

2013/14 New Zealand Smoking Monitor (NZSM) Questionnaire

Main questionnaire

Q1) Now we are going to ask you some questions about quitting smoking. You said that (wave 1: in the last two week/ wave 2-6: since we have last spoken), you have quit for 24 hours or longer. Can you tell me what were your reasons for trying to quit?

- For own health (*Interviewer note: eg. advice from doctors*) (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. Interviewer record verbatim. (9)
- Refused (98)
- Don't know (99)

Q2a) And during this quit attempt, what, if any, help, programmes, or products did you use to help you quit?

Q2b) And during that quit attempt, what, if any, help, programmes, or products did you use to help you quit?

- 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. Interviewer record verbatim (15)
- Nothing – I quit without support (97)
- Refused (98)
- Don't know (99)

Q3) 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. a significant personal event
- b. gave in to craving
- c. others smoking around me
- d. I couldn't resist smoking because I was drinking 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)

Q4) 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:

- 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 would you quit without any support

1. Yes
2. No
3. (Refused)
4. (Don't know)

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)
- Refused (98)
- Don't know (99)

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

Q6) CS or (EXS AND Q5=1): I'm going to read a list of statements about smoking. 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
- b. Cut down the number of cigarettes you smoke
- c. Smoked more cigarettes
- d. Changed from smoking tailor-made cigarettes to roll-your-own
- e. Changed from smoking roll-your-own to tailor-made cigarettes
- f. Changed to a cheaper brand
- g. Rolled smaller cigarettes
- h. Smoked half a cigarette and saved the other half for later
- i. Smoked duty free cigarettes
- j. 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) CS or (EXS AND Q5=1): So, what were your reasons for < Q6 dummy response 1> 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 persob/ 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)
- I was drinking alcohol (14)
- Stressful situation or major life crisis (15)
- Other reasons (16)
- Refused (98)
- Don't know (99)

Q7b) CS or (EXS AND Q5=1): So, what were your reasons for < Q6 dummy response 2> 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 persob/ 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)
- I was drinking alcohol (14)
- Stressful situation or major life crisis (15)
- Other reasons (16)
- Refused (98)
- Don't know (99)

Q7c) CS or (EXS AND Q5=1): 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 persob/ 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)
- I was drinking alcohol (14)
- Stressful situation or major life crisis (15)
- Other reasons (16)
- Refused (98)
- Don't know (99)

Q8) CS or (EXS AND Q5=1): In the last two weeks, which of these products did you smoke the most?
Interviewer note: Tailor-made cigarettes refer to factory-made cigarettes and manufactured cigarettes.

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 or (EXS AND Q5=1): 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 or (EXS AND Q5=1): 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) CS or (EXS AND Q5=1): In the last 2 weeks, where did you buy most of your tobacco from?

- Supermarket (1)
- Service station/petrol station (2)
- Dairy (3)
- Superette, e.g., Four Square, Star Mart (4)
- Duty Free (5)
- I bought them from other places (6)
- I didn't buy my cigarettes (97)
- Refused (98)
- Don't know (99)

Q12) Irrespective of what you currently, or used to smoke, would you prefer tailor-made cigarettes or roll-your own?

- Tailor-made (1)
- Roll-your-own (2)
- No preference (3)
- Refused (98)
- Don't know

(99)

Q13) Ask if wave=1: In the last 3 months, have you seen your doctor or practice nurse about your own health?

- Yes (1)
- No (2) – Go to Q16
- Refused (98) – Go to Q16
- Don't know (99) – Go to Q16

Q14) Ask if (wave=1 AND Q13=1): Did they ask you about your smoking?

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

Q15) Ask if (wave=1 AND Q13=1): Did they provide you with any help to quit?

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

Q16 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.

Interview note: Can skip intro at subsequent surveys

16) (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)

Q17) 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)

Q18) (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)

Q19) (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)

Q20 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. [Repeat scale as necessary]

Q20a) CS: I would smoke the same amount no matter how much cigarettes cost

Q20b) 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)

Q21a) CS: In the last two weeks, I felt more pressure from others to quit smoking than usual.

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

Q22) 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)

Q23a) CS): In the last two weeks, I have felt uncomfortable around others because I smoke.

Q23b) EXS): In the last two weeks, I have felt uncomfortable around others because I no longer smoke.

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

Q24a) CS): In the last two weeks, I went without something because I spent money on smoking.

Q24b) EXS): In the last two weeks, I noticed I had saved the money I used to spend on smoking.

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

Q25) (Non-core question)

Q26) (Non-core question)

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?
Interviewer note: If respondent doesn't understand the scale, say '0 means you have no chance of success and 100 means you have a definite chance of success.

- 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: Record gender GENDER QUESTION

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.

Interviewer note: Record the number of children under each of the age groups. Do NOT record actual age.

- 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)
- 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)