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RESEARCH REPORT

2003 National Tobacco Campaign Evaluation

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List of Contents

Executive Summary	1
1.0 Introduction.....	3
2.0 Methodology	3
3.0 Fieldwork	4
4.0 Results.....	4
4.1 Preface.....	4
4.2 Sample characteristics	5
5.0 Awareness	6
5.1 Recall and recognition.....	6
5.2 Impact of campaign on quitting.....	7
6.0 Knowledge	8
7.0 Attitude.....	8
8.0 Behaviour	11
8.1 Smoking behaviour	11
8.2 Purchasing behaviour	14
8.3 Quitting behaviour	15
9.0 Cessation Intention.....	18
10.0 Discussion	19

Appendix - Questionnaire

List of Tables

Table 1.	Sample characteristics of 18-40 year olds (unweighted)	5
Table 2.	Unprompted recall of health advertising.....	6
Table 3.	Recognition of NTC advertising.....	6
Table 4.	Recognition of NTC advertising.....	7
Table 5.	Campaign-attributed encouragement to quit among those who smoke at all by gender.....	7
Table 6.	Campaign-attributed encouragement to stay quit among recent quitters....	7
Table 7.	Campaign-attributed encouragement to quit according to non-smokers and long-term quitters	8
Table 8.	New learning about smoking and health in the past six months.....	8
Table 9.	Attitudes to smoking and health.....	9
Table 10.	Campaign-related beliefs about smoking damage to health by smoking status.....	9
Table 11.	Campaign-related beliefs	10
Table 12.	Personal statements about smoking	10
Table 13.	Probability smoking has done harm to body.....	10
Table 14.	Current smoking status.....	11
Table 15.	Years elapsed since first started smoking regularly	12
Table 16.	Type of cigarette smoked at least weekly	12
Table 17.	Cigar / pipe smoking in past year by gender.....	13
Table 18.	Frequency of smoking illicit tobacco.....	14
Table 19.	Current illicit tobacco smoking behaviour.....	14
Table 20.	Reported price paid for cigarettes	15
Table 21.	Cigarette affordability	15
Table 22.	Impact on smoking behaviour since cigarettes harder to afford	15
Table 23.	Smoking status by quitting status.....	15
Table 24.	Reasons for quitting on last quit attempt (multiple responses).....	16
Table 25.	Those who encouraged quitting by gender	18
Table 26.	Intent to quit among regular smokers	18
Table 27.	Intention to quit among precontemplators	18
Table 28.	One-year prospective smoking behaviour by smoking status.....	Error!

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List of Figures

Figure 1.	Ever smoked at least weekly by smoking status.....	11
Figure 2.	Likelihood of smoking in one year by smoking status	12
Figure 3.	Most popular cigarette brands smoked by gender	13
Figure 4.	Duration since last quit attempt	16
Figure 5.	Likelihood to stop smoking permanently	17

Definitions used in this report

Regular smokers: Currently smoke daily and at least weekly	(Q18 = 1 or 2)
Not regular smokers: Currently don't smoke at all or smoke less often than weekly or can't say	(Q18 = 3 or 4 or 5)
Smokes at all: Currently smokes daily, at least weekly or less often than weekly	Q18 = 1 or 2 or 3
Recent quitters: Quit less than one year ago	Q21 = 1
Long-term quitters: Quit one year ago or longer	Q21 = 2
Smoking status (a computed variable): <ul style="list-style-type: none"> - 'smokers / recent quitters': if is a regular smoker or a recent quitter - 'non-smokers': if is not a 'smoker / recent quitter' as defined above <u>and</u> is a current 'non-smoker' (q18 = 4) or quit 1 year ago or longer or cannot say when quit (Q21 = 2 or 3) - Irregular smokers: if smokes less frequently than weekly or can't say (Q18 = 3 or 4) 	

EXECUTIVE SUMMARY

The eighth evaluation survey for the National Tobacco Campaign (NTC) was undertaken in November 2003 and was conducted by the Social Research Centre for the Australian Government Department of Health and Ageing. This report highlights findings pertaining to response and recall measures only. A separate document prepared by the Social Research Centre reports on smoking prevalence and cigarette consumption results for the Campaign since its inception in 1997 until 2003.

Surveys were conducted nationally, using a two-staged telephone interview. Information was collected on age, gender and smoking habits of all members of the household from an informant and then evaluation interviews were conducted with up to three household members. Quota sampling was employed to generate 75% of the sample as smokers. The data was weighted by state and age using current ABS statistics to proportionally represent states in the overall data for 18-40 year olds while retaining the original sample size.

The sample comprised 2473 respondents aged 18 to 40 years, including 1576 regular smokers, 193 recent quitters, 13 irregular smokers and 691 non-smokers.

Three in four (75%) respondents recalled health advertising in the past three months and higher spontaneous recall of anti-tobacco advertising among 'smokers / recent quitters' compared to 'non-smokers' suggests smoking is on their agenda (40% vs 32% respectively).

Despite lower levels of media activity for the NTC in 2003, recognition of the campaign remained high (94%) in its seventh year with many respondents reporting they believed the health effects of smoking promoted by the NTC to be true. 'Smokers / recent quitters' were more likely than 'non-smokers' to believe that 'smoking blocks up arteries with fatty deposits' (84% vs 77%) and 'smoking causes eye damage' (70% vs 64%). However 'non-smokers' were more likely to believe 'smoking causes a build up of tar on the lungs' (100% vs 98%) and 'smoking causes strokes' (87% vs 83%) compared to 'smokers / recent quitters'.

Campaign-attributed encouragement to quit was reported by one in two (47%) smokers. Recent quitters, non-smokers and long-term quitters also showed some support for the Campaign in maintaining and encouraging cessation.

Among regular smokers, approximately nine in 10 (91%) reported smoking factory-made cigarettes and there was some evidence of smoking roll-your-own cigarettes (17%). Factory-made cigarettes were most commonly purchased as packs rather than cartons (88% vs 11%). Cigar and pipe smoking remained an uncommon activity, 98% reported smoking neither. Similarly smoking of illicit tobacco was relatively uncommon – four per cent of smokers reported currently smoking this type of tobacco.

Quitting attempts were common, with more than three-quarters (79%) of regular smokers reporting they had attempted to quit in the past. Most of these quit attempts occurred a year ago (median 365 days) and on average lasted for a little more than a month (average 42 days). Less than one in five (19%) regular smokers reported being in the stage of preparation whereby they were considering quitting in the next 30 days.

Despite these quitting experiences, smokers expressed a strong belief in their ability to stop smoking permanently should they attempt to do so (69%). Recent quitters demonstrated an even higher level of self-efficacy in staying quit (89%).

It was clear that regular smokers understood that their smoking is likely (60%) to make them ill if they continue to smoke and 'smokers / recent quitters' recognised that smoking had done some harm to their body (60%).

Even in its seventh year, with much reduced media activity, the results suggest that the NTC is a highly memorable Campaign, which is associated with the promotion of believable messages and has exerted a positive impact on quitting behaviour.

1.0 INTRODUCTION

The National Tobacco Campaign (NTC) was launched by the now Australian Government Department of Health and Ageing in 1997 and primarily targets 18-40 year old smokers with a cessation-focused strategy promoting the message “Every cigarette is doing you damage”. Drawing on the stages-of-change behavioural model¹, the Campaign is designed to elevate quitting on the personal agendas of smokers by demonstrating new insights on the health effects of smoking and moving people through the stages-of-change to contribute to an overall reduction in smoking prevalence. Further information on the model is available elsewhere (Hill and Carroll, 2003).

The National Tobacco Campaign is Australia’s most collaborative and sustained anti-tobacco campaign and has been comprehensively evaluated. Eight national evaluation surveys have been conducted to date, including a benchmark survey conducted in May 1997. Subsequent annual evaluation surveys have taken place in November to ensure consistency with the timing of these cross-sectional surveys. The annual surveys track the progress of the Campaign, and provide evidence of the effectiveness of the Campaign and other tobacco control strategies in reducing the prevalence of smoking in Australia.

During 2003, there was one main period of intervention activity around World No Tobacco Day (May 31), comprising television commercials showing the damage smoking causes to smoker’s lungs, eyes, and arteries which were screened nationally from 24 May through to 6 June. This was supported by national publicity and state and territory Quit campaign activity. There was no media buy prior to the survey period.

This report highlights findings pertaining to response and recall measures from the 2003 annual survey. This report does not include findings for smoking prevalence and cigarette consumption which is being independently undertaken on behalf of the Department by the Social Research Centre.

The evaluation described in this report was designed and managed by the Australian Government Department of Health and Ageing’s Research and Marketing Group. The Social Research Centre was commissioned to conduct the fieldwork for the 2003 survey.

2.0 METHODOLOGY

The surveys were conducted by telephone and used the electronic white pages as the sampling frame. The sample was selected from each of six states. The Australian Capital Territory was included with New South Wales and the Northern Territory was included with South Australia.

¹ A behavioural model based on stage of progression toward adoption of the desired behaviour (Prochaska, DiClemente & Norcross, 1992)

Household enumeration

In the first part of the survey the informant (a person in the household aged 18 years or older who answered the telephone) was asked unprompted questions about the recall of health advertising. Following this the informant was asked to describe the members of their household and to identify their smoking status to enable selection of subjects for the second stage of the interview. Data collected for informants and household members (enumeration sample) are utilised to compile prevalence figures. It should be noted that the informant sample is a more opportunistic sample of people who answer the telephone, and they tend to be more likely to be female and of older age (Wakefield, Freeman & Boulter, 1999).

Evaluation interviews

The second part of the survey (the evaluation) was then conducted amongst those people aged 18-69 years who were eligible to progress as participants to complete an interview. A quota sampling methodology which aimed to generate 75% of the sample as smokers (those who smoke on a weekly basis) or recent quitters (defined as those who have, over the past year, stopped smoking cigarettes on a weekly basis), and the remainder being other ex-smokers and 'non-smokers'.

No more than three evaluation interviews in total, and two with smokers, were conducted among eligible respondents in any one household. If more than three people in the household were eligible for inclusion in the survey, the respondents chosen for interview were randomly selected. If potential participants were not at home when the interviewer first called, call-backs were made in an attempt to interview the selected person. Up to six calls to establish contact with the household were undertaken. Potential participants were aware the interview was about health, but not tobacco in particular, when they commenced the interview.

A full description of the methodology employed for these evaluation surveys can be found in Chapter Two, Australia's National Tobacco Campaign Evaluation Report Volume One (Hassard, 1999).

3.0 FIELDWORK

Fieldwork was conducted from 5 November to 9 December 2003. The timing of interviews was consistent with previous surveys.

4.0 RESULTS

4.1 Preface

The results presented are for 18-40 year olds only. Where reference is given to all respondents this implies all respondents aged 18-40 years of age.

Data presented below were weighted by state and age using the current ABS Statistics to proportionally represent states in the overall data for 18-40 year olds while retaining the original sample size.

However, it is important to note that the sample is not representative of the Australian population in general because a quota was imposed to obtain a disproportionately large proportion of smokers (given the Campaign targets smokers). It is not possible to weight smoking status, as there are no ABS estimates for demographics of smokers.

Statistical tests were conducted on weighted data using the original sample size in order to establish whether differences in responses by smoking status² and gender were statistically significant. Differences between proportions were tested using a z-test and differences between means were tested using a two-tailed t-test. Significant differences in this report have been established at a 95 per cent confidence level. Where results have been transformed to present a proportion of the larger sample of interest, the weighted sample size has been provided to allow the reader to replicate the findings. All other sample sizes reported are unweighted and all proportions presented are weighted unless otherwise indicated.

4.2 Sample characteristics

The sample comprised 2473 respondents aged 18 to 40 years, including 1576 regular smokers, 193 recent quitters, 13 irregular smokers and 691 non-smokers. The characteristics of the sample obtained in 2003 are presented below.

