

‘Smokefree 2025’ goal awareness and support among 14 and 15-year-olds: Results from the 2018 Youth Insights Survey

In 2011, the New Zealand Government committed to an aspirational goal of making New Zealand a Smokefree nation by 2025, with the aim to reduce smoking prevalence to less than 5% (The New Zealand Government, 2011). This brief report describes the awareness and support for the ‘Smokefree 2025’ goal among 14 and 15-year-olds who participated in the 2018 Youth Insights Survey (YIS). It also shows trends in awareness of the ‘Smokefree 2025’ goal by ethnicity between 2012 and 2018.

Key points:

- In 2018, 45% of 14 and 15-year-olds were aware of the ‘Smokefree 2025’ goal with significant disparities across the predominant ethnic groups. NZ European/Other young people were more likely to be aware of the ‘Smokefree 2025’ goal, while Pacific young people were less likely to be aware.
- The proportion of young people aged 14 and 15-years-old aware of the ‘Smokefree 2025’ goal increased between 2012 and 2018.
- Most (80%) young people aged 14 and 15-years-old support the ‘Smokefree 2025’ goal. Although, support was lower among males, Māori, Pacific people, ever smokers (both ex/experimental and current smokers) or those young people attending low decile schools.
- One in six (17%) 14 and 15-year-olds agree that hardly anybody will be smoking by 2025, and this hasn’t changed since 2012.

Awareness of the ‘Smokefree 2025’ goal

Under half (45%) of young people aged 14 and 15-years-old were aware of the ‘Smokefree 2025’ goal. The proportion of 14 and 15-year-olds who were aware of the ‘Smokefree 2025’ goal varies by prioritised ethnic group¹. It was higher for NZ European/Other (51%) and lower for Māori (44%), Pacific (26%) and Asian (34%) 14 and 15-year-olds (See Figure 1). Further differences are noted below:

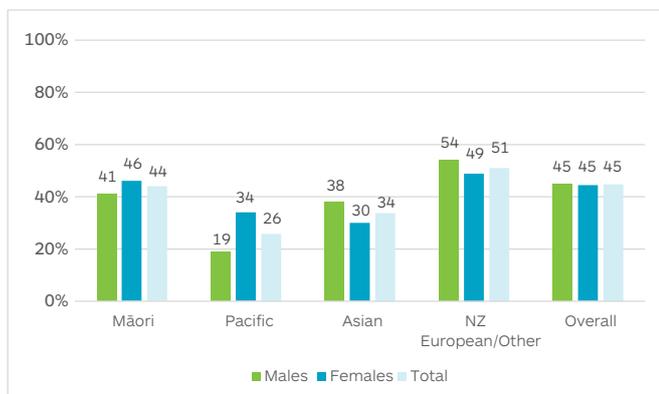
- among total response ethnic groups², Non-Pacific (47%), compared with Pacific (30%)
- never smokers³ (46%), compared with ex/experimental smokers³ (40%)
- students aged 14 and 15 years-old attending high decile schools (51%), compared with those at low decile schools (37%).

¹ Prioritised ethnic groups involve each participant being assigned to a single ethnic group, based on the ethnicities they have identified with, in the prioritised order of Māori, Pacific, Asian and European/Other (Ministry of Health, 2017)

² Total response ethnic groups involve each participant being assigned to all ethnic groups that they have identified with (Ministry of Health, 2017)

³ Never smokers, ex-smokers (no longer smoke), experimental smokers (smoke less often than monthly) and current smokers (smoke at least monthly)

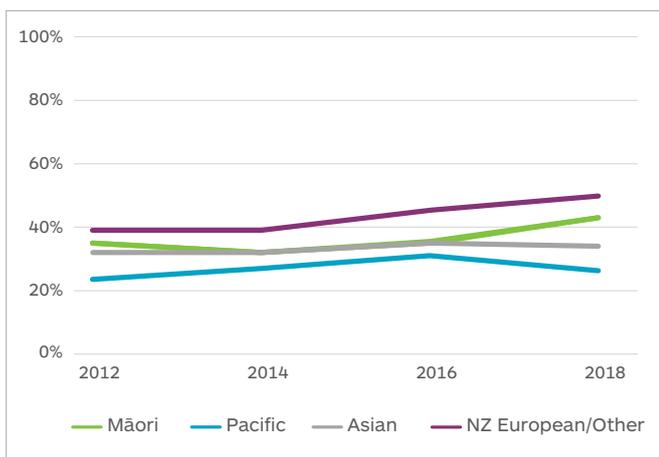
Figure 1: Percentage of 14 and 15-year-olds who were aware of the 'Smokefree 2025' goal



Time-trend from 2012-2018

In 2018, young people aged 14 and 15-years-old were more likely to be aware of the 'Smokefree 2025' goal when compared to those in 2012. As shown in Figure 2, there has been a significant increase in awareness of the 'Smokefree 2025' goal among NZ European/Other and Māori young people since 2012. However, there has been no significant increase in awareness among Pacific and Asian young people since 2012.

