

## Young people's exposure to and attitudes toward point of sale tobacco displays

### Background

In 2011 the New Zealand Government amended the Smoke-free Environments Act 1990 to prohibit the display of tobacco products at any sales outlet. The provision came into force on 23 July 2012 and requires sellers of tobacco to ensure that tobacco products are not visible to the public, either inside or outside their premises, except to the extent necessary to deliver it to the customer or to the retail premises.

The Health Promotion Agency's (HPA's) Youth Insights Survey (YIS) monitors Year 10 students' behaviours, attitudes and knowledge on a range of tobacco-related topics, including point of sale tobacco displays. The 2012 YIS was in the field between May and June 2012, and so was conducted before the display ban came into effect. This provides a baseline measure to monitor the impacts of the policy change on young people's exposure to and attitudes towards point of sale tobacco displays.

### Methodology

Participants in the 2012 YIS were asked about whether they had seen cigarette or tobacco packs being displayed in shops as well as whether or not they agreed with a ban on such displays. Findings are reported by smoking status, ethnicity, gender, and school decile status where the differences between groups are statistically significant ( $p < .05$ ). When looking at the differences by ethnicity, gender or school decile status, we have controlled for smoking status. This means that we take into account whether or not a respondent smokes to ensure that any differences found by ethnicity, gender or school decile status are not in fact due to smoking status.

Further analysis was undertaken to determine changes over time in attitudes towards a point of sale tobacco displays ban, as this question was also asked in 2010.

### Exposure to point of sale tobacco displays

All participants were asked 'In the past month (30 days), have you seen cigarette or tobacco packs being displayed, including on the shelves or on the counter?'. Two-thirds (67%, 65-69%) reported that yes, they had seen cigarette or tobacco packs being displayed. Around one-in-five (19%, 17-20%) had not, and 14% (13-15%) did not know. Those who were more likely to have seen cigarette or tobacco packs displayed were:

- Current smokers (those who smoked at least monthly) (90%) compared with those who had never smoked (61%).
- Māori (76%) compared with non-Māori (65%).

### Attitudes towards a point of sale tobacco displays ban

All participants were asked whether they agreed or disagreed that 'There should be complete bans on displays of cigarettes and tobacco inside shops'. About two-thirds (64%, 62-66%) agreed with this statement. Around one-in-five disagreed (17%, 15-18%) or did not know (19%, 17-21%). Those who were more likely to agree with a point of sale tobacco displays ban were:

- Respondents who had never smoked (73%) compared with current smokers (17%).
- Non-Māori (67%) compared with Māori (56%).
- Females (66%) compared with males (62%).
- Students at high (69%) or mid (67%) decile schools compared with those at low decile schools (56%).

Compared with 2010 (59%), the proportion of respondents who agreed with this statement was significantly higher in 2012 (64%).

## Key points

- Prior to the introduction of the banning of tobacco retail displays, around two-thirds of all New Zealand Year 10 students had seen cigarette or tobacco packs displayed in shops in the last 30 days. More than half of those who had never smoked had seen such displays, and Māori were more likely than non-Māori to have seen them.
- Around two-thirds of students agreed that there should be a complete ban on displays of cigarettes and tobacco inside shops, and this rate of agreement was significantly higher in 2012 than in 2010. Students who were current smokers, Māori, male or attended a low decile school were less likely to agree.

## About the Youth Insights Survey

- The YIS forms part of the New Zealand Youth Tobacco Monitor (NZYTM), a collaborative effort by HPA 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 and dates back to 1995 in different formats.
- 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 2012 YIS was conducted with a sample of 3,143 Year 10 students (14 to 15-year-olds). The school-level response rate was 77%, the student level response rate 82%, and the overall response rate was 65%. The sample included 1,589 NZ European, 704 Māori, 295 Pacific, 340 Asian people and 199 people of 'Other' ethnicity (prioritised ethnicity).
- The data have been adjusted (weighted) to ensure they are representative of the population of New Zealand Year 10 school students.
- For this analysis, proportions and 95% confidence intervals were produced. Rate 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:
  - Smoking status (current smokers: those who smoked at least monthly, compared with never smokers).
  - Ethnicity (Māori, compared with non-Māori).
  - Gender (females, compared with males).
  - School decile status (low school decile, compared with medium and high).
- A full description of the 2012 YIS methodology and further YIS publications can be found at <http://www.hpa.org.nz/research-library/research-publications>

### About the HPA

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