Table 1. Sample characteristics of 18-40 year olds (unweighted)

		All respondents n=2473
GENDER	Male	42.7%
	Female	57.3%
AGE	18-24	23.3%
	25-29	16.1%
	30-34	23.7%
	35-40	36.6%
LOCATION	City	61.5%
	Rural	38.5%
STATE	NSW/ACT	16.9%
	VIC	16.6%
	QLD	16.6%
	SA/NT	16.5%
	WA	16.9%
	TAS	16.5%
EDUCATION³	Completed some / all secondary	61.0%
	Completed at least some tertiary	38.8%
WORK STATUS	Working	75.8%
	Retired / Pensioner	1.4%
	Student	4.5%

² Irregular smokers have been excluded from the analysis by smoking status. There were 15 respondents in this category.

³ There were 2 respondents who completed primary education and 4 who refused to provide a response.

	Home duties	12.2%
	Non-worker/Unemployed	6.1%
SOCIO-ECONOMIC STATUS⁴	Blue collar	44.5%
	White collar	55.5%
LANGUAGE SPOKEN AT HOME	English	96.1%
	Other	3.9%
SMOKING STATUS	Smokers / recent quitters	71.5%
	Non-smokers	27.9%
	Irregular smokers	0.5%

5.0 AWARENESS

5.1 Recall and recognition

Unprompted recall of health advertising in the past three months was reported by three in four (74%) respondents. ‘Smokers / recent quitters’ reported greater recall than ‘non-smokers’ for unprompted recall of anti-tobacco advertising as shown in Table 2.

Table 2. Unprompted recall of health advertising

	Smokers / recent quitters	Non-smokers
Total sample	n=1769	n=691
Seen any health advertising in the past 3 months	74.5%	73.3%
Of those aware	n=1357w	n=470w
Unprompted recall of anti-tobacco advertising [as % of all: smokers / recent quitters, non-smokers]	39.9% [29.8%]	31.8% [23.2%]

w = weighted

Prompted recognition of the NTC was high among both ‘smokers / recent quitters’ and ‘non-smokers’, with 94% of all respondents reporting they had seen, read or heard advertising from the Campaign. Recognition of the Campaign decreased among respondents when those aware of the Campaign were asked if they recalled advertising from the Campaign within the past 12 months (83%). See Table 3.

Table 3. Prompted recognition of NTC advertising

	Smokers / recent quitters	Non-smokers
Total sample	n=1769	n=691
Prompted recognition of campaign advertising	95.5%	91.8%
Aware of campaign	n=1663w	n=610w
Prompted recognition of campaign advertising in past 12 months [as % of all: smokers / recent quitters, non-smokers]	82.0% [78.3%]	84.9% [77.7%]

w = weighted

The most frequent source of Campaign advertising recall reported was television (97%).

- ‘Smokers / recent quitters’ were significantly more likely to recall advertising on radio, on television in a doctor’s waiting room and on posters in a doctor’s waiting room than ‘non-smokers’.

⁴ Excludes those with no occupation or refused response (n=316).

Table 4. Recognition of NTC advertising

	Smokers / recent quitters	Non-smokers
Aware of Campaign	n=1693	n=644
Prompted recognition of where advertising seen: (% yes of those who were aware of Campaign)		
– Television	97.0%	96.2%
– Newspaper	21.8%	18.3%
– Radio	21.1%	14.1%
– TV in doctors waiting room	19.0%	14.0%
– Side of bus	18.7%	14.7%
– Shopping centre sign	12.3%	9.2%
– Magazine	0.8%	1.2%
– Billboard	0.7%	1.3%
– Poster in doctors waiting room	1.4%	0.2%

5.2 Impact of campaign on quitting

The campaign reputedly encouraged approximately one in two (47%) respondents who smoked at all to be more likely to quit.

Table 5. Campaign-attributed encouragement to quit among those who smoke at all by gender

	Smokes at all		
	Male	Female	Total
Aware of Campaign	n=702	n=870	n=1572
Whether the Campaign made them more or less likely to quit			
– More likely	45.7%	47.7%	46.8%
– No difference	52.0%	49.5%	50.7%
– Less likely	1.9%	1.7%	1.6%
– Can't say	1.2%	1.1%	0.9%

Among recent quitters, 37% reported the Campaign had helped them to stay quit, whilst 58% reported no-effect. There were no differences among 'recent quitters' by gender.

Table 6. Campaign-attributed encouragement to stay quit among recent quitters

	Recent quitters
Aware of Campaign	n=188
Whether the Campaign made them more or less likely to stay quit	
– Helped to stay quit	37.1%
– Had no effect	58.3%
– Made it more difficult	3.4%
– Can't say	1.2%

Sixty-three per cent (63%) of 'non-smokers' and long-term quitters indicated that they thought the Campaign would help smokers or recent ex-smokers to stay quit.

Table 7. Campaign-attributed encouragement to quit according to non-smokers and long-term quitters

	Non smokers & long-term quitters
Aware of Campaign	n=804
Whether the Campaign would help smokers quit or recent ex-smokers stay quit	
– Yes	63.2%
– No	26.9%
– Can't say	9.9%

6.0 KNOWLEDGE

All respondents were asked “During the past six months, have you learned anything new about the effects of smoking cigarettes on health?” Nineteen per cent (19%) reported learning something new, with no differences between ‘smokers / recent quitters’ compared to ‘non-smokers’. Campaign-related elements ascribed as new learning among ‘smokers / recent quitters’ are described in Table 8. There was a vast range of new learnings reported with more than 38 different effects of smoking cigarettes on health cited.

Table 8. New learning about smoking and health in the past six months

	Smokers / recent quitters
Learnt something new [as % of all smokers / recent quitters]	n=344 [n=1769w]
What new learning	
– Loss of eyesight	12.9% [2.5%]
– Clogged arteries	10.8% [2.0%]
– Lungs are like sponges	9.3% [1.8%]
– Every cigarette is doing you damage	5.8% [1.1%]
– How smoking causes lung cancer	7.3% [1.4%]
– Causes strokes/clots in the brain	1.2% [0.2%]

w = weighted

7.0 ATTITUDE

The majority (92%) of respondents agreed that smoking can harm others, with ‘non-smokers’ significantly more likely to report this than ‘smokers / recent quitters’ (94% vs 91%). See Table 9.

- ‘Smokers / recent quitters’ were more likely than ‘non-smokers’ to report that the dangers of smoking had been exaggerated (24% vs 13%).
- ‘Smokers / recent quitters’ were also more likely to agree that smoking can’t be that bad for you as many people smoke and live to a ripe old age (21% vs 9%).
- Similarly, they were in greater agreement than ‘non-smokers’ that smoking the occasional cigarette doesn’t cause any damage to your health (26% vs 15%).

Table 9. Attitudes to smoking and health

	Smokers / recent quitters	Non-smokers
	n=1769	n=691
Attitudes (% agree)		
– Smoking can harm others	91.1%	94.2%
– Dangers of smoking have been exaggerated	23.9%	13.4%
– Smoking can't be all that bad for you because many people smoke all their lives & live to ripe old age	20.7%	8.8%
– Smoking the occasional cigarette doesn't cause any damage to your health	26.0%	15.2%

All respondents were asked “in your opinion, which of the following two statements is nearest to the truth...

- ‘You have to smoke for several years to do any damage to your health’
- ‘Every cigarette you smoke is doing damage to your health’

The majority (89%) felt the statement ‘every cigarette you smoke is doing damage to your health’ was closest to the truth.

- ‘Non-smokers’ were significantly more likely than ‘smokers / recent quitters’ to report this,
- ‘Smokers / recent quitters’ were more likely than ‘non-smokers’ to report ‘you have to smoke for several years to do any damage to your health.’

Table 10. Campaign-related beliefs about smoking damage to health by smoking status

	Smokers / recent quitters	Non-smokers
	n=1769	n=691
You have to smoke for several years to do any damage to your health	10.6%	3.1%
Every cigarette you smoke is doing damage to your health	86.7%	95.8%

Respondents were asked to evaluate the truthfulness of a number of tobacco-related statements as shown in Table 11. The majority of these statements reflected significant elements promoted in the Campaign. ‘Smokers / recent quitters’ were significantly more likely than ‘non-smokers’ to report

- smoking 1mg cigarettes is just as harmful to your health as smoking 12mg cigarettes;
- smoking causes eye damage; and
- smoking blocks up arteries with fatty deposits.

‘Non-smokers’ were significantly more likely than ‘Smokers / recent quitters’ to report

- smoking harms unborn babies;
- smoking causes strokes;
- smoking causes a build up of tar on the lungs; and
- smoking causes peripheral vascular disease.

Table 11. Campaign-related beliefs

	Smokers / recent quitters	Non-smokers
	n=1769	n=691
(% true)		
Smoking causes strokes	82.6%	87.3%
Smoking causes blood clots in the brain	77.8%	78.3%
Smoking causes a build up of tar on the lungs	98.4%	99.6%
Smoking blocks up arteries with fatty deposits	83.5%	77.4%
Smokers and people exposed to passive smoking are at greater risk of contracting meningococcal disease	18.9%	18.3%
Smoking causes damage to the genes in lung cells	75.1%	73.3%
Smoking causes eye damage	70.3%	63.7%
Smoking 1mg cigarettes is just as harmful to health as smoking 12mg cigarettes	71.4%	63.3%
Smoking harms unborn babies	89.6%	97.6%
Smoking causes peripheral vascular disease	71.7%	79.6%
Smoking causes mouth and throat cancer	93.7%	96.1%

Almost sixty per cent (59%) of regular smokers indicated it was very likely or certain they would become ill from their smoking if they continued to smoke, as shown in Table 12.

Table 12. Personal statements about smoking

	Regular smokers
	n=1576
Likelihood of becoming ill from smoking if continue to smoke	
– Not at all likely	1.8%
– Not very likely	4.9%
– 50/50	32.4%
– Very likely	40.4%
– Certain	18.5%
– Can't say	2.1%

Sixty per cent (60%) of 'smokers / recent quitters' acknowledged that smoking had probably or definitely done harm to their body as shown in the table below.

Table 13. Probability smoking has done harm to body

	Smokers / recent quitters
	n=1769
Has smoking already done any harm to your body	
– Definitely has	25.1%
– Probably has	34.5%
– Perhaps it has	20.5%
– Probably not	13.1%
– Definitely not	5.7%
– Can't say	1.2%

8.0 BEHAVIOUR

8.1 Smoking behaviour

8.1.1 Cigarettes

Smoking behaviour among those who smoked at all is shown in Table 14. Among these smokers, 85% smoked daily, 11% smoked at least weekly and five per cent (5%) less often than weekly.

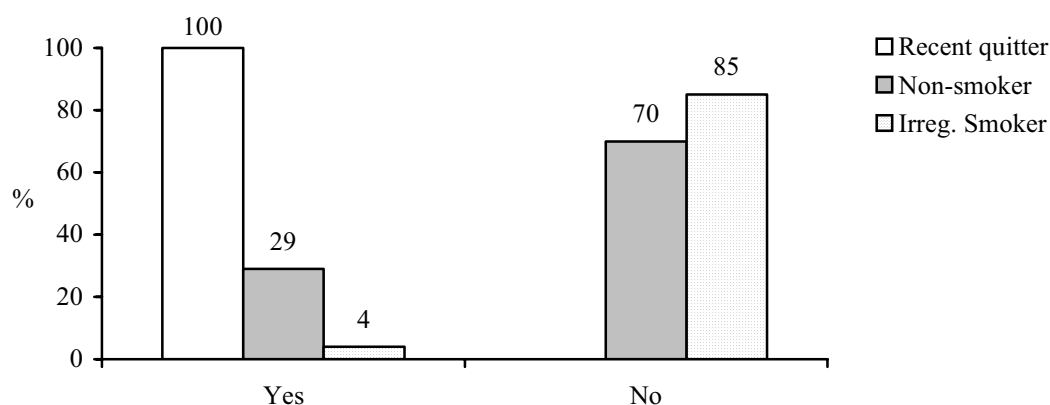
Table 14. Current smoking status

	Smokes at all n=1648
Daily	84.5%
At least weekly	10.9%
Less often than weekly	4.6%

Subsequent to respondents being asked about their current smoking status, those who did not smoke daily or at least weekly were asked if they had ever smoked cigarettes on at least a weekly basis. Forty-four per cent (44%) reported they had smoked cigarettes on at least a weekly basis in the past. By smoking status:

- 29% of 'non-smokers' reported smoking at least weekly in the past,
- All of the 'recent quitters' reported smoking at least weekly in the past.

