Australian National Tobacco Plain Packaging Tracking Survey: Technical Report

Prepared for:

Australian Government Department of Health

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1. Introduction

1.1 About this report

This technical report provides details of the methodology for the National Tobacco Plain Packaging Tracking survey. The research was funded by the Department of Health under a contract with Cancer Council Victoria. Fieldwork was undertaken by the Social Research Centre, a wholly owned subsidiary of the Australian National University. This report documents the study design and provides detail of survey procedures including sample frame, respondent selection procedure, interview procedure and questionnaire design, respondent characteristics, response rates and retention rates, and data weighting.

1.2 Study background and context for evaluation

In April 2010, as part of an overall package of measures, the Australian Government announced an immediate 25% increase in excise duty on tobacco, along with a world-first proposal for plain packaging of tobacco products[1, 2] together with updated, larger graphic health warnings. The *Tobacco Plain Packaging Act 2011* (Cth)[3] was passed in the lower house of the Australian Parliament in November 2011 and was signed into law on 1 December 2011. Health warnings on tobacco product packaging are regulated through the Competition and Consumer (Tobacco) Information Standard 2011 (the Standard) which commenced on 1 January 2012.[4]

From 1 October 2012, all tobacco packages *manufactured* or packaged in Australia for domestic consumption were required to comply with the plain packaging regulations. From 1 December 2012, all tobacco products *sold* in Australia were required to be in plain packages and display the updated health warnings. From 1 January 2012 to 30 November 2012 inclusive, suppliers could choose to comply with the updated health warnings specified in the Standard[4] or with the 2004 health warning Regulations previously in force.[5]

Under the Tobacco Plain Packaging Act,[3] tobacco product retail packaging is required to appear in a drab dark brown colour in a matt finish. Brand and variant names are specified to appear in a standard font and font size, and to be placed in a mandated position on the pack. Under the Standard, graphic health warnings (GHWs) are required to cover 75% of the front of the pack for cigarettes and cartons[4] – more than double the size of the

previous warnings, which covered 30% of the front-of-pack face. The back-of-pack GHW for cigarettes and cartons continued to comprise 90% of the pack face. Also, a new range of information messages are required to appear on one of the sides of the pack in black text on a yellow background. The size of GHW for most other smoked tobacco products has increased to 75% of both the front and back of the pack.

The selection of the plain pack colour and the content, size and placement of the refreshed and enlarged GHWs were determined after rigorous market testing to ensure that the colour was unappealing and that the GHWs were relevant, believable and salient.[6-12]

The broad overall objectives of the Act[3] are to improve public health by: (i) discouraging people from taking up smoking, or using tobacco products; (ii) encouraging people to give up smoking, and to stop using tobacco products; (iii) discouraging people who have given up smoking, or who have stopped using tobacco products, from relapsing; and (iv) reducing people's exposure to smoke from tobacco products. The Act also gave effect to certain obligations that Australia has as a party to the WHO Framework Convention on Tobacco Control.[13]

The *specific* aims of the Tobacco Plain Packaging Act [3] are to contribute to the achievement of the above objectives by regulating the retail packaging and appearance of tobacco products in order to:

- reduce the appeal of tobacco products to consumers;

- increase the effectiveness of health warnings on retail packaging of tobacco products; and

- reduce the ability of retail packaging of tobacco products to mislead consumers about the harmful effects of smoking or using tobacco products.

As mentioned, the Australian plain packaging legislation was implemented as one of a raft of policy and program measures which in aggregate are ultimately intended to reduce smoking prevalence. As outlined in Scollo et al,[14] the Australian approach to tobacco control has been a comprehensive one, including mass media campaigns, consumer information, taxation policy, access for smokers to smoking cessation advice and subsidised pharmaceutical treatments, protection from exposure to secondhand smoke and regulation of promotion. All these strategies are important components of a comprehensive approach

to reducing tobacco-related harm.[15-19] While population-based multivariate studies have been able to isolate ultimate impacts on smoking prevalence from interventions such as tobacco tax increases, stronger smoke-free laws and mass media campaigns, these studies generally rely upon many years of underlying data before and after interventions, as well as multiple intervention points that reflect variable exposure to particular interventions.[20-23]

In assessing the short to medium term effects of plain packaging however, an emphasis on the specific objectives of the policy is more appropriate, particularly given the concurrent implementation of other tobacco control policies and efforts from the tobacco industry to mitigate the intended effects of plain packaging (see examples below).

As recommended elsewhere,[24] a gold standard population-based evaluation of tobacco control policies needs to focus on more proximal exposure, belief and intention outcomes of the policy, before assessing more distal behavioural outcomes. Change in packaging-specific proximal outcomes – outcomes captured by the three specific objectives of plain packaging – would provide confidence that the policy is working as intended. Social psychological theories of behavioural prediction have long posited that behaviours like smoking are causally preceded by intentions to perform the behaviour that in turn are causally preceded by beliefs about the behaviour, and these claims have been substantiated by a large body of evidence.[25-32] The published literature on tobacco plain packaging and graphic health warnings provides considerable insight into the nature of proximal belief outcomes that would be expected to change over time in the short term and these include beliefs about aspects of the appeal of packs and brands, noticing of and cognitive and avoidant responses to health warnings, and beliefs about the harms of smoking.[24, 33, 34] Moreover, a substantial body of literature from cohort and mediational studies demonstrates that many of these proximal beliefs predict change in intention and behavioural outcomes.[24, 35-41]

The concurrent implementation of other tobacco control strategies required an evaluation design that could adjust for the variable presence and extent of other policies, with the timing unknown for potential new tobacco tax increases when the evaluation commenced. Changes in tobacco industry marketing strategies and product and pricing offerings [42] which may undermine plain packaging specific objectives also needed to be monitored. The tobacco industry also used media and political lobbying[43, 44] and litigation,[45, 46] along

with a series of industry-commissioned reports,[47-51] to provide a raft of predictions (and later, claims) of adverse impacts which needed to be investigated.

Among other evaluation studies, a national monthly tracking survey of smokers and recent quitters was designed to assess the short- to mid-term effects of plain packaging of tobacco, including an evaluation of whether the *specific* aims of plain packaging were met. Such an ongoing data collection provides the ability to continuously track in the one survey instrument both early smoking-related beliefs, attitudes and experiences as mentioned above that are related to plain packaging (proximal outcomes), early responses to other specific key tobacco control policies/programs, and early responses to ongoing and variable tobacco industry marketing and pricing activities.

The primary aim of the evaluation of tobacco plain packaging among the adult population described in this report was not to assess change in smoking prevalence which is influenced by a variety of demographic, marketing and policy factors over time, but rather:

(a) to document the timing and rate at which the intervention was 'delivered' to the Australian population;

(b) to determine the extent to which the three specific objectives of plain packaging were achieved; and

(c) to investigate any downstream influences of these proximal outcomes (used to assess the specific objectives) on quitting cognitions and behaviours.

Complementing other evaluation studies in the tobacco retail setting,[52-56] a further aim of this study was:

(d) to provide survey data relevant to the question of whether any of the tobacco industry's predicted effects became manifest.

1.3 Study overview

The National Tobacco Plain Packaging Tracking Survey entailed a continuous cross-sectional baseline survey of about 100 interviews per week conducted from 9 April 2012 to 30 March 2014. A follow-up survey of baseline participants then took place approximately four weeks after the initial survey, with the follow-up surveys conducted from 7 May 2012 to 4 May 2014.

The survey was conducted via Computer-Assisted Telephone Interviews (CATI) using a dual-frame sample design – that is, a survey that utilised both landline random digital dialing (RDD) samples and mobile phone RDD samples. The in-scope population was smokers and recent quitters (quit in the past year) aged 18-69 years who were resident in Australia and contactable by landline or mobile telephone.

This report presents technical details of the baseline survey and then the follow-up survey data collection, followed by information on the data weighting procedures, and details of the questions asked in each survey and how variables were configured for analysis.

1.4 Ethics and quality assurance

The research was approved by the Cancer Council Victoria Human Research Ethics Committee.

All data collection activities were undertaken in accordance with the Australian Market and Social Research Society's Code of Professional Practice, [57] the Market and Social Research Privacy Code [58] and the Australian standards for market, opinion and social research.[59]

2. Baseline survey

2.1 Sample design and quotas

A dual-frame sample design was employed to undertake the baseline survey, with each 4-week sample split 50:50 between the landline RDD sample frame and the mobile phone RDD sample frame. This design ensured a more nationally representative sample of smokers and recent quitters, given the increasing trend toward mobile phone only households [60] and over-representation of smokers in (especially the young adult) mobile phone only population.[61] Baseline survey data collection was continuous from 9 April 2012 to 30 March 2014, except for it being suspended between 21 December 2012 and 2 January 2013 and between 20 December 2013 and 6 January 2014 due to the closure of the interview centre over each Christmas-New Year holiday period.

The landline telephone sample used geographic quotas (capital city and rest of state) using the smoker and recent quitter population (aged 18-69 years) as estimated by the 2010 National Drug Strategy Household Survey.[62] Geographic quotas could not be applied to the mobile telephone sample since mobile phone geographic identifiers are unavailable for this purpose in Australia. Table 1 indicates that for the entire survey period, the geographic quotas for the landline sample were met, with close concordance between the quotas and interviews achieved. Appendix 1 contains an overview of quotas and achieved interviews for each survey wave. In addition, a cap was placed on gender to ameliorate a tendency for telephone surveys to reach more females, with no more than 55% of the sample being female in each survey wave. To ensure interviewing was conducted evenly across each 4-week baseline survey wave, weekly quotas were adopted.

Overall, 10,308 interviews were achieved with 5,150 from landline telephones and 5,158 from mobile phones.

Table 1: Geographic quota structure: Wave 1 to Wave 26

Region	2010 NDSHS (%)	Target (n)	Achieved (n)
Landline strata			
Sydney	18.3	926	914
Rest of NSW	12.5	638	648
Melbourne	17.8	896	908
Rest of VIC	7.2	363	362
Brisbane	8.3	436	429
Rest of QLD	13.1	672	663
Adelaide	5.5	284	282
Rest of SA	1.8	103	104
Perth	7.3	387	384
Rest of WA	3.2	159	158
Hobart	0.9	49	53
Rest of TAS	1.4	82	81
Darwin	1.3	55	53
Rest of NT	0.8	29	24
ACT	0.6	78	77
Total landline	100	5157	5150
Mobile strata			
National		5154	5158
TOTAL		10311	10308

2.2 Sample frame

Sampleworx was the specific RDD sample frame used to undertake the baseline survey. Sampleworx is an exchange-based Random Digit Dialling sample that provides optimal coverage of fixed line exchanges and mobile phones. All working numbers across Australian Communications and Media Authority exchange blocks are identified, tested and included in the sample frame. In addition to providing full coverage of fixed line exchanges, the main advantage of this sample frame product is that working telephone numbers are pre-identified, leading to higher connection rates and greater fieldwork efficiencies.

