Quitline Tax Increase Survey

Six Month Follow-Up

gravitas

Research Report Prepared for The Quit Group

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1. Executive Summary

1.1 Introduction and Research Objectives

On 28 April 2010 the Government announced a tax increase on roll-your-own tobacco and factory made cigarettes. The April tobacco excise tax saw a 24% increase on the excise rate for loose tobacco and a 10% increase for factory made cigarettes, with further increases of 10% for both cigarettes and roll-your-own scheduled for January 2011 and January 2012.

In order to gather information of callers who contacted The Quit Group's Quitline service following the tax increase, a client survey, the Tax Survey, was undertaken between May and June 2010. Client satisfaction and smoking outcomes were compared between clients who registered with Quitline prior to the tax announcement and those who registered in the weeks immediately after the tax increase¹.

To gain an understanding of the extent to which the tax increase on tobacco is a factor in influencing quitting outcomes in the longer term, Tax Survey participants were re-contacted six months after their registration with Quitline. The purpose of this Six-Month Follow-Up Tax Survey was to assess:

- Quitting outcomes at the six-month period (to compare and contrast with rates of quitting three weeks after registration)
- Number and length of quit attempts
- Re-contact with the Quitline upon relapse
- Changes in smoking behaviour
- Whether the tax increase helped people to stay quit or to cut down on smoking
- Attitudes to quitting and staying quit.

1.2 Method

The Six-Month Follow-Up Tax Survey was conducted using Computer Assisted Telephone Interviewing (CATI). The Quit Group provided Gravitas with a draft of the Six-Month Follow-Up Tax Survey questionnaire. A two-stage questionnaire pilot was undertaken to ensure that the questionnaire met the objectives of the research, was understandable, relevant and culturally safe for participants, and could be administered efficiently.

Participants for the six-month survey came from a database of contacts collected during an earlier stage of this research, three weeks following contact with Quitline. For the Three-Week Tax Survey, a sample list of potential respondents taken from the Quitline database was created, along with relevant demographic and contact information.

¹ The Quit Group (2010) *Tobacco tax increase evaluation – impact on Quitline and Quitline callers*, http://www.quit.org.nz/file/research/2010/Tax increase evaluation FINAL%20.pdf, accessed 15th November 2010: page 4.

Quotas for ethnicity, gender and age were set to ensure that the Three-Week study sample reflected the Quitline population. A quota system to over-sample Māori and Pacific peoples was also applied so that reliable estimates of indicators for these priority groups could be analysed. For the Six-Month Follow-Up Tax Survey, Gravitas attempted to contact all those who had consented to a six-month follow-up in the Three-Week Tax Survey. Māori and Pacific peoples were called first to maximise the chance of finding them available at some point over the field work period.

The response rate for the Six-Month Follow-Up Tax Survey was 85%. This compares with 93% for the Three-Week Tax Survey². A total of n=326 Six-Month Follow-Up Tax Surveys were completed (which represents 57% of respondents who participated in the Three-Week Tax Survey). The average interview length was 7 minutes.

1.3 Quit Rates

At the six-month follow-up, 30% of respondents had not smoked at all in the seven days prior to the survey being undertaken (**Seven Day Point Prevalence**). There were no significant differences in Seven Day Point Prevalence quit rates by ethnicity, gender or age.

The **Continuous Quit Rate** at the six-month follow-up was 17% (that is, the respondent had not smoked at all between the Three-Week and Six-Month surveys). This compares with 29% at the three-week survey. Eleven per cent of respondents reported not having smoked at all since calling the Quitline prior to the Three-Week survey (that is, have been quit the entire time). At six-months, there were no significant differences by ethnicity, gender or age in terms of the Continuous Quit Rate.

The six-month **Intention to Treat Seven Day Point Prevalence Quit Rate** (assuming those lost to follow-up had smoked in the last seven days) was 17%. The six-month **Intention to Treat Continuous Quit Rate** (assuming those lost to follow-up had smoked between the three-week and six-month surveys) was 10%.

1.4 Impact of Tax Increase on Staying Quit

Of the respondents who had not smoked at all since the three-week survey, 29% stated that the tax increase helped them 'a lot' in staying quit, with a further 9% noting that the tax increase had helped 'somewhat'. In contrast, 47% of those who had not smoked since the three-week survey stated that the tax increase hadn't helped them stay quit at all.

² *Ibid.*: page 10.

1.5 Quit Attempts

At the six-month follow-up survey, 82% of respondents had made at least one attempt to quit smoking. Thirty-nine percent had made one attempt, while 13% had made two attempts, and 30% had made three or more. One in five (16%) had made no attempt to quit.

The length a quit attempt lasted varied considerably between the first attempt made and subsequent quit attempts. Fifty-five per cent of first quit attempts lasted for a month or more compared with only 16% of subsequent attempts. These results suggest that levels of motivation to quit decrease after the primary quit attempt has been made.

Forty five per cent of respondents who had made an attempt to quit smoking stated that the tax increase had influenced their decision to try to quit again 'a lot'.

Fourteen percent of respondents who had smoked since the three-week survey reported having recontacted the Quitline.

1.6 Changes to Smoking Behaviour, and Impact of Tax Increase on Changes

Of the respondents who had smoked since the three-week survey, the most frequently cited change to smoking behaviour since calling the Quitline was cutting down (35%). Quitting smoking altogether (13%) and doing something else before or instead of smoking (12%) were also frequently cited. Twenty-nine percent of respondents who had smoked since the three-week survey had made no changes to their smoking behaviour since calling the Quitline.

Sixty-one percent of respondents who had smoked since the three-week survey but had changed their smoking behaviour in some way reported that the tax increase had influenced the decision to make changes 'a lot' (38%) or 'somewhat' (23%).

1.7 Attitudes to Quitting

Ninety-four percent of respondents who had not smoked since the three-week survey perceived their chance of staying quit to be 'high' or 'very high'. This share is significantly higher than for those who had smoked since the three-week survey but considered themselves to be currently quit (75%). Respondents still smoking are significantly less likely than all other respondents to perceive that they will quit for good sometime in the future (54% perceiving the chance to be 'high' or 'very high').

Eighty seven per cent of those who had not smoked since the three-week survey, and 82% of those who had smoked but considered themselves to be currently quit rated the importance of quitting smoking for good as 'extremely important'. In contrast, only 58% of those who are currently smoking considered it 'extremely important' that they quit smoking.

2. Introduction and Research Objectives

2.1 Introduction

Funded by the Ministry of Health, The Quit Group delivers smoking cessation services across New Zealand. The Quit Group is responsible for the Quitline, which provides free cessation support and advice to people quitting smoking, as well as providing tobacco and smoking-related information to other stakeholders including students and workplaces. The Quit Group also develops and delivers communication messages to promote their innovative quit smoking programmes, through television, radio, and print campaigns. The Quit Group aims to reduce the number of New Zealanders who smoke, with a particular focus on Māori smokers.

2.2 Research Objectives

On 28 April 2010 the Government announced a tax increase on roll-your-own tobacco and factory-made cigarettes. The April tobacco excise tax saw a 24% increase on the excise rate for loose tobacco and a 10% increase for factory-made cigarettes. A further increase of 10% on all tobacco was made on 1 January 2011, and a further 10% increase is scheduled for January 2012.

In the weeks immediately following the tax announcement, Quitline experienced a marked upsurge in the volume of callers. To cope with the higher numbers, a shortened registration process was implemented and additional staff were brought in to process quit cards³.

As part of their ongoing monitoring process, The Quit Group undertakes regular surveys of short term quitting outcomes and satisfaction (QSTO). In 2010, this QSTO Survey was carried out from February to April 2010, shortly before the tax announcement. In order to gather information of callers who contacted Quitline following the tax increase, a second client survey, the Tax Survey, was undertaken in May and June 2010. The Tax Survey adopted the same sampling frame and core questions as the QSTO, thus providing comparable data.

Client satisfaction and smoking outcomes were compared between clients who registered with Quitline prior to the tax announcement and those who registered in the weeks immediately after the tax increase. The research found that, at 29%, the three-week quit rate was lower for clients who called Quitline following the tax increase compared to callers who called prior to the tax increase (36%).

³ The Quit Group (2010) *Tobacco tax increase evaluation – impact on Quitline and Quitline callers,* http://www.quit.org.nz/file/research/2010/Tax increase evaluation FINAL%20.pdf, accessed 15th November 2010: page 7.

However, this was offset by a higher volume of callers, and there were more quitters in May 2010 compared to May 2009 and May 2008. In addition, 26% of the callers who responded to the tax increase had made no other quit attempts in the previous 12 months, indicating a new group of quitters had been reached⁴.

To gain an understanding of the extent to which the tax increase on tobacco is a factor in influencing quitting outcomes in the longer term, Tax Survey participants were re-contacted six months after their registration with Quitline. The purpose of this Six-Month Follow-Up Tax Survey was to assess:

- Quitting outcomes at the six-month period (to compare and contrast with rates of quitting three weeks after registration)
- Number and length of quit attempts
- Re-contact with the Quitline upon relapse
- Changes in smoking behaviour
- Whether the tax increase helped people to stay quit or to cut down on smoking
- Attitudes to quitting and staying quit.

The results from this Six Month Follow-Up Tax Survey are provided in this report.

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⁴ The Quit Group (2010) *Tobacco tax increase evaluation* – *impact on Quitline and Quitline callers*, http://www.quit.org.nz/file/research/2010/Tax increase evaluation FINAL%20.pdf, accessed 15th November 2010: page 4.

3. Method

3.1 Research Method

The Six-Month Follow-Up Tax Survey was conducted using telephone interviewing. Key advantages of telephone interviewing for a survey such as this include:

- the ability to conveniently and cost-effectively contact a national sample of respondents, including those who live in more isolated areas;
- maximising the response rate through:
 - allowing a robust callback regime, with each respondent being called up to a maximum of
 20 times over the course of the fieldwork period in an effort to find them home;
 - offering convenience to respondents, allowing them to participate in the survey at a time that suits them (including day/evenings and weekends); and
 - the physical absence of the interviewer, thereby ensuring respondent anonymity and increasing the respondent's willingness to answer more personal questions.
- the ability to obtain more diagnostic information by the interviewer being in direct contact with the respondent, and therefore able to ask for clarification or elaboration of answers given;
- the ability to monitor the quality of interviewing in-house, thereby further ensuring quality of the data set; and
- the appropriateness of using telephones, as that is how callers interact with Quitline.

