

# **NRT Online Client Satisfaction Survey May 2008**

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The Quit Group

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## Introduction

Access to the Internet is relatively common in New Zealand nowadays. In the December 2006 quarter, 65% of households (1 million) had access to the Internet at home and 69% of individuals aged 15 years and over had used the Internet in the previous 12 months from any location (e.g. home, work, school etc). Internet usage was even higher for those between 15 and 24 years, at 86%. When asked about the personal activities they used the Internet for, obtaining information on health or health services was the ninth most commonly mentioned activity at just under 30%.<sup>1</sup> As Ribisl notes, the reach of the Internet makes it an ideal tool for tobacco companies to market tobacco products, as well as for tobacco control advocates to discourage and reduce tobacco use.<sup>2</sup>

Both locally and globally, the Internet has been used to deliver smoking cessation interventions in various ways. In an effort to increase quit attempts among smokers in New Zealand, The Quit Group has implemented quitting services that utilise new technologies. In accordance with the Ministry of Health goal that more people choose to use nicotine replacement therapy (NRT) in their quit attempts, The Quit Group developed an online ordering form for smokers to order subsidised NRT. This new Quit Choices service,<sup>3</sup> referred to as NRT Online, was launched on 1 October 2007 and is hosted on The Quit Group's website ([www.quit.org.nz](http://www.quit.org.nz)).

Another important factor in the rationale for this service was that people wanting to quit smoking do not necessarily want to talk to a Quitline Advisor about their

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<sup>1</sup> Statistics New Zealand (2007). *Household Use of Information and Community Technology*. Wellington: Statistics New Zealand. Access 7/8/08 from: <http://www.stats.govt.nz/products-and-services/hot-off-the-press/household-use-of-information-and-communication-technologies-survey-2006/household-use-ict-2006-hotp.htm>

<sup>2</sup> Ribisl, K.M. (2003). The potential of the internet as a medium to encourage and discourage youth tobacco use. *Tobacco Control*, 12, Suppl I, i48-59.

<sup>3</sup> Quit Choices refers to the different cessation service options provided by The Quit Group.

quitting. These people may want access to subsidised NRT, and may be interested in written information about quitting, however, they do not necessarily want support calls during their quit attempt. The provision of less personalised cessation support over the Internet may enable The Quit Group to support a group of smokers who otherwise would not access our usual Quitline service.

On the NRT Online ordering form, people are asked to provide their name, contact information, and demographic details, and are asked a number of questions about their smoking behaviour (so that trained staff at The Quit Group can provide them with quit cards<sup>4</sup> for appropriate NRT products). People are also asked whether they are happy to be contacted for future research. In addition to the quit cards, people can request to be posted a Quit Pack, which is a set of written information to increase knowledge of what they can do differently to achieve a smokefree lifestyle. The quit cards and Quit Pack are stand-alone products that can be ordered with or without the other. In this client satisfaction survey, only people who requested quit cards (with or without a Quit Pack) were eligible to participate.

### ***Promotion of NRT Online***

Resource was put into advertising NRT Online through other websites. It was advertised on: Trade Me, Stuff, NZ Herald, Yahoo, TVNZ Shortland Street, NZ Dating, Find Someone, Old Friends, Hotmail, and Google. The endframe on some of The Quit Group's television commercials screening since October 2007 also directs people to log onto The Quit Group's website for low-cost nicotine patches and gum. To a much lesser extent, NRT Online was promoted on the voice messaging system

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<sup>4</sup> Quit cards are exchange vouchers which clients take to a pharmacy to redeem for subsidised NRT at a nominal cost.

that is part of Quitline's telephone queueing, and Quitline Advisors told clients about the service when appropriate.

## ***Service use***

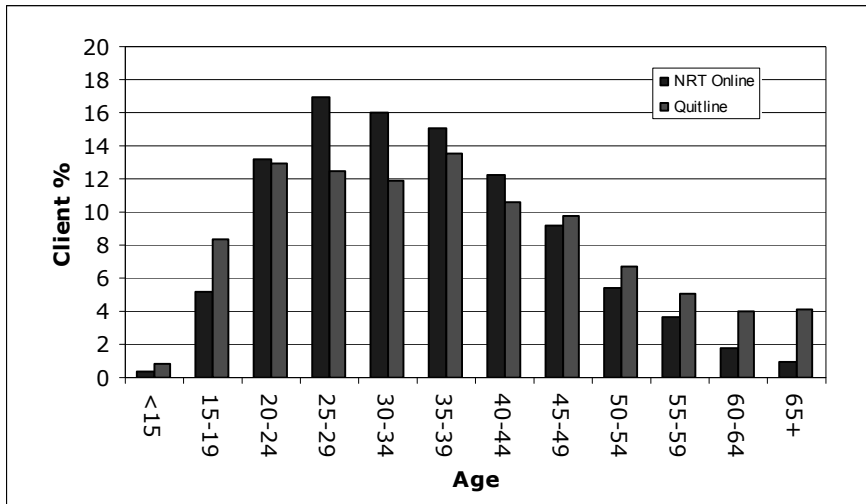
As at the end of June 2008, over 12,000 clients had used NRT Online. Overall, NRT Online clients formed 31% of Quit Choices total client numbers for the year 2007-2008. A comparison of the demographic breakdown of NRT Online clients with Quitline clients reveals subtle differences in client profile.<sup>5</sup> In early 2008, the male-female composition of Quitline clients was skewed toward higher use by females (i.e. females made up 56% of users). The male-female composition of NRT Online clients was slightly less pronounced with 54% of service users identifying as female.

The age distribution of NRT Online and Quitline clients is compared in Figure 1. In early 2008, proportionally more clients aged 44 years or younger used NRT Online than Quitline (with the exception of people less than 20 years old). Clients over 45 years of age were more likely to use the Quitline than NRT Online.

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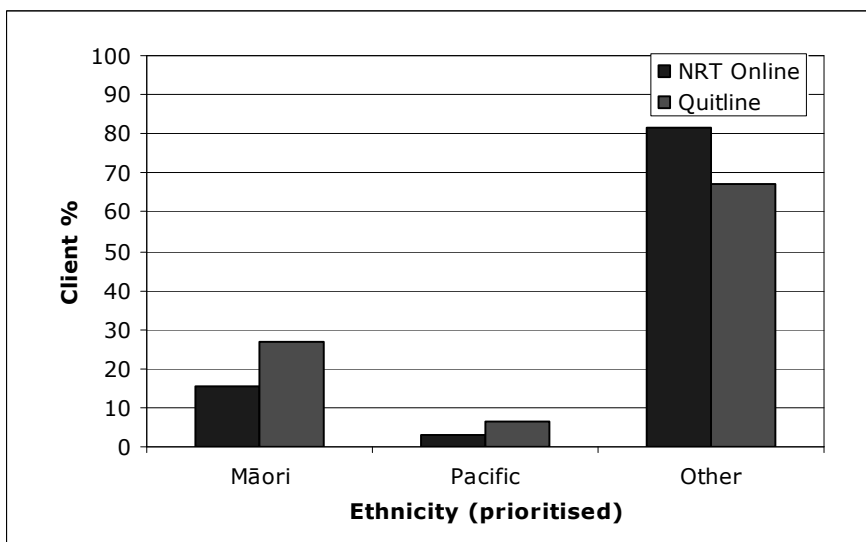
<sup>5</sup> Clients were recruited to the NRT Online client satisfaction survey if they had used the service between February and April inclusive, 2008. Therefore, the comparison of Quitline registrations and NRT Online registrations was made between clients who registered within this time period.

