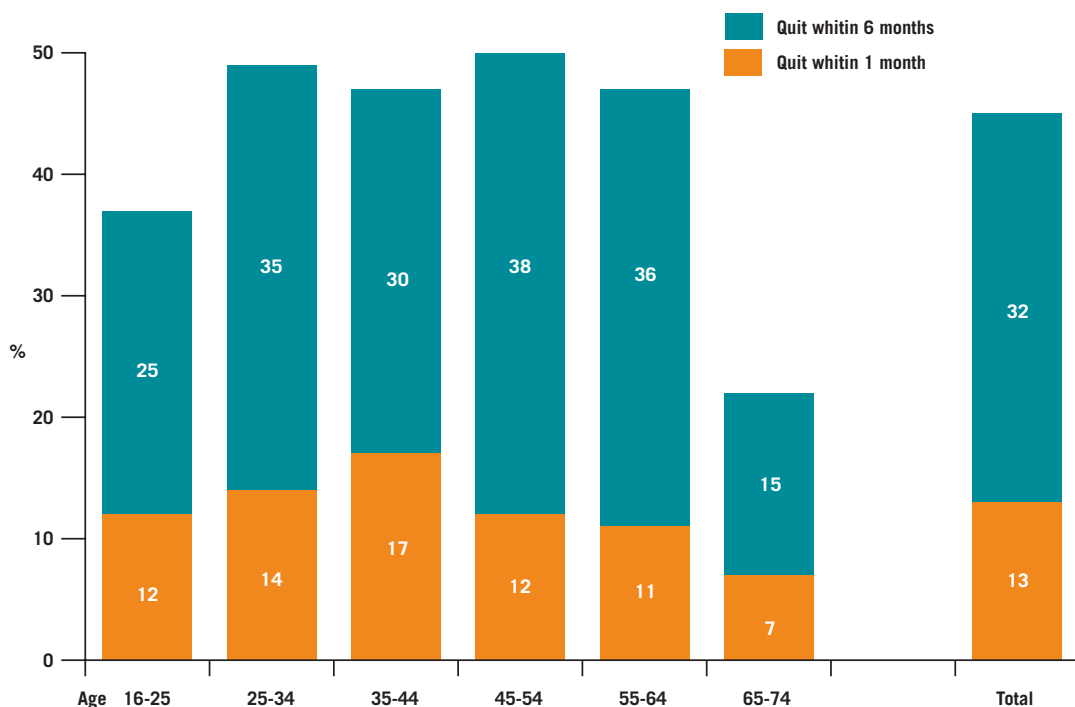
Figure 25: Percent daily smokers reporting cessation attempts within the latest 12 months. Age group 16-74. Pooled data 2002-2006



The intention to quit smoking

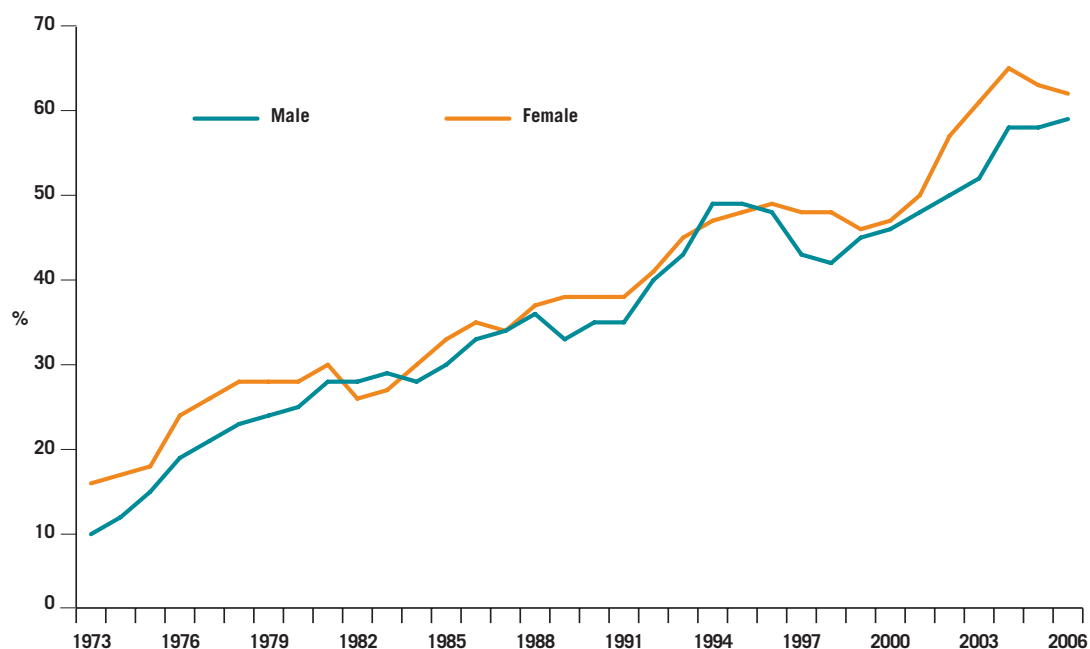
Collectively, 45 per cent of all those who smoke on a daily basis say that they are thinking about quitting smoking within six months (Figure 26), and 13 per cent plan to quit within the next 30 days. Those who smoke on a daily basis in the 25 to 64 age group are the most inclined to plan to quit smoking. Fewer than 40 per cent of the youngest age group have the same intention, while only 22 per cent of the oldest age group have plans to stop smoking.

