

## Perceived access to tobacco Youth Insights Survey 2010

### Background

The Health Sponsorship Council's (HSC's) Youth Insights Survey (YIS) monitors the broad spectrum of risk and protective factors that relate to the number of young people taking up smoking. Access to tobacco is recognised as one of the environmental risk factors for youth smoking initiation. To understand the picture of young people's perceived access to tobacco, in the 2010 YIS respondents were asked whether they thought they could get tobacco from anyone in their family/whānau or home, and from any of their friends.

### Overview of key findings

- Young people were less likely to think that they could get tobacco from family than from friends. Around seven in 10 responded that they definitely could not get tobacco from family, while around three in 10 responded that they definitely could not get tobacco from friends.
- Those who had never tried smoking, compared with those who were current smokers, were more likely to respond that they definitely could not get tobacco from family and friends. Of never smokers, those who were not susceptible to start smoking in the future, compared with those who were susceptible, were more likely to respond that they definitely could not get tobacco from family and friends.
- Non-Māori, compared with Māori, were more likely to respond that they definitely could not get tobacco from family, and this difference was not due to differences in smoking status or family smoking status.
- Non-Māori, compared with Māori, were also more likely to respond that they definitely could

not get tobacco from friends. However, this difference was due to lower rates of smoking and lower rates of friends' smoking among non-Māori, rather than ethnicity per se.

- There were no differences by gender or socio-economic status in perceived access to tobacco from family and friends.

Further information on youth access to tobacco can be found at [www.hsc.org.nz/researchpublications.html](http://www.hsc.org.nz/researchpublications.html).

### Methodology

Respondents were asked, **if you wanted to, do you think you could get any cigarettes/tobacco from:**

- **Anyone in your family/whānau, or from your home?**
- **Any of your friends?**

Response options 'definitely not', 'probably not', 'probably yes', and 'definitely yes' are shown in Figure 1 for both questions. Statistically significant differences ( $p < .05$ ) in 'definitely not' responses are then reported by:

- Smoking status (current smokers, compared with never smokers).
- Smoking susceptibility (non-susceptible never smokers, compared with susceptible never smokers).
- Ethnicity (Māori, compared with non-Māori)
- Gender (females, compared with males).
- School decile (low: decile 1-3; mid: decile 4-7; compared with high: decile 8-10).

## Perceived access to tobacco Youth Insights Survey 2010 (continued)

### Detailed findings

#### Perceived access from family/whānau or from the home

Respondents who were more likely to answer 'definitely not' were:

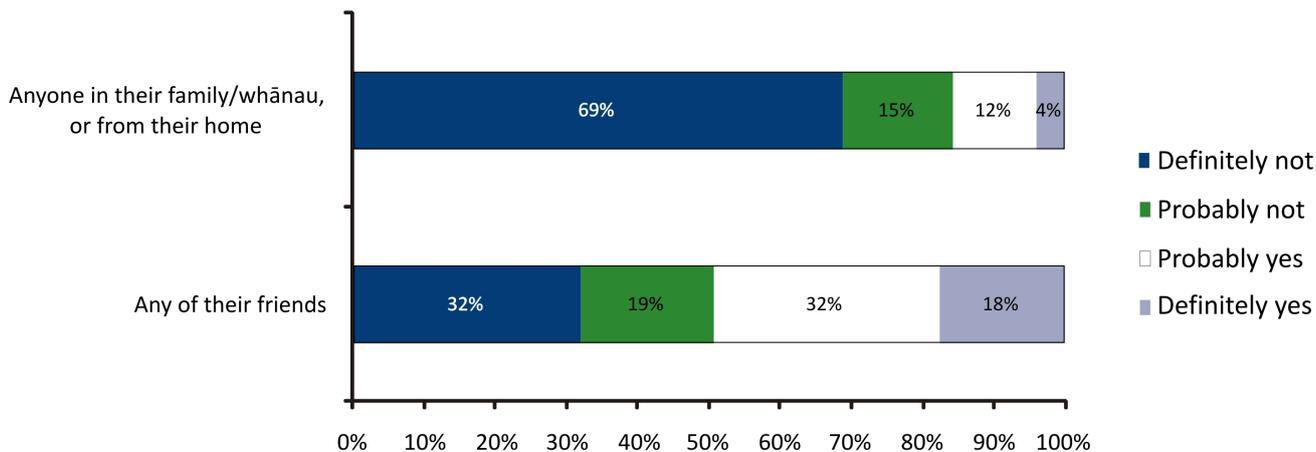
- Never smokers (83%), compared with current smokers (27%).
- Non-susceptible never smokers (88%), compared with susceptible never smokers (62%).
- Non-Māori (73%), compared with Māori (54%). This was still significant when controlling for smoking status and family smoking status.

#### Perceived access from friends

Respondents who were more likely to answer 'definitely not' were:

- Never smokers (45%), compared with current smokers (1%).
- Non-susceptible never smokers (53%), compared with susceptible never smokers (15%).
- Non-Māori (34%), compared with Māori (24%). This was not significant, however, when controlling for smoking status and peer smoking status.

Figure 1: Percentage of respondents who thought that if they wanted to, they could get cigarettes/tobacco from anyone in their family/whānau or from their home, and from any of their friends



## Perceived access to tobacco Youth Insights Survey 2010 (continued)

### About the Survey

- The YIS survey forms part of the New Zealand Youth Tobacco Monitor (NZYTM), a collaborative effort by HSC and Action on Smoking and Health (ASH).
- The YIS is a nationwide paper-based survey conducted in schools every two years, first carried out in its current form in 2006.
- The YIS collects data on smoking-related knowledge, attitudes, and behaviour, as well as data on students' interests, lifestyles, activities, and media use, and responses to tobacco control initiatives. It monitors the broad spectrum of risk and protective factors that relate to smoking uptake among young people.
- The 2010 YIS was conducted with a sample of 3,197 Year 10 students (14- to 15-year-olds). The school-level response rate was 79%, the student level response rate 85%, and the overall response rate was 65%. The sample included 1,708 NZ European, 639 Māori, 332 Pacific, 337 Asian people and 158 people of 'Other' (not reported here) ethnicity (prioritised ethnicity).
- The data have been adjusted (weighted) to ensure they are representative of the population of Year 10 school students.
- For this analysis, proportions and 95% confidence intervals were produced. Odds ratios were undertaken to compare responses between groups. The significance level used for statistical analyses was set to  $\alpha=.05$ .
- A full description of the 2010 YIS methodology and further YIS publications can be found at [www.hsc.org.nz/researchpublications.html](http://www.hsc.org.nz/researchpublications.html).

#### About the HSC

The HSC is a crown entity that uses health promotion initiatives to promote health and encourage healthy lifestyles, with a long-term focus on reducing the social, financial and health costs of a number of health behaviours.

#### Citation

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