



**Research and Evaluation Unit**

**2008 HSC**

**Year 10 In-depth Survey Report**

**July 2009**

**new zealand  
youth tobacco  
monitor**



# Executive Summary

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The cost of tobacco use to the health system and New Zealand society has resulted in the Minister of Health naming smoking reduction as a health priority in recent years. Most adults who smoke started using tobacco during adolescence. Young people, therefore, are a key target group for tobacco control strategies and health promotion in New Zealand.

This report presents the key findings from the 2008 Year 10 In-depth Survey (YIS). The YIS is part of the New Zealand Youth Tobacco Monitor (NZYTM), a national survey of 14 and 15 year-olds' behaviours, and risk and protective factors associated with smoking uptake.

This report presents the key findings from the 2008 YIS, covering the following topics:

- Part 1: Current tobacco smoking behaviour
- Part 2: Attitudes and beliefs related to smoking
- Part 3: Smoking cessation experience ('current smokers' only)
- Part 4: Exposure to others' smoking
- Part 5: Smoking-related health promotion messages
- Part 6: Youth culture
- Part 7: Connectedness – parents, family, school and peers
- Part 8: Awareness of, and attitudes towards, the tobacco industry
- Part 9: Key comparisons between the 2006 and 2008 YIS
- Part 10: Summary of findings

Key findings are:

- Over two in five of participating students had 'ever smoked' a cigarette, even just on one or two puffs (44.0%)
- A smaller proportion of students in 2008 than in 2006 reported they had 'ever smoked' a cigarette, not even just a few puffs (44.0% and 49.7%, respectively)
- 'Current smokers' usually got their cigarettes from friends, from someone else who brought them or brought the cigarettes themselves (59.8%, 45.7% and 29.8%, respectively)
- Close to half of the 'current smokers' (47.0%) reported they wanted to stop smoking at the time of the survey
- Students reported their exposure to others' smoking behaviour:
  - 44.7% had other close friends who smoked, and 26.0% of their mother and 26.3% of their fathers smoked

- Around a third of the students (33.8%) reported at least one day a week when someone had smoked around them in their home. It was most likely to be their mother or father (46.1% and 36.6%, respectively)
- Just over a quarter (26.8%) reported that someone had smoked in their presence while travelling in a car or van in the seven days prior to the survey and almost two-thirds (63.0%) reported that people had smoked around them in places other than in their home.
- The majority of students believe cigarettes are harmful to their health and believe that smoking from other people's cigarettes is also harmful to their health (93.7% and 93.2%, respectively)
- There was an increase in the proportions of students between 2006 and 2008 who showed an intention to *definitely not* smoke:
  - a cigarette if offered one by their best friend (from 55.9% in 2006 to 62.9% in 2008)
  - in the year following the survey (from 52.8% in 2006 to 60.8% in 2008)
  - five years from the time of the survey (from 55.7% in 2006 to 64.5% in 2008).

Public policy in New Zealand has an important role in reinforcing the message that smoking is unacceptable. Surveys that capture detailed information about individuals can guide public health and policy direction, as well as measure the success of existing interventions. The YIS will be repeated as part of the NZYTM in 2010 to collect information on successes and areas for improvement in increasing cessation and reducing smoking initiation among youth in New Zealand. With understanding and adequate resources, the tobacco control community will be better equipped to achieve a primary prevention approach to smoking among youth.

# Acknowledgements

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- Sharon Ponniah (Former Advisor, Tobacco Research, QUIT Group and Ministry of Health Public Health Intelligence, New Zealand).
- Janine Paynter (Researcher/Policy Analyst, Action on Smoking and Health NZ).
- Dr Sue Walker, Chair from July 2007 to current (Manager, Research and Evaluation Unit, Health Sponsorship Council)
- Ingrid McDuff, from September 2006 to February 2009 (Intermediate Researcher, Research and Evaluation Unit, Health Sponsorship Council).
- Kay Haughey, from January 2008 to current (Project Manager, NZYTM, Health Sponsorship Council).

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The 2008 YIS analyses and report writing were completed by Ingrid McDuff, with assistance from fellow HSC Research and Evaluation Unit team members, Bryony Cornforth-Camden and Ingrid van Aalst. The report was peer reviewed by Kay Haughey (Project Manager NZYTM, Research and Evaluation Unit, HSC).

Thanks to all school staff and students who participated in the YIS and the NZYTM. While we cannot name respondents, we are indebted to them for their time and contribution to this research, and building our understanding of New Zealand young people's attitudes towards, and experiences of, smoking behaviour, and lifestyles in general.

Survey fieldwork and dataset preparation for the 2008 YIS were carried out by ConsumerLink and Synovate Limited. The sampling framework for the YIS followed a two-stage cluster design used by the Global Youth Tobacco Survey (GYTS), and school selection was conducted with input from the Centers for Disease Control and Prevention (CDC) Global Tobacco Surveillance System team.

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## List of abbreviations

ASH (NZ)	Action on Smoking and Health (New Zealand)
CDC	Centers for Disease Control and Prevention
GYTS	Global Youth Tobacco Survey
HSC	Health Sponsorship Council
NZYTm	New Zealand Youth Tobacco Monitor (combines three national youth smoking surveys and includes the Year 10 In-depth Survey)
RCG	Research Coordinating Group
SES	Socioeconomic status
SHS	Second-hand smoke
WHO	World Health Organization
YIS	Year 10 In-depth Survey

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# Introduction and aims

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This report presents the key findings from the 2008 YIS and includes information about youth smoking behaviour, and some of the risk and protective factors associated with smoking uptake.

The report describes the aims and methods of the research, and key findings (with analysis by young people's gender, ethnicity, socioeconomic status (SES), and smoking status where applicable), and briefly discusses the findings in the context of previous research and tobacco control in New Zealand.

## The burden of tobacco use and youth uptake in New Zealand

Tobacco use is the leading preventable cause of premature death in New Zealand. Around five thousand deaths a year are attributable to tobacco-related illness, in a population of just over four million (Minister of Health, 2005b). The cost of tobacco use to the health system and New Zealand society has resulted in the Minister of Health naming smoking reduction as a national health priority (Minister of Health, 2005a; 2007).

Most adults who smoke take up the behaviour in their youth, before reaching the age of 18 years (Centers for Disease Control and Prevention, 1994). Young people, therefore, are a focus of tobacco control strategies and health promotion in New Zealand. The New Zealand Reducing Smoking Initiation framework has identified a range of interventions requiring action from the health, education and social sectors (Health Sponsorship Council, 2005).

## Monitoring youth tobacco use

National adult smoking prevalence data are routinely collected in New Zealand through the Tobacco Use Survey (Ministry of Health, 2006c) and the Census of Population and Dwellings, with in-depth information about tobacco-related attitudes and exposure contributed by the Smokefree/Auahi Kore Adult Monitor (Health Sponsorship Council, 2006b).

Understanding how and why some young people start smoking is a key driver for research and evaluation in New Zealand and abroad. Youth tobacco use in New Zealand has been monitored for over a decade, both regionally (Reeder, Williams, McGee et al., 1999) and nationwide (Scragg, 2007). The ASH Year 10 cross-sectional survey achieves high student participation nationwide, and latest figures show that 14% of 14 and 15-year-old school students reported that they smoke at least daily, weekly or monthly (Scragg, 2007). Female students reported higher prevalence of smoking at least monthly than males (18% and 11%, respectively).

## **New Zealand Youth Tobacco Monitor**

Information on youth smoking and tobacco control has traditionally been collected and managed by a range of agencies in New Zealand. In 2006, the NZYTM was established to bring three youth surveys together under one partnership: the Ministry of Health's contribution to the GYTS, the Action on Smoking and Health (ASH) Year 10 Snapshot, and HSC's In-depth Survey. The HSC's In-depth Survey (formerly known as the Youth Lifestyle Survey) has been conducted with students from a range of age groups for several years. The 2008 YIS uses many of the same questions, collecting data on a wider range of youth culture, lifestyle, and risk and protective factors related to smoking uptake. The YIS informs the HSC's Smokefree programme, and commitment to encouraging New Zealanders to adopt and maintain healthy lifestyles.

### **Research aims**

The YIS was developed to improve the understanding of students' behaviour and circumstances, such as prevalent attitudes and beliefs related to smoking, exposure to role models who smoke, and second-hand smoke. Students were asked about their own experience with smoking behaviour, and this report includes detailed information on smoking frequency, along with access to tobacco and settings for smoking behaviour. The survey also aims to build understanding of the social environment of young people in New Zealand, particularly youth 'culture', sport and extra-curricular activities, media use and different levels of social connectedness.

The YIS collects prevalence data on the following topics:

- current tobacco smoking behaviour
- attitudes and beliefs related to smoking
- smoking cessation experience ('current smokers' only)
- exposure to others' smoking
- smoking-related health promotion messages
- youth culture and daily life
- connectedness – with peers, parents, family/whānau, and school
- awareness of, and attitudes towards, the tobacco industry.

This report provides an overview of the key results from the extensive data collected by the YIS. Additional analysis and reporting for a range of audiences will follow this report. Data tables and the 2008 YIS questionnaire are available for review on the HSC website.

# Methodology

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## Questionnaire development

The YIS questionnaire was developed to collect high-quality, in-depth information using validated questions. It was also important to maintain comparability with previous surveys, such as the Youth Lifestyle Survey, and the GYTS. Participants select responses using a self-administered paper questionnaire booklet. No identifying information was collected from participants to ensure anonymity, however each questionnaire had a unique serial number for tracking during survey administration and data preparation.

## Sample size and selection

Year 10 students (14 to 15-year-olds) represent a critical age group when smoking behaviour increases rapidly, and this group has been treated as the standard population to monitor youth smoking in New Zealand (Reeder et. al., 2000). All schools (state and private) with Year 10 students are eligible to participate in the YIS. Correspondence schools were excluded from the sample list, primarily to maintain student anonymity. Previous Youth Lifestyle Survey sampling involved a two-stage cluster procedure to select classes. The 2008 YIS also employed a two-stage cluster sample design, with random selection of participating classes. This method was consistent with the GYTS sample selection procedure, and produced a nationally representative sample of Year 10 students:

### *Stage One – School sample selection with probability proportional to school enrolment size*

A list of all eligible schools with Year 10 students and their total Year 10 enrolments was sent to the CDC in the United States. The CDC selected a sample of schools with probability of selection proportional to roll size, using software developed to work with school-based samples.

### *Stage Two – Class selection as a systematic equal probability sample with a random start*

The YIS surveys one Year 10 class from every sampled school that has consented to participate in the survey. All Year 10 classes from the sampled school are included in a list, from which one class is selected to participate using a random start. Classes were required to be mutually exclusive, so each eligible student has only one chance to participate and an equal opportunity of selection. All students in a selected Year 10 class were eligible to participate.

## **Recruiting schools**

All 515 eligible schools in New Zealand were informed of the upcoming NZYTM through a letter sent to school principals. Those schools selected for the YIS sample list were sent a second letter and principals, or a nominated member of staff, were contacted by phone to explain the survey, its purpose and objectives. Consent forms were sent to schools to be completed and returned by facsimile. Schools that participated were given 'Smokefree Schools' classroom resources as a small token of appreciation.

## **Survey administration**

The 2008 YIS was administered in schools during the third term of the school year (between 18 August and 26 September 2008) by experienced research fieldworkers from ConsumerLink.

Several regional training sessions were held for fieldworkers, using discussion and role-plays to build understanding of the survey administration guidelines. Fieldworkers managed the distribution and collection of questionnaires at their allocated schools. Responsibilities when administering the survey included:

- Ensuring adequate student attendance for the survey.
- Explaining the purpose, anonymity and voluntary nature of the survey to students.
- Establishing 'test' conditions in the classroom, and asking students to refrain from talking or interacting while completing the survey (including interaction with the teacher).
- Collecting completed surveys from students, and returning surveys to the research company.

## **Data analysis**

Completed questionnaires for the YIS were sent to a research company (Synovate Limited) for collation, data entry and dataset production. Electronic datasets were submitted to a series of range and consistency checks, and 10% of the data entered by each operator were checked for accuracy.

Data were weighted to adjust for sample selection (school and class-level), non-response (school, class and student-level), and post-stratification of the sample population relative to the gender and ethnicity distribution of Year 10 students in New Zealand (Ministry of Education Information Officer, 2008). Students who had not given a response to two critical demographic questions (gender and ethnicity) were excluded from the analysis.

The YIS weighting factor (W) uses the following formula:

$$W = W1 * W2 * f1 * f2 * f3 * f4$$

Where:

- W1 = the inverse of the probability of selection for each school
- W2 = the inverse of the probability of selection of each classroom within each selected school
- f1 = a school-level, non-response adjustment calculated by school enrolment size category (small, medium, large); school non-response is calculated with each tertile
- f2 = a class-level, non-response adjustment factor calculated by each school
- f3 = a student-level, non-response adjustment factor calculated by each class
- f4 = a post-stratification factor to adjust sample gender and ethnicity distribution to national Year 10 student population.

Analysis for the 2008 YIS was performed using the Intercooled STATA 9.2 statistical analysis package (StataCorp LP, 2006). Weighted proportion estimates, standard error and 95% confidence intervals were produced for each survey question and response category.

The following demographic variables were used to create sample sub-groups:

- Gender** Female, Male. Self-identified by students in the questionnaire.
- Ethnicity** Self-identified by students using a list from which they could select more than one ethnic group. Selections were then categorised using two methods:
  1. Prioritisation: Classifying students into one of five ethnic groups: Māori; Pacific; Asian; Other; New Zealand European/Pākehā.
  2. Māori and non-Māori: Comparison using the Ministry of Health method. (Ministry of Health, 2006b).

**Socioeconomic Status (SES)** The age of respondents meant it was not appropriate to ask about household income to establish SES. School decile was used as a proxy measure of each student's SES, with the decile scale reclassified as follows:

- School decile 1 to 4 = 'low' SES
- School decile 5 to 7 = 'mid' SES
- School decile 8 to 10, 99 (private) = 'high' SES

**Smoking status** Where applicable, analyses were performed by reported smoking status, using two categories:

- 'Never' Students who had never smoked a cigarette, even just a few puffs.
- 'Current' Students who smoke at least daily, weekly or monthly.

# Results

## Response rate

Of the 185 schools in the sample list, 149 participated in the 2008 YIS. One Year 10 class at each school participated in the survey, and 84.9% of students in the sample completed questionnaires for the survey (Table A). The YIS uses a response rate formula that estimates and accounts for non-response due to student absenteeism, and students who refuse to participate. Overall, the 2008 YIS achieved a 68.3% response rate.

**Table A: Response rate - school, student and overall, YIS 2008**

	School		Student		Overall response rate (%)
	Participation Sample (n)	Response rate (%)	Participation Sample (n)	Response rate (%)	
2008 YIS response rate	$\frac{149}{185}$	80.5	$\frac{3036}{3574}$	84.9	68.3

## Sample characteristics

The survey collected information from 3,036 students. As shown in Table B below, the sample characteristics closely resemble those of the Year 10 student population in New Zealand.

**Table B: Characteristics of 2008 YIS sample population**

Demographic group	2008 YIS sample population		2008 National Year 10 population*
	Number (n)	Prevalence (%)	Prevalence (%)
<b>Total</b>	<b>3036</b>		
<b>Sex</b>			
Female	1494	49.2	48.4
Male	1542	50.8	51.6
<b>Age</b>			
13 years	23	0.8	
14 years	1860	61.3	
15 years	1115	36.7	
16 years or older	34	1.1	
No response	4	0.1	
<b>Ethnicity (prioritised)</b>			
Māori	763	25.1	22.0
Pacific	360	11.9	8.9
Asian	275	9.0	8.4
Other	194	6.4	7.8
NZ European/Pākehā	1444	47.6	52.9

\* Source: Information Officer, Data Management Unit, New Zealand Ministry of Education, December 2008.

## Reporting

The remainder of this section describes the YIS results in eight parts:

- Part 1: Current tobacco smoking behaviour
- Part 2: Attitudes and beliefs related to smoking
- Part 3: Smoking cessation experience ('current smokers' only)
- Part 4: Exposure to others' smoking
- Part 5: Smoking-related health promotion messages
- Part 6: Youth culture
- Part 7: Connectedness – parents, family, school and peers
- Part 8: Awareness of, and attitudes towards, the tobacco industry

An additional chapter has been included in this report to describe key changes between results from the 2008 YIS, and the YIS conducted in 2006. The top-line report for the earlier 2006 YIS can be found on the HSC website. The report concludes with a summary of key findings for the 2008 YIS survey and overall conclusions.

This report describes the results for all respondents, and where there is a significant difference compares responses by gender, ethnicity (at both an individual ethnic group level and at an aggregated level, Māori and non-Māori) and socioeconomic group to further understand priority and high-risk groups for smoking uptake.

The prevalence of responses for each survey question is reported using weighted proportions, with charts to visually depict results and key comparisons. The sample denominator for each sub-group is included in charts, along with 95% confidence interval bars. Differences between groups are deemed statistically significant when the 95% confidence intervals do not overlap, and only significant differences are described in the text.

## Part 1: Current tobacco smoking behaviour

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A key indicator of tobacco smoking uptake is experience of smoking – whether or not students had ever smoked a cigarette, even 'just one or two puffs'. Early smoking initiation (smoking/trying first cigarette before the age of 10) is a predictor of risk for tobacco use later in life. This section describes the prevalence of students who had 'ever smoked', those who initiated tobacco smoking before the age of 10, and 'current smokers'. Further analyses were conducted using the sub-sample of students who smoke at least daily, weekly or monthly ('current smokers') to explore specific smoking behaviours related to settings, preferred type of cigarettes and tobacco access and supply.

### **'Ever smoked' a cigarette, even just a few puffs**

Over two in five students (44.0%) had 'ever smoked' a cigarette, 'even just one or two puffs'. A higher proportion of Māori students had 'ever smoked', compared with Pacific and New Zealand European/Pākehā students (68.4%, 52.4% and 36.6%, respectively). There was a higher proportion of female Māori students who had 'ever smoked' a cigarette, compared with male Māori students (75.3% and 62.0%, respectively). Students from low decile schools were more likely to have 'ever smoked' a cigarette than students from mid or high decile schools (57.3%, 33.3% and 44.0%, respectively).

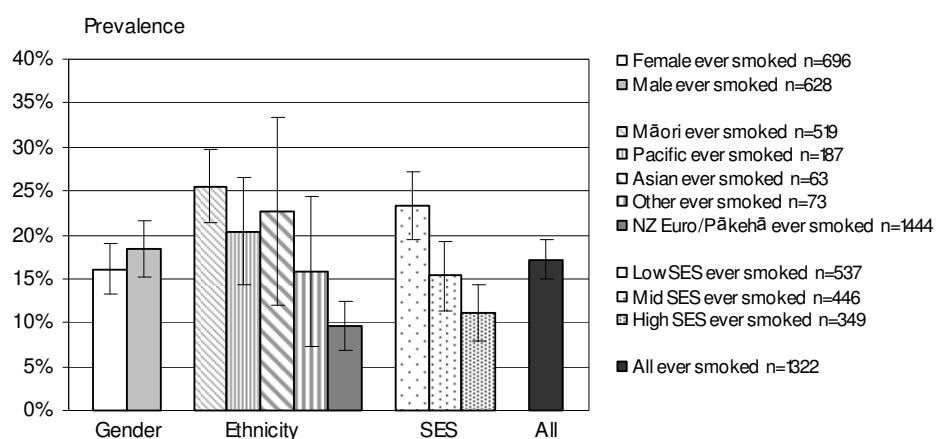
### **Age of smoking initiation**

Close to one in five students (17.2%), who had 'ever smoked' a cigarette had their first cigarette before 10 years of age (See Figure 1.1). Māori students were more likely to report having tried their first cigarette before the age of 10 than New Zealand European/Pākehā students (25.5% and 9.6%, respectively). A higher proportion of students from low decile schools had initiated smoking before the age of 10, compared with students from high decile schools (23.3% and 11.0%, respectively).

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<sup>1</sup> Important note: While overall smoking prevalence is measured in the YIS, the official statistics for youth smoking prevalence are reported in the ASH Year 10 Snapshot survey. The official statistics in 2008 are that two in five students have 'ever smoked' (39.5%; 12.0% are regular smokers) and three in five have never smoked (60.5%).

**Figure 1.1 Early smoking initiation (before age 10) – all students who had 'ever smoked' a cigarette by gender, ethnicity and SES (using school decile)**



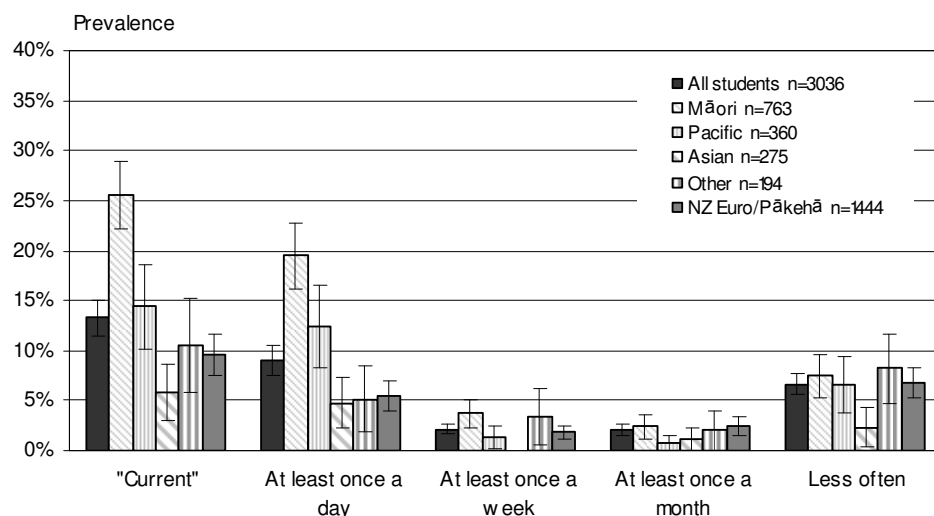
## Frequency of smoking behaviour at time of survey

When asked how often they smoked at the time of the survey, most students said they had either never smoked a cigarette or did not smoke 'now' (80.1%, Figure 1.2).

Over one in ten students (13.3%) were classified as 'current smokers', reporting that they smoke at least *once a day* (9.0%), *once a week* (2.1%), or *once a month* (2.1%). Around one-quarter (25.5%) of Māori students said that they currently smoke compared with Pacific and New Zealand European/Pākehā students (14.4% and 9.6%, respectively). A higher proportion of female students were 'current smokers', compared with male students (16.0% and 10.8%, respectively). A lower proportion of students from high decile schools were 'current smokers', compared with students from low decile schools (8.1% and 19.8%, respectively).

Fewer than one in ten students (9.0%) indicated that they smoke *at least once a day*, with higher prevalence of daily smoking among Māori and Pacific students than among New Zealand European/Pākehā students (19.5%, 12.4% and 5.4%, respectively). The prevalence of daily smoking was particularly high among Māori female students (28.6%).