**Figure 1: Age of NRT Online and Quitline registered clients, February – April 2008**



In this time period, NRT Online was less likely to be used by clients who identified as Māori or Pacific compared with Quitline use (Figure 2). It is important to note that these comparisons only include three months of data, and that the client profiles for each service may change over time as more people use NRT Online.

**Figure 2: Ethnicity of NRT Online and Quitline registered clients, February – April 2008**



## ***Research objectives***

Given the relative newness of NRT Online, it is timely to research people's experience of the service. Given that these clients accessed cessation support over the Internet, it is most appropriate to ask them to participate in a web-based client satisfaction survey. This also provided the research team with an opportunity to trial the research methodology, and investigate how we may best use it for future studies.

The main objectives of this research therefore, were to assess:

1. where people found out about NRT Online
2. people's experience with using the online ordering system and form
3. characteristics of people who ordered a Quit Pack and how much of it they read
4. usefulness of information on using NRT
5. redemption and use of NRT
6. future use of NRT Online and recommendations to others
7. use of other cessation services
8. use of the Internet.

## **Method**

### ***Study design***

For the months of February, March, and April 2008, a total of 4,327 clients registered with NRT Online, and 48% of these clients (n=2,059) consented to be part of future research when they completed the online ordering form. The population of interest for this study was NRT Online clients who used the service between February and April inclusive who consented to be contacted for research projects. A web survey company liaised with The Quit Group researchers and an independent research company to design the sampling procedure and questionnaire.

### ***Sampling approach***

A list was created of potential participants, their address and contact telephone numbers, and date of registration with NRT Online. Every potential participant had their ethnicities listed and was given a prioritised ethnicity to make sampling easier. The order of prioritisation was Māori, Pacific, and then Other. A randomised stratified sampling method was used to reflect the ethnicity, age and gender compositions of all NRT Online clients registered between February and April 2008 (regardless of whether they had consented to research).

### ***Method of contact***

In order to maximise response rates, priming letters were first sent out to potential participants. The letter was personalised and different versions of the letter were



written specially to address certain ethnic groups.<sup>6</sup> The letter outlined the key purpose of the research, and contained the logos and contact details of The Quit Group, the web survey company and the independent research company to legitimise the contact that the contracted providers would make with NRT Online clients. The priming letters informed clients that they would be called in the next few days and asked for their e-mail address so that they could be sent a web-based survey about their experiences of NRT Online.

After a minimum of three days following posting of the priming letter, a telephone interviewer from the independent research company contacted the client, briefly explained the research, and asked for an e-mail address. Records were made of e-mail addresses and refusals. In those cases where an e-mail address was obtained, an e-mail with a unique link to the web-based survey was sent by the web survey company within the next working day. Responses to the survey were sent to the web survey company's central server and an encrypted identification number allowed addition of the demographic tags to completed surveys.

In a small number of cases, clients were not able to provide an e-mail address however, if they were willing to be part of the research, the telephone interviewer took them through the survey over the phone and recorded their responses on their behalf. Some of these interviews were conducted during the same phone call, while some interviews were conducted at a subsequent call.

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<sup>6</sup> Specific priming letters were developed for clients who identified as Māori, Fijian, Cook Island Maori, Niuean, Samoan, Tongan, Tokelauan, Tuvaluan, other Pacific People and a generic letter for any other ethnicities.

An incentive was offered for completion of the survey, which was described in the priming letter and by the telephone interviewer. Participants had a choice of a \$10 petrol voucher or a \$10 shopping centre voucher.

## ***Response rate***

Response rate was defined as the proportion of eligible individuals who completed the survey. Response rates were calculated using the following formula:

$$\text{Response rate} = \frac{D}{(D+B)+C*e}$$

$$E = \frac{D+B}{D+B+A}$$

Key:

- A = non-eligible individuals (i.e. those who did not recall ordering NRT)
- B = eligible respondents who did not complete an interview (i.e. those who refused to participate)
- C = unknown eligibility did not complete an interview (i.e. those could not be reached over the phone)
- D = completed interviews

The response rate was 46%.

## ***Research participants***

The independent research company attempted to contact 991 NRT Online clients. Among them, 182 were not reached due to various reasons such as disconnected phone number and no contact after at least three attempts. A total of 449 NRT Online clients completed the web-based survey; five of them completed the survey with a telephone interviewer over the phone. The following tables provide a

demographic breakdown of respondents (Tables 1 to 3). Originally, we wanted to report separately on Pacific clients, however, only 16 respondents identified with a Pacific ethnicity so we have included these respondents in the non-Māori group for most analyses.

**Table 1: Ethnicity of respondents**

	n	%
Māori	109	24
non-Māori	340	76
TOTAL	449	100

**Table 2: Age of respondents**

	n	%
<25 years	70	16
25-44 years	285	64
45 years plus	94	21
TOTAL	449	100

**Table 3: Gender of respondents**

	n	%
Male	179	40
Female	270	60
TOTAL	449	100

Results from the client satisfaction survey are presented in the next section. Statistical packages SPSS 16.0 and R were used for quantitative statistical analysis, and that NVivo was used for qualitative analysis. Significance testings were conducted using chi-square test at the 95% confidence level. In each table, the total 'n' is the number of respondents who could have answered that question. In some cases, multiple responses were allowed to questions, and in these cases, a hash symbol (#) has been placed next to the word 'total'. All percentages have been rounded to the nearest whole number.

## Results and discussion

### *Where respondents found out about NRT Online*

Just over half of the respondents found out about NRT Online from TV advertising (54%). The second most common source was seeing it advertised on another website (includes search engines and Quit advertising on the Internet) (31%). Almost a quarter of people found out about the service from family and friends (23%). There were no significant differences in the information sources identified, by ethnicity, age or gender (Tables 4-6).