Figure 26: Percentage of daily smokers with intentions to quit within the next 1 or 6 months. Age group 16-74 years. Pooled data 2002-2006



Another measure of the intention to quit smoking is whether those who smoke also believe that they will still be smoking in five years. Since the start of data collection on Norwegians' smoking habits, all respondents have been asked how they envisage their smoking habits being in five years' time. The response alternatives are "will definitely smoke daily", "will probably smoke daily", "will probably not smoke daily" and "will definitely not smoke daily". Among those who smoke on a daily basis, 44 per cent believe that they will definitely or probably smoke in five years, while 56 per cent do not think so. The percentage of those who smoke on a daily basis who believe they will not or probably not smoke in five years is significantly higher today than a few years ago (Figure 27). Since the surveys began in 1973, there has not been any clear difference between men and women as regards their expectations about their future smoking status.

Figure 27: Percent daily smokers (aged 16-74 years) who portray themselves as non-smokers five years from now. Three yearly moving average for the period 1973-2006



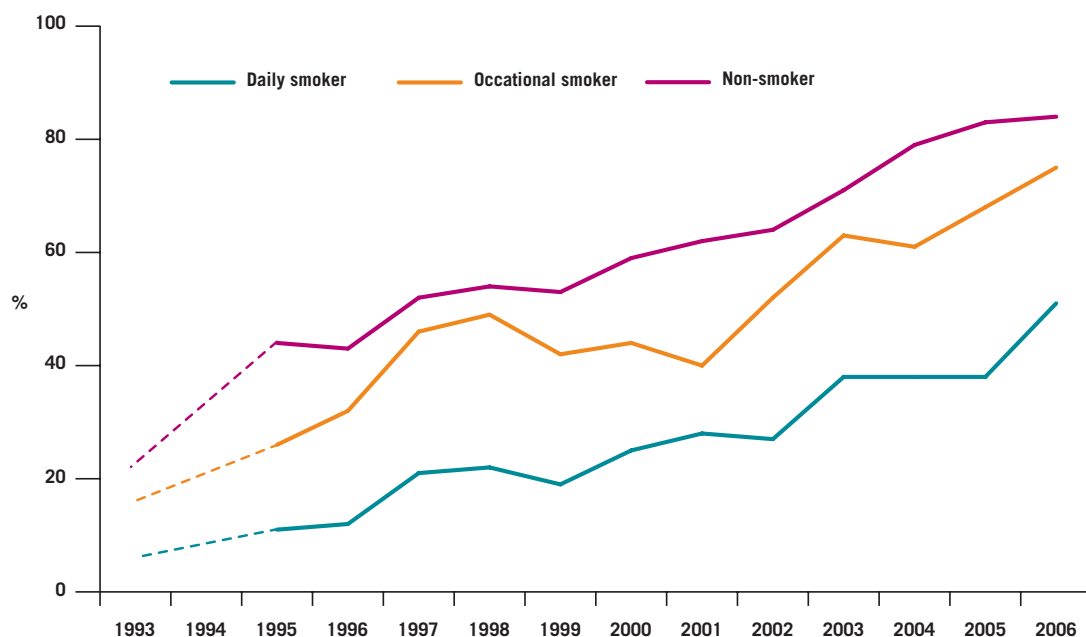
5. Passive smoking

The general public's attitudes to passive smoking have changed strikingly in recent years. This is reflected by questions about attitudes to smoking in the home, smoking when children are present, and the ban on smoking in hospitality venues that was introduced on 1 June 2004. There has also been a change in working life, since ever fewer people are exposed to passive smoking in the workplace.

Smoking in the home

Attitudes to smoking at home have changed considerably in the past decade, as indicated by Figure 28. In 1993, 17 per cent stated that they completely or almost completely agreed with the statement "No one is allowed to smoke in my home"; in 2006, 75 per cent gave the same response. There are no gender-related differences in this question, but those who smoke on a daily basis differ significantly from non-smokers. In 2006, 51 per cent of those who smoke on a daily basis and 84 per cent of non-smokers stated that they favour a smoke-free environment at home. The attitudes of those who smoke occasionally are more in compliance with non-smokers on this question. However, the trend towards more restrictive attitudes to smoking at home applies to smokers and non-smokers alike.

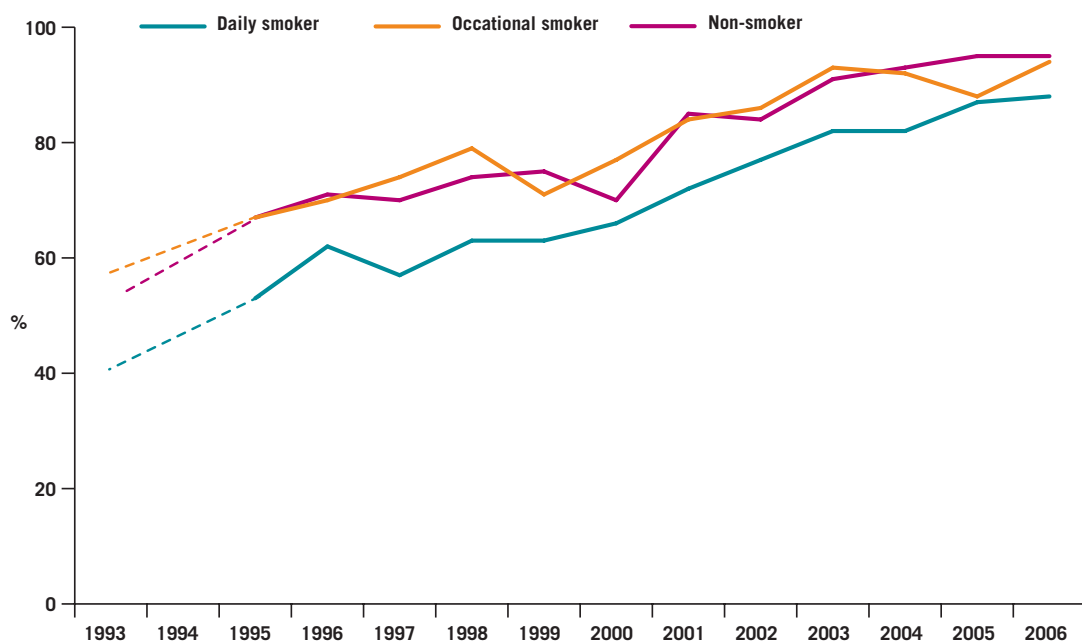
Figure 28: Percent who agree with the statement "No one is allowed to smoke in my home" by smoking status. Age group 16-74 years for the period 1993-2006