All interviewing was conducted using Computer Assisted Telephone Interviewing (CATI). This enhanced the accuracy of the results as data collected from respondents was entered directly into the survey programme, rather than being recorded first on paper and then entered into the programme at a later date.

3.2 Sample Design

For the Three Week Tax Survey, a sample list of potential respondents was created, along with relevant demographic and contact information. Quotas for ethnicity, gender and age were set to ensure that the study sample reflected the Quitline population. A quota system to over-sample Māori and Pacific peoples was also applied so that reliable estimates of indicators for these priority groups could be analysed⁵.

For the Six-Month Follow-Up Tax Survey, the researchers attempted to contact all those who had participated in the Three Week Tax Survey and had agreed to be recontacted at six months.

⁵ The Quit Group (2010) *Tobacco tax increase evaluation – impact on Quitline and Quitline callers,* http://www.quit.org.nz/file/research/2010/Tax increase evaluation FINAL%20.pdf, accessed 15th November 2010: page 9.

Māori and Pacific peoples were called first to maximise the chance of finding them available at some point over the field work period. A final sample distribution is provided in Appendix One.

3.3 Questionnaire Development and Pilot

The Quit Group provided Gravitas with a draft of the Six-Month Follow-Up Tax Survey questionnaire. A two-stage questionnaire pilot was undertaken to ensure that the questionnaire met the objectives of the research, was understandable, relevant and culturally safe for participants, and could be administered efficiently. The first stage involved an internal review of the questionnaire by the Gravitas project team while the second stage involved undertaking a small number of interviews with Quitline callers. Due to only minor changes made to the question wording and order as a result of pilot feedback, pilot data was included in the final analysis. The final version of the questionnaire can be found in Appendix Two.

3.4 Conducting The Interviews

Interviews were conducted from 17 to 30 November 2010. Names and contact details of those called and interviewed for the Three Week Tax Survey were merged into the survey programme. Names and telephone numbers were electronically presented to interviewers at random. Where Quitline callers had provided multiple telephone numbers (home, work, mobile), a strict protocol was followed to ensure every opportunity of finding the potential respondent was taken but limiting the number of calls on any one channel in order to minimise nuisance.

Upon making contact with the respondent's household, the interviewer clearly introduced themselves and the research company, and asked to speak to the Quitline caller. If the caller was not available, a time was made to re-contact.

The questionnaire was administered by computer, responding to the input of the interviewer. At the end of the interview, the respondent was thanked for their time, and reminded of the interviewer's name and company.

A strict record was kept of the number of refusals and the reason for each refusal (too busy, concerned about confidentiality, language issues etc). Records were also kept of other reasons why interviews could not be completed (respondent had moved etc). This information has been provided in Appendix Three. The response rate for the Six-Month Follow-Up Tax Survey was 85%. This compares with 93% for the Three Week Tax Survey⁶.

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⁶ The Quit Group (2010) *Tobacco tax increase evaluation – impact on Quitline and Quitline callers*, http://www.quit.org.nz/file/research/2010/Tax increase evaluation FINAL%20.pdf, accessed 15th November 2010: page 10.

A total of n=326 Six-Month Follow-Up Tax Surveys were completed (which represents 57% of respondents who participated in the Three-Week Tax Survey). The average interview length was 7 minutes.

3.5 **Analysis**

Backcoding

All open-ended responses, as well as those entered into 'other' categories, have been 'backcoded'. This involves fitting responses into existing categories, and where necessary, creating new categories so that all results have a numeric code. Coding was undertaken by an experienced member of Gravitas' coding team, and all coding was checked by the Gravitas Project Manager prior to incorporation into the main database.

Data Cleaning

The data cleaning process was conducted once interviewing was complete, and involved manual checking of the dataset by the Gravitas Data Manager to ensure each record was complete. Checking of data for each question to ensure responses given were valid (that is, were contained within the options provided) also took place.

Data Weighting

To ensure that the survey results were representative of the actual Quitline caller population, they have been weighted – by ethnicity first, then by age and gender. Unless otherwise stated, all results presented in this report are weighted.

Cross-Tabulations

All data presented in the report has been cross-tabulated by key demographic variables:

- ethnicity (Pacific, Māori, non-Māori/non-Pacific);
- age group (younger than 25 years, 25-44 years, 45-64 years, 65+ years);
- gender; and
- quit status at the Six-Month Tax Survey (using the Continuous Quit rate⁷). (Note however that because some questions were only asked of those quit and others only asked of those not quit at six months, a comparative analysis of results by quit status is not possible for all questions.)

Cross-tabulated tables for each question – with all statistically significant differences identified – have been provided, and statistically significant differences in results by demographic characteristics are discussed in the text. All significant differences are reported at the 95% confidence interval/5% significance level.

⁷ That is, have not smoked a cigarette in the six months after the Three-Week survey.

Rounding

For ease of reading, results in this report are presented as whole numbers, with decimals between 0.1 and 0.4 rounded <u>down</u> to the nearest whole number and decimals between 0.5 and 0.9 rounded <u>up</u> to the nearest whole number. As a result of this rounding process, occasionally numbers presented in the text and in graphs in the main report may add to slightly more or less than 100%.

'Quit' Versus 'Not Quit'

Note: In the text, 'quit' refers to those respondents who had not smoked at all in the six months after the Three-Week survey (using the Continuous Quit rate). 'Not quit' refers to respondents who had had at least a few puffs over this period.

4. Quit Rates

Key Points

- At the six-month follow-up, 30% of respondents had not smoked at all in the seven days prior to the survey being undertaken ('Seven Day Point Prevalence'). There were no significant differences in Seven Day Point Prevalence guit rates by ethnicity, gender or age.
- The **Continuous Quit Rate** at the six-month follow-up was 17% (that is, the respondent had not smoked at all between the three-week and six-month surveys). This compares with 29% at the three-week survey. Eleven per cent of respondents reported not having smoked at all since calling the Quitline prior to the Three-Week survey (that is, had been quit the entire time). At six-months, there were no significant differences by ethnicity, gender or age in terms of the Continuous Quit Rate.
- The six-month **Intention to Treat (Seven Day Point Prevalence) Quit Rate** (assuming those lost to follow-up had smoked in the last seven days) was 17%.
- The six-month **Intention to Treat (Continuous) Quit Rate** (assuming those lost to follow-up had smoked between the three-week and six-month surveys) was 10%.

4.1 Seven Day Point Prevalence Quit Rate

Note: 'Seven Day Point Prevalence' is a measure of the share of the sample that had not smoked <u>at all</u> in the seven days prior to the survey.

At the six-month follow-up, 30% of respondents had not smoked at all in the seven days prior to the survey being undertaken.

While there were no significant differences in Seven Day Point Prevalence rates by ethnicity, gender or age, the Seven Day Point Prevalence Quit Rate increased with age, with those aged younger than 45 years having a quit rate of 28%, while the quit rate for those over 65 years was 40%.

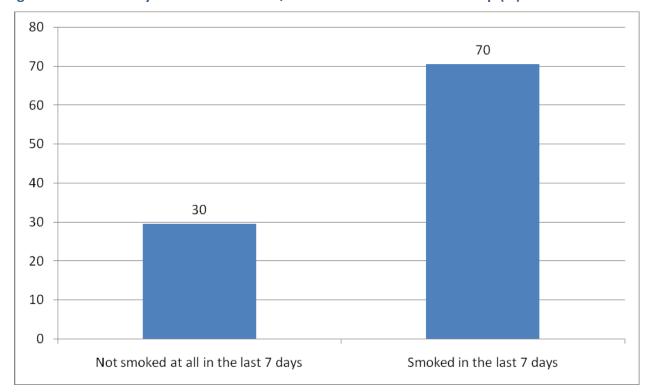


Figure 4.1: Seven Day Point Prevalence Quit Rate at Six-Month Follow-Up (%)

Base: n=326 (All respondents to Six-Month Follow-Up survey)

Table 4.1: Seven Day Point Prevalence Quit Rate at Six-Month Follow-Up (%)

	Total	Gen	der		Ethnicity			A	ge		Six-Mon	th Quit
											Status	
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Quit	Not
						Māori/Non	than 25	Years	Years	+	'	Quit
						-Pacific	Years					
		Α	В	С	D	Е	F	G	Н	1	J	K
Not smoked at	29.5	27.2	32.0	17.2	25.2	32.5	28.4	28.4	31.2	40.3	100.0	14.7
all in the last 7											K	
days – not even												
a single puff												
Smoked in the	70.5	72.8	68.0	82.8	74.8	67.5	71.6	71.6	68.8	59.7	0.0	85.3
last 7 days												J
Base	326	169	157	24	85	217	61	168	86	10	57	269

Base: n=326 (All respondents to Six-Month Follow-Up survey)

Note: Letter notation denotes all cross-tabulated categories that this result is significantly higher than.

4.2 Continuous Quit Rate at Six-Month Follow-Up

Note: 'Continuous Quit Rate' is a measure of the share of the sample that have not smoked at all (not even a few puffs) over a designated time period – in the case of this study, between three weeks and six months after registering with the Quitline.

At the six-month follow-up, 17% of respondents had not smoked at all between the three weeks and six months after calling the Quitline. This compares with a Continuous Quit Rate of 29% at the three-week survey – a statistically significant decline.

Ten per cent of respondents reported having had a few puffs in the period between the three-week and six-month surveys (compared with 15% at the three-week survey), while the same proportion reported having smoked between one and five cigarettes (10%, compared with 18% at three weeks). Sixty-three percent had smoked more than five cigarettes since being contacted for the three-week survey (up from 37% at the three-week survey).

Whilst no significant differences were observed by ethnicity, gender or age, Pacific (6%) respondents had a lower Continuous Quit Rate at the six-month follow-up than Māori (16%). Non-Māori/non-Pacific respondents had the highest Continuous Quit Rate at the six-month follow-up, with 19% not having smoked at all since the three-week survey.

A positive relationship exists between age and Continuous Quit Rate. Respondents aged 65 years or over had the highest Continuous Quit Rate at the six-month follow-up, with 33% reporting they were quit. In contrast, the lowest Continuous Quit Rate was reported by those respondents aged younger than 25 years of age (14%).

Male respondents reported a higher Continuous Quit Rate than females (21%, compared with 14%).