**Table 4: Where respondents found out about NRT Online, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
TV advertising	66	61	178	52	244	54
Another website	29	27	111	33	140	31
Family and friends	25	23	78	23	103	23
Another Quit Choices service <sup>7</sup>	4	4	8	2	12	3
Can't remember seeing any advertising	5	5	7	2	12	3
Other	2	2	5	1	6	1
<b>TOTAL<sup>#</sup></b>	<b>109</b>	<b>122</b>	<b>340</b>	<b>113</b>	<b>449</b>	<b>115</b>

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

**Table 5: Where respondents found out about NRT Online, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
TV advertising	44	63	156	47	44	47	244	54
Another website	19	27	88	27	33	35	140	31
Family and friends	16	23	63	22	24	26	103	23
Another Quit Choices service	3	4	7	2	2	2	12	3
Can't remember seeing any advertising	0	0	4	1	2	2	12	3
Other	2	3	9	3	1	1	6	1
<b>TOTAL<sup>#</sup></b>	<b>70</b>	<b>120</b>	<b>285</b>	<b>110</b>	<b>94</b>	<b>113</b>	<b>449</b>	<b>115</b>

\*Chi-square tests showed no significant differences by age at the 95% level.

<sup>7</sup> This includes Quitline Advisors, the Quitline phone queue message, and other parts of the The Quit Group website.

**Table 6: Where respondents found out about NRT Online, by gender**

	Male		Female		Total	
	n	%	n	%	n	%
TV advertising	90	50	154	57	244	54
Another website	63	35	77	29	140	31
Family and friends	40	22	63	23	103	23
Another Quit Choices service	4	2	8	3	12	3
Can't remember seeing any advertising	6	3	6	2	12	3
Other	1	1	5	2	6	1
TOTAL <sup>#</sup>	179	113	270	116	449	115

\*Chi-square tests showed no significant differences by gender at the 95% level.

Respondents who found out about NRT Online from another website were asked to specify the website(s) on which they had seen the Internet advertising. Trade Me was mentioned by over half of the respondents, at 55%, which was significantly higher than any other websites. This was followed by Google (19%) and Stuff (13%) (Table 7).

**Table 7: Websites where respondents have seen NRT Online advertising**

	Total	
	n	%
Trade Me	77	55
Google	26	19
Stuff	18	13
Yahoo	13	9
NZ Dating	12	9
Cannot remember	12	9
NZ Herald	7	5
Hotmail	6	4
TVNZ – Shortland Street	5	4
Find Someone	4	3
Other	4	3
Old Friends	3	2
TOTAL <sup>#</sup>	140	135

\*Chi-square tests showed significant differences by the different websites at the 95% level.

## ***Previous experience with NRT Online***

To get an idea of respondents' previous experience with NRT Online, they were asked how many times they have ever ordered NRT from the Quit website. Just over 80% <sup>8</sup> were using this web service for the first time, and 18% had used the service in the past (Table 8).

**Table 8: How many times respondents had ordered NRT Online from the Quit website**

	Total	
	n	%
Once	365	81
Twice	60	13
Three times or more	21	5
Not answered	3	1
TOTAL	449	100

\*Chi-square tests showed significant differences at the 95% level.

## ***Most recent experience with NRT Online***

The majority of the questionnaire focused on the respondents' most recent experience with NRT Online. This includes their perception of the online ordering form, the waiting time for their order to arrive in the post, their perception of the usefulness of the written information on using NRT, whether they had redeemed the quit cards and whether they had used the NRT etc. For respondents who had used NRT Online previously, they were specifically asked to respond in relation to their most recent experience with the service.

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<sup>8</sup> These respondents may or may not have received subsidised NRT from the Quitline before.

Among the 449 respondents, 410 of them completed the ordering form themselves (91%). There was no age difference (Table 9).

**Table 9: Whether respondents completed the ordering form themselves, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
I filled in the form myself	64	91	259	91	87	93	410	91
Another person	2	3	20	7	7	7	29	6
I cannot remember	4	6	6	2	0	0	10	2
<b>TOTAL</b>	<b>70</b>	<b>100</b>	<b>285</b>	<b>100</b>	<b>94</b>	<b>100</b>	<b>449</b>	<b>100</b>

\*Chi-square tests showed no significant differences by age at the 95% level.

Respondents were asked five questions about their perceptions of the NRT Online ordering form. Overall, ratings of the form were positive. A large majority of respondents either agreed or strongly agreed that:

- 1) the form was easy to find
- 2) they clearly understood what they would receive after completing the form
- 3) they were not concerned by the questions asked, and
- 4) they found it easy to move around the form.

However, respondents seemed to be less clear about when their order would arrive indicating that this may not be clear enough on the online ordering form (Table 10).

**Table 10: Perceptions of the NRT Online ordering form**

	1 Strongly disagree		2		3		4		5 Strongly agree		TOTAL <sup>9</sup>	
	n	%	n	%	n	%	n	%	n	%	n	%
The form was easy to find on Quit's website	4	1	7	2	40	10	106	26	253	62	410	101
I clearly understood what I would receive after completing the form	7	2	22	5	51	12	97	24	232	57	402	100
I had a clear idea of when my order would arrive	20	5	35	9	124	30	108	26	122	30	409	100
I was concerned by some of the questions I was asked	201	49	87	21	59	14	30	7	30	7	407	100
I found it easy to move around the form	5	1	9	2	54	13	122	30	219	54	409	100

\*Chi-square tests showed significant differences within each item by the rating scale at the 95% level.

Respondents who completed the ordering form themselves were also asked which NRT products they ordered. There was a clear preference towards patches (56%), which were ordered significantly more often than the other NRT products (Table 11).

**Table 11: NRT products ordered**

	Total	
	n	%
Patches only	228	56
Gum only	74	18
Patches and gum	65	16
Did not indicate a preference	43	10
TOTAL	410	100

\*Chi-square tests showed significant differences at the 95% level.

<sup>9</sup> There were missing responses in four of the five items, but this only consisted of a small number of respondents.



Respondents were asked why they chose a particular NRT product. A variety of reasons were given by those who chose patches. Responses were grouped into three categories:

- 1) positive prior experience with/ positive perception of patches (n=79)
- 2) negative prior experience with/ negative perception of gum (n=101)
- 3) could not use gum for practical reasons (n=29).

In particular, 34 respondents made negative comments about the taste of nicotine gum. Another 23 respondents said they did not like chewing gum in general. It is of concern that a proportion of respondents referred to nicotine gum as chewing gum in the survey. This may signal a general misperception around the use and function of nicotine gum, which is in fact very different from chewing gum.

Reasons given by respondents who chose gum were grouped into three categories:

- 1) positive prior experience with/ positive perception of gum (n=30)
- 2) negative prior experience with/ negative perception of patches (n=27)
- 3) had not used gum before and wanted to give it a go (n=5).

Eighteen respondents made particular comments about gum being more helpful in dealing with cravings as it provides an oral fixation and it can be easily consumed when needed.

