

New Zealand Smoking Monitor (NZSM) Questionnaire 2012/13

Main questionnaire

Q1 Intro: RQA & SQ: Now we are going to ask you some questions about quitting smoking.

Q1a) RQA AND CS / SQ AND CS / SS2 = 1 AND CS: I want you to think about the last time you have quit smoking for 24 hours or longer. Can you tell me what were your reasons for trying to quit?

Q1b) RQA AND EXS / SQ AND EXS / SS2 = 1 AND EXS: Earlier you mentioned that you no longer smoke. Can you tell me what were your reasons for quitting?

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Tired of smoking/ wanted to quit/ don't want to be addicted/ break the habit (4)
- Didn't need to smoke/ didn't feel the urge (5)
- Pressure from family and friends (6)
- Role model/ Quit for own children or grandchildren (7)
- Smoking is anti-social/ not socially acceptable (8)
- Other reasons. Please specify. (9)
- Refused (98)
- Don't know (99)

Q2a) RQA AND CS / SQ AND CS / SS2 = 1 AND CS: And during that quit attempt, what, if any, help, programmes, or products did you use to help you quit?

Q2b) RQA AND EXS / SQ AND EXS / SS2 = 1 and EXS: And during this quit attempt, what, if any, help, programmes, or products did you use to help you quit?

Multiple response allowed. Probe to no. Record 'first mentioned', 'second mentioned' and 'other responses'.

- The Quitline (1)
- Aukati Kai Paipa (2)
- A supportive group meeting (3)
- Another stop smoking programme (4)
- GP or practice nurse (5)
- Other health professional or health workers (6)
- Friends and family (7)
- Nicotine replacement medications eg. patches, gum, lozenges, microtabs... (8)
- Other quit smoking medications eg. Zyban, Champix, Nortriptyline,

- Bupropion, Varenicline, Norpress... (9)
- Electronic cigarettes/ e-cigarettes (10)
- Herbal cigarettes (11)
- Internet (12)
- A texting service eg. Txt2Quit (13)
- A self-help book eg. Allen Carr's book (14)
- Other. Please specify. (15)
- Nothing – I quit without support (97)
- Refused (98)
- Don't know (99)

Q3) RQA AND CS / SQ AND CS / SS2=1 AND CS: After your attempt to quit, what were the reasons you started to smoke again? Please answer 'yes' or 'no' to each of the following:

- a. stress
- b. craving or addiction
- c. others smoking around me
- d. situations with alcohol
- e. I wasn't ready to quit
- f. I didn't try hard enough.

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q4a) CSNA / CSNA AND SS2=2: I am going to ask you a question about quitting smoking. If you wanted to quit smoking in the future, would you use any of the following services or products? Please answer 'yes' or 'no' to each of the following:

Q4b) RQA / SQ / CSNA AND SS2=1: Did you use any of the following services or products in the last 3 months, to help you quit smoking? Please answer 'yes' or 'no' to each of the following:

- a. The Quitline
- b. GP or practice nurse
- c. Nicotine replacement products such as patches, gum and lozenges
- d. Quit smoking medications such as Zyban and Champix
- e. Electronic cigarette
- f. The Internet
- g. A mobile app
- h. Or (CS: would / EXS: did) you quit without any support

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q5) EXS: Earlier you mentioned that you no longer smoke. Can you tell me if you have smoked at all (first interview: in the last 2 weeks/ subsequent interview: since we last spoke to you)?

- Yes (1)
- No (2) – GO TO Q11.
- Refused (98)
- Don't know (99)

Q6 Intro: Now we are going to ask you some questions about the last 2 weeks.

Q6) CS / EXS IF Q5=1: I'm going to read a list of statements. Can you please tell me if you have done any of these (first interview: in the last 2 weeks/ subsequent interview: since we last spoke to you), have you...

READ OUT.