Figure 1. Ever smoked at least weekly by smoking status



BASE: Respondents who don't smoke or smoke less often than weekly: recent quitter (n=193), non-smoker (n=691), irregular smoker (n=13)

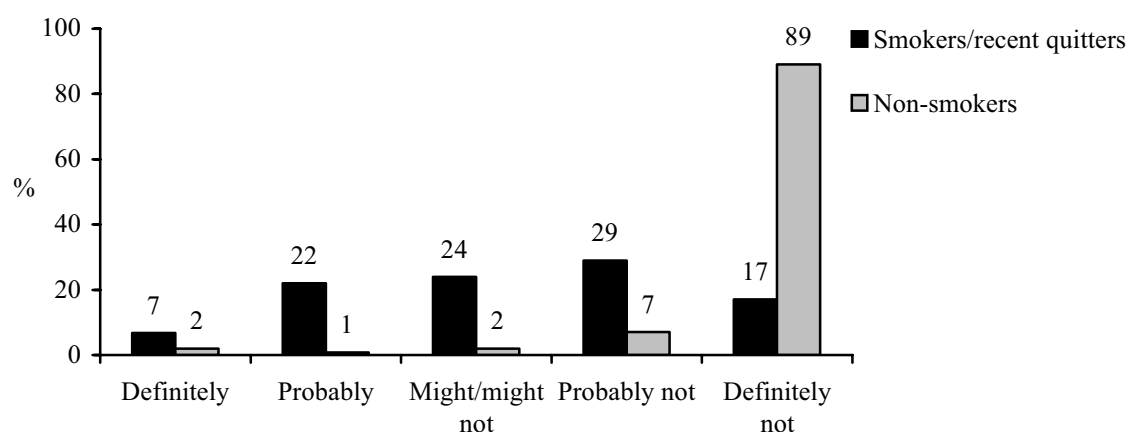
Note: 11% of irregular smokers couldn't recall whether they had smoked on at least a weekly basis

Large variation was evident in years elapsed since those who had ever smoked on at least a weekly basis first started smoking regularly. Initiation of smoking among 'smokers / recent quitters' was reported to be on average 13 years ago.

Table 15. Years elapsed since first started smoking regularly

	Smokers / recent quitters n=1769
Under 1 year	0.5%
1-4 years	15.0%
5-9 years	18.9%
10-14 years	20.3%
15-19 years	18.8%
20 years or more	26.4%
Mean years	12.7% (s.d. 7.2)

Figure 2 highlights the differences by smoking status for likelihood to be smoking in one year's time. Most 'smokers / recent quitters' (81%) indicated a degree of likelihood (definitely, probably, might/might not, probably not) whilst the majority of 'non-smokers' (89%) indicated they definitely would not be smoking in one year's time.

Figure 2. Likelihood of smoking in one year by smoking status

BASE: Total sample: smokers / recent quitters (n=1769), non-smokers (n=691)

'Regular smokers' were asked in two separate questions if they smoked factory-made and roll-your-own cigarettes on at least a weekly basis:

- Most (91%) reported smoking factory-made cigarettes,
- Seventeen per cent (17%) smoked roll-your-own cigarettes.

Of those smoking roll-your-own cigarettes at least weekly, 47% also reported smoking factory-made cigarettes, which equates to eight per cent (8%) of 'regular smokers' smoking both types of cigarettes at least weekly.

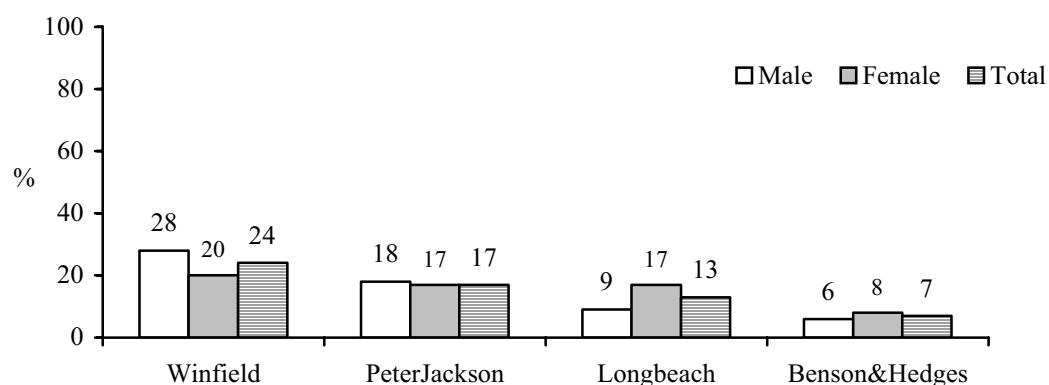
Table 16. Type of cigarette smoked at least weekly

	Regular smokers n=1576
Smoke factory-made	90.6%
Smoke roll-your-own	17.1%
Both	8.1%

'Regular smokers' were asked which brand of factory-made cigarettes they smoked most often. The most popular brands smoked were Winfield (24%), Peter Jackson (17%), Longbeach (13%) and Benson & Hedges (7%). Other findings included:

- Males were significantly more likely than females to report smoking Winfield,
- Females were significantly more likely than males to report smoking Longbeach.

Figure 3. Most popular cigarette brands smoked by gender



BASE: Regular smokers (n=1576)

8.1.2 Cigars / Pipes

The majority of smokers who 'smoke at all' had neither smoked cigars nor pipes in the past year (98%).

- Smoking of cigars and pipes was significantly more likely to be reported by males than females.

Table 17. Cigar / pipe smoking in past year by gender

	Smokes at all		
	Males n=750	Females n=907	Total n=1657
Cigars only	4.3%	0.6%	2.2%
Pipes only	0.5%	-	0.2%
Both	0.1%	-	0.1%
Neither	95.3%	99.3%	97.5%

8.1.3 Illicit tobacco

Less than a third (29%) of respondents were aware of loose tobacco sold in plastic bags or rolled into unbranded cigarettes (i.e. illicit tobacco) with no differences between 'smokers / recent quitters' compared to 'non-smokers'. Among those who had ever seen illicit tobacco, 63% of 'smokers / recent quitters' and 19% of 'non-smokers' reported ever using it.

Those who reported ever smoking illicit tobacco were asked two questions to clarify the frequency with which they smoked this type of tobacco.

- “How often do you smoke this type of tobacco?”
- “Would you say that when you smoke now you...?”

Categorical responses are shown in Tables 18 and 19. At each question, among those who ‘smoke at all’ most reported no longer using this type of tobacco:

- 72% of smokers who ‘smoked at all’ and reported ever smoking illicit tobacco reported no longer using it,
- Among the remaining smokers who ‘smoked at all’ and reported some level of illicit tobacco consumption, a further 15% reported no longer using it.
- This equates to four per cent (4%) of smokers who ‘smoked at all’ currently smoking illicit tobacco.

Table 18. Frequency of smoking illicit tobacco

	Smokes at all	
Ever smoked illicit tobacco [as % of all smokes at all]	n=279	
	[n=1657w]	
How often do you smoke this type of tobacco		
- Every day	2.3%	[0.4%]
- Some days	1.0%	[0.2%]
- Only occasionally	24.6%	[4.5%]
- No longer use	71.8%	[13.1%]

w = weighted

Table 19. Current illicit tobacco smoking behaviour

	Smokes at all	
Currently smoking illicit tobacco [as % of all smokes at all]	n=86	
	[n=1657w]	
Would you say when you smoke now, you...		
- Only smoke this type of tobacco	3.5%	[0.2%]
- Mainly smoke this type of tobacco	7.1%	[0.4%]
- Smoke this type of tobacco about half the time	2.4%	[0.1%]
- Smoke this type of tobacco less than half the time	4.7%	[0.2%]
- Occasionally smoke this type of tobacco	69.4%	[3.6%]
- No longer use this type of tobacco	15.3%	[0.8%]

w = weighted

8.2 Purchasing behaviour

‘Regular smokers’ of factory-made cigarettes most frequently reported purchasing a pack (88%) rather than a carton (11%) when asked about the pack they were currently using.

Among pack purchasers, the mean reported price paid for the pack was \$10.50. The most common pack size purchased was 25’s purchased by 39%:

- 23% reported buying 30’s,
- 18% reported buying 40-50’s,
- 18% reported buying 20’s.

When converted to cost in cents per stick, pack purchasers reported paying on average 37 cents per cigarette.

The average price reported being paid for a carton of cigarettes was \$62.50.

Table 20. Reported price paid for cigarettes

Pack purchasers	n=1244
– Mean cost of pack (regardless of pack size)	\$10.50 (s.d. 3.1)
– Mean cost in cents per stick	37c (s.d. 6.8)
Carton purchasers	n=149
– Mean cost of carton (regardless of carton size)	\$62.50 (s.d. 11.3)

Compared with one year ago 48% of ‘regular smokers’ reported no change in terms of impact on affordability of cigarettes, however, 44% reported they found it harder to afford cigarettes now.

Table 21. Cigarette affordability

	Regular smokers
	n=1576
Easier	7.4%
Harder	43.6%
No change	47.7%

Despite finding it harder to afford cigarettes, the majority (56%) reported this had no effect on their smoking behaviour. However, more than one in four (27%) reported smoking fewer cigarettes since cigarettes became more difficult to afford.

Table 22. Impact on smoking behaviour since cigarettes harder to afford

	Regular smokers
Found it harder to afford cigarettes now compared to 1 year ago	n=677
No effect	55.6%
Smoke fewer cigarettes	26.5%
Smoke cheaper brand of cigarettes	14.3%
Change to roll-your-owns	6.9%
Can’t say	0.6%

8.3 Quitting behaviour

A minority of respondents considered themselves recent quitters, despite reporting they currently smoked, although less often than weekly (n=28) and a further 32 respondents considered themselves long-term quitters despite reporting they currently smoked less often than weekly as shown in the Table below.

Table 23. Smoking status by quitting status

	Recent quitters	Long-term quitters
Not regular smokers	n=193	n=213
Smokes less often than weekly	13.8%	18.1%
Does not smoke at all	85.7%	81.4%

Recent quitters were asked to estimate the length of time since they stopped smoking on a weekly basis, with approximately one in two (53%) reporting quitting within the past three months.

Recent quitters who had quit in the last four weeks were asked what had prompted them to quit on this occasion. When aggregated across multiple responses, health-related reasons were the main motivations reported for quitting (70%).