**Figure 1.2 Frequency of smoking behaviour at time of survey – all students by ethnicity**



'Current smokers' - students who reported that they smoke at least daily, weekly, or monthly. The chart excludes students who reported that they had never smoked a cigarette, or were not smokers at the time of the survey (80.1%)

### Behaviour of 'current smokers'

The remainder of Part 1 describes additional findings for 'current smokers' (students who reported that they smoke at least daily, weekly or monthly; n=420). Due to the small denominator for sub-group analyses such as ethnicity, confidence intervals are often large and significant differences cannot be established. These findings, therefore, should be interpreted with caution.

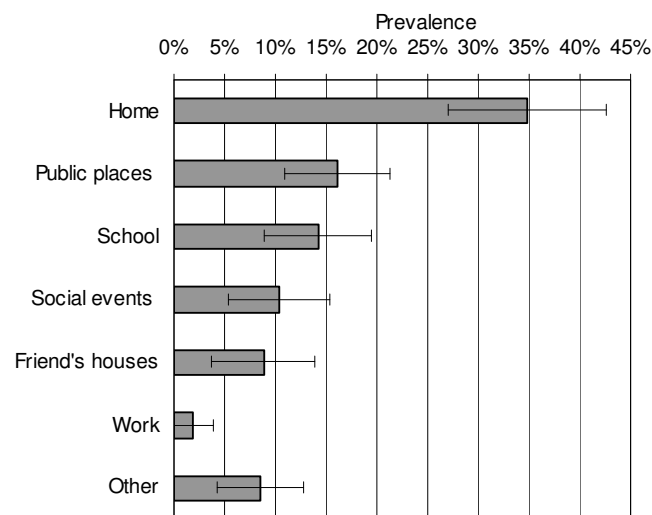
### Setting for smoking behaviour

Overall, 'current smokers' usually smoked *at home* (34.8%), *at public places* (16.2%), *at school* (14.2%), *at social events* (10.4%) or *at friend's houses* (8.8%) See Figure 1.3.

### Usual cigarette type

Students were asked to indicate the type of cigarette that they usually smoke. Over one-half of students (56.5%) who reported that they currently smoke usually smoked *roll-your-own* cigarettes and almost one-third of students (32.1%) usually smoked *ready-made* cigarettes. Māori students were more likely to smoke *roll-your-own* cigarettes, compared with Pacific students (67.5% and 41.6%, respectively). Conversely, one-half of Pacific students usually smoked *ready-made* cigarettes, compared with under a quarter of Māori students (49.6% and 23.0%, respectively).

**Figure 1.3 'Usual' setting for smoking behaviour – all 'current smokers' (n = 420)**



### **Preferred tobacco type**

Students were asked to indicate what type of tobacco they *prefer* to smoke, and could select as many types as applied to them. Close to six in ten 'current smokers' (61.9%) prefer *regular* tobacco, just under one-quarter (22.7%) prefer *menthol* and a smaller proportion of students (18.6%) prefer *light, low tar or mild* tobacco.

The use of *any form of tobacco products other than cigarettes* (e.g., *chewing tobacco, snuff, dip cigars, cigarillos, little cigars, a pipe*) in the month prior to the survey was rare among participating students (6.9%), although over one-quarter of 'current smokers' had used other tobacco products in the month prior to the survey (27.6%).

### **Tobacco access and supply**

In New Zealand, the sale of tobacco to anyone younger than 18 years of age is restricted by legislation. Asking students about their usual source of cigarettes gives an indication of the level of compliance with restrictions on tobacco sales, since participants in this survey (14 to 15-year-olds) are well below the legal age of purchase in New Zealand. In addition, building understanding of social supply from adults and peers is important for strategies to reduce young people's access to tobacco.

## Usual source of cigarettes

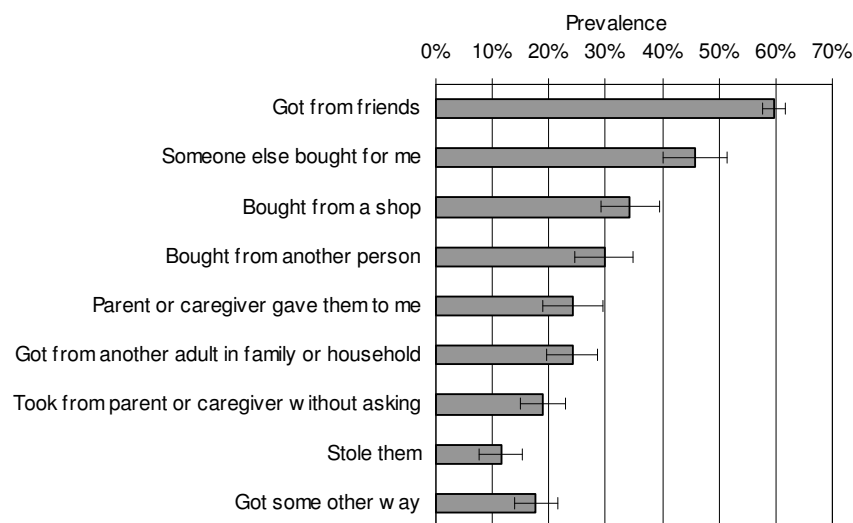
Students were asked to indicate all the places they got their own cigarettes in the month prior to the survey. 'Current smokers' said that they got their cigarettes *from friends* (59.8%, Figure 1.4), *someone else had bought them for me* (45.7%), they *bought them from a shop* themselves (34.3%) or they *bought them from another person* (29.8%).

A higher proportion of female students said that they got their cigarettes *from friends*, compared with male students (66.9% and 49.7%, respectively).

Almost one-quarter of 'current smokers' said that a *parent or caregiver gave them* cigarettes (24.2%) or that they *got them from another adult in the family or household* (24.1%). Māori students were more likely to report that they got their cigarettes *from another adult in the family or household*, compared with New Zealand European/Pākehā students (33.7% and 13.7%, respectively).

Just over one in ten 'current smokers' (11.5%) said that they *stole* cigarettes. A higher proportion of male students said that they *stole* cigarettes, compared with female students (18.0% and 6.9%, respectively).

**Figure 1.4 Source of cigarettes – all 'current smokers' (n=420)**



## Access through retail sale

Responses to the previous question show that around one-third of 'current smokers' (34.3%) obtained their cigarettes by purchasing them from a shop. Students were asked to indicate which places they bought cigarettes from in the month prior to the survey, and how often they had done so for each retail outlet type.

Close to two-thirds of 'current smokers' (64.0%) reported that they bought cigarettes from a dairy in the month prior to the survey - either *four times or more* (21.6%) or *two to three times* (23.7%) or *once* (18.7%). Close to one quarter of the 'current smokers' (24.7%) reported that they had brought cigarettes from a liquor store or hotel in the month prior to the survey - either *four times or more* (8.3%), or *two to three times* (5.1%) or *once* (11.3%).

Around three in ten 'current smokers' reported buying cigarettes at least once from either a service station (31.9%) or from a supermarket (28.4%) in the month prior to the survey. However, most 'current smokers' had *never* bought cigarettes from a takeaway shop (88.1%) or a vending machine (86.3%) in the month prior to the survey. Female students were more likely to not have purchased cigarettes from a takeaway shop or a vending machine (94.3% and 93.5%, respectively), when compared to male students (77.6% and 74.2%, respectively).

Although the average age of students in this survey was four years below the legal age of purchase for tobacco, close to two in five 'current smokers' (38.2%) reported that they had *not been refused a sale of cigarettes because of their age* in the month prior to the survey. Over one in ten students (14.8%) said a retailer *had refused to sell them cigarettes* in the month prior to the survey because of their age. Less than one-half of 'current smokers' (47.0%) reported that they had *not tried to buy cigarettes* in the month prior to the survey.

Female students were more likely than male students to say that they had *not tried to buy cigarettes* in the month prior to the survey (53.8% and 37.5%, respectively). Māori students were also more likely than non-Māori students to say that they had *not tried to buy cigarettes* in the month prior to the survey (55.3% and 40.8%, respectively).

More than one-half of 'current smokers' (53.5%) had *not tried to buy cigarettes* in a store, in the month prior to the survey. Female students were more likely than male students to say that they had *not tried to buy cigarettes in a store*, in the month prior to the survey (61.3% and 42.9%, respectively).

One-third of 'current smokers' (33.3%) reported that they had *not been asked to show proof of age ID* when trying to buy cigarettes in a store, in the month prior to the survey, while just over one in ten (13.2%) had been *asked to show proof of age ID*.

## Part 2: Attitudes and beliefs related to smoking

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An important factor in reducing smoking uptake among youth is reinforcing anti-tobacco attitudes and building personal skills to refuse tobacco use (Health Sponsorship Council, 2005). Students who show a commitment not to smoke are likely to have reduced susceptibility to smoke in the future.

This section describes the prevalence of smoking-related attitudes and beliefs among Year 10 students. The survey included questions about the likelihood of individuals' own smoking behaviour in the future, beliefs about smoking-related harm to health, and general attitudes about smoking and people who smoke.

### Likelihood of smoking in the future

Students were asked whether or not they would be likely to smoke:

- if offered a cigarette by a best friend,
- in the next 12 months, and
- 5 years from now.

### Smoking in the short-term

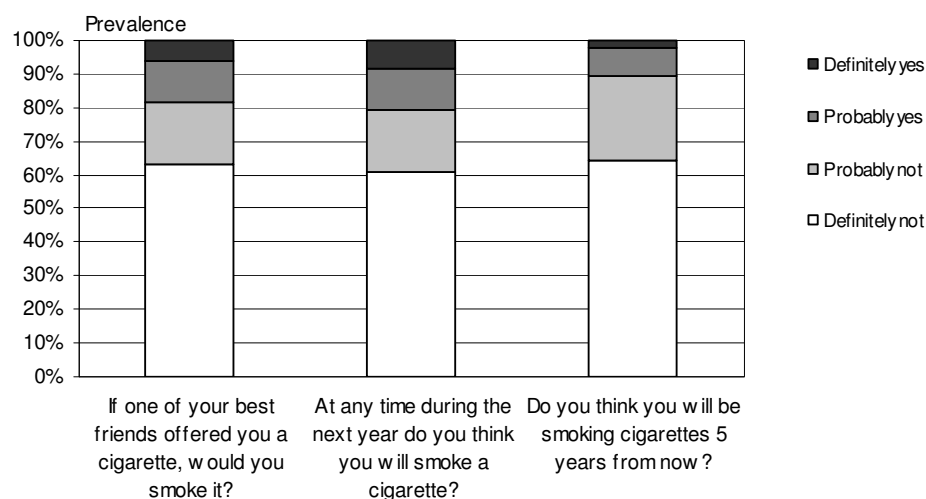
When asked if they would smoke a cigarette if one of their best friends offered one, over six in ten participating students said *definitely not* (62.9%, Figure 2.1) and almost one-fifth of students *probably not* (18.4%). Less than one in ten said *definitely yes* and more than one in ten *probably yes* (6.4% and 12.3%, respectively).

Male students were more likely to say they would *definitely not* smoke a cigarette if offered one by a best friend, compared with female students (68.0% and 57.4%, respectively). Pacific and New Zealand European/Pākehā students were also more likely than Māori students to say they would *definitely not* smoke a cigarette if offered one by a best friend (65.6%, 64.3% and 52.4%, respectively).

When asked if they thought they would smoke a cigarette at any time during the next year (12 months) following the survey, six in ten students said *definitely not* (60.8%, Figure 2.1) and almost one-fifth (18.6%) *probably not*. Less than one in ten students said *definitely yes* and more than one in ten *probably yes* (8.6% and 12.0%, respectively).

A higher proportion of male students reported that they would *definitely not* smoke at any time during the next year (12 months) following the survey, compared with female students (66.0% and 55.2%, respectively). A higher proportion of New Zealand European/Pākehā and Pacific students reported that they would *definitely not* smoke at any time during the next year following the survey, compared with Māori students (60.9%, 64.6% and 52.2%, respectively).

**Figure 2.1 Likelihood of smoking in the future – all students**



## Susceptibility to smoke

Responses to the preceding two questions were combined for 'never smokers' to indicate the proportion of students that are susceptible to starting smoking within one year of the survey.

Students who are 'susceptible' are those who did not answer *definitely not* to both of the following questions: 'If one of your best friends offered you a cigarette, would you smoke it?' and 'At any time during the next year do you think you will smoke a cigarette'?

The majority of 'never smokers' (80.1%) were not susceptible to smoking initiation, as they expressed strong commitment not to smoke in the near future. The remaining one-fifth of 'never smokers' (19.9%) were classified as susceptible to smoking initiation in the year following the survey.

## **Likelihood of smoking five years from the time of the survey**

When asked if they thought they would be smoking cigarettes five years from now, almost two in three students said *definitely not* (64.5%, see Figure 2.1 above) and almost one-quarter of students (24.7%) *probably not*. A very small number of students said *definitely yes* (2.2%) and less than one in ten *probably yes* (8.6%).

A higher proportion of New Zealand European/Pākehā and Pacific students reported that they would *definitely not* be smoking five years from the time of the survey, compared with Māori students (54.3% 66.3% and 52.2%, respectively).

Analysis by smoking status revealed that less than one-half of 'current smokers' thought they would not be smoking cigarettes five years from the survey, either *definitely not* (12.1%) or *probably not* (31.4%). In comparison, the majority of 'never smokers' thought that they would *definitely not* (81.5%) or *probably not* (17.7%) be smoking cigarettes five years from the time of the survey.

Around two in five 'current smokers' (41.8%) thought that they would *probably yes* be smoking cigarettes five years from the time of the survey and over one in ten (14.7%) thought that they would *definitely yes* be smoking. In comparison, less than one percent of 'never smokers' thought that they would either *probably yes* (0.8%) or *definitely yes* be smoking cigarettes (0.1%) five years from the time of the survey.

## **Beliefs about smoking harm**

When asked if they thought *cigarette smoking is harmful* to their health, close to nine in ten students (86.2%) said *definitely yes*, and less than a further one in ten (7.5%) *probably yes*. A higher proportion of New Zealand European/Pākehā students thought that smoking is *definitely* harmful to their health, compared with Pacific students (89.6% and 77.8%, respectively).

Students from high decile schools were more likely to report that they thought smoking is *definitely yes* harmful to their health compared with students from low decile schools (89.6% and 83.6%, respectively).

Analysis by smoking status revealed that 'never smokers' were more likely to say smoking is *definitely yes* harmful to health, compared with 'current smokers' (90.2% and 69.3%, respectively). Conversely, 'current smokers' were more likely to think that smoking is *probably yes* harmful to their health, compared with 'never smokers' (21.6% and 4.0%, respectively).

When asked if they thought smoke from other people's cigarettes is harmful to you, close to two-thirds of students (65.0%) said *definitely yes* and close to three in ten (28.2%) said *probably yes*. A higher proportion of non-Māori students thought that smoking from other

people's cigarettes is *definitely yes* harmful to health, compared with Māori students (66.7% and 58.9%, respectively).

Students from high decile schools were more likely to report that they thought smoking from other people's cigarettes was *definitely yes* harmful to their health, compared with students from low decile schools (67.8% and 61.7%, respectively). 'Current smokers' were less likely to think that smoking from other people's cigarettes was *definitely yes* harmful to their health, when compared to 'never smokers' (42.6% and 71.8%, respectively).

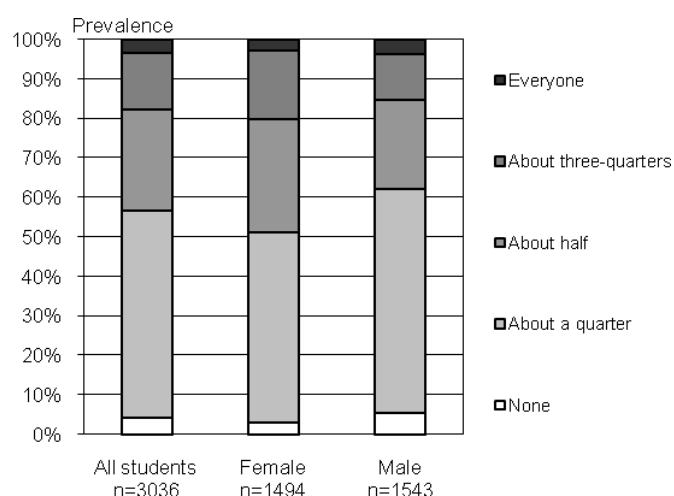
### Perceived daily smoking prevalence among people their own age

Students' beliefs about smoking prevalence among their peers is an important indicator of perceived social norms (Wiium, Torsheim & Wold, 2006), and is likely to influence individual smoking behaviour (Botvin, Botvin, Baker et al., 1992). Students were asked - *Out of 100 people your age, how many do you think smoke cigarettes at least once a day?* Response categories were *None*, *About a quarter*, *About half*, *About three-quarters*, or *Everyone*.

Around one-half of the students (52.5%) thought that *about a quarter* of people their own age smoked at least once a day (See Figure 2.2), and one-quarter (25.6%) *about a half*.

Female students were more likely to think that a higher proportion of people their age smoked: 28.7% thought that *about half* of people their age smoked daily (compared with 22.7% of male students) and 17.3% thought that *about three-quarters* did (compared with 11.6% of male students).

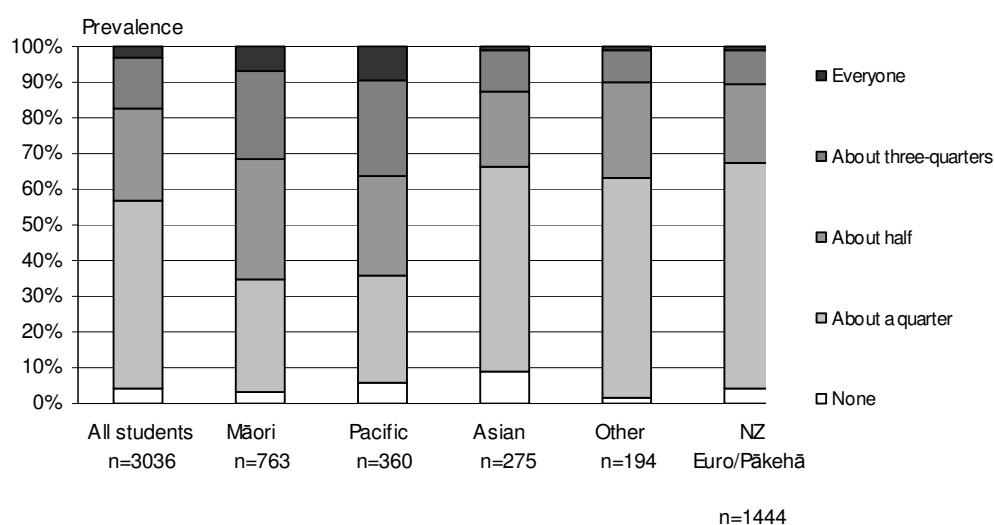
**Figure 2.2 Perceived daily smoking prevalence among people their own age – all students by gender**



Māori students were more likely to have thought that *about half* of people their own age smoked at least once a day, compared with New Zealand European/Pākehā students (33.8%, and 22.4%, respectively - see Figure 2.3). Similarly, Pacific and Māori students were more likely to have thought that *about three-quarters* of people their own age smoked at least once a day, compared with New Zealand European/Pākehā students (26.5%, 24.8% and 9.2%, respectively).

Analysis of Māori students' responses by gender shows that a higher proportion of Māori females thought that *about three-quarters* of people their age smoked on a daily basis, compared with Māori males (30.5% and 19.4%, respectively).

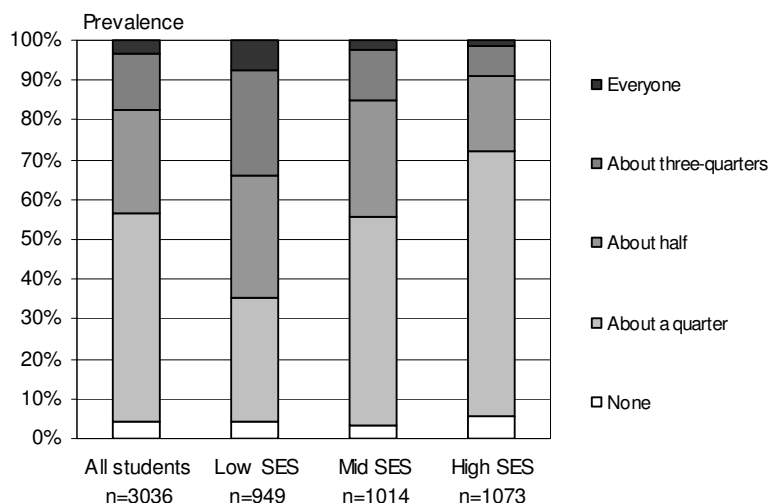
**Figure 2.3 Perceived daily smoking prevalence among people their own age – all students by ethnicity**



The perceived prevalence of smoking for people their own age decreased amongst students, with increases in school decile, from low to high SES (See Figure 2.4). Two-thirds of all students (66.3%) from high decile schools thought that *about a quarter* of their peers smoke daily, compared with about one-half of students (52.3%) from mid decile schools and just under one-third of students (31.2%) from low decile schools. Students from low decile schools were more likely to think that *about three-quarters* of people their age smoke daily compared with students from mid and high decile schools (26.6%, 13.0% and 7.5%, respectively).

Just over three in five 'never smokers' (61.7%) thought that *about a quarter* of people their age smoked daily, whereas only 27.4% of 'current smokers' reported this. Among 'current smokers', 28.9% believed that *about three-quarters* of people their own age smoked at least daily. In comparison, among 'never smokers', 9.3% believed that *about three-quarters* of people their own age smoked at least daily. Students who were 'current smokers' were more likely to think that *everyone* their age smoked than 'never smokers' (10.4% and 0.9%, respectively).

**Figure 2.4 Perceived daily smoking prevalence among people their own age – all students by SES**



### Attitudes towards smoking behaviour and people who smoke

Students were asked to respond to a range of statements related to smoking and people who smoke. Students were asked whether they *agree*, *disagree* or *don't know* for each statement. The smoking-related statements and response findings have been grouped into five areas of interest for this analysis: acceptance and belonging; attractiveness and popularity; independence and uniqueness; the emotional state of people who smoke; and sensory and physiological effects of smoking.

#### Acceptance and belonging

Overall, the majority of students did not consider smoking as a favourable factor contributing to social acceptance and belonging. Despite this, there was still a number of students who appeared unsure in their responses and answered *don't know*, and there was also a number of students who did consider smoking to be a favourable factor.

Around two-thirds of the students *agree* with the statement that *non-smokers dislike being around people who are smoking* (66.6%, Figure 2.5) and 73.0% of students *disagree* with the statement that *smokers are more popular*. Just over one-quarter of students (26.1%) *agree* with the statement that *smoking helps people feel more comfortable at parties* and only 14.0% *agree* that *smoking helps people meet and talk to other people*. However, there was also a proportion of students who responded did not know to either of the following two statements - *smoking helps people feel more comfortable at parties* or that *smoking helps people meet and talk to other people* (36.3% and 33.5%, respectively).

New Zealand European/Pākehā students were more likely than Māori and Pacific students to agree that *non-smokers dislike being around people who are smoking* (70.4%, 60.3% and 59.8%, respectively).

A higher proportion of students from low decile schools agree that *smokers are more popular* and *smoking helps people feel more comfortable at parties* (15.8% and 30.0%, respectively) than students from high decile schools (8.8% and 24.4%, respectively). A higher proportion of students from high decile schools agree that *non-smokers disliked being around people who are smoking* (70.3% and 64.0%, respectively).

