

Tobacco Sector Data Repository

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Project Overview

Objective:

“The purpose is to lift the sectors’ numeracy and general appreciation of the complexity of the dynamic social response that is associated with the smoke free 2025 target – this is thought to bring a significant benefit to achieving the target”.

Project Approach

- **Develop a tool for the tobacco control sector so that they will be able to more efficiently measure the impacts of tobacco control and smoke free campaigns undertaken**
- **Design of an interface and automated reminder system for periodic updates of the data from those who are nominated as responsible for its update**
- **Produce a plan for ongoing maintenance and/or handover of the system post phase one**

Data Sources

Identified data sources:

- NZ Health Survey: Data monitoring consumption and prevalence
- NZYTM (New Zealand Youth Tobacco Monitor)
- New Zealand Smoking Monitor
- Supermarket and Service station sales data
- Sales price survey data
- Census data
- Excise Tax Returns data
- Medical Information data (e.g. ABC interventions)
- NRT Prescriptions
- Death rates attributable to Smoking related diseases
- Quitline data
- Cancer registry data
- “Headline Statistics”
- Health Promoters data.

Tobacco Sector Data Repository

New Zealand's tobacco data in one location



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Welcome back, D Hayes!

View data by:

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Support pages:

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Chart defaults - +

Welcome to the Tobacco Sector Data Repository (TSDR)

New Zealand's tobacco data in one location



- Browse a range of interactive charts
- Filter analyses on key demographics
- Includes regional breakdowns
- Sources include: Census, HLS & YIS

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Most viewed:

- Overview of key tobacco sector trends
- Tutorial
- Chart library
- New Zealand Census 2013 - The frequency of Regular Smokers across DHB
- Smoking prevalence based primarily on AC Nielsen data from 1983 to 2013
- Recent HPA tobacco publications

Getting started: These options will help you decide where you should begin

Tobacco sector data
- Report style overview 

View an overview of current trends and research in the tobacco sector



Explore tobacco data
- Browse the chart library 

View charts from a selection of datasets with some analysis options, e.g. selecting subsets like age, gender and ethnicity.



Create your own analysis
- Designed for researchers 

Customise your own charts in what we call the playground. You can mix and match variables across different datasets with maximum flexibility.



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The **HOME** page is designed to provide an overview of the tool including topics of interest, new data available, options to bookmark charts and getting started.



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The **GETTING STARTED** page will provide options to search and view basic report style charts through to lists of data sets and advanced options.

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Support pages:

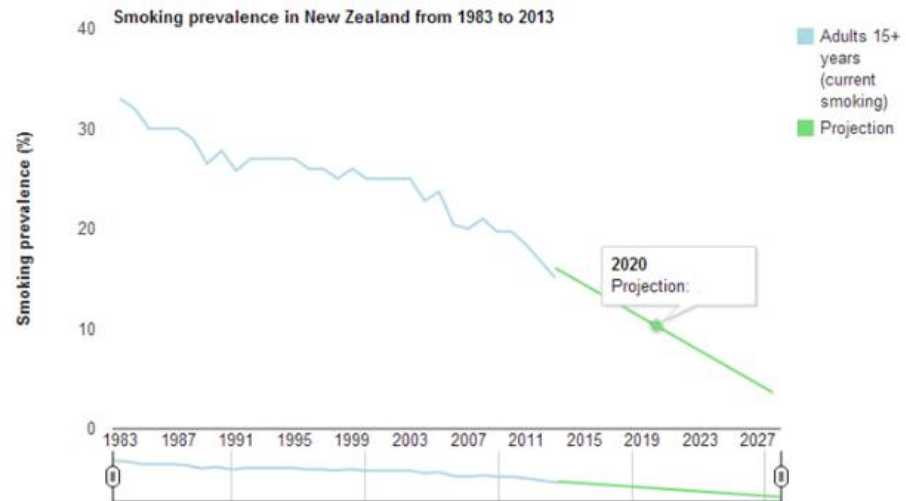
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Chart defaults - +

Overview of key tobacco sector trends

This section provides an overview of key trends in the tobacco sector, particularly tracking prevalence rates of smoking to 2025.

The prevalence rates of smoking in New Zealand are decreasing, with 2013 Census data showing a rate of 15.1%. An extrapolation of these trends suggest that smoking prevalence is likely to be at approximately 6.1% by 2025.



Sources: AC Nielsen NZ Ltd (1983–1995, 1997–2005); 1996, 2006 and 2013 Censuses of Population and Dwellings, Statistics New Zealand; 2006/07 New Zealand Health Survey; NZTUS 2008.

Smoking rates are highest in Tairāwhiti, the West Coast and Lakes.

The **overview** page is designed to provide a quick view of trends in the tobacco sector. You will be able to hover over the graph to see details.

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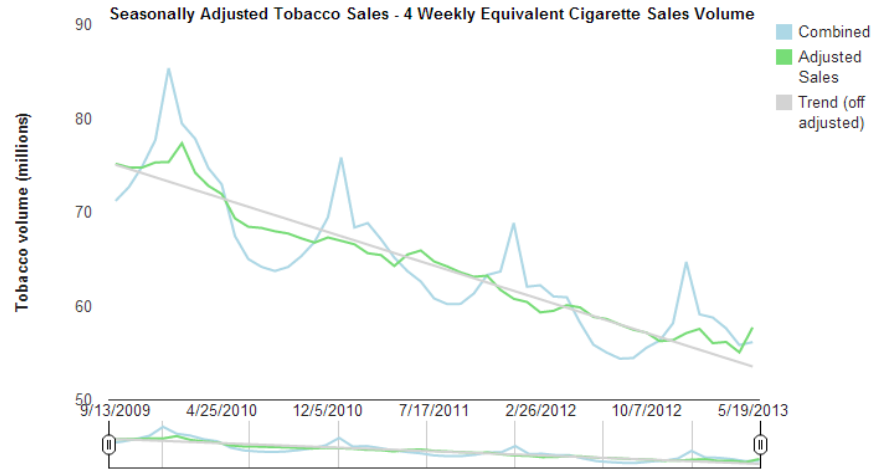
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The **chart library** section is designed to provide a visual summary of the various data sources