Figure 2: Percentage of 14 and 15-year-olds who were aware of the 'Smokefree 2025' goal, 2012-2018

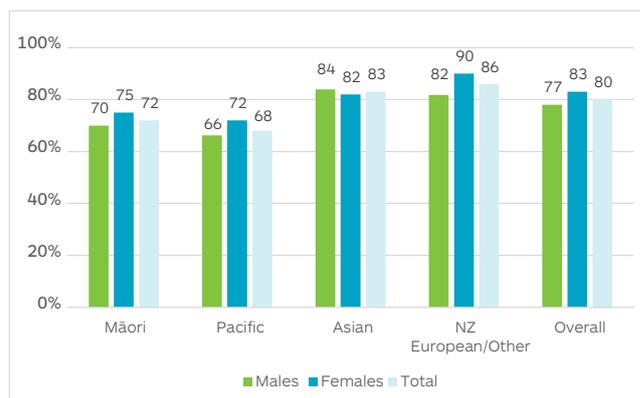


Support for the 'Smokefree 2025' goal

Most (80%) 14 and 15-year-olds support the 'Smokefree 2025' goal (see Figure 3), although support was higher for non-Māori (82%) and non-Pacific (82%) compared to Māori (72%) and Pacific (67%) respectively. Support for the 'Smokefree 2025' goal was also higher among:

- females (83%), compared with males (77%)
- never smokers (86%), compared with ex/experimental smokers (69%) and current smokers (32%)
- students aged 14 and 15-years-old attending high (85%) and medium decile (81%) schools, compared with those at low decile schools (70%)

Figure 3: Percentage of 14 and 15-year-olds who support the 'Smokefree 2025' goal



Those who think hardly anybody will be smoking by 2025

In 2018, only one in six (17%) 14 and 15-year-olds agreed that *hardly anybody will be smoking by 2025*, and this hasn't changed since 2012. Nearly half of young people (46%) disagreed with the statement and 38% didn't know. Males (19%) were more likely to agree that by 2025 hardly anybody will be smoking, compared with females (14%).

References

Ministry of Health. (2017). *Ethnicity Data Protocols*. Wellington: Ministry of Health. Retrieved from <https://www.health.govt.nz/system/files/documents/publications/hiso-10001-2017-ethnicity-data-protocols-v2.pdf>

The New Zealand Government. (2011). *Government Response to the Report of the Māori Affairs Committee on its Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori (Final Response)*. Wellington: New Zealand Government.

Citation

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Methodology

The YIS is a nationwide paper-based survey conducted in schools every two years, and is part of the New Zealand Youth Tobacco Monitor (NZYTM), a collaborative effort by the Health Promotion Agency/Te Hīringa Hauora (HPA) and Action on Smoking and Health (ASH). The 2018 YIS was conducted with a sample of 2,689 Year 10 students aged 14 and 15-years-old. For the 2018 YIS methodology report, questionnaire and further YIS publications, please visit <https://www.hpa.org.nz/our-work/research/publications>

To measure awareness of the 'Smokefree 2025' goal among young people, all participants were asked: "The government has a goal of Smokefree New Zealand/Auahi Kore Aotearoa by 2025. This means that the country would essentially be smokefree, meaning that less than 5% of the population would be smokers. Before today, were you aware of this goal?" Options for responses were 'Yes', 'No' and 'Don't Know'.

To measure support for the Smokefree goal, they were asked: "Do you support or oppose the Smokefree goal?" Options for responses were 'Strongly support', 'Support', 'Oppose', 'Strongly Oppose' and 'Don't know'.

All participants were also asked whether they agreed or disagreed with the statement that, "By 2025, hardly anybody will be smoking." Options for responses were 'Agree', 'Disagree' and 'Don't Know'.

Responses to these questions were analysed by ethnicity, gender, smoking status (current smokers, ex/experimental smokers and never smokers) and school decile status. This report examined responses using both prioritised and total response ethnic groups. Prioritised ethnic groups involve each participant being assigned to a single ethnic group, based on the ethnicities they have identified with, in the prioritised order of Māori, Pacific, Asian and European/Other. Total response ethnic groups involve each participant being assigned to all ethnic groups that they have identified with. Smoking status was controlled when looking at subgroup differences by gender, ethnicity and school decile status as awareness and support for the Smokefree goal differed significantly by smoking status. Smoking status was not controlled when looking at whether they agreed or disagreed with the statement, "By 2025, hardly anybody will be smoking", as results did not differ significantly by smoking status. Only significant differences ($p < 0.05$) between groups are reported.