

Smokefree laws Survey report

December 2023



Commentary

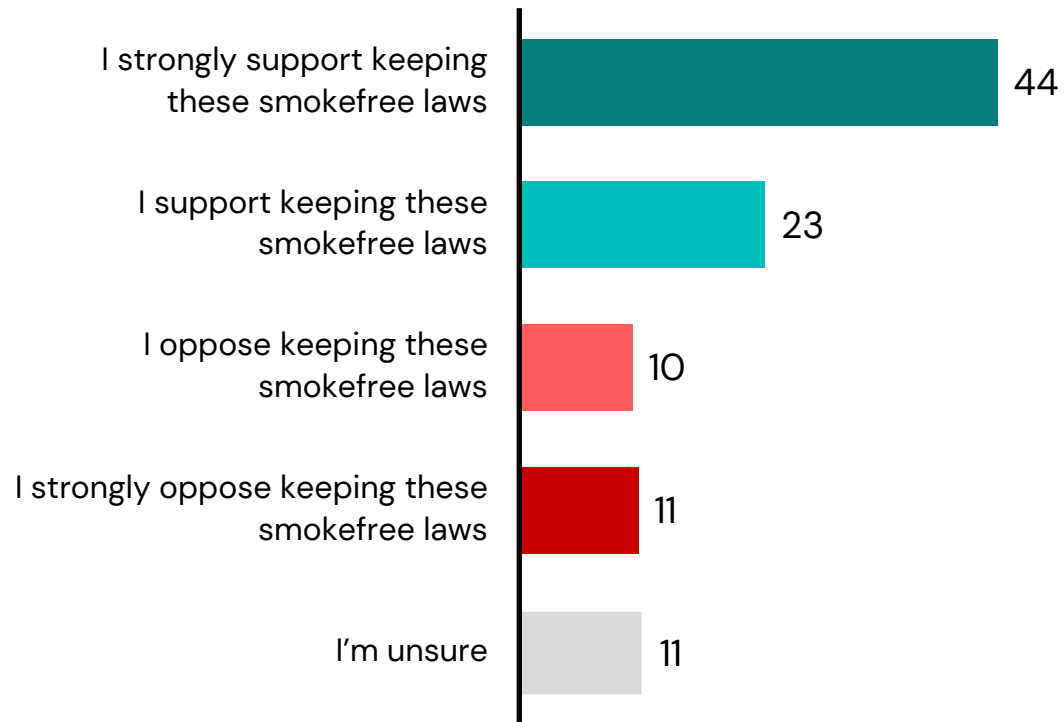
- 67% of respondents strongly support or support keeping the smokefree laws (as outlined on the following page). 21% were opposed to keeping these laws and 10% were unsure.
- On each individual law tested a vast majority also indicated their support:
 - 77% support and 16% oppose “Reducing the amount of nicotine allowed in cigarettes and tobacco to make them less addictive”
 - 68% support and 23% oppose “Reducing the number of shops that are allowed to sell tobacco and tobacco products from the current number of around 6000 down to around 600”
 - 65% support and 25% oppose “Creating a ‘smoke-free generation’ by preventing anyone who is born after January 1, 2009 from ever buying cigarettes or tobacco”

Support for keeping smokefree laws

New NZ smokefree laws were introduced in January this year aiming to make tobacco products less available and less addictive. These laws will:

- lower the nicotine content in cigarettes and tobacco
- reduce the number of stores selling tobacco products from around 6000 to 600
- create a “smokefree generation” by prohibiting sale of tobacco products to people born after January 1, 2009.

The new government is planning to get rid of all of these smokefree laws. Overall, which of these statements is closest to what you think? (%)



Younger respondents were more likely to be supportive of keeping the laws:

