

New Zealand Smoking Monitor (NZSM) Questionnaire 2011/12

Screeners (S1-S5):

S1) Can I just check, in the last (#), have you taken part in a telephone survey conducted by the Ministry of Health around smoking and quitting. The study is called the New Zealand Smoking Monitor.

= add scripting to automatically update the script on the 1st of each month eg. 1 July = 'month', 1 August = '2 months', 1 September = '3 months' etc)

- Yes (1) – Ineligible. Thanks and close.
- No (2)
- Don't know (99) – Ineligible. Thanks and close.
- Refused (98) – Ineligible. Thanks and close.

Another market research company, TNS/ UMR, are also conducting this survey for the Ministry of Health. So we do not cause you too much inconvenience, if TNS/ UMR do call you to complete the New Zealand Smoking Monitor, please tell them that you have already completed the TNS/ UMR survey.

This survey contains questions about smoking. When we talk about smoking, we are talking about cigarettes and tobacco, not marijuana or cannabis.

S2) Have you ever smoked cigarettes or tobacco at all, even just a few puffs? Please include pipes and cigars.

Interviewer notes: This does not include marijuana or cannabis.

- Yes (1)
- No (2) – Ineligible. Thanks and see instruction below.
- Don't know (99) – Ineligible. Thanks and see instruction below.
- Refused (98) – Ineligible. Thanks and see instruction below.

Option 1 only:

If code 2, 99, or 98, then:

Is there another person in your household aged 18 years and over who I could speak with?

If YES, REPEAT INTRODUCTION WITH THAT PERSON

If NO, THANK AND CLOSE

S3) How often do you smoke now?

READ OUT

- You don't smoke now (1) – Go to S5.
- At least once a day (2)
- At least once a week (3)
- At least once a month (4)
- Less often than once a month (5) – Ineligible. Thanks and close.
- Don't know [DON'T READ] (99) – Ineligible. Thanks and close.
- Refused [DON'T READ] (98) – Ineligible. Thanks and close.

S4) In the last 3 months, have you deliberately stopped smoking cigarettes or tobacco for 24 hours or more because you were trying to quit smoking?

Interviewer note: If 'yes', probe 'was it in the last week?'

- Yes - quit in the last week (1) – Recruited as CSA. Go to S6.
- Yes - quit in the last 3 months but not the last week (2) – Recruited as CSA. Go to S6.
- No (3) – Recruited as CSNA. Go to S6.
- Don't know (99) – Ineligible. Thanks and close.
- Refused (98) – Ineligible. Thanks and close.

S5) Did you quit smoking in the last 3 months?

Interviewer note: If 'yes', probe 'was it in the last week?'

- Yes - quit in the last week (1) – Recruited as EXS. Go to S6.
- Yes – quit in the last 3 months but not the last week (2) – Recruited as EXS. Go to S6.
- No (3) – Ineligible. Thanks and close.
- Don't know (99) – Ineligible. Thanks and close.
- Refused (98) – Ineligible. Thanks and close.

S6) CS & EXS: In the last 12 months, how many times did you quit smoking for 24 hours or more? Please include any attempt that you are currently making.

- 0-10: Record actual number (1-10)
- 11+ (11)
- Don't know (99)
- Refused (98)

Main questionnaire

1a) CS: In the last week, which of these products did you smoke the most?

Interviewer note: Tailor-made cigarettes refer to factory-made cigarettes and manufactured cigarettes.

If the respondent has not smoked in the last week, ask 'what would you usually smoke?'

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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

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

Interviewer note: If the respondent has not smoked in the last week, ask 'How soon after you wake up do you usually have your first smoke?'

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)

1b) EXS: When you were still smoking, 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

3a) CS: In the last week, on average, how many cigarettes did you smoke a day?

Interviewer notes: This includes both tailor made and roll your own cigarettes.

If the respondent smoked less than 1 cigarette a day, record '0'.

If the respondent has not smoked in the last week, ask, 'how many cigarettes do you usually smoke a day?'

If the respondent reply in packs, ask 'what size of pack do you smoke – 20 or 25?', and work out the number of cigarettes they smoked.

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

3b) EXS: When you were still smoking, on average, how many cigarettes did you smoke a day?

Interviewer notes: This includes both tailor made and roll your own cigarettes.

If the respondent smoked less than 1 cigarette a day, record '0'.

If the respondent reply in packs, ask 'what size pack do you smoke – 20 or 25?', and work out the number of cigarettes they smoked.

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

4) In the last week, 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

5) In the last week, how often did you have the urge 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

6a) CSA, CSNA (IF S6 = 1-11):

When you made your most recent quit attempt, what were your reasons for trying to quit?

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

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Sick of smoking/ wanted to quit (4)
- Pressure from family and friends (5)
- Smoking is anti-social/ not socially acceptable (6)
- Other reasons (7)
- Don't know (99)
- Refused (98)

6b) EXS:

Can you tell me what were your reasons for quitting?