The number of phone numbers generated by geographic location was determined by the quota for that region along with estimates of per cent yield based on known differences in response dynamics within location from similar surveys using an RDD sample frame.

2.3 Respondent selection procedure

To correct a bias for telephone surveys to reach more females and older participants,[63] at the start of each landline survey interviewers asked to speak to the youngest male aged 18-69 years. If no males were available, the youngest female aged 18-69 was then selected. Once a potential respondent had been selected in this manner, they were then formally screened to confirm their age and ascertain their smoking or quitting status.

- Smokers were defined as individuals who currently smoke daily, weekly, or monthly or less. Those who indicated they smoked monthly or less had to identify as a 'smoker' or 'social smoker' to be considered a smoker for the purposes of the study.
- Recent quitters were defined as individuals who were not currently smoking, but had done so within the past 12 months; or were currently smoking monthly or less, but defined themselves as an 'ex-smoker' and had smoked within the past 12 months.

A six-call regime was used to contact potential participants, with call attempts spread over various times of day and days of the week. For mobile phones, the number of unanswered call attempts was capped at three. Individuals who were willing to complete the survey, but could not do so at the first point of contact, were able to set an appointment for a later time or date.

2.4 Sample release and call procedures

The sample was released in batches at the state level. Within the constraints of completing the project on schedule and the large amount of households screened out due to not having an 18 to 69 year old smoker or recent quitter in the household, every effort was made to complete the call cycle for each batch prior to the commencement of call attempts for the next batch. This approach was designed to ensure progress towards the final quota for all locations was equitable throughout the study, and to help ensure as high a possible yield from identified in-scope households.

The call procedures included:

- A six call regime, with call attempts spread over different times of day and days of the week, with a view to maximising the sample yield.

- In order to yield maximum response from the agreed number of call attempts, it was necessary to control the 'spread of call attempts' such that, subject to other outcomes being achieved, contact attempts were spread over weekday evenings (6.30 pm to 8.30 pm), weekday late afternoon / early evening (4.30 pm to 6.30 pm), Saturdays (10 am to 5 pm), Sundays (11 am to 4 pm) and weekdays between 9:30am to 4.30 pm (typically reserved for appointment management).

- Appointments were set for any time that the call centre is operational (weekdays 9.00 am to 8.30 pm; weekends 9:30 am to 6.30 pm).

- All reasonable efforts were made to ensure that at least three call attempts were placed during a prime time slot for making contact with households (Monday / Tuesday / Wednesday evening, between 6.30 pm and 8.30 pm). Standard procedures applied to ensure that calls are placed to Queensland, Western Australia and South Australia/Northern Territory sample records (in different time zones to the call centre) at an appropriate time.

- Established procedures were used to capture selected respondent details at household screening, so that appointments with identified in-scope households were prioritised and the stock of appointments with qualifying persons by quota group (if implemented) could be monitored. This data was used to inform sample release, that is, to avoid releasing too many sample records for call initiation, and the accumulation of interviews with 'easy-to-contact' sample members.

- 1800 number operation to address sample member queries and support the response maximisation effort, and the establishment of a respondent page on the Social Research Centre website (with responses to frequently asked questions).

- For mobile phones, capping the maximum number of unanswered call attempts to no more than three so as to avoid appearing overzealous to potential respondents in our attempts to achieve interviews.

- Not making initial calls to the mobile phone sample any earlier than 9.00 am Western Australian Time, as there was no way of knowing the location (and hence time zone) of the respondent.

2.5 Questionnaire design and administration procedures

The survey questionnaires were supplied by Cancer Council Victoria. The Social Research Centre provided advice on selected question wording, questionnaire flow and procedural requirements.

Where possible, survey questions were drawn or adapted from established surveys [24, 37, 64, 65] used to assess the cognitions, affect and behaviour of smokers. The baseline survey was pilot-tested to ensure that questions were understood and to minimise the occurrence of ceiling or floor effects. Survey questions were ordered so as to reduce the likelihood of priming responses to later questions, and where possible, sub-questions with a common stem and the same prompted response options were randomised in their presentation to reduce order effects. The main sections of the questionnaire, in order of administration, are summarised in Table 2. The full baseline questionnaire is contained in Appendix 2.

Table 2: Baseline questionnaire structure

Module label	Topic
SCREENING	Informed consent, screening for demographics and smoking status
C	Quitting thoughts, intentions and attempts
D	Details on tobacco products and brands smoked
F	Tobacco packaging and product perceptions
H	Smoking related thoughts
K	Health beliefs
M	Media campaign recall and appraisal
P	Cigarette price and purchasing behaviour
S	News media recall
U	Smoker financial stress
V	Media use
W	Other demographics

Standard operational testing procedures were applied to ensure that the CATI script truly reflected the agreed 'hard copy' questionnaire. These included:

- Reading the questionnaire directly into the CATI program, and programming the skips and sequence instructions as per the hard copy questionnaire.

- Rigorous checking of the questionnaire in 'practice mode' by the Social Research Centre project manager and the project quality supervisor, including checks of the on-screen 'presentation' of questions and response frames.

- Randomly allocating dummy data to each field in the questionnaire and examining the resultant frequency counts to check the structural integrity of the CATI script. Further, a dataset of the randomly generated data was produced to enable more thorough examination of the questionnaire programming.

- Including interviewer notes, prompts, agreed explanatory wording, etc as part of the on-screen script, to enhance consistency of delivery.

The in-field quality monitoring techniques employed included:

- Validation of at least 5% of interviews completed.

- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of interview administration, techniques to avoid refusals, appointment making conventions or project performance.

- Examination of verbatim responses to 'other specify' and open-ended questions.

2.6 Response rate

2.6.1 Adjusted response rate

The response rate for the baseline survey was calculated for each four-week block. The response rate was defined as completed baseline interviews as a proportion of estimated 'in-scope contacts' that could be interviewed within the survey period. The estimated number of in-scope contacts for the purpose of calculating the response rate was adjusted to account the proportion of un-screened households or respondent refusals that may have in fact been in-scope. This adjustment enabled a more accurate assessment of the response

rate since some households/respondents that refuse the screening process would in fact be in-scope.

The response rate workings are shown in Table 3 for each of the 4 week blocks of the baseline survey and for the entire survey period, along with the average time for survey administration.

For illustrative purposes, below we provide an example of the steps in the calculation of the response rate for the first 4-week block of the survey:

- *Calculate 'Total in-scope contacts': Sum of 'Total completed interviews' (n=395) + 'Total identified in-scope refusals' (n=121): 516*

- *Calculate 'Estimated percentage of screen-outs that are in-scope': 'Total identified in-scope contacts'(n=516) ÷ ('Total screen outs' n=4396 + 'Total identified in-scope contacts' n=516): 10.5%*

- *'Estimated number of un-screened refusals that are in-scope': 'Estimated percentage of screen outs that are in-scope (10.5%) × 'Refusals' (n=2211): 232*

- *'Revised estimated base of in-scope contacts': Sum of the Estimated number of un-screened refusals that are in-scope'(n=232) + 'Total identified in-scope contacts'(n=516): 748*

- *Response rate: 'Total completed interviews' (n=395) ÷ 'Revised estimate base of in-scope contacts' (n=748): 52.8%*

The overall average response rate for the baseline survey was 57% (range = 51% - 63% per four week block). For the landline sample, the average response rate was 58% (range = 52% - 65% per four week block) and for the mobile sample it was 56% (range = 49% - 63% per four week block). The average response rate pre-plain packaging (56%) was not significantly different to that after plain packaging implementation (58%; p=.183).

On average, baseline interviews took 18.0 minutes to complete.

Table 3: Key field statistics, call outcome data and response rate for baseline survey: Wave 1 to Wave 26

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10
Survey dates										
Start Date	10-Apr-12	30-Apr-12	28-May-12	25-Jun-12	23-Ju-12	20-Aug-12	17-Sep-12	15-Oct-12	12-Nov-12	1-Dec-12
Finish Date	29-Apr-12	27-May-12	24-Jun-12	22-Jul-12	19-Aug-12	16-Sep-12	14-Oct-12	11-Nov-12	30-Nov-12	19-Dec-12
Average interview length (mins)	20.7	19.2	18.0	18.8	17.4	17.0	18.2	18.4	18.0	18.0
Call outcome data										
Total completed interviews	395	405	399	402	399	400	400	397	303	400
Total identified in-scope refusals	121	119	81	89	104	80	90	74	60	87
Total identified in-scope contacts	*516*	*524*	*480*	*491*	*503*	*480*	*490*	*471*	*363*	*487*
Total screen-outs	*4396*	*3958*	*4004*	*3909*	*4158*	*4028*	*3189*	*2485*	*2725*	*3835*
Total contacts[1]	4912	4482	4484	4400	4661	4508	3679	2956	3088	4322
Estimated percentage of screen-outs that are in-scope	10.5%	11.7%	10.7%	11.2%	10.8%	10.6%	13.3%	15.9%	11.8%	11.3%
Household refusal (scope undetermined)	2211	2295	2215	2071	1848	1756	1830	1866	1273	1708
Estimated number of household refusals that are in-scope	232	268	237	231	199	187	244	297	150	192
Revised estimated base of in-scope contacts	748	792	717	722	702	667	734	768	513	679
Response rate	53%	51%	56%	56%	57%	60%	55%	52%	59%	59%

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[1] Total contacts = Total identified in-scope contacts + Total screen-outs.