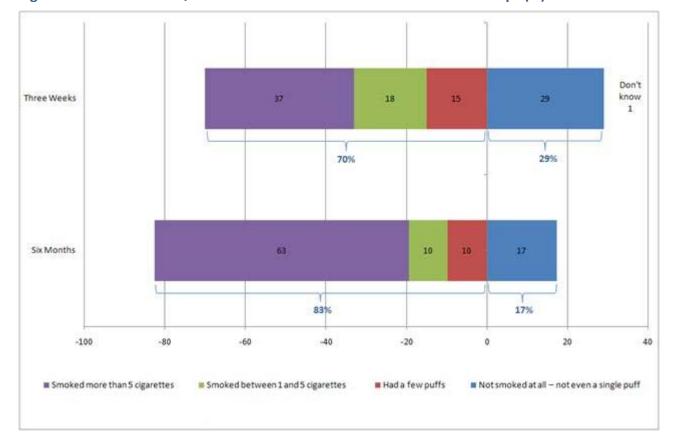


Figure 4.2: Continuous Quit Rate at Three-Week and Six-Month Follow-Ups (%)

Three-Week Follow-Up survey: n=556 (All respondents, excluding those whose quit status was unknown); Base: Six-Month Follow-Up survey: n=326 (All respondents)

Table 4.2a: Continuous Quit Rate at Six-Month Follow-Ups (%)

	Total	Gen	der		Ethnicity			A	ge		Six-Month Quit Status	
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Quit	Not Quit
		Α	В	С	D	Е	F	G	Н	I	J	K
Not smoked at all – not even a single puff	17.4	13.9	21.1	6.1	15.7	19.2	14.2	16.2	20.0	33.0	100.0 K	0.0
Had a few puffs	9.8	7.3	12.5	4.9	9.5	10.5	12.5	8.9	9.4	11.3	0.0	11.9 J
Smoked between 1 and 5 cigarettes	9.5	10.7	8.3	6.1	11.6	9.1	9.5	11.0	7.0	6.4	0.0	11.5 J
Smoked more than 5 cigarettes	63.3	68.0	58.2	82.8	63.2	61.2	63.8	63.8	63.5	49.3	0.0	76.6 J
Base	326	169	157	24	85	217	61	168	86	10	57	269

Base: n=326 (All respondents to Six-Month Follow-Up survey)

Of all respondents interviewed as part of the six-month survey:

- 11% had not smoked at all prior to being interviewed for both the three-week and six-month surveys that is, have been quit the entire time;
- 18% had not smoked at all prior to being interviewed for the three-week survey but had smoked between the three-week and six-month survey;
- 7% had smoked prior to being interviewed for the three-week survey, but had not smoked between the three-week and six-month survey; and
- 64% reported having smoked prior to both surveys.

Table 4.2b: Continuous Quit Rate at Three-Week and Six-Month Follow-Ups (%)

	Co	Continuous Quit Rate at Three-Week Follow Up								
Continuous Quit Rate at Six-	Not Smoked At All	Had At Least A	Don't	Total						
Month Follow Up		Few Puffs	Know							
Not smoked at all	11.0	6.5	0.0	17.5						
Had at least a few puffs	17.8	64.4	0.3	82.2						
Total	28.8	70.9	0.3	100.0						

Base: n=319 (All respondents excluding those whose quit status at three weeks was unknown)

4.3 Intention To Treat Quit Rate – Seven Day Point Prevalence Quit Rate

Note: 'Intention To Treat Quit Rate' includes respondents who were followed up, and counts those who were lost to follow-up between the three-week and six-month surveys as smokers.

At the six-month follow-up, 17% of respondents stated that they had not smoked at all in the seven days prior to the survey being undertaken. In contrast, 83% reported having smoked at least once in the seven days prior to the survey, or were unable to be contacted and therefore were assumed to have smoked.

There were no significant differences in Intention to Treat Seven Day Point Prevalence Quit Rates observed by ethnicity, gender or age. However, non-Māori/non-Pacific callers (22%) had a notably higher Intention to Treat Seven Day Point Prevalence Quit Rate than Māori (13%) and Pacific (9%) respondents.

Those aged 65 years and older had the highest Intention to Treat Seven Day Point Prevalence Quit Rate of all age groups (31%), whilst the youngest respondents (those aged younger than 25 years) had the lowest rates (14%).

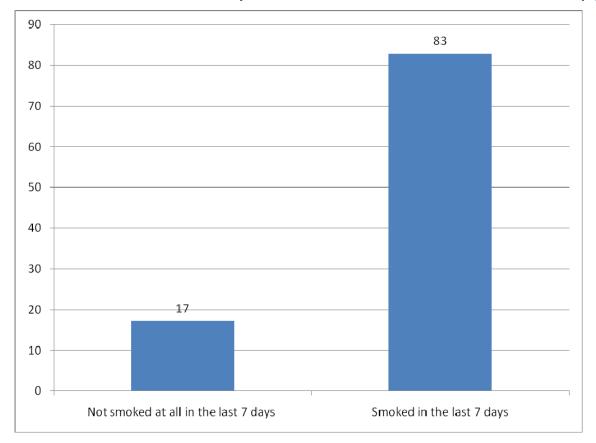


Figure 4.3: Intention to Treat Seven Day Point Prevalence Quit Rate at Six-Month Follow-Up (%)

Base: n=569 (All respondents to Six-Month Follow-Up survey, and those who were lost to follow-up between the three-week and six-month surveys)

Table 4.3: Intention to Treat Seven Day Point Prevalence Quit Rate at Six-Month Follow-Up (%)

	Total	Gender		Ethnicity			Age				Six-Month Quit Status	
		Female	Male	Pacific	Mãori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Quit	Not Quit
		Α	В	С	D	E	F	G	Н	1	J	K
Not smoked at	17.2	15.7	18.8	8.7	12.9	19.8	13.9	17.2	17.8	31.3	100.0	14.7
all in the last 7											K	
days – not even												
a single puff												
Smoked in the	82.8	84.3	81.2	91.3	87.1	80.2	86.1	82.8	82.2	68.7	0.0	85.3
last 7 days												J
Base	569	296	274	42	148	380	107	294	150	18	58	268

Base: n=569 (All respondents to Six-Month Follow-Up survey, and those who were lost to follow-up between the three-week and six-month surveys)

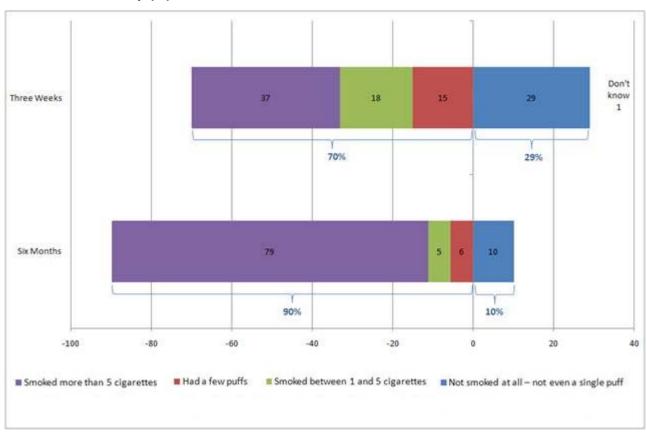
4.4 Intention to Treat Quit Rate – Continuous Quit Rate

Using the Intention to Treat Continuous Quit Rate, one in ten respondents reported that they had quit smoking at the six-month follow-up. This compares with 29% being quit at the three-week survey. Six per cent of respondents reported having had a few puffs in the period between the three-week and six-month surveys, 5% had smoked between one and five cigarettes over this time period, and 79% had smoked more than five cigarettes or were unable to be contacted and therefore were assumed to have smoked.

Whilst there were no statistically significant differences by demographic groups, of the three ethnic groups, non-Māori/non-Pacific callers had the highest Intention To Treat Continuous Quit Rate (12%). In contrast, Māori had an Intention to Treat Continuous Quit Rate of 8%, and Pacific respondents had a rate of 3%.

Those aged 25 years or younger had the lowest Intention to Treat Continuous Quit Rate of all age groups (7%), while those aged 65 years or older had the highest rate (26%).

Figure 4.4: Three-Week Continuous Quit Rate and Intention To Treat Continuous Quit Rate at Six-Month Follow-Up (%)



Base: n=569 (All respondents to Six-Month Follow-Up survey, and those who were lost to follow-up between the Three-Week and Six-Month surveys)

Table 4.4: Intention to Treat Continuous Quit Rate at Six-Month Follow-Up (%)

	Total	al Gender		Ethnicity				A	ge		Six-Month Quit Status	
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Quit	Not Quit
		Α	В	С	D	Е	F	G	Н	1	J	К
Not smoked at all – not even a single puff	10.2	8.1	12.5	3.1	8.1	11.9	7.0	9.9	11.4	25.6	100.0 K	0.0
Had a few puffs	5.7	4.1	7.3	2.4	4.7	6.4	6.1	5.4	5.4	8.8	0.0	12.0 J
Smoked between 1 and 5 cigarettes	5.4	6.3	4.6	3.1	6.0	5.5	4.6	6.5	4.0	4.6	0.0	11.6 J
Smoked more than 5 cigarettes	78.7	81.4	75.7	91.3 E	81.2	76.3	82.3	78.1	79.2	61.0	0.0	76.4 J
Base	569	296	274	42	148	380	107	294	150	18	58	268

Base: n=569 (All respondents to Six-Month Follow-Up survey, and those who were lost to follow-up between the Three-Week and Six-Month surveys)

5. Impact of Tax Increase on Staying Quit

Key Points

- Twenty-nine per cent of respondents who had not smoked at all since the three-week survey stated that the tax increase helped them 'a lot' in staying quit.
- In contrast, 47% of those who had not smoked since the three-week survey stated that the tax increase hadn't helped them stay quit at all.

5.1 Impact of Tax Increase on Helping Stay Quit

Of the respondents who had not smoked at all since the three-week survey, 29% stated that the tax increase helped them 'a lot' in staying quit, with a further 9% noting that the tax increase had helped 'somewhat'. In contrast, 47% of those who had not smoked since the three-week survey stated that the tax increase hadn't helped them stay quit at all.

There are no statistically significant differences in the impact of the tax increase by demographic group.