A higher proportion of 'current smokers' agree with the statements *smokers are more popular* and *smoking helps people feel more comfortable and smoking helps people meet and talk to other people* (26.3%, 51.7% and 37.7%, respectively), compared 'never smokers' (7.2%, 18.0% and 7.5%, respectively). A lower proportion of 'current smokers' agree with the statement that *non-smokers dislike being around people who are smoking*, compared with 'never smokers' (54.4% and 74.5%, respectively).

However, there were a proportion of 'never smokers' who *did not know* whether or not *smoking helps people feel more comfortable* and *smoking helps people meet and talk to other people* (40.6% and 35.1%, respectively). The reverse was true for 'current smokers' for the following two statements – *smokers are more popular* and *non-smokers dislike being around people who are smoking* (4.6% and 4.0%, respectively of 'current smokers' *did not know*).

## Attractiveness and popularity

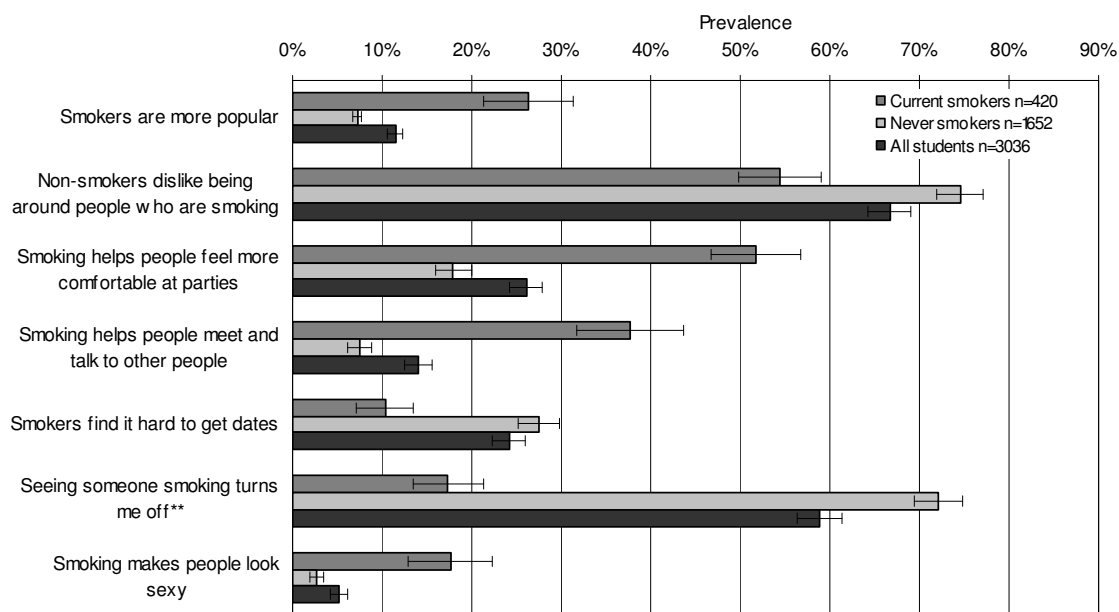
When asked to respond to the statement *smokers find it hard to get dates*, most students *did not know* (41.3%, Figure 2.5) or *disagree* (34.5%). Almost three in five students (58.9%) agree with the statement *seeing someone smoking turns me off*, and almost one-quarter of students (23.6%) *disagree*. However, only 5.2% of students agree with the statement *smoking makes people look sexy* (80.4% *disagree*).

New Zealand European/Pākehā students were more likely than Māori and Pacific students to agree with the statement that *seeing someone smoking turns me off* (63.9%, 50.2% and 51.1%, respectively). In comparison, a higher proportion of Māori female students *disagree* with the statement that *smokers find it hard to get dates*, compared with Māori male students (50.5% and 35.4%, respectively).

Students from high decile schools were more likely than students from low decile schools to agree with the statement that *seeing someone smoking turns me off* (64.6% and 51.9%, respectively). A higher proportion of 'current smokers' *disagree* with the statements *smokers find it hard to get dates* and *seeing someone smoking turns me off* (67.4% and 61.8%, respectively), compared with 'never smokers' (24.8% and 12.8%, respectively). A higher proportion of 'current smokers' agree with the statement that *smoking makes people look sexy*,

compared with ‘never smokers’ (17.6% and 2.7%, respectively). However, the majority of ‘current smokers’ (61.6%) still *disagree* with this statement.

**Figure 2.5 Attitudes towards smoking: Acceptance and belonging, attractiveness and popularity – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

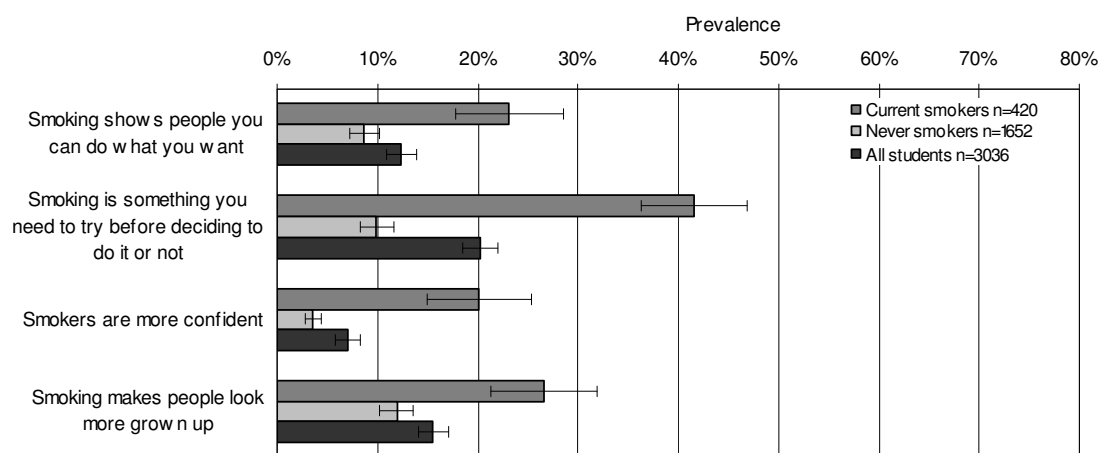
## Independence and uniqueness

Over one in ten students *agree* with the statement that *smoking shows people you can do what you want* (12.4%, Figure 2.6), and one in five students (20.3%) *agree* with the statement that *smoking is something you need to try before deciding to do it or not*. Fewer than one in ten students (7.0%) *agree* with the statement that *smokers are more confident* and 15.6% of students *agree* that *smoking makes people look more grown up*.

A higher proportion of Māori and Pacific students than New Zealand European/Pākehā students *agree* that smoking makes people look more grown up (16.8%, 24.7% and 13.2%, respectively).

A higher proportion of 'current smokers' *agree* with the statements *smoking shows people you can do what you want* and *smoking is something you need to try before deciding to do it or not* and *smokers are more confident* and *smoking makes people look more grown up* (23.2%, 41.6%, 20.2% and 26.6%, respectively), compared with ‘never smokers’ (8.7%, 9.9%, 3.6% and 12.0%, respectively).

**Figure 2.6 Attitudes towards smoking: Independence and uniqueness – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

### Emotional state of people who smoke

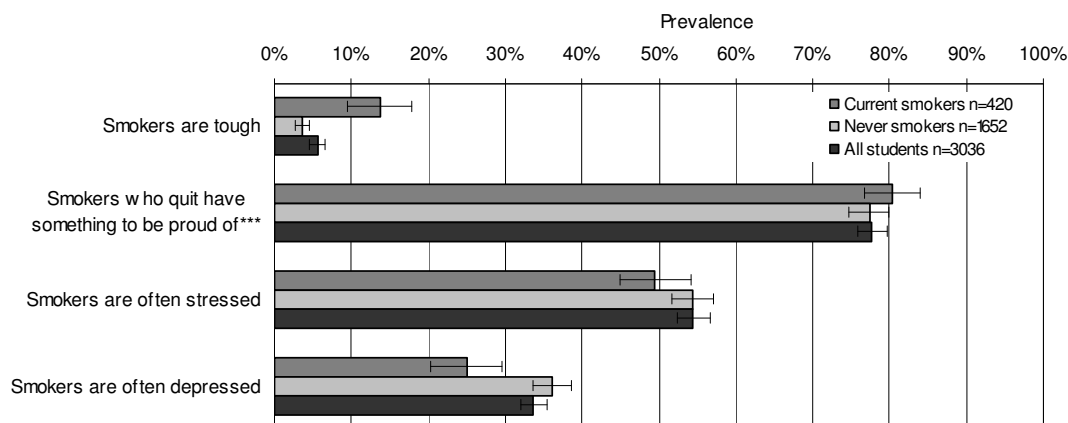
The majority of students did not view smoking as positively contributing to emotional well-being of people who smoke. Only 15.9% of students *disagree* with the statement *smokers are often stressed* and only 5.6% of students *agree* with the statement that *smokers are tough* (Figure 2.7).

Similarly, 77.7% of students *agree* with the statement *smokers who quit have something to be proud of*. Around a third of students (33.7%) *agree* with the statement *smokers are often depressed* but two in five students (41.2%) did not know.

A higher proportion of female than male students were more likely to *agree* that *smokers who quit have something to be proud of* (82.3%, compared with 73.4% of male students). This was also true for New Zealand European/Pākehā students, compared with Māori and Pacific students (81.8%, 75.1% and 72.3%, respectively). A higher proportion of male students compared to female students *agree* that *smokers are often depressed* (36.7% and 30.6%, respectively).

A higher proportion of 'current smokers' *disagree* with the statements *smokers are often stressed* and *smokers are often depressed* (30.2% and 49.5%, respectively), compared with 'never smokers' (11.8% and 18.4%, respectively). A higher proportion of 'current smokers' *agree* with the statement *smokers are tough*, compared with 'never smokers' (13.7% and 3.6%, respectively).

**Figure 2.7 Attitudes towards smoking: Emotional state of people who smoke – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

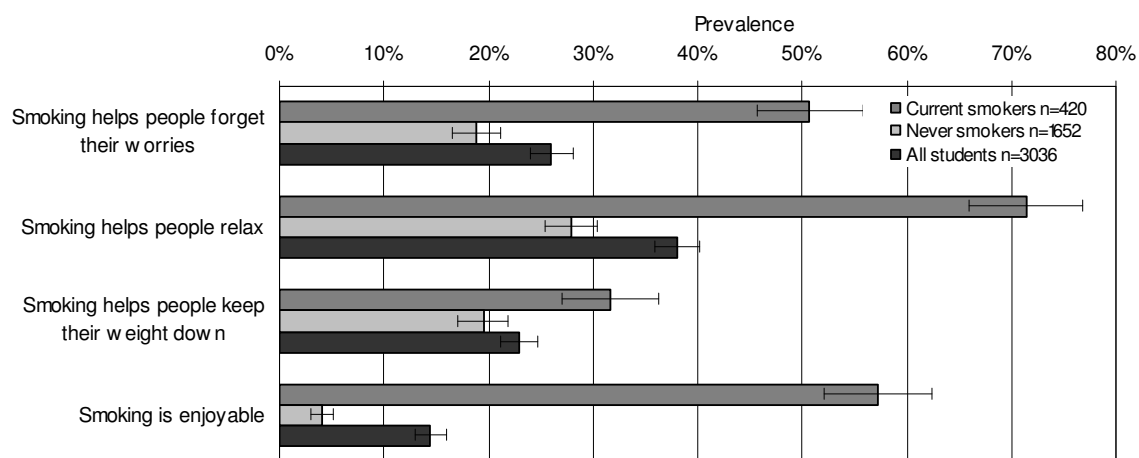
## Sensory and physiological effects

Close to one-quarter of students *agree* with the statement that *smoking helps people forget their worries* (26.0%, Figure 2.8). Almost two in five students (38.1%) *agree* that *smoking helps people relax*. Overall, 14.5% of students *agree* with the statement that *smoking is enjoyable*, and over one in five students (23.0%) *agree* with the statement that *smoking helps people keep their weight down*.

A higher proportion of female students than male students were more likely to think that *smoking helps people keep their weight down* (26.3%, compared with 19.8% of male students). Māori students were more likely to *agree* with the statement that *smoking is enjoyable*, compared with non-Māori students (19.3% and 13.1%, respectively).

A higher proportion of 'current smokers' *agree* with all four statements - *smoking helps people forget their worries*, *smoking helps people relax*, *smoking helps people keep their weight down* and that *smoking is enjoyable* (50.7%, 71.4%, 31.6% and 57.3%, respectively), compared with 'never smokers' (18.8%, 27.9%, 19.5% and 4.1%, respectively).

**Figure 2.8 Attitudes towards smoking: Sensory and physiological effects– all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

## Attitudes towards restrictions on smoking and tobacco imagery and displays

Students were asked what they thought about restricting smoking around children at home and in cars and whether smoking should be allowed in movies, on TV or in music videos watched by young people or in pictures or ads in magazines.

Close to nine in ten students (89.5%) thought that smoking should not be allowed *around children at home*. A higher proportion of non-Māori students thought that it should not be allowed, compared with Māori students (91.1% and 84.0%, respectively). Just over two-thirds of 'current smokers' thought that smoking should not be allowed *around children at home* compared with over nine in ten 'never smokers' (67.3% and 95.2%, respectively).

Over nine in ten students (91.3%) thought that smoking should not be allowed *around children in cars*. Again, a higher proportion of non-Māori students thought it should not be allowed (92.5%), compared with Māori students (87.0%). Almost three-quarters of 'current smokers' (74.4%) thought that smoking should not be allowed *around children in cars*, compared with 96.2% of 'never smokers'.

Seven in ten students (70.1%) thought that smoking should not be allowed *in movies watched by young people*. Almost one-half of all students (46.7%) thought that smoking should not be allowed *in pictures or advertisements in magazines* and 45.6% of all students thought that smoking should not be allowed *on television and in music videos* watched by young people. However, there were around a quarter of all students who did not know whether smoking

should be allowed *in pictures or ads in magazines* (25.3%) or be *on television and in music videos watched by young people* (26.1%).

Again, a higher proportion of New Zealand European/Pākehā students thought smoking should not be *allowed in pictures or advertisements in magazines* or be *allowed on television and in music videos watched by young people* (49.6% and 46.7%, respectively), compared with Māori (39.7% and 37.6%, respectively) and Pacific students (41.2% and 46.5%, respectively).

A higher proportion of 'never smokers' thought smoking should not be *allowed in movies and in pictures or advertisements in magazines* or be *allowed on television and in music videos watched by young people* (74.3%, 54.9% and 54.2%, respectively), compared with 'current smokers' (52.2%, 27.1% and 23.8%, respectively).

Over one-half of all students thought that *a ban on cigarette displays in shops would make children less likely to smoke* - either they *strongly agree* (19.2%) or *agree* (34.4%) with the statement. It was more likely that 'current smokers' *disagree*, compared with 'never smokers' (41.8% and 15.9%, respectively).

## Part 3: Smoking cessation experience

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In addition to smoking uptake data, collecting information about youth cessation contributes to our understanding of how best to promote and support quit attempts for young people who smoke. This section describes the cessation experiences and beliefs of participants who reported that they currently smoke. Due to the small denominator for some sub-group analyses (such as ethnicity), wide confidence intervals mean that significant differences cannot be established. As such, the findings in this section should be interpreted with caution.

### Smoking dependence

‘Current smokers’ were asked to indicate whether they *ever had or felt like having a cigarette first thing in the morning*. Close to three in ten ‘current smokers’ (28.4%) said they *always* do. Around one-third of current smokers (34.8%) *sometimes* have or feel like having a cigarette first thing in the morning and most of the remaining ‘current smokers’ (29.0%) *do not have or feel* like having a cigarette first thing in the morning.

### Cessation-related attitudes and experience

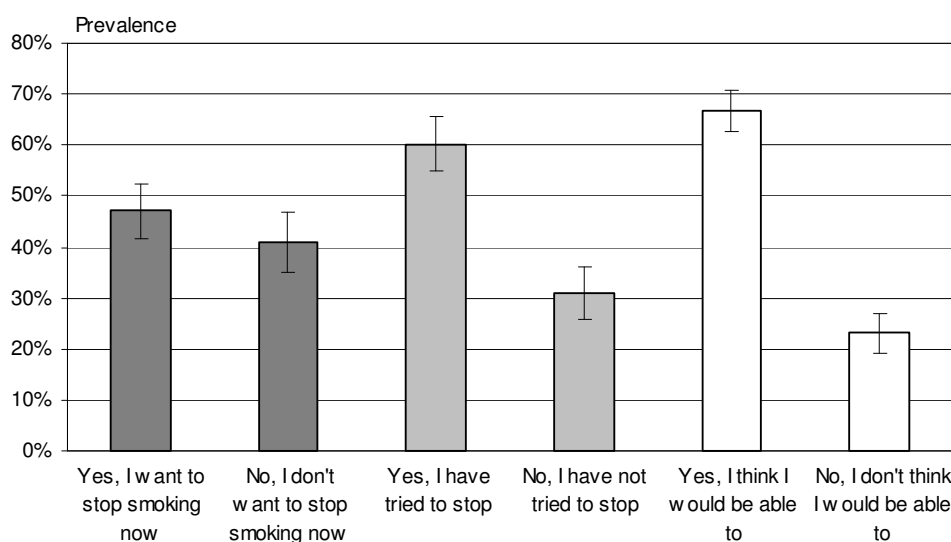
When asked if they wanted to *stop smoking now*, almost one-half of ‘current smokers’ said *yes* (47.0%, Figure 3.1). However, a similar proportion of ‘current smokers’ (41.0%) did not want to stop smoking at the time of the survey.

A higher proportion of female students said that they wanted to stop smoking, at the time of the survey, compared with male students (55.6% and 35.0%, respectively). Also students from low decile schools were more likely to want to stop smoking now, compared with students from high decile schools (55.1% and 32.9%, respectively).

Three in five ‘current smokers’ (60.1%) had tried to stop smoking in the year prior to the survey. Again, a higher proportion of female students said they had tried to stop in the last year, compared with male students (69.5% and 47.2%, respectively). Students from low decile schools were also more likely to have tried to stop smoking than students from high decile schools (65.7% and 43.4%, respectively).

Two-thirds of ‘current smokers’ (66.8%) believed they would be able to stop smoking if they wanted to. However, close to a quarter of ‘current smokers’ did not believe they would be able to stop smoking if they wanted.

**Figure 3.1 Cessation-related attitudes – all 'current smokers' (n=420)**



### Cessation support

A list of possible cessation support options was included in the questionnaire, and students were asked to select any that they had utilised in the year leading up to the survey.

Close to two-thirds of 'current smokers' (63.0%) reported that they had not used any of the forms of cessation support listed. Close to one in five students (22.3%) had received help to stop smoking *from a friend*, and over one in ten (13.3%) received help from *a family/whānau member*. Less than one in ten 'current smokers' had *attended a school programme to stop smoking* (8.4%), *used NRT (Nicotine Replacement Therapy)* - 7.6%, or *called the Quitline* (7.5%).

### Difficult to quit

When students were asked would it be difficult to quit, once someone has started smoking, just over two in five (40.7%) said *definitely yes* and over two in five (44.5%) said *probably yes*. Fewer than one in ten said *probably not* or *definitely not* (7.3% and 7.5%, respectively).

## Part 4: Direct and indirect exposure to others' smoking

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Frequent exposure to second-hand smoke has been identified as a direct health risk (World Health Organization, 2007), and is a risk factor for youth smoking uptake through the role modelling of smoking behaviour from adults and peers (Scragg, Laugesen & Robinson, 2003; Taylor, Conard, Koetting O'Byrne et al., 2004). A high visibility of smoking behaviour also influences perceived social norms and prevalence of smoking (Alesci, Forster & Blaine, 2003; Botvin et al., 1992), along with the influence of parental behaviour in establishing a reference point for young people's own actions. This section describes the prevalence of students who were exposed to others' smoking behaviour, the settings where students were exposed to second-hand smoke (SHS), and exposure to role models who smoke, and to images of smoking or tobacco in the media.

### Significant others who smoke

Students were provided with a list of significant people such as family/whānau members and friends, and asked to identify who on the list smoked.

Almost one-quarter of participating students reported that *none* of the people on the list smoked (23.3%, Figure 4.1). In contrast, over two in five students (44.7%) reported that they had *other close friends* who smoked and close to one in five (20.8%) reported that their *best friend* smoked. Over three in ten (31.7%) identified that their *teacher at school* smoked.

Just over one-quarter of students (26.3%) reported that their *father* smoked, and a similar proportion of students (26.0%) reported that their *mother* smoked. One-fifth of students (20.7%) reported that they had *grandparents* who smoke. Less than one in five students reported that their *older brother(s)* and *older sister(s)* smoked (19.2% and 16.1%, respectively). One in ten students (11.8%) had *other caregivers* who smoked.

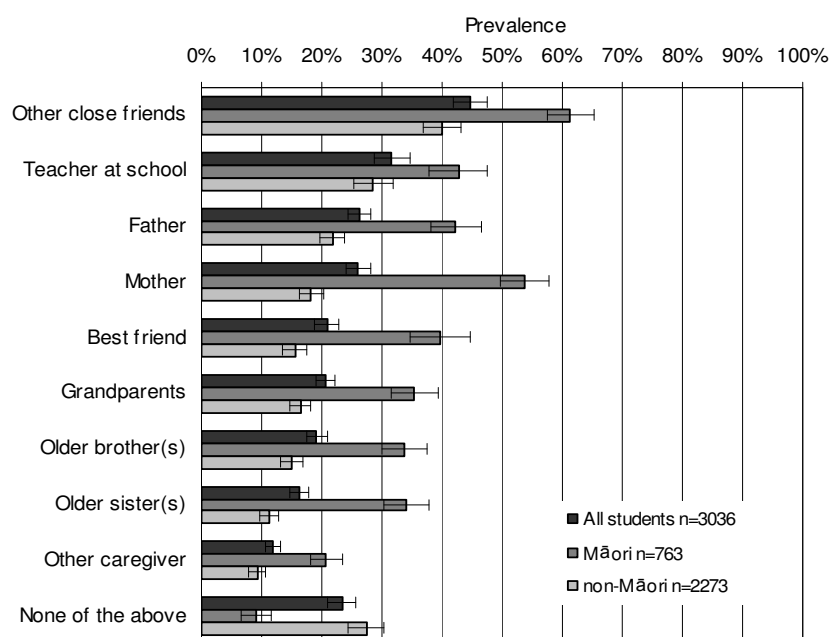
A higher proportion of female students said that they had a *best friend* or *other close friends* who smoked (24.8% and 50.1%, respectively), compared with male students (17.1% and 39.7%, respectively).

A higher proportion of Māori students than non-Māori students reported that friends and members of whānau smoke for every response option in this question (See Figure 4.1). Māori students reported that 61.4% of their *other close friends* and 39.7% of their *best friends* smoked; 42.7% of their *teachers at school* smoked; 53.7% of their mothers and 42.3% of their *fathers* smoked; 35.4% of their *grandparents*, 33.7% of *older brothers* and 34.0% of *older sisters* smoked, and 20.7% of *other caregivers* smoked.