Most respondents who ordered both patches and gum said they did so to have more options as they did not know which product would work best for them (n=33). A few respondents mentioned that the use of both products would increase their chance of quitting (n=6) and a few others said they would alternate the use of patches and gum in different situations and settings (i.e. home/workplace etc) (n=5).

All respondents were asked how long it took for their NRT Online order to arrive. Seven-four percent of respondents received the quit cards within seven days of placing their online order. However, 22% said it took more than a week for their order to arrive and a further four percent said they still had not received their order at the time they completed the survey (Table 12). These respondents would have made their request more than a month prior to being surveyed.

**Table 12: Number of days for quit cards to arrive in the post**

	Total	
	n	%
1-3 days	62	14
4-7 days	269	60
8+ days	100	22
Still has not arrived	18	4
<b>TOTAL</b>	<b>449</b>	<b>100</b>

\*Chi-square tests showed significant differences at the 95% level.

As would be anticipated, the number of days it took for the quit cards to arrive was related to respondents' satisfaction with the waiting time. The majority of respondents were satisfied with the waiting time being within one week (94% of them had received the quit cards within three days, and 78% had waited between four and seven days). For those who had waited for over one week to receive their order, 32% were not satisfied and a further 31% were neither satisfied nor dissatisfied with the waiting time (Table 13).

**Table 13: Satisfaction with the time it took for the quit cards to arrive in the post**

	1 Completely dissatisfied		2		3		4		5 Completely satisfied		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
1-3 days	1	2	1	2	2	3	13	21	45	73	60	14
4-7 days	7	3	10	4	44	16	79	30	128	48	268	62
8+ days	9	9	23	23	31	31	14	14	22	22	99	23
<b>TOTAL</b>	<b>17</b>	<b>4</b>	<b>34</b>	<b>8</b>	<b>77</b>	<b>18</b>	<b>106</b>	<b>25</b>	<b>195</b>	<b>46</b>	<b>429</b>	<b>100</b>

\*Chi-square tests showed significant differences within each time taken category by the rating scale at the 95% level.

The results suggest that respondents had an expectation for their order to arrive within a week. NRT Online is a very new service with high demand and there have been some technical problems causing delays in processing the orders. This aspect of service quality should be re-assessed in the next client satisfaction survey to ensure this is not an on-going problem. It may also be useful to set up a system for clients to trace their order as a few respondents still hadn't received their orders after registering at least a month prior to being surveyed.

On the online ordering form, clients could also indicate whether they would like to order a Quit Pack, with or without NRT. Among all respondents, 62% ordered a Quit Pack in conjunction with NRT in their latest web request. The proportion of respondents who requested a Quit Pack did not differ according to ethnicity, age and gender (Tables 14-16).

**Table 14: Requested a Quit Pack, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
Yes	68	62	210	62	278	62
No	41	38	130	38	171	38
TOTAL	109	100	340	100	449	100

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

**Table 15: Requested a Quit Pack, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
Yes	44	63	175	61	59	63	278	62
No	26	37	110	39	35	37	171	38
TOTAL	70	100	285	100	94	100	449	100

\*Chi-square tests showed no significant differences by age at the 95% level.

**Table 16: Requested a Quit Pack, by gender**

	Male		Female		Total	
	n	%	n	%	n	%
Yes	111	62	167	62	278	62
No	68	38	103	38	171	38
TOTAL	179	100	270	100	449	100

\*Chi-square tests showed no significant differences by gender at the 95% level.

When ethnicity was prioritised by Māori, Pacific and Other, Pacific respondents appeared to be less likely (50%) to request a Quit Pack (see Appendix 1). However, it is important to note that the number of Pacific respondents in this sample was very small (n=16). While the data from this survey provides useful information about the range of products respondents requested through NRT Online, the regular Quit Choices monitoring data that is extracted on a monthly basis provides information across the whole client population. A future analysis on the proportion of total NRT Online clients requesting a Quit Pack by ethnicity will be possible through the regular monitoring reports.

Respondents who did not order a Quit Pack (n=171) were asked why. Instructions on the ordering form did not appear to be clear enough for some of the respondents because 36% indicated they did not realise they could order a Quit Pack. A further 19% of respondents said they did not know what a Quit Pack was (Table 17). These results suggest the ordering form should be modified to explain what a Quit Pack is, and provide clearer instructions on how to order one, possibly by making the tick box more prominent on the form.

Some respondents indicated they deliberately did not order a Quit Pack. Common reasons were that they were only interested in getting NRT (25%), they had already

received a Quit Pack (19%), or they were already aware of what they can do to help with their quitting (15%) (Table 17).

**Table 17: Reasons for not requesting a Quit Pack**

	Total	
	n	%
I didn't know I could request a Quit Pack	61	36
Only wanted to order nicotine patches and gum	43	25
I didn't know what a Quit Pack was	33	19
I already have a Quit Pack	33	19
Already aware of other things I can do to help with my quitting	25	15
I don't know/can't remember	23	14
Getting support from other sources to quit smoking	10	6
<b>TOTAL</b>	<b>171</b>	<b>100</b>

\*Chi-square tests showed significant differences at the 95% level.

## **Quit Pack**

Respondents who ordered a Quit Pack and had received their order (n=264) were asked how much of the Quit Pack they had read. Over a third (37%) indicated they had read all of the information included in the Quit Pack. When responses were combined, a total of 84% had read at least some of the Quit Pack. There were no significant differences by ethnicity, age or gender (Tables 18-20).

**Table 18: How much of the Quit Pack had been read, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
All of the information	24	37	74	37	98	37
Most of it	18	28	70	35	88	33
Some of it	12	18	24	12	36	14
Just glanced through it	8	12	21	11	29	11
None of it	3	5	7	4	10	4
I don't know or I can't remember	0	0	3	2	3	1
<b>TOTAL</b>	<b>65</b>	<b>100</b>	<b>199</b>	<b>101</b>	<b>264</b>	<b>100</b>

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

**Table 19: How much of the Quit Pack had been read, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
All of the information	16	37	63	38	19	35	98	37
Most of it	17	40	51	31	20	37	88	33
Some of it	5	12	25	15	6	11	36	14
Just glanced through it	4	9	19	11	6	11	29	11
None of it	0	0	8	5	2	4	10	4
I don't know or I can't remember	1	2	1	1	1	2	3	1
<b>TOTAL</b>	<b>43</b>	<b>100</b>	<b>167</b>	<b>101</b>	<b>54</b>	<b>100</b>	<b>264</b>	<b>100</b>

\*Chi-square tests showed no significant differences by age at the 95% level.

