

Young Māori women who smoke: a journey of discovery through data

Young Māori women who are regular smokers are more likely to



live with other adults who smoke

- 3.0 times more likely to have at least one other adult in their household who smokes regularly
- 55% of women who lived with at least one other adult in their household who smokes regularly were regular smokers



be unemployed

- 1.7 times more likely to receive the unemployment benefit as a source of income
- 53% of women who received the unemployment benefit were regular smokers



have no secondary school qualification

- 1.5 times more likely to have no secondary school qualification
- 61% of women who did not have a secondary school qualification were regular smokers



require income assistance

- 1.5 times more likely to receive the domestic purposes benefit as a source of income
- 57% of women who received the domestic purposes benefit were regular smokers



attend the emergency department

- 1.4 times more likely to have attended the emergency department at least once in the previous 12 months
- 47% of women who attended the emergency department at least once in the previous 12 months were regular smokers



look after children without pay

- 1.3 times more likely to look after children who do not live in their household without pay
- 44% of women who looked after children who do not live in their household without pay were regular smokers

Young Māori women who have never smoked are more likely to



have higher secondary school qualification

- 2.5 times more likely to attain a Level 3 or 4 Certificate at secondary school
- 74% of women who attained Level 3 or 4 Certificate at secondary school have never smoked



have internet access at home

- 1.5 times more likely to live in a household with internet access
- 58% of women who lived in a household with internet access have never smoked



live in areas of social and material advantage

- 1.5 times more likely to live in the least deprived neighbourhoods (quintile 1)
- 70% of women who lived in the least deprived neighbourhoods (quintile 1) have never smoked

Regular smokers: individuals who indicated that they smoke cigarettes regularly (ie, one or more a day).

Ex-smokers: individuals who indicated that they were not regular smokers, but had previously been a regular smoker

Never smoked: individuals who indicated that they were not and have never been regular smokers.

Note: Odds ratios presented show how different variables are associated with the smoking status, compared with the rest of the study population.

Data source: 2013 Census tables were used as the main data source, with some health datasets as supplementary data. All data was sourced and analysed using Statistics New Zealand's Integrated Data Infrastructure.

Disclaimer: Access to the anonymised data used in this study was provided by Statistics New Zealand in accordance with security and confidentiality provisions of the Statistics Act 1975. The findings are not Official Statistics. The results presented in this study are the work of the author, not Statistics NZ or the Ministry of Health.

We looked at the lives of **35,010 Māori women aged 18–24 years** and their smoking status on 5 March 2013 (2013 census)

13,473 were regular smokers

38%



4,578 were ex-smokers

13%



16,959 have never smoked

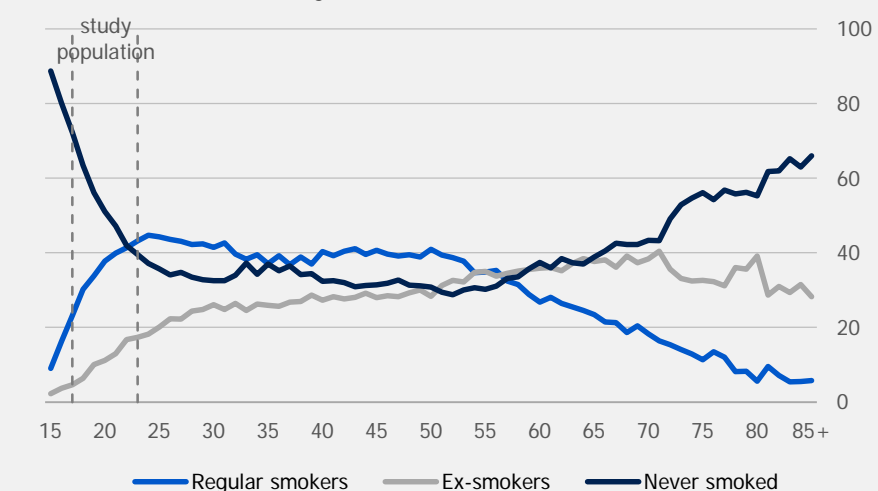
48%



The biggest change in smoking status happens between the ages of 15 and 24 years

At 18 **2 in 3** have never smoked
 ↓
 At 24 **only 1 in 3** have never smoked

Māori women at each age (in years)
 Distribution (%) of smoking status



DATA INSIGHTS

PEOPLE INSIGHTS

WIDER INSIGHTS

RICH INSIGHT AND UNDERSTANDING

Taking a 'think big, test small and move fast' approach to better understand the lives of young Māori women in Aotearoa who smoke.



TO ADDRESS THE CHALLENGE OF YOUNG MĀORI WOMEN WHO SMOKE