

Part 9: Key comparisons between 2006 and 2008

This chapter will explore key changes in students' reporting between the In-depth Survey conducted in 2008, and that from two years earlier in 2006. Findings are reported as they appear in the main body of the report for ease of interpretation.

A 'difference' is only reported in this section if it is found to be statistically significant; that is, the 95% confidence intervals around the proportion do not overlap. The small numbers within some sub-groups (such as current smokers) and corresponding wider confidence intervals means it is sometimes difficult to determine statistical significance where differences may appear.

Current tobacco smoking behaviour

Ever 'smoked' a cigarette, even just a few puffs

While the ASH results give the most accurate measure of change in youth smoking prevalence over time, the YIS results from 2006 to 2008 shows a decline in the number of Year 10 students who have ever smoked a cigarette. In 2006, about one-half of Year 10 students said they had smoked a cigarette, even just one or two puffs (49.7%). By 2008, this figure had been reduced to just over two in five students (44.0%).

Age of smoking initiation

When compared with 2006, a lower proportion of Year 10 students in 2008 (who had ever smoked a cigarette) reported trying their first cigarette before the age of 10 years (22.6% and 17.2%, respectively).

Overall, there appears to be no statistical difference between the 2006 and 2008 survey results across the frequency of smoking at the time of the survey, the setting for smoking behaviour, and the usual cigarette type preferred.

Access through retail sale

A lower proportion of 'current smokers' in 2008, compared with 'current smokers' in 2006 had *never* bought cigarettes from a liquor store/hotel (75.3% and 86.0%, respectively) or a *supermarket* (71.6% and 82.2%, respectively). In other words, a higher proportion of 'current smokers' in 2008 were obtaining their cigarettes through these sources than in 2006.

Attitudes and beliefs related to smoking

Likelihood of smoking in future

The proportion of Year 10 students who said they would *definitely not* smoke a cigarette if offered one by their best friend increased from 2006 to 2008, from over one-half to over three in five (55.9% and 62.9%, respectively). Female students mirrored this increase, from 50.4% to 57.4%. Māori students between 2006 and 2008 showed an even more dramatic increase, where those who would *definitely not* smoke a cigarette if offered one by their best friends increased from 42.6% to 52.4%. The intention not to smoke if offered a cigarette by one of their best friends also increased for New Zealand European/Pākehā students from 55.2% to 64.3%.

There was a higher proportion of mid decile school students in 2008 who would *definitely not* smoke a cigarette if offered by one of their best friends, compared with 2006 (63.4% and 53.2%, respectively). This was also true for male students (61.0% in 2006, compared with 68.0% in 2008).

Similarly, the proportion of students who thought they would *definitely not* smoke in the year following the survey increased, from 52.8% in 2006 to 60.8% in 2008. Again, an even more dramatic increase in commitment not to smoke was seen for Māori students between 2006 and 2008, where those who would *definitely not* smoke a cigarette in the next year increased from 37.0% to 52.2%. The commitment not to smoke if offered a cigarette in the year following the survey also increased for New Zealand European/Pākehā students from 53.2% to 60.9%.

Students' long-term commitment not to smoke also increased from 2006 to 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, Māori students experienced an increase in the proportion saying they would *definitely not* be smoking cigarettes five years from the time of the survey, from 40.7% in 2006 to 54.3% in 2008.

There was a higher proportion of mid decile school students in 2008 than in 2006 who would *definitely not* smoke a cigarette in the following year (49.0% in 2006 and 60.7% in 2008) or five years from now (54.3% in 2006 and 64.5% in 2008, respectively).

This was also the same for male students who would *definitely not* smoke a cigarette in the following year (58.6% in 2006 and 66.0% in 2008, respectively) or five years from now (58.9% in 2006 and 67.5% in 2008). Likewise for female students, 46.5% in 2006 would *definitely not* smoke a cigarette in the following year, compared with 55.2% in 2008, and in 2006 55.6% would *definitely not* smoke a cigarette five years from now, compared with 61.3% in 2008.