- a. Tried to quit, even if it only lasted for a couple of hours
- b. Cut down the number of cigarettes you smoke, including waiting longer between cigarettes or delaying having a smoke
- c. Changed to a cheaper type of tobacco for example, changing from smoking tailor-made cigarettes to roll-your-own
- d. Changed to a more expensive type of tobacco for example, changing from smoking roll-your-own to tailor-made cigarettes
- e. Changed to a cheaper brand
- f. Rolled smaller cigarettes
- g. Smoked half a cigarette
- h. Smoked duty free cigarettes
- i. Or have you made some other change to the way you smoke? Record verbatim

If the respondents did not answer 'yes' to any of the above, go to Q.8

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q7a) So, what were your reasons for < Q6 dummy response 1> in the last two weeks?

Record 'first mentioned', 'second mentioned' and 'other responses'.

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Tired of smoking/ wanted to quit/ don't want to be addicted (4)
- Didn't need to smoke/ didn't feel the urge (5)
- Pressure from family and friends (6)
- Role model/ Quit for own children or grandchildren (7)

- Smoking is anti-social/ not socially acceptable (8)
- To quit gradually/ preparing for quitting/ make it easier to quit smoking completely later on (9)
- Made the tobacco last longer (10)
- Received from other person / Travelled overseas (11)
- Unable to smoke due to external factors (eg. being sick, being hospitalised, travelling in car or on plane, working inside etc) (12)
- Too busy (13)
- Smoked more (14)
- Other reasons. Please specify. (15)
- Refused (98)
- Don't know (99)

Q7b) So, what were your reasons for < Q6 dummy response 2> in the last two weeks?

Record 'first mentioned', 'second mentioned' and 'other responses'.

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Tired of smoking/ wanted to quit/ don't want to be addicted (4)
- Didn't need to smoke/ didn't feel the urge (5)
- Pressure from family and friends (6)
- Role model/ Quit for own children or grandchildren (7)
- Smoking is anti-social/ not socially acceptable (8)
- To quit gradually/ preparing for quitting/ make it easier to quit smoking completely later on (9)
- Made the tobacco last longer (10)
- Received from other person / Travelled overseas (11)
- Unable to smoke due to external factors (eg. being sick, being hospitalised, travelling in car or on plane, working inside etc) (12)
- Too busy (13)
- Smoked more (14)
- Other reasons. Please specify. (15)
- Refused (98)
- Don't know (99)

Q7c) So, what were your reasons for < Q6 dummy response 3> in the last two weeks?

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Tired of smoking/ wanted to quit/ don't want to be addicted (4)
- Didn't need to smoke/ didn't feel the urge (5)
- Pressure from family and friends (6)

- Role model/ Quit for own children or grandchildren (7)
- Smoking is anti-social/ not socially acceptable (8)
- To quit gradually/ preparing for quitting/ make it easier to quit smoking completely later on (9)
- Made the tobacco last longer (10)
- Received from other person / Travelled overseas (11)
- Unable to smoke due to external factors (eg. being sick, being hospitalised, travelling in car or on plane, working inside etc) (12)
- Too busy (13)
- Smoked more (14)
- Other reasons. Please specify. (15)
- Refused (98)
- Don't know (99)

Q8) CS: In the last two weeks, which of these products did you smoke the most?

READ OUT.

- Tailor-made cigarettes (1)
- Roll your owns using loose tobacco (2)
- Tailor-mades and roll your owns equally (3)
- Pipes or cigars (4)
- Refused [DON'T READ] (98)
- Don't know [DON'T READ] (99)

Q9) CS: In the last two weeks, on average, how soon after you wake up do you have your first smoke? Was it within...

READ OUT.

- 5 minutes (1)
- 6-30 minutes (2)
- 31-60 minutes (3)
- After 60 minutes (4)
- Or do you not smoke in the morning (5)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

Q10) CS: In the last two weeks, on average, how many cigarettes did you smoke a day?

- 0-50: Record actual number
- 50+ (51)
- Refused (98)
- Don't know (99)

Q11) Now I am going to read you a statement and I want you to tell me if this statement describes you even a little.

