

## What is the New Zealand Smoking Monitor?

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

### Why is it being conducted?

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

### How often is this survey done?

The NZSM will run continuously for one year from July 2011 to June 2012, and it may continue beyond that time. Interviews are conducted fortnightly.

### Who is taking part in this survey?

Every fortnight, 240 smokers and ex-smokers are interviewed. The sample includes current smokers (including those who may have made a quit attempt in the last three months), and ex-smokers who have quit smoking in the last three months. This results in a total of 6,240 interviews a year.

### What topics are covered?

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

### Can we use the data from the survey?

The HSC will release findings from the NZSM regularly to ensure timely and robust information is available to the public and to the health sector. Anyone is able to quote the data, providing the source of information is acknowledged. In time the datasets will be available to access, please lodge a standard data request application with HSC's Research and Evaluation Unit. There is information on the HSC's website – go to [hsc.org.nz/researchpublications.html](http://hsc.org.nz/researchpublications.html).

### When will the data be available for us to use?

The HSC will release key findings from the NZSM on a regular basis. Reports will be available from the HSC's website ([hsc.org.nz](http://hsc.org.nz)).



### **How will the data from the NZSM help my work?**

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

If you have any other queries about the New Zealand Smoking Monitor, you can contact HSC's Research and Evaluation Director, Darren Walton, [research@hsc.org.nz](mailto:research@hsc.org.nz) or freephone 0508 472 472.

