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## **Tobacco consumption of the Swiss Population between 2001 - 2010**

Factsheet of the research report 2011

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Tobacco Monitoring Switzerland – Swiss Survey of Tobacco  
Consumption



*Reference:*

Keller, R., Radtke, T., Krebs, H. & Hornung, R. (2011). *Der Tabakkonsum der Schweizer Wohnbevölkerung in den Jahren 2001 bis 2010. Tabakmonitoring – Schweizerische Umfrage zum Tabakkonsum*. Zürich: Psychologisches Institut der Universität Zürich, Sozial- und Gesundheitspsychologie.

### **Tobacco Monitoring Switzerland (TMS) - Swiss Survey of Tobacco Consumption**

The TMS was developed on behalf of the Swiss Federal Office of Public Health by the Department of Psychology, Social and Health Psychology, University of Zurich (Prof. Dr. Rainer Hornung, Dr. Roger Keller and Theda Radtke) and Hans Krebs, Kommunikation und Publikumsforschung, Zurich. The data collections were conducted by LINK International Research and Consulting, Lucerne. Since 2004 the Tobacco Monitoring Switzerland was funded by the Tobacco Prevention Fund.

The Tobacco Monitoring Switzerland (TMS) was a representative, continuous survey of tobacco consumption among 14- to 65-year-olds in Switzerland. Since January 2001, four times a year a new sample of 2 500 persons was taken (i.e. 10 000 participants annually). The survey was conducted using standardized telephone interviews in German, French and Italian.

The research instrument consisted of a basic module and several add-on modules. The basic module served as a means of collecting key data on tobacco consumption (e.g. type and frequency of tobacco consumption, willingness to cease smoking) and on demographics. These questions were asked in every survey wave. The add-on modules could be added to the basic module for one or more survey wave (e.g. questions on second-hand smoke, harm reduction).

In the Tobacco Monitoring Survey sampling was done using a two-stage random-random sampling technique (random selection at the household and person levels). In order to have a sufficient number of people in some characteristic groups that are small but important for tobacco prevention (young people, pregnant women and mothers of small children), 14-24 year old men and women 14-44 years of age were oversampled. Residents of the French- and Italian-speaking regions of Switzerland were also overrepresented in the sample in order to ensure a sufficiently large sample for each language region in Switzerland. The 2 500 telephone interviews, conducted four times per year, were made up of 1 426 interviews in the German-speaking region, 711 interviews in the French-speaking region and 363 interviews in the Italian-speaking region of Switzerland. After the plausibility check, the weighting of the data followed. The weighting corrects distortions in the sample, so that it correctly represents the population.

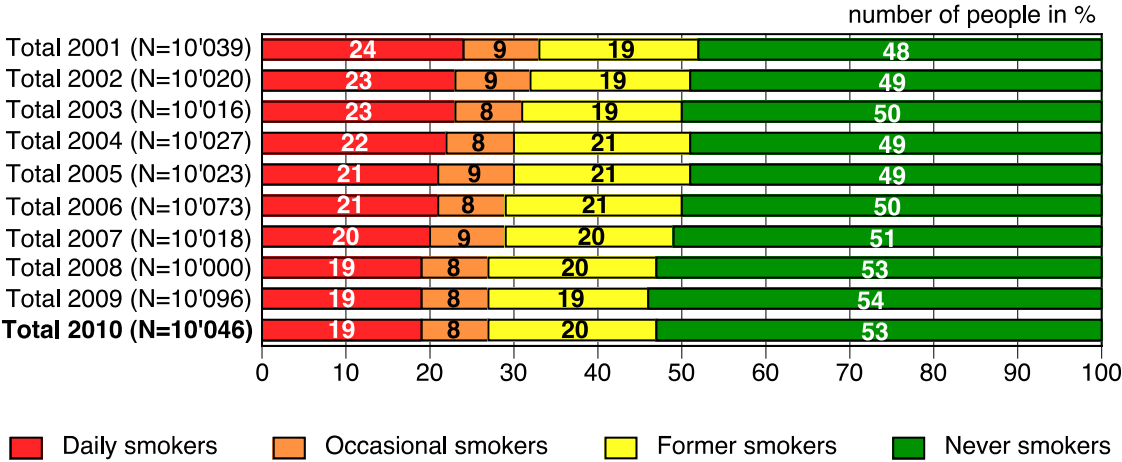
The Tobacco Monitoring Switzerland data collection ended in the 4<sup>th</sup> quarter of 2010. Beginning in January 2011, the data collection concerning tobacco consumption is conducted within the framework of Suchtmonitoring Schweiz, a survey that assesses epidemiological data concerning the problematic use of other addictive substances (e.g. alcohol, cannabis, pharmaceutical drugs) and other addictions (e.g. internet addiction).

For further information please visit our homepage: [www.tabakmonitoring.ch](http://www.tabakmonitoring.ch)

The factsheet contains selected information about the development of tobacco consumption in the Swiss population between 2001 and 2010. In the following factsheet the major results concerning tobacco consumption and the willingness to quit smoking are presented. The TMS classifies smoking status of the respondents in the four categories of daily smokers, occasional smokers, former smokers and never smokers (have never smoked or smoked fewer than 100 cigarettes in the past). The results are presented in total and differentiated by sex and age.