Table 3 cont.: Key field statistics, call outcome data and response rate for baseline survey: Wave 1 to Wave 26

	Wave 11	Wave 12	Wave 13	Wave 14	Wave 15	Wave 16	Wave 17	Wave 18	Wave 19	Wave 20
Survey dates										
Start Date	2-Jan-13	30-Jan-13	27-Feb-13	27-Mar-13	24-Apr-13	22-May-13	19-Jun-13	17-Jul-13	14-Aug-13	11-Sep-13
Finish Date	29-Jan-13	26-Feb-13	26-Mar-13	23-Apr-13	21-May-13	18-Jun-13	16-Jul-13	13-Aug-13	10-Sep-13	8-Oct-13
Average interview length (mins)	18.5	17.6	18.5	18.2	18.7	18.4	18.4	17.1	17.4	17.5
Call outcome data										
Total completed interviews	399	401	399	402	400	400	400	400	400	400
Total identified in-scope refusals	70	84	76	85	89	95	100	98	81	86
Total identified in-scope contacts	*469*	*485*	*477*	*484*	*489*	*495*	*500*	*498*	*481*	*486*
Total screen-outs	*3584*	*3812*	*3543*	*3585*	*3779*	*3750*	*4275*	*4038*	*3790*	*4136*
Total contacts[2]	4053	4297	4015	4068	4268	4245	4775	4536	4271	4622
Estimated percentage of screen-outs that are in-scope	11.6%	11.3%	11.9%	11.9%	11.5%	11.7%	10.5%	11.0%	11.3%	10.5%
Household refusal (scope not determined)	1399	2006	1598	1506	1933	1672	2140	2045	2079	2267
Estimated number of household refusals that are in-scope	162	226	190	179	221	195	224	225	234	238
Revised estimated base of in-scope contacts	631	711	667	663	710	690	724	723	715	724
Response rate	63%	56%	60%	61%	56%	58%	55%	55%	56%	55%

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[2] Total contacts = Total identified in-scope contacts + Total screen-outs.

Table 3 cont.: Key field statistics, call outcome data and response rate for baseline survey: Wave 1 to Wave 26

	Wave 21	Wave 22	Wave 23	Wave 24	Wave 25	Wave 26
Survey dates						
Start Date	9-Oct-13	6-Nov-13	4-Dec-13	6-Jan-14	3-Feb-14	3-Mar-14
Finish Date	5-Nov-13	3-Dec-13	20-Dec-13	2-Feb-14	2-Mar-14	30-Mar-14
Average interview length (mins)	17.2	18.8	17.4	17.2	17.2	16.9
Call outcome data						
Total completed interviews	407	399	401	400	400	400
Total identified in-scope refusals	84	92	84	86	85	96
Total identified in-scope contacts	*487*	*481*	*485*	*486*	*485*	*496*
Total screen-outs	*3788*	*3901*	*4072*	*3686*	*4156*	*4366*
Total contacts[3]	4275	4382	4557	4172	4641	4862
Estimated percentage of screen-outs that are in-scope	11.4%	11.0%	10.6%	11.6%	10.5%	10.2%
Household refusal (scope not determined)	1969	2079	1686	1569	1719	1899
Estimated number of household refusals that are in-scope	224	228	179	183	180	194
Revised estimated base of in-scope contacts	711	709	664	669	665	690
Response rate	57%	56%	60%	60%	60%	58%

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[3] Total contacts = Total identified in-scope contacts + Total screen-outs.

2.6.2 American Association for Public Opinion Research (AAPOR) Response Rate 3 (RR3)

In addition to the adjusted response rate the AAPOR RR3 was also calculated.[66] The AAPOR RR3 relies on estimating the proportion of cases of unknown eligibility that may have been eligible for the survey and including this estimate in the denominator for the calculation of the survey response rate.

The AAPOR RR3 response rate for the landline sample, mobile sample, and total sample by wave is provided in Table 4. Over the entire study period the average AAPOR RR3 was 22.9%, for the landline sample, 15.6% for the mobile sample, and 19.7% for the total sample. Appendix 4 provides further details about the calculation of AAPOR RR3. Advice provided by Paul Lavrakas (Vice President / President-Elect of AAPOR) suggests that these response rates would be judged as 'good' by United States standards where typical response rates for dual-frame media polls are between 10-15% for the landline frame and 6-10% for the mobile phone frame.

Table 4: AAPOR RR3, by wave and telephony status

	Landline sample %	Mobile phone sample %	Total sample %
Wave 1	21.7	14.5	18.1
Wave 2	21.5	15.2	18.3
Wave 3	23.0	16.4	19.6
Wave 4	21.6	16.6	19.3
Wave 5	25.2	14.4	19.5
Wave 6	21.9	16.7	19.5
Wave 7	21.5	16.8	18.9
Wave 8	24.1	15.9	19.6
Wave 9	21.4	16.5	19.1
Wave 10	24.0	15.0	20.3
Wave 11	24.8	12.6	18.3
Wave 12	24.3	12.3	18.1
Wave 13	24.8	16.5	21.0
Wave 14	24.0	17.2	21.1
Wave 15	23.9	16.8	20.8
Wave 16	22.5	14.7	18.8
Wave 17	24.0	16.5	21.2
Wave 18	24.6	13.8	19.2
Wave 19	21.3	15.6	18.9
Wave 20	20.8	14.0	17.8
Wave 21	22.4	15.0	19.5

	Landline sample %	Mobile phone sample %	Total sample %
Wave 22	19.0	14.5	17.9
Wave 23	24.2	14.2	19.8
Wave 24	24.0	18.9	23.1
Wave 25	23.7	18.0	22.1
Wave 26	22.3	17.5	21.1

2.7. Refusal analysis

A reason for refusal was collected for 92% of cases who refused in each survey wave (range 82% to 95%), with the point of refusal and type of refusal being collected in the CATI program. As seen in Table 5, the two most common reasons for refusal overall were respondents hanging up without making comment or a perceived lack of salience ("not interested"). These reasons for refusal are consistent with other population surveys run by the Social Research Centre.

Table 5: Baseline survey refusal analysis: Wave 1 to Wave 26

Reason for refusal	n	%
No comment / just hung up	19401	41.7
Not interested	18754	40.3
Too busy	4795	10.3
Never do surveys	764	1.6
Don't trust surveys / government	576	1.2
Don't believe surveys are confidential / privacy concerns	312	0.7
Too personal / intrusive	463	1.0
Get too many calls for surveys / telemarketing	176	0.4
Silent number	262	0.6
Asked to be taken off list	262	0.6
Don't like subject matter	93	0.2
Survey is too long	125	0.3
Other	528	1.1
TOTAL	46511	100

3. Follow-up survey

As participants completed the baseline survey, all smokers and recent quitters were invited to participate in a follow-up survey in about four weeks' time. The purpose of the follow-up survey was to examine the extent to which baseline beliefs, intentions and micro-indicators of concern might predict subsequent intentions, micro-indicators of concern and quitting behaviours. As previously indicated, the investigation of the relationship between proximal belief outcomes with more distal intention and behaviour outcomes is underpinned by a large body of literature demonstrating such relationships in prospective and mediational studies.[24, 35, 36, 38-41] Moreover, adding this cohort design element to the study increased statistical power by providing the ability to measure within-person change over an extended series of one-month periods.

3.1. Sample design and call procedures

Respondents who agreed to complete the follow-up survey were recontacted about four weeks after their baseline interview, with up to three weeks allowed for contact and completion of the follow-up survey (i.e., up to a total of seven weeks post-baseline survey).

As for the baseline survey, the follow-up survey sample was released in four-weekly batches. This approach was designed to ensure respondents were followed-up one month after their initial baseline interview.

The call procedures involved:

- An unlimited call cycle. The advantage of such an approach is that it enables interviews to be achieved with hard to reach individuals.

- In order to yield maximum response from the agreed number of call attempts, it was necessary to control the "spread of call attempts" such that, subject to other outcomes being achieved, contact attempts are spread over weekday evenings (6.30 pm to 8.30 pm), weekday late afternoon / early evening (4.30 pm to 6.30 pm), Saturdays (10 am to 5 pm), Sundays (11 am to 4 pm) and weekdays between 9:30am to 4.30 pm (typically reserved for appointment management).

- Mobile numbers were only initiated once every three hours to avoid placing multiple calls to a mobile phone in a single day.

- If a mobile or landline was unanswered a short message was left to explain the reason for the call.

- Text messages were sent to non-contact respondents in the last week of their follow-up cycle to encourage participation by advising them they had one week left to complete the follow-up survey and go in the draw to win a $100 voucher.

For each four week baseline block, all participants who completed the follow-up from that baseline block had the chance to win one of five $100 retail vouchers.

3.2. Follow-up questionnaire design and administration procedures

The questionnaire for the follow-up survey contained a subset of questions asked at baseline plus some additional questions. The same standard operational testing procedures were applied to ensure that the CATI script truly reflected the agreed 'hard copy' questionnaire.

The overall structure of the follow-up questionnaire is displayed in Table 6. More detailed description of the follow-up survey questions and variables used in analysis are contained in section 6. The final follow-up questionnaire is contained in Appendix 3.

Table 6: Follow-up questionnaire structure

Module label	Topic
INTRODUCTION	Introduction, monitoring and mobile phone safety questions
C	Quit status and quit attempts
D	Quitting thoughts
F	Tobacco product and brand information
N	Quitting micro-indicators of concern
P	Cigarette price and purchasing behaviour
S	Media exposure

All interviewers and supervisors attended a comprehensive two-hour briefing session delivered by the Social Research Centre project manager and included:

- All aspects of administering the survey questionnaire;

- The importance of establishing contact with the same respondent who took part in the baseline survey;

- Reinforcement of call tailoring and call maintenance techniques to minimise refusals;

- Data quality issues, and;

- Practice interviewing.

The in-field quality monitoring techniques included:

- Validation of at least 5% of interviews;

- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of interview administration, techniques to avoid refusals, appointment making conventions or project performance, and:

- Examination of verbatim responses to "other specify" and open-ended questions.

3.3 Follow-up Retention rates

Of the 10,308 respondents who completed a baseline survey, 9,774 (94.8%) agreed to have the interviewer call back in about four weeks to participate in a follow-up survey. For those baseline participants who agreed the interviewer could call back in four weeks, Table 7 provides the retention rates for each follow-up survey by each four week block and for the follow-up survey overall. Table 7 also includes the average time to complete the follow-up survey.

There was a mean retention rate of 83% (range per baseline block = 78% - 87%) at follow-up, with no significant difference in retention rates between pre-plain packaging (84%) and after plain packaging implementation (83%; p=.271). The average time to follow-up was 30.5 days, with a small but significant (p<.001) increase in the number of days to follow-up from the pre-plain packaging (M = 29.3) stage to after plain packaging implementation (M = 30.9). The follow-up survey took, on average, 6.4 minutes to complete.