If I go too long without smoking, I just can't function right, and I know I will have to smoke just to feel normal again.

Does that statement describe you at all?

- Yes (1) – GO TO Q14.
- No (2)
- Refused (98) – GO TO Q14.
- Don't know (99) – GO TO Q14.

Q12) Please tell me if the following statement describes you.

If I go too long without smoking, the desire for a cigarette becomes so strong that it is hard to ignore and it interrupts my thinking.

Does that statement describe you at all?

- Yes (1) – GO TO Q14.
- No (2)
- Refused (98) – GO TO Q14.
- Don't know (99) – GO TO Q14.

Q13) Please tell me if the following statement describes you.

If I go too long without smoking the first thing I will notice is a mild desire to smoke that I can ignore.

Does that statement describe you at all?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q14) (First interview: In the [last two weeks/](#) subsequent interviews: since we last spoke to you), how often did you want to smoke but you didn't because of where you were? For example, you were inside at work or on a plane.

READ OUT.

- Not at all (1)
- Less often than daily (2)
- Once a day (3)
- More than once a day (4)
- Refused [DON'T READ] (98)
- Don't know [DON'T READ] (99)

Q15) (First interview: In the last two weeks/ subsequent interviews: since we last spoke to you), how often did you want to smoke but you didn't because you decided not to?

READ OUT.

- Not at all (1)
- Less often than daily (2)
- Once a day (3)
- More than once a day (4)
- Refused [DON'T READ] (98)
- Don't know [DON'T READ] (99)

Q16) In the last 3 months, have you seen your doctor or practice nurse about your own health?

- Yes (1)
- No (2) – Go to Q19
- Refused (98) – Go to Q19
- Don't know (99) – Go to Q19

Q17) Did they ask you about your smoking?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

18) Did they provide you with any help to quit?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q19 Intro: Now we are going to ask you some questions about where you may have seen or heard about smoking in the last 2 weeks.

Q19) (First interview: In the last two weeks/ subsequent interviews: since we last spoke to you), do you recall seeing or hearing any advertising anywhere about not smoking, quitting smoking or the harmful effects of smoking?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q20) Thinking about news stories that might have been on TV, radio, on the internet or in the newspaper. (First interview: In the last two weeks/ subsequent interviews:

since we last spoke to you), have you seen or heard any news stories about smoking?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q21) (First interview: In the last two weeks/ subsequent interviews: since we last spoke to you), have you seen smoking in any TV programmes or movies?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Q22) (First interview: In the last two weeks/ subsequent interviews: since we last spoke to you), have you become aware of any changes in government policy about smoking or tobacco?

- Yes (1)
- No (2)
- Refused (98)
- Don't know (99)

Scripter note: Randomise Q23-25.

Q23 Intro: I am going to read out some statements. For each one I read, please tell me if you personally strongly agree, agree, neither agree or disagree, disagree or strongly disagree with each statement.

Q23a) CS: I would smoke the same amount no matter how much cigarettes cost

Q23b) EXS: If I were still smoking, I wouldn't worry how much cigarettes cost.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)
- Disagree (4)
- Strongly disagree (5)
- Refused (98)
- Don't know (99)

Q24a) CS: I feel pressure from others to quit smoking.

Q24b) EXS: When I was still smoking, I felt pressure from others to quit.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)
- Disagree (4)
- Strongly disagree (5)
- Refused (98)
- Don't know (99)

Q25) Too often I hear or read stories that give smokers a hard time.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)
- Disagree (4)
- Strongly disagree (5)
- Refused (98)
- Don't know (99)

Q26) Society disapproves of smoking.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)
- Disagree (4)
- Strongly disagree (5)
- Refused (98)
- Don't know (99)

Q27) (Non-core question)

Q28) (Non-core question)

Q29) (Non-core question)

Q30) (Non-core question)

Q31) (Non-core question)

Q32) (Non-core question)

Q33) CS: The following question is about your smoking intentions in the next 3 months. Please tell me how much you agree or disagree with this statement. I intend to stop smoking in the next 3 months. Do you:

READ OUT.