Smoking in the presence of children

In 2006, 94 per cent said that they completely or almost completely agreed with the statement "No one is allowed to smoke in my home when children are present". In 1993, 53 per cent gave the same response. On this question too, there are differences between those who smoke on a daily basis and non-smokers (figure 29). In 2006, 88 per cent of those who smoke on a daily basis stated that they completely or partially agreed that there should be no smoking in the home when children are present, while among non-smokers, 95 per cent stated the same (significant difference). There was no difference between those who smoke occasionally and non-smokers on this question. The desire to protect children from passive smoking is on the rise both among those who smoke on a daily basis, occasional smokers and non-smokers.

Figure 29: Percent who agree with the statement "Nobody is allowed to smoke in my home in the presence of children" by smoking status. Age group 16-74 years for the period 1993-2006

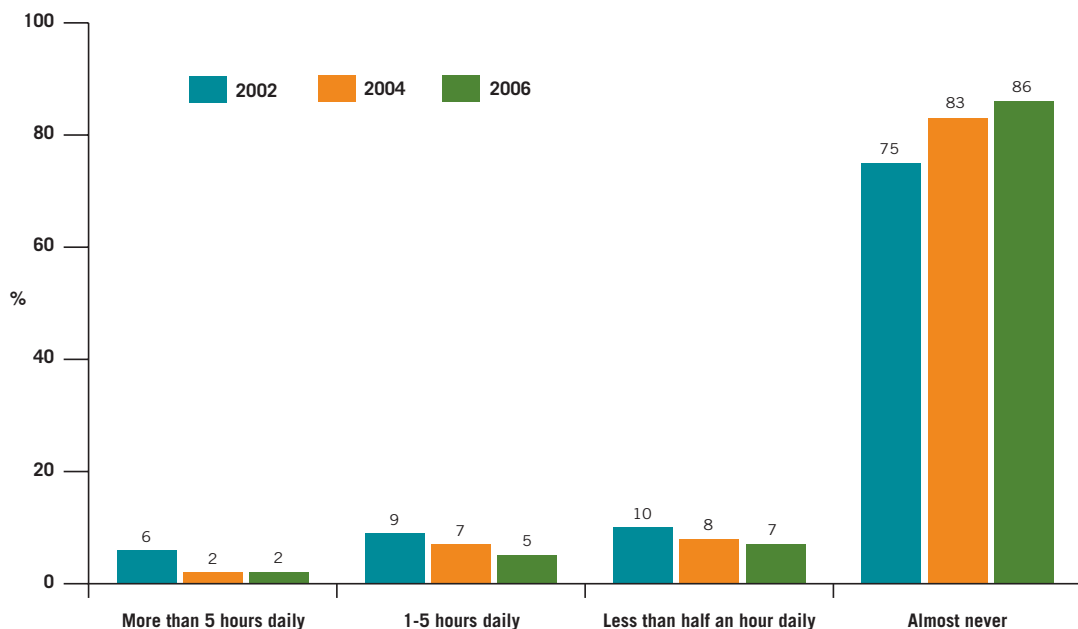


Exposure to passive smoking in the workplace

Figure 30 illustrates the percentage of occupationally active people who reported that they were exposed to tobacco smoke in the workplace in 2002, 2004 and 2006, respectively. The first measurement of exposure to passive smoking at work was undertaken in 1996. At that time, nine per cent reported that they spend more than five hours daily in rooms where others smoked. The corresponding

figure for 2006 was two per cent. There was a significant increase in the percentage who say that they were almost never exposed to tobacco smoke in the workplace from 2002 to 2006. This was true of non-smokers (from 84 per cent in 2002 to 91 per cent in 2006) and among those who smoke on a daily basis (from 57 per cent in 2002 to 71 per cent in 2006).

Figure 30: Percentage who state being exposed to tobacco smoke in their workplace among employees in age group 16-74 years, 2002, 2004 and 2006



There was a significant increase in the percentage of occupationally active people who work in places with a total ban on smoking, from 48 per cent in 2002 to 62 per cent in 2006 (Figure 31). There were also significant increases in the percentage of occupationally active people who reported a ban on smoking in the canteen/dining room, offers of smoking cessation courses, and the number of people who received information materials on quitting smoking from their company. These changes were significant from 2002 to 2004, but not from 2004 to 2006. The introduction of smoke-free hospitality venues in 2004 may have been an important contributing factor for these changes at work.

Attitudes to smoke-free hospitality venues

On 1 June 2004, all Norway's bars and restaurants became smoke-free. The tobacco use surveys posed questions about the extent to which a respondent agrees or disagrees that Norwegian hospitality venues should be smoke-free. Figure 32 presents those who answered that they are positive to smoke-free

hospitality venues, i.e. those who responded six or seven on a seven-point scale where seven is "agree completely" and one is "disagree completely". Support for the legislative amendment has been on the rise from 2003 until the most recent measurement in 2005. As the figure illustrates, approval of smoke-free hospitality venues differs between smokers and non-smokers, but it is those who smoke on a daily basis who, relatively speaking, have changed their response most during the period.