Non-Māori students reported 40.0% of their *other close friends* and 15.5% of their *best friends* smoked; 28.6% of their *teachers at school* smoked; 18.2% of their mothers and 21.8% of their *fathers* smoked; 16.5% of their *grandparents*, 15.1% of *older brothers* and 11.1% of *older sisters* smoked, and 9.3% of *other caregivers* smoked

Again, a higher proportion of Māori female students said that they had a *best friend* or *other close friends* who smoked (51.1% and 70.4%, respectively), compared with Māori male students (29.0% and 52.9%, respectively).

**Figure 4.1 Significant others who smoke – all students by ethnicity**



A higher proportion of students from low decile schools than students from mid and high decile schools reported that friends and members of whānau smoke for every response option in this question, with the exception of other caregivers.

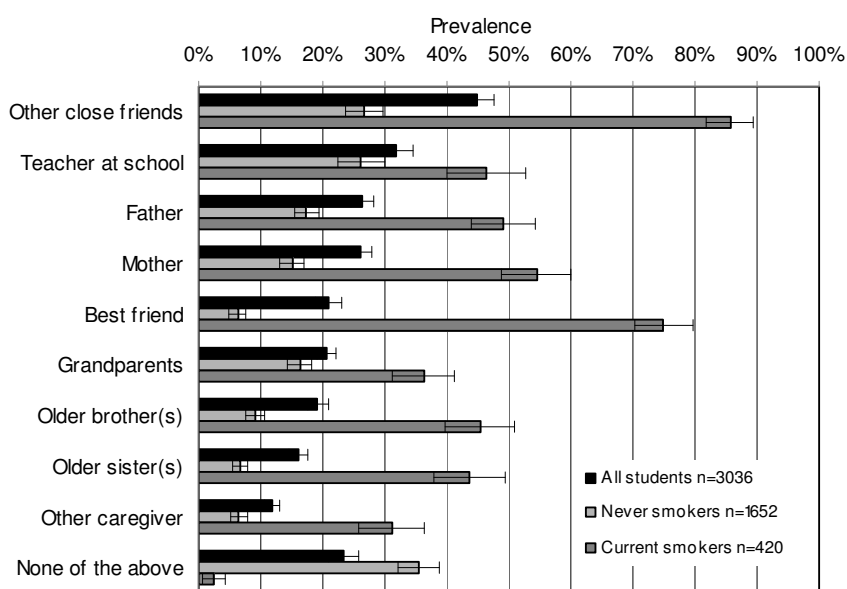
Students from low decile schools reported that 55.6% of their *other close friends* and 30.9% of their *best friends* smoked; 40.3% of their *teachers at school* smoked; 40.2% of their mothers and 36.1% of their *fathers* smoked; 27.1% of their *grandparents*, 28.9% of *older brothers* and 27.0% of *older sisters* smoked.

Students from mid and high decile schools reported that their *other close friends* smoked (43.2% and 37.3%, respectively) and their *best friends* smoked (19.4% and 14.1%, respectively); 30.2% of mid decile school students and 26.1% of high decile students reported their *teachers at school* smoked.

Twenty-seven and a half percent and 13.3% of students from mid and high decile schools, respectively, of their *mothers* and 26.7% and 18.0%, respectively, of their *fathers* smoked; and 21.0% and 15.1%, respectively, of their *grandparents* smoked; 19.1% and 11.6%, respectively, of *older brothers* and 15.3% and 8.2%, respectively, of *older sisters* smoked.

Close to three-quarters of 'current smokers' (74.9%) reported that their *best friend* smoked, compared with just 6.3% of 'never smokers' (See Figure 4.2). In addition, most 'current smokers' (85.7%) reported that *other close friends* smoked, compared with around one-quarter of 'never smokers' (26.8%). Over a half of 'current smokers' (54.4%) reported that their *mother* smoked and 49.1% reported their *father* smoked. Students who had never smoked a cigarette ('never smokers') were far more likely to identify that *none* of the people on the list smoked (35.5%), compared with just 2.4% of 'current smokers'.

**Figure 4.2 Significant others who smoke – all students by smoking status**



Multiple response question; totals do not sum to 100%

### Exposure to others' smoking in the home

Students were asked to indicate how many days people had smoked around them in their home in the week prior to the survey, on a scale from zero to seven.

Two-thirds of Year 10 students in this survey reported no days when other people had smoked around them in their home in the week prior to the survey (66.2%, Figure 4.3). The remaining one-third of students (33.8%) reported at least one day when someone had smoked around

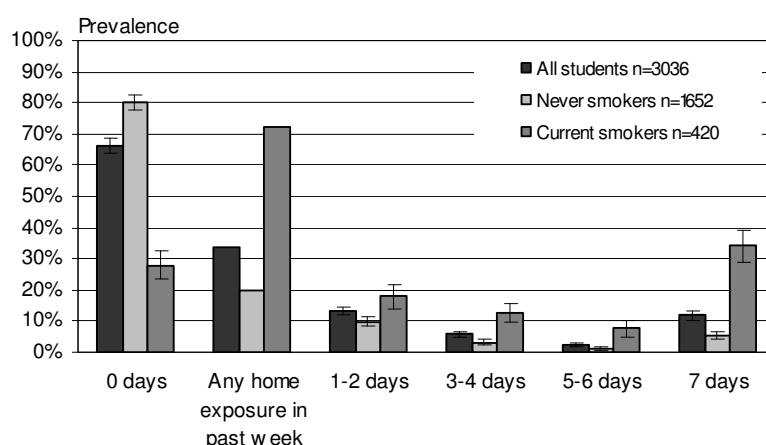
them in their home in the week prior to the survey. Over one in ten students (12.0%) reported that someone had smoked around them in their home on all of the seven days prior to the survey.

Over two in five Māori students (44.0%) and around one-half of the Pacific students (52.3%) reported no exposure to others' smoking in their home in the week prior to the survey. This was lower than that reported by New Zealand European/Pākehā students (74.5%).

A lower proportion of students from low decile schools, compared with students from mid and high decile schools, reported no exposure to others' smoking in their home (52.2%, 63.9% and 79.9%, respectively).

A higher proportion of 'current smokers' reported others' smoking in their home in the week prior to the survey than 'never smokers' (72.0% and 19.9%, respectively). Close to one-third of 'current smokers' (34.1%) reported others' smoking around them in their home on all seven days of the week prior to the survey, compared with only 5.5% of 'never smokers'.

**Figure 4.3 Days of exposure to others' smoking in the home in the week prior to the survey – all students by smoking status**



### Who smoked in the home in the 7 days prior to the survey

Students were asked to indicate who had smoked around them in their home in the seven days prior to the survey, from a list presented in the questionnaire. Analysis for this question was limited to those students who said that someone had smoked around them in their home on at least one of the seven days prior to the survey.

Of these students, it was most likely to be their *mother* (46.1%) or *father* (35.6%) who had smoked around them in their home in the week prior to the survey. Friends were also reported by just over one-third of students, either their *best friend* (14.8%) or *other close friends*

(19.5%). A much higher proportion of 'current smokers' said that their *best friend* or *other close friends* had smoked around them in their home in the week prior to the survey (38.6% and 41.3%, respectively), compared with 'never smokers' (3.6% and 8.4%, respectively).

A higher proportion of Māori students reported that their mothers, older brothers, older sisters and grandparents (56.0%, 30.1%, 27.4% and 18.4%, respectively) smoked in their home in the past seven days, compared with non-Māori students (40.3%, 20.7%, 14.7% and 9.6%, respectively).

### **Rules about smoking in and outside the home**

Rules about smoking inside and outside domestic settings (such as the home) are a predictor of SHS exposure (Clark, Schooley, Pierce et al., 2006; Wakefield, Chaloupka, Kaufman et al., 2000).

Students were asked to indicate whether smoking was allowed *anywhere*, *in set inside areas* or *nowhere inside* and outside their home.

Most students (82.9%) reported that smoking was allowed *nowhere inside* their home. One in ten students (10.1%) reported that smoking was allowed *in set inside areas* in their home, and less than one in ten students (7.0%) reported that smoking was allowed *anywhere inside* their home.

A higher proportion of non-Māori students (86.2%) reported that smoking was allowed *nowhere inside* their home, compared with Māori students (71.1%). 'Current smokers' were more likely to report that smoking was allowed *anywhere inside* their home, compared with 'never smokers' (19.3% and 4.1%, respectively).

A lower proportion of students from low and medium decile schools said smoking was allowed *nowhere inside* their home (75.8% and 81.0%, respectively), compared with students from high decile schools (90.4%). 'Current smokers' were more likely to be able to smoke *anywhere* or *in set inside areas* (19.3% and 22.8%, respectively), compared with 'never smokers' (4.1% and 5.8%, respectively).

For outside areas of the home setting, 55.1% of students reported that smoking was allowed *anywhere outside* their home, and 12.3% reported that smoking was allowed *in set areas outside*. A higher proportion of Pacific and New Zealand European/Pākehā students reported that smoking was allowed *nowhere outside* their home (26.0% and 37.7%, respectively), compared with Māori students (13.9%).

A higher proportion of male students reported that smoking was allowed *nowhere outside* their home, compared with female students (36.5% and 28.5%, respectively). A lower proportion of students from low decile schools said smoking was allowed *nowhere outside*

their home, compared with students from high decile schools (22.6% and 44.2%, respectively).

Students who had never smoked reported that smoking was either allowed *anywhere* outside or *nowhere* outside their home (44.6% and 43.0%, respectively). Over three-quarters of 'current smokers' (77.8%) reported that smoking was *allowed anywhere outside* their home.

### **Exposure to others' smoking in cars or vans**

Just over one-quarter of students (26.8%) reported that someone had smoked in their presence while travelling in cars or vans in the seven days prior to the survey.

A higher proportion of Māori and Pacific students reported that someone smoked *around them in cars or vans* in the seven days prior to the survey (45.9% and 35.1%, respectively), compared with New Zealand European/Pākehā students (20.1%). A higher proportion of Māori students were also more likely to report it was their mothers or older sisters who were smoking around them *while travelling in a car or van* (57.0% and 24.8%, respectively), compared with non-Māori students (14.2% and 33.3%, respectively).

Students from low decile schools had the highest prevalence of reporting that someone had smoked *around them in cars or vans*, compared with students from mid and high decile schools (39.5%, 29.2% and 14.3%, respectively). A higher proportion of 'current smokers' reported that someone had smoked *around them in cars or vans*, compared with 'never smokers' (65.5% and 13.8%, respectively).

### **Exposure to people smoking in places other than in the home**

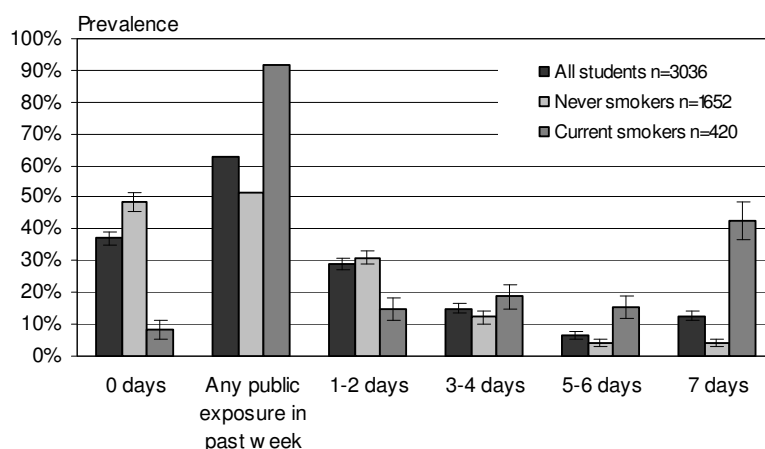
Along with domestic settings, such as homes and cars or vans, students were asked about exposure to people smoking around in their presence *in places other than in their home* in the week prior to the survey.

Almost two-thirds of students reported that people had smoked around them in *places other than in their home on at least one day of the week prior to the survey* (63.0%, Figure 4.4). Over one-third of students (37.0%) reported no smoking around them *in places other than in the home*. Over one in ten students (12.7%) reported that people *smoked around them in places other than in the home* on all of the seven days prior to the survey.

A higher proportion of male students reported no exposure to others' smoking *around them in places other than in the home* in the week prior to the survey, compared with female students (41.3% and 32.4%, respectively). A higher proportion of New Zealand European/Pākehā students reported no exposure to others' smoking around them in the past week (40.8%), compared with 30.0% of Pacific students and 24.6% of Māori students.

Close to one-half of students (48.6%) who had never smoked a cigarette reported *no* exposure to others' *smoking around them in places other than in the home*, compared with fewer than one in ten 'current smokers' (8.2%). A higher proportion of 'current smokers' reported exposure to others' *smoking around them in places other than in their home* on all seven days of the week prior to the survey, compared with 'never smokers' (42.7% and 4.2%, respectively).

**Figure 4.4 Exposure to others smoking in places other than in the home – all students by smoking status**



### Celebrity role models who smoke

Participants were asked if *any of [their] favourite musicians smoked*, and were asked the same question for whether *any of [their] favourite actor/actresses smoked*. They could answer *yes*, *no* or *don't know* for each question.

Most students said that they *did not know* if their favourite musician or actor/actress smokes (63.1% and 70.5%, respectively). Close to three in ten students (29.7%) answered *yes* to the question about smoking for their favourite musicians and almost one-quarter (23.9%) reported that their favourite actor/actresses smoked. A higher proportion of Māori students could report their favourite musician smoked, compared with non-Māori students (37.0% and 27.7%, respectively).

Less than one in ten students knew for certain that none of their favourite musicians or actor/actresses smoked (7.1% and 5.6%, respectively). A higher proportion of 'current smokers' reported that their favourite musicians and favourite actors/actresses smoked (43.9% and 30.1%, respectively), compared with students who had never smoked a cigarette (22.9% and 20.7%, respectively).

## Depictions of smoking in the media

For this question, students were asked how often in the month prior to the survey they had seen *people smoking cigarettes or cigarette brands on television*, and how often they had seen *pictures or read about people smoking cigarettes in newspapers or magazines*. Response categories were *a lot*, *sometimes*, or *never*, with a category to opt out if they had not used the particular form of media in the month prior to the survey.

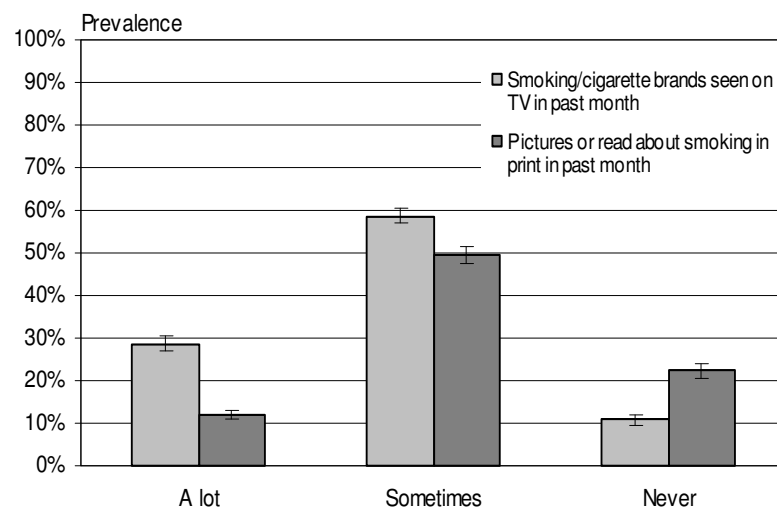
Close to three in ten students reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey (28.7%, Figure 4.5). Close to three in five students (58.7%) reported *seeing people smoking or cigarette brands on television sometimes*. Around one in ten students (10.8%) reported *never* seeing smoking depictions on television in the month prior to the survey.

A higher proportion of Māori and Pacific students reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey, compared with New Zealand European/Pākehā students (39.1% , 41.6% and 23.8%, respectively). In addition, a higher proportion of students from low and mid decile schools reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey, compared with students from high decile schools (37.9%, 28.8% and 21.1%, respectively).

Just over one in ten students reported *seeing pictures or reading about people smoking cigarettes in newspapers or magazines a lot* in the month prior to the survey (12.0%, Figure 4.5). One-half of participating students (49.6%) said they had *sometimes* seen *pictures or read about smoking in newspapers or magazines* in the month prior to the survey. Close to one in five students (22.3%) reported that they *never* saw or read about people smoking in *newspapers or magazines*.

‘Current smokers’ were more likely to report *seeing or reading about people smoking in newspapers and magazines* and *seeing people smoke or cigarette brands on television a lot* (46.4% and 20.0%, respectively), compared with ‘never smokers’ (19.4% and 9.0%, respectively).

**Figure 4.5 Depictions of smoking in the media seen in the month prior to the survey – all students**



## Part 5: Smoking-related health promotion messages

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Tobacco-related education in school is a common health promotion strategy to reduce smoking initiation among young people. The school setting is an effective way to reach a large proportion of the youth population. Education can include topics on tobacco-related harm to health, and raising awareness of why young people take up smoking. In New Zealand, all schools must deliver education about tobacco-related harm as part of the drug education component of the Health and Physical Activity Curriculum (Ministry of Youth Development, 2004). The Amendments to the Smoke-free Environments Act 1990 prohibit smoking in school buildings and on all school grounds at any time (Ministry of Health, 2005).

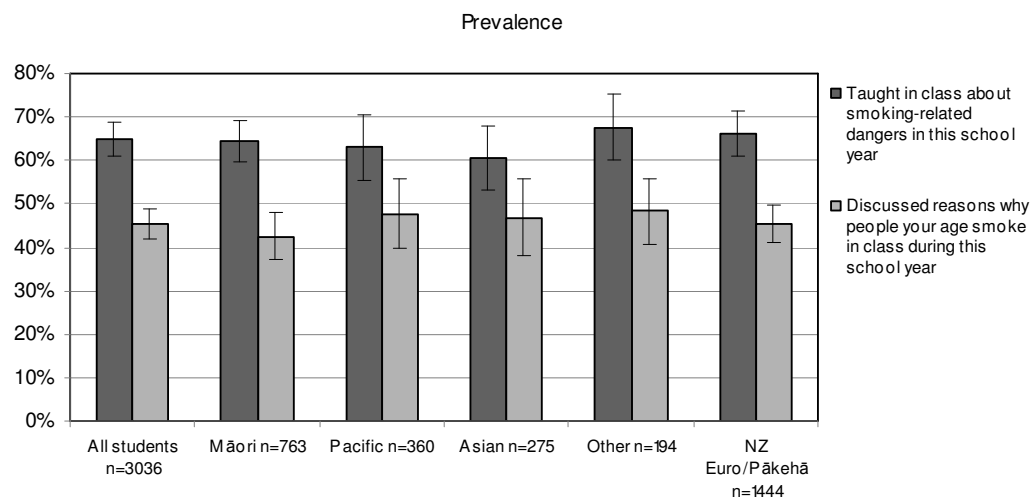
This section of the report describes the prevalence of students reporting that they were taught in any of their classes during that school year *about the dangers of smoking tobacco*, and whether or not they discussed in any of their classes *the reasons why people their age smoke*. This section also presents the awareness of students of smoking-related health promotion campaigns and events, whether they had attended or taken part in smoking-related health activity or event and impact it had had.

### Tobacco smoking-related education in school

Close to two-thirds of students said they had been taught in class during the 2008 school year about the dangers of smoking tobacco (65.0%, Figure 5.1), 16.9% said *no* and 18.1% were *not sure*.

When asked if they had discussed in class the reasons why people their age smoke, under one-half of participating students (45.3%) said they had in the 2008 school year. Close to three in ten students (28.6%), said they had not and around one-quarter (26.1%) were *not sure* if they had discussed the dangers of smoking tobacco in class.

**Figure 5.1 Education and discussion in school about the harms and uptake of smoking tobacco – all students by ethnicity**



### Smokefree and Auahi Kore brands, messages and events

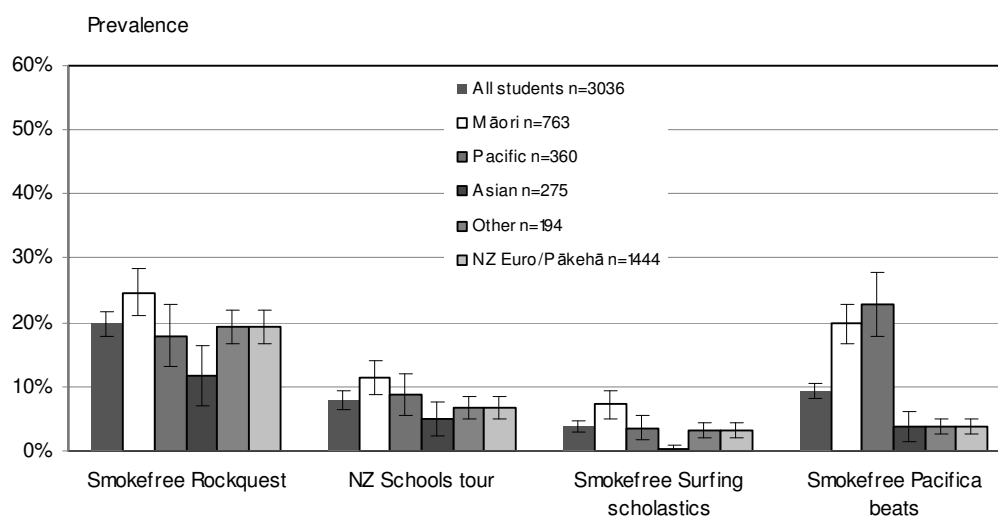
Students were presented with a list of smoking-related health promotion campaigns and events, and were asked to select those that they had heard of, and/or attended or taken part in.

Almost all students (96.2%) had heard of Smokefree. Almost four in ten students (38.2%) had heard of Auahi Kore, and close to seven in ten Māori students (69.0%) had heard of Auahi Kore.

Almost one-fifth of all students (19.8%) had attended or taken part in Smokefree Rockquest, and a higher proportion of Māori students had done so (compared with non-Māori (24.6% and 18.4% respectively, Figure 5.2).

Almost one in ten students (9.4%) had attended or taken part in Smokefree Pacifica Beats, and a far higher proportion of Māori and Pacific students had done so, compared with New Zealand European/Pākehā students (19.8%, and 22.8% and 3.9%, respectively).

**Figure 5.2 Attendance at Smokefree events – all students by ethnicity**



## Auahi Kore

Students were asked how often they had seen or heard Auahi Kore messages at events (like kapa haka, waka ama or other places) in the past year (12 months), and what impact they had. All students were included in the analysis, but this description focuses on Māori students who are the primary target audience for the Auahi Kore brand and messages. Students who reported that they had 'never' seen the advertisements or messages in the past year were not included in the analysis of the impact questions.

### Awareness:

- Close to eight in ten Māori students had seen Auahi Kore messages at events in the past year, either *sometimes* (42.9%) or *a lot* (35.4%).

### Impression/ Impact:

- Almost one-fifth of Māori students (18.6%) reported that they had talked to friends or whānau about the Auahi Kore messages.
- Almost two in five Māori students (39.5%) said that seeing Auahi Kore messages at certain events had put them off smoking.
- Three in ten Māori students (30.2%) said that seeing the Auahi Kore messages at events had led some young people they know to stop smoking.
- Over one-third of Māori students (36.5%) said that seeing or hearing Auahi Kore messages at events makes the message more relevant to people like them.

