Māori smoker perceptions of tobacco tax

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Background

- Annual 10% increases in NZ since 2010
- NZ tobacco now around $25/20 pack
- Good internationalevidence for effectiveness
- Debate about -ve impact for Māori

Aim

- Māori smokers perceptions of tobacco tax

Method:

- Part of International Tobacco Control Project
- CATI survey of smokers and recent quitters
- NZ ITC Wave 1 Sept 2016 – April 2017
- Māori sub-sample n = 386 (66 recent quitters)
Did tax increases impact on quitting thoughts past 6 mths?

- Tax impacts on thoughts to quit
- Modest impact on consumption

Impact of last increase on consumption

- Increased
- Reduced
- No change
1/3 support for annual 20% tax increases
Over 2/3 support for hypothecated tax on general increase
Conclusions

- +ve impacts on quitting thoughts and consumption
- Reasonable level of support
- Good support for hypothecated tax
- Need to be part of a comprehensive strategy:
  - Reduce access, affordability & appeal
  - Access to cessation or alternatives
  - Maori community engagement (as per FCTC)

Acknowledgements

- NZ ITC Project team and advisory group
- Health Research Council of NZ
- Ministry of Health NZHS team
- Research NZ
- University of Waterloo ITC Project team