Figure 31: Percentage of employees who state different protective measures against smoking at their workplace. Age group 16-74 years, 2002, 2004 and 2006

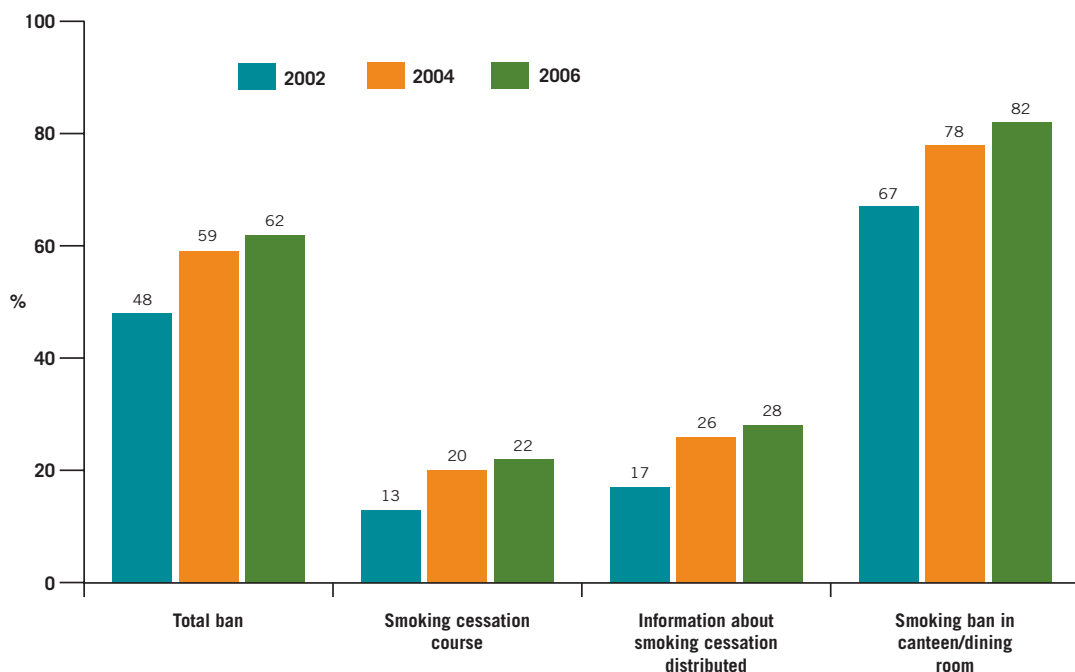
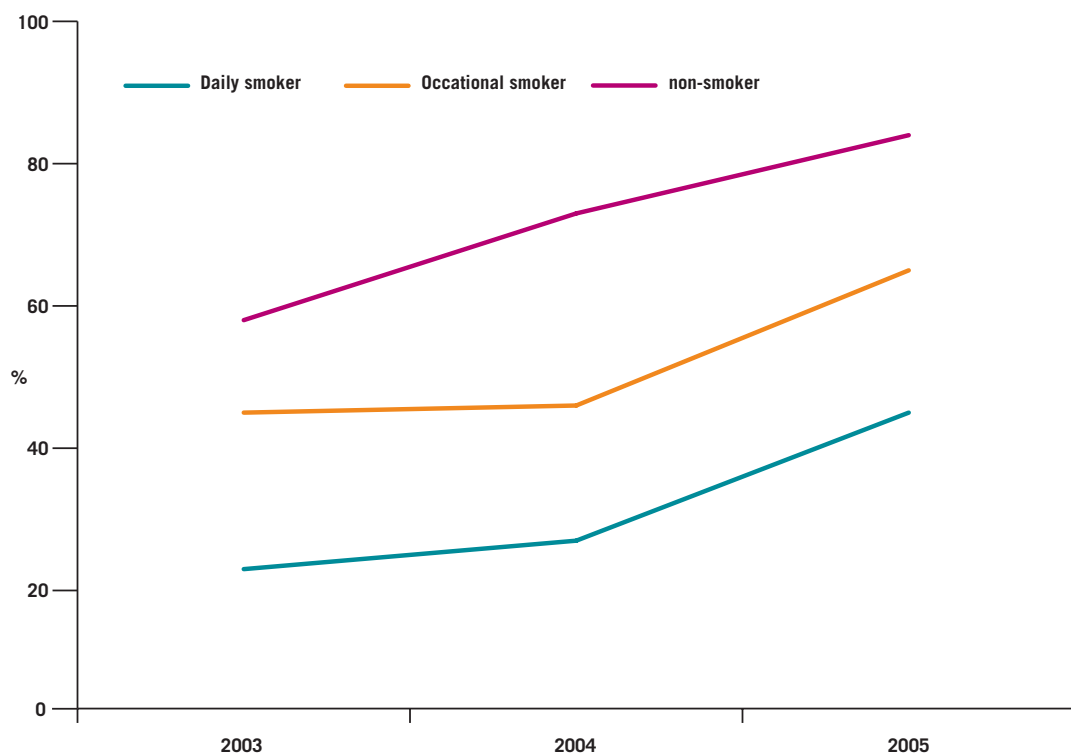


Figure 32: Changes in the percentage in favour* of smoke-free hospitality venues by smoking status. Age group 16-74 years for the period 2003-2005.
*score 6 or 7 on a seven point scale (7 = "totally in favour")



6. Smoking and social inequality

Social inequality in health

Social inequality in health is well documented in Norway, and smoking is a central factor that contributes to this difference. A clear social gradient applies to smoking on a daily basis. The percentage of those who smoke on a daily basis is inversely proportional to social status. It is estimated that approx. 6 700 people die as a result of smoking in Norway each year⁶. Many smoking-related diseases develop first after several decades of smoking, so today's skewness in the prevalence of smoking will also lead to future social differences in health.