Health-related harm from smoking

Students' perceptions of smoking as being harmful to their health, both directly and through others' smoking, remained at similar high levels between 2006 (90.9% and 71.5%, respectively) and 2008 (86.2% and 65.5%, respectively).

Attitudes towards smoking behaviour and people who smoke

Acceptance and belonging

A higher proportion of students *disagree* with the statement that *smoking helps people feel more comfortable at parties* in 2008 (37.6%) compared with 2006 (31.4%).

A higher proportion of Māori students agreed that *non-smokers dislike being around people who are smoking* in 2008, compared with 2006 (60.3% and 51.1%, respectively), as did an increased proportion of students from low decile schools who also *agree* with it, from 53.5% agreement in 2006 to 64.0% agreement in 2008. This was also true for female students, from 58.8% in 2006 who agreed that *non-smokers dislike being around people who are smoking* to 67.4% in 2008.

Attractiveness and popularity

There was no noticeable change in two of the three indicators – *smokers find it hard to get dates* and *smoking makes people look sexy*. The exception was with the indicator that *seeing someone smoking turns me off* - a higher proportion of students in 2008 *agree* with this statement, compared with 2006 (58.9% and 53.9%, respectively). This was also true for students from low decile schools (51.9% and 42.1%, respectively) and 'current smokers' (17.4% and 3.9%, respectively).

Independence and uniqueness

There was a reduction in the proportion of students who thought that *smoking is something you need to try before deciding to do it or not*, from 25.9% in 2006 to 20.3% in 2008. This was also true for female students, from 26.5% in 2006 to 21.5% in 2008.

The emotional state of people who smoke

A higher proportion of students in 2008 thought that *smokers are often stressed*, compared with 2006 (54.7% and 47.3%, respectively). A higher proportion of female students in 2008 *agree* with this statement than in 2006 (55.9% and 44.9%, respectively). This was also true for non-Māori students (53.3% in 2008 and 45.9% in 2006, respectively), students from low decile schools (59.4% in 2008 and 47.7% in 2006) and 'never smokers' (54.5% in 2008 and 46.6% in 2006).

Sensory and other effects from smoking

The belief that *smoking helps people relax* reduced between 2006 and 2008, from 44.5% to 38.1% of all students. A lower proportion of male students in 2008 *agree* with this statement than in 2006 (44.1% and 35.8%, respectively). This was also true for non-Māori students (42.1% in 2006 and 36.6% in 2008), students from low decile schools (59.4% in 2008 and 47.7% in 2006) and ‘never smokers’ (54.45% in 2008 and 46.6% in 2006).

The proportion of students who disagreed with the statement that *smoking is enjoyable* increased from 50.0% in 2006 to 55.6% in 2008.

Smoking cessation experience

Overall, there was no statistical difference between the 2006 and 2008 surveys when students were asked a series of questions that identified their smoking dependence, their attitudes towards and experiences of stopping smoking and where their source of support was for cessation attempts.

Direct and indirect exposure to others' smoking

There was no change between the 2006 and 2008 when students identified people who smoked. Other people who smoked included close friends and best friends, as well as family members, such as father, mother, grandparents, older brother and sister, of the student.

Overall, there was no change between the two surveys when students were asked where smoking was allowed inside their home (80.0% in 2006 and 82.9% in 2008 reported nowhere inside). However, for outside areas of the home setting, there was a higher proportion of students overall in 2008 than in 2006 who reported smoking was allowed *nowhere outside* their home (32.6% and 27.8%, respectively).

There were no overall changes between the two surveys in relation to students' exposure to others smoking in cars or vans (62.4% in 2006 and 62.8% in 2008 reported no one smoked in a car or van while student was travelling) or their exposure to people smoking in other places other than in the home (36.9% in 2006 and 37.0% in 2008).

The proportion of students who were certain that their favourite musician or actor/actress did smoke reduced between 2006 and 2008, from 36.2% to 29.7% (musician category) and 27.1% to 23.9% (actor/actress category).