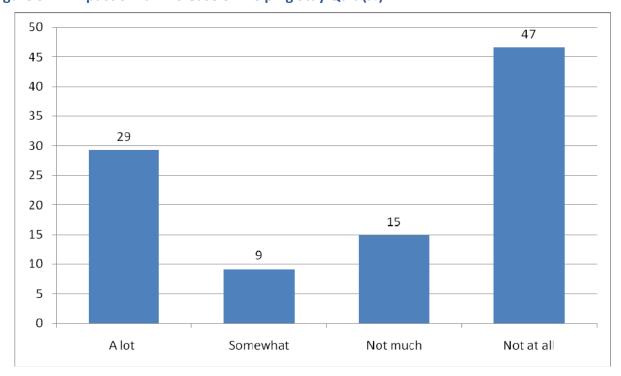


Figure 5.1: Impact of Tax Increase on Helping Stay Quit (%)

Base: n=57 (Respondents who had not smoked at all since the three-week survey)

Table 5.1: Impact of Tax Increase on Helping Stay Quit (%)

	Total	Gen	der	Ethnicity			Age				Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Quit
		Α	В	С	D	Ε	F	G	Н	1	J
A lot	29.3	29.6	29.1	0.0	63.0	19.6	48.1	18.1	39.7	19.6	29.3
Somewhat	9.2	5.9	11.5	0.0	0.0	12.4	35.9	0.0	12.0	0.0	9.2
Not much	14.9	22.7	9.4	0.0	6.1	18.2	16.0	14.5	18.1	0.0	14.9
Not at all	46.6	41.8	50.0	100.0	30.9	49.7	0.0	67.4	30.2	80.4	46.6
Base	57	24	33	1	13	42	9	27	17	3	57

Base: n=57 (Respondents who had not smoked at all since the three-week survey)

Note: Sample sizes for some demographic groups are small. Consequently results should be considered indicative only.

6. Quit Attempts

Key Points

- At the six-month follow-up survey, 82% of respondents had made at least one attempt to quit smoking. Thirty-nine percent had made one attempt, while 13% had made two attempts, and 30% had made three or more. One in five (16%) had made no attempt to quit.
- The length a quit attempt lasted varied considerably between the first quit attempt made and subsequent quit attempts. Fifty-five per cent of first quit attempts lasted for a month or more compared with only 16% of subsequent attempts. These results could suggest that levels of motivation to quit decrease after the primary quit attempt has been made.
- Forty five per cent of respondents who had made an attempt to quit smoking stated that the tax increase had influenced their decision to try to quit again 'a lot'.
- Fourteen percent of respondents who had smoked since the three-week survey reported having re-contacted the Quitline.

6.1 Number of Quit Attempts Made During Study Period (%)

Respondents at the six-month follow-up who were not quit were asked how many quit attempts they had made during the entire study period (including the original quit attempt at the three-week survey). In response, the greatest single share of respondents (39%) reported having made one quit attempt, with 13% having made two quit attempts. Thirty percent had made three or more quit attempts. In contrast, 16% stated that they had made no attempts to quit smoking since registering with the Quitline.

Whilst no significant differences were reported in the number of quit attempts by ethnic group, respondents aged between 25 and 44 years (18%) and 45 to 64 years (21%) were significantly more likely than those aged younger than 25 years (2%) to have made no attempt to quit during the study period.

Female respondents (22%) were significantly more likely than males (9%) to have not made any quit attempts during the study period.

45 39 40 35 30 25 20 16 15 15 13 10 7 5 5 3 2 0 None One Two Three Four Five Six or more Don't know

Figure 6.1: Number of Quit Attempts Made During Study Period (%)

Base: n=269 (Respondents who had smoked since the Three-Week survey)

Table 6.1: Number of Quit Attempts Made During Study Period (%)

	Total	Gen	der		Ethnicity			A	ge		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Ε	F	G	Н	1	J
None	15.9	21.7	9.1	26.5	15.2	14.9	2.1	18.4	21.0	19.4	15.9
		В						F	F		
One	39.2	41.1	36.9	32.8	42.1	38.8	34.7	39.5	42.0	39.6	39.2
Two	12.7	13.0	12.3	10.5	11.9	13.3	32.9	7.8	8.5	0.0	12.7
							GH				
Three	14.8	8.9	21.7	11.8	11.6	16.4	13.2	17.0	10.7	21.6	14.8
Four	6.7	5.5	8.0	0.0	7.1	7.4	6.6	7.1	6.6	0.0	6.7
Five	3.2	2.9	3.4	6.5	1.1	3.6	5.9	3.1	1.5	0.0	3.2
Six or more	5.4	4.8	6.0	6.5	9.6	3.5	4.7	5.3	6.1	3.8	5.4
Don't know	2.3	2.1	2.5	5.3	1.4	2.2	0.0	1.8	3.7	15.5	2.3
Base	269	146	124	22	71	175	53	141	69	7	269

Base: n=269 (Respondents who had smoked since the Three-Week survey)

6.2 Length of First Quit Attempt Made During Study Period (%)

More than half of respondents who had smoked since the three-week survey but who had attempted to quit at least once (55%) reported having stayed quit for a month or more on their first attempt. Nineteen percent were quit for four months or more. In contrast, 19% of first quit attempts lasted for less than a week, including 7% which lasted for less than 48 hours. The median length of the first quit attempt was one month.

There were no significant differences in length of the first quit attempt by demographic group.

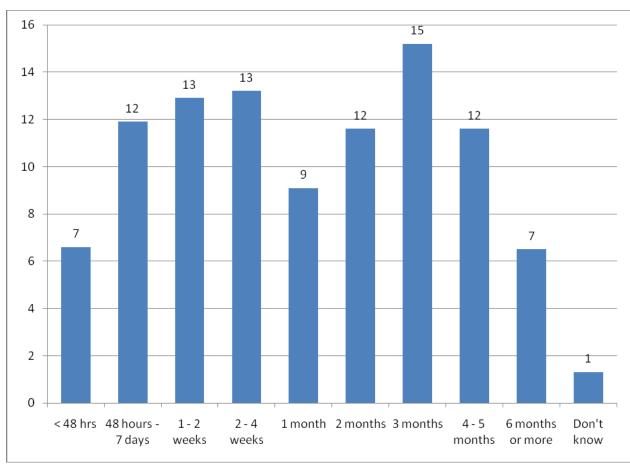


Figure 6.2: Length of First Quit Attempt Made During Study Period (%)

Base: n=226 (All respondents who had smoked since the Three-Week survey and who made at least one quit attempt)

Table 6.2: Length of First Quit Attempt Made During Study Period (%)

	Total	Gen	Gender		Ethnicity			A	ge		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Е	F	G	Н	1	J
< 24 hours	3.9	3.5	4.4	7.2	6.5	2.5	4.8	3.1	4.6	7.4	3.9
More than 24 hours but < 48 hours	2.7	3.5	1.8	7.2	2.8	2.2	0.0	2.8	4.6	6.0	2.7
More than 48 hours but < 7 days	11.9	15.1	8.6	14.2	15.3	10.3	15.1	9.2	14.1	16.5	11.9
1 to 2 weeks	12.9	9.8	16.1	8.9	12.6	13.5	13.1	15.1	9.6	0.0	12.9
Over 2 but < 3 weeks	8.8	7.5	10.0	0.0	9.1	9.6	8.8	6.3	14.9	0.0	8.8
Over 3 but < 4 weeks	4.4	5.1	3.6	14.3	2.7	4.0	3.4	5.5	3.4	0.0	4.4
1 month	9.1	9.4	8.8	0.0	11.2	9.2	5.3	11.7	6.8	13.4	9.1
2 months	11.6	11.1	12.2	16.1	10.2	11.7	14.7	10.3	11.5	13.4	11.6
3 months	15.2	14.4	16.1	16.1	15.6	15.0	14.8	17.1	12.0	13.4	15.2
4 months	6.9	8.9	4.8	16.1	6.9	5.8	2.1	10.5	4.3	0.0	6.9
5 months	4.7	4.2	5.4	0.0	2.4	6.2	9.4	2.7	2.7	22.3	4.7
6 months	4.6	3.1	6.1	0.0	1.1	6.5	3.4	4.1	6.5	7.4	4.6

	Total	Gender		Ethnicity			Age				Six-Month Quit Status
		Female	Male	Pacific	Māori	Non-	Younger than 25	25 to 44 Years	45 to 64 Years	65 Years +	Not
						Māori/Non -Pacific	Years	rears	reurs	7	Quit
		Α	В	С	D	Е	F	G	Н	1	J
More than 6 months	1.9	1.6	2.1	0.0	2.2	1.9	2.6	0.9	3.4	0.0	1.9
Don't know	1.3	2.7	0.0	0.0	1.4	1.5	2.7	0.7	1.5	0.0	1.3
Base	226	114	112	16	61	149	52	115	54	6	226

Base: n=226 (All respondents who had smoked since the Three-Week survey and who made at least one quit attempt)

6.3 Length of Subsequent Attempts

Subsequent quit attempts were generally shorter than the first attempt, with only 16% lasting for a month or longer (compared with 55% of all first quit attempts). Seventy-four percent of subsequent quit attempts lasted for less than a week (compared with 19% of first attempts), including 53% that lasted for less than 48 hours (compared with only 7% of first attempts). The median length of all subsequent quit attempts was more than 48 hours but less than seven days. This compares with a median length of one month for first quit attempts.

There were no significant differences in length of the subsequent quit attempts by demographic group.

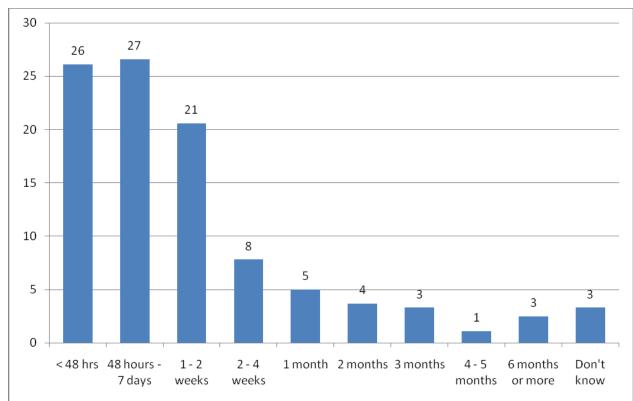


Figure 6.3: Length of All Subsequent Attempts (%)

Base: n=284 (Total number of subsequent quit attempts made by respondents who made more than one quit attempt)

Table 6.3: Length of Subsequent Attempts (%)

Length of Subsequent Attempt	%
< 24 hours	18.7
More than 24 hours but < 48 hours	7.4
More than 48 hours but < 7 days	26.6
1 to 2 weeks	20.6
Over 2 but < 3 weeks	6.9
Over 3 but < 4 weeks	0.9
1 month	5.0
2 months	3.7
3 months	3.3
4 months	0.0
5 months	1.1
6 months	1.3
More than 6 months	1.2
Don't know	3.3
Base	284

Base: n=284 (Total number of subsequent quit attempts made by respondents who made more than one quit attempt)

6.4 Length of All Quit Attempts Combined

Fifty-four per cent of all quit attempts made by respondents lasted two weeks or less. The median length of all quit attempts was '1 to 2 weeks', compared with a median length of one month for first quit attempts.