**Table 20: How much of the Quit Pack had been read, by gender**

	Male		Female		Total	
	n	%	n	%	n	%
All of the information	64	41	34	32	98	37
Most of it	51	32	37	35	88	33
Some of it	21	13	15	14	36	14
Just glanced through it	12	8	17	16	29	11
None of it	8	5	2	2	10	4
I don't know or I can't remember	2	1	1	1	3	1
<b>TOTAL</b>	<b>158</b>	<b>100</b>	<b>106</b>	<b>100</b>	<b>264</b>	<b>100</b>

\*Chi-square tests showed no significant differences by gender at the 95% level.

## ***Information on using NRT***

All respondents who request NRT are sent written information on how to use the NRT, along with their quit cards. Respondents who received their order were asked how useful they found the written information on NRT. It is of concern that seven percent did not read the information. However, these respondents may be those who had not yet redeemed their quit cards. Among those who received a Quit Pack (either from the most recent or previous contact), only four percent had not read the additional written information on using NRT. However, among those who had not received a Quit Pack, 14% had not read the information on using NRT (Table 21).

**Table 21: Whether respondents read the written information on using NRT, by whether they received a Quit Pack**

	Received a Quit Pack		Did not receive a Quit Pack		Total	
	n	%	n	%	n	%
Read info on NRT	282	96	116	86	398	93
Did not read	13	4	19	14	32	7
<b>TOTAL</b>	<b>295</b>	<b>100</b>	<b>135</b>	<b>100</b>	<b>430</b>	<b>100</b>

\*Chi-square tests showed significant differences by whether the respondents received a Quit Pack at the 95% level.

Among those who had read the information on NRT, 94% found it either fairly or very useful. There was no significant difference between those who received and those who didn't receive a Quit Pack (Table 22).

**Table 22: Usefulness of the written information on using NRT, by whether they received a Quit Pack**

	Received a Quit Pack		Did not receive a Quit Pack		Total	
	n	%	n	%	n	%
Very useful	154	55	53	46	207	52
Fairly useful	110	39	56	48	166	42
Not very useful	16	6	5	4	21	5
Not at all useful	2	1	2	2	4	1
<b>TOTAL</b>	<b>282</b>	<b>101</b>	<b>116</b>	<b>100</b>	<b>398</b>	<b>100</b>

\*Chi-square tests showed no significant differences by whether the respondents received a Quit Pack at the 95% level.

Respondents were also asked whether they received information about NRT from other sources. Sixty-nine percent obtained NRT information from other sources, such as from family and friends (34%), a pharmacy (31%), and a doctor or nurse (28%). A quarter of respondents also referred to the NRT packet inserts (Table 23). Information provided by Quitline Advisors and The Quit Group promotional material on the use of NRT aligns with the New Zealand Smoking Cessation Guidelines (NZSCG).<sup>10</sup> For example, contrary to the information on NRT packet inserts, the NZSCG state it is appropriate for pregnant women to use NRT, and also that there is

<sup>10</sup> Ministry of Health (2007). *New Zealand Smoking Cessation Guidelines*. Wellington: Ministry of Health.

no need to wean oneself off NRT by using decreasing dosages of NRT product over subsequent weeks. Some of the instructions and warning messages printed on NRT packet inserts are not aligned with the NZSCG. Therefore, the fact that a reasonable proportion of respondents read the instructions on NRT packets may mean many Quit clients receive mixed messages on the appropriate use of NRT.

**Table 23: Additional sources of information about NRT**

	Total	
	n	%
Family and friends	145	34
Pharmacy	133	31
Doctor or nurse	122	28
Instructions in NRT packets	107	25
Internet	99	23
None	135	31
Other	16	4
<b>TOTAL</b>	<b>431</b>	<b>100</b>

\*Chi-square tests showed significant differences at the 95% level.

### ***Redemption and use of NRT***

A subset of questions was asked around the redemption and use of NRT. All respondents who had received their quit cards were asked whether they had redeemed and used their NRT (n=431). Seventy percent of respondents indicated they had already redeemed their quit cards at a pharmacy (Table 24). This redemption rate is likely to be an under-estimation as some respondents were surveyed soon after placing their online order. It will be possible to compare the self-reported redemption rate reported here with the actual redemption rate in a future research project, using data collected by HealthPAC.



**Table 24: Redemption of Quit Cards, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
Yes	70	67	232	71	302	70
No	31	30	88	27	119	28
I can't remember	4	4	6	2	10	2
<b>TOTAL</b>	<b>105</b>	<b>101</b>	<b>326</b>	<b>100</b>	<b>326</b>	<b>100</b>

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

This self-reported redemption rate is positive for a service that relies on online contact between the clients and the cessation provider. The rate is comparable to the redemption rate of quit cards distributed through the Quitline, at 72%.<sup>11</sup> The redemption rate was no different by ethnicity or gender (Tables 24 & 26). However, those who were under 25 years old were less likely to have redeemed their quit cards (Table 25).

**Table 25: Redemption of quit cards, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
Yes	38	55	197	71	67	78	302	70
No	28	41	74	27	17	20	119	28
I can't remember	3	4	5	2	2	2	10	2
<b>TOTAL</b>	<b>69</b>	<b>100</b>	<b>276</b>	<b>100</b>	<b>86</b>	<b>100</b>	<b>326</b>	<b>100</b>

\*Chi-square tests showed significant differences by age at the 95% level.

**Table 26: Redemption of quit cards, by gender**

	Female		Male		Total	
	n	%	n	%	n	%
Yes	183	71	119	68	302	70
No	69	27	50	29	119	28
I can't remember	5	2	5	3	10	2
<b>TOTAL</b>	<b>257</b>	<b>100</b>	<b>174</b>	<b>100</b>	<b>326</b>	<b>100</b>

\*Chi-square tests showed no significant differences by gender at the 95% level.

<sup>11</sup> The Quit Group (2008). *Redemption of Nicotine Replacement Therapy (NRT) Quit Cards Distributed Through the Quitline, January-June 2007*. Wellington: The Quit Group.

Respondents who had not redeemed their quit cards were asked why they didn't do so. Some commonly mentioned reasons are summarised here:

1. not ready to quit yet (n=39)
2. had not got around to redeeming their cards (n=20)
3. preferred cold turkey (n=17)
4. quit cards have expired (n=9)
5. quit cards were lost (n=7)
6. national shortage of NRT (n=6)
7. quit cards arrived too late or dosage issued inappropriate (n=6)
8. cost associated, i.e can't afford it and don't know how much it costs (n=5)

Among respondents who had not redeemed their quit cards (n=119), 13% indicated they will redeem them as soon as possible. A further 24% said they will redeem them in the next 30 days, and 24% said they will redeem them sometime in the future but not within the next 30 days. There were no significant differences according to ethnicity, age or gender (Tables 27-29).