Social status is often measured by a combination of education, profession and income, or by looking at one of these background variables. Education is considered to be a robust measure of social status. Here, differences in smoking and exposure to passive smoking are illustrated by looking at respondents' educational and occupational experience.

Smoking and education

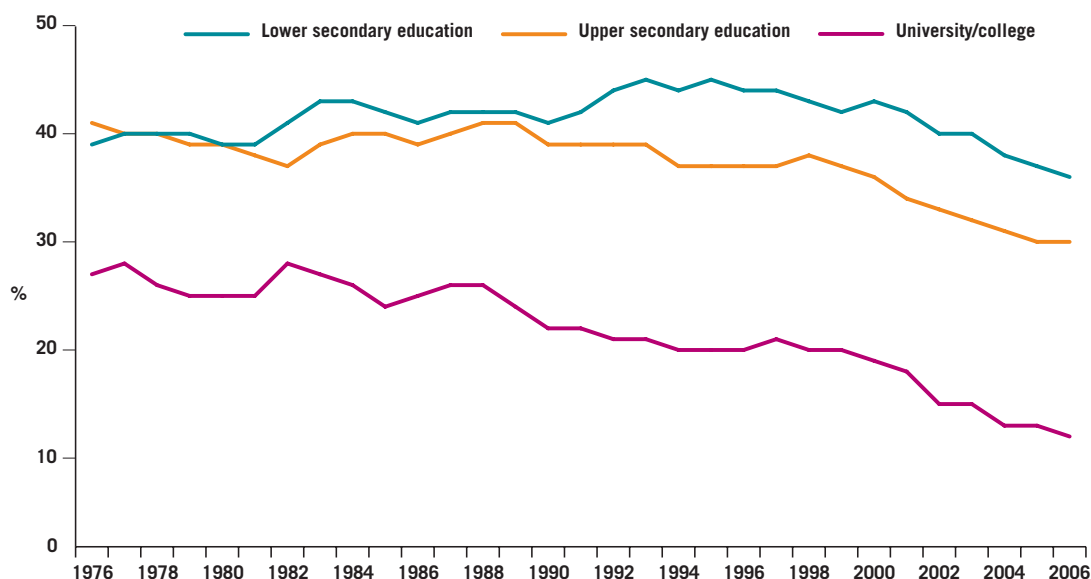
Figure 33 illustrates the difference in the percentage of those who smoke on a daily basis at three different levels of education over time.

The percentage that smokes daily has declined significantly among individuals with university or college educations. The percentage of those who smoke on a daily basis among those with upper secondary education was stable until the 1990s when the proportion began to diminish. For those with lower secondary education, the percentage of those who smoke on a daily basis has remained relatively stable since the 1970s, but a decline has been observed in this group from 2000 and up to today.

The general public's level of education also has changed substantially from the 1970s and up to the present. In 1970, more than half (individuals over the age of 16) specified elementary school as their highest level of education. In 2005, 19 per cent specified elementary school as their highest level of education. The percentage with college or university educations as their highest level of education was seven per cent in 1970, compared with 24 per cent in 2005 (Statistics Norway).

⁶ "Hvor dødelig er røyking?" ["How fatal is smoking?"] Vollset S.E., Tverdal Aa., Gjessing H.K. Report no. 4, 2006, The Norwegian Institute of Public Health.

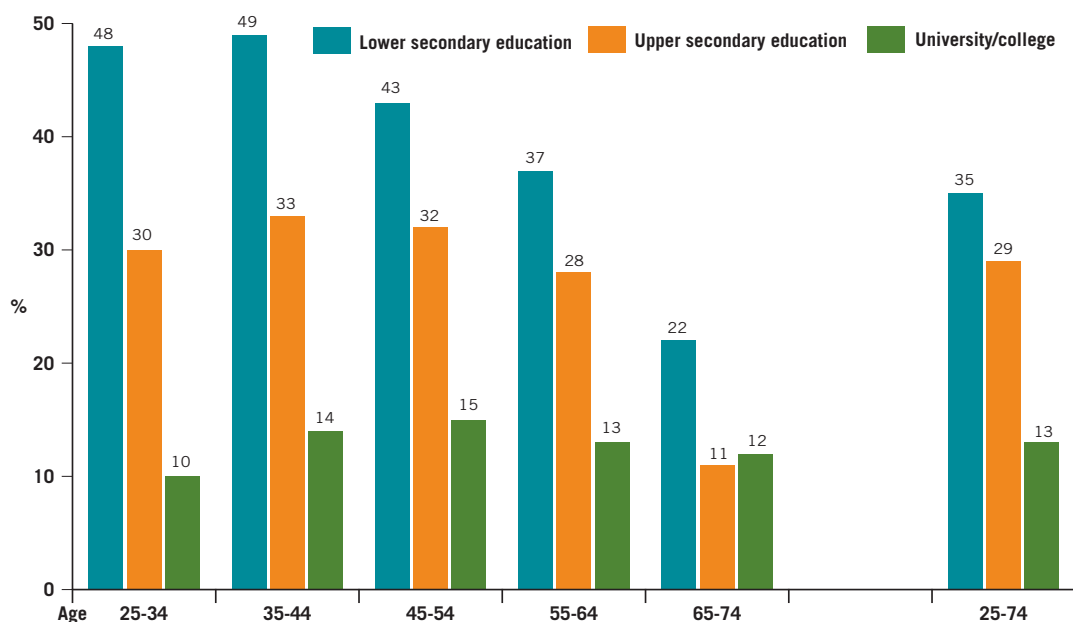
Figure 33: Percentage daily smokers by educational level, age group 25-74 years for the period 1976-2006, three yearly moving average