Table 7: Key field statistics and retention rate for follow-up survey: Wave 1 to Wave 26

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10
Interviews achieved	306	314	330	329	304	331	334	329	244	326
Total sample called (agreed to be recontacted)	376	383	380	390	366	388	394	377	289	383
Average interview length (mins)	7.1	6.7	6.4	6.3	6.5	6.5	6.2	6.6	6.6	6.3
Survey dates										
Start Date	7-May-12	28-May-12	25-Jun-12	23-Jul-12	20-Aug-12	17-Sep-12	15-Oct-12	12-Nov-12	10-Dec-12	2-Jan-13
Finish Date	10-Jun-12	8-Jul-12	5-Aug-12	2-Sep-12	30-Sep-12	28-Oct-12	25-Nov-12	19-Dec-12	20-Jan-13	6-Feb-13
Calls per number initiated	6.1	4.1	3.8	3.8	4.2	3.6	4.1	3.8	4.0	4.1
Retention rate	81%	82%	87%	84%	83%	85%	85%	87%	84%	85%

Table 7 cont.: Key field statistics and retention rate for follow-up survey: Wave 1 to Wave 26

	Wave 11	Wave 12	Wave 13	Wave 14	Wave 15	Wave 16	Wave 17	Wave 18	Wave 19	Wave 20
Interviews achieved	311	329	320	300	310	325	325	313	313	316
Total sample called (agreed to be recontacted)	378	377	377	386	375	376	379	377	378	378
Average interview length (mins)	6.3	6.0	6.7	6.2	6.6	6.4	6.5	6.0	6.0	6.2
Survey dates										
Start Date	30-Jan-13	27-Feb-13	27-Mar-13	24-Apr-13	22-May-13	19-Jun-13	17-Jul-13	14-Aug-13	11-Sep-13	9-Oct-13
Finish Date	12-Mar-13	9-Apr-13	7-May-13	4-Jun-13	2-Jul-13	30-Jul-13	27-Aug-13	24-Sep-13	22-Oct-13	19-Nov-13
Calls per number initiated	3.5	3.6	4.2	3.4	3.9	4.1	4.2	4.6	4.3	4.0
Retention rate	82%	87%	85%	78%	83%	86%	86%	83%	83%	84%

Table 7 cont.: Key field statistics and retention rate for follow-up survey: Wave 1 to Wave 26

	Wave 21	Wave 22	Wave 23	Wave 24	Wave 25	Wave 26
Interviews achieved	311	294	317	324	309	299
Total sample called (agreed to be recontacted)	377	372	376	381	377	384
Average interview length (mins)	6.4	6.2	6.4	6.5	6.4	6.6
Survey dates						
Start Date	6-Nov-13	4-Dec-13	4-Dec-13	3-Feb-14	3-Mar-14	31-Mar-14
Finish Date	17-Dec-13	31-Jan-14	20-Dec-13	16-Mar-14	13-Apr-14	11-May-14
Calls per number initiated	4.5	4.2	3.9	4.1	4.5	4.4
Retention rate	82%	79%	84%	85%	82%	78%

3.4 Refusal analysis

Among those who had originally agreed to be re-contacted for the follow-up survey, a reason for refusal to complete the actual follow-up survey was collected where possible for 72% of cases, with the point of refusal and type of refusal being collected in the CATI program. As displayed in Table 8 which summarises these reasons for all follow-up surveys combined, the most common reason for refusal was a perceived lack of salience ("not interested"), followed by respondents hanging up without comment.

Table 8. Follow-up survey refusal analysis: Wave 1 to Wave 26

Reason for refusal	n	%
Not interested	86	45.5
No comment / just hung up	45	23.8
Too busy	22	11.6
Never do surveys	1	0.5
Don't trust surveys / government	2	1.1
Don't believe surveys are confidential / privacy concerns	2	1.1
Too personal / intrusive	1	0.5
Get too many calls for surveys / telemarketing	3	1.6
Silent number	0	0.0
Asked to be taken off list	2	1.1
Don't like subject matter	1	0.5
Survey is too long	0	0.0
Other	24	12.7
TOTAL	189	100

3.5. Retention analysis

Across all survey waves combined, a total of 8,163 respondents (79.2% of the total baseline sample of 10,308) completed the follow-up survey and 2,145 (20.8% of total baseline sample) did not complete the follow-up survey. Of those who did not complete the follow-up survey, 1,611 had agreed to be recontacted following their initial baseline interview, and 534 (5.2% of total baseline sample) had refused to be recontacted.

Table 9 outlines the demographic profile and smoking status of those who completed and did not complete the follow-up for all survey waves combined. Compared with those who completed follow-up, those who did not complete the follow-up were more likely to be

smokers and less likely to be recent quitters, more likely to be younger, less likely to have a low educational attainment and more likely to be mobile phone participants.

Table 9: Retention analysis: Wave 1 to Wave 26

	Completed follow-up %	Did not complete follow-up %
Total n	**8163**	**2145**
Smoking status		
Smoker	84.5	86.8*
Recent quitter	15.5	13.2*
Age		
18-34 years	29.1	42.9*
35-54 years	45.2	37.3*
55-69 years	25.7	19.8*
Gender		
Female	46.3	44.7
Male	53.7	55.3
Highest level of education		
Under Year 12	28.7	25.8*
Finished Year 12	47.9	47.8
Tertiary	22.7	24.0
Sample type		
Landline	51.8	43.1*
Mobile	48.2	56.9*
Region		
Capital City	63.7	65.7
Rest of State	36.3	34.3

 * Result is significantly different from those who completed follow-up
 (p<.05).

4. Data weighting

4.1 Baseline survey

In order to ensure that the data were representative of the wider population of smokers and recent quitters, the weighting approach for the baseline data involved a two-stage process.

The first stage consisted of applying a design weight to account for the probability of each respondent participating in the survey, based on three possible factors, including the number of in-scope sample members in a household, the number of landlines in the household used for private calls, and or having a mobile phone. The number of adults in the respondent's household was not obtained for the first three months of the study; therefore, for surveys completed from 9 April 2012 to 24 June 2012 the number of adults in the household was estimated via a regression model using data from 25 June 2012 to 14 October 2012. Data included: a) the number of survey respondents contacted by landline; b) the hit-rate for landline numbers (that is, the number of in-scope contacts divided by the number of in-scope contacts plus the number of screen-outs); c) the population of the universe of landline numbers; d) the number of landlines in the respondent's household; and e) the number of adults aged 18-69 years in the respondent's household, f) the number of survey respondents contacted by mobile phone; g) the hit-rate for the mobile phone numbers; h) the population of the universe of mobile numbers; and i) whether the respondent had a mobile phone (all respondents with a mobile phone were assumed to have only one and also assumed to be the user of that phone).

The second step was to apply a post-stratification weight to ensure the final sample was weighted to relevant population benchmarks for telephony status, gender, age, state of residence and education among smokers and recent quitters. Population statistics for telephony status were obtained from the Victorian Smoking and Health Survey.[65] Proportions for gender, age, state of residence and education were obtained from the National Drug Strategy Household Survey.[62] The final baseline weight was used for all cross-sectional data analysis (baseline survey data only).

A full description of the weighting process for the baseline survey data is provided in Appendix 5.

4.2 Follow-up survey

In addition, a longitudinal weight that was derived from an adjustment to the baseline weighting variable was also used for the follow-up data. The probability of response to the follow-up survey was modelled for all baseline cases using separate logistic regressions for smokers and recent quitters. The baseline weight was divided by the predicted probability from this regression so that low probability cases were weighted up relative to higher probability cases. Finally, the weights were calibrated to meet the original baseline rim weighting targets for sex, age by education status, and state of residence.

The longitudinal weight was used for all cohort data analysis (baseline and follow-up survey data). Appendix 6 contains further details of the follow-up weighting methods.

5. Demographic characteristics of respondents

5.1 Baseline survey

A total of 10,308 respondents completed the baseline survey, comprised of 8,755 smokers and 1,553 recent quitters.

Sample weights, which adjust the sample for telephony status, sex, age, education and state, had little effect on the distribution of current smokers and recent quitters in the baseline survey by sex or area socio-economic status (SES) (Table 10). However, the weighted sample was more representative of the Australian smoker and recent quitter population in terms of age and education than the unweighted sample.

Overall, slightly more than half of current smokers at baseline were male (weighted 55.1%), and 44.9% were female (see Table 10). Slightly more than one quarter (weighted 28.7%) of smokers were aged 18-29 years, 45.4% were aged 30-49 years, and 26.0% were aged 50 years or older. Socio-economic status (SES) was distributed as expected: 38.5% of smokers were considered low-SES, 41.2% mid-SES, and 18.0% high-SES (weighted percentages). About one in three smokers had not completed high school (weighted 31.4%), about half had completed high school and/or had some tertiary education (weighted 54.7%), and about one in six had completed tertiary or higher education (weighted 12.9%).

Table 10: Unweighted and weighted (wtd) demographic characteristics of baseline respondents

Total n	Smokers 8755 (wtd = 8811)				Recent quitters 1533 (wtd = 1497)			
	n	wtd n	%	wtd %	n	wtd n	%	wtd %
Sex								
Male	4733	4858	54.1	55.1	840	822	54.1	55.0
Female	4022	3953	46.0	44.9	713	675	45.9	45.0
Age								
18-29	1946	2530	22.2	28.7	429	520	27.6	35.9
30-49	3493	3996	39.9	45.4	630	654	40.6	42.6
50-69	3316	2285	39.2	26.0	494	323	31.8	21.6
SES								
Low	3392	3395	38.7	38.5	527	532	34.0	34.8
Mid	3513	3628	40.1	41.2	624	590	40.2	40.4
High	1678	1587	19.2	18.0	375	345	24.2	23.1
No postcode[a]	172	201	2.0	2.3	27	31	1.7	1.6
Education								
< Y12	2552	2766	29.2	31.4	341	369	22.0	24.8
Y12 or some tertiary	4295	4910	49.1	54.7	753	851	48.5	56.8
≥Tertiary	1908	1135	21.8	12.9	459	278	29.6	18.5

Covariates	n	wtd n	Mean	wtd Mean	n	wtd n	Mean	wtd Mean
Time since quit								
≤ 1 month	-		-	-	265	281	17.1	18.8
> 1 month	-		-	-	1288	1216	82.9	81.2
Heaviness of Smoking Index[a,b]	8584	8665	2.15	2.13	-	-	-	-
3mth TARPs[b,c]	8755	8811	1406	1397	1533	1497	1344	1353
Cigarette costliness[b]	8755	8811	.21	.21	1533	1497	.21	.21

- Not applicable.
[a] A small number of cases were dropped from subsequent analyses due to missing data on Heaviness of Smoking Index and SES.
[b] See section 6 for details of these variables.
[c] Target Audience Rating Points for anti-tobacco mass media campaigns.

5.2 Follow-up survey

A total of 8,163 respondents completed the follow-up survey. Ten respondents did not provide a valid smoking status at follow-up (answered not applicable, don't know or refused) and were excluded from all follow-up analyses, leaving 6,634 current smokers and 1,519 recent quitters.

As per the baseline sample, longitudinal sample weights that adjust the sample for telephony status, sex, age, education, state, and probability of completing the follow-up survey had little effect on the distribution of current smokers and recent quitters by sex or SES (Table 11). However, the weighted sample was more representative of the Australian smoker and recent quitter population in terms of age and education than the unweighted sample.

