

Update on future smoking prevalence projections to 2025 and beyond (using smoking prevalence data from the 2006 and 2013 censuses)

This note details work that has been published in the *New Zealand Medical Journal* ([van der Deen et al 2014](#)).

Exploring what it would take to get under 5% smoking prevalence for all New Zealanders by 2025, was the main rationale for the analysis that was published in *Tobacco Control* by [Ikeda et al in 2015](#). This modelling work suggested that under business-as-usual (BAU) assumptions, smoking prevalence in 2025 would be 11% and 9% for non-Māori men and women, and 30% and 37% for Māori respectively. However, at the time of this modelling work, census 2013 data on smoking were not available. Three data series on smoking prevalence from the more regularly conducted New Zealand Health Survey (NZHS) from 2002 to 2011 were therefore used to provide information on recent annual trends in smoking uptake and cessation as input for future BAU smoking prevalence projections. These smoking prevalence estimates, however, were often not very accurate, especially for Māori. Furthermore, tobacco tax has increased each year by at least 10% since mid-2010, and it is very likely that these tax increases have played a role in the reduction in smoking rates that have been observed in the general adult population, and especially in Māori (eg, from 42.2% to 32.7%) between the 2006 and 2013 censuses. More accurate smoking prevalence data from the 2013 census was therefore used to update future BAU smoking prevalence projections in New Zealand. This update, shown in Figure 1 below, ‘removes’ the effect of tax rises since 2010; elsewhere ([Cobiac et al 2014](#)) we show future projections including the effect of tax rises since 2010.

For extra information on what further tobacco tax increases may do to these projections – see the recently published work by [Cobiac et al 2014](#) in *Tobacco Control* (as detailed on the [BODE³ website](#)).

Figure 1. Business-as-usual projections of daily smoking prevalence for Māori and non-Māori men and women in New Zealand using change in initiation and net cessation parameters from 2006 to 2013 (adjusted for no tax rises since 2010)