Under 30.	72%
30-44	74%
45-59	63%
60 or over.	61%

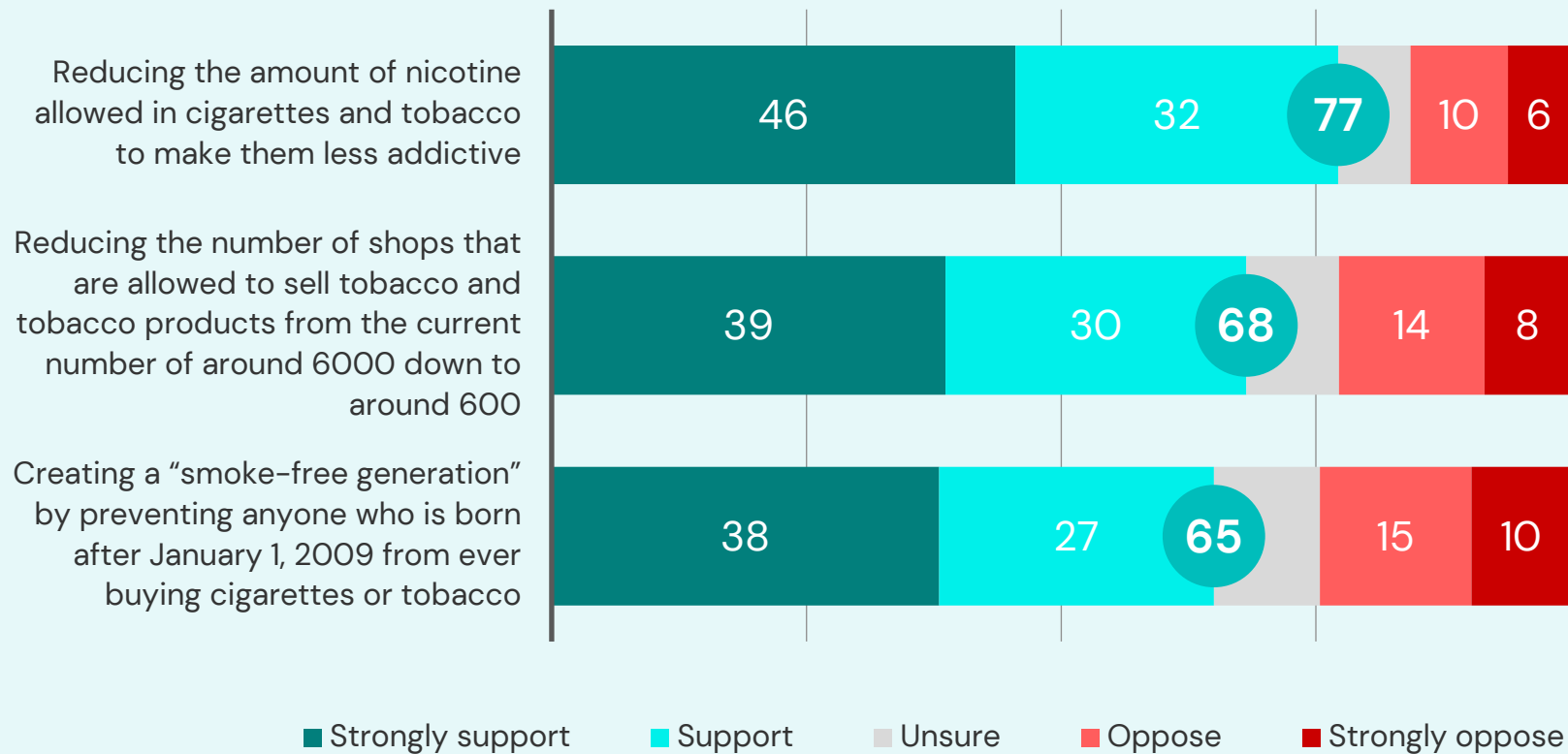


Total support by party vote:

Te Pāti Māori . . .	84%
Green.	80%
Labour	77%
National	64%
NZ First	44%
ACT	36%

Support for individual smoke free laws

Now considering the individual laws, how strongly do you support or oppose each of the following? (%)



Support for individual smoke free laws by party vote

Now considering the individual laws, how strongly do you support or oppose each of the following?
(% Total support)



Methodology



- Results in this report are based upon questions asked in a Talbot Mills Research nation-wide online survey. The basis of the sample is n=755 nationally representative respondents in New Zealand 18 years of age and over.
- Fieldwork for this online survey was conducted between the 6th to the 12th December 2023.
- The maximum sampling error for this sample at the 95% confidence level is $\pm 3.6\%$.
- All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%. (For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$).