Table 11: Unweighted and weighted (wtd) demographic characteristics of follow-up respondents

Total n	Smokers at follow-up 6634 (wtd = 6692)				Recent quitters at follow-up 1519 (wtd = 1463)			
	n	wtd n	%	wtd %	n	wtd n	%	wtd %
Sex								
Male	3534	3674	53.3	54.9	848	819	55.8	56.0
Female	3100	3018	46.7	45.1	671	644	44.2	44.0
Age								
18-29	1288	1912	19.4	28.6	397	551	26.1	37.7
30-49	2683	3030	40.4	45.3	619	598	40.8	40.9
50-69	2663	1749	40.1	26.1	503	314	33.1	21.5
SES								
Low	2600	2614	39.2	39.1	526	501	34.6	34.3
Mid	2656	2737	40.0	40.9	616	615	40.6	42.1
High	1270	1211	19.1	18.1	353	317	23.2	21.7
No postcode[a]	108	130	1.6	2.0	24	29	1.6	2.0
Education								
< Y12	2001	2130	30.2	31.8	337	351	22.2	24.0
Y12 or some tertiary	3232	3720	48.7	55.6	734	837	48.3	57.3
≥Tertiary	1401	842	21.1	12.6	448	275	29.5	18.8
Covariates	n	wtd n	M	wtd Mean	n	wtd n	M	wtd Mean
HSI at baseline[a,b]	6413	6480	2.27	2.18	-		-	-
3mth TARPs at follow-up[b]	6634	6692	1339	1322	1519	1463	1295	1298
Cigarette costliness at follow-up[b]	6634	6692	.21	.21	1519	1463	.21	.21

- Not assessed.
HSI: Heaviness of smoking index.
[a] A small number of cases were dropped from subsequent analyses due to missing data on HSI and SES.
[b] See section 6 for details of these variables.

The weighted demographic distribution of the follow-up sample was very similar to the baseline sample. Slightly more than half of current smokers at follow-up were male (weighted 54.9%), and 45.1% were female (Table 2). Slightly more than one quarter (weighted 28.6%) of smokers were aged 18-29 years, 45.3% were 30-49 years of age, and 26.1% were aged 50-69 years. Socio-economic status (SES) was distributed as expected: 39.1% of smokers were considered low-SES, 40.9% mid-SES, and 18.1% high-SES (weighted percentages). About one in three smokers had not completed high school (weighted 31.8%), about half had completed high school and/or had some tertiary education (weighted 55.6%), and about one in six had completed tertiary or higher education (weighted 12.6%).

There was no difference between males and females or between SES subgroups in the likelihood of completing the follow-up survey. However, older respondents were more likely to complete the follow-up survey than those who were younger (weighted χ^2 = 55.89, p=.007) and less educated respondents were slightly more likely to complete follow-up than those more educated (weighted χ^2 = 3.18, p=.044).

6. Description of variables used in analyses

6.1 Baseline survey

As indicated earlier, a full copy of the baseline survey questionnaire is contained in Appendix 2.

6.1.1 Smoking status and smoker characteristics

Smoking status was determined by a question which asked all participants how often they currently smoked (daily, weekly, monthly, less than monthly, or not at all). Those who smoked daily or weekly were automatically defined as smokers, while those who smoked monthly or less often were allowed to self-identify as a smoker or ex-smoker. Recent quitters included respondents who did not currently smoke at all and who quit smoking within the last 12 months, as well as those who currently smoked monthly or less often but who identified as ex-smokers.

All respondents were asked whether they currently (for current smokers)/used to (for recent quitters) smoked '**factory-made cigarettes only, roll-your-own cigarettes only, both, or neither of these**?' Those who smoked both factory-made (FM) and roll-your-own (RYO) cigarettes were then asked which they smoked more of. All respondents were also asked if they currently or used to smoke '**any other form of tobacco'**. Interviewers recorded any response given, including cigars, pipes, waterpipes, bidis, e-cigarettes, and unbranded tobacco (also known as chop-chop). Interviewers allowed respondents to nominate as many responses as necessary, but did not probe for additional responses.

Current smokers and recent quitters of cigarettes were asked whether they had 'a brand and variety that you smoke(d) more than any other', designated hereafter to be their **usual brand**. Current smokers were then asked whether their last cigarette smoked (designated hereafter as their **current brand**) was the same or different to their usual brand. Those who had a usual brand and were currently smoking it were considered 'usual brand smokers'. Current smokers who did not have a usual brand were asked whether there was another brand that they frequently smoked. Where they existed, usual, current and other brand and variant names were ascertained.

Usual, current and other brands of FM cigarettes were coded into value, mainstream or premium **market segments** using definitions from *Retail World* trade magazine[67] where they existed and using stick prices where they did not. Brands were coded for the tobacco company that manufactured them. Most brand names were able to be assigned to one of the three main tobacco manufacturers/importers— British American Tobacco Australia, Philip Morris and Imperial Tobacco—based on information from the *Australian Retail Tobacconist* and searches of relevant company websites, while those that could not were categorised as 'Other'. The majority of brands coded as 'other' consisted of products sold by the Australian-based Richland Express wholesaling company which exclusively imports brands from German manufacturer Joh.Wilh. von Eicken, Lübeck.[68] Other imported cigarettes include those which are produced by manufacturers located in an Asian country.[69] For a full list of products sold in Australia produced by registered manufacturers see http://www.tobaccoinaustralia.org.au/appendix-1

Use of **unbranded (chop-chop[4]) tobacco** by current smokers of cigarettes could be reported in three possible ways. First, respondents could have named unbranded tobacco as an additional form of tobacco they smoked when asked as part of the primary question above. Second, they could have reported unbranded tobacco as their usual, current or other brand of cigarettes: this could be reported directly, or for those who did not know their brand name or refused to give it, a question asked directly whether the cigarettes/tobacco they were current smoking unbranded or 'chop-chop' tobacco. Finally, all current smokers who did not report any unbranded use in the previous two ways were specifically asked whether, in the past month, they had 'bought loose unbranded tobacco in a plastic bag, that is also known as chop-chop,' and whether they had 'bought unbranded or chop-chop tobacco that has already been rolled into cigarettes.' Due to the very low prevalence of use of unbranded tobacco in this sample, we combined these questions into one variable indicating whether the respondent reported any unbranded use.

Current unbranded tobacco smokers were also asked a series of questions about their tobacco. First, they were asked 'what kind of package did your unbranded/chop-chop cigarettes/tobacco come in?' Response options were as loose tobacco in a plastic bag, as pre-rolled cigarettes in a plastic bag, as pre-rolled cigarettes in an unbranded box, or some

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[4] Unbranded tobacco sold in Australia either as loose tobacco or as pre-rolled cigarettes usually in plastic bags without labelling. (see 70. Scollo M. The pricing and taxation of tobacco products in Australia. In: Scollo M, Winstanley M, eds. Tobacco in Australia: facts and issues. Melbourne, Australia: Cancer Council Victoria; 2012.)

other way. Second, current unbranded smokers were asked to indicate the size of the package of unbranded tobacco they were currently smoking from. Loose unbranded smokers were able to specify the size in grams, or whether their pack was 'small,' 'medium,' or 'large.' Pre-rolled unbranded cigarette smokers were able to indicate the number of cigarettes in their current pack, or if their current pack was 'small,' 'medium,' or 'large.' Loose unbranded tobacco smokers were also asked how long it takes to smoke all the unbranded tobacco in their current pack was assessed. Due to the very low number of current unbranded smokers (weighted n = 31), these more detailed questions were not used in analyses.

Current cigarette smokers who provided their usual and/or current brand name were asked **where they bought their pack of cigarettes**, and responses were configured into five categories: supermarkets; petrol stations; convenience stores (including milk bars, delis, small grocery stores and newsagents/newsstands); specialist tobacconists; and all other store types. They were also asked what **pack size** it was and additional questions to ascertain the price they paid, including, for FM cigarette smokers, whether their current pack was purchased in a **carton** (containing more than 100 cigarettes), **multi-pack** (containing 100 or fewer cigarettes) or as a **single pack**. We configured these variables to assess **cents per FM cigarette stick and cents per 0.8 grams of RYO** tobacco. This weight of tobacco was selected since the excise duty on FM cigarettes is equivalent to RYO tobacco if rolled at 0.8 grams per cigarette[71]. Previous research suggests that this is a generous assumption, as RYO cigarette smokers often roll only 0.5 grams of tobacco into their cigarettes[72]. However, assuming a RYO cigarette uses 0.8 grams of tobacco provides an equivalent to that of cents per FM cigarette stick. Prices that were more than 20% above or below the recommended retail price (RRP; as published in the most recent issue of the *Australian Retail Tobacconist* [73]) were assessed in detail by two researchers. Prices were excluded from analyses if an answer was clearly inaccurate (i.e., the respondent reported a non-existent pack size or carton configuration, and none could be logically imputed), or if the price was unrealistically high or low.

All smokers were also asked two questions assessing **price minimising behaviour**. The first asked if respondents had 'bought a larger quantity of cigarettes, tobacco or cigars than you had originally intended because of a special deal or price discount,' while the second asked

if they had 'tried a different brand because they were cheaper than usual'. The response options for both items was 'yes' or 'no'.

Additionally, all respondents were asked how often in the past month did they think about the money they (used to) spend on smoking ('never'; 'once or twice'; 'several times'; or 'many times'). Smokers were also asked whether 'in the last month, because of a shortage of money, were you unable to pay any important bills on time, such as electricity, telephone or rent bills' with response options 'yes' or 'no'.

All current daily, weekly, and monthly cigarette smokers were asked how many cigarettes they smoked per day, week, or month, respectively. Recent quitters who used to smoke daily were also asked about their past consumption. Responses were recoded into a single daily cigarette consumption variable. In addition, daily cigarette smokers were asked to report the number of minutes after waking that they typically have their first cigarette. We then calculated the **Heaviness of Smoking Index** (HSI) for current smokers using responses to these two questions. Following Heatherton and colleagues[74], daily consumption was divided into four categories: (0) 1–10 cigarettes per day; (1) 11–20 cigarettes per day; (2) 21–30 cigarettes per day; and (3) 31+ cigarettes per day. Time to first cigarette was categorised into the following codes: (0) 61+ minutes; (1) 31–60 minutes; (2) 6–30 minutes; and (3) ≤5 minutes. For daily cigarette smokers, these two variables were summed to form a scale with a range of 0-6, with higher scores indicative of higher heaviness of smoking. All weekly and monthly cigarette smokers were given a score of zero on this index and HSI was not computed for non-cigarette smokers. Where daily cigarette smokers did not provide a response to one of the two required items for HSI, we imputed their value on the HSI by using the same category as per the non-missing item (n=138 with missing data on one of the two variables; 1.6% of daily cigarette smokers). For example, if a respondent had a score of '2' indicating 21-30 cigarettes per day, but were missing data for time to first cigarette, then we applied a score of '2' for their time to first cigarette, giving them an overall score of '4' on the HSI. Smokers who did not provide information for either of these two questions were coded as 'missing'.