Age is significant for smoking status, and the age composition of the various educational groups has changed over time. Notwithstanding, a study shows that the educational differences in the percentage of daily smokers we have observed over time, applies even when adjusted for age differences⁷. For the years 2004-2006, those who smoked on a daily basis were overrepresented among those with lower secondary education in all age groups, and the differences were greatest in the two youngest age groups (Figure 34). The percentage of those who smoke on a daily basis among the general population who are 25 years of age is 13 per cent of those with college or university education, and 35 per cent among those with lower secondary education, i.e. the percentage is nearly three times as high.

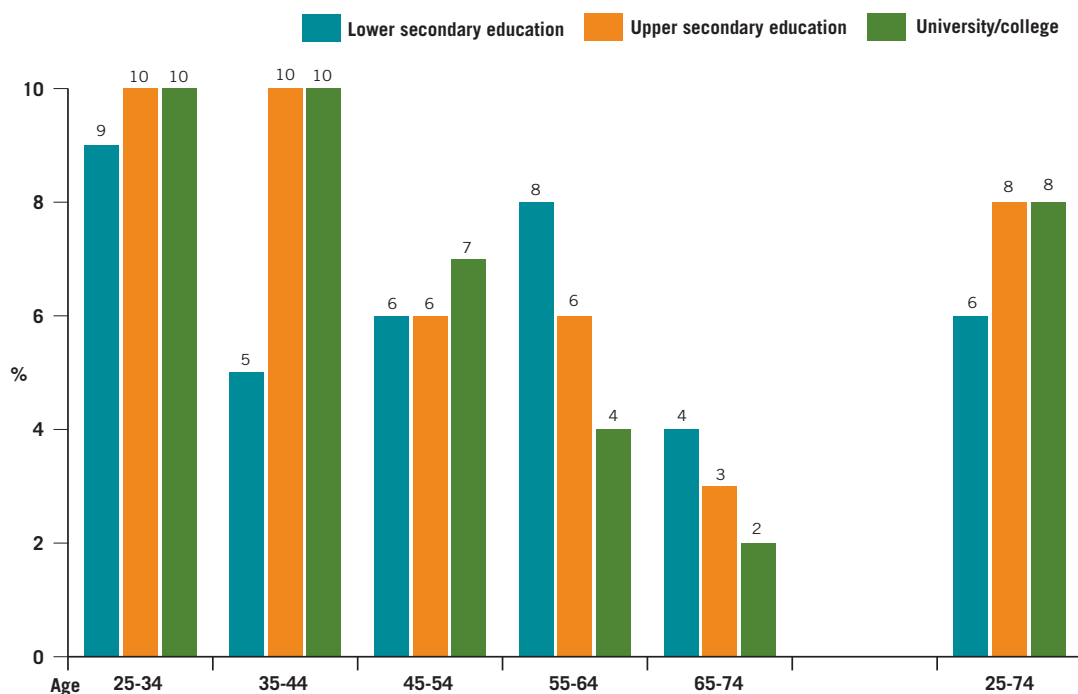
⁷ Lund K.E. "Samfunnsskapte endringer i tobakksbruk i Norge i det 20. århundre". ["Socially-engendered changes in tobacco use in Norway in the 20th century"]. Thesis for dr. polit. degree, Oslo, 1996

Figure 34: Percentage daily smokers by education level in different age groups. Pooled data 2004-2006



While those who smoke on a daily basis are most prevalent among individuals with low educational level, there was no education-related difference in the percentages of occasional smokers. There used to be a distinct difference in occasional smokers, where there was a larger element of highly educated people. The measurements from 2001 to 2003 showed that the percentage who smoke occasionally was 14 per cent among those with college or university education, while it was six per cent among those with elementary school. Figure 35 indicates that eight per cent of those who smoke occasionally have a college or university education, while six per cent have elementary school. In other words, there has been a decline in occasional smoking among the highly educated. Occasional smoking is still most common among young people.

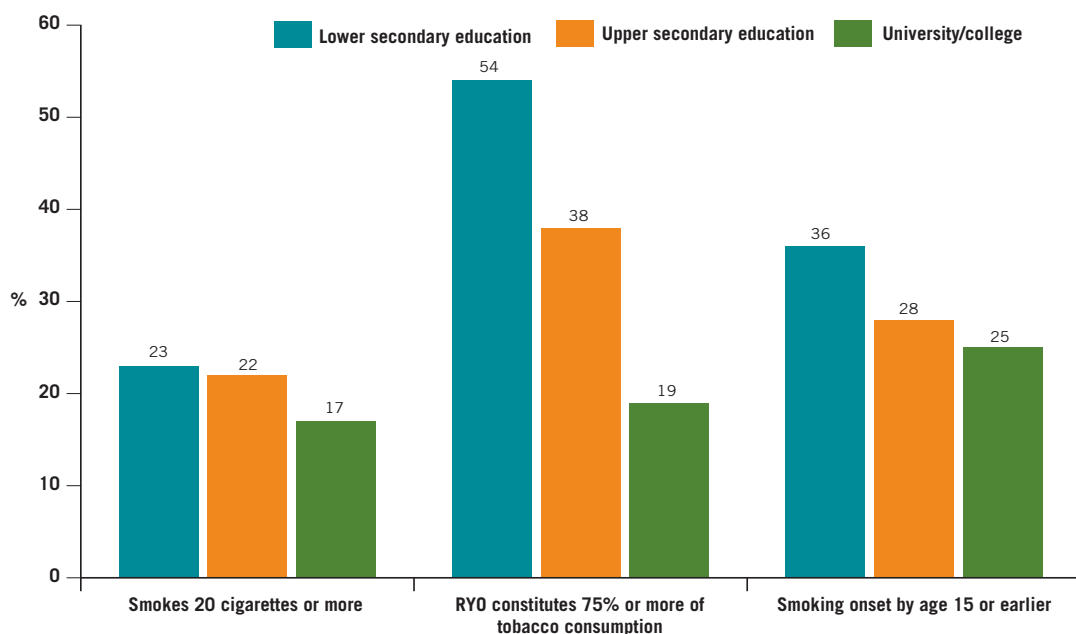
Figure 35: Percentage occasional smokers by educational level in different age groups. Pooled data 2004–2006



