

ASH Year 10 Snapshot Survey 2025

Information and Methods

The ASH Year 10 Snapshot surveys Year 10 students (aged 14–15 years) in Aotearoa New Zealand every year on their smoking and vaping behaviour and attitudes. It is one of the largest ongoing youth smoking and vaping surveys in the world, with 31,402 students participating in 2025. It uses robust and validated measures and is conducted to a high methodological standard, that has been subject to peer review and ethics approval.

**26TH ANNUAL
ASH
YEAR 10
SNAPSHOT**

The ASH Year 10 Snapshot is a census style survey – all Aotearoa NZ schools with Year 10 students are invited to participate each year, other than distance education. It began in 1992 and has been running annually since 1999. In 2006 it became part of the NZ Youth Tobacco Monitor (NZYTM). The Survey was not carried out in 2020 due to COVID-19. The Survey is available in English and Te Reo Māori.

SURVEY ADMINISTRATION



- ASH sends all consenting schools survey packs
- Teachers administer the Survey to all Year 10 classes in the school



- The short questionnaire is completed in class time, in the last six weeks of Term 2
- The Survey is anonymous, and the information collected is confidential



- Completed questionnaires are returned by courier for checking
- Spoiled and/or incomplete questionnaires are removed, then sent to the data entry provider for scanning, which reduces data entry error

DATA ANALYSIS



Returned questionnaires are checked for logical consistency. Only questionnaires with completed answers on age, gender, ethnicity, and smoking status are included for analysis. Ethnicity is coded using prioritised ethnicity classification.¹ For comparison to previous years, analysis is restricted to those aged 14–15 years.

PARTICIPATION

31,402  **STUDENT PARTICIPANTS** **58%** **SCHOOL PARTICIPATION RATE**

In 2025 the number of questionnaires returned with valid answers to questions on age, gender, ethnicity, and smoking status was 31,402.

Of the invited schools, 58% (310 out of 536) agreed to participate in 2025, the same as the 2024 Survey. Fourteen schools did not return their questionnaires in time for inclusion in analysis.

SAMPLE CHARACTERISTICS

	2025 ASH Year 10 Snapshot sample	2025 National Year 10 population ²
Year 10 (N)	31,402	69,345
Gender		
- Female	50.8%	48.6%
- Male	48.0%	51.2%
- Another gender	1.2%	0.2%*
Ethnicity (prioritised) ¹		
- Māori	22.4%	25.7%
- Pacific	7.5%	10.2%
- Asian	20.5%	17.8%
- Other	5.5%	3.2%
- European/Pākehā	44.1%	41.8%

*Gender data is collected via Ministry of Education School Roll Returns and will likely take several years to build an accurate picture of students who identify as Another Gender or Not Stated.²

STRENGTHS & LIMITATIONS

Strengths of the ASH Year 10 Snapshot Survey include its frequent survey points allowing good measurement of trends, large sample allowing detailed sub-sample analysis, and the ability to provide results to individual schools.

Limitations include a potential for bias, with lower participation for Māori and Pacific students. As questionnaires are not administered by researchers, there is a potential effect on student response rates and the quality of data collection. Clustered sampling by school is not factored into the analysis, as a large proportion of the population is sampled. Data has not been weighted as this is consistent with previous years and therefore allows comparison.

ACKNOWLEDGEMENTS

ASH appreciates the valuable time and effort of the schools, teachers, and students across Aotearoa NZ that took part in the 2025 ASH Year 10 Snapshot Survey.

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Questionnaire translation into Te Reo Māori was provided by Manawa Titi Ltd. Scanning and data capture was provided by TIMG NZ. Analysis was provided by Varsha Parag, senior biostatistician at the Liggins Institute, University of Auckland, using SAS v9.4.

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All waves of the Survey have been approved by the Multiregional Health and Disability Ethics Committee for use in schools (MEC/07/10/141).

SUGGESTED CITATION

Action for Smokefree 2025 (ASH). ASH Year 10 Snapshot Survey 2025: Information and methods. November 2025. Available from: <http://ash.org.nz>

REFERENCES

¹Ministry of Health, 2017. HISO 10001:2017 Ethnicity data protocols. Wellington: Ministry of Health.

²Ministry of Education, 2025. School rolls. Available from: <http://educationcounts.govt.nz>