

WHAT IS THE NEW ZEALAND SMOKING MONITOR?

What is the NZSM?

The New Zealand Smoking Monitor (NZSM) is a survey of current smokers and recent quitters and is undertaken by the Health Promotion Agency (HPA) on behalf of the Ministry of Health. It is undertaken every two weeks and measures current and changing knowledge, attitudes and behaviours relating to smoking and quitting.

Why is it being conducted?

The NZSM complements other tobacco control surveys. It offers a unique way to monitor trends over an extended period of time, and measures impacts and responses among current smokers and recent quitters relating to smoking and quitting.

How often is this survey done?

The NZSM has been in field since July 2011. Interviews are conducted fortnightly.

Who is taking part in this survey?

Every fortnight, 180 smokers and ex-smokers are interviewed. The sample includes daily smokers (including those who may have made a serious quit attempt in the last three months), and ex-smokers/non-daily smokers who have cut down or stop smoking completely in the last three months. This results in a total of 4,680 interviews a year.

What topics are covered?

This survey is about New Zealanders' views and experiences of smoking and quitting. The questionnaire covers a range of topics such as current tobacco consumption, quitting experiences, changes made in smoking behaviours and exposure to tobacco control campaigns. New questions may be added to the questionnaire to reflect changes in tobacco control priorities and information gaps.

Can we use the data from the survey?

The HPA releases findings from the NZSM regularly to ensure timely and robust information is available to the public and to the health sector. In this past, this has included publications in peer-reviewed journal articles, presentations at conferences. Data from key variables are also reported in the online Tobacco Control Data Repository (<http://tcdata.org.nz/>).

Anyone is able to quote the data, providing the source of information is acknowledged. In time the datasets will be available to access, please lodge a standard data request application with HPA's Research and Evaluation Unit. There is information on the HPA's website on how to gain access to HPA's datasets – go to <http://www.hpa.org.nz/node/11016>.

How will the data from the NZSM help my work?

The data provide insight into a range of topics at a national level. While the data will not be provided at a local DHB/PHO level, the NZSM provides timely information to help the public and people working at the health sector to understand the current and changing trends around knowledge, attitudes and behaviours relating to smoking and quitting.

If you have any other queries about the New Zealand Smoking Monitor you can contact HPA's Team Lead Research, Dr Greg Martin, research@hpa.org.nz.