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BACKGROUND & AIM

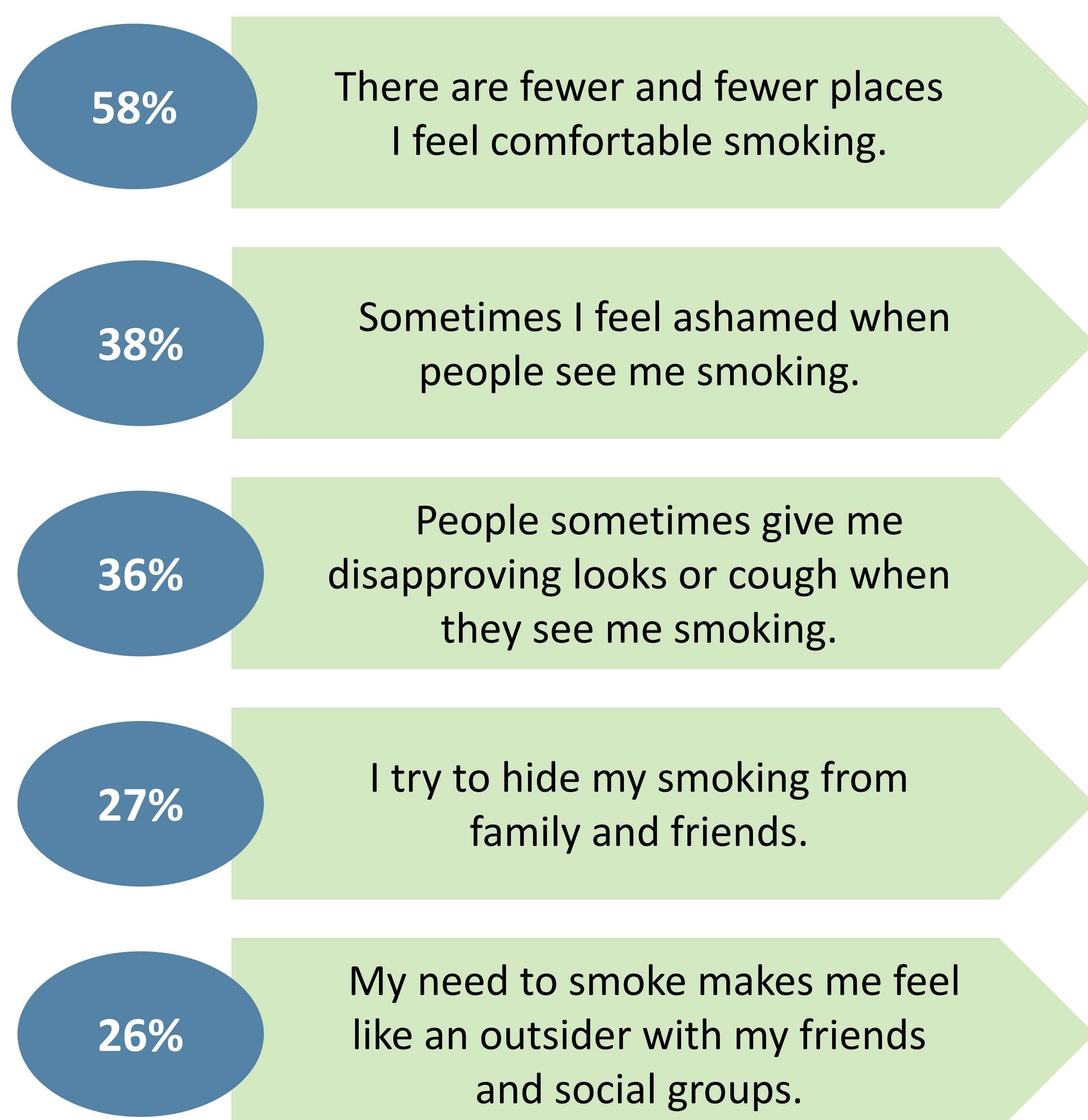
- Smoking prevalence in Aotearoa New Zealand decreased from 18.4% in 2011/12 to 8.3% in 2022/23.
- Decreasing social acceptance of smoking may have contributed to this reduction.
- This study aimed to explore perceptions and experiences of social disapproval/unacceptability of smoking among people who smoke using data from the 2022 EASE/International Tobacco Control New Zealand Survey.