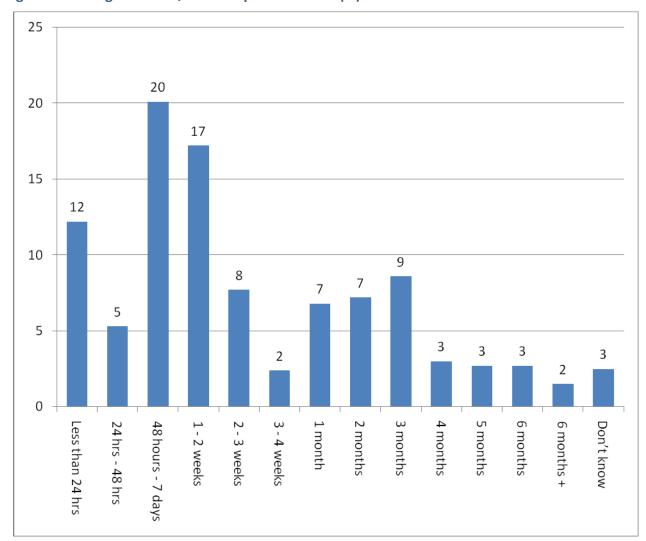


Figure 6.4: Length of All Quit Attempts Combined (%)

Base: n=510 (Total length of all quit attempts made by respondents who made at least one quit attempt)

Table 6.4: Length of All Quit Attempts Combined (%)

Length of Quit Attempts	%
< 24 hours	12.2
More than 24 hours but < 48 hours	5.3
More than 48 hours but < 7 days	20.1
1 to 2 weeks	17.2
Over 2 but < 3 weeks	7.7
Over 3 but < 4 weeks	2.4
1 month	6.8
2 months	7.2
3 months	8.6
4 months	3
5 months	2.7
6 months	2.7
More than 6 months	1.5
Don't know	2.5
Base	510

Base: n=510 (Total length of quit attempts made by respondents who made at least one quit attempt)

6.5 Impact of Tax Increase on Decision to Try to Quit Again

Sixty one per cent of respondents who made a second attempt to quit smoking reported that the tax increase on tobacco and cigarettes had influenced their decision to try to quit again either 'a lot' (45%) or 'somewhat' (16%). In contrast, 23% of respondents stated that the tax increase didn't influence their decision to make another quit attempt at all.

There were no statistically significant differences in the impact of the tax increase by demographic characteristics.

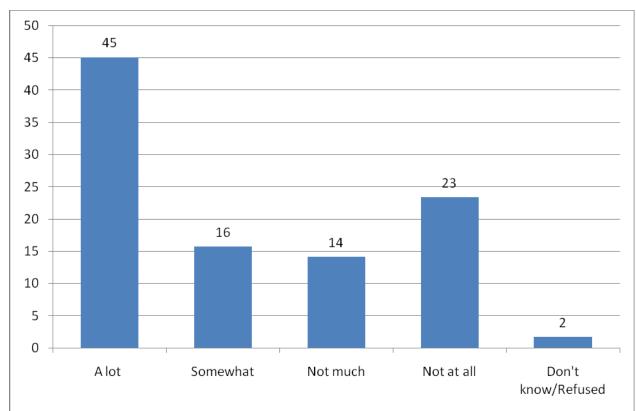


Figure 6.5: Impact of Tax Increase on Decision to Try to Quit Again (%)

Base: n=115 (All respondents who had smoked since the Three-Week survey, who had attempted to quit at least once since contacting Quitline, excluding the quit attempt they made when they first called Quitline)

Table 6.5: Impact of Tax Increase on Decision to Try to Quit Again (%)

	Total	Gen	der		Ethnicity			A	ge		Six-Month
											Quit Status
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Not
						Māori/Non	than 25	Years	Years	+	Quit
						-Pacific	Years				
		Α	В	С	D	Ε	F	G	Н	1	J
A lot	45.1	43.4	46.5	48.2	58.4	39.7	41.3	45.0	51.9	33.8	45.1
Somewhat	15.7	18.9	13.1	0.0	17.7	16.6	16.8	17.1	10.1	23.6	15.7
Not much	14.1	16.6	12.1	0.0	5.5	18.8	13.6	13.4	16.3	19.0	14.1
Not at all	23.4	18.9	27.1	51.8	11.9	24.9	25.0	24.6	18.2	23.6	23.4
Don't know	0.7	0.0	1.3	0.0	2.7	0.0	0.0	0.0	3.5	0.0	0.7
Refused	1.0	2.1	0.0	0.0	3.7	0.0	3.3	0.0	0.0	0.0	1.0
Base	115	51	64	8	29	77	33	57	23	2	115

Base: n=115 (All respondents who had smoked since the Three-Eeek survey, who had attempted to quit at least once since contacting Quitline, excluding the quit attempt they made when they first called Quitline)

6.6 Re-contacting Quitline When Relapsed

Fourteen percent of respondents who had smoked since the three-week survey reported having recontacted the Quitline at some point. In contrast, 85% stated that they had had no subsequent contact with the Quitline.

There were no significant differences in the likelihood of re-contacting the Quitline by ethnicity, gender or age.

100 90 80 70 60 50 40 30 20 14 10 0 Yes

No

Don't know

Figure 6.6: Re-Contacting Quitline When Relapsed (%)

Base: n=269 (Respondents who had smoked since the Three-Week survey)

Table 6.6: Re-Contacting Quitline When Relapsed (%)

	Total	Gen	der		Ethnicity			Ag	е		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non- Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Е	F	G	Н	1	J
Yes	14.3	13.8	15.0	11.8	8.6	17.0	14.6	14.9	12.2	22.8	14.3
No	85.0	86.2	83.6	88.2	91.4	82.0	82.1	85.1	87.8	77.2	85.0
Don't know	0.6	0.0	1.4	0.0	0.0	1.0	3.3	0.0	0.0	0.0	0.6
							G				
Base	269	146	124	22	71	175	53	141	69	7	269

Base: n=269 (Respondents who had smoked since the Three-Week survey)

7. Changes to Smoking Behaviour, and Impact of Tax Increase on Changes

Key Points

- Of the respondents who had smoked since the three-week survey, the most frequently cited change to smoking behaviour was cutting down (35%). Quitting smoking altogether (13%) and doing something else before or instead of smoking (12%) were also frequently cited.
- Twenty-nine percent of respondents who had smoked since the three-week survey had made no changes to their smoking behaviour since calling the Quitline.
- Sixty-one percent of respondents who had smoked since the three-week survey and had changed their smoking behaviour in some way reported that the tax increase had influenced their decision to make changes 'a lot' (38%) or 'somewhat' (23%).

7.1 Changes to Smoking Behaviour

Of the respondents who had smoked since the three-week survey, 29% had made no changes to their smoking behaviour. The most frequently cited change to smoking behaviour was cutting down (35%). Other changes included quitting smoking altogether (13%) and doing something else before or instead of smoking (like going for a walk, having a drink, taking deep breaths or keeping themselves busy) (12%).

Non-Māori/non-Pacific respondents who had smoked since the three-week survey (17%) were significantly more likely to report having quit smoking than Māori respondents (6%). Those aged 45 to 64 years (9%) are significantly more likely to report that their house is now smokefree than respondents aged younger than 25 years (0%). No other statistically significant differences in changes to smoking behaviour were reported by demographic group.

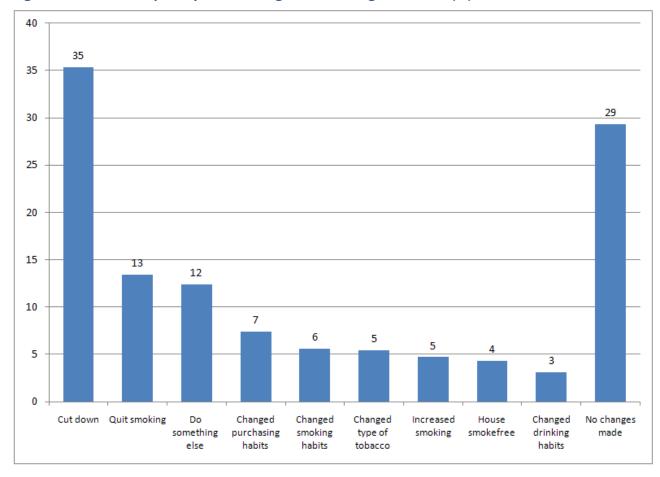


Figure 7.1: Most Frequently Cited Changes to Smoking Behaviour (%)

Base: n=269 (Respondents who had smoked since the Three-Week survey)

Note: Multiple responses permitted to this question. Consequently graph may total more than 100%.

Table 7.1: Changes to Smoking Behaviour (%)

	Total	Gen	der		Ethnicity			Ag	e		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non- Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Ε	F	G	Н	1	J
Cut down	35.3	38.6	31.4	30.5	40.8	33.7	30.4	35.4	37.7	46.0	35.3
Have quit smoking	13.4	12.3	14.7	13.1	5.6	16.6 D	10.6	13.7	14.5	16.8	13.4
Do something else before/instead of smoking	12.4	10.1	15.2	5.3	11.9	13.6	9.2	12.7	14.5	10.7	12.4
Changed purchasing habits ⁸	7.4	4.6	10.8	6.5	6.5	7.9	5.9	6.4	10.3	10.7	7.4
Changed smoking habits (e.g. time, location)	5.6	4.0	7.5	0.0	8.6	5.1	5.9	6.1	4.3	4.8	5.6
Changed type or brand of tobacco smoked	5.4	7.2	3.4	15.8	5.8	4.0	2.6	6.8	4.8	4.8	5.4

.

 $^{^{\}it 8}$ Don't buy own tobacco products/buy fewer smokes/less tobacco/don't buy more as soon as they run out.