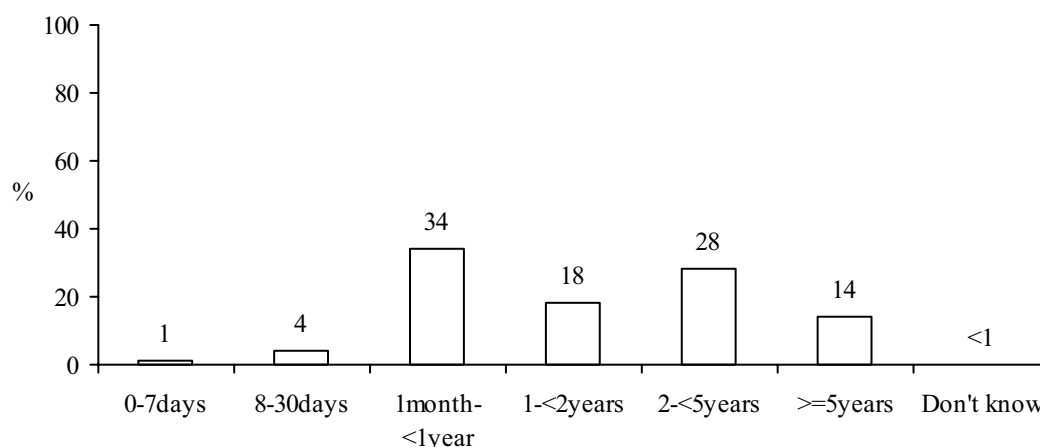
Table 24. Reasons for quitting on last quit attempt (multiple responses)

Quit in the last 4 weeks	Recent quitters n=44
Health reasons / ill health (unspecified)	28.8%
Affecting fitness	15.9%
Cost / too expensive	14.2%
Asthmatic	13.4%
Pregnancy	8.4%
Cough / cold / flu / chest infection	5.3%
Health scare (eg pneumonia)	4.5%
Know someone who is ill / died from smoking	4.5%
Family history	4.5%
Children in house / children's health / role model for children	3.6%
Just stopped / spur of moment	3.4%
Family / partner / parents	2.3%
Waste of money	2.3%
The smell (on body)	2.3%
Decline in health / bad for health	2.3%
Can't say	2.3%

More than three-quarters (79%) of regular smokers reported ever trying to quit smoking.

There was great variability in the duration reported since the last quit attempt. The median duration reported by regular smokers was 365 days.

Figure 4. Duration since last quit attempt



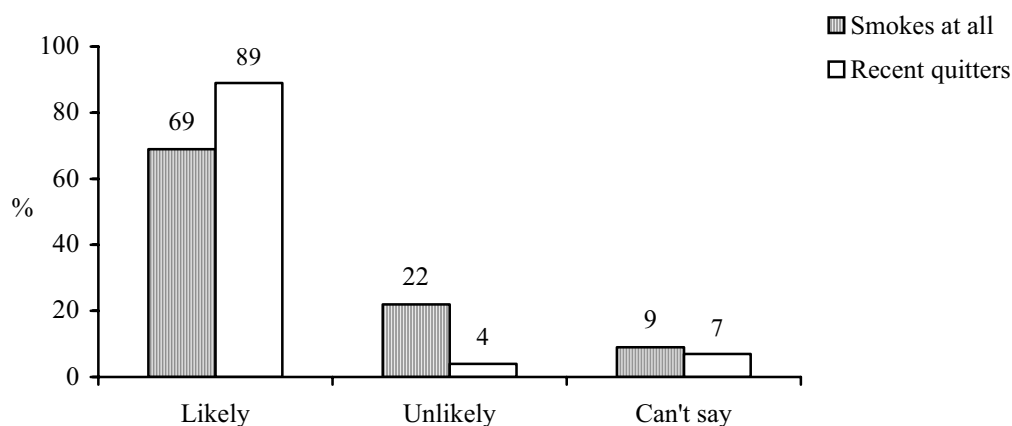
BASE: Regular smokers who have ever tried to quit smoking (n=1255)

The mean duration of staying quit on the last quit attempt also varied greatly, with a median duration of 42 days reported by regular smokers.

Recent quitters were asked about the likelihood of being able to stop smoking permanently and 89% reported that this was likely. Those who smoked at all were also

asked to respond to the likelihood of them being able to stop smoking permanently, assuming they tried to stop, and 69% reported this was likely.

Figure 5. Likelihood to stop smoking permanently



BASE: Recent quitters (n=193), Smokes at all (n=1620*)

* Does not include n=28 who considered themselves recent quitters despite smoking less often than weekly

8.3.1 Quit strategies

When 'smokers / recent quitters' were prompted about strategies employed to reduce or quit smoking cigarettes in the past year:

- 53% had discussed smoking and health at home,
- 31% had changed to cigarettes labelled as "light" or "mild",
- 25% had read "How to Quit literature",
- 26% had changed to a lower tar brand of cigarette,
- 26% had used nicotine gum or patches,
- 14% had asked their doctor for help to quit,
- 8% had been prescribed Zyban,
- 5% had called the Quitline,
- 5% had bought some other product to help them quit (NOT NRT or Zyban),
- 4% had accessed Quit information from a website, and
- 24% had done none of the above (or other mentioned strategies).

Respondents who smoked at all or who recently quit were asked whether anybody at their house had been trying to get them to quit smoking in the past six months. One in two (52%) reported someone had and this person was most commonly a partner (45%), a child (30%) or a parent (23%).

- Males were significantly more likely to report being encouraged to quit by a partner or parent,
- Females were significantly more likely to report being encouraged to quit by a child.

Table 25. Those who encouraged quitting by gender

	Smokes at all or recent quitters		
	Male	Female	Total
Have had someone at home encouraging them to quit	n=413	n=551	n=964
Partner/spouse	50.0%	41.7%	45.2 %
Child	23.9%	45.1%	36.1%
Parent	29.6%	18.2%	23.0%
Friend/flatmate	3.8%	5.3%	4.7%
Sibling	5.9%	4.4%	5.1%
Other	3.4%	1.7%	2.4%
Can't say	-	0.1%	0.1%

9.0 CESSATION INTENTION

Regular smokers were asked two questions to ascertain their preparedness to quit in terms of smoking behaviour:

- “Are you seriously considering quitting smoking cigarettes in the next six months?”
- Are you planning to quit smoking cigarettes in the next 30 days?”

Those who were not seriously considering quitting in the next six months were regarded as in the precontemplation stage. Smokers who reported considering quitting in the next six months were considered to be contemplators, and smokers who were considering quitting in the next 30 days were ascribed to the preparation stage.

- 19% of regular smokers reported they were preparing to quit smoking,
- 41% of regular smokers in preparation (n=298) had set a date to quit and of these, the mean number of days until the quit date was 17.

Table 26. Intent to quit among regular smokers

	Regular smokers n=1591
Stage of change	
- Precontemplation	41.2%
- Contemplation	39.9%
- Preparation	18.9%

Among regular smokers who were not seriously considering quitting (n=645), 79% felt they should quit sometime, however, 15% indicated they were happy to smoke for the rest of their life.

Table 27. Intention to quit among precontemplators

	Regular smokers n=645 [n=1581w]
Not seriously considering quitting in next 6 months [as % of all regular smokers]	
Should quit sometime	78.7% [32.4%]
Happy to smoke for rest of life	15.3% [6.3%]
Can't say	6.0% [2.5%]

w = weighted

10.0 DISCUSSION

Selective attention theory proposes that people selectively attend to information that concords with their current attitudes and behaviour. Thus one might expect non-smokers to be more likely to attend to the NTC. However, these results indicate that ‘smokers / recent quitters’ and ‘non-smokers’ have both attended to the Campaign, with equally high recognition of the NTC among both groups in the seventh year of the Campaign. In contrast to this theory, the higher levels of spontaneous recall of anti-tobacco advertising among ‘smokers / recent quitters’ indicates smoking is on their agenda and thus is supportive of the construct of perceived personal relevance among this group. Furthermore the positive influence of the Campaign on smoking behaviour is evident, supporting the effectiveness of the NTC.

Encouragement to quit attributed to the Campaign was reported by one in two smokers, however most recent quitters reported no effect on helping them stay quit. It is possible that recent quitters have deflected the NTC given they have ceased smoking. Certainly their strong personal self-efficacy exhibited towards staying quit in one year’s time would suggest that they feel no need for further assistance to help them stay quit. Whilst the NTC appears to provide an impetus to quit, it may not be providing support to those who have quit. This could be ascribed to the lack of NTC media activity during this time.

Interestingly most smokers believed they could stop smoking permanently if they attempted to do so despite a large proportion of them reporting they have tried to quit before. For most, this was approximately one year ago and on average those who had ceased smoking reported staying off cigarettes for a little more than a month. At the time of this evaluation less than one in five regular smokers were in preparation to quit. These results are consistent with the stages-of-change model and show the cyclical nature of quitting, affirming that several attempts may be necessary for successful cessation. Significant others who are more likely to be key influencers in the decision to quit for males included partners and parents whereas for females children were more likely to encourage their mothers to quit than their fathers. However, whether these people contribute to quit attempts by smokers warrants further investigation.

Whilst ‘smokers / recent quitters’ acknowledged smoking can harm others, a reasonable proportion thought the dangers had been exaggerated. As many as one in five also felt smoking can’t be that bad as some smokers smoke all their lives and live to a ripe old age and a quarter of ‘smokers / recent quitters’ felt smoking the occasional cigarette doesn’t damage your health. There was also a small proportion of regular smokers who reported being content to smoke for the rest of their lives, despite smokers in general reporting they know about the ill-effects of smoking and acknowledging the likelihood that smoking had already done them some harm. Promisingly, there was a much larger proportion of ‘smokers / recent quitters’ who believed that every cigarette is doing you damage indicating the key message of the NTC is strongly supported.

‘Smokers / recent quitters’ reported they believed many of the effects of smoking promoted by the NTC to be true, especially concerning tar build up on the lungs and mouth and throat cancer caused by smoking. However, few claimed to have learned anything new in the past six months about smoking and health. Perhaps this is not

surprising given the limited media activity of the NTC in 2003 and no new information about the health effects of smoking released in the Campaign since 2000.

Although only a small sample of quitters had quit in the past month, the responses from this group indicated health-related reasons were the main motivation for quitting rather than financial ones. This was also supported by those regular smokers who reported they did not change their smoking behaviour even though they considered smoking to be less affordable now compared to one year ago. These findings suggest the NTC is aptly focused, depicting the health effects of smoking.

The results demonstrate smoking has been proficient. Even among non-smokers as many as two in five had smoked on at least a weekly basis at some time in the past. Current smokers commonly reported smoking on a daily basis. Most regular smokers reported smoking factory made cigarettes and of those who smoked roll-your-own tobacco, half of them also smoked factory-made. Though among all smokers less than 10% smoked both types of tobacco on at least a weekly basis. Regular smokers showed a preference for purchasing packs rather than cartons of cigarettes with no clear preference for pack size. Few reported smoking cigars or pipes, an activity which was mainly restricted to males. Similarly, smoking of illicit tobacco was quite uncommon.

It is important to consider other tobacco control efforts, which collaboratively are likely to have contributed to the positive impact of the NTC in 2003. For example, there was considerable media attention given to legislation changes regarding smoking in pubs and clubs in 2003. The NTC has been the longest running tobacco control social marketing initiative in Australia and it would be fair to conclude it has contributed in raising awareness and influencing quitting and as such has contributed to the reduction in smoking prevalence that has been seen in Australia since the Campaign commenced.

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Appendix- Questionnaire

2003 National Tobacco Campaign Evaluation

Enumeration interview

Good (morning/afternoon/evening). My name is <INSERT INTERVIEWER NAME> from the Social Research Centre calling on behalf of the Australian Government Department of Health and Ageing. I am ringing to conduct an important public health study. May I speak to someone in your household aged 18 years of age or older.

IF SOMEONE 18 YEARS OF AGE OR OLDER NOT AVAILABLE MAKE APPOINTMENT.
IF NO-ONE 18 YEARS OR OLDER, GO TO TERMINATION SCRIPT

The Social Research Centre is conducting some important research on behalf of the Department of Health and Ageing looking at public health issues. Please be assured that any information you give us will be strictly confidential. The initial questions we would like to ask will only take 3 or 4 minutes to answer. Is it convenient to talk now or would you like to make an appointment?

Q1 During the past three months have you seen or heard any advertising campaigns on TV, radio, in the newspaper or anywhere else encouraging people to do things to improve their health?