**Table 27: Future redemption of quit cards, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
As soon as possible	3	10	13	15	16	13
In the next 30 days	7	23	22	25	29	24
Sometime in the future (more than 30 days)	5	16	24	27	29	24
Never	6	19	8	9	14	12
Not sure/don't know	10	32	21	24	31	26
<b>TOTAL</b>	<b>31</b>	<b>100</b>	<b>88</b>	<b>100</b>	<b>119</b>	<b>99</b>

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

**Table 28: Future redemption of quit cards, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
As soon as possible	5	18	8	11	3	18	16	13
In the next 30 days	7	25	20	27	2	12	29	24
Sometime in the future (more than 30 days)	8	29	18	24	3	18	29	24
Never	0	0	13	18	1	6	14	12
Not sure/don't know	8	29	15	20	8	47	31	26
TOTAL	28	101	74	100	17	101	119	99

\*Chi-square tests showed no significant differences by age at the 95% level.

**Table 29: Future redemption of quit cards, by gender**

	Female		Male		Total	
	n	%	n	%	n	%
As soon as possible	9	13	7	14	16	13
In the next 30 days	12	17	17	34	29	24
Sometime in the future (more than 30 days)	19	28	10	20	29	24
Never	11	16	3	6	14	12
Not sure/don't know	18	26	13	26	31	26
TOTAL	69	100	50	100	119	99

\*Chi-square tests showed no significant differences by gender at the 95% level.

Respondents who had redeemed their quit cards (n=302) were asked how much NRT they had used. A total of 94% of respondents had used at least some of the NRT products, and this includes 26% who had used all of it (Table 30). The amount of NRT used was associated with some demographic groups, in that males, Māori clients, and respondents aged over 44 years were significantly more likely to have used all of their NRT (Tables 30-32).

**Table 30: The amount of NRT used, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
All of it	22	31	57	25	79	26
Some of it	48	69	156	67	204	68
None of it	0	0	19	8	19	6
TOTAL	70	100	232	100	302	100

\*Chi-square tests showed significant differences by ethnicity at the 95% level.

**Table 31: The amount of NRT used, by age**

	<25		25-44		45+		Total	
	n	%	n	%	n	%	n	%
All of it	10	26	47	24	22	33	79	26
Some of it	23	61	143	73	38	57	204	68
None of it	5	13	7	4	7	10	19	6
<b>TOTAL</b>	<b>38</b>	<b>100</b>	<b>197</b>	<b>101</b>	<b>67</b>	<b>100</b>	<b>302</b>	<b>100</b>

\*Chi-square tests showed significant differences by age at the 95% level.

**Table 32: The amount of NRT used, by gender**

	Female		Male		Total	
	n	%	n	%	n	%
All of it	38	21	41	34	79	26
Some of it	130	71	74	62	204	68
None of it	15	8	4	3	19	6
<b>TOTAL</b>	<b>183</b>	<b>100</b>	<b>119</b>	<b>99</b>	<b>302</b>	<b>100</b>

\*Chi-square tests showed significant differences by gender at the 95% level.

When asked about the reasons they used NRT, 74% of respondents indicated they were using it to quit smoking permanently, while 22% indicated they used NRT to cut back on smoking (Table 33). Very few respondents said they used NRT to quit temporarily (3%).

**Table 33: Reasons for using NRT**

	Total	
	n	%
To quit smoking permanently	206	75
To cut back on smoking	59	21
To quit temporarily (for a short period of time/for a special event)	10	4
<b>TOTAL</b>	<b>275</b>	<b>100</b>

\*Chi-square tests showed significant differences at the 95% level.

Respondents who have redeemed and used at least some of the NRT were asked how useful they found the nicotine patches and/or gum. There was mixed views on the effectiveness of nicotine patches and gum; nonetheless a large majority of respondents found NRT very useful in general.

These respondents were also asked if they have experienced any problems with NRT. Some common problems with the patches included skin reactions, patches falling off, headache or dizziness, and sleeping problems (i.e. vivid dreams or insomnia). Fewer problems were reported with the use of the nicotine gum, mainly around getting a sore throat, and sore ears and jaw from chewing.

### ***Future use of the service and recommendations to others***

A total of 78% of respondents indicated they would definitely use NRT Online again when/if they needed it in the future, and a further 18% said they would consider using it again. Māori respondents were significantly more likely to say they would definitely use it again, at 86% in comparison to 76% of non-Māori (Table 34).

**Table 34: Future use of NRT Online, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
I would definitely use it again	93	86	258	76	351	78
I would consider using it again	11	10	70	21	81	18
I would not consider using it again	5	5	12	4	17	4
<b>TOTAL</b>	<b>109</b>	<b>101</b>	<b>340</b>	<b>101</b>	<b>449</b>	<b>100</b>

\*Chi-square tests showed significant differences by ethnicity at the 95% level.

When asked about whether they would recommend the service to someone they know, 60% of respondents indicated they have already recommended it to someone and a further 37% said they would recommend it. There was no significant difference by ethnicity (Table 35).

**Table 35: Recommended use of NRT Online, by ethnicity**

	Māori		non-Māori		Total	
	n	%	n	%	n	%
I have already recommended it	68	62	201	59	269	60
I would recommend it	35	32	129	38	164	37
I would not recommend it	6	6	10	3	16	4
TOTAL	109	100	340	100	449	101

\*Chi-square tests showed no significant differences by ethnicity at the 95% level.

## ***Smoking status***

A seven-day point prevalence measure was used to measure quit status so all respondents were asked about their smoking status for the seven days prior to completing the web-based survey. Respondents were defined as quit if they had smoked no more than five cigarettes in the previous seven days.<sup>12</sup> In the total sample, 49% of respondents had quit including 22% who had not had a single puff (Table 36).

From responses to other questions, we know that a portion of respondents had not redeemed their quit cards nor had they used any of the NRT provided. A quit rate comparison was therefore conducted between respondents who had used at least some NRT, versus those who had used none of it. Those who had used at least some NRT were significantly more likely to have quit smoking (65%) in comparison with those who had not used any of the NRT provided (21%) (Table 36).

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<sup>12</sup> West, R., Hajek, P., Stead, L., & Stapleton, J. (2005). Outcome criteria in smoking cessation trials: proposal for a common standard. *Addiction, 100*, 299-303.

**Table 36: Quit status in the last seven days, by the amount of NRT used**

	At least some NRT		No NRT at all		Total	
	n	%	n	%	n	%
No, not a single puff	87	31	12	7	99	22
Yes, just a few puffs	45	16	7	4	52	12
Yes, 1-5 cigarettes	51	18	16	10	67	15
Yes, >5 cigarettes	100	35	131	79	231	51
<b>TOTAL</b>	<b>283</b>	<b>100</b>	<b>166</b>	<b>100</b>	<b>449</b>	<b>100</b>

\*Chi-square tests showed significant differences by the amount of NRT used at the 95% level.