Differences in consumption and age of smoking initiation

The average cigarette consumption per day for those who smoke on a daily basis differs by level of education. More highly educated people consume fewer cigarettes per day, 11.7, compared with 13.7 among those with lower secondary education. Among those who smoke 20 or more cigarettes per day, more have short educations than long educations, but the differences are not significant (Figure 36). The greatest difference between educational groups involves people's choice of type of tobacco. A significantly higher percentage of those with short educations than among those with long educations smoke rolling tobacco. Those who smoke on a daily basis and have lower level of education also started smoking earlier than those with longer education.

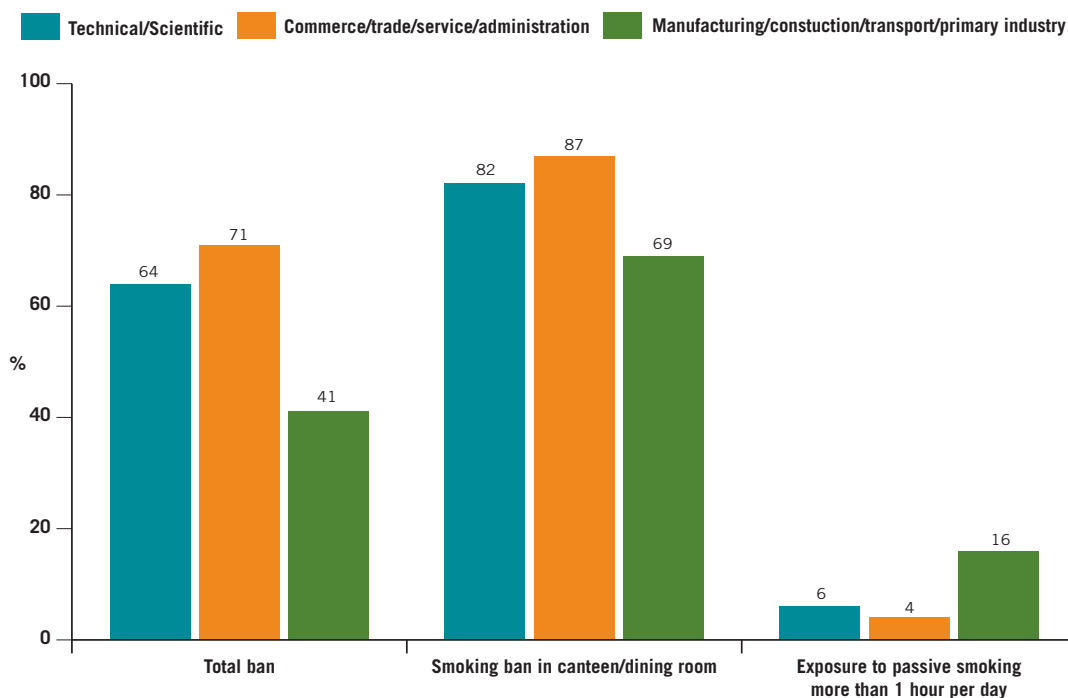
Figure 36: Contrasting smoking intensity, preference of tobacco and age of smoking onset by educational level. Age group 25-74 years. Pooled data 1999-2003



Different exposure to passive smoking

There are large differences between different occupational groups as regards exposure to passive smoking in the workplace. Figure 37 indicates that employees in manufacturing, construction, transportation and primary industry are exposed to a greater extent than other occupational groups to passive smoking in the workplace. A substantially higher percentage are exposed to passive smoking more than one hour every day, compared with technical/scientific professions and those who work in commerce, trade, service and administration. The skewed exposure to passive smoking in different occupational groups has changed somewhat since 2002. There has been a decline in the percentage who report being exposed to passive smoking, from 33 per cent in 2002 to 16 per cent in 2006, for employees in manufacturing, construction, transportation and primary industry. For employees in commerce, trade, service and administration, there has been a decline from nine to four per cent, while there has not been any significant change for employees in technical/scientific professions. Workers in manufacturing, construction, primary industry and transportation have also experienced less protection from passive smoking on the part of their companies, but there has also been an increase in the direction of more protection against passive smoking in those sectors as well. Those employed in commerce, trade, service and administration are the ones who to the greatest extent work in places where smoking is banned or regulated.

