

Part 10: Summary of findings

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). Māori 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

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.