

## Where are young smokers accessing and buying tobacco from? 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 who take up smoking. Access to tobacco is recognised as one of the environmental risk factors for young people taking up smoking. As well as directly communicating with young people, tobacco control activities should also communicate with key audiences who can ultimately influence young people, such as friends, parent/caregivers, and their wider family/whānau.

To understand the picture of youth access to tobacco, particularly from friends, parent/caregivers, and family/whānau, in the HSC's 2010 YIS, respondents were asked where they got their cigarettes from. Respondents were also asked where and how often they bought tobacco from commercial outlets.

### Methodology

All respondents were asked **during the past 30 days (one month), from which of these places did you get your own cigarettes?** Respondents could give multiple responses from a list of sources shown in Figure 1. Responses for all sources (excluding 'I did not get any cigarettes in the past 30 days') were then compared by ethnicity, gender, parent/caregiver smoking status and family/whānau smoking status (where appropriate) ( $p < .05$ ).

Respondents were also asked **which places did you buy cigarettes from in the past 30 days (one month)?** The following commercial outlets were listed: dairy, liquor store/hotel, service

station, supermarket, takeaway shop, vending machine, and 'other' shop. The percentage of respondents who answered 'once', '2-3 times', '4 times or more' and 'never' is presented in Figure 2 for each commercial outlet. Response options 'once', '2-3 times' and '4 times or more' were aggregated and compared by ethnicity, parent/caregiver smoking status and gender. There were no significant differences ( $p < .05$ ).

For both questions, responses are shown for current smokers ( $n=301$ ).

### Detailed findings

#### *Where are young smokers getting tobacco from?*

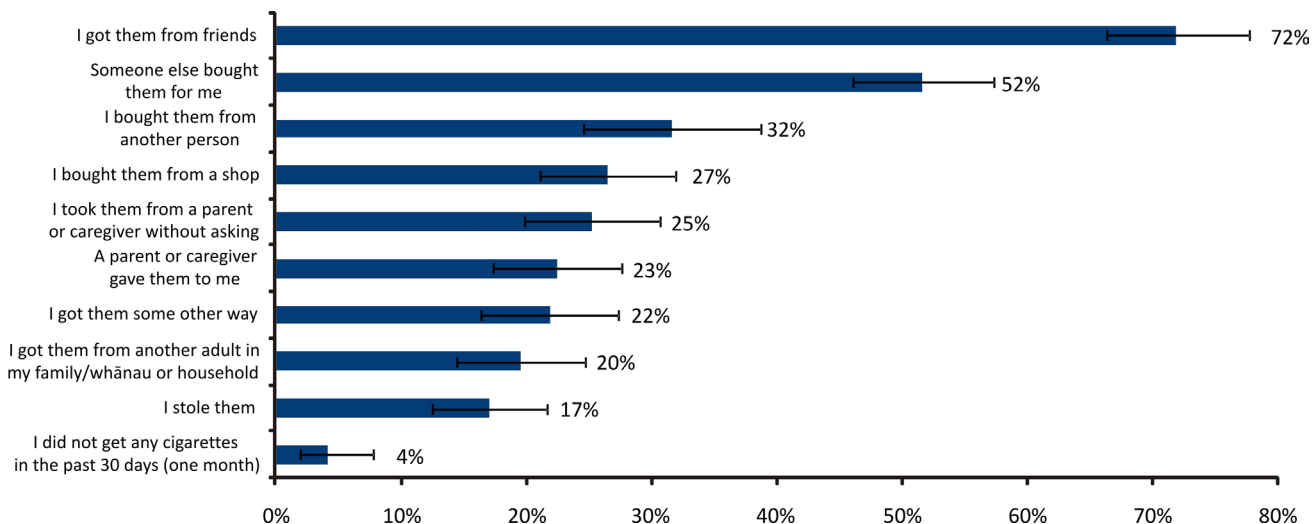
The percentage of current smokers who said they accessed tobacco from each source in the past month is shown in Figure 1 (page 2).