METHODS

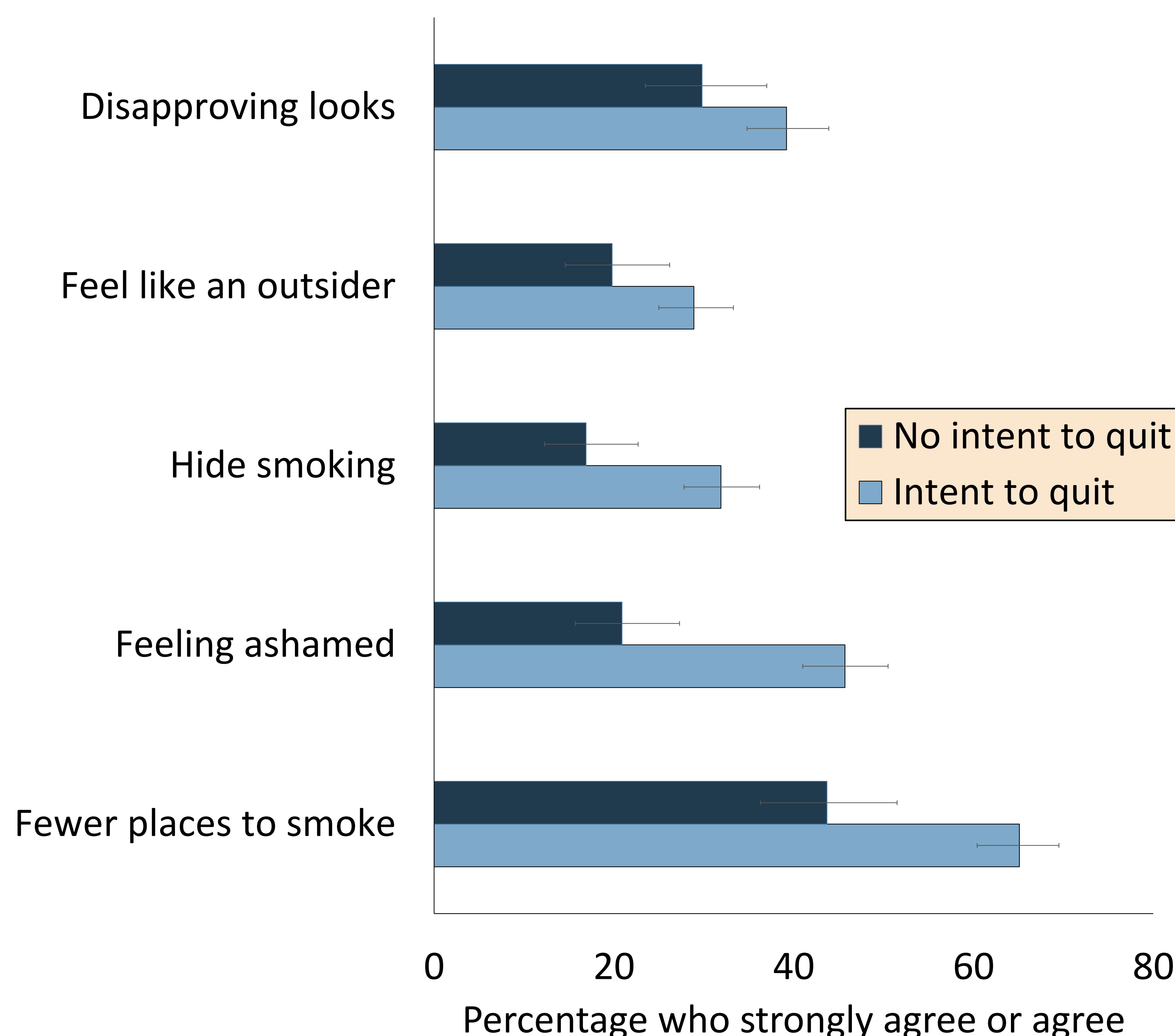
- We analysed data from 1,040 participants who currently smoke (698 smoked daily and 342 smoked less than daily).
- Data were weighted to represent the national profile of people who smoke. "Don't know" and "Refused" responses were excluded.
- Participants were asked questions to assess their experiences of social disapproval/social unacceptability.

RESULTS

Percentage of participants who strongly agreed or agreed with statements



Percentage of participants who strongly agreed or agreed with statements by intention to quit



DISCUSSION AND CONCLUSIONS

- A substantial proportion of people who smoke in Aotearoa New Zealand reported experiences and perceptions of social disapproval/social unacceptability of smoking.
- Intention to quit smoking was positively associated with reports of unacceptability.
- While it is difficult to determine the direction of causality, these findings may suggest experiences and perceptions of decreased social disapproval/social unacceptability of smoking increase intent to quit and encourage smoking cessation.

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	Tobacco Industry	E-cigarette & nicotine product industry (excluding pharma)	Pharma Industry
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