## Smoking *not* our future

Students were asked how often they had seen Smoking *not* our future advertisements or messages in the past year, and what impression/ impact they had. Students who reported that they had *never* seen the advertisements or messages in the past year were not included in the analysis of the impression/ impact questions.

### Awareness:

- Almost all students in Year 10 had seen Smoking *not* our future advertisements or messages in the past year, either *a lot* (69.4%) or *sometimes* (25.9%). Only a small proportion had never seen these ads or messages in the past year (4.7%).
- A higher proportion of female students reported having seen Smoking *not* our future ads or messages *a lot*, compared with male students (75% and 64.1%, respectively).

### Impression/ Impact:

- Close to eight in ten students (79.7%) agreed with the statement that the Smoking *not* our future ads and messages *gave some good reasons not to smoke*, and six in ten 'current smokers' (59.6%) also agreed.
- Almost two-thirds of all students (65.1%) agreed with the statement that the Smoking *not* our future ads and messages *makes smoking seem less cool*. 'Current smokers' were less likely to agree that it *makes smoking seem less cool* than 'never smokers' (41.9% and 70.9%, respectively).
- Around one-fifth of all students (20.3%) had *talked to friends or whānau about the ads* when they had seen them and a higher proportion of Māori students had done so (26.3%), compared with non-Māori students (18.6%).
- Almost one-quarter of students (23.2%) reported that the ads or messages had *led some young people they know to try to quit smoking*, including around three in ten Māori and Pacific students (30.6% and 29.4%, respectively). One in five New Zealand European/ Pākehā students (20.2%) also reported that the ads or messages had *led some young people they know to try to quit smoking*. Over one-third of 'current smokers' (35.0%) said the ads or messages had *led some young people they know to try to quit smoking*.
- Over one-half of students (56.5%) reported that the ads or messages had *put them off smoking*. A higher proportion of non-Māori students were put off smoking than Māori students (58.7% and 49.0%, respectively). Close to two-thirds of 'never smokers' (67.0%) said that the ads or messages had put them off smoking, compared with one in five 'current smokers' (17.9%).

Data were also collected on students' agreement with a range of statements, some of which came from the Smoking *not* our future advertisements. These were 'nested' within other questions to measure unprompted beliefs relating to the messages.

## Smokefree Cars

Students were asked how often they had seen advertisements or messages about not smoking when in the car in the past six months, and what impact they had. Students who reported that they had *never* seen the advertisements or messages in the past year were not included in the analysis of the impact questions.

### Awareness:

- Almost all students had seen the advertisements or messages about not smoking when in the car in the past six months, either *a lot* (51.3%) or *sometimes* (43.9%).

### Impression/ Impact:

- Under one-fifth of all students (17.7%) had talked to friends or whānau about the advertisements or messages about not smoking when in the car when they saw them.
- Over one-half of students (55.1%) said that the advertisements or messages about not smoking when in the car had put them off smoking. A higher proportion of non-Māori students were put off smoking compared with Māori students (57.7% and 45.9%, respectively). 'Current smokers' were less likely to be put off smoking, when compared with 'never smokers' (14.7% and 66.3%, respectively).

## Tobacco control – Cessation services and graphic warning labels on tobacco packaging

Close to seven in ten students (69.1%) had heard of Quit/Me Mutu, and a higher proportion of Māori students had heard of Quit/Me Mutu (79.9%, compared with 66.0% of non-Māori students). Almost three-quarters of all 'current smokers' (72.6%) had heard of Quit/Me Mutu.

Students were asked how often, if at all, they had noticed the picture warning labels on cigarette and tobacco packages in the past month (30 days), and what impact they had. Students who reported that they had *not* noticed the picture warning labels in the past month were not included in the analysis of the impact questions.

### Awareness:

- Four-fifths of students had noticed the picture warning labels on cigarette or tobacco packages in the past month, either *a lot* (46.3%) or *sometimes* (33.9%). One-fifth (19.8%) had not noticed the graphic warning labels in the past month.
- A higher proportion of Māori and Pacific students (62.2% and 56.4%, respectively) had noticed the picture warning labels on cigarette or tobacco packages in the past month, compared with New Zealand European/ Pākehā students (40.4%).
- Almost three-quarters of 'current smokers' (72.4%) had noticed the picture warning labels on cigarette or tobacco packages *a lot* in the past month, compared with one-third of 'never smokers' (34.5%).

Impression/ Impact:

- Over eight in ten of all students (82.2%) who had noticed the picture warnings labels said they had made them think about the health risks of smoking. Fewer than six in ten 'current smokers' (57.8%) said the picture warnings had made them think about the health risks.
- Over seven in ten students (71.2%) who had noticed the picture warning labels said they had put them off smoking. A higher proportion of non-Māori students were put off smoking, compared with Māori students (74.1% and 62.2%, respectively). Around a quarter of 'current smokers' said the picture warning labels had put them off smoking, compared with 'never smokers' (26.9% and 82.7%, respectively).

## Part 6: Youth culture

This section explores elements of youth culture, such as participants' sport and extra-curricular activities, music preferences, and use of media and technology. This report gives an overview of key findings, and these topics have been analysed in greater detail (i.e., by ethnicity, SES, and smoking status).

### Interest and/or participation in sports and extra-curricular activities

Students were asked to select all the activities they were interested and/or participated in from a list of over twenty options. 'Interest' was defined as *including watching on television, and reading about in newspapers or magazines*.

The top five activities that female students were interested in were netball, photography, graphics/design/painting/drawing/sculpture, other dance (including ballet, salsa and modern dance), and volleyball (Table 6.1). Male students were most interested in basketball, rugby union, extreme sports, rugby league, and touch rugby. Very few students reported no interest in any of the sports and extra-curricular activities listed (1.7%).

**Table 6.1 Top five sports and extra-curricular activities: Interest and/or participation – all students by gender**

		Prevalence %			
All students (n=3036)		Female students (n=1494)		Male students (n=1543)	
Basketball	44.1%	Netball	55.6%	Basketball	47.4%
Soccer	37.0%	Photography	48.4%	Rugby union	46.8%
Graphics and design, painting, drawing, sculpture	36.7%	Graphics and design, painting, drawing, sculpture	43.9%	Extreme sports	42.5%
Touch rugby	35.6%	Other dance (ballet, salsa, modern)	42.9%	Rugby league	41.9%
Volleyball	35.5%	Volleyball	42.4%	Touch rugby	39.5%
<i>Not interested in any of these</i>	1.7%		1.5%		1.9%

Multiple response question; totals do not sum to 100%

## Music preferences

Students were asked to select the types of music they listen to from a list of ten options. The five types of music that students most reported listening to were pop/rock, hip hop/urban Pacifica/rap, electronic, rhythm and blues (R&B), and reggae/ska /dub (Table 6.2).

**Table 6.2 Top five types of music – all students**

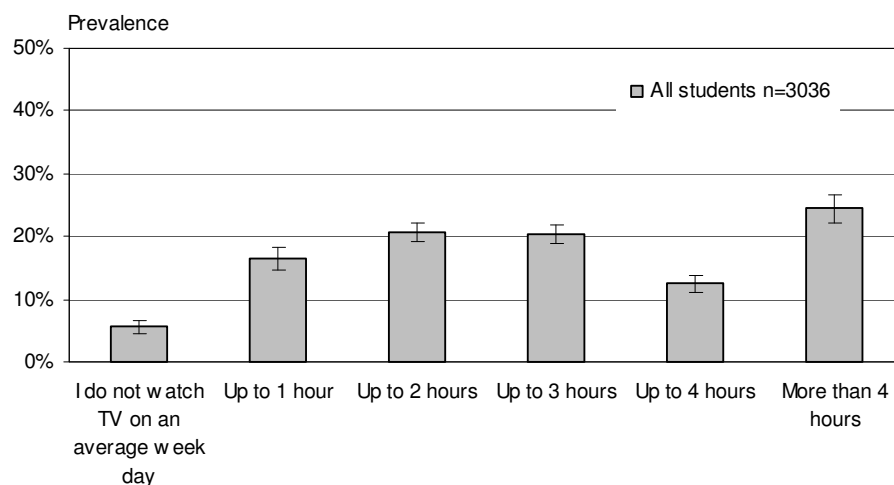
	Prevalence %
All students (n=3036)	
Pop / rock	71.7%
Hip hop/urban Pasifika /rap	64.8%
Electronic (e.g. New Age, Techno, Dance, Electronica, House, Trance)	46.0%
Rhythm and blues / RnB	36.1%
Reggae/ska /dub	33.6%
<i>Not interested in any of these</i>	1.5%

Multiple response question; totals do not sum to 100%

## Television watching

Students were asked to indicate how many hours they spent watching television on an average weekday, using a scale from I do not watch TV on an average weekday to *more than four hours*. Students most commonly watched *more than 4 hours* of television (24.5%) on an average weekday. A similar proportion of students reported watching *up to three hours* (20.4%) or *up to two hours* (20.6%) of television on an average weekday (See Figure 6.3). Very few students (5.6%) said they *do not watch television on an average weekday*.

**Figure 6.3 Hours of television watching on an average weekday – all students**

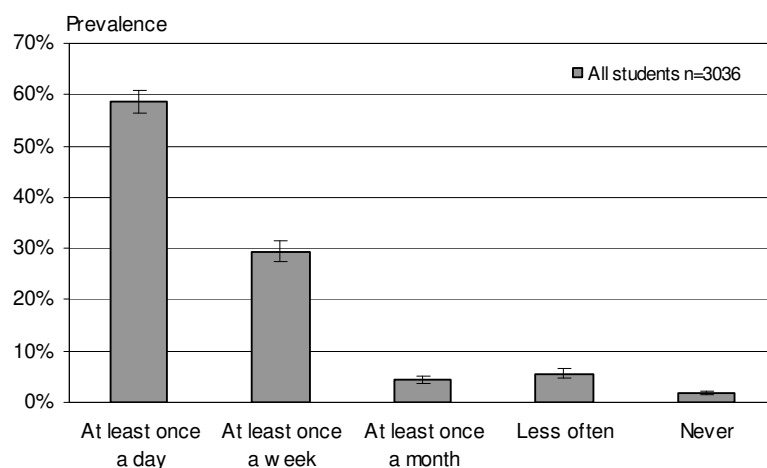


Students were also asked which types of programme they had watched during the week prior to the survey. Students could select as many options as applied to them. Music (72.2%), comedy shows (59.2%), sports (58.6%), soap operas (57.0%), cartoons (56.6%) and current affairs (53.9%) were the most commonly selected programme types.

## Internet use

Students were asked a series of questions about Internet use, including the frequency, setting and purpose of their Internet use. Close to six in ten students reported that they use the Internet *at least once a day* (58.7%, Figure 6.4), and three in ten students (29.4%) *at least once a week*. Very few students (1.8%) reported that they *never* used the Internet.

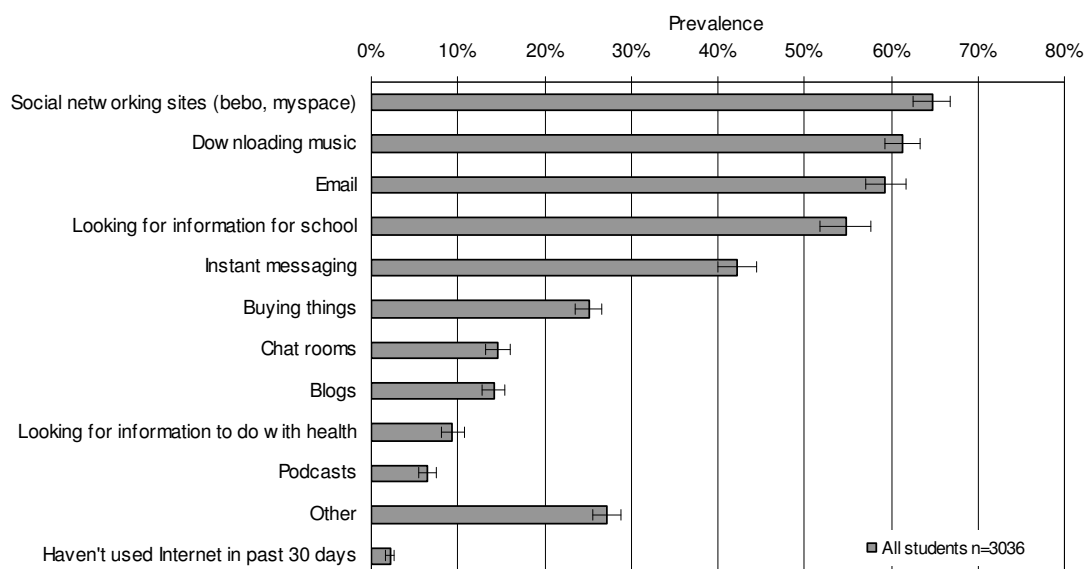
**Figure 6.4 Frequency of Internet use – all students**



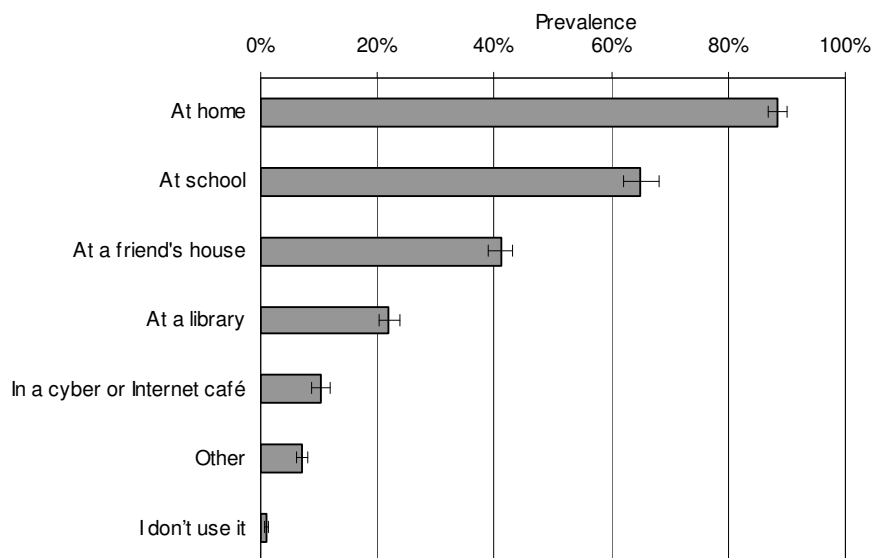
When asked from a list of options, what they had used the Internet for in the month (30 days) prior to the survey the most common reasons for were for *social networking sites* (64.7%), *downloading music* (61.4%), *email* (59.4%), and *looking for information for school* (54.7%, Figure 6.5).

Most students (88.4%) used the Internet *at home* or *at school* (65.1%, Figure 6.6). Close to two in five students (41.0%) reported that they used the Internet *at a friend's house*. Public settings for Internet use were also reported, such as *at a library* (22.0%) or *cyber/Internet café* (10.3%).

**Figure 6.5 Reasons for Internet use – all students**



**Figure 6.6 Settings for Internet use – all students**



Multiple response question; totals do not sum to 100%

## Cell-phone use

Almost all students (91.2%) reported owning a cell-phone and over three in five of all students (38.7%) reported sending *100 or more* text messages on an average weekday.

## Part 7: Connectedness – parents, family, school and peers

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Social connectedness has been identified as a protective factor for a range of positive youth health outcomes (Adolescent Health Research Group, 2004; Minister of Youth Affairs, 2002; Resnick, 2000), including reduced smoking uptake (Atkins, Oman, Vesely et al., 2002; Health Sponsorship Council, 2005). This section reports the findings from several questions measuring participants' sense of connection with parents, family and whānau, school and peers.

The style of parenting that young people report is one commonly used indicator of connectedness. Measures of parenting style in this survey include a series of questions asking about 'parents and caregivers' smoking-specific rules, monitoring and awareness of students' school and social life, and rule setting (Adolescent Health Research Group, 2003; Tobacco Information and Prevention Service; Centers for Disease Control and Prevention, 2005).

The measures of family, school and peer connectedness are from Victoria University's Youth Connectedness Project. Measures of family connectedness included questions about spending time together as a family, whether this is important and if family/whānau members help each other out. School connectedness was measured by asking students if they were given respect and trust from teachers at school and if they felt proud of and liked going to their school/kura. They were also asked about their school leaving intentions and to rank their own academic performance relative to the 'average student' at the school. Peer connectedness was measured by asking students to assess whether they could trust their friends with personal problems, if their friends accepted them as who they are and if they helped each other out.

### Parenting style

#### Smoking-specific rules

Close to six in ten students (57.2%) reported that their parents or caregivers *had set rules about not smoking cigarettes/tobacco* and around four in five students (80.7%) reported that their parents or caregivers *would be upset if they [the student] were caught smoking cigarettes/tobacco*.

A lower proportion of Māori and New Zealand European/Pākehā students reported that their parents or caregivers *had set rules about not smoking cigarettes/tobacco* (55.8% and 53.9%, respectively), compared with Pacific students (67.7%). A lower proportion of Māori students reported that their parents or caregivers *would be upset if they were caught smoking cigarettes/tobacco*, compared with non-Māori students (67.6% and 84.4%, respectively).

A lower proportion of students from low decile schools reported that their parents or caregivers *would be upset if they were caught smoking cigarettes/tobacco*, compared with students from high decile schools (75.5% and 87.3%, respectively). This was also true for ‘current smokers’, compared with ‘non smokers’ (50.0% and 89.4%, respectively).

## **Awareness and monitoring**

Close to three-quarters of all students in Year 10 (75.8%) reported that their parents or caregivers *know about [their] school life (e.g., teachers, grades)*. Around two-thirds of all students (65.8%) reported that their parents or caregivers *generally know what [they] spend their pocket money on*. Over one in ten students (14.8%) reported that their parents or caregivers *often have no idea where [they are] when away from home*.

Lower proportions of Māori students, compared with non-Māori students, reported that their parents or caregivers *know about [their] school life (e.g., teachers, grades)* (69.4% and 77.6%, respectively) and agreed that their parents or caregivers *generally know what [they] spend their pocket money on* (57.8% and 68.1%, respectively). A higher proportion of Māori students compared with non-Māori students reported that their parents or caregivers *often have no idea where [they are] when away from home* (21.3% and 13.0%, respectively).

A lower proportion of students from low and mid decile schools compared with students from high decile schools reported that their parents or caregivers *know about [their] school life (e.g., teachers, grades)* (72.7%, 72.6% and 81.1%, respectively).

A lower proportion of ‘current smokers’, compared with students who had never smoked, reported that their parents or caregivers *know about [their] school life (e.g., teachers, grades)* (68.0% and 80.7%, respectively). A higher proportion of ‘current smokers, compared with ‘never smokers’ reported that their parents or caregivers *often have no idea where [they are] when away from home* (32.2% and 8.6%, respectively). ‘Current smokers’ also were more likely to disagree that their parents or caregivers *generally know what [they] spend their pocket money on*, compared with ‘never smokers’ (38.7% and 13.7%, respectively).

## **Rules and consequences**

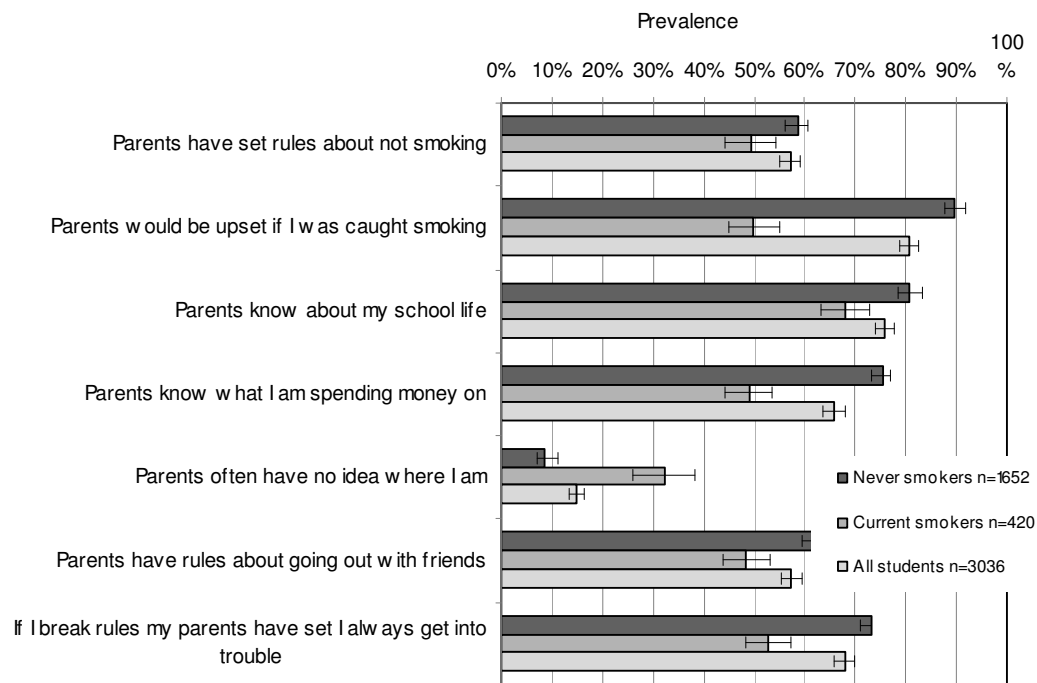
Close to six in ten students (57.3%) reported that their parents or caregivers *have rules about when [they] can go out with friends*, and just over two-thirds of all students (67.9%) reported that they *always get into trouble if [they] break any important rules [their] parents or caregivers have set*. A higher proportion of female students reported that their parents or caregivers *have rules about when [they] can go out with friends*, compared with male students (62.3% and 52.7%, respectively).

A higher proportion of Pacific students said that their parents or caregivers *have rules about when [they] can go out with friends* and that they *always get into trouble if [they] break any important rules [their] parents or caregivers have set* (67.6% and 74.0%, respectively), compared with Māori students (51.3% and 60.1%, respectively).

Lower proportions of ‘current smokers’ said that their parents or caregivers *have rules about when [they] can go out with friends* and that they *always get into trouble if [they] break any important rules [their] parents or caregivers have set* (48.5% and 52.8%, respectively), compared with ‘never smokers’ students (61.8% and 73.3%, respectively).

Overall, lower proportions of were 'current smokers' reported consistently lower levels of parental connectedness for all the indicators used in this survey, compared with ‘never smokers’ - See Figure 7.1.

**Figure 7.1 Parenting style: Smoking-specific, awareness, and rules – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

## Family/whānau connectedness

To measure family/ whānau connectedness, students were asked to rate the following statements, by using the categories - *never/almost never; not often; sometimes; often and always/almost always*:

- For family, spending time together is important
- We can easily think of things to do together as a family
- Family likes to spend time together
- Family asks each other for help
- Like to do things as a family

### Spending time with family/whānau

More than one-half of students reported that for their family/whānau, *spending time together* was *often* (30.1%) or *always/almost always* (24.5%) important. However, under one in five students reported that for their family/ whānau, *spending time together* was *not often* (11.4%) or *never/almost never* (4.9%) important.