6.1.2 Variables measuring the transition to tobacco plain packaging and rollout of Set 2 warnings

In order to monitor the pace of **transition to tobacco plain packaging**, current smokers were asked whether or not their current cigarette pack, tobacco pouch, or cigar package was a plain dark colour with all of its logos removed. We included current FM or RYO cigarette smokers only in analyses and did not correct obvious respondent errors (occurring in a small minority of respondents), such as packs being reported as plain many months prior to October 2012. In addition, we excluded a small number of respondents (4.6% of current FM or RYO cigarette smokers) who said their cigarettes or tobacco were no longer in the original packaging, as well as those who had purchased their current cigarettes at duty free shops or overseas, or who did not know where they purchased their cigarettes. This was done in order to ensure that we measured the roll-out of plain packs among Australian-purchased packs only.

Current smokers were also asked if their current cigarette pack, tobacco pouch, or cigar package had 'a picture health warning that covers more or less than half the front of the pack.' This item resulted in a moderate percentage of respondent error; over the full baseline survey period, 23% of respondents who reported that their current pack was branded incorrectly reported that the health warning covered at least half of the front of the pack ('false positive'). Due to the level of respondent error, this question was excluded from analyses.

Three additional items assessing plain packs were primarily applicable only to the transition phase (1 October 2012 to 1 December 2012). The first of these items asked smokers if they had 'seen cigarettes/tobacco/cigars for sale or being smoked by others which are in a plain dark colour pack with larger picture health warnings.' The second asked if smokers had 'bought cigarettes/tobacco/cigars in a plain dark colour pack with larger picture health warnings.' The third asked if smokers had 'avoided buying a brand because it was in a plain dark colour pack.' Each of these items had a 'yes' or 'no' response option.

From 14 August 2013, we also assessed the **roll-out of the second set of health warnings on plain packs** by asking cigarette smokers two questions. First, cigarette smokers were asked if they had their current cigarette pack or tobacco pouch with them. Those who answered 'yes' were then asked to read out the 'bold white warning text' to the interviewer.

Respondents who had difficulty reading out the text could describe the image on the pack. The text was then coded as being one of the first or second sets of plain packaging GHWs. In terms of the regulations, both the first and second sets could be on packs from 1 August 2013, but only the second set should have been on cigarette packs sold from 1 December 2013.

6.1.3 Appeal-related variables

The following section provides details of the survey items used to evaluate the first objective of plain packaging: to reduce the appeal of tobacco products.

Five questions asked smokers of FM or RYO cigarettes to compare their current tobacco packages or cigarettes to those they were smoking a year ago. Specifically, they were asked to rate their current cigarettes or tobacco as higher, lower or about the same compared to a year ago on **quality**,[75-78] **satisfaction,**[76] **value for money**,[76] and (for those who indicated which brand of cigarettes they smoked at the time of interview) the **appeal of the packaging.**[76, 77, 79-81] For these variables, we compared responses of 'lower' to those who said 'higher' and 'about the same' responses (with those who refused or did not know excluded). From February 2013, FM and RYO cigarette smokers were also asked if their current cigarettes were better, worse or about the same compared to a year ago in taste. As this item was not asked in the survey prior to the implementation of plain packaging, baseline (prior to October 2012) and transition phase (October to December 2012) responses were unavailable to enable examination of change in response patterns before and after plain packaging.

The colour and design of the plain packs were specifically selected to reduce appeal,[7] consistent with empirical studies that demonstrate plain packs are rated as less attractive to consumers than fully branded packs[33]. The new GHWs are also unattractive due to the nature of the health symptoms depicted and described, and prior research demonstrates that more prominent health warnings are associated with lower brand/pack appeal[34]. The market research conducted to guide integration of the GHWs with plain packaging also found prominent warnings reduced the appeal of the pack.[7] Accordingly, **pack disliking** was assessed through a question that asked current FM or RYO cigarette smokers who nominated a brand they currently smoked, the extent to which they agreed or disagreed

('strongly agree' to 'strongly disagree']) that they liked the look of their current cigarette or tobacco pack. For analyses, we dichotomised responses to compare those who somewhat or strongly disagreed they liked the pack to those who agreed or gave a neutral response (and those who refused or did not know excluded).

Incidental exposure to branded tobacco packs helps to establish and reinforce brand identity, as consumers gain information about the types of people who smoke particular brands and use these brands as badge products (a way to differentiate oneself in terms of personal image and identity), which is especially important for young people[18, 82]. Research also shows that consumers differentiate cigarette brands by taste based on pack colour[33]. Two questions were asked regarding perceived differences between cigarette brands. Current smokers and recent quitters of cigarettes were asked whether or not there are differences between brands in **prestige** (response options: 'yes' or 'no', with 'don't know' responses aggregated with the 'yes' category [refusers excluded])[76, 79, 83]. Cigarette smokers were also asked how different cigarette brands are in **taste**, with response options being 'not at all different', 'a little different', 'somewhat different', 'very different').[80, 83, 84] Responses for taste were dichotomised into 'not at all different' versus all other responses including 'don't know' (and refusers were excluded).

Usual brand smokers were asked three additional questions to tap constructs that were supplementary to the appeal-related specific objectives above.

Incidental observation of brands in day-to-day life is a powerful aspect of marketing because such noticing influences the perceived popularity of brands, identifies the type of people who choose particular brands, and increases the fluency with which consumers can recall brands[85-87]. Without the colour and design cues that easily differentiate brands at a glance, it is conceivable that plain packaging may reduce the frequency of incidental encounters with brands[88]. We used a measure of incidental **noticing of smokers' usual brand** (since one's usual brand is easiest to recognise) as a proxy for incidental noticing of key familiar brands in general. Usual brand smokers were asked how often in the past month they noticed other people with their brand of cigarettes ('never'; 'rarely'; 'sometimes'; 'often'; 'very often'). For analyses, responses were dichotomised to compare those who noticed others smoking their brand at least sometimes to those who never or rarely noticed it.

Second, a question to measure **brand connection** asked usual brand smokers to indicate their agreement with the following statement: 'I feel a connection with people who smoke the same brand as me' ('strongly agree' to 'strongly disagree'). Responses were dichotomised to compare those who agreed/strongly agreed with all others.

Australian research suggests that once they establish a usual brand, smokers are known to be highly brand-loyal.[18] Over 95% of regular smokers in Australia report having a usual brand.[89] Therefore, an additional item measuring **brand commitment** asked usual brand smokers what they would do in a hypothetical scenario in which a store did not have their usual brand and variant available. Response options included: buy another variety of their usual brand; buy another brand; or go somewhere else to buy their usual brand. Unprompted responses of 'come back later' were also coded. For analyses, we considered those who would buy another variety of their usual brand or go somewhere else or come back later for their usual brand to be particularly brand loyal and to have a high commitment to purchasing their usual brand. These response options are compared to those who would buy a different brand.

6.1.4 GHW effectiveness variables

A series of survey items were included in the survey to evaluate the second objective of plain packaging: to increase the effectiveness of health warnings.

Increasing the size of GHWs has been found to increase the noticeability of such warnings and their perceived importance[34]. Refreshment of warning content to include new harms or new information about previously promoted harms is associated with improvements in top-of-mind awareness of harms, as well as improved knowledge about harms[34, 90]. Market testing undertaken to develop the proposed larger health warnings to accompany plain packages established that they were more noticeable, understood and believable than smaller warnings[7]. Thus, **noticeability of graphic health warnings** was assessed by asking all respondents 'When you look at a cigarette/tobacco pack, what do you usually notice first: the warning labels, or other aspects of the pack, such as branding?'[24, 90] Unprompted responses of 'I never really look at a pack' (or similar) were also coded. In our measure of GHW noticeability, we compared respondents who indicated they noticed the

warnings first to those who noticed other aspects first or who never really looked at the pack (and excluded refusers and those who did not know).

Although the enhanced health warnings were pre-tested to ensure believability,[7, 9, 10] the use of vivid content and the increase in warning size and prominence on plain packs could nonetheless lead some to question the accuracy of the information.[24] **Exaggeration of publicised harms** was assessed by asking all respondents the extent to which they agreed or disagreed that the dangers of smoking have been exaggerated (response options: 'strongly agree'; 'somewhat disagree'; 'neither agree nor disagree'; 'disagree'; 'strongly disagree'). Responses were dichotomised for analysis to compare those who somewhat or strongly disagreed with those who somewhat or strongly agreed or gave a neutral response (including 'don't know' [and excluding those who refused]); that is, we modelled the proportion of respondents who believed the dangers of smoking are *not exaggerated*.

To assess cognitive response to health warnings, respondents were asked 'In the past month, to what extent, if at all, have the **health warnings on packs made you more motivated to quit smoking (stay quit)**?' ('not at all'; 'a little more'; 'somewhat more; 'much more').[37, 90, 91] We dichotomised responses into 'much more motivated' versus lower levels of motivation (and excluded refusers and those who did not know).

Some have voiced concern that GHWs and/or plain packs will simply be covered up by consumers, potentially undermining impact.[34] However, covering up or concealing cigarette packs has been found to prospectively predict quit attempts over the long-term in population-based studies.[36, 37, 92] Avoidance of GHWs was assessed using two questions. One question asked how often current smokers had deliberately **concealed or covered their pack** in the past month (response options: 'never' 'once or twice' 'several times' 'many times').[37, 75, 77, 90] We compared respondents who indicated they concealed or covered pack several or many times in the past month with those of lesser frequencies (and excluded refusers and those who did not know). The second question asked smokers whether or not (yes/no) they had **requested a pack with a different health warning** in the past month (with refusers and those who did not know again excluded).[90, 93]

6.1.5 Variables assessing perceived harm of brands and variants

The following items were used to evaluate the third objective of plain packaging: to reduce the ability of packaging to mislead consumers about smoking harms.