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Increased	4.7	3.9	5.5	5.3	2.3	5.5	6.6	4.4	4.2	0.0	4.7
smoking											
House	4.3	4.7	3.8	0.0	4.3	4.8	0.0	3.5	9.0	4.8	4.3
smokefree									F		
Changed	3.1	3.4	2.7	5.3	5.7	1.8	2.6	4.5	0.9	0.0	3.1
drinking											
(coffee/alcohol)											
habits											
Changed time of	2.7	3.9	1.3	10.5	3.4	1.4	0.0	3.0	3.6	9.6	2.7
day smoked											
Bought/use	2.2	1.1	3.6	0.0	1.1	3.0	0.0	1.5	5.7	0.0	2.2
patches/gum/											
other stop											
smoking											
medications											
More healthy	2.1	1.1	3.3	0.0	2.3	2.3	3.3	2.1	1.5	0.0	2.1
lifestyle (eating											
well/exercising)											
Avoid people	2.0	1.5	2.7	0.0	4.4	1.3	0.0	2.2	3.4	0.0	2.0
who are smoking											
Only smoke	2.0	1.0	3.1	0.0	0.0	3.0	2.6	2.8	0.0	0.0	2.0
while drinking/											
socialising/with											
certain people											

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No	changes	29.3	28.9	29.8	23.6	31.9	29.0	39.2	28.6	23.2	27.6	29.3
made												
Base		269	146	124	22	71	175	53	141	69	7	269

Base: n=269 (Respondents who had smoked since the Three-Week survey)

Note: Table lists those changes mentioned by 2% of respondents or more. Multiple responses permitted to this question. Consequently table may total more than 100%.

7.2 Impact of Tax Increase on Changes to Smoking Behaviour

Of those who reported having changed their smoking behaviour since calling the Quitline, the greatest single share (38%) stated that the tax increase influenced their behaviour change 'a lot'. A further 23% reported that the tax increase had impacted their change(s) in smoking behaviour 'somewhat'. In contrast, the tax increase did not have any impact on the behaviour changes made by 26% of respondents.

There were no statistically significant differences in the impact of tax increase on changes to smoking behaviour by demographic group.

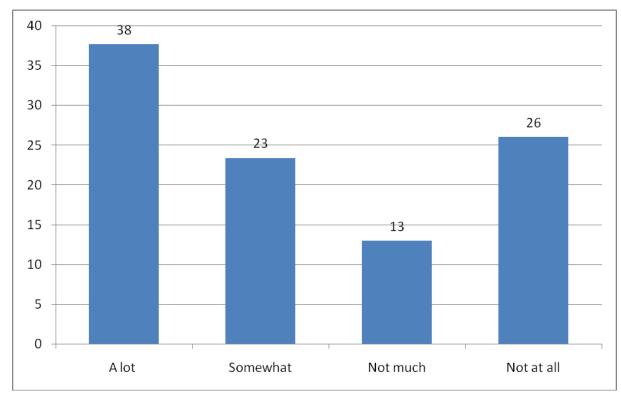


Figure 7.2: Impact of Tax Increase on Changes to Smoking Behaviour (%)

Base: n=190 (Respondents who had smoked since the Three-Week survey and who had changed their smoking behaviour in some way)

Table 7.2: Impact of Tax Increase on Changes to Smoking Behaviour (%)

	Total	Gen	der		Ethnicity			Aį	зе		Six-Month Quit
											Status
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Not
						Māori/Non	than 25	Years	Years	+	Quit
						-Pacific	Years				
		Α	В	С	D	E	F	G	Н	1	J
A lot	37.7	40.1	34.7	29.2	45.4	35.8	35.7	33.2	46.8	43.4	37.7
Somewhat	23.4	24.2	22.3	19.2	25.2	23.2	32.6	22.1	20.4	20.2	23.4
Not much	13.0	11.6	14.7	22.3	9.2	13.2	16.6	15.0	7.1	13.3	13.0
Not at all	26.0	24.0	28.2	29.2	20.2	27.8	15.2	29.7	25.6	23.1	26.0
Base	190	103	87	17	49	125	32	101	53	5	190

Base: n=190 (Respondents who had smoked since the Three-Week survey and who had changed their smoking behaviour in some way)

8. Attitudes to Quitting

Key Points

- Ninety-four percent of respondents who had not smoked since the three-week survey perceived their chance of staying quit to be 'high' or 'very high'. This share is significantly higher than for those who had smoked since the three-week survey but considered themselves to be currently quit (75%). Respondents still smoking are significantly less likely than all other respondents to perceive that they will quit for good sometime in the future (54% perceiving the chance to be 'high' or 'very high').
- Eighty-seven per cent of those who had not smoked since the three-week survey, and 82% of those who had smoked but considered themselves to be currently quit, rated the importance of quitting smoking for good as 'extremely important'. In contrast, only 58% of those who are currently smoking considered it 'extremely important' that they quit smoking.

8.1 Perceived Chance of Staying Quit/Quitting in Future

Of the respondents who had not smoked at all since the three-week survey, 76% stated that they perceived their chance of staying quit to be 'very high', and a further 18% rated their chances as 'high'. None of the respondents from this group rated the chance of staying quit as 'low' or 'very low'. In contrast, among those who had smoked since the three-week survey but now considered themselves to be quit, the perceived chance of staying quit was significantly lower, only 37% stating their chance of staying quit is 'very high'. Seventy-five percent of this group described their chances of staying quit for good as at least 'high'. Among respondents currently smoking, only 23% perceived their chances of quitting in the future to be 'very high', whilst 15% of this group described their chance of quitting for good to be 'low' or 'very low'.

Among those who had not smoked since the three-week survey, the mean rating for perceived chance of staying quit was 4.7 (out of 5, where 5 equates with all respondents rating their chances as 'very high'). By comparison, the mean rating for those who had smoked since the three-week survey but considered themselves quit was 4.1, whilst current smokers had a mean rating of 3.6.

Among those currently smoking, males were significantly more likely than females to rate their chance of quitting for good some time in the future as 'very high' (30% compared with 17%). Also in the group currently smoking, non-Māori/non-Pacific respondents (27%) were significantly more likely than Māori respondents (12%) to rate their chance of quitting some time in the future as 'very high'.

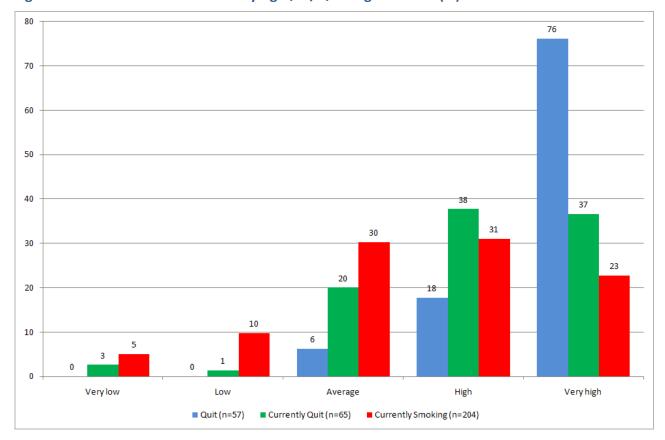


Figure 8.1: Perceived Chance of Staying Quit/Quitting in Future (%)

Base: n=326 (All respondents to the Six-Month Follow-Up Survey).

Table 8.1a: Perceived Chance of Staying Quit (Those Who Have Not Smoked Since Three-Week Survey) (%)

	Total	Gen	der		Ethnicity			A	ge		Six-Month
											Quit Status
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Quit
						Māori/Non	than 25	Years	Years	+	
						-Pacific	Years				
		Α	В	С	D	Ε	F	G	Н	1	J
Very high	76.1	77.8	74.8	0.0	69.4	80.9	100.0	73.3	72.5	56.1	76.1
High	17.7	17.7	17.6	100.0	30.6	10.7	0.0	22.9	15.5	31.7	17.7
Total high	93.8	95.6	92.5	100.0	100.0	91.6	100.0	96.2	88.0	87.8	93.8
Average	6.2	4.4	7.5	0.0	0.0	8.4	0.0	3.8	12.0	12.2	6.2
Low	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Very low	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total low	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mean (out of 5)*	4.7	4.7	4.7	4.0	4.7	4.7	5.0	4.7	4.6	4.4	4.7
Don't know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Base	57	24	33	1	13	42	9	27	17	3	57

Base: n=57 (Respondents who had not smoked at all since the three-week survey)

^{*} where 5 equates with all respondents perceiving their chances of staying quit to be 'very high'.

Table 8.1b: Perceived Chance of Staying Quit (Those Who Had Smoked Since Three-Week Survey But Are Currently Quit) (%)

	Total	Gen	ider		Ethnicity			A	ge		Six-Month
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Quit Status Not
						Māori/Non -Pacific	than 25 Years	Years	Years	+	Quit
		Α	В	С	D	E	F	G	Н	1	J
Very high	36.6	30.6	42.1	44.6	21.7	42.8	64.6	19.6	48.7	39.1	36.6
High	37.7	32.8	42.1	55.4	46.8	32.5	25.6	48.6	24.1	39.1	37.7
Total high	74.2	63.3	84.2	100.0	68.4	75.3	90.2	68.1	72.8	78.3	74.2
Average	20.0	25.9	14.6	0.0	24.0	19.4	9.8	26.4	17.5	0.0	20.0
Low	1.3	2.6	0.0	0.0	4.2	0.0	0.0	2.4	0.0	0.0	1.3
Very low	2.6	5.4	0.0	0.0	3.4	2.4	0.0	3.1	4.2	0.0	2.6
Total low	3.9	8.1	0.0	0.0	7.6	2.4	0.0	5.5	4.2	0.0	3.9
Mean (out of 5)*	4.1	3.8	4.3	4.5	3.8	4.2	4.6	3.8	4.2	4.5	4.1
Don't know	1.9	2.7	1.2	0.0	0.0	2.9	0.0	0.0	5.4	21.7	1.9
Base	65	31	34	3	19	43	14	34	15	2	65

Base: n=65 (Respondents who had smoked since the three-week survey but consider themselves to be currently quit)

^{*} where 5 equates with all respondents perceiving their chances of staying quit to be 'very high'.