Two in five students reported that *their family/whānau likes to spend free time together often* (24.1%) or *always/almost always* (16.5%). However, close to a quarter of students said their families *never/almost never* liked or *not often* liked to spend free time together (6.6% and 17.1%, respectively). A higher proportion of female students liked to spend time together with their family/whānau *often* or *always/almost always*, compared with male students (48.5% and 41.5%, respectively).

Close to two in five students reported that their *family/whānau can easily think of things to do together as a family often* (27.3%) or *always/almost always* (16.5%). Again, close to one in five students said their families *never/almost never* or *not often thought of things to do as a family* easily (6.4% and 14.8%, respectively).

Close to two in five students (39.5%) reported *they like to do things just as a family often* (24.0%) or *always/almost always* (15.5%). However, close to a quarter of students (23.7%) reported that liking doing things just as a family was *not often* (16.3%) or *never/almost never* (7.4%).

Close to two-thirds of Pacific students (65.4%) reported that for *their family/whānau*, *spending time together* was *often* or *always/almost always* important. In comparison, close to half of the Māori students and over half of New Zealand European/Pākehā students (48.0% and 54.7%, respectively) reported that for their family/whānau, *spending time together* was *often* or *always/almost always* important. A higher proportion of Pacific students reported that their family/whānau likes to spend free time together *often* or *always/almost always*, compared with Māori and New Zealand European/Pākehā students (50.8%, 39.4% and 38.0% respectively).

Similarly, a higher proportion of Pacific students reported that their family/whānau *can easily think of things to do together as a family often or always/almost always*, compared with Māori and New Zealand European/Pākehā students (57.5%, 41.3% and 41.9%, respectively). Again, a higher proportion of Pacific students reported that they like to do things just as a family *often or always/almost always*, compared with Māori and New Zealand European/Pākehā students (54.3%, 38.4% and 45.0%, respectively).

Analysis of students' responses by smoking status showed that 'current smokers' consistently reported lower levels of family/whānau connectedness, when compared 'never smokers'.

A lower proportion of 'current smokers' reported that for their family/whānau, *spending time together was often or always/almost always* important, compared with 'never smokers' (35.8% and 61.4%, respectively). 'Current smokers' were also less likely to report that *their family/whānau likes to spend free time together often or always/almost always*, compared with 'never smokers' (27.4% and 46.4%, respectively).

Similarly, a lower proportion of 'current smokers' reported that *their family/whānau can easily think of things to do together as a family often or always/almost always*, compared with 'never smokers' (31.8% and 48.9%, respectively). Again, a lower proportion of 'current smokers' reported that they *like to do things just as a family often or always/almost always*, compared with 'never smokers' (26.9% and 45.1%, respectively).

## **Family/whānau support**

One in two students said that *their family/whānau ask each other for help* either *always/almost always* (20.6%) or *often* (28.8%). Over one in ten students (13.8%) reported that their family/whānau ask each other for help *not often*, and 4.9% reported that their family/whānau *never/almost never* ask each other for help.

A higher proportion of Pacific students reported that *their family/whānau asked each other for help often or always/almost always*, compared with Māori and New Zealand European/Pākehā students (57.6%, 46.6% and 48.0%, respectively).

A higher proportion of 'current smokers' reported that *their family/whānau asked each other for help never/almost never* (13.6%) or *not often* (18.4%), compared with 'never smokers' (2.8% and 11.4%, respectively).

## School connectedness

School connectedness was measured by asking students when they plan to leave school, and by asking them to rank their own academic performance relative to an 'average student' at school. Students were also asked whether they *strongly agreed, agreed, neither/nor, disagreed or strongly disagreed* with the following statements:

- Treated with as much as respect as other students
- Adults in school / kura trusted (the students) with responsibility
- Adults in schools / kura gave (the students) opportunities to make decisions for themselves
- Like going to school /kura
- Feel proud about school /kura

## Respect and trust by teachers at school

Students were asked whether they were *treated them with as much respect as other students*, whether adults at school *trusted them with responsibility* and whether adults gave them *opportunities to make decisions for themselves*.

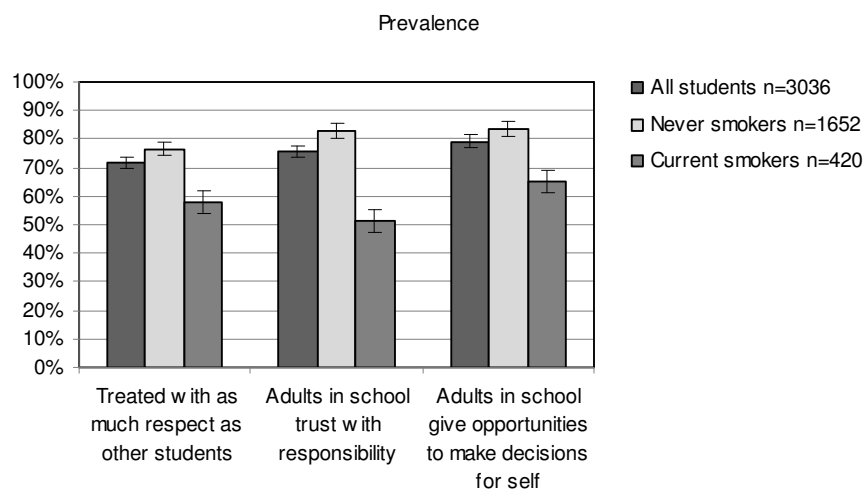
Overall, 71.6% of all students *strongly agree* or *agree* (16.1% and 55.5%, respectively) that teachers *treated them with as much respect as other students*. A higher proportion of 'current smokers' either *strongly disagree* or *disagree* with this statement, compared with students who had never smoked (24.2% and 11.1%, respectively).

Just over three-quarters of the students (75.5%) either *strongly agree* (18.0%) or *agree* (57.5%) that *adults trusted them with responsibility*. Female students were more likely to either *strongly agree* or *agree* with this statement, compared with male students (81.5% and 70.1%, respectively).

Overall, Māori students were less likely to either *strongly agree* or *agree* (13.6% and 56.1%, respectively) with this, compared with non-Māori students (19.3% strongly agreed and 57.8% agreed). The difference was even more marked with 'current smokers', compared with 'never smokers' - 51.4% of current smokers *strongly agree* or *agree* compared with 82.9% of 'never smokers' who *strongly agree* or *agree*.

Close to four in five students (79.3%) *agree* overall that *adults in schools gave them opportunities to make decisions themselves* (20.9% *strongly agree* and 58.4% *agree*). Again, 'never smokers' were more likely to *agree* with this (83.6% *strongly agree* or *agree*), compared with 'current smokers' (65.2% *strongly agreed* or *agreed*).

**Figure 7.1 Respect and trust by teachers at school – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

## Pride in school

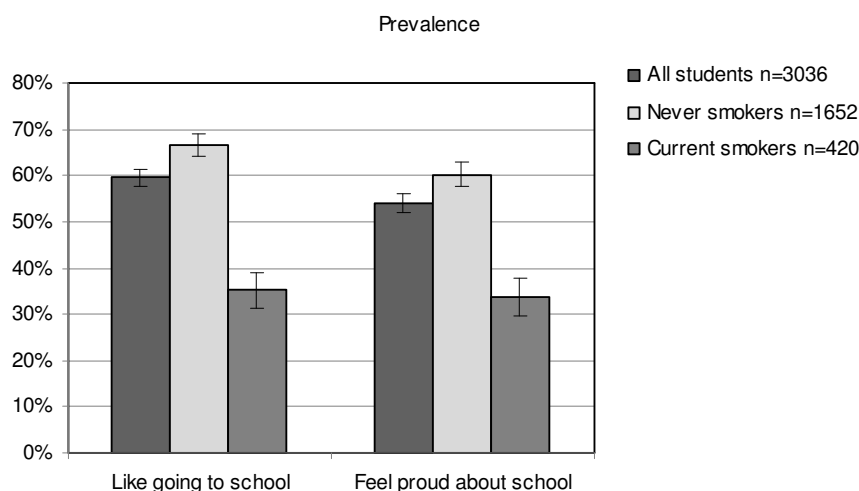
Over one in two students either agreed (38.9%) or strongly agreed (15.2%) with the statement *I feel proud about my school/kura*. However, close to three in ten students (27.6%) neither agreed nor disagreed with this statement, and almost one in five either disagreed (10.6%) or strongly disagreed (7.8%).

A higher proportion of Pacific students *strongly agree* with this statement, compared with Māori and New Zealand European/Pākehā students (32.0%, 15.7% and 12.1%, respectively). A lower proportion of ‘current smokers’ reported feeling proud about their school, compared with ‘never smokers’ (33.7% and 60.2% *strongly agree* or *agree* with this statement, respectively).

Similarly, close to three in five students (59.5%) either *agree* (43.8%) or *strongly agree* (15.7%) with the statement *I like going to my school/kura*, while 20.9% *neither agree nor disagree*, 11.5% *disagree* and 8.1% *strongly disagree*.

Again, a higher proportion of Pacific students *strongly agree* with this statement, compared with Māori and New Zealand European/Pākehā students (31.6%, 15.2% and 12.8%, respectively) and a lower proportion of ‘current smokers’ reported that they liked going to their school, compared with ‘never smokers’ (35.2% and 66.7%, respectively).

**Figure 7.2 Pride in school – all students by smoking status**



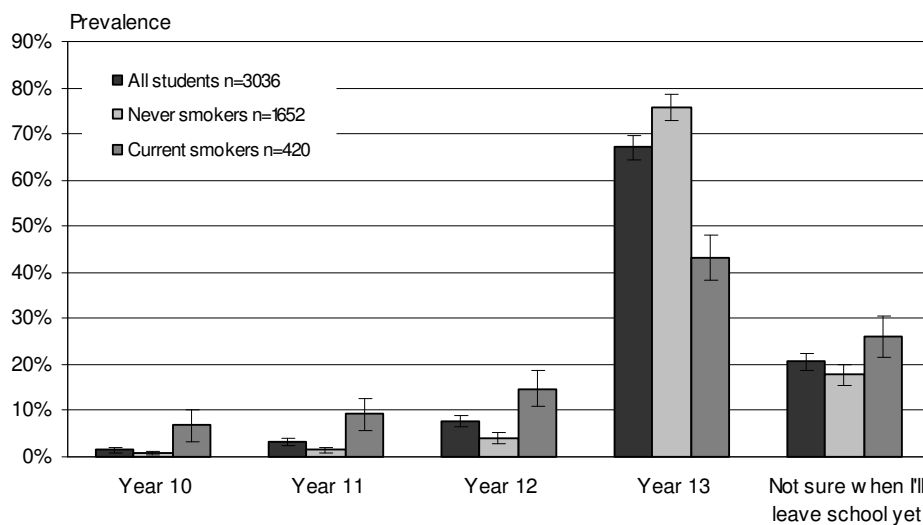
Bars indicate the prevalence of students who agreed with statement

### School-leaving plans

Students were asked when they plan to leave school, most said Year 13, the final year of secondary schooling in New Zealand (67.0%, Figure 7.3). One in five participating students said they were not sure when they would leave school (20.7%).

A higher proportion of 'current smokers' (9.2%) planned to leave school in Year 11, compared with 1.5% of students who had never smoked a cigarette. However, a higher proportion of 'current smokers' also were not sure when they would leave school, compared with of 'never smokers' (26.1% and 17.8%, respectively).

**Figure 7.3 School leaving plans – all students by smoking status**



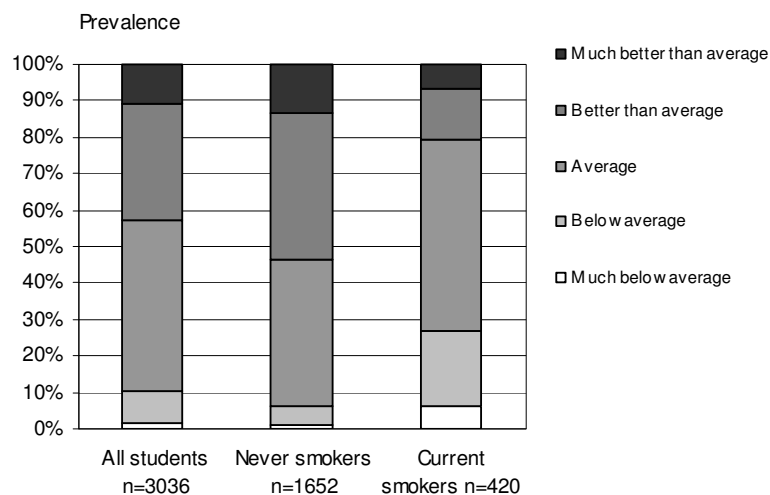
## Self-rated school performance

Students were also asked to rate their own *performance in school subjects compared with the average student in [their] school year*, using a scale from *much better than average* to *much below average*.

Overall, about one-third of students (32.4%) rated their performance at school as *better than average* compared with the average student in their year, and around one-half (47.0%) rated their performance as *average*. Māori students were more likely to rate their performance as *average* (53.5%) than *better than average* (23.6%). In contrast, close to a third of non-Māori students rated their performance as *better than average* (34.8%) and 45.1% rated their performance as *average* when compared with the average student in their year.

For 'never smokers', two in five rated their performance at school as *better than average* (40.1%, Figure 7.4), compared with 13.7% of 'current smokers'. 'Current smokers' were more likely to rate their performance as *average*, compared with 'never smokers' (52.9% and 40.6%, respectively).

**Figure 7.4 Self-rated school performance – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

## Peer connectedness

Peer connectedness was measured by asking students whether they *strongly agreed*, *agreed*, *neither/nor*, *disagreed* or *strongly disagreed* with the following three statements:

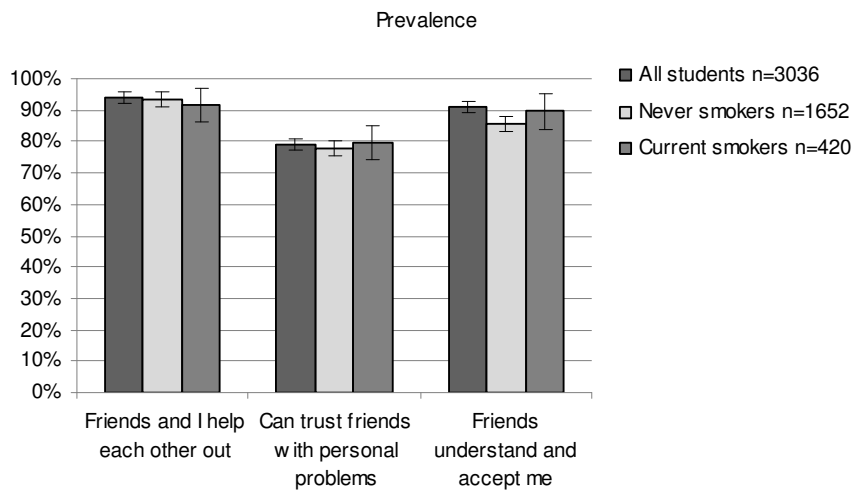
- Friends and (the student) help each other out
- Can trust friends with personal problems
- Friends understand and accept (the student) for who they are

Nearly all students either *agree* (42.1%) or *strongly agree* (51.9%) with the statement *my friends and I help each other out*. Similarly, nine in ten students either *agree* (42.1) or *strongly agree* (48.9%) with the statement *my friends understand and accept me for who I am*. Around four in five of students either *agree* (39.2%) or *strongly agree* (39.7%) with the statement *I can trust my friends with personal problems*. However, 13.6% of students *neither agree nor disagree* with this statement, 5.3% *disagree* and 2.1% *strongly disagree*.

Female students were more likely to strongly agree with all three statements, compared with their male students who were more likely to only agree.

Close to two-thirds of female students *strongly agree* with the statement *my friends and I help each other out*, compared with male students (64.7% and 39.8%, respectively). Similarly, 61.0% of female students *strongly agree* with the statement *my friends understand and accept me for who I am*, compared with 37.5% of male students. Over half of female students (53.4%) *strongly agree* with the statement *I can trust my friends with personal problems*, compared with 26.8% of male students.

**Figure 7.5 Peer support – all students by smoking status**



Bars indicate the prevalence of students who agreed with statement

## Part 8: Awareness of, and attitudes towards, the tobacco industry

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Innovative campaigns have been launched internationally to counteract tobacco industry marketing of tobacco products, and address attitude-related risk factors for smoking uptake. The truth™ campaign in the United States was developed using youth-oriented advocacy messages in an attempt to build anti-tobacco and anti-industry attitudes (Hicks, 2001). A series of questions has been included in this survey to provide a measure of students' perceptions about tobacco companies (if any). Specifically, students were asked about whether they thought tobacco companies were legitimate businesses, trustworthy, and responsible for people smoking. Students were asked to indicate whether they *agree* or *disagree* with six statements; there also was a *don't know* response category.

### Legitimacy of the tobacco industry

Almost one-half of students said they *support government laws that control what tobacco companies do* (48.2%, Figure 8.1). Just over one-third of students (34.6%) *did not know*.

A lower proportion of Māori students *agree* with this statement, compared with non-Māori students (37.8% and 51.1%, respectively). Students who attended high decile schools were also more likely to *agree* with this statement than students who attended low and mid decile schools (55.6%, 42.0% and 45.6%, respectively).

'Current smokers' were more likely to not to *support government laws that control what tobacco companies do*, compared with 'never smokers' (40.6% and 10.9%, respectively). Female students were more likely to be split between agreeing and not knowing (44.9% and 40.7%, respectively), compared with male students (51.3% and 28.9%, respectively).

### Trust in the tobacco industry

Just over two in five students said that they *would trust what tobacco companies say about the harmful/health effects of smoking* (43.1%, Figure 8.1). However, 30.2% of students *did not know* whether they would trust what a tobacco company says about the harmful/health effects of smoking and just over a quarter (26.7%) said they would trust them.

Female students were more likely to *trust what tobacco companies say about the harmful/health effects of smoking*, compared with male students (47.0% and 39.4%, respectively). Male students were more likely to *disagree* (31.9%, compared with 21.2% of female students who disagreed). Students who attended low decile schools were also more likely to *trust what tobacco companies say about harmful/health effects of smoking*, compared with students who attended high decile schools (48.1% and 39.7%, respectively).

Only one in ten students said they *would believe it if a tobacco company said they had made a safer cigarette* (10.7%, Figure 8.1). New Zealand European/Pākehā students were more likely *not* believe a tobacco company if they said they had made a safer cigarette, compared with Māori and Pacific students (68.4%, 56.2% and 53.1%, respectively). Both Māori and Pacific students were more likely to answer *don't know*, compared with New Zealand European/Pākehā (30.8%, 31.0% and 22.0%, respectively).

Students who attended low decile schools were also more likely *not to be sure* whether to believe a tobacco company if it said it had made a safer cigarette, compared with those students who attended high decile schools (28.1% and 21.8%, respectively). However, 57.8% of them still would not believe (compared with 68.8% of high decile school students) the tobacco company if it said it had made a safer cigarette.

A higher proportion of 'current smokers' *agree* with this statement, compared with 'never smokers' (26.5% and 6.0%, respectively). However, 45.9% of 'current smokers' would still *not* believe tobacco companies if it said it had made a safe cigarette, compared with 71.1% of students who had never smoked.

### **Industry responsibility for people starting to smoke**

Over two in five of students *agree* with the statement that *tobacco companies are responsible for people starting to smoke* (43.8%, Figure 8.1). However, 31.0% of students *disagree* with this statement and one quarter of them (25.2%) did not know.

A higher proportion of 'current smokers' *disagree* with this statement, compared with students who never had a smoke (46.7% and 28.2%, respectively). Whereas the reverse is true – a higher proportion of students who never had a smoke *agree* with the statement, compared with 'current smokers' (46.7% and 30.4%, respectively).

Over a third of students *agree* with the statement that *tobacco companies try to get young people to start smoking* (37.2%, Figure 8.1). Close to three-in-ten students (29.1%) *disagree* with this statement and close to a third of them (33.7%) *did not know*. A higher proportion of male than female students *agree* with the statement (41.0% and 33.1%, respectively) and a higher proportion of female students, compared with male students, were more likely not to know (36.2% and 31.3%).

New Zealand European/Pākehā students were more likely to *agree* that *tobacco companies try to get young people to start smoking*, compared with Māori and Pacific students (40.3%, 29.7% and 31.1%, respectively). Both Māori and Pacific students were more likely to answer *don't know*, compared with New Zealand European/Pākehā students (37.6%, 39.6% and 31.0%, respectively).

Students who attended low and mid decile schools were more likely not to be sure whether *tobacco companies try to get young people to start smoking*, compared with those students who attended high decile schools (36.0%, 36.1% and 29.6%, respectively). Students from high decile schools were more likely to *agree* with this statement than students from low and mid decile schools (42.6%, 32.9% and 35.0%, respectively).

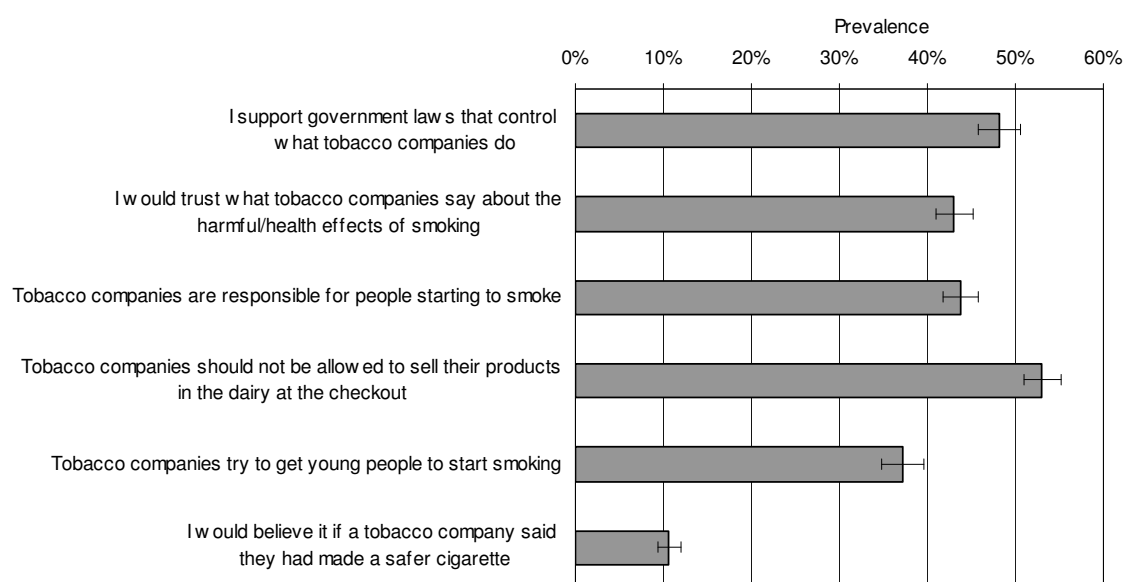
A higher proportion of ‘current smokers’ did not believe that *tobacco companies try to get young people to start smoking*, compared with ‘non smokers’ (50.2% and 23.6%, respectively). However, 22.3% of ‘current smokers’ *agree* with this statement, compared with 42.4% of students who had never smoked.

### **Tobacco companies should not be allowed to sell their products in the dairy at the checkout**

Over one-half of the students *agree* with the statement that *tobacco companies should not be allowed to sell their products in the dairy at the checkout* (53.1%, Figure 8.1). Close to one in five students disagreed (21.1%).