1. Yes
2. No GO TO PREQ3
3. Can't say GO TO PREQ3

Q2 What was the advertising campaign(s) about? What else? Anything else?
PROMPT ONLY IF SMOKING ISSUES

1. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer/ damages heart and lungs)
2. Young girl with sick ex-smoker father
3. Young girl with sick father wearing oxygen mask (no mention of smoking)
4. Alcohol / drink less / stop drinking/ teenage drinking
5. The drink driving ads / don't drink and drive
6. Drug campaign / drug abuse/ youth drugs
7. Immunisations / vaccinations
8. Asthma foundation / asthma
9. Diabetes / sugar levels
10. Arthritis / rheumatism/ medications for arthritis/ arthritis week
11. Heart health
12. Kidney foundation / kidney week / kidney disease / look after your kidneys
13. Men's health issues (unspec)
14. Prostate cancer / for men to have prostate cancer tests
15. Women's health issues (unspec)
16. Breast cancer / mammograms / breast checks/ breast cancer screening
17. Pap smear tests / cervical cancer/for women to have pap smear tests
18. Anti-cancer foundation / cancer research / cancer (unspec)
19. Skin cancer foundation / skin cancer prevention/protection / melanomas
20. Exercise / healthy lifestyle
21. Weight loss / balanced diet
22. Dairy products / vitamins / iron
23. (Join) private health insurance funds / medical benefits
24. WorkCover / workplace injuries / back injuries
25. Nicotine replacement therapy / nicotine patches / gum/ Zyban / anti-smoking pill / quitting
26. Back pain / exercise your back don't sit around / look after your back
27. Aids / HIV / safe sex issues
28. Food hygiene (cleanliness in the kitchen etc)
29. Menopause
30. Alternative medicine / naturopathy / herbal remedies

31. Mental health (dementia / Alzheimer's etc)
32. Nice people but you don't want to meet them (medical consultant, nurse, surgeon, wig lady, radiation oncologist, chaplin)
33. John Clarke / comedian pretending to be a tobacco company executive
34. Marshall menthol feeling / join the marshall menthol team / catchy jingle advertising mock cigarette brand set against sick people in hospital with tobacco related illness
35. Car and home smoke free zone / ad shows baby / young children with parents / Don't smoke around children in the car or house / smoke outside
36. Mother and her two young children visiting father in hospital / you should have been there
37. Didn't listen / surgeon washing up after operation / shows lungs and tar in dish
97. Other (Specify_____)
98. Can't say

PREQ3 I will now ask you some questions about who lives in your household. I would like to reassure you that your telephone number has been drawn randomly from the White Pages telephone directory and that any information you provide to me will be strictly confidential and used for statistical purposes only.

We are discussing issues that may affect the whole family or household, so I'd like to start by getting some details about the people who live at your place. Just to make sure we include everyone, I need to record the age, first name or nickname, and sex of everyone living in your household, including yourself and anyone who normally lives there but is temporarily away.

Q3. First of all, including yourself, what is the total number of people in your household?
RECORD NUMBER

Q4A. Would you mind telling me your age?

1. (intentionally blank)
2. (intentionally blank)
3. (intentionally blank)
4. 18-24
5. 25-29
6. 30-34
7. 35-40
8. 41-45
9. 46-50
10. 51-55
11. 56-60
12. 61-65
13. 66-69
14. 70 years or older
15. 18-40 (unspec)
16. 41-69 (unspec)
17. Over 69 (unspec)
18. Under 18 (unspec)
19. Can't say
20. Refused

Q5A Do you smoke cigarettes on at least a weekly basis?

1. Yes GO TO Q6A
2. No
3. Can't say

Q5AA. Did you stop smoking cigarettes on a weekly basis more than one year ago, less than one year ago or have you never smoked regularly on a weekly basis?

1. Quit less than one year ago
2. Quit one year ago or longer

3. Never smoked
4. Can't say

Q6A. RECORD SEX OF RESPONDENT

1. Male
2. Female

PREQ7A IF Q3=1 (ONE PERSON IN HOUSEHOLD) AND Q4A=14 (70 OR OVER) GO TO Q9.
OTHERS CONTINUE.

Q7A. What is your first name or nickname?
RECORD FIRST NAME

PREQ4B IF Q3=2 OR MORE (MORE THAN ONE PERSON IN HOUSEHOLD) CONTINUE. OTHERS
GO TO Q9
Now thinking about the other household members ...

Q4B. What is the age of the (next) oldest person (excluding yourself) living in your household?

1. 13 years or under GO TO Q6B
2. 14-15 GO TO Q6B
3. 16-17
4. 18-24
5. 25-29
6. 30-34
7. 35-40
8. 41-45
9. 46-50
10. 51-55
11. 56-60
12. 61-65
13. 66-69
14. 70 years or older
15. 18-40 (unspec)
16. 41-69 (unspec)
17. Over 69 (unspec)
18. Under 18 (unspec)
19. Can't Say
20. Refused

Q5B. Does this person smoke cigarettes on at least a weekly basis?

1. Yes GO TO Q6B
2. No
3. Can't say

Q5BB. Did this person stop smoking cigarettes on a weekly basis more than one year ago, less than one year ago or have they never smoked regularly on a weekly basis?

1. Quit less than one year ago
2. Quit one year ago or longer
3. Never smoked
4. Can't say

Q6B. Is this person male or female

1. Male
2. Female

PREQ7B IF Q4B = 4-13 or 15-16 (PERSON AGED 18-69) CONTINUE. OTHERS GO TO PREQ4C

Q7B. What is (his/her) first name (or initial)?
RECORD FIRST NAME OR INITIAL

PREQ4C IF Q3 =3 OR MORE (3 OR MORE PEOPLE IN HOUSEHOLD) CONTINUE. OTHERS GO TO Q9

Q4C What is the age of the next oldest person in the household?
REPEAT Q4B TO Q7B FOR UP TO 15 MEMBERS OF THE HOUSEHOLD
FOR THIRD MEMBER OF HOUSEHOLD, QUESTION NUMBERS ARE Q4C TO Q7C
FOR FOURTH MEMBER OF HOUSEHOLD, QUESTION NUMBERS ARE Q4D TO Q7D, ETC
RECORD AGE AND GENDER OF ALL HOUSEHOLD MEMBERS
RECORD AGE, SMOKING STATUS AND GENDER OF ALL HOUSEHOLD MEMBERS 16 PLUS AND RECORD NAME IF HOUSEHOLD MEMBER IS 18-69
AFTER RECORDING DETAILS FOR THE NUMBER OF HOUSEHOLD MEMBERS FROM Q3, CATI SYSTEM PROMPTS (DO NOT READ OUT): Is the above household data complete, ie. Are all people listed?
1. Yes CONTINUE
2. No CHECK DETAILS

Q9. What language do (you / the adults in your household) speak most of the time when (you / they) are at home? SINGLE RESPONSE

1. English
2. Arabic
3. Cantonese (Chinese)
4. Greek
5. Italian
6. Korean
7. Mandarin (Chinese)
8. Portuguese
9. Spanish
10. Tagalog (Filipino)
11. Turkish
12. Vietnamese
97. Other (specify)
98. Can't say

Q10. What is (the main income earner's / your) occupation - the position and the industry?

1. Professional
2. Owners or executives
3. Owners of small businesses
4. Sales
5. Semi-professional
6. Other white collar
7. Skilled
8. Semi-skilled
9. Unskilled
10. Farm owners
11. Farm workers
12. No occupation
13. Other (Specify_____)
14. Refused

Q10A. Because we rang your phone number at random, without knowing the address, I'd like to record just the post code where you live, so we can look at the statistical results by each geographic area. Can you please tell me your postcode?
DISPLAY POSTCODE FROM SAMPLE. INTERVIEWER TO EDIT IF NECESSARY

TERM 1 - TERMINATION SCRIPT (NO-ONE IN HOUSEHOLD AGED 18 TO 69), SAY:

Thank you very much for your time and assistance, but (we need to speak to people aged between 18 and 69 / we have already completed our quota of people in your age group).

EVALUATION INTERVIEW SELECTION AND QUOTA CHECK LOGIC (SEE SEPARATE PROGRAMMER INSTRUCTIONS)

PROGRAMMER INSTRUCTION: SYSTEM LISTS INDIVIDUALS SELECTED

Selection 1 Person1 <<INSERT NAME OR NICKNAME FROM Q4A-Q40>>
 Age <<INSERT AGE FROM Q4A-Q40>>
 Smoke <<INSERT "YES" IF Q5A-Q50=1 OR "NO" IF Q5A-Q50=2 OR 3>>

REPEAT FOR SELECTION 2 AND 3

IF NO SELECTION (NOBODY IN HOUSEHOLD IN OPEN QUOTA GROUP) SAY:

Thank you very much for your time and assistance.

IF NECESSARY EXPLAIN. We need to speak to (smokers in specific age groups / non-smokers in smoking households in specific age groups).

IF SELECTED PERSON IS INITIAL RESPONDENT, SAY

I would now like to ask you some more specific questions. The questions we would like to ask will take about 15 minutes to complete and it is important that we speak to you as you were specifically selected at random from your household. Your opinion will be a valuable contribution to the health research we are conducting and will be used for statistical purposes only.

IF SELECTED PERSON IS NEW RESPONDENT, SAY TO INITIAL RESPONDENT

QSWAP:

Thank you very much. For the purpose of this survey, I now need to randomly select someone in your household over the age of 18 from the list you gave me earlier and ask them some more detailed questions. Thank you for your time and assistance.

INTERVIEWER CHECK WHICH SELECTION IS AVAILABLE NOW AND SELECT

1. Proceed ([ONE OF] SELECTED PERSON[S] AVAILABLE NOW
2. Make appointment ([NONE OF] SELECTED PERSON[S] AVAILABLE NOW – GET BEST TIME TO CALL)
3. Refused

IF SELECTED PERSON IS NEW RESPONDENT, RE INTRODUCE:

Good (morning/afternoon/evening). My name is <INSERT INTERVIEWER NAME>. I am conducting a study on some health issues. You may be aware that I have rung this household to conduct a brief survey of some health issues. This survey is an important study into health issues and your household's participation would be greatly valued. The questions we would like to ask will take about 15 minutes to complete. Is it convenient to talk now or would you like to make an appointment?

1. Continue
2. Make appointment (TYPE STOP AND MAKE APPOINTMENT)
3. Refused (FOLLOW INSTRUCTIONS ON SCREEN)

Evaluation interview

PREQ11 IF INITIAL RESPONDENT GO TO Q18. OTHERS CONTINUE

Q11. During the past three months, have you seen or heard any advertising campaigns on TV, radio, in the newspaper or anywhere else encouraging people to do things to improve their health?

1. Yes
2. No GOTO Q18
3. Can't say GOTO Q18

Q12. What was the advertising campaign(s) about? What else? Anything else?

