

Awareness of the 'Smokefree 2025' goal

Background

In 2011, the Government announced an aspirational goal for New Zealand to be smokefree by 2025 (often referred to as 'Smokefree 2025'), with the aim to lower smoking prevalence to less than 5% and reduce tobacco availability.¹ For this goal to be achieved, effective tobacco control initiatives are required to prevent smoking uptake, as well as to support and encourage current smokers to quit.¹

The Health Promotion Agency's (HPA's) Health and Lifestyles Survey (HLS) provides insight into New Zealanders' tobacco-related behaviours and attitudes, including their awareness of the Government's goal for reducing the smoking prevalence to less than 5% by 2025. In the 2012 HLS, 43% of respondents reported that they were aware of the national goal.² The same question was repeated in 2014, and the findings are presented in this factsheet.

Methodology

In 2014, all respondents were asked: "Are you aware that the Government wants New Zealand smoking rates reduced to less than 5% by 2025?" (Yes/ No/ Don't know), referred to as 'the goal' below. Responses were examined by ethnicity, neighbourhood deprivation, age, gender and educational background. (See the 'About the Health and Lifestyles Survey' section for the relevant comparison groups).

When looking at differences by gender, age, ethnicity, we controlled for smoking status. This means that we have taken into account the respondent's own smoking status

to ensure that any difference found is not in fact due to whether or not they smoke. Only statistically significant ($p < .05$) differences between groups are reported.

Results

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Responses were evenly split with around one-half (48%, 44%-51%) of respondents said that they were aware of the goal, while the other one-half (50%, 46-53%) answered 'no'. Remaining respondents said they 'don't know' (3%, 1-4%).

Awareness of the goal only varied by smoking status, not by any other variables indicated above. Specifically, current smokers (56%) were more likely to be aware of the goal, compared with never smokers (45%).

Key points

- In 2014, half of the respondents were aware of the Smokefree 2025 goal.
- Current smokers (56%) were more likely to be aware of the goal, compared with never smokers (45%).
- Awareness of the goal did not differ by ethnicity, neighbourhood deprivation, age, gender or educational background.

¹ The New Zealand Government (2011). *Government Response to the Report of the Māori Affairs Committee on its Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori. Final Response*. Presented to the House of Representatives in accordance with Standing Order 248. Wellington: the New Zealand Government.

² Li, J., & Newcombe, R. (2013). *Awareness of 'Smokefree 2025' and opinions about government's role* [In Fact]. Wellington: Health Promotion Agency Research and Evaluation Unit.

About the Health and Lifestyles Survey (HLS)

- The HLS is a nationwide in-home face-to-face survey conducted every two years since 2008.
- The 2014 HLS consisted of a sample of 2,594 New Zealanders aged 15 years and over, who provided information about their health behaviours and attitudes relating to tobacco, sun safety, healthy eating, gambling, alcohol, exercise, immunisation, mental health, breast feeding, and cancer screening. The response rate was 73.2%.
- The 2014 HLS sample included 1420 European/Other people, 564 Māori, 393 Pacific people, and 217 Asian people (prioritised ethnicity).
- The data have been adjusted (weighted) according to 2013 Census data to ensure they are representative of the New Zealand population.
- For this analysis, jack-knife proportions and associated 95% confidence intervals were calculated first. Logistic regression was then used to compare responses between groups. The significance level was set to $\alpha=0.05$.
- Comparison groups for these analyses were as follows:
 - Ethnicity (Māori, Pacific and Asian, compared with European/Other)
 - Neighbourhood deprivation status (New Zealand Deprivation Index 8 to 10 and 4 to 7, compared with New Zealand Deprivation Index 1 to 3)
 - Age (25 to 34, 35 to 54, 55+ years, compared to 15 to 24-year-olds)
 - Gender (males, compared with females)
 - Educational background (no formal qualification, secondary school and trade certificate/professional/diploma, compared with degree/postgraduate)
 - Smoking status (never and ex-smokers, compared to current smokers).
- A full description of the 2014 HLS methodology and further HLS publications can be found online at www.hpa.org.nz/research-library/research-publications.

Citation

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About the HPA

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