A higher proportion of non-Māori students *agree* with this statement, compared with Māori students (39.3% and 29.7%, respectively), as did students who attended high decile schools, compared with students who attended low decile schools (57.8% and 47.9%, respectively). A higher proportion of ‘never smokers’ also *agree* that *tobacco companies should not be allowed to sell their products in the dairy at the checkout*, compared with ‘current smokers’ (63.3% and 22.0%, respectively).

**Figure 8.1 Awareness of, and attitudes towards, the tobacco industry – all students**



Bars indicate the prevalence of students who agreed with statement

## Part 9: Key comparisons between 2006 and 2008

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This chapter will explore key changes in students' reporting between the In-depth Survey conducted in 2008, and that from two years earlier in 2006. Findings are reported as they appear in the main body of the report for ease of interpretation.

A 'difference' is only reported in this section if it is found to be statistically significant; that is, the 95% confidence intervals around the proportion do not overlap. The small numbers within some sub-groups (such as current smokers) and corresponding wider confidence intervals means it is sometimes difficult to determine statistical significance where differences may appear.

### Current tobacco smoking behaviour

#### Ever 'smoked' a cigarette, even just a few puffs

While the ASH results give the most accurate measure of change in youth smoking prevalence over time, the YIS results from 2006 to 2008 shows a decline in the number of Year 10 students who have ever smoked a cigarette. In 2006, about one-half of Year 10 students said they had smoked a cigarette, even just one or two puffs (49.7%). By 2008, this figure had been reduced to just over two in five students (44.0%).

#### Age of smoking initiation

When compared with 2006, a lower proportion of Year 10 students in 2008 (who had ever smoked a cigarette) reported trying their first cigarette before the age of 10 years (22.6% and 17.2%, respectively).

Overall, there appears to be no statistical difference between the 2006 and 2008 survey results across the frequency of smoking at the time of the survey, the setting for smoking behaviour, and the usual cigarette type preferred.

#### Access through retail sale

A lower proportion of 'current smokers' in 2008, compared with 'current smokers' in 2006 had *never* bought cigarettes from a liquor store/hotel (75.3% and 86.0%, respectively) or a *supermarket* (71.6% and 82.2%, respectively). In other words, a higher proportion of 'current smokers' in 2008 were obtaining their cigarettes through these sources than in 2006.

## Attitudes and beliefs related to smoking

### Likelihood of smoking in future

The proportion of Year 10 students who said they would *definitely not* smoke a cigarette if offered one by their best friend increased from 2006 to 2008, from over one-half to over three in five (55.9% and 62.9%, respectively). Female students mirrored this increase, from 50.4% to 57.4%. Māori students between 2006 and 2008 showed an even more dramatic increase, where those who would *definitely not* smoke a cigarette if offered one by their best friends increased from 42.6% to 52.4%. The intention not to smoke if offered a cigarette by one of their best friends also increased for New Zealand European/Pākehā students from 55.2% to 64.3%.

There was a higher proportion of mid decile school students in 2008 who would *definitely not* smoke a cigarette if offered by one of their best friends, compared with 2006 (63.4% and 53.2%, respectively). This was also true for male students (61.0% in 2006, compared with 68.0% in 2008).

Similarly, the proportion of students who thought they would *definitely not* smoke in the year following the survey increased, from 52.8% in 2006 to 60.8% in 2008. Again, an even more dramatic increase in commitment not to smoke was seen for Māori students between 2006 and 2008, where those who would *definitely not* smoke a cigarette in the next year increased from 37.0% to 52.2%. The commitment not to smoke if offered a cigarette in the year following the survey also increased for New Zealand European/Pākehā students from 53.2% to 60.9%.

Students' long-term commitment not to smoke also increased from 2006 to 2008, with 64.5% of students in 2008 saying they would *definitely not* be smoking five years from the time of the survey, compared with 55.7% in 2006. Again, Māori students experienced an increase in the proportion saying they would *definitely not* be smoking cigarettes five years from the time of the survey, from 40.7% in 2006 to 54.3% in 2008.

There was a higher proportion of mid decile school students in 2008 than in 2006 who would *definitely not* smoke a cigarette in the following year (49.0% in 2006 and 60.7% in 2008) or five years from now (54.3% in 2006 and 64.5% in 2008, respectively).

This was also the same for male students who would *definitely not* smoke a cigarette in the following year (58.6% in 2006 and 66.0% in 2008, respectively) or five years from now (58.9% in 2006 and 67.5% in 2008). Likewise for female students, 46.5% in 2006 would *definitely not* smoke a cigarette in the following year, compared with 55.2% in 2008, and in 2006 55.6% would *definitely not* smoke a cigarette five years from now, compared with 61.3% in 2008.

## Health-related harm from smoking

Students' perceptions of smoking as being harmful to their health, both directly and through others' smoking, remained at similar high levels between 2006 (90.9% and 71.5%, respectively) and 2008 (86.2% and 65.5%, respectively).

## Attitudes towards smoking behaviour and people who smoke

### Acceptance and belonging

A higher proportion of students *disagree* with the statement that *smoking helps people feel more comfortable at parties* in 2008 (37.6%) compared with 2006 (31.4%).

A higher proportion of Māori students agreed that *non-smokers dislike being around people who are smoking* in 2008, compared with 2006 (60.3% and 51.1%, respectively), as did an increased proportion of students from low decile schools who also *agree* with it, from 53.5% agreement in 2006 to 64.0% agreement in 2008. This was also true for female students, from 58.8% in 2006 who agreed that *non-smokers dislike being around people who are smoking* to 67.4% in 2008.

### Attractiveness and popularity

There was no noticeable change in two of the three indicators – *smokers find it hard to get dates* and *smoking makes people look sexy*. The exception was with the indicator that *seeing someone smoking turns me off* - a higher proportion of students in 2008 *agree* with this statement, compared with 2006 (58.9% and 53.9%, respectively). This was also true for students from low decile schools (51.9% and 42.1%, respectively) and 'current smokers' (17.4% and 3.9%, respectively).

### Independence and uniqueness

There was a reduction in the proportion of students who thought that *smoking is something you need to try before deciding to do it or not*, from 25.9% in 2006 to 20.3% in 2008. This was also true for female students, from 26.5% in 2006 to 21.5% in 2008.

### The emotional state of people who smoke

A higher proportion of students in 2008 thought that *smokers are often stressed*, compared with 2006 (54.7% and 47.3%, respectively). A higher proportion of female students in 2008 *agree* with this statement than in 2006 (55.9% and 44.9%, respectively). This was also true for non-Māori students (53.3% in 2008 and 45.9% in 2006, respectively), students from low decile schools (59.4% in 2008 and 47.7% in 2006) and 'never smokers' (54.5% in 2008 and 46.6% in 2006).

## Sensory and other effects from smoking

The belief that *smoking helps people relax* reduced between 2006 and 2008, from 44.5% to 38.1% of all students. A lower proportion of male students in 2008 *agree* with this statement than in 2006 (44.1% and 35.8%, respectively). This was also true for non-Māori students (42.1% in 2006 and 36.6% in 2008), students from low decile schools (59.4% in 2008 and 47.7% in 2006) and 'never smokers' (54.45% in 2008 and 46.6% in 2006).

The proportion of students who disagreed with the statement that *smoking is enjoyable* increased from 50.0% in 2006 to 55.6% in 2008.

## Smoking cessation experience

Overall, there was no statistical difference between the 2006 and 2008 surveys when students were asked a series of questions that identified their smoking dependence, their attitudes towards and experiences of stopping smoking and where their source of support was for cessation attempts.

## Direct and indirect exposure to others' smoking

There was no change between the 2006 and 2008 when students identified people who smoked. Other people who smoked included close friends and best friends, as well as family members, such as father, mother, grandparents, older brother and sister, of the student.

Overall, there was no change between the two surveys when students were asked where smoking was allowed inside their home (80.0% in 2006 and 82.9% in 2008 reported nowhere inside). However, for outside areas of the home setting, there was a higher proportion of students overall in 2008 than in 2006 who reported smoking was allowed *nowhere outside* their home (32.6% and 27.8%, respectively).

There were no overall changes between the two surveys in relation to students' exposure to others smoking in cars or vans (62.4% in 2006 and 62.8% in 2008 reported no one smoked in a car or van while student was travelling) or their exposure to people smoking in other places other than in the home (36.9% in 2006 and 37.0% in 2008).

The proportion of students who were certain that their favourite musician or actor/actress did smoke reduced between 2006 and 2008, from 36.2% to 29.7% (musician category) and 27.1% to 23.9% (actor/actress category).

However, students' perceptions of how much they had seen people smoking or cigarette brands on television in the past month increased between 2006 and 2008, from 21.3% seeing depictions *a lot* to 28.7%. This was especially true for Pacific students, from 33.6% in 2006

to 41.6% in 2008 and students from low and mid decile schools (from 29.7% in 2006 to 37.9% in 2008 and from 20.4% in 2006 to 28.8% in 2008, respectively).

Students' perceptions of how often they saw pictures or reading about people smoking in newspapers or magazines in the past month *a lot* increased between 2006 and 2008, from 8.4% to 12.0%.

## **Tobacco-related education and smoking-related health promotion messages**

Similar levels of students reported being taught in class about smoking related dangers at school (67.1% in 2006 and 65.0% in 2008) and discussing reasons why people their own age smoke during the past year (46.0% in 2006 and 45.3% in 2008).

A higher proportion of all Year 10 students had heard of the Auahi Kore brand in 2008, compared with 2006 (38.2% and 31.2%, respectively). Furthermore, this included an increase in the proportion of 'never smokers' saying that had heard of Auahi Kore (from 22.6% in 2006 to 32.5% in 2008).

Awareness levels were the same across both the surveys for students hearing about Smokefree (96.1% in 2006 and 96.2% in 2008) and Quit/Me mutu (72.5% in 2006 and 69.1% in 2008).

## **Youth culture**

In 2008, a higher proportion of Year 10 students reported that they watch *more than 4 hours* of television on an average weekday (24.5%), compared with 2006 (20.4%). This trend was also evident among Māori students, where 37.5% in 2008 reported watching *more than four hours* on an average weekday, compared with 27.2% in 2006. A higher proportion of 'current smokers' also reported that they watched the greatest amount of television in 2008, compared with 2006 (42.9% and 27.9%, respectively).

In 2008, a higher proportion of Year 10 students reported that they used the internet *at least once a day* (58.7%), compared with 2006 (58.7% and 51.1%, respectively). This increase was especially high among Pacific students, whose daily internet use increased from 40.9% in 2006 to 52.2% in 2008.

There was also a significant increase of students in 2008 reporting that they had used the internet *at a friend's house* compared with 2006 (41.0% and 33.4%, respectively). This was particularly true for female students (45.3% in 2008 compared with 36.4% in 2006), Māori students (48.4% in 2008 compared with 35.4% in 2006) and students from low (42.6% in 2008 compared with 31.8% in 2006) and mid (42.2% in 2008 compared with 32.7% in 2006)

decile schools.

While cell phone ownership did not change significantly between 2006 and 2008, the level of usage for text messaging did increase, especially among certain groups. In 2006, 27.0% of Year 10 students said that they sent *100 or more text messages* on an average weekday (the highest category), compared with 38.7% in 2008. Among Pacific and Māori students, the increase in sending *100 or more text messages* was particularly high. Pacific students sending the highest amount of text messages went from 24.1% in 2006 to 41.8% in 2008. Māori students sending the highest amount of text messages went from 41.2% in 2006 to 54.0% in 2008.

This was also true for students from low decile schools (from 31.6% in 2006 to 47.1% in 2008), compared with students from both mid decile schools (from 29.6% in 2006 to 41.4% in 2008) and high decile schools (from 20.5% in 2006 to 29.5% in 2008).

## **Connectedness – parents and school**

Only two of the sub-sections of students' connectedness were measured in both 2006 and 2008; that is, connectedness with parents, and with school. The additional two - peer and family/whānau connectedness - are not included in since they were only asked in 2008.

Overall, there were no statistical changes to the parental connectedness indicators for all students between 2006 and 2008. This was also true overall for the school connectedness indicators - that is, when they plan to leave school and by asking them to rank their own academic performance relative to the average student at school.

## **Awareness of, and attitudes towards, the tobacco industry**

A lower proportion of students in 2008 agreed that they would *trust what tobacco companies say about the harmful/health effects of smoking* (47.6% in 2006 compared with 43.1% in 2008). A higher proportion of students in 2008 also agreed that *tobacco companies are responsible for people* starting to smoke (38.7% in 2006, compared with 43.8% in 2008). However, similar proportions of young people across the two surveys agreed that *tobacco companies try to get young people smoking* (36.1% in 2006 and 37.2% in 2008).

## Part 10: Summary of findings

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The Year 10 In-depth Survey provides comprehensive information on many of the factors involved in cessation and reducing smoking initiation among young people in New Zealand. This report has explored several key areas of interest, with analysis by gender, ethnicity, SES, and smoking status where applicable.

The following discussion summarises the key findings from the 2008 survey and identifies any key changes between the 2006 and 2008 data. Key findings again have been structured into the same sections of the main body of the report for ease of interpretation.

### Current tobacco smoking behaviour

#### ‘Ever smoked’

Over two in five students (44.0%) had 'ever smoked' a cigarette, 'even just one or two puffs'. Higher proportions of Māori students and students from low decile schools had 'ever smoked' (68.4% and 57.3%, respectively).

Close to one in five students (17.2%) who had 'ever smoked' a cigarette had their first cigarette before 10 years of age. Māori students and students from low decile schools (25.5% and 23.3%, respectively) were more likely to report having tried their first cigarette before the age of 10 years of age.

Most students (80.1%) said they had never smoked a cigarette or did not smoke now and around one in ten students (13.3%) identified themselves as 'current smokers', reporting that they smoke at least *once a day, once a week or once a month*.

#### ‘Current smokers’

‘Current smokers’ were more likely to be female, Māori and from lower decile schools (16.0%, 25.2% and 19.8%, respectively). There was a higher prevalence of *daily* smoking amongst Māori and Pacific students, in particular Māori female students (19.5%, 12.4% and 28.6%, respectively).

‘Current smokers’ usually smoked at home, followed by at public places, at school, at social events and/or at a friend’s house (34.8%, 16.2%, 14.2%, 10.4% and 8.8%, respectively).

Over half of the ‘current smokers’ usually smoke *roll-your-own*-cigarettes and almost one-third usually smoked *ready-made* cigarettes (56.5% and 32.1%, respectively). ‘Current smokers’ of Māori ethnicity (67.5%) were high users of *roll-your-own*-cigarettes. Conversely, ‘current smokers’ of Pacific ethnicity (49.2%) were high users of *ready-made* cigarettes.

Most of the ‘current smokers’ preferred to smoke *regular* tobacco, close to one in five preferred *menthol*, and a smaller proportion of ‘current smokers’ preferred to smoke *light, low tar or mild* (61.9%, 22.7% and 18.6%, respectively).

‘Current smokers’ usually got their cigarettes *from friends*, from *someone else who brought them* or *they brought the cigarettes themselves* (59.8%, 45.7% and 29.8%, respectively). However, getting their cigarettes from a *parent or caregiver* or from *another adult in the family/ household* were also popular sources of cigarettes for ‘current smokers’ (24.2% and 24.1%, respectively). Getting cigarettes from *another adult in the family or household* was a usual source, particularly for Māori students (33.7%).

Diaries are the most common retail outlets where students brought their cigarettes from, followed by a service station or super market (64.0%, 31.9% and 28.4%, respectively). A high proportion of ‘current smokers’ did not purchase their cigarettes from a takeaway shop or vending machine (88.1% and 86.3%, respectively).

Although the average age of students in the survey was four years below the legal age of purchase for tobacco, around two in five ‘current smokers’ (38.2%) had not been refused tobacco because of their age in the month prior to the survey.

One-third of ‘current smokers’ (33.3%) reported that they had *not* been asked to show proof of age ID when trying to buy cigarettes in a store, in the month prior to the survey, while just over one in ten (13.2%) had been asked to show proof of age ID.

## **Attitudes and beliefs related to smoking**

### **Likelihood of smoking in the future**

The majority of students (81.3%), when asked if they would smoke a cigarette if one of their best friends offered one, said *definitely not* or *probably not*. A similar proportion (79.4%) would not smoke a cigarette at any time during the next 12 months and an even higher proportion of students (89.2%) said they would *definitely* or *probably not* smoke a cigarette five years from now.

Lower proportions of Māori and female students said they would definitely *not* smoke a cigarette if offered one by their best friend (52.4% and 57.4%, respectively) and would *definitely not* smoke in the year following the survey (52.2% and 55.2%, respectively).

Over two in three students (64.5%) said *definitely not* and almost one-quarter of students (24.7%) *probably not* when asked if they thought they would be smoking cigarettes five years from now. Lower proportions of Māori students (52.2%) reported they would *definitely not*.

The majority of students (80.1%) who had never smoked a cigarette were not susceptible to smoking initiation as they expressed a strong intention not to smoke in the future. However, the remaining one in five students were classified as being susceptible to smoking initiation in the year following the survey.

### **Beliefs about smoking harm**

The majority of students (93.7%) believe cigarettes *definitely* are or *probably* are harmful to their health. Lower proportions of students from low decile schools and Pacific students were more likely to think that smoking is *definitely* are harmful to their health (77.8% and 83.6%, respectively).

Again, the majority of students (93.2%) believe that smoke from other people's cigarettes is *definitely* are or *probably* are harmful to their health. Lower proportions of Māori and low decile students thought smoking from other people's cigarettes was *definitely* are harmful to their health (58.9% and 61.7%, respectively).

### **Perceived daily smoking prevalence among people their own age**

About half of the students (52.5%) thought about a quarter of people their own age smoke. Female students, as did Māori and Pacific students, were more likely to think a higher proportion of people their own age smoke (17.3%, 26.5% and 24.8%, respectively, thought about three-quarters of people their own age smoked daily compared with 14.4% of all students). This was also true for students from low decile schools (26.6%).

### **Attitudes towards smoking behaviour and people who smoke**

Students were asked to respond to a range of statements related to smoking and people who smoke. These statements were grouped into five areas of interest: acceptance and belonging; attractiveness and popularity; independence and uniqueness; the emotional state of people who smoke and sensory and physiological effects of smoking.

#### **Acceptance and belonging**

Overall, the majority of students did not consider smoking as a favourable factor contributing to social acceptance and belonging. Close to two-thirds of students (66.6%) agreed with the statement that *non-smokers dislike being around people who are smoking* and 73.0% of students disagreed with the statement that *smokers are more popular*. Just over a quarter of students (26.1%) agreed that *smoking helps people feel more comfortable at parties* and only 14% agreed that *smoking helps people met and talk to other people*.

However, there was a proportion of students who were unsure in their response, in particular to the following two statements – *smoking helps people feel more comfortable at parties* and

*smoking helps people meet and talk to other people* (36.3% and 33.5%, respectively) These students were more likely to be ‘never smokers’.

Despite this, there was still a proportion of students who did consider smoking to be a favourable factor contributing to social acceptance and belonging. These students were more likely to be ‘current smokers’. Also, lower proportions of Māori and Pacific students agreed that *non-smokers dislike being around people who are smoking* (70.4% and 60.3%, respectively). A higher proportion of students from low decile schools also agreed that *smokers are more popular* and *smoking helps people feel more comfortable at parties* (15.8% and 30.0%, respectively)

### **Attractiveness and popularity**

There was general agreement amongst students that *seeing someone smoking turns them off* (58.9% agreed). A high proportion of students (80.4%) disagreed with the statement that *smoking makes people look sexy*. However, when asked to respond to the statement that *smokers find it hard to get dates*, most students either did not know or disagreed (41.3% and 34.5%, respectively).

Again, lower proportions of Māori and Pacific students, and students from low decile schools were less likely to agree with the statement that *seeing someone smoking turns me off* (50.2%, 51.1% and 51.9%, respectively). A high proportion of Māori female students also disagreed with the statement that *smokers find it hard to get dates* (50.5%).

### **Independence and uniqueness**

There was general disagreement amongst students with the following two statements: *smoking shows people you can do what you want* and *smoking is something you need to try before deciding to do it or not* (69.4% and 60.1% of students, respectively, disagreed).

Overall students also *disagreed* with the following two statements - *smokers are more confident* or *smoking makes people look more grown up* (68.6% and 69.0%, respectively).

However, a higher proportion of Māori and Pacific students agreed that smoking makes people look more grown up (16.8% and 24.7%, respectively). ‘Current smokers’ were more likely to agree with the four statements, compared with students who had ‘never smoked’.

### **Emotional state of people who smoke**

Students were more likely to see smokers as being often stressed and not tough. Only 15.9% of students disagreed with the statement *smokers are often stressed* and only 5.6% of students agreed with the statement that *smokers are tough*. Around a third of students (33.7%) believe smokers are often depressed (though, it is important to note that close to two in five students did not know). Also, over three-quarters of students (77.7%) believed that *smokers who quit have something to be proud of*.

A lower proportion of female students (30.6%) agreed that *smokers are often depressed* and Māori and Pacific students were less likely to think that *smokers who quit have something to be proud of* (75.1% and 72.3%, respectively).

‘Current smokers’ are also more likely to *agree* with the statement that *smokers are tough* and more likely to *disagree* that smokers are often stressed or depressed (13.7%, 30.2% and 49.5%, respectively).

### **Sensory and physiological effects**

Close to one-quarter of students (26.0%) agreed with the statement that *smoking helps people forget their worries* and almost two in five students (38.1%) agreed that *smoking helps people relax*. Overall, 14.5% of students agreed with the statement that *smoking is enjoyable*, and over one in five students (23.0%) agreed with the statement that *smoking helps people keep their weight down*.

Female students (26.3%) were more likely to think that *smoking helps people keep their weight down* and Māori students (19.3%) were more likely to agree with the statement that *smoking is enjoyable*. ‘Current smokers’ were more likely to agree with all four statements than students who ‘never smoked’.

### **Attitudes towards restrictions on smoking and tobacco imagery**

The majority of students (89.5%) thought that smoking should not be allowed *around children at home*. Māori students (84.0%) were less likely to think that *smoking around children at home* should not be allowed.

A similar proportion of students overall (91.3%) also thought *smoking should not be allowed around children in cars or vans*, and seven in ten students (70.1%) thought that *smoking should not be allowed in movies watched by young people*. Again, Māori students (87.0%) were less likely to agree that *smoking should not be allowed around children in cars or vans*.

Close to half of the students believed that *smoking should not be allowed in pictures or advertisements in magazines or on television or in music videos watched by young people* (46.7% and 45.6%, respectively). Maori and Pacific students were less likely to think that *smoking should not be allowed in pictures or advertisements in magazines* (39.7% and 41.2%, respectively) *or be allowed on television and in music videos watched by young people* (37.6% and 46.5%, respectively).

Over one-half of the students (53.6%) agreed that a *ban on cigarette displays in shops would make children less likely to smoke*.

## Smoking cessation experience

'Current smokers' were asked to indicate whether they *ever had or felt like having a cigarette first thing in the morning*. Close to three in ten 'current smokers' (28.4%) said they *always* do, while 34.8% *sometimes* have or feel like having a cigarette first thing in the morning and close to three in ten 'current smokers' (29.0%) *do not have or feel* like having a cigarette first thing in the morning.