PROMPT ONLY IF SMOKING ISSUES

1. Quit campaign/ quit smoking/ dangers of smoking (eg lung cancer/ damages heart and lungs)
2. Young girl with sick ex-smoker father
3. Young girl with sick father wearing oxygen mask (no mention of smoking)
4. Alcohol/ drink less/ stop drinking/ teenage drinking
5. The drink driving ads/ don't drink and drive
6. Drug campaign/ drug abuse/ youth drugs
7. Immunisations/ vaccinations
8. Asthma foundation/ asthma
9. Diabetes/ sugar levels
10. Arthritis/ rheumatism/ medications for arthritis/ arthritis week
11. Heart health
12. Kidney foundation/ kidney week/ kidney disease/ look after your kidneys
13. Men's health issues (unspec)
14. Prostate cancer/ for men to have prostate cancer tests
15. Women's health issues (unspec)
16. Breast cancer/ mammograms/ breast checks/ breast cancer screening
17. Pap smear tests/ cervical cancer/for women to have pap smear tests
18. Anti cancer foundation/ cancer research/ cancer (unspec)
19. Skin cancer foundation/ skin cancer prevention/ protection/ melanomas
20. Exercise/ healthy lifestyle
21. Weight loss/ balanced diet
22. Dairy products/ vitamins/ iron
23. (Join) private health insurance funds/ medical benefits
24. WorkCover/ workplace injuries/ back injuries
25. Nicotine replacement therapy/ nicotine patches/ gum/ zyban/ anti-smoking pill/ quitting
26. Back pain/ exercise your back don't sit around/ look after your back
27. Aids/ HIV/ safe sex issues
28. Food hygiene (cleanliness in the kitchen etc)
29. Menopause
30. Alternative medicine/ naturopathy/ herbal remedies
31. Mental health (dementia/ Alzheimer's etc)
32. Nice people but you don't want to meet them (medical consultant, nurse, surgeon, wig lady, radiation oncologist, chaplin)
33. John Clarke / comedian pretending to be a tobacco company executive
34. Marshall menthol feeling / join the marshall menthol team / catchy jingle advertising mock cigarette brand set against sick people in hospital with tobacco related illness
35. Car and home smoke free zone / ad shows baby / young children with parents / Don't smoke around children in the car or house / smoke outside
36. Mother and her two young children visiting father in hospital / you should have been there
37. Didn't listen / surgeon washing up after operation / shows lungs and tar in dish
97. Other (Specify _____)
98. Can't say

Q18. Do you now smoke cigarettes ...READ OUT
EXPLAIN AS NECESSARY: By cigarettes we mean factory-made or roll-your-own cigarettes

1. Daily GO TO Q20
2. At least weekly GO TO Q20
3. Less often than weekly, or
4. Not at all
5. (Can't say)

Q19. Have you ever smoked cigarettes on at least a weekly basis?

1. Yes
2. No GO TO Q27
3. CAN'T SAY GO TO Q27

Q20. Approximately how many years ago did you start smoking regularly?
EXPLAIN AS NECESSARY That's when you **first** started smoking regularly
RECORD TO NEAREST WHOLE YEAR. IF LESS THAN ONE YEAR RECORD AS ZERO

PREQ21 IF Q18=3, 4 OR 5 (NOT CURRENTLY A REGULAR SMOKER, NEVER SMOKED CIGARETTES ON AT LEAST A WEEKLY BASIS) CONTINUE. OTHERS GO TO Q22:

Q21. Did you stop smoking cigarettes on a weekly basis more or less than one year ago?

1. Less than one year ago
2. One year ago or longer GO TO PREQ23
3. Can't say GO TO PREQ23

Q21A. Approximately how many weeks ago did you stop smoking on a weekly basis?
ENCOURAGE BEST GUESS
RECORD NUMBER OF WEEKS (ALLOWABLE RANGE 0 TO 52)

PREQ21AA IF Q21A=4 OR LESS (QUIT IN LAST 4 WEEKS) CONTINUE. OTHERS GO TO PREQ23:

Q21AA. What, if anything, specifically prompted you to quit at this time? MULTIPLES ACCEPTED

1. Health Reasons/ Ill Health (Unspec)
2. Asthmatic
3. Had A Cough/ Cold/ Flu/ Chest Infection
4. Affecting My Fitness
5. Pregnancy
6. Just Stopped/ Spur Of The Moment
7. Cost/ Too Expensive
8. Waste Of Money
9. Know Someone Who Is Ill/ Has Died From Smoking
10. Children In The House/ Children's Health/ Role Model For Children
11. Family/ Partner/ Parents
12. Health Scare (Eg Pneumonia, Coughing Fits)
13. Decline In Health/ Bad For My Health
14. The Smell (On My Body)
15. Family History (Eg Throat Cancer)
97. Other (Specify _____)
98. Can't say

PREQ23 IF Q18=1 OR 2 (REGULAR SMOKER) CONTINUE. OTHERS GO TO Q27

Q23. Are you seriously considering quitting smoking cigarettes in the next 6 months?

1. Yes
2. No GO TO PREQ27A

3. Can't say GO TO PREQ27A

Q23AA. Are you actually thinking of quitting, or do you just think it is a possibility?

1. Actually thinking of quitting
2. Just a possibility
3. Can't say

Q24. Are you planning to quit smoking cigarettes in the next 30 days?

1. Yes
2. No GO TO Q27B
3. Can't say GO TO Q27B

Q25. Have you set a date when you plan to quit smoking cigarettes?

1. Yes
2. No GO TO Q27B
3. Can't say GO TO Q27B

Q26. How many days from today is your quit date?

ALLOW UP TO 30 DAYS

PREQ27A IF Q23=2 OR 3 (NOT SERIOUSLY CONSIDERING QUITTING SMOKING CIGARETTES IN THE NEXT 6 MONTHS) CONTINUE. OTHERS GO TO PREQ27B

Q27A Do you think that you should quit sometime, or are you happy to smoke for the rest of your life?

1. Should quit sometime
2. Happy to smoke for rest of life
3. Can't say

PREQ27B IF Q23=1 (SERIOUSLY CONSIDERING QUITTING IN NEXT 6 MONTHS) CONTINUE. OTHERS GO TO Q27

Q27B. Would you be more likely than you are now to phone the Quitline for assistance in quitting if the phone number was available on cigarette packs?

1. Yes
2. No GO TO Q27

Q27C. Is that a little more or a lot more likely?

1. Little more likely
2. Lot more likely

Q27. A year from now, how likely is it you will be smoking? READ OUT

1. Definitely will be smoking
2. Probably will
3. Might or might not
4. Probably will not, or
5. Definitely will not be smoking
6. (Can't say)

PREQ29A IF Q18=1 OR 2 (REGULAR SMOKER) CONTINUE. OTHERS GO TO Q30

Q29A. What do you think is the likelihood of becoming ill from your smoking if you continue to smoke?

1. Not at all likely
2. Not very likely
3. 50/50
4. Very likely
5. Certain
6. (Can't say)

Q30. In your opinion, which of the following two statements is nearest to the truth? ROTATE

1. You have to smoke for several years to do any damage to your health
2. Every cigarette you smoke is doing damage to your health
3. (Can't say)

PREQ31 IF Q18=1 OR 2 (REGULAR SMOKER), OR Q21=1 (RECENT QUITTER) CONTINUE.
OTHERS GO TO Q36

Q31. Has smoking already done any harm to your body? Would you say it ...

1. Definitely has
2. Probably has
3. Perhaps it has
4. Probably not
5. Definitely not
6. (Can't say)

Q36. During the past 6 months have you learned anything new about the effects of smoking cigarettes on health?

1. Yes
2. No GO TO PREQ37AA
3. Can't say GO TO PREQ37AA

Q37. What have you learnt? MULTIPLES ACCEPTED

1. Gunk, deposits, build up, clogging, sticky arteries/artery walls/ aorta, happens to young smokers
2. Lungs are like sponges/air sacks /tobacco, smoking destroys air sacks, smoking rots in lungs, lose breath because of damage to air sacks
3. Know how smoking causes lung cancer, DNA/gene protects from cancer/chemicals, smoking attacks p53/without p53 more likely to get cancer
4. Every cigarette is doing you damage
5. Passive smoking is dangerous/ a health hazard
6. Smoking affects fitness/ health
7. Smoking causes cancer (unspec).
8. Causes lung cancer
9. Causes throat cancer
10. Causes tongue/ mouth cancer
11. Smoking aggravates/ causes asthma
12. Smoking causes emphysema
13. Cigarettes/ nicotine is addictive
14. Cigarettes contain harmful chemicals/ poisons
15. Smoking causes circulatory problems
16. What smoking can do to unborn babies/ babies
17. Affects fertility
18. Every cigarette takes 5 mins off your life
19. Smokers are targeted/ blamed for everything
20. Nicotine increases memory/ stimulates the brain
21. It's never too late to stop/ damage is reversible/ general health can improve
22. Smoking is bad for you/ you shouldn't smoke/ smoking causes various diseases/damages various organs
23. Tobacco companies admit fault
24. Loss of eye sight/ eye damage/ blindness/ retinal damage
25. Smoking cures various diseases/ problems (eg. Alzheimer's/ neurological diseases/ weight problems etc.)
26. Heart damage/ disease/ problems
27. Causes strokes/ clots in the brain
28. Breast cancer/ passive smoking links to breast cancer

29. Causes diabetes/ not to smoke if have diabetes
30. Causes SIDS
31. Smoking causes build up of tar on your lungs/tar build up/ damage to lungs
32. Smoking will kill you
97. Other (Specify: factual comments_____)
98. Can't say

PREQ37AA IF Q18=1, 2, OR 3 (CURRENT SMOKER) OR Q21=1 (RECENT QUITTER) CONTINUE.
OTHERS GO TO Q44

Q37AA. Have you done any of the following in the past year ...ROTATE (1 TO 10 AND 13)

1. Discussed smoking and health at home
2. Rung the "Quit" help line
3. Asked your doctor for help to quit
4. Used nicotine gum, nicotine patch, inhaler or lozenge
5. Been prescribed Zyban
6. Bought a product other than nicotine gum, patch, inhaler, lozenge or Zyban to help you quit
13. Used Zyban
7. Changed to a "light" or "mild" type of cigarette
8. Changed to a lower tar band of cigarette
9. Read "how to quit" literature
10. Accessed Quit information from a website
11. (None of the above)
12. (Can't say)

PREQ37I IF Q37AA=4 (USED NICOTINE REPLACEMENT THERAPY IN LAST YEAR) CONTINUE.
OTHERS GO TO PREQ39

Q37I. Which of the following nicotine replacement products have you used in the last 12 months.? MULTIPLES ACCEPTED

1. Nicotine gum
2. Nicotine patches
3. Nicotine inhaler
4. Nicotine lozenges
5. (Can't say) GO TO PREQ39

PREQ39 IF Q18=1, 2, OR 3 (CURRENT SMOKER) OR Q21=1 (RECENT QUITTER) CONTINUE.
OTHERS GO TO PREQ41.

Q39. During the past 6 months has anybody at your house been trying to get you to quit smoking?

1. Yes
2. No GO TO PREQ41
3. Can't say GO TO PREQ41

Q40. What is that person's relationship to you? MULTIPLES ACCEPTED

1. Parent
2. Child
3. Sibling
4. Partner / spouse
5. Friend / flatmate
6. Other
7. Can't say

PREQ41 IF Q21=1 (RECENT QUITTER) CONTINUE. OTHERS GO TO PREQ41A

Q41. How likely or unlikely is it that you'll be able to stop smoking permanently?

ENCOURAGE BEST GUESS

1. Likely GOTO Q42
2. Unlikely GOTO Q43
3. Can't say GOTO PREQ44

PREQ41A IF Q18=1, 2, OR 3 (CURRENT SMOKER [EXCLUDES IRREGULAR SMOKERS Q18=3 WHO ARE RECENT QUITTERS Q21=1]) CONTINUE. OTHERS GO TO PREQ44

Q41A. Assuming that you try to stop smoking, how likely or unlikely is it that you'll be able to stop smoking permanently?

1. Likely GOTO Q42
2. Unlikely GO TO Q43
3. Can't say GO TO PRE Q44

Q42. Would that be...

1. Definitely will
2. Very likely
3. Quite likely
4. 50/50
5. (Can't say)

NOW GO TO PREQ44

Q43. Would that be ...

1. 50/50
2. Quite unlikely
3. Very unlikely
4. Definitely will not
5. (Can't say)

ASK ALL

PREQ44 In your opinion are the following statements true or false?....

ROTATE QUESTIONS Q44A TO Q48B

Q44A. Smoking causes peripheral vascular disease

(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

Q44B. Smoking causes mouth and throat cancer

(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

Q44C. Smoking harms unborn babies

(In your opinion is this true or false?)