There were no ethnicity or gender differences for any of the sources of tobacco. There were, however, some differences by parent/caregiver smoking status, and family smoking status, as follows:

- Current smokers who indicated that both of their parents smoked were more than twice as likely (41%) to say that their parents or caregivers gave them cigarettes, compared with current smokers who had indicated that one of their parents smoked (21%).
- Current smokers who indicated that at least two of their family members smoked were more than twice as likely (27%) to say that they got cigarettes from another adult in their family/whānau or household, compared with current smokers who had indicated that one of their family members smoked (12%).

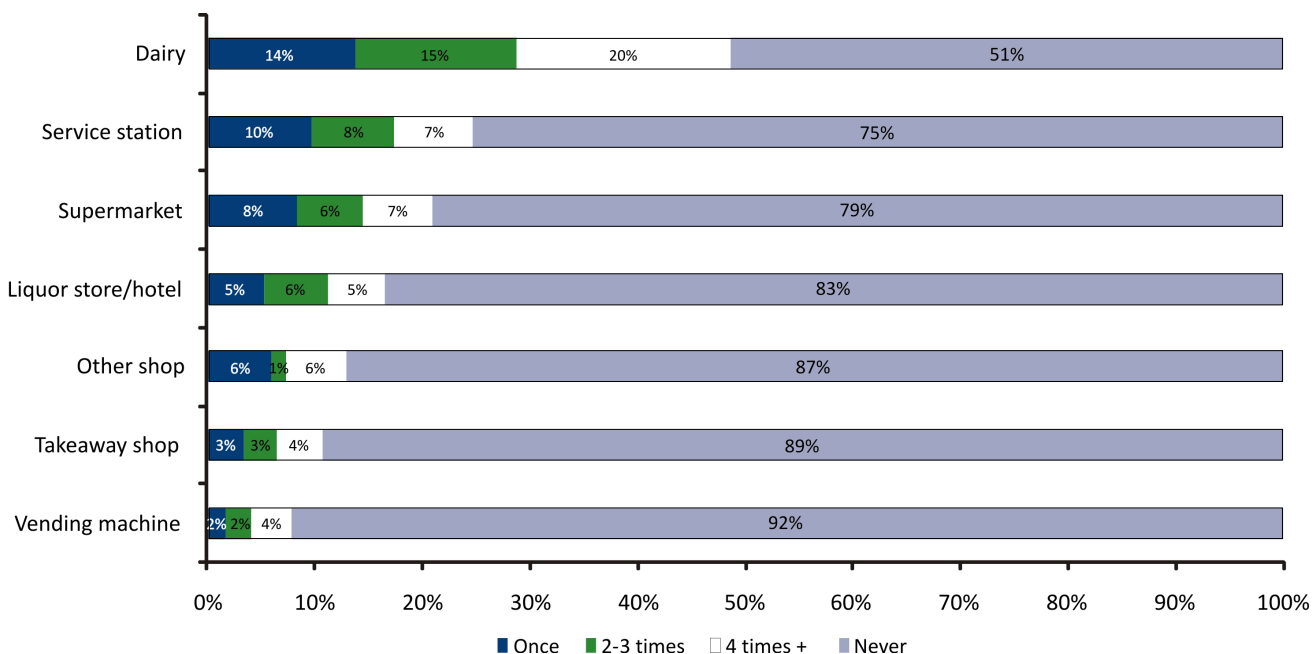
## Where are young smokers accessing and buying tobacco from? Youth Insights Survey 2010 (continued)

Figure 1: Percentage of current smokers who said they accessed tobacco from each source in the past month



### Which commercial outlets are young smokers buying tobacco from?

Figure 2: Percentage of current smokers who bought cigarettes from each commercial outlet in the past month



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## 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' 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  $\alpha=.05$ .
- Comparison groups for these analyses were as follows:
  - Ethnicity (Māori, compared with non-Māori).
  - Gender (females, compared with males).
  - Parent/caregiver smoking status (those who had indicated that both of their parents smoked, compared with those who had indicated that one parent smoked).
  - Family smoking status (those who had indicated that two of 'father', 'mother', 'grandparent/s', 'other caregiver eg., step father or mother, foster parents', 'older brother(s)' and 'older sister(s)' smoked, compared with those who had indicated that one of those people smoked).
  - 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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