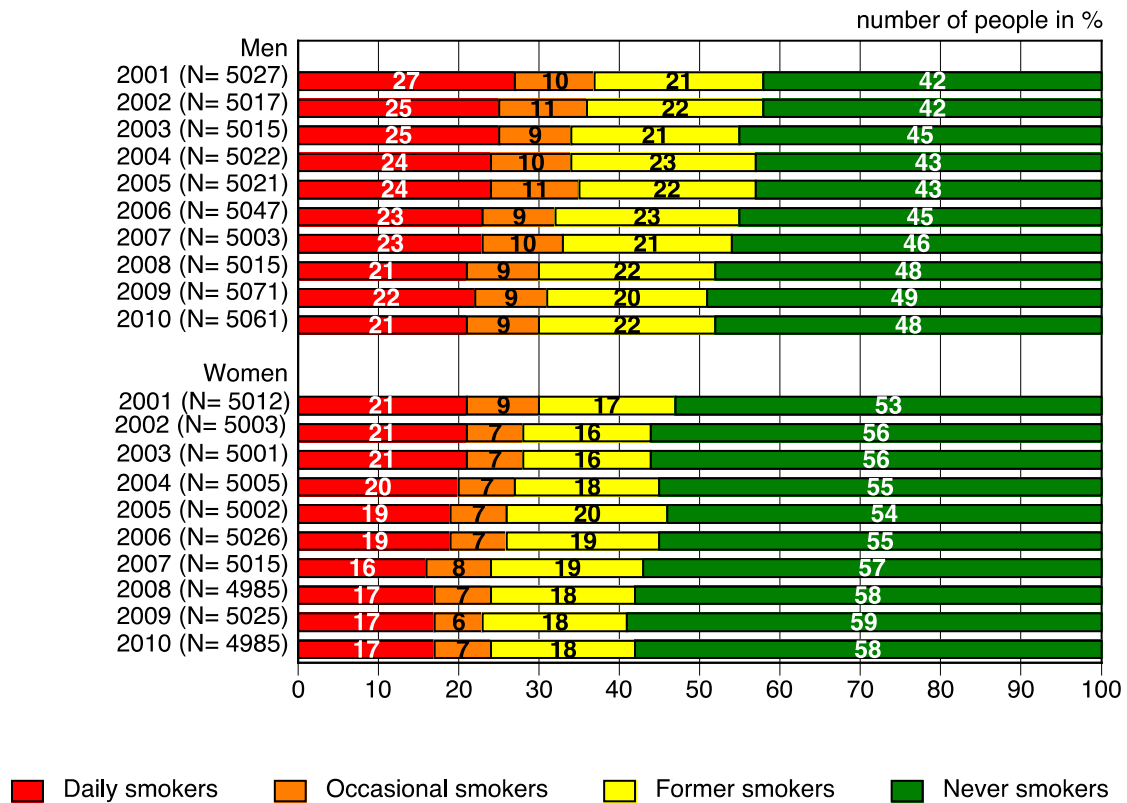
**Smoking prevalence among 14- to 65-year-old permanent residents of Switzerland between 2001 and 2010**

