

“I want to live in a country where no one smokes”: Adolescents’ support for the tobacco endgame

Richard Jaine, Benjamin Healey, Richard Edwards, Janet Hoek
October 2013



ASPIRE2025

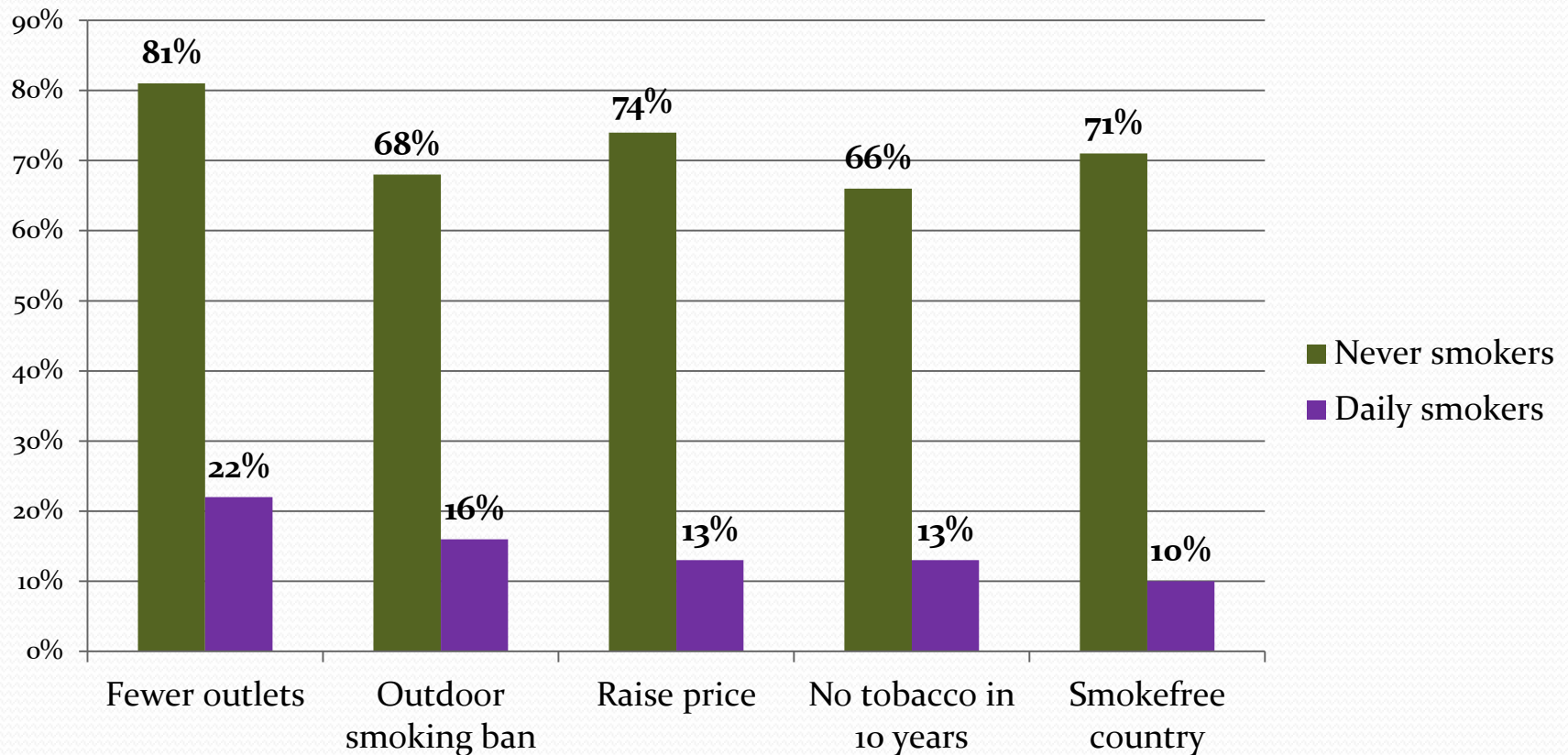
Support for statements

Statement name	Percent support for statement	
	<i>Initial year</i>	<i>Latest year</i>
<i>Fewer outlets selling tobacco products</i>	65% 2009	71% 2012
<i>Raise price of tobacco products</i>	63% 2010	64% 2011
<i>Outdoor smoking ban</i>	51% 2009	59% 2011
<i>Smokefree country</i>	51% 2011	58% 2012
<i>No tobacco sales in 10 years' time</i>	48% 2010	57% 2012



Predictors of support

Percent support for statements by smoking status



Conclusions

- Majority support suggests a belief in the control measures
- For groups with reduced levels of support, this may in fact indicate the measures' likely effectiveness
- These results should galvanise policy action, which is out of step with public opinion