



Participant information sheet for the New Zealand Smoking Monitor

You may have come to this website because you have been invited to take part in the New Zealand Smoking Monitor and you want to find out more about it.

What is the New Zealand Smoking Monitor?

This survey is about New Zealanders' views and experiences of smoking and quitting smoking. The survey began in July 2011 and we will be talking to New Zealanders every fortnight to get their views.

Why is the New Zealand Smoking Monitor being done?

The New Zealand Smoking Monitor is a survey of the public. It aims to measure current and changing knowledge, attitudes and behaviours relating to smoking and quitting. The data collected from the survey will be used by HSC, the Ministry of Health and others to develop advice, information and practical ways to help New Zealanders to live healthy lifestyles.

Who is taking part?

Overall, each fortnight about 240 people (aged 18 years and over) will take part in this survey. Each year, we will conduct 6,240 interviews.

Who is carrying out the survey?

In the first year, there are two independent research companies carrying out the survey for the HSC and Ministry of Health. These companies are TNS New Zealand and UMR Research.

If you want to get hold of the project manager at either of these companies, you can contact:

TNS New Zealand: David Mustard [david.mustard@tnsglobal.com or 09 366 6880]

UMR Research: Nikki Steel [nikki@umr.co.nz or 0800 8255 867]

When is the survey taking place?

Interviewers will be telephoning respondents and collecting information from July 2011 until June 2012. It is possible that the survey may continue beyond this point.

How long will the interview take?

The interview will take about 10-12 minutes. The interview will be carried out by trained interviewers over the phone.

Is it compulsory/am I obliged to take part in the survey? No, but having you take part on a voluntary basis is very important because you have been selected by a random process, like a ballot or lottery, so no-one can exactly substitute for you.



I'm too old. Why don't you talk to my son? He could better answer your questions.

We need to interview men and women from all age groups across New Zealand. Your answers are important to us.

Why are you asking me all these questions? I don't currently smoke. The survey covers a number of topics. We are interested in everybody's views on smoking, regardless of whether they currently smoke or not.

Do you need this information? Couldn't you get it from another source? Information available from other sources is limited. This survey will provide detailed information more regularly about New Zealanders' views and experiences of smoking and quitting.

The Government has too much information already. The data that is available through other sources is incomplete. New Zealand's society is dynamic and there are constant changes in our way of life, attitudes, social and economic conditions. It is important to monitor these changes so we can act on the most up-to-date information.

These surveys are a waste of taxpayers' money. The survey results will be used to help plan and undertake health and community programmes to promote smokefree and healthier lifestyles. Therefore, it is important that the HSC and Ministry of Health are well informed, so that we can use public money in the most effective way.

How will I know if all my answers will be kept confidential? Your responses will be grouped together with those of other people taking part in the survey so that individual responses cannot be identified. The information is held securely by both TNS and UMR. The HSC is bound by the Privacy Act to use this information only for the purpose for which it was collected.

When will the results from the survey be available?

Some of the results from the survey will be available by the end of 2011.

Do you have any other questions about the survey?

If you want to know more or have any further questions about the survey, please email the HSC's Research and Evaluation Director, Darren Walton, at - research@hsc.org.nz or freephone 0508 472 472.