Objectively speaking, cigarette brands and variants do not differ in harmfulness[94, 95], although an extensive body of research demonstrates that many smokers believe they do.[33, 84, 96-98] Perceptions of harmfulness are able to be manipulated by tobacco companies through the creative use of colours, pack design and descriptive brand and brand variant names.[33, 82, 99]. Studies suggest there is a close correlation between perceived brand taste, strength and harm.[33, 96]

Smokers of FM or RYO cigarettes were asked to rate their current cigarettes or tobacco as **higher, lower or about the same compared to a year ago on harmfulness**. This variable was configured to compare those who said 'higher' to those who said 'lower' or 'about the same' (and excluded those who refused or did not know).

Cigarette smokers who provided their current brand name and recent quitters were asked whether or not **some cigarette brands are more harmful than others** (response options: 'no' or 'yes', with 'don't know' responses coded with 'yes'), so responses indicate those who believe brands *do not differ in harm*.[79, 80, 84]   Cigarette smokers who provided their current brand name and recent quitters were also asked how different the varieties within cigarette brands are in **strength** (response options: 'not at all different'; 'a little different'; 'somewhat different'; 'very different').[76, 78, 96] Responses for variant strength were dichotomised into 'not at all different' versus all other responses (including 'don't know' [but excluding refusers]), so responses indicate those who believe *variants do not differ in strength*.

Finally for usual brand smokers only, one question assessed beliefs in the **harmfulness of one's own brand** by asking the extent to which they agreed with the statement, 'Sometimes I have trouble believing my own cigarette brand is harmful to my health' ('strongly agree' to 5 'strongly disagree'). Responses were dichotomised to compare those who somewhat or strongly disagreed with all others. Thus, the measure we used in analyses indicates that the respondent *does not have trouble believing their brand is harmful*.

6.1.6 Balance between smoking enjoyment and concern

Smoking is sometimes conceptualised as a struggle between factors that enhance the enjoyment of smoking (including factors related to brand appeal and reduction of the symptoms of nicotine withdrawal) and concern about the impact of smoking on oneself (mostly one's health as the main reason cited for quitting, but also cost, social acceptability, loss of control exerted by addiction and other factors)[100, 101]. Therefore, enjoyment of smoking and concern for personal health was assessed, with these two items combined to form a 'balance' variable.

First, all respondents were asked to indicate how often they had thought about how much they **enjoy(ed) smoking** in the past month: never; once or twice; several times; or many times. We compared those who thought about how much they enjoyed smoking several or many times to those who thought about it less often (excluding refusers and those who did not know). Then, to assess **concern for health**, all respondents were asked 'How concerned are you that smoking may affect or has already affected your own personal health?' Response options included: 'not at all'; 'a little concerned'; 'somewhat concerned'; 'very concerned'; and 'extremely concerned'. We dichotomised responses and compared respondents who were very or extremely concerned to all others (excluding refusers and those who did not know).

We created a latent measure of the **balance between enjoyment of smoking and concern** for health by first standardising the enjoyment and concern variables using z-scores (calculated separately for smokers and recent quitters), and then subtracting the standardised 'concern' score from the standardised 'enjoyment' score. After inspecting a histogram of resulting scores to identify natural cut-points, we constructed a three-category variable: more enjoyment, balanced (within half a standard deviation of the mean), and more concern.

6.1.7 Health effects of smoking variables

Several questions assessed the **spontaneous recall** and **prompted recall of smoking-related health effects**. All respondents were first asked whether they believed smoking causes any diseases or illnesses, and those who said yes were asked to list the diseases and illnesses they 'know or believe are caused by smoking'. Interviewers noted all responses precisely as given, and two research staff coded verbatim responses to ensure accuracy and consistency in coding. These freely recalled diseases provide an indication of the health effects that are top-of-mind or salient for respondents, which are likely to be most sensitive to newly presented information in the form of alternating health warnings and/or mass media campaign advertising. Respondents who did not believe smoking causes any diseases or illnesses were not asked to list any diseases or illnesses and they were coded as 'no' for the spontaneous recall of each health effect.

After the unprompted question about health harms, all respondents were asked whether they 'know or believe that smoking causes' each of six different diseases: bladder cancer; blindness; gangrene; harm to unborn babies; mouth cancer; and stroke. We assessed prompted recall of GHW-related health effects using responses to these questions. Five of the health effects (all except bladder cancer) were featured on tobacco packages prior to the implementation of plain packaging. Blindness, gangrene, harm to unborn babies, and mouth cancer were all depicted on Set 1 plain pack health warnings, whereas stroke was depicted on Set B branded packs. There was no prompted question regarding tongue cancer, which was the only new health effect to be featured on the first set of post-plain packaging GHWs. We examined changes over time for each disease.

As **lung cancer** is the most widely accepted health effect of smoking, to try to avoid ceiling effects, we did not include this in the general prompted health effect question. Instead, a separate item asked 'Would you agree that lung cancer is a disease smokers only get when they reach old age' ('strongly agree'; 'agree'; neither agree nor disagree'; 'disagree'; 'strongly disagree'). For analyses, responses were dichotomised to compare those who disagree or strongly disagree (the correct response) to all other responses (including don't know, refused and not applicable).

6.1.8 Media recall and appraisal

Anti-smoking mass media campaigns may be an additional source of influence on smoking beliefs and behaviours and broadcast of such campaigns varies over time and between jurisdictions. A series of questions were included in the survey to assess recall of televised anti-smoking mass media campaigns and if recalled or recognised, to assess reactions to them. Ultimately, we were able to procure alternative independent measures of population exposure to mass media campaigns in the form of Target Audience Rating Points (see Section 6. 3.2 on covariates) and so the self-report items included in the survey were not used in reporting.   However, they are described here for completeness.

Free recall of current anti-smoking advertisements was assessed using three questions. All respondents were first asked if they had seen any anti-smoking advertisements on television in the past month, and those who said yes were asked to describe one of the ads they have seen. After describing one advertisement, these respondents were then asked if they could describe any other advertisement they may have seen. A list of the national and state anti-smoking advertisements known to be on air during the current month was provided to interviewers who coded responses to these two items accordingly. Ambiguous or unclear respondent descriptions were recorded precisely as given, and research staff coded these verbatim responses.

When national anti-smoking television advertisements were on air, prompted questions were also included to assess recognition of the advertisement. All respondents (excluding those who described the national advertisement for the free recall items) were provided with a brief description of the national advertisement/s and then asked if they had seen this ad in the past month.

Respondents who reported having seen an anti-smoking advertisement in the past month were also asked a series of questions assessing their responses to these advertisements. Perceived frequency of exposure to anti-smoking advertisements was assessed by asking respondents how often they thought they had 'seen anti-smoking ads on TV in the past month.' Response options included 'once or twice', 'several times', 'many times', or 'nearly all the time'.

Respondents were also asked 'In the past month, to what extent, if at all, have the anti-smoking advertisements on television made you more motivated to quit smoking (stay

quit)?' ('not at all'; 'a little more'; 'somewhat more; 'much more'). Avoidance of anti-smoking advertisements was assessed by asking 'how often in the past month would you say you looked away, changed the channel, or left the room when anti-smoking ads came on.' Response options included 'never', 'rarely', 'sometimes', 'usually', or 'always'.

Exposure to news media on tobacco was assessed among all respondents using one item asking respondents about news stories relating to smoking or tobacco companies that may have been on television, radio or in the newspapers. This item explicitly stated that it was not referring to advertising. Respondents were asked how often they had 'seen or heard a news story about tobacco smoking or tobacco companies' in the past month ('never'; 'rarely'; 'sometimes'; 'often'; or 'very often').

Lastly, all respondents were asked to indicate approximately the number of hours they would normally spend watching commercial television on an average weekday. This variable was to have been used as a covariate in the analyses of self-reported recall and recognition of anti-smoking advertising campaigns. As previously indicated it was not required once we procured independent estimates of population exposure to mass media campaigns (see Section 6.3.2).

6.1.9 Quitting-related variables

Behavioural micro-indicators of concern about smoking, such as stubbing out one's cigarette early or forgoing a cigarette, are predictive of making subsequent quit attempts.[37]   We asked how often in the past month current smokers had **stubbed out their tobacco product** before they finished because they had thought about the harms of smoking, and how often they had **stopped themselves smoking** when they had an urge to do so. Response options for both variables included never, once or twice, several times, or many times. For both variables, we compared responses of several or many times in the past month to those of lesser frequencies (excluding those who refused or did not know).

Variables that tap conscious thoughts about quitting, such as frequency of thinking about quitting, quitting importance and time-bound quitting intentions, have been found to predict the subsequent making of quit attempts.[36, 38-40] In addition, meta-analyses of 422 correlational studies[25] and 47 experimental studies[26] have demonstrated moderate

to large associations between behavioural intentions and subsequent behaviour change, across a range of health behaviours. Two items measured thoughts about quitting. First, **quitting importance** was measured by asking, 'On a scale from 0 to 10, how important to you is quitting (staying quit) for good, where 0 is not important at all, 5 is fairly important, and 10 is extremely important?' Due to positive skew in the responses (smokers: mean=6.99, median=8; recent quitters: mean = 8.93, median = 10), we dichotomised responses into 'high importance' (a response of 9 or 10) versus 'low-mid importance' (a response of 0 to 8). Second, smokers were asked how often in the past week they had **thought about quitting** (several times per day, once per day, once every few days, once, or not at all). We considered quitting salience to be high for those who thought about quitting at least daily, and compared these respondents to all others (excluding those who refused or did not know), following Dunlop et al [102] who found this outcome to vary in accordance with the level and duration of anti-smoking campaign exposure.

Smokers were asked whether they **intended to quit in the next month**. Those who did intend to quit were then asked whether they had set a **firm date to quit** in the next month. Respondents who did not intend to quit were coded into the 'no firm date' category, and for both questions, those who refused to respond or said they 'don't know/can't say' were assumed not to have an intention or firm date to quit.

Smokers were also asked if they had **ever attempted to quit smoking** (response options: 'yes' or 'no'). Those answering 'yes' were then asked how long ago they had last attempted to quit smoking, and respondents were coded into those who had made a **quit attempt in the past month** compared to those who had not (no quit attempts, or the last quit attempt was more than one month ago). In addition, recent quitters were asked how long it had been since they last smoked, coded as < 1 month and ≥ 1 month.

Smokers who had made at least one quit attempt in the past month and recent quitters who had quit within the past month were also asked 'What particular method, professional help, services or materials did you use, if any, to help your quit attempt.' Respondents were able provide more than one response.

6.1.10 Public support for the plain packaging legislation

We also sought to monitor public support for plain packaging, expecting that this would increase over time, consistent with past observed increases in public support for other tobacco policies once implemented, such as smoke-free laws[103, 104], cigarette display bans[105], and GHWs[34, 90]. **Approval of plain packaging** legislation was assessed among all respondents using a 4-point scale ('strongly approve'; 'somewhat approve'; 'somewhat disapprove; 'strongly disapprove'). We compared those who strongly or somewhat approved of plain packaging to those who somewhat or strongly disapproved or responded 'don't know' (and excluded those who refused).