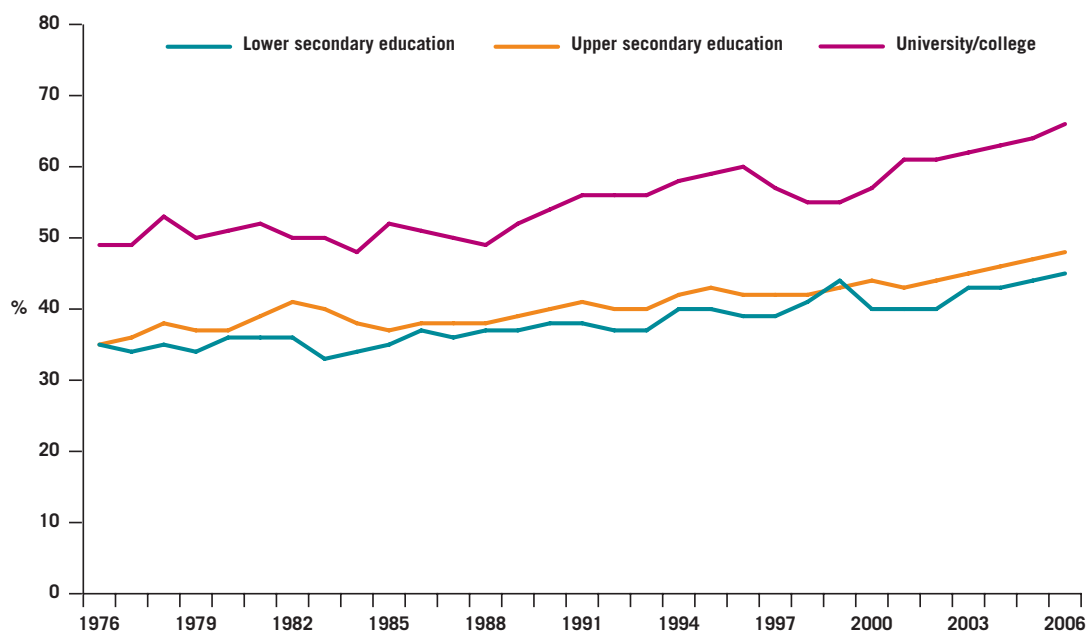
Figure 37: Contrasting tobacco control infrastructure at the workplace by occupation.
Percentage of employees reporting in 2006. Age group 16-74 years.



Quit-rates and the intention to quit smoking

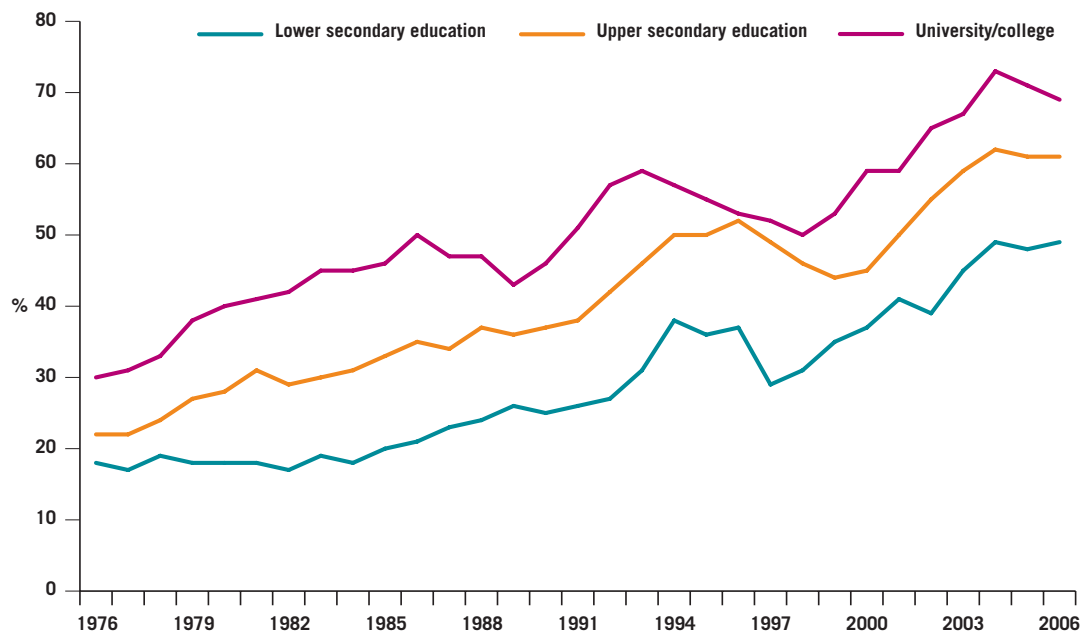
On the whole, the general public's efforts to quit smoking have increased over the past 30 years. Since 1976, quitting rates have risen in all educational groups, but such efforts have increased the most among those with college or university educations (Figure 38). Quit-rates are estimated by taking former daily smokers as a percentage of all those who have ever smoked, i.e. both existing and former daily smokers. In 2006, the quit-rate for individuals with lower secondary education was 47 per cent, compared with 65 per cent for highly educated individuals.

Figure 38: Quit rates by educational level in age group 16-74 years for the period 1976-2006, three yearly moving average



When the three different educational groups assess their own future smoking status, the same imbalances are expressed. Figure 39 shows the percentage of daily smokers who think they will be smoke-free in five years' time. Although the percentage who envisage a smoke-free future has increased from 1976 up to the present, the differences between the three levels of education persist throughout the entire period. Those who smoke on a daily basis and are well educated believe to a greater extent that they will be smoke-free in five years than do those with little education. This is consistent with the various educational groups' intentions to quit smoking. Among those who smoke on a daily basis and have a college or university education, 55 per cent responded that they were considering quitting within the next six months. Correspondingly, 37 per cent of those with elementary school responded in the same way (all data from 2004 to 2006).

Figure 39: Percentage of daily smokers who portray themselves as non-smokers five years from now by educational level. Age group 25-74 years for the period 1976-2006, three yearly moving average



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