**Smoking prevalence between 2001-2010**  
14- to 65-year-olds



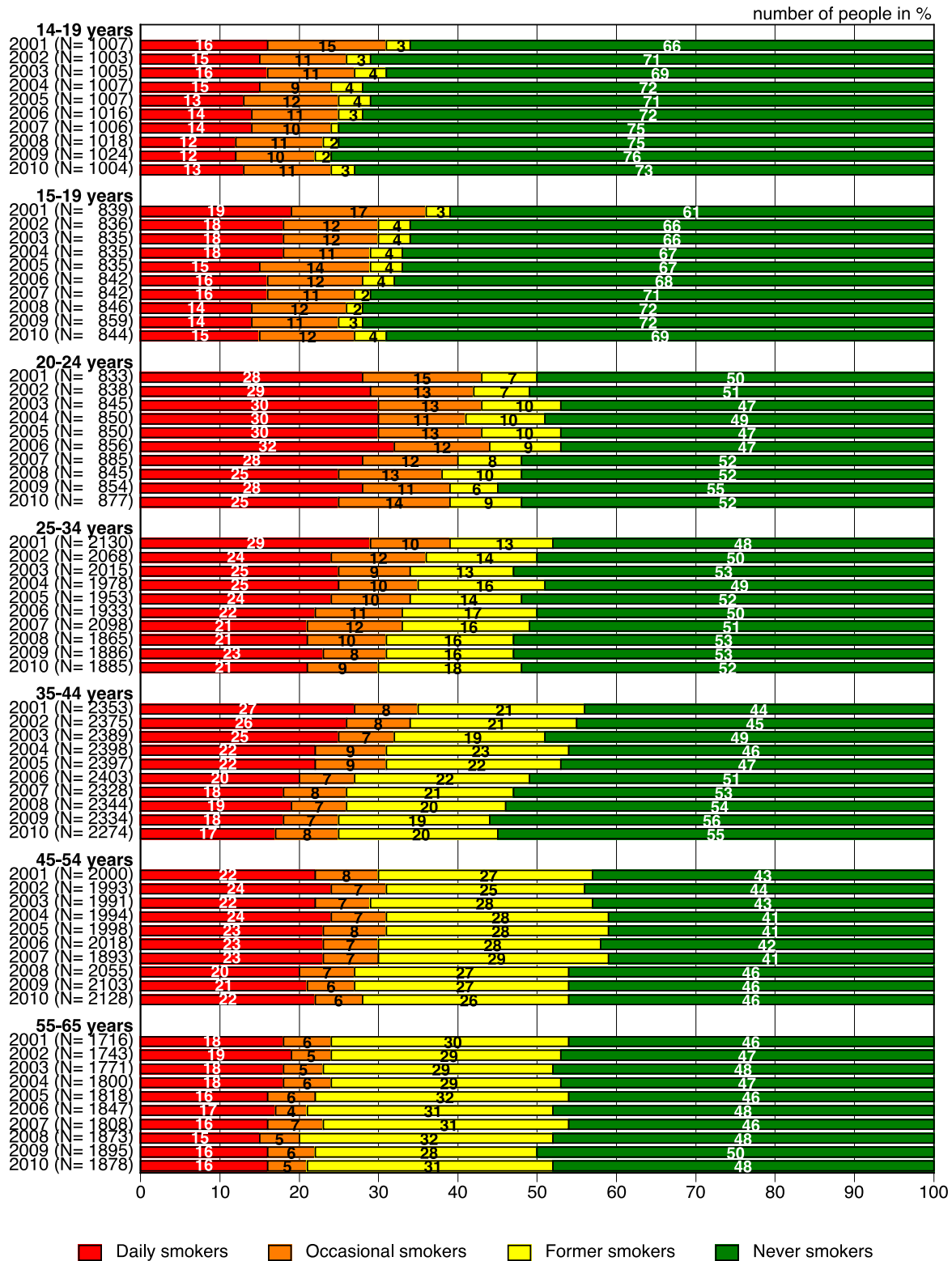
## Smoking prevalence among 14- to 65-year-olds, differentiated by sex

Smoking prevalence differentiated by sex between 2001-2010  
14- to 65-year-olds



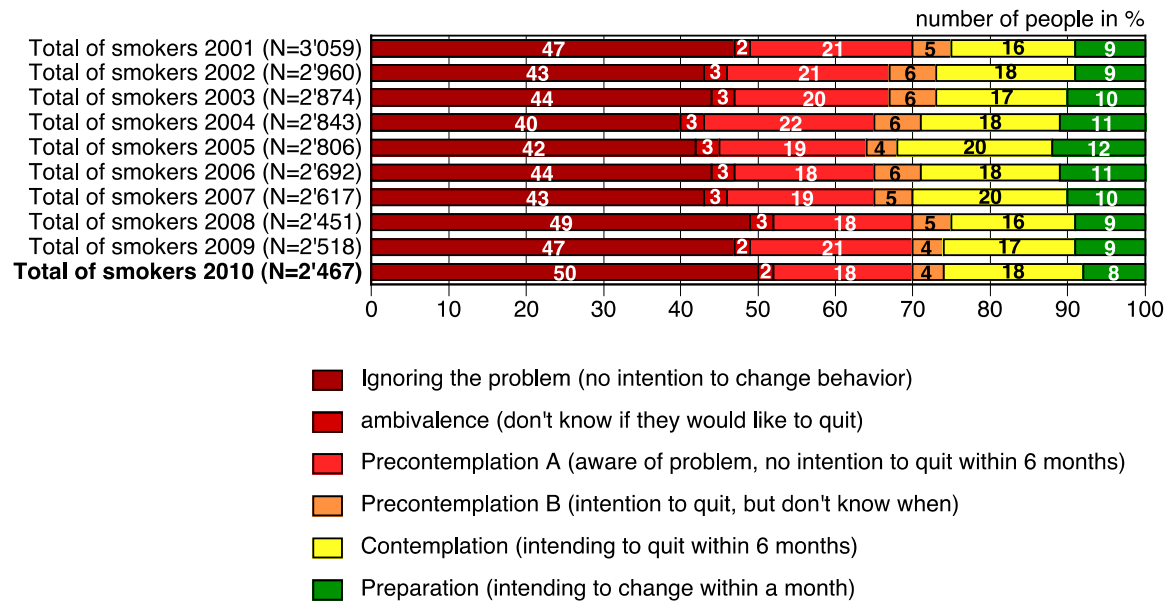
# Smoking prevalence among 14- to 65-year-olds, differentiated by age

## Smoking prevalence differentiated by age between 2001-2010 14- to 65-year-olds



## Willingness to quit smoking between 2001 - 2010<sup>1</sup>

### Willingness to quit smoking between 2001-2010 daily and occasional smokers, 14- to 65-year-olds



<sup>1</sup> The stages were defined according to the Transtheoretical Model of behavior change (TTM) (e.g. Prochaska, Johnson & Lee, 1998).