Table 8.1c: Perceived Chance of Quitting For Good Some Time In Future (Those Currently Smoking) (%)

	Total	Gen	der		Ethnicity			Aş	ge		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non-	Younger	25 to 44	45 to 64	65 Years	Not
						Māori/Non	than 25	Years	Years	+	Quit
						-Pacific	Years				
		Α	В	С	D	Е	F	G	Н	1	J
Very high	22.7	16.8	30.3	22.3	11.7	27.1	12.5	27.8	19.9	23.1	22.7
			Α			D					
High	31.0	29.9	32.5	17.9	28.8	33.9	38.5	30.5	28.0	16.6	31.0
Total high	53.8	46.7	62.7	40.2	40.5	61.0	51.1	58.3	47.9	39.7	53.8
			Α			D					
Average	30.2	38.8	19.3	34.6	38.0	26.5	32.0	29.5	30.2	32.1	30.2
		В									
Low	9.8	8.6	11.3	19.3	13.9	6.7	8.0	8.6	14.5	0.0	9.8
Very low	5.0	5.1	5.0	6.0	4.4	5.2	8.9	2.6	6.3	13.3	5.0
Total low	14.8	13.6	16.3	25.3	18.3	11.9	16.9	11.2	20.7	13.3	14.8
Mean (out of 5)*	3.6	3.5	3.7	3.3	3.3	3.7	3.4	3.7	3.4	3.4	3.6
Don't know	1.2	0.9	1.6	0.0	3.2	0.6	0.0	1.0	1.2	14.9	1.2
Base	204	114	90	20	52	132	39	107	53	5	204

Base: n=204 (Respondents currently smoking)

^{*} where 5 equates with all respondents perceiving their chances of quitting for good one day to be 'very high'

8.2 Importance of Quitting Smoking for Good

Eighty-seven percent of those who had not smoked since the three-week survey rated the importance of quitting smoking for good as 'extremely important'. Ratings were similar for respondents who had smoked since the three-week survey but considered themselves to be currently quit (82% considering it 'extremely important' that they quit smoking for good). In contrast, perceived importance of quitting was significantly lower among those currently smoking, only 58% describing it as 'extremely important' that they quit for good. Three percent of this group state that quitting for good is 'not important at all'.

The mean rating for respondents who have not smoked since the three-week survey is 8.8 (where a mean rating of 9 equates with all respondents considering it 'extremely important' that they quit for good). This compares with a mean rating of 8.7 among those who have smoked since the three-week survey but are currently quit, and 7.8 among respondents who are still smoking.

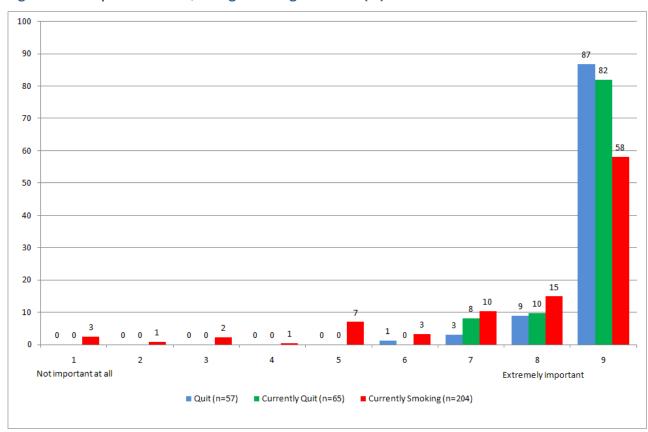


Figure 8.2: Importance of Quitting Smoking for Good (%)

Base: n=326 (All respondents to the Six-Month Follow-Up Survey).

Table 8.2a: Importance of Quitting Smoking for Good (Those Who Have Not Smoked Since Three-Week Survey) (%)

	Total	Ger	nder		Ethnicity			Aį	ge		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Quit
		Α	В	С	D	Е	F	G	Н	1	J
1 (Not important at all)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	1.2	2.8	0.0	0.0	4.9	0.0	0.0	0.0	3.8	0.0	1.2
7	3.0	0.0	5.2	0.0	0.0	4.1	0.0	4.8	0.0	12.2	3.0
8	9.0	0.0	15.4	0.0	0.0	12.1	0.0	9.5	12.0	12.2	9.0
9 (Extremely important)	86.8	97.2	79.4	100.0	95.1	83.7	100.0	85.7	84.2	75.7	86.8
Mean (out of 9)*	8.8	8.9	8.7	9.0	8.9	8.8	9.0	8.8	8.8	8.6	8.8
Don't know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Base	57	24	33	1	13	42	9	27	17	3	57

Base: n=57 (Respondents who had not smoked at all since the three-week survey)

^{*} where 9 equates with all respondents giving a rating of 'extremely important'

Table 8.2b: Importance of Quitting Smoking for Good (Those Who Had Smoked Since Three-Week Survey But Are Currently Quit) (%)

	Total	Gen	ıder		Ethnicity			A	ge		Six-Month Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Ε	F	G	Н	1	J
1 (Not important at all)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	8.2	2.7	13.3	0.0	7.0	9.2	9.8	3.8	12.1	43.4	8.2
8	9.8	0.0	18.7 A	0.0	26.4	3.0	29.4	6.8	0.0	0.0	9.8
9 (Extremely	82.0	97.3	68.0	100.0	66.6	87.8	60.8	89.4	87.9	56.6	82.0
important)		В									
Mean (out of 9)*	8.7	9.0	8.6	9.0	8.6	8.8	8.5	8.9	8.8	8.1	8.7
Don't know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Base	65	31	34	3	19	43	14	34	15	2	65

Base: n=65 (Respondents who had smoked since the three-week survey but are currently quit)

^{*} where 9 equates with all respondents giving a rating of 'extremely important'

Table 8.2c: Importance of Quitting Smoking for Good (Those Currently Smoking) (%)

	Total	Gender		Ethnicity			Age				Three-Week Quit Status
		Female	Male	Pacific	Māori	Non- Māori/Non -Pacific	Younger than 25 Years	25 to 44 Years	45 to 64 Years	65 Years +	Not Quit
		Α	В	С	D	Е	F	G	Н	I	J
1 (Not important at all)	2.5	2.9	1.9	0.0	2.8	2.7	4.5	1.7	2.8	0.0	2.5
2	0.9	0.7	1.2	0.0	0.0	1.4	0.0	0.0	3.5	0.0	0.9
3	2.3	1.8	3.0	0.0	3.9	2.0	7.1	1.2	1.2	0.0	2.3
4	0.5	0.9	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.5
5	7.0	5.3	9.2	13.4	8.4	5.5	11.5	7.2	3.5	6.7	7.0
6	3.2	4.3	1.8	5.9	1.3	3.6	3.6	1.9	5.0	8.3	3.2
7	10.4	12.6	7.5	6.0	13.3	9.8	7.3	11.6	10.5	5.2	10.4
8	14.9	16.5	12.9	10.7	10.0	17.5	7.2	15.0	18.5	33.5	14.9
9 (Extremely important)	58.1	55.0	62.1	64.0	60.4	56.3	58.9	60.3	55.1	38.0	58.1
Mean (out of 9)*	7.8	7.8	7.9	8.1	7.8	7.8	7.4	8.0	7.8	8.0	7.8
Don't know	0.2	0.0	0.5	0.0	0.0	0.3	0.0	0.0	0.0	8.3	0.2
Base	204	114	90	20	52	132	39	107	53	5	204

Base: n=204 (Respondents currently smoking)

^{*} where 9 equates with all respondents giving a rating of 'extremely important'

Appendix One: Sample Distribution 9.

The distribution of the Six-Month Follow-Up Tax Survey sample is as follows:

	Number of Respondents (n)	Percentage of Sample	
Ethnicity			
Non Māori, non-Pacific Peoples	217	67%	
Māori	85	26%	
Pacific Peoples	24	7%	
Age Group			
Younger than 25 years	61	19%	
25-44 years	168	52%	
45-64 years	86	26%	
65 years +	10	3%	
Gender			
Female	169	52%	
Male	157	48%	
Total sample	326	100%	

10. Appendix Two: Questionnaire

BACKGROUND AND INTRODUCTION

Good morning/afternoon/evening. My name is ... from Gravitas Research. Could I speak with ... please? If named person not available, arrange time for callback. Interviewer: You must not disclose the purpose of the call/client to anyone other than the named respondent.

Re-introduce if necessary

We are working on behalf of The Quit Group who manage the Quitline service. They interviewed you around six months ago about your experience with the Quitline service following the price increase on cigarettes. At the time they asked if they could call you back to see how things are going with your quitting. Is now a good time to talk to you? *If no, arrange more suitable time for callback*.

If necessary:

- Please be aware that it doesn't matter whether you have quit or not. We are just interested in your quitting experience over the last few months.
- You were interviewed about six months ago, and at the end of that interview you indicated that it
 would be alright to contact you again.
- The Quit Group have asked Gravitas to do these surveys because they didn't have enough staff available. This follow-up survey is very important to them.
- The Quit Group who manage the Quitline commissioned this research.
- The survey should take less than 5 minutes, depending on your answers.
- Information provided is confidential. Gravitas and The Quit Group report summary results about groups; we do not identify individuals in the results.
- If you would like to check that this is a legitimate study or if you have any concerns about the research, you can contact my manager tollfree on 0508 RESEARCH. Alternatively, you can call Penny Salmon at the Quitline during office hours on 0800 778 778, extn 888.
- Our records show that you called the Quitline about six months ago and may have received a card to take to a pharmacy to get subsidised nicotine patches, lozenges or gum.
- Our records show that a Quitline researcher called you around three weeks after you called the Quitline, and talked about your experience with the Quitline service and the price increase on cigarettes.

Before we begin, I just want to ensure that you understand that I am not from Quitline or a Quit Advisor. If respondent says 'yes' record okay response. Go to Section 1.

I am an interviewer from Gravitas Research, an independent market research company who have been commissioned by the Quit Group to conduct this research on their behalf.

Interviewer: Pause for an okay response and record. If necessary: ask "Does that make sense?" If yes, record okay response. Go to Section 1.

If no:

I work for a market research company called Gravitas Research. We are based in Auckland and we are a separate organisation from The Quit Group. I am not a Quit Advisor so I can't offer you any advice or provide any information about quitting smoking. The Quit Group have asked Gravitas to contact some of their callers to find out about their experience of using the Quitline service. I will just be asking you questions regarding your quitting experience so far. Does that make a bit more sense?

SECTION 1. QUIT STATUS

Q1.1 Since the Quitline researcher called you about six months ago, which of the following best describes you? *If necessary:* Since you were first interviewed in April or May?