Close to half of 'current smoker's (47.0%) said they wanted to stop smoking at the time of the survey. However, a similar proportion (41.0%) did not. Female students and students from low decile schools were more likely to want to stop smoking at the time of the survey (55.6% and 55.1%, respectively).

In the year prior to the survey, three in five 'current smokers' (60.1%) have tried to stop smoking. Again, these were more likely to be female and students from low decile schools (69.5% and 65.7%, respectively). Around two-thirds of 'current smokers' (66.8%) believed they could stop smoking if they wanted to; however, close to a quarter (23.1%) of them did not.

Over three in five 'current smokers' (63.0%) did not use any of the identified forms of cessation support (such as getting help to stop smoking from a doctor or other health professional, from the Internet, from a friend or family/whanau member, or call the Quitline). The most common forms of cessation support for those students who did receive help to stop smoking were from friends (22.3%) or family members (13.3%).

When students were asked would it be difficult to quit, once someone has stopped smoking, just over two in five said *definitely yes* (40.7%) and over two in five (44.5%) *said probably yes*.

## Direct and indirect exposure to others's smoking

This section describes the prevalence of students who were exposed to others' smoking behaviour, the settings where students were exposed to second-hand smoke, role models who smoke, and depictions of smoking/tobacco in the media.

### Significant others who smoke

Around a quarter of the students (23.3%) reported that none of the people on the list smoked. This list included, teacher at school, their best friend, other close friends, and family members, such as father, mother, grandparents, older brother and sister. In contrast, 44.7% said they had close friends other than their best friend who smoked and around one in five students (20.8%) identified their best friend smoked. Around a quarter of students identified either their mother or father smoked (26.0% and 26.3%, respectively), and one in five

students (20.7%) reported their grandparents. Similar proportions of either elder brother or sister smoked (19.2% and 16.1%, respectively).

A higher proportion of Māori students, 'current smokers' and students from low decile schools reported that friends and members of their whānau smoke for nearly every response option.

### **Exposure to other's smoking in the home**

Two-thirds of the students reported that there were *no* days when people had smoked around them in their home in the week prior to the survey. The remaining third of the students reported at least one day when someone had smoked around them in their home.

A higher proportion of Māori and Pacific students, 'current smokers' and students from low decile schools reported at least one day when someone had smoked around them in their home (56.0%, 47.7% and 72.0% , respectively).

### **Who smoked in the home**

Of the students who reported at least one day when someone had smoked around them in their home, it was most likely to be the mother or father who had smoked around them (46.1% and 35.6%, respectively). Friends (both close and best friends) were reported by just over a third (34.3%) of these students.

A higher proportion of Māori students also reported that their mothers, grandparents, older brothers and sisters smoked around them in their home (56.0%, 18.4%, 30.1% and 27.4, respectively).

### **Rules about smoking inside and outside the home**

Most students (82.9%) reported that smoking was allowed *nowhere* inside their home. A higher proportion of non-Māori students reported that smoking was allowed *nowhere* inside their home, compared with Māori students (86.2% and 71.1%, respectively).

For outside areas of the home setting, 55.1% of students reported that smoking was allowed *anywhere outside* their home. A higher proportion of Pacific and New Zealand European/Pākehā students reported that smoking was *not allowed* anywhere outside, compared with Māori students (26.0%, 37.7% and 13.9%, respectively).

## **Exposure to others' smoking in cars or vans**

Just over a quarter of students (26.8%) reported that someone had smoked in their presence while travelling in cars or vans in the seven days prior to the survey.

Māori and Pacific students, students from low decile schools and 'current smokers' were more likely to report they had travelled in a car or van while someone smoked in the seven days prior to the survey (45.9%, 35.1%, 39.5% and 65.5%, respectively).

Almost two-thirds of students (63.0%) reported that people had smoked around them in places other than in their home. Male and New Zealand European/Pākehā students, along with students who had never smoked were more likely report that they had not been exposed to second-hand smoke in places other than in their home (41.3%, 40.8% and 48.6%, respectively).

## **Celebrity role models who smoke**

Close to three in ten students (29.7%) said their favourite musician smoked and around a quarter of students (23.9%) reported their favourite actress/actor smoked. A higher proportion of Māori students could report their favourite musician smoked than non-Māori students (37.0% and 27.7%, respectively).

## **Depictions of smoking in the media**

Close to nine in ten students (87.4%) reported seeing people smoking or a cigarette brand on television either *a lot* or *sometimes*. A higher proportion of Māori and Pacific students could report seeing smoking or a cigarette brand on television *a lot*, when compared with non-Māori students (39.1%, 41.6% and 23.8%, respectively). This was also true for students from low and mid decile schools when compared with students from high decile schools (37.9%, 28.8% and 21.1%, respectively).

Around three in five students (61.6%) reported seeing or reading about people smoking in newspapers or magazines either *a lot* or *sometimes*. A higher proportion of 'current smokers' reported seeing or reading about people smoking in the print media *alot*, compared with those students who had never smoked (46.4% and 20.0%, respectively).

## Smoking-related health promotion messages

This section describes the prevalence of students reporting that they were taught in any of their classes during the school year about the dangers of smoking tobacco. It also presents the awareness of students of smoking-related health promotion campaigns, brands, messages and attendance at such events, as well as students' awareness of cessation services and graphic picture warnings on tobacco packaging.

### Tobacco smoking-related education in school

Close to two-thirds of students (65.0%) said they had been taught in class during the 2008 school year about *the dangers of smoking tobacco* and 45.3% also said they had discussed in class *the reasons why people their age smoke*.

### Smokefree events and Auahi Kore messages

Students were presented with a list of smoking-related health promotion campaigns and events, and were asked to select those that they had heard of, and/or attended or taken part in.

Almost all students (96.2%) had heard of Smokefree. Almost four in ten students (38.2%) had heard of Auahi Kore, and seven in ten Māori students (69.0%) had heard of Auahi Kore.

Almost one-fifth of all students (19.8%) had attended or taken part in Smokefree Rockquest, and a higher proportion of Māori students had done so, compared with non-Māori students. Almost one in ten students (9.4%) had attended or taken part in Smokefree Pacifica Beats.

A high proportion of Māori students (78.3%) had seen Auahi Kore messages at events in the past year. Around one in five Māori students (18.6%) had *talked to friends or whānau about the Auahi Kore messages*, while around two in five of them (39.5%) had *been put off smoking*, and three in ten reported that it had led to some young people they know to try and quit smoking. Over a third of Māori students (36.5%) reported the *seeing or hearing the messages makes the message more relevant to people like them*.

### Smoking *not* our future campaign

Almost all the students (95.3%) had seen Smoking *not* our future advertisements or messages in the last year. The majority of students (79.7%) agreed that the ads and messages gave *some good reasons not to smoke* and there was also agreement by around two thirds of the students (65.0%) that the ads and messages *makes smoking seem less cool*.

One in five of the students (20.3%) had *talked to friends about the ads or messages* and nearly a quarter of them (23.2%) reported that it had *led to some young people they know to try and quit smoking*. Close to two in five students (56.5%) reported the ads or messages *had put them off smoking*.

### **Smokefree cars campaign**

Almost all the students (95.2%) had seen Smokefree car advertisements or messages in the past six months. Over half the students (55.1%) reported the ads had *put them off smoking* and just under one in five (17.7%) had *talked to family and whanau about the ads or messages*.

### **Cessation services and graphic warning on tobacco packaging**

Over two-thirds of all students (69.1%) had heard of Quit/Me Mutu, and a higher proportion of Māori students had heard of Quit/Me Mutu, compared with non-Māori students. Almost three-quarters of all 'current smokers' (72.6%) had heard of Quit/Me Mutu.

A high proportion of students (80.3%) had seen the picture warning labels on tobacco packaging in the past month. A similar proportion of students (82.2%) reported that *these warnings had made them think about health risks of smoking*, as did around six in ten current smokers (57.8%). Just over seven in ten (71.2%) reported that had *put them off smoking*, including around a quarter of 'current smokers' (26.9%).

## **Youth culture**

Basketball, soccer, graphics, touch rugby and volleyball were the top five activities students were interested and/or participated in overall (44.1%, 37.0%, 36.7%, 35.6% and 35.5%, respectively). Female students were also interested/ participated in netball, photography and dance (55.6%, 48.4% and 42.9%, respectively); where as male students were interested/ participated in rugby union, extreme sports and rugby league (46.8%, 42.5% and 41.9% respectively).

The top three types of music that most students reported they listened to were pop/rock, hip/hop/urban/Pacifika/rap, followed by electronic (71.7%, 64.8% and 46.0%, respectively). Nearly all of the students (94.4%) watched television, with 24.5% of all students most commonly watching more than four hours of television on an average weekday. Music, comedy shows, sports, soap operas, cartoons and current affairs being the most commonly viewed programmes (72.2%, 59.2%, 58.6%, 57.0%, 56.6% and 53.9%, respectively).

Very few students (1.8%) did not use the Internet, with students (58.7%) most commonly reporting that they use the Internet at least once a day. The most common reasons for using

the Internet was for social networking sites (64.7%), downloading music (61.4%), email and looking for information for school (59.4% and 54.7%, respectively). Most students used the Internet either at home or at school (88.4% and 65.1% respectively).

Almost all students (91.2%) reported owning a cell-phone and close to two in five of them (38.7%) send 100 or more text messages on an average weekday.

## **Connectedness – parents, family, school and peers**

This section presents the findings from several questions that measured students' sense of connectedness with parents, family/whanau, schools and their peers.

### **Parenting style**

Close to three in five students (57.2%) reported that their *parents or caregivers had set rules about not smoking cigarettes/tobacco* and around four in five (80.7%) reported that their *parents/caregivers would be upset if they were caught smoking cigarettes/tobacco*.

Again, a high proportion of students (ranging from around two-thirds to just over three-quarters of students) reported that their parents/caregivers *know about (their) school life* (75.8%), *know what (they) spend their pocket money on* (65.8%) and *know where (they) are when away from home* (73.2%). Likewise, a high proportion of students reported that their parents or caregivers *have rules about when they go out with friends* (57.3%) and that they *would get into trouble if they break any important rules that have been set* (67.9%).

Māori students, students from low decile schools and 'current smokers' overall, reported consistently lower levels of parental connectedness for most of the indicators used, compared with their respective counterparts (that is non-Māori, students from mid to high decile schools and students who had never smoked).

### **Family connectedness**

Over half of the students (54.6%) reported that, for their family/whanau, spending time together was important and around two in five students (40.6%) reported that their family/whānau liked spending time together. Similarly, close to two in five students (43.8%) said their family can easily think of things to do together as a family, and close to half of the students (49.4%) said their family/whānau ask each other for help.

Pacific students consistently reported higher levels of family/whānau connectedness across each of the statements, compared with Māori and New Zealand European/Pākehā students. 'Current smokers' consistently reported lower levels of family/whānau connectedness, when compared with 'never smokers'.

## School connectedness

Overall, close to seven in ten students (71.6%) *agree* that *teachers treated them with as much respect as other students* and over three-quarters of them (75.5%) *agree* that *adults trusted them with responsibility*. Close to four in five of students (79.3%) *agree* that *adults in schools gave them opportunities to make decisions* themselves. ‘Current smokers’ and Māori students were less likely to report that adults trusted them with responsibility (51.4% and 69.7%, respectively).

Over half of the students (54.1%) felt proud about their school/kura and close to three in five students (59.5%) liked going to school/kura. Pacific students were more likely to feel proud about their school/kura, compared with Māori and New Zealand European/Pākehā students (32.0%, 15.7% and 12.0%, respectively). Again, Pacific students were more likely to like going to their school/kura, compared with Māori and New Zealand European/Pākehā (31.6%, 15.2% and 12.8%, respectively). ‘Current smokers’ were less likely to be proud of their school/kura or liked going (40.6% were not proud of their school/kura and 45.8% did not like going).

Around two-thirds of students (67.0%) plan to leave school in Year 13, the final year of secondary school. However, around one in five students (20.7%) said they would leave earlier.

Overall, close to a third of students (32.4%) rated their performance at school as better than average compared with the average student in their year, and close to half (47.0%) rated it as average. ‘Current smokers’ and Māori students were more likely to rate their performance as average (52.9% and 53.5%, respectively).

## Peer connectedness

There was a high level of peer connectedness amongst students. Nearly all the students agreed that *they help each other out* (94.0%) and *they are accepted for who they are amongst their friends* (91.0%). Close to four in five students (78.9%) said they *can trust their friends with personal problems*.

## Awareness of, and attitudes towards, the tobacco industry

### Legitimacy of the tobacco industry

Close to half of the students (48.2%) *support government laws that control what tobacco companies do*. However, just over a third (34.6%) did not know. Overall, Māori students, students from low decile schools and ‘current smokers’ did not believe that *government laws should control what tobacco companies do* (24.5%, 21.2% and 40.6%, respectively, disagreed with this statement).

### Trust in the tobacco industry

Just over two in five students (43.1%) said they *would trust what tobacco companies say about the harmful/health effects of smoking*. However, three in ten students (30.2%) did not know. Overall, female students and students from low decile schools were more likely to trust what tobacco companies say (47.0% and 48.1%, respectively, agreed with this statement).

Close to two-thirds of students (64.1%) would not believe it *if a tobacco company said they had made a safer cigarette*. However, close to a quarter of students did not know (25.3%). Māori and Pacific students were more likely to be answer *don’t know* (30.8% and 31.0%, respectively). ‘Current smokers’ were more likely to trust tobacco companies, when compared with students who never smoked (26.5% and 6.0%, respectively, agreed with this statement).

### Industry responsibility

Students were divided over whether *tobacco companies are responsible for people starting smoking* - 43.8% agreed, 31% disagreed and 25.2% did not know. ‘Current smokers’ were more likely to disagree (46.7% disagreed).

They were also divided over whether *tobacco companies try and get young people to start smoking* - 37.2% agreed, 29.1% disagreed and 33.7% did not know. ‘Current smokers’ were more likely not to believe that tobacco companies try to get young people to start smoking (50.2% disagreed).

### Allowed to sell tobacco products at dairy checkout

Over half the students (53.1%) agreed that tobacco companies should not be allowed to sell their products in the dairy at the checkout. Close to one in five (21.1%) disagreed with this. Non-Māori students, students from high decile schools and students who had never smoked were more likely to agree that tobacco companies should not be allowed to sell their products at dairy checkouts (39.3%, 57.8% and 63.3%, respectively, agreed).

## Comparisons between 2006 and 2008

The following section highlights the significant findings in students' reporting between YIS conducted in 2006 and 2008.

### Current tobacco smoking behaviour

A smaller proportion of Year 10 students in 2008 than in 2006 reported they had ever smoked a cigarette, even just one or two puffs (44.0% and 49.7%, respectively). There was also a smaller proportion of students who had ever smoked a cigarette before the age of 10 years in 2008 than in 2006 (17.2% and 22.6%, respectively).

A higher proportion of 'current smokers' in 2008 were obtaining their cigarettes from a liquor store/hotel than in 2006 (24.7% and 14.0%, respectively).

Overall, there was no difference across the frequency of smoking at the time of the survey, the setting for smoking behaviour, and the usual cigarette type preferred between the 2006 and 2008 surveys.

### Attitudes and beliefs related to smoking

A higher proportion of students in 2008 than in 2006 would *not* smoke a cigarette if offered one by their best friend (62.9% and 55.9%, respectively). This was particularly true for, Māori students (from 42.6% in 2006 to 52.4% in 2008).

Similarly, there has been an increase in the number of students who would *definitely not* smoke in the year following the survey (52.8% in 2006 to 60.8% in 2008). Māori students showed an increase in their belief they were not going to smoke in the year after the survey (from 37.0% in 2006 to 52.2% in 2008).

Students' long term intention not to smoke also increased between 2006 and 2008, with 64.5% of students in 2008 saying they would *definitely not* be smoking five years from the time of the survey, compared with 55.7% in 2006. Again, it was Māori students who experienced a sizeable increase in the proportion saying they would *definitely not* smoke cigarettes five years from the time of the survey (from 40.7% in 2006 to 54.3% in 2008).

Students' perceptions of smoking as being harmful to their health, both directly and through others' smoking, remained at similar high levels between 2006 and 2008. Around nine in ten (90.9%) in 2006 and 86.2% in 2008 of students believed smoking directly is harmful to their health and 71.5% in 2006 and 65.5% in 2008 of students believed others' smoking is harmful to their health.

A higher proportion of students disagree that *smoking helps people feel more comfortable at parties* in 2008 than in 2006 (37.6% and 31.4%, respectively). A higher proportion of students in 2008 also report *seeing someone smoking turns them off* (58.9% in 2008 compared with 53.9% in 2006).

There was a reduction in the proportion of students who thought *smoking is something you need to try before deciding to do it or not* between 2006 and 2008 (25.9% and 20.3%, respectively). A higher proportion of students in 2008 than in 2006 believed that *smokers are often more stressed* (55.9% and 44.9%, respectively). However, students in 2008 were less likely to believe that *smoking helps people relax* (44.5% in 2006 compared with 38.1% in 2008). The proportion of students who disagreed with the statement that *smoking is enjoyable* increased (50.0% in 2006 to 55.6% in 2008).

## **Smoking cessation experience**

Overall, there was no differences to students' smoking dependence, their attitudes towards and experiences of stopping smoking and where there source of support was for cessation attempts.

## **Direct and indirect exposure to others' smoking**

Overall, there was no change between surveys in relation to where smoking was allowed in their house, students' exposure to others smoking in cars or vans or their exposure to people smoking in other places other than their homes. However, for outside areas of the home, there was an increase in the proportion of students in 2008 reporting that smoking was allowed nowhere outside, when compared with 2006 (32.6% and 27.8%, respectively).

The proportion of students, who were certain that their favourite musician or actor/actress did smoke, reduced between the two surveys, from 36.2% in 2006 to 29.7% in 2008. However, there was an increase in the proportion of students between 2006 and 2008 who had seen *people smoking or cigarette brands on television a lot* in the last month prior to the survey (from 21.3% in 2006 to 28.7% in 2008).

## **Smoking-related health promotion messages**

Overall, the only change there was between the 2006 and 2008 surveys was an increase in the proportion of Year 10 students having heard of Auahi Kore brand (31.2% and 38.2%, respectively).

## **Youth culture**

A higher proportion of students in 2008 watched television for more than four hours on an average weekday than in 2006 (24.5% and 20.4%, respectively). This was particularly true also for Māori students (36.5% and 27.2%, respectively) and 'current smokers' (42.9% and 27.9%, respectively).

There was also an increase in the proportion of students using the Internet at least once a day (from 51.1% in 2006 to 58.7% in 2008). This was particularly true also for Pacific students (from 40.9% in 2006 to 52.2% in 2008). A higher proportion of students in 2008 also reported that used the Internet at a friend's house than in 2006 (41.0% and 33.4%, respectively).

While cell phone ownership did not change between 2006 and 2008, the level of text messaging did, with a higher number of students reporting that they sent 100 or more text messages on an average weekday (from 20.0% in 2006 to 38.7% in 2008). Among both Māori and Pacific students the increase in the proportion of sending text messages was particularly large (for Māori students it went from 41.2% in 2006 to 54.0% in 2008 and for Pacific students it went from 24.1% in 2006 to 41.8% in 2008).

## **Connectedness – parents, family, schools and peers**

There was no overall change between the two surveys in regard to parental or school connectedness. The peer and family/whanau connectedness measures were only asked of students in 2008, therefore, a comparison was not possible.

## **Awareness of, and attitudes towards, the tobacco industry**

A smaller proportion of students in 2008 than in 2006 would trust what tobacco companies say about harmful/health effects of smoking (47.6% in 2006 and 43.1% in 2008) and a higher proportion of students in 2008 believed that tobacco companies are responsible for people starting to smoke (38.7% in 2006 compared with 43.8% in 2008).

## Concluding comments

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The 2008 YIS provides comprehensive information on many of the factors involved in the cessation and reducing smoking initiation among young people in New Zealand. This report has explored several key areas of interest in-depth including: students' behaviour and circumstances, such as prevalent attitudes and beliefs related to smoking, exposure to role models who smoke, and second-hand smoke, their own experience with smoking behaviour, along with access to tobacco and settings for smoking behaviour.

The social environment of young people in New Zealand, particularly youth 'culture', sport and extra-curricular activities, media use and different levels of social connectedness was also explored. Analysis by gender, ethnicity, SES, and smoking status where applicable, was included and the key findings have been presented in the preceding sections of the report.

Some of the key overall changes between the 2006 and 2008 surveys are encouraging, in particular in relation to some of the key indicators of students' behaviour and their attitudes and beliefs towards smoking.

A smaller proportion of Year 10 students in 2008 have reported ever smoking a cigarette or have ever smoked before the age of ten years of age. A higher proportion of students (including Māori students) would not smoke a cigarette if offered one by their best friend and would definitely not smoke the year after or five years following the survey. Overall, there seems to be a reduction in the perception that smoking fosters acceptance and belonging among youth and a higher proportion reported that seeing someone smoking turns them off and that they are less likely to agree that smoking is enjoyable or it helps people relax. Students are also less likely to believe that smokers are tough and more likely to see smokers as often being more stressed. Fewer students would trust what tobacco companies say about harmful/health effects of smoking.

However, there has been no change across the frequency of smoking or the setting for smoking behaviour. There also has been an increase in the proportion of 'current smokers' sourcing their cigarettes from liquor store/hotel or a super market.

There also has not been any change overall in relation to where smoking was allowed inside their home, although there was an increase in the proportion of students who reported smoking was not allowed nowhere outside the home. Nor has there been any change to students' exposure to others smoking in cars or vans or their exposure to people smoking in places other than in their own homes.

Students' perceptions of smoking as being harmful to their health, both directly and through others' smoking, remained at similar high levels.

The repeat of the YIS in 2010, as part of the NZYTM, will continue to collect information about the students' social environment and to identify any further changes to their behaviour and circumstances. This information will continue to help guide public health and policy direction, and further improve tobacco control strategies and health promotion to reduce cessation smoking initiation among youth in New Zealand.

## Limitations

The YIS was conducted with a sample of school students. School-based surveys have a common limitation in not representing all young people in an area or country, and the findings for students in Year 10 cannot be generalised to all 14 and 15-year-olds in New Zealand. This limitation is especially challenging for health-related surveys where those young people with high health needs are more likely to be absent from school on any given day. However, the advantage of reaching a large number of young people, and the logistical benefits of administering surveys in a school setting, has led to most youth surveys using this approach.

Large-scale health and social research is common in New Zealand, and schools are often recruited for surveys with young people. The YIS achieved an overall response rate of around 68.3%. Information on the importance of this survey, as an ongoing monitoring initiative, was provided to schools and will be highlighted further in future surveys to improve response rates.

Students' self-reported smoking behaviour was not validated against an observational or scientific measure. Again, this limitation is present in almost all smoking-related survey. It is often inappropriate, impractical or cost-prohibitive to perform validation of health behaviours, although studies have been conducted with young people using chemical testing for cotinine. Assurances of confidentiality and anonymity were made during survey administration to manage this limitation and encourage honest responses to questions.

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