However, students' perceptions of how much they had seen people smoking or cigarette brands on television in the past month increased between 2006 and 2008, from 21.3% seeing depictions *a lot* to 28.7%. This was especially true for Pacific students, from 33.6% in 2006

to 41.6% in 2008 and students from low and mid decile schools (from 29.7% in 2006 to 37.9% in 2008 and from 20.4% in 2006 to 28.8% in 2008, respectively).

Students' perceptions of how often they saw pictures or reading about people smoking in newspapers or magazines in the past month *a lot* increased between 2006 and 2008, from 8.4% to 12.0%.

Tobacco-related education and smoking-related health promotion messages

Similar levels of students reported being taught in class about smoking related dangers at school (67.1% in 2006 and 65.0% in 2008) and discussing reasons why people their own age smoke during the past year (46.0% in 2006 and 45.3% in 2008).

A higher proportion of all Year 10 students had heard of the Auahi Kore brand in 2008, compared with 2006 (38.2% and 31.2%, respectively). Furthermore, this included an increase in the proportion of 'never smokers' saying that had heard of Auahi Kore (from 22.6% in 2006 to 32.5% in 2008).

Awareness levels were the same across both the surveys for students hearing about Smokefree (96.1% in 2006 and 96.2% in 2008) and Quit/Me mutu (72.5% in 2006 and 69.1% in 2008).

Youth culture

In 2008, a higher proportion of Year 10 students reported that they watch *more than 4 hours* of television on an average weekday (24.5%), compared with 2006 (20.4%). This trend was also evident among Māori students, where 37.5% in 2008 reported watching *more than four hours* on an average weekday, compared with 27.2% in 2006. A higher proportion of 'current smokers' also reported that they watched the greatest amount of television in 2008, compared with 2006 (42.9% and 27.9%, respectively).

In 2008, a higher proportion of Year 10 students reported that they used the internet *at least once a day* (58.7%), compared with 2006 (58.7% and 51.1%, respectively). This increase was especially high among Pacific students, whose daily internet use increased from 40.9% in 2006 to 52.2% in 2008.

There was also a significant increase of students in 2008 reporting that they had used the internet *at a friend's house* compared with 2006 (41.0% and 33.4%, respectively). This was particularly true for female students (45.3% in 2008 compared with 36.4% in 2006), Māori students (48.4% in 2008 compared with 35.4% in 2006) and students from low (42.6% in 2008 compared with 31.8% in 2006) and mid (42.2% in 2008 compared with 32.7% in 2006)

decile schools.

While cell phone ownership did not change significantly between 2006 and 2008, the level of usage for text messaging did increase, especially among certain groups. In 2006, 27.0% of Year 10 students said that they sent *100 or more text messages* on an average weekday (the highest category), compared with 38.7% in 2008. Among Pacific and Māori students, the increase in sending *100 or more text messages* was particularly high. Pacific students sending the highest amount of text messages went from 24.1% in 2006 to 41.8% in 2008. Māori students sending the highest amount of text messages went from 41.2% in 2006 to 54.0% in 2008.

This was also true for students from low decile schools (from 31.6% in 2006 to 47.1% in 2008), compared with students from both mid decile schools (from 29.6% in 2006 to 41.4% in 2008) and high decile schools (from 20.5% in 2006 to 29.5% in 2008).

Connectedness – parents and school

Only two of the sub-sections of students' connectedness were measured in both 2006 and 2008; that is, connectedness with parents, and with school. The additional two - peer and family/whānau connectedness - are not included in since they were only asked in 2008.

Overall, there were no statistical changes to the parental connectedness indicators for all students between 2006 and 2008. This was also true overall for the school connectedness indicators - that is, when they plan to leave school and by asking them to rank their own academic performance relative to the average student at school.

Awareness of, and attitudes towards, the tobacco industry

A lower proportion of students in 2008 agreed that they would *trust what tobacco companies say about the harmful/health effects of smoking* (47.6% in 2006 compared with 43.1% in 2008). A higher proportion of students in 2008 also agreed that *tobacco companies are responsible for people starting to smoke* (38.7% in 2006, compared with 43.8% in 2008). However, similar proportions of young people across the two surveys agreed that *tobacco companies try to get young people smoking* (36.1% in 2006 and 37.2% in 2008).