Read out. Single response.

1.	I have smoked more than five cigarettes (in the last six months)	Ask Q1.2
2.	I have smoked between one and five cigarettes (in the last six months)	Ask Q1.2
3.	I have had a few puffs (in the last six months)	Ask Q1.2
4.	I have not smoked at all – not even a single puff	Go to Section 2
5.	(Don't read) Don't know	Ask Q1.2
6.	(Don't read) Refused	Ask Q1.2

Q1.2 Thinking about the last 7 days, which of the following best describes you?

Read out. Single response.

- 1. I have smoked more than five cigarettes
- 2. I have smoked between one and five cigarettes
- 3. I have had a few puffs
- 4. I have not smoked at all not even a single puff

Skip to Section 3

- 5. (Don't read) Don't know
- 6. (Don't read) Refused

Q1.3 Thinking about the last 48 hours, (which of the following best describes you)?

Read out if necessary. Single response.

- 1. I have smoked more than five cigarettes
- 2. I have smoked between one and five cigarettes
- 3. I have had a few puffs
- 4. I have not smoked at all not even a single puff

Skip to Section 3

- 5. (Don't read) Don't know
- 6. (Don't read) Refused
- **Q1.4** Thinking about the last 24 hours, which of the following best describes you?

Read out. Single response.

I have smoked more than five cigarettes	Skip to Section 3
I have smoked between one and five cigarettes	Skip to Section 3
I have had a few puffs	Skip to Section 3
I have not smoked at all – not even a single puff	Skip to Section 3
	I have smoked between one and five cigarettes I have had a few puffs

- 5. (Don't read) Don't know
- 6. (Don't read) Refused

If don't know/refused all questions in Section 1, thank and close:

Thank you for your time. Those are all the questions I need to ask you today. The Quit Group would like you to know you are welcome to access their services anytime you need support with your quitting.

SECTION 2: CURRENTLY QUIT

If stopped smoking in Q1.1 ask this section

Q2.1 How much has the price increase on tobacco in late April this year helped you stay quit?

Interviewer note: The tax on cigarettes went up 25% on 'roll your owns' and 10% on tailormade cigarettes on 28 April 2010.

Alternate order 1-4 and 4-1. Read out. Single response.

- 1. A lot
- 2. Somewhat
- 3. Not much
- 4. Not at all
- 5. *(Don't read)* Don't know
- 6. (Don't read) Refused
- 7. (Don't read) Wasn't aware of a price/tax increase

Q2.2 How would you rate your chances of staying quit for good this time? Would you say they were:

Alternate order 1-5 and 5-1. Read out. Single response.

- 1. Very low
- 2. Low
- 3. Average
- 4. High
- 5. Very high
- 6. (Don't read) Don't know
- 7. (Don't read) Refused
- Q2.3 On a scale of 1 to 9, where 1 is not important at all and 9 is extremely important, how important or unimportant is it to you to stay quit for good?

Don't read out. Single response.

- 1. (Not important at all)
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9. (Extremely important)
- 10. (Don't read) Don't know
- 11. (Don't read) Refused

Now skip to 'thank and close'.

SECTION 3: NOT QUIT RELAPSED

Ask this section of those who have had at least a few puffs in Section 1

Interviewer: Read this statement to those respondents who have said that they are currently quit/as necessary

For the purpose of this survey, the Quitline is considering all clients who have smoked in the last 6 months

– even those who have just had a few puffs – to be smoking. If you are currently quit, please don't be
offended by the next few questions. It is important that we ask you all the questions, and they need to be
asked in the same way for everyone answering this survey. The Quitline value your time to share your
experiences and are really pleased about your quit success.

gravitas

Q3.1 After you registered with the Quitline about six months ago how long did you stop smoking for – or if you are currently quit, how long have you been quit for? *If needed for those started smoking again on more than one occasion:* How long did your first attempt to stop smoking last, after you called the Quitline six months ago? *If needed:* Even an approximate time is okay.

Read if necessary. Single response.

- 1. Didn't stop smoking (haven't attempted to quit yet/cut down but still smoking) Go to Q3.5
- 2. Less than 24 hours
- 3. More than 24 hours but less than 48 hours
- 4. More than 48 hours but less than 7 days
- 5. 1 to 2 weeks
- 6. Over 2 but less than 3 weeks
- 7. Over 3 but less than 4 weeks
- 8. 1 month
- 9. 2 months
- 10. 3 months
- 11. 4 months
- 12. 5 months
- 13. 6 months
- 14. More than 6 months
- 15. (Don't read) Don't know
- 16. (Don't read) Refused
- Q3.2 Excluding the quit attempt that you made when you first called the Quitline, how many other quit attempts have you made since the Quitline contacted you about six months ago? *If respondent tells you they are currently quit:* I understand that you are quit now. I just need to know how many other attempts at quitting you have had in the last six months before you managed to stop.

Read out if necessary. Single response

- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. 6 or more
- 7. None Skip to Q3.5



If stopped on one other occasion or more, ask for each occasion:

Q3.3 How long did you stop for on the [first/second/third/etc] occasion?

Read if necessary. Single response.

- 1. First: Type in number and hours/days/weeks/months
- 2. Second: Type in number and hours/days/weeks/months
- 3. Third: Type in number and hours/days/weeks/months
- 4. Fourth: *Type in number and hours/days/weeks/months*
- 5. Fifth: Type in number and hours/days/weeks/months
- 6. Sixth: Type in number and hours/days/weeks/months
- 7. (Don't read) Don't know
- 8. (Don't read) Refused
- Q3.4 How much has the price increase on tobacco in late April this year influenced your decision to try to quit again? *If necessary:* If you are currently quit, then how much did the price increase influence your decision to quit this time?

Interviewer note: The tax on cigarettes went up 25% on 'roll your owns' and 10% on tailormade cigarettes on 28 April 2010.

Alternate order 1-4 and 4-1. Read out. Single response.

- 1. A lot
- 2. Somewhat
- Not much
- 4. Not at all
- 5. (Don't read) Don't know
- 6. (Don't read) Refused
- 7. (Don't read) Wasn't aware of a price/tax increase

Don't ask Q3.7

- Q3.5 Since the Quitline researcher contacted you about six months ago, have you called the Quitline back at any time when you started smoking again? This doesn't include calls you received from Quitline. *If needed:* You may have called them back to start the programme again because you started smoking again.
 - 1. Yes
 - 2. No
 - Don't know
 - 4. Refused

Q3.6 If respondent is not quit, ask: Other than attempting to quit, since you first called Quitline after the price increase on tobacco about six months ago, have you changed your smoking behaviour in any way?

If respondent says they are quit MAKE SURE YOU CODE THEM AS CODE 9 (I HAVE QUIT SMOKING). Also ask: Other than being quit now, since you first called Quitline after the price increase on tobacco about six months ago, did you change your smoking behaviour in any other ways?

If needed: Changes to smoking behaviour might include the amount you smoke, the time you smoke, where or what you smoke. Don't read out. Multiple response. Probe: "What other changes?"

- 1. Cut down
- 2. Increased smoking
- 3. Changes to type of tobacco smoked (e.g. low tar, rollies)
- 4. House smokefree
- 5. Car smokefree
- 6. Family smokefree
- 7. Changed time of day smoked
- 8. Do something else before/instead of smoking e.g. walk, drink, deep breaths
- 9. I have quit smoking
- 10. Other (Please state)
- 11. No changes made
- 12. Don't know
- 13. Refused

Don't ask if said not aware of price increase in Q3.4. However ensure that these respondents are recorded as Code 7 for this question.

Q3.7 How much did the price increase on tobacco in late April this year influenced your decision to change your smoking behaviour?

Interviewer note: The tax on cigarettes went up 25% on 'roll your owns' and 10% on tailormade cigarettes on 28 April 2010.

Alternate order 1-4 and 4-1. Read out. Single response.

- 1. A lot
- 2. Somewhat
- 3. Not much
- 4. Not at all
- 5. *(Don't read)* Don't know
- 6. (Don't read) Refused
- 7. (Don't read) Wasn't aware of a price/tax increase

If had at least 'a few puffs' in Q1.2-4, ask:

Q3.8a How would you rate your chances of quitting smoking for good some time in the future? *If not smoked in the last 7 days in Q1.2-4, ask:*

Q3.8b How would you rate your chances of staying quit for good? Would you say they were:

Alternate order 1-5 and 5-1. Read out. Single response.

- 1. Very low
- 2. Low
- 3. Average
- 4. High
- 5. Very high
- 6. (Don't read) Don't intend to give up smoking for good
- 7. (Don't read) Don't know
- 8. (Don't read) Refused
- Q3.9 On a scale of 1 to 9, where 1 is not important at all and 9 is extremely important, how important or unimportant is it to you to quit smoking for good?

Don't read out. Single response.

- 1. 1 (Not important at all)
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9 (Extremely important)
- 10. (Don't read) Don't know
- 11. (Don't read) Refused

Thank you for your time. Those are all the questions we have today. The Quit Group would like you to know you are welcome to access their services anytime you need support with your quitting.

11. Appendix Three: Field Report

- Interviews were conducted from 17th to 30th November 2010.
- A total of n=326 follow-up interviews were completed over this period (57% re-contact rate⁹).
- The average interview length was 7 minutes.
- The response rate (of those able to be re-contacted) was 85%¹⁰.

Appendix Table 11.1: Breakdown of Ineligible Calls

	Number of Calls (n)
Moved/no longer at this number	16
Not known at this phone number	14
Can't recall being interviewed previously	8
Didn't give permission to be re-contacted	2
Respondent deceased	1
Someone else called the Quitline on the named person's behalf	1
Total Ineligible	42

Appendix Table 11.2: Breakdown of Refusals/Terminations

	Number of Calls (n)
Contact	30
Not available during field work period	16
Gatekeeper	13
Termination - content	3
Subject	2
Termination - confidentiality	2
Language issues	1
Hard of hearing/Health issues	1
Total Refusal	68

Note that n=101 respondents to the Six-Month Tax Survey were unable to be contacted after 20 calls were made to the telephone number(s) supplied. Appointments were made with a further 31 respondents who were subsequently unable to be re-contacted.

⁹ The re-contact rate is calculated as the number of respondents who were able to be re-contacted and completed interviews at the Six-Month survey as a share of the number of completed interviews at the Three-Week survey.

¹⁰ Response rate calculated as completed interviews as a share of (completed interviews + refusals/terminations).