1. True – definitely
2. True – probably
3. False
4. Can't say

- Q45.** Smoking causes strokes.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q45A.** Smoking causes blood clots in the brain.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q46A.** Smoking causes a build up of tar on the lungs.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q47.** Smoking blocks up arteries with fatty deposits.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q47A.** Smokers and people exposed to passive smoking are at greater risk of contracting meningococcal disease.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q48.** Smoking causes damage to the genes in lung cells.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q48A.** Smoking causes eye damage.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q48B.** With all other things being equal, smoking 1 milligram cigarettes is just as harmful to your health as smoking 12 milligram cigarettes.
(In your opinion is this true or false?)
1. True
 2. False
 3. Can't say
- Q48C.** Would you say that cigarettes described as 'light' or 'mild' are more harmful to your health or less harmful to your health than regular cigarettes, or is there no difference?
1. More harmful
 2. Less harmful GO TO Q48E
 3. No difference GO TO PREQ53

4. Can't say GO TO PREQ53

Q48D. And is that a lot more harmful or a little more harmful?

1. A lot more harmful
2. A little more harmful
3. Can't say

NOW GO TO PREQ53

Q48E. And is that a lot less harmful or a little less harmful?

1. A lot less harmful
2. A little less harmful
3. Can't say

PREQ53 I will now read out a series of statements. For each statement, could you please tell me to what extent you agree or disagree.

ROTATE Q53 TO Q57

Q53. IF Q18=1, 2 OR 3 (CURRENT SMOKER), DISPLAY: Your smoking can harm others. Do you ...
IF Q18=4 OR 5 (NOT CURRENT SMOKER), DISPLAY: Smoking can harm others. Do you ...

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree, or
5. Strongly disagree
6. (Can't say)

Q55. The dangers of smoking have been exaggerated. Do you ...

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree
6. (Can't say)

Q56. Smoking can't be all that bad for you because many people smoke all their lives and live to a ripe old age. Do you ...

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree
6. (Can't say)

Q57. Smoking the occasional cigarette doesn't cause any damage to your health. Do you ...

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree
6. (Can't say)

PRE Q58A There are a series of television ads which feature smokers inhaling cigarette smoke.

Feel free to stop me if you have seen these ads

In the ads we follow the cigarette smoke down the smoker's throat and into their lungs, after which we hear and see a demonstration of the effects smoking has on the body. After this, we pass back through the smoker's throat as they exhale, and on the screen appears a phone number and the campaign slogan "Every cigarette is doing you damage". (PAUSE)

This slogan also appears in other campaign advertising. A further ad features a smoker picking up the telephone. In the ad we follow the telephone line through to a room full of people answering phones and giving smokers advice on how to quit smoking.

Q58A Have you seen, read or heard any advertising from this campaign?

1. Yes
2. No GO TO Q62
3. Can't say GO TO Q62

Q58AB Have you seen, read or heard any advertising from this campaign **in the last 12 months**?

1. Yes
2. No
3. Can't say

Q58B Thinking about when you saw, read or heard this advertising, was it ...READ OUT. "YES" OR "NO" FOR EACH, ROTATE ORDER 1 TO 6.

1. On television
2. On radio
3. On the sides of buses
4. On television in a doctor's waiting room
5. On signs in shopping centres
6. In the newspaper
97. Somewhere else (Specify_____)
98. (Can't say)

PREQ59 IF Q18=1, 2 OR 3 (SMOKES AT ALL) CONTINUE. OTHERS GO TO PREQ60

Q59 Thinking about this anti-smoking campaign as a whole, do you think it has made you more likely or less likely to quit smoking or has it made no difference?

1. More likely to quit
2. Less likely to quit
3. Made no difference
4. (Can't say)

PREQ60 IF Q21=1 (RECENT QUITTER) CONTINUE. OTHERS GO TO PREQ61

Q60 Thinking about the advertising campaign as a whole, has it ...

1. Helped you to stay quit
2. Made it more difficult for you to stay quit
3. Had no effect
4. (Can't say)

PREQ61 IF Q18=4 (NON-SMOKER) OR Q21=2 OR 3 (LONG TERM QUITTER) CONTINUE. OTHERS GO TO Q62

Q61 Thinking about this anti-smoking campaign as a whole, do you think it would help smokers quit and/ or recent ex-smokers stay off cigarettes?

1. Yes

2. No
3. Can't say

ASK ALL

Q62 In the last year have you smoked any cigars or pipes?

1. Cigars only
2. Pipes only
3. Both
4. No, neither

PREQ65 IF Q18=3, 4, OR 5 (NOT A REGULAR SMOKER) OR Q21= 2 OR 3 (LONG TERM QUITTER) GO TO Q77BA

IF Q21=1 (RECENT QUITTER), GO TO PREQ71

IF Q18=2 (SMOKES WEEKLY, BUT NOT DAILY) CONTINUE. OTHERS (Q18=1 - DAILY SMOKERS) GO TO Q66

Q65 You said before that you only smoke cigarettes on some days of the week. On how many days per week do you usually smoke?

1. 1 day/week
2. 2 days/week
3. 3 days/week
4. 4 days/week
5. 5 days/week
6. 6 days/week
7. 7 days/week
8. Can't say

Q66 Do you smoke on more days, fewer days or the same amount of days than you did six months ago?

1. More days
2. Fewer days
3. The same
4. Can't say

Q67AA Do you mainly smoke roll your own cigarettes?

1. Yes
2. No GO TO Q67AC

Q67AB Do you smoke roll your own cigarettes at least weekly?

1. Yes
2. No
3. Can't say

Q67AC Do you smoke factory-made cigarettes at least weekly?

1. Yes
2. No
3. Can't say

PRE67A IFQ67AB=1 OR Q67AC=1 (SMOKES ROLL YOUR OWN OR FACTORY MADE AT LEAST WEEKLY) CONTINUE. OTHERS GO TO PREQ69

Q67A What is the brand of cigarettes that you smoke most often?

CLARIFY AS NECESSARY FOR BLACK & WHITE, LUCKY STRIKE, MARLBORO AND WINFIELD, : Is that roll your own tobacco or factory made cigarettes
RECORD ALL ROLL YOUR OWN BRANDS AS CODE 61

- | | | |
|----------------------|-----------------------------|--------------------------------------|
| 1. Albany | 32. Lucky Strike | 97. Other (Specify brand only _____) |
| 2. Alpine | 33. Marlboro | 98. Can't say GO TO PREQ69 |
| 3. Ardath | 34. Mild Seven | |
| 4. Barclay | 35. More | |
| 5. Benson & Hedges | 36. Park Drive | Roll your own brands |
| 6. Black & White | 37. Peter Jackson | 1. Bank |
| 7. Brandon | 38. Peter Stuyvesant | 2. Black & white |
| 8. Cambridge | 39. Ransom | 3. Capstan |
| 9. Camel | 40. Rothmans | 4. Champion |
| 10. Cartier | 41. Salem | 5. Dr Pat |
| 11. Chunghwa | 42. Silk Cut | 6. Drum |
| 12. Craven A | 43. Special Mild | 7. Five Star |
| 13. Davidoff | 44. St Moritz | 8. Flagship |
| 14. Diamond | 45. State Express | 9. Havelock |
| 15. Diarum | 46. Sterling | 10. Log Cabin |
| 16. Double happiness | 47. Stradbroke | 11. Look Out |
| 17. Du maurier | 48. Superkings | 12. Lucky Strike |
| 18. Dunhill | 49. Superlights | 13. Marlboro |
| 19. Escort | 50. Turf | 14. Old Holborn |
| 20. Fantasia | 51. Viscount | 15. Port Royal |
| 21. Fortune | 52. Vogue | 16. Rotterdam Shag |
| 22. Freedom | 53. Wills | 17. Samson |
| 23. Gudano Garam | 54. Winfield | 18. Stockman's |
| 24. Holiday | 55. Winston | 19. Swaggy Roll |
| 25. Holiday Extras | 56. Honeyrose (Herbal) | 20. White Ox |
| 26. Holiday Kings | 57. Lark (Imported) | 21. Winfield |
| 27. Horizon | 58. Nat Sherman (USA) | 98. Other (Specify brand only _____) |
| 28. John Player | 59. Natural American Spirit | 99. Can't say GO TO PREQ69 |
| 29. Kent | 60. Peony | |
| 30. Kool | 61. Roll your own brands | |
| 31. Longbeach | | |

PREQ67B IF Q67A=61 (ROLL YOUR OWN BRAND) GO TO PREQ69. OTHERS CONTINUE

Q67B What type of cigarette are they?

DISPLAY ONLY THE TYPES OF CIGARETTES RELEVANT TO THE BRAND GIVEN ON Q67A
 FOR WINFIELD THE PACK COLOUR WILL APPEAR WITH THE TYPE
 PEONY BRAND HAS NO VARIANT
 PROBE FOR ACCURATE RESPONSE
 DO NOT READ OUT

- | | | |
|---------------------------------------|---------------------------------|--------------------------|
| 1. 1 mg (white pack / silver writing) | 16. De luxe ultra mild | 30. King size. |
| 2. 2 mg (white pack / gold writing) | 17. Extra lights | 31. King size filter |
| 3. 2 mg menthol | 18. Extra mild (blue pack) | 32. King size plain |
| 4. 4 mg | 19. Extra mild 8mg | 33. King size super mild |
| 5. 8 mg | 20. Extra mild soft pack | 34. Lights |
| 6. 12 mg | 21. Filter | 35. Lights 100s |
| 7. 16 mg | 22. Filter 16mg | 36. Lights 6 |
| 8. 30's | 23. Filter box | 37. Lights box |
| 9. Classic | 24. Filter soft | 38. Lights menthol |
| 10. Classic menthol | 25. Gold 100's | 39. Lights soft pack |
| 11. Cork | 26. International brown filter | 40. Magnum |
| 12. Crush proof box | 27. International filter | 41. Medium 12 |
| 13. De luxe 1mg | 28. International red filter | 42. Medium 12 soft pack |
| 14. De luxe mild | 29. International superior mild | 43. Medium mild |
| 15. De luxe extra mild | | 44. Medium mild 12mg |
| | | 45. Menthol |
| | | 46. Menthol 100s |

- | | | |
|----------------------------------|------------------------------|-------------------------------|
| 47. Menthol 12 mg | 75. Super mild (gold pack) | 103. Extras 16 |
| 48. Menthol 4 (light green pack) | 76. Super mild 8 | 104. Extras 12 |
| 49. Menthol 8 (green pack) | 77. Superslims filter | 105. Extras 8 |
| 50. Menthol extra mild | 78. Superslims menthol | 106. Extras 4 |
| 51. Menthol lights | 79. Surya filter | 107. Extras 2 |
| 52. Menthol one | 80. Surya lights | 108. Extras menthol 8 |
| 53. Menthol ultra mild | 81. Surya menthol | 109. Kings 12 |
| 54. Micro mild | 82. Trim virginia | 110. Kings 8 |
| 55. Micro mild 2mg | 83. Ultimate | 111. Kings 4 |
| 56. Mild | 84. Ultimate 1 | 112. Kings 2 |
| 57. Mild 12 | 85. Ultimate 1 menthol | 113. Kings menthol 8 |
| 58. Mild menthol | 86. Ultimate 2 | 114. Deluxe |
| 59. Mild menthol 8mg | 87. Ultimate menthol 2mg | 115. Special |
| 60. One | 88. Ultra | 116. Menthol |
| 61. Premium | 89. Ultra lights | 117. Ginseng |
| 62. Red box | 90. Ultra lights 100s | 118. Clove |
| 63. Red soft pack | 91. Ultra menthol | 119. Red FTB (US) |
| 64. Regular | 92. Ultra mild (silver pack) | 120. Lights (US) |
| 65. Rich mild | 93. Ultra mild 2 | 121. Fantasia lights |
| 66. Select | 94. Ultra mild 4 | 122. Black & gold |
| 67. Soft | 95. Ultra mild soft pack | 123. Ultra mild menthol 4mg |
| 68. Soft pack/ crush proof | 96. Verdome lights | 124. Ultra mild 4mg |
| 69. Special filter | 97. Virginia (red pack) | 125. Menthol 100s |
| 70. Special mild | 98. Virginia 100s | 126. RYO Tobacco GO TO PREQ69 |
| 71. SSS filter | 99. Extra mild 12mg | 997. Other (Specify _____) |
| 72. Super | 100. Super mild 8mg | 998. Can't say |
| 73. Super kratek | 101. Regular 16mg | |
| 74. Super light | 102. Lights 11mg | |