The sample consisted of respondents who registered with NRT Online at varying points; between one and five months before completing the survey. In other words, this sample consists of clients who may have been at different stages of their quitting journey. Tables 37 and 38 separate respondents by the time that had lapsed between registering and reporting on their smoking status. Results indicate that among respondents who registered within three months prior to the survey (n=216), the quit rate was 74% for those who used NRT.

**Table 37: Smoking status in the last seven days, by the amount of NRT used (respondents who completed the survey within 3 months after last using NRT Online)**

	At least some NRT		No NRT at all		Total	
	n	%	n	%	n	%
No, not a single puff	43	35	7	7	50	23
Yes, just a few puffs	23	19	6	6	29	13
Yes, 1-5 cigarettes	24	20	11	12	35	16
Yes, >5 cigarettes	32	26	70	75	102	47
<b>TOTAL</b>	<b>122</b>	<b>100</b>	<b>94</b>	<b>100</b>	<b>216</b>	<b>99</b>

\*Chi-square tests showed significant differences by the amount of NRT used at the 95% level.

In terms of those who registered at least three months prior to completing the survey (n=233), the quit rate was 58% for those who used NRT. Overall, the self-reported quit rate was very high.

**Table 38: Smoking status in the last seven days, by the amount of NRT used (respondents who completed the survey more than 3 months after last using NRT Online)**

	At least some NRT		No NRT at all		Total	
	n	%	n	%	n	%
No, not a single puff	44	27	5	7	49	21
Yes, just a few puffs	22	14	1	1	23	10
Yes, 1-5 cigarettes	27	17	5	7	32	14
Yes, >5 cigarettes	68	42	61	85	129	55
<b>TOTAL</b>	<b>161</b>	<b>100</b>	<b>72</b>	<b>100</b>	<b>233</b>	<b>100</b>

\*Chi-square tests showed significant differences by the amount of NRT used at the 95% level.

### ***Use of Other Cessation Services***

Respondents were asked about other cessation services they may have used in the six months before being surveyed. Just over half (n=234) reported that they did not receive any support in quitting smoking apart from using NRT Online. Among those who sought support, 33% called the Quitline and an additional 19% used the online Quit blog. Thirty-two percent of respondents sought help from their family doctor, and 21% purchased NRT over the counter (e.g. from a supermarket).

**Table 39: Other cessation services used in the last six months**

	Total	
	n	%
Called the Quitline	70	33
Family doctor	68	32
NRT over the counter	46	21
Quit blogs	40	19
Nurse or other health worker	33	15
Pharmacist	33	15
Other	30	14
Hypnosis	14	7
Face to face smoking support	5	2
Counsellor, psychologist or psychiatrist	5	2
Group smoking support session	4	2
<b>Total<sup>#</sup></b>	<b>215</b>	<b>162</b>

\*Chi-square tests showed significant differences at the 95% level.



## ***Use of the Internet***

In order to find out more about people who would use an online service for cessation, we asked respondents to indicate how frequently they used the Internet for a range of activities (e.g. e-mail, health information). Eighty-two percent of respondents used the Internet on a daily basis for emailing, and 60% used it for work. In terms of obtaining health information, 28% did this at least on a weekly basis and 61% did this occasionally.

**Table 40: Use of Internet**

	E-mail		Work		Online chat		Education		News		Health info	
	n	%	n	%	n	%	n	%	n	%	n	%
Daily	367	82	247	60	71	18	71	18	195	47	48	12
Weekly	55	12	29	7	42	11	42	11	88	21	65	16
Occasionally	24	5	60	15	96	24	96	24	97	23	245	61
Never	2	0	79	19	186	47	186	47	39	9	46	11
TOTAL	448	100	448	100	448	100	448	100	448	100	448	100

## ***Other Comments***

Respondents were invited to provide additional comments and feedback on the cessation services provided by The Quit Group. A large majority of respondents were positive about NRT Online. Those respondents who have also used other Quit Choices such as the Quitline or the Quit website found those services supportive and informative. Others found Quit's TV campaigns supportive, inspirational and/or a constant reminder about quitting smoking. A few respondents were also grateful that The Quit Group offers subsidised NRT.

Some specific comments made about NRT Online were around how easy and quick it was to register online and that the service is suitable for those who prefer not to talk

to a Quitline Advisor because they were too shy to talk on the phone or they felt embarrassed to re-register with the Quitline after a relapse.

Some suggestions from respondents identified room for improvement and The Quit Group should investigate the feasibility of making these changes in the near future:

1. providing follow-up calls or emails to NRT Online clients checking that orders have arrived and discussing potential problems with the orders and quitting in general
2. ensuring prompt delivery of orders
3. warning clients about the expiry dates on quit cards
4. sending NRT products directly instead of quit cards
5. providing instructions on whether registered clients are eligible for more NRT and what to do when more NRT is needed
6. making sure the order is completely fulfilled (some respondents reported the Quit Pack was missing) and that correct dosage and products are issued
7. explaining why the dosage issued by Quit is different from what's recommended by the NRT manufacturers.

## Recommendations

The feedback from the respondents provides valuable information on their experience with NRT Online, and identifies areas for improvement. Recommendations arising from the current client satisfaction survey are summarised in this section.

Changes needed on the online ordering form:

1. ask clients for an e-mail address which enables Quit staff to provide follow-up support and Research to contact clients via email
2. provide clearer information about the Quit Pack
3. make the options for selecting a Quit Pack and/or NRT more prominent
4. indicate the expected waiting time for the order to arrive.

Provide additional information in the letter sent along with the quit cards:

1. explain the dosage system used by Quit (and perhaps develop a protocol to deal with telephone enquiries regarding conflicting information on the recommended dosage and NRT usage printed on the NRT product inserts)
2. explain the cost for redeeming the quit cards
3. explain the expiry date of the quit cards
4. provide information on what to do when more NRT is needed.

NRT Online service process:

1. develop a tracing system
2. ensure orders are processed and delivered promptly (for orders to arrive within seven days from ordering)
3. send a follow-up email two weeks after registration

Research:

1. repeat the NRT Online client satisfaction survey to ensure problems identified by respondents (i.e. delay in delivering, wrong NRT products issued etc) are not on-going issues
2. utilise a similar recruitment and research protocol for future web-based research projects
3. compare the self-reported redemption rate with the actual redemption rate using data from HealthPAC.

## Appendix 1: Additional table

**Table A1: Quit Pack requests by Māori, Pacific, and Other clients**

	Māori		Pacific		Other	
	n	%	n	%	n	%
Yes	68	62	8	50	202	62
No	41	38	8	50	122	38
TOTAL	109	100	16	100	324	100

## Appendix 2: The questionnaire

1. Could you tell us how you found out about Quit's online ordering service for nicotine patches and gum?

Multiple response

- From another website
- From TV advertisements about quitting (skip to Q.3)
- My friends/family told me about the website (skip to Q.3)
- I do not remember seeing any advertising (skip to Q.3)
- Other (please specify) (skip to Q.3)

2. Could you tell us which websites?

Multiple response

- Trade Me
- Stuff
- NZ Herald
- Yahoo
- TVNZ – Shortland Street
- NZ Dating
- Find Someone
- Old Friends
- Hotmail
- Google
- Can't remember
- Other (please specify)

3. How many times have you ordered nicotine patches and gum online at Quit?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

We would like to find out more about your experience when filling out the online form.