- Strongly agree (1)
- Agree (2)
- Neither agree nor disagree (3)

- Disagree (4)
- Strongly disagree (5)
- Refused (98)
- Don't know (99)

Q34) EXS: The following question is about your quit smoking experience. How easy or hard would you say it has been to stay quit? Would you say it has been...

READ OUT.

- Very easy (1)
- Somewhat easy (2)
- Neither easy nor hard (3)
- Somewhat hard (4)
- Very hard (5)
- Refused [DON'T READ] (98)
- Don't know [DON'T READ] (99)

Q35a) CS: If you decided to give up smoking, how likely is it that you will succeed on a scale of 0 to 100?

Q35b) EXS: How likely is it that you will still be quit in 3 months from now, on a scale of 0 to 100?

- 0-100% scale (0-100)
- Refused (998)
- Don't know (999)

Demographics

Intro: The next few questions are to help us classify the information that we have collected. Your answers are confidential will not be identified with you personally.

D1: [Interviewer to record gender if certain; otherwise read out] Sorry I have to ask this of everybody, but so we get it right... are you male or female?

- Male (1)
- Female (2)
- Refused (98)

D2: Which of these age groups do you belong to?

READ OUT

- 18-24 years (1)
- 25-34 years (2)
- 35-44 years (3)
- 45-54 years (4)
- 55-64 years (5)
- 65+ years (6)
- Refused (DO NOT READ) (98)

D3: Including yourself, how many people aged 18 or older usually lives in your house?

- Code actual number
- Refused (98)
- Don't know (99)

D4: Are there any children aged under 18-years-old usually lives in your house?

- Yes (1)
- No (2) – Go to D6.
- Refused (98) – Go to D6.
- Don't know (99) – Go to D6.

D5: Please tell me the ages of the children who live in your house, from the youngest to the oldest.

- a. 0-4 years
- b. 5-7 years
- c. 8-12 years
- d. 13-14 years
- e. 15-16 years
- f. 17 years

Record actual number for each category

- Refused (98)

- Don't know (99)

D6: What is your highest qualification?

- School Certificate or National Certificate Level 1 or NCEA Level 1 (1)
- Sixth Form Certificate or National Certificate Level 2 or NZ UE before 1986 or NCEA Level 2 (2)
- Higher School Certificate or Higher Leaving Certificate or NZ University Entrance (3)
- Bursary/Scholarship or National Certificate Level 3 or NCEA Level 3 or NZ Scholarship Level 4 (4)
- Other secondary school qualification gained in NZ (5)
- Bachelors degree (6)
- Bachelors degree with honours (7)
- Masters degree (8)
- PhD (9)
- Diploma (not post-graduate) (10)
- Diploma – Postgraduate (11)
- Trade or technical certificate (12)
- None (13)
- Refused (98)
- Don't know (99)

D7: What is the total income that your household got from all sources, before tax or anything was taken out of it, in the last 12 months? Please say 'stop' when I read out the group that your household income falls into.

READ OUT

- \$20,000 or less (1)
- \$20,001 - \$40,000 (2)
- \$40,001 - \$60,000 (3)
- \$60,001 - \$80,000 (4)
- \$80,001 - \$100,000 (5)
- \$100,001 - \$120,000 (6)
- Over \$120,000 (7)
- Refused [DON'T READ] (98)
- Don't know [DON'T READ] (99)

D8: Which ethnic group or groups do you belong to?

Multiple response allowed.

- New Zealand European (1)
- Māori (2)
- Samoan (3)
- Cook Island Māori (4)
- Tongan (5)
- Niuean (6)
- Chinese (7)

- Indian (8)
- Other Pacific (9)
- Other European (10)
- Other Asian (11)
- Other (12)
- Refused (98)
- Don't know (99)

D9: Do you live in a rural area or district that has a population of less than 2,000 people?

- Yes (1)
- No (2)
- Don't know (99)
- Refused (98)