Q67C How many cigarettes per packet are there in the pack size you usually buy?
DISPLAY ONLY THE PACK SIZES RELEVANT TO THE BRAND GIVEN ON Q67A

1. 20
2. 25
3. 30
4. 35
5. 40
6. 50
97. Other (Specify____)
98. Can't say

PREQ69 IF Q18=1 (SMOKES DAILY) CONTINUE. OTHERS GO TO PREQ70

Q69 How many cigarettes per day would you smoke on average?
RECORD NUMBER OF CIGARETTES PER DAY

PREQ70 IF Q18=2 (SMOKES WEEKLY) CONTINUE. OTHERS GO TO PREQ71

Q70 How many cigarettes per week would you smoke on average?
RECORD NUMBER OF CIGARETTES PER WEEK

PREQ71 IF Q18=1 (SMOKES DAILY) GO TO Q71 INTRO A.
IF Q18=2 (SMOKES WEEKLY) OR Q21=1 (RECENT QUITTER) GO TO Q71 INTRO B
CONTINUE. OTHERS GOTO Q77BA

Q71 (INTRO A) About how many cigarettes per day were you smoking at this time **one year ago**?
(INTRO B) About how many cigarettes per week were you smoking at this time **one year ago**?
 RECORD NUMBER OF CIGARETTES

PREQ71A IF Q18=1 OR 2 (REGULAR SMOKER) CONTINUE. OTHERS GO TO Q77BA

Q71A Compared with one year ago, do you find it easier or harder to afford to buy cigarettes, or hasn't it changed?

1. Easier GO TO Q72
2. Harder
3. No change GO TO Q72
4. Can't say GO TO Q72

Q71B Has this led you to smoke fewer cigarettes, smoke a cheaper brand of cigarettes, or had any other effect on your smoking? MULTIPLES ACCEPTED

1. Smoke fewer cigarettes
2. Smoke cheaper brand of cigarettes
3. Change to roll your owns
97. Other (Specify_____)
98. Can't say
99. No effect

Q72 Have you ever tried to quit smoking?

1. Yes
2. No GO TO PREQ76AAP
3. Can't say GO TO PREQ76AAP

Q73 How long ago did you last try to quit smoking?
 RECORD NUMBER

Q73A RECORD UNITS HERE

1. Days
2. Weeks
3. Months
4. Years

Q74 How long on that occasion did you stay off smoking cigarettes?
 RECORD NUMBER

Q74A RECORD UNITS HERE

1. Days
2. Weeks
3. Months
4. Years

PREQ76AAP IF Q67AC=1 (SMOKES FACTORY-MADE CIGARETTES AT LEAST WEEKLY)
 CONTINUE, OTHERS GO TO Q77BA

Q76AAA Thinking about the pack you are using now, did you buy it as part of a carton?

1. No, bought as single pack
2. Yes, bought as part of carton GO TO Q76AAC
3. Not currently using pack / gets cigarettes from friends / did not buy pack, etc GO TO Q76C
4. Not sure GO TO Q76C

Q76AAP Could you tell me what the cost of the pack was?

1. Amount specified (ENTER DOLLARS AND CENTS WITHOUT DECIMAL POINT)
 UNLIKELY VALUES: GREATER THAN \$20.00. LESS THAN \$4.00

2. Don't know
3. Refused

Q76BP Could you please tell me the number of cigarettes in the pack?

UNLIKELY VALUES: LESS THAN 20 GREATER THAN 50.
RECORD NUMBER

NOW GO TO Q77BA

Q76AAC Could you tell me what the cost of the carton was?

1. Amount specified (ENTER DOLLARS AND CENTS WITHOUT DECIMAL POINT.
UNLIKELY VALUES: GREATER THAN \$200.00. LESS THAN \$25.00
2. Don't know
3. Refused

Q76BC Could you please tell me the number of cigarettes in the carton?

1. Number of cigarettes specified (RECORD NUMBER) GO TO Q76C
2. Number of packs specified (RECORD NUMBER)

Q76BC2 And how many cigarettes per pack were there?

1. 20
2. 25
3. 30
4. 35
5. 40
6. 50
97. Other (Specify____)
98. Can't say

Q76C On average, approximately how much do you spend each week on cigarettes?

ENTER DOLLARS AND CENTS WITHOUT DECIMAL POINT

ASK ALL

Q77BA Have you come across loose tobacco sold in plastic bags or rolled into unbranded cigarettes?

1. Yes
2. No GO TO Q78A
3. Can't say GO TO Q78A

Q77BB Have you ever smoked it?

1. Yes
2. No GO TO Q78A
3. Can't say GO TO Q78A

Q77BC How often do you smoke this type of tobacco? Do you smoke it...(READ OUT)

1. Every day
2. Some days
3. Only occasionally, or
4. No longer use it GO TO Q78A
5. (Can't say)

Q77BD Would you say that when you smoke now, you...

1. Only smoke this type of tobacco
2. Mainly smoke this type of tobacco
3. Smoke this type of tobacco about half the time
4. Smoke this type of tobacco less than half the time

5. Occasionally smoke this type of tobacco, or
6. No longer use this type of tobacco
7. (Can't say)

ASK ALL

Q78A Do you think there is a need for quit smoking programs to be made available to employees in their workplace?

1. Yes
2. No
3. Don't know

Q78B Are you aware of any quit smoking programs available in your workplace?

1. Yes
2. No GO TO Q77CC
3. Don't know GO TO Q77CC
4. Not working / unemployed GO TO PREQ78D

Q78C What type of program is offered?

1. Internal program
2. Referral to external program
3. Don't know

Q77CC Which one of the following statements best describes the smoking restrictions, if any, at your usual workplace?

1. A total ban on smoking GO TO PREQ78D
2. A ban in some areas
3. No restrictions GO TO PREQ78D
4. Can't say GO PREQ78D

Q77CD Is smoking banned in the area in which **you** usually work?

1. Yes
2. No
3. Can't say

PREQ78D IF Q18=1 OR 2 (REGULAR SMOKER) OR Q21=1 (RECENT QUITTERS) CONTINUE.
OTHERS GO TO Q79A

Q78D Have you ever participated in a quit smoking program in your current or previous workplace?

1. Yes
2. No GO TO Q79A
3. Don't know GO TO Q79A
4. No previous workplace GO TO Q79A

Q78E Did the program help you quit at that time?

1. Yes
2. No
3. Don't know

ASK ALL

Q79A Are you aware of any health messages or health information on tobacco / cigarette packs?

1. Yes
2. No GO TO Q79E

Q79B Have you read any health messages or health information on theREAD OUT?

STATEMENTS

- A. Front of tobacco / cigarette packs
- B. Side of tobacco / cigarette packs
- C. Back of tobacco / cigarette packs

RESPONSE FRAME

1. Yes
2. No
3. Don't know

Q79C What health message or information do you recall reading on the pack? (MULTI RESPONSE)

1. Smoking when pregnant harms your baby
2. Smoking causes lung cancer
3. Smoking kills
4. Smoking causes heart disease
5. Smoking can harm others
6. Smoking is addictive
7. Smoking reduces your fitness
8. Smoking is a health hazard
9. Smoking is dangerous/harmful/bad to your health
10. Smoking damages your lungs
11. Information on nicotine content
12. Information on tar content
13. Information on carbon monoxide content
14. Information/helpline
15. Ingredients/contents
16. Smoking harms unborn babies
17. Smoking causes peripheral vascular disease
18. Smoking causes mouth and throat cancer
19. Quitting smoking will improve your health
20. Protect children don't let them breathe your smoke
21. Smoking causes blindness
22. Smoking clogs your arteries
23. Smoking can cause a slow and painful death
24. Smoking doubles your risk of stroke
25. Smoking increases the risk of meningococcal disease
26. Smoking is a leading cause of death
27. Smoking causes emphysema
28. Tobacco smoke is toxic
29. Other (Specify _____)
30. Don't know

Q79E How important is it that the Government has health warnings on packs of tobacco and cigarettes?

Would you say...

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Quite unimportant
5. Very unimportant

6. (don't know / can't say)

PREQ79F IF Q18=1, 2 OR 3 (CURRENT SMOKER) OR Q21=1 (RECENT QUITTER) CONTINUE.
OTHERS GO TO Q79G

Q79F Would you say the current health warnings and health information on packs of cigarettes and tobacco have... ROTATE

STATEMENTS

- A. Made you think about quitting
- B. Raised your concerns about smoking
- C. Improved your knowledge of the health effects of smoking
- D. Helped you smoke less
- E. Helped you to switch to lower tar brand
(IF Q21=1 (RECENT QUITTER) OR Q72=1 (REGULAR SMOKER WHO HAS TRIED TO QUIT)
CONTINUE. OTHERS GO TO Q79G)
- F. Helped you give up smoking
(IF Q21=1 (RECENT QUITTER) CONTINUE. OTHERS GO TO Q79G)
- G. Helped you stay quit

RESPONSE FRAME

- 1. Yes
- 2. No

Q79G In the last 12 months, have you seen, read or heard about any changes to the health warnings on tobacco / cigarette packs in Australia?

- 1. Yes
- 2. No

Q80 To make sure we've spoken with a good range of people, I'd like to ask you a few final questions. Can you please tell me what is the highest educational level you have attained?

- 1. Some primary school
- 2. Finished primary school
- 3. Some secondary school
- 4. Finished secondary school
- 5. Some tertiary education (university, tafe or college)
- 6. Finished tertiary education
- 7. Higher degree or higher diploma (eg phd, masters, grad dip)
- 8. Can't say
- 9. Refused

Q81 Which of the following best describes your employment status?

- 1. Working full-time
- 2. Working part-time
- 3. Retired/pensioner
- 4. Student
- 5. Non-worker
- 6. Home duties
- 7. Unemployed / looking for work

PREQ82 IFQ3=1 AND Q10=1 TO 9 OR 11 OR 12 (ONE PERSON HOUSEHOLD AND INITIAL RESPONDENT HAS JOB), GO TO PREEVCLOSE. OTHERS CONTINUE.

Q82 What is your (last) occupation – the position and industry?

- 1. Professional
- 2. Owners or executives
- 3. Owners of small businesses
- 4. Sales

5. Semi-professional
6. Other white collar
7. Skilled
8. Semi-skilled
9. Unskilled
10. Farm owners
11. Farm workers
12. No occupation
13. Other (Specify_____)
14. Refused

PRE EVCLOSE GO TO SELECTION SCREEN AND CHECK SELECTIONS. IF MORE SELECTIONS IN OPEN QUOTA GROUPS IN HOUSEHOLD, SELECT AS PER "INTERVIEWER CHECK WHICH SELECTION IS AVAILABLE NOW AND SELECT" AND CONTINUE THROUGH EVALUATION INTERVIEW LOOP, ELSE CLOSE.

STANDARD CLOSE

IQCA Interviewer Declaration

I certify that this is a true, accurate and complete interview, conducted in accordance with the briefing instructions, the IQCA standards and the MRSA Code of Professional Behaviour (ICC/Esomar). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.

Interviewer name:

Interviewer I.D:

Signed:

Date