If you have ordered more than once, please think of your most recent experience when answering all the following questions.

4. Who completed the order form?

- I filled out the order form myself
- Another person filled out the order form for me (Skip to Q.8)
- I cannot remember (Skip to Q.8)

5. Could you tell us how strongly you agree or disagree with the following statement, on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree?


5-point scale

- a) The online ordering form was easy to find on Quit's website.
- b) I clearly understood what I would receive after completing the form.
- c) I had a clear idea of when my order would arrive.
- d) I was concerned by some of the questions I was asked on the order form.
- e) I found it easy to move around the order form.

6. Which products did you order?

- Patches only
- Gum only
- Patches and gum
- Did not indicate preference

7. Why did you make the above choice?

KIA AUAHI KORE • QUIT CARD		<b>Subsidised Nicotine Patches or Gum</b>	
	Pharmacy name/claimant number:		
	Client name and address:		
	Issued by:	Tel:	
Product:			







11. Did you order a Quit Pack? (The Quit Pack contains written information about quitting, includes a Quit Book).

- Yes (Skip to Q. 13)
- No

12. Could you tell us why you didn't order a Quit Pack?

Multiple response

- I already have a Quit Pack (Skip to Q. 14)
- I didn't know what a Quit Pack was (Skip to Q. 14)
- I didn't know I could request a Quit Pack (Skip to Q. 14)
- I only went to the website only to order nicotine patches and gum (Skip to Q. 14)
- I am getting support to quit smoking from other sources (Skip to Q. 14)
- I am already aware of other things I can do to help with my quitting (Skip to Q. 14)
- I don't know or I can't remember (Skip to Q. 14)
- Other (please specify) (Skip to Q. 14)

*Respondents who have received their order (Q.8) were asked:*

13. How much of the Quit Pack did you read:

- All of the information
- Most of it
- Some of it
- Just glanced through it
- None of it
- I don't know or I can't remember

*Respondents who have received their order (Q.8) were asked:*

14. Did you exchange the quit cards for the nicotine patches and gum at a pharmacy?

- Yes
- No (skip to Q. 20)
- I can't remember (skip to Q. 20)

*Respondents who have received their order (Q.8) were asked:*

15. Did you use the nicotine patches and gum?

- All of it
- Some of it
- None of it (Skip to Q. 20)

*Respondents who have received their order (Q.8) were asked:*

16. People have different ways of using the patches/gum when they quit smoking. Which of the following statements best describes you?

- I used the patches/gum to quit temporarily (for a short period of time/for a special event)
- I used the patches/gum to cut back on smoking
- I used the patches/gum to quit smoking permanently
- Other specify

*Respondents who have received their order (Q.8) were asked:*

17. How useful did you find the nicotine patches/gum?

*Respondents who have received their order (Q.8) were asked:*

18. Did you experience any problems with the nicotine patches/gum?

- Yes (Skip to Q.22)
- No

*Respondents who have received their order (Q.8) were asked:*

19. Could you tell us about the problems that you experience? (Skip to Q.22)

|

*Respondents who have received their order (Q.8) were asked:*

20. Could you tell us why you haven't exchanged the quit cards for patches or gum yet?

*Respondents who have received their order (Q.8) were asked:*

21. When do you think you might exchange the quit cards for patches or gum?

- As soon as possible
- In the next 30 days
- Some time in the future (more than 30 days)
- Never
- Don't know

*Respondents who have received their order (Q.8) were asked:*

22. How useful was the written information sent to you on how to use nicotine patches and gum correctly?

- Very useful (Skip to Q.23)
- Fairly useful (Skip to Q.23)
- Not very useful (Skip to Q.23)
- Not at all useful (Skip to Q.23)
- I didn't read it (Skip to Q.23)

23. Would you recommend Quit's online ordering service to others?

- I have already recommended the online ordering service to someone I know (Skip to Q.24)
- I would recommend the online ordering service to other people in the future (Skip to Q.24)
- I would not recommend the online ordering service to other people in the future

24. Could you tell us why you would not recommend this service to others?

25. And would you consider using Quit's online ordering service again when/if you need it?

- I would definitely use the online ordering service again (Skip to Q.26)
- I would consider using the online ordering service again in the future (Skip to Q.26)
- I would not consider using the online ordering service again.

26. Could you tell us why you would not use this service again?

27. Other than the information you received with the quit cards, from what other sources have you received information about patches and/or gum?

Multiple response

- None
- Pharmacy
- Instruction in patches/gum packets
- Family or friends
- Doctor or nurse
- Internet
- Other (Please specify)

28. Now we would like to find out about your smoking status. Have you smoked in the last 7 days?

- No, not a single puff (skip to Q. 29)
- Yes, just a few puffs (skip to Q. 29)
- Yes, between 1 and 5 cigarettes / roll-your-owns (skip to Q.29)
- Yes, more than 5 cigarettes / roll-your-owns

29. How many cigarettes or roll-your-owns [rollies] have you smoked each day in the last week, on average?

30. Now we would like to know a little about your Internet usage. How often do you use the Internet for the following?

Selection matrix: daily, at least once a week, occasionally and never

- E-mailing
- Work
- Online chat
- Education
- News
- Health information

31. In the last 6 months, apart from ordering patches/gum from Quit, have you sought help from any of the following to quit smoking?

Multiple response

- Called the Quitline (0800 778 778)
- Family doctor
- Nurse or other health worker
- Pharmacist
- Face to face smoking support
- Group smoking support session
- Nicotine patches/gum bought from chemist or supermarket
- Counsellor, psychologist or psychiatrist
- Hypnosis
- Other (Please specify)
- No I haven't sought any help in the last 6 months

32. This is the last question on Quit's online ordering service. Do you have any comments that you would like to make about Quit or its service?

33. Thank you very much for completing this survey. You have provided us with useful information that will be used to improve the online service for ordering nicotine patches and gum.

As our way of saying thank you, we would like to post you a \$10 voucher for taking part. Choose the voucher you would like from the list below.

- \$10 MTA petrol voucher
- \$10 Westfield shopping voucher

34. Please give us your name and postal address so that we can send you the voucher.

35. Would you like to receive a summary of the research results by email?

- No thank you
- Yes please. Please give your email address

Thank you very much for taking part. All your responses have been recorded and you can now safely close down your browser.