6.2 Follow-up survey

As indicated earlier, a full description of the follow-up survey is contained in Appendix 3.

6.2.1 Smoking status and smoker characteristics

Smoking status was assessed among baseline recent quitters by asking if they were back to smoking or still stopped, with those responding 'still stopped' asked if they had been quit for the entire time between baseline and follow-up. Baseline smokers and baseline recent quitters who were back to smoking were asked how often they currently smoked (daily, weekly, monthly, less than monthly, or not at all). Those who smoked daily to less than monthly were defined as smokers at follow-up. Recent quitters at follow-up were defined as respondents who were quit at baseline and still quit at follow-up or were smoking at baseline, but were now quit.

To determine **cigarette consumption,** daily, weekly and monthly cigarette smokers were asked how many cigarettes they smoked per day, week or month (respectively), including both FM and RYO cigarettes. For analysis, these were configured into cigarettes per day.

The **type of tobacco product** smoked (e.g., FM or RYO cigarettes, pipes, or cigars) at follow-up was asked of all smokers using the same set of questions as described for the baseline survey. Respondents still smoking the same type of tobacco product were then asked if they were still smoking the same brand and variant as at baseline. For those not smoking the same brand and variant (brand switching), their current brand and variant was then ascertained. Smokers who reported smoking the same brand and variant as at baseline were

also asked if they had tried any other brand or variety since their baseline interview, with those responding 'yes' asked to provide the brand name and variant. Use of unbranded (chop-chop) tobacco by current smokers of cigarettes was identified using the same series of questions as at baseline.

Reasons for **brand switching or trying a different brand** since their baseline survey were ascertained by asking these respondents to indicate whether each of eight reasons accounted for their decision to switch to, or try, another brand: price reasons; health reasons; taste reasons; trying to cut down or quit; bored with my brand; wanted a more satisfying smoke; recommended or offered by someone; or, couldn't get my usual, or preferred, brand. Respondents could select more than one reason for switching to/trying another brand.

Current cigarette smokers who provided their current brand name were also asked what **pack size** it was and additional questions to ascertain the **price** they paid, including for FM cigarette smokers, whether their current pack was purchased in a **carton, multi-pack or as a single pack**. **Place of purchase** for current cigarette smokers who provided their current brand name was also ascertained, using the same categories as at baseline. Lastly, for current smokers who provided their brand, the price paid for their current cigarette pack or tobacco pouch was measured using the same set of questions as per baseline.

6.2.2 GHW effectiveness variables

Respondents were asked the same question as per baseline: 'In the past month, to what extent, if at all, have the **health warnings on packs made you more motivated to quit smoking**?' We dichotomised responses into 'much more motivated' versus lower levels of motivation ('not at all' to 'somewhat').

Avoidance of GHWs was assessed using the same two questions as asked at baseline: how often current smokers had deliberately **concealed or covered their pack** in the past month (several or many times in the past month), and whether or not current smokers had **requested a pack with a different health warning** in the past month.

6.2.3 Quitting-related variables

Frequency of engaging in behavioural micro-indicators of concern about smoking was assessed using the same two items as the baseline survey: how often in the past month current smokers had **stubbed out** their tobacco product before they finished because they had thought about the harms of smoking (several or many times), and how often they had **stopped themselves smoking** when they had an urge to do so (several or many times).

The same two items used at baseline to measure quitting thoughts were asked of follow-up respondents. First, all respondents were asked, 'On a scale from 0 to 10, how **important to you is (staying) quit for good**, where 0 is not important at all, 5 is fairly important, and 10 is extremely important?' As per baseline, due to positive skew in the responses (smokers: mean = 7.03, median = 8; recent quitters: mean = 9.11, median = 10), we dichotomised responses into 'high importance' (a response of 9 or 10) versus 'low-mid importance' (a response of 0 to 8). Second, smokers were asked how often in the **past week they had thought about quitting** (several times per day, once per day, once every few days, once, or not at all), with responses dichotomised into thought about quitting at least daily versus less frequently.

To assess quit attempts since baseline, smokers at follow-up were asked 'over the past month, have you made **any attempts to quit** smoking?' Those answering 'yes' were asked to indicate how many quit attempts they had made in the past month.

Daily FM or RYO cigarette smokers at follow-up were also asked 'In the past month, have you tried to **limit the number of cigarettes you smoke daily**?' Those responding 'yes' were then asked to indicate how many more cigarettes they would smoke if they were not trying to limit consumption: one or two; several; lots; or, it has not made much difference. We compared respondents who reported that they had limited the number of cigarettes smoked by several or lots, with those who had managed to limit the number of cigarettes by only one or two, for whom it had not made much difference, and who had not tried to limit the number of cigarettes smoked per day.

Intentions to quit and **firm dates to quit** in the next month were also assessed amongst follow-up smokers. In line with the baseline survey, those who refused to respond or said they did not know were included, and were assumed not to have had intentions or dates set to quit.

6.3 Covariates

<u>6.3.1 Demographic characteristics</u>

Sex was recorded and age, residential postcode (used to compute SES), and highest levels of educational attainment were asked of all respondents. **Age** was categorised into 18-29 years, 30-49 years, and 50 years and above. Postcode level **SES** was determined using the Australian Bureau of Statistics' Socio-Economic Indices for Areas (SEIFA) 2011 index of relative disadvantage[106]. This index ranks geographic areas (in this case, postcode) on a scale from high to low disadvantage based on resident characteristics. For analyses, respondents living in postcodes ranked in the bottom two quintiles of the national index (0-40%) are considered low-SES, those in the third and fourth quintiles (41-80%) are mid-SES, and those in the highest quintile (81-100%) are high-SES. Finally, **educational attainment** was recoded into three groups: less than high school; high school or some tertiary; tertiary or higher. Respondents who answered don't know or refused (n=112; 1.1% of all respondents) were coded into the 'high school or some tertiary' category, given that this category contained the highest proportion of respondents in the sample. For recent quitters, **time since quit** was also included as a covariate (coded as ≤1 month quit versus > 1 month quit).

<u>6.3.2 Anti-smoking mass media campaigns</u>

We sourced records from ACNielsen of monthly Target Audience Rating Points (TARPs) for adults aged 18 and over for all anti-smoking campaigns that aired on television over the survey period. TARPs represent an average potential exposure to advertising, with 100 TARPs equivalent to an average of one potential advertisement exposure per month for all adults within a media market. Separate TARPs were acquired for metropolitan and regional media markets, and using their postcode data, respondents were coded into media markets using OzTAM coverage maps. Respondents from the Northern Territory were assigned the TARPs for regional Queensland given that media market specific TARPs data was not available for this region. TARPs were then merged with survey data by media market and survey date. For respondents surveyed on or after the 16th of the month, the current month's TARPs were assigned. For respondents surveyed before the 16th of the month, the

previous month's TARPs were used. Based on past research, we used a cumulative sum of the previous three months' TARPs as the covariate,[102, 107] and created separate measures for use in the baseline (three months prior to baseline survey) and follow-up (three months prior to follow-up survey) analyses.

6.3.3 Cigarette costliness

Cigarette costliness in the month of interview was calculated as the ratio of the average recommended retail price of the top 10 brands (weighted by market share) to the average weekly earnings for each respondents' jurisdiction of residence.   Pack price data was obtained from six issues of the Australian Retail Tobacconist (February-April 2012 through to January-March 2014). Market share for the top 10 selling brands in Australia was obtained for 2012 and 2013 [108]. Average weekly earnings for each state/territory are produced bi-yearly and were obtained for 2012, 2013 and 2014[109]. We used percentage change in costliness over the past three months as the covariate (mean percentage change for total baseline survey period=0.173, SE=0.010; months of excise/customs duty indexation: August 2012=−0.095, SE=0.034; February 2013= 3.37, SE=0.044; August 2013=0.327, SE=0.65). Using the same methods, we also created separate measures applicable for use in the follow-up analyses.

6.3.4 Season

Based on past analyses examining quitting interest and behaviours,[110] we constructed indicator variables to account for a tendency for there to be reduced interest in and attempts to quit during the last two survey weeks in December prior to Christmas (1 = last two survey weeks in December; 0 = all other weeks), and greater interest in and attempts to quit during the first two weeks of January (1 = first two weeks in January; 0 = all other weeks). This variable was used only in sensitivity testing to explore if the Christmas-New Year season influenced the pattern of responses.

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Appendices

Appendix 1: Geographical quota structure, by wave

Region	2010 NDSHS (%)	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5		Wave 6	
		Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)
Landline strata													
Sydney	18.3	36	36	36	36	36	35	36	36	36	38	34	33
Rest of NSW	12.5	25	21	27	27	25	26	25	25	25	28	23	23
Melbourne	17.8	35	36	35	35	35	35	35	35	35	35	35	35
Rest of VIC	7.2	14	14	14	14	14	15	14	14	14	14	14	14
Brisbane	8.3	17	17	17	17	17	17	17	17	17	17	17	17
Rest of QLD	13.1	26	21	28	28	26	26	26	26	26	25	26	27
Adelaide	5.5	11	11	11	11	11	11	11	11	11	11	11	11
Rest of SA	1.8	4	5	4	4	4	3	5	6	3	3	4	4
Perth	7.3	15	15	15	15	15	15	15	15	15	15	15	15
Rest of WA	3.2	6	8	6	6	6	5	6	6	6	5	7	7
Hobart	0.9	2	2	2	2	2	2	2	2	2	3	1	1
Rest of TAS	1.4	3	3	3	3	3	3	3	3	3	3	3	3
Darwin	1.3	2	2	2	2	2	2	2	2	2	2	2	2
Rest of NT	0.8	1	1	1	1	1	1	1	1	1	1	1	1
ACT	0.6	3	2	4	4	3	3	3	3	3	3	3	3
Total landline	100	200	194	205	205	200	199	201	202	199	203	196	196
Mobile strata													
National	-	200	201	200	200	200	200	200	200	200	196	204	204
TOTAL		400	395	405	405	400	399	401	402	399	399	400	400

Region	2010 NDSHS (%)	Wave 7		Wave 8		Wave 9		Wave 10		Wave 11		Wave 12	
		Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)
Landline strata													
Sydney	18.3	36	36	36	35	36	36	36	36	36	36	27	27
Rest of NSW	12.5	25	25	25	26	25	25	25	25	25	27	18	18
Melbourne	17.8	35	35	35	34	35	35	35	35	35	35	26	26
Rest of VIC	7.2	14	14	14	14	14