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

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Sick of smoking/ wanted to quit (4)
- Pressure from family and friends (5)
- Smoking is anti-social/ not socially acceptable (6)
- Other reasons (7)
- Don't know (99)
- Refused (98)

7) CSA & CSNA (IF S6 = 1-11) & EXS

And during your most recent 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... (8)
- Other quit smoking medications eg. Zyban, Champix... (9)
- Nicotine free cigarettes eg. e-cigarettes and herbal cigarettes (10)
- Internet (11)
- A texting service eg. Txt2Quit (12)
- A self-help book (13)
- Other (14)
- Nothing – I quit without support (97)
- Don't know (99)
- Refused (98)

Q8: CSA & CSNA (IF S6 = 1-11)

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

Now we are going to ask you some questions about the last 7 days.

9) CS: I'm going to read a list of statements. Can you please tell me if you have done any of these in the last week have you...

READ OUT.

- a. Tried to quit
- b. Cut down the number of cigarettes you smoke
- c. Changed to a cheaper type of tobacco (Interviewer note: for example changed from smoking tailor-made cigarettes to roll-your-own)
- d. Changed to a cheaper brand
- e. Rolled smaller cigarettes
- f. Smoked duty free cigarettes
- g. Or have you made some other change to the way you smoke?

If the respondents did **not** answer 'yes' to any of the above, go to Q.11

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

10a) CS: So, what were your reasons for < Q9 dummy response 1> in the last week?

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

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Sick of smoking/wanted to quit (4)
- Pressure from family and friends (5)
- Smoking is anti-social/ not socially acceptable (6)
- Other reasons (7)
- Make it easier to stop smoking completely later on (8)
- Don't know (99)
- Refused (98)

10b) CS: So, what were your reasons for < Q9 dummy response 2> in the last week?

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

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Sick of smoking/wanted to quit (4)
- Pressure from family and friends (5)
- Smoking is anti-social/ not socially acceptable (6)
- Other reasons (7)
- Make it easier to stop smoking completely later on (8)
- Don't know (99)
- Refused (98)

10c) CS: So, what were your reasons for < Q9 dummy response 3> in the last week?

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

- For own health (1)
- For someone else's health (2)
- Cost of tobacco (3)
- Sick of smoking/wanted to quit (4)
- Pressure from family and friends (5)
- Smoking is anti-social/ not socially acceptable (6)
- Other reasons (7)
- Make it easier to stop smoking completely later on (8)
- Don't know (99)
- Refused (98)

11) Would you recommend any of the following to help people 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. The Internet
- f. To quit without any support

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

12a) CSNA: If you wanted to quit smoking in the future, do you think you would use any nicotine replacement products like gum, patches or lozenges?

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

12b) CSA and EXS: In the last 3 months, did you use any nicotine replacement products like gum, patches or lozenges?

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

13a) CSNA: And would you use other stop-smoking medications like Zyban or Champix?

Interviewer note: if respondents mention Nortriptyline, Bupropion, Varenicline, Norpress code 'yes'.

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

13b) CSA and EXS: And in the last 3 months, have you used any stop-smoking medicines like Zyban or Champix?

Interviewer note: if respondents mention Nortriptyline, Bupropion, Varenicline, Norpress code 'yes'.

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

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

- Yes (1)
- No (2) – Go to Q17
- Don't know (99) – Go to Q17
- Refused (98) – Go to Q17

15) Did they ask you about your smoking?

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

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

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

Now we are going to ask you some questions about where you may have seen or heard about smoking in the last week.

17) Do you recall seeing or hearing any advertising anywhere in the last week about not smoking, quitting smoking or the harmful effects of smoking?

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

18) And in your opinion, did this advertising make smoking seem less attractive?

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

19) Now I want to ask you about the media more generally. First, thinking about news stories relating to smoking or tobacco that might have been on TV, radio, on the internet or in the newspaper. In the last week, have you seen or heard any news stories about smoking?

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

20) In the last week, have you seen smoking in any TV programmes or movies that made smoking seem attractive?

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

21) In the last week, have you become aware of any changes in government policy about smoking or tobacco?

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

Randomise Q22-25.

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]

22a) CS: I would smoke the same amount no matter how much cigarettes cost.

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

22b) 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)
- Don't know (99)
- Refused (98)

23) Smoking is more of a habit than an addiction.

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

24a CS: I feel pressure from others to quit smoking.

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

24b 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)
- Don't know (99)
- Refused (98)

25a CS: I am likely to quit smoking before I do any real damage to my health.

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

25b EXS: I quit smoking before I did any real damage to my health.

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

Randomise Q26-27

26) Society disapproves of smoking.

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

27) People should be able to quit without the help of programmes or products.

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

28) (Non-core question – this question changes throughout the 2010/11 year to address topical issues)

29) (Non-core question – this question changes throughout the 2010/11 year to address topical issues)

30) (Non-core question – this question changes throughout the 2010/11 year to address topical issues)

31) 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

32) 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

33a) CS: If you decided to give up smoking, how likely is it that you will succeed 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)
- Don't know (999)
- Refused (998)

33b) 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)
- Don't know (999)
- Refused (998)

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?

Interviewer note: If respondent unsure what 'usually' meant, say please include the person who lives in the house for four or more days per week.

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

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

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

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

D7: And just reminding you that your responses are confidential. Broadly, what of the following groups that I will read out best describes your total household income 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)
- Don't know [DON'T READ] (99)
- Refused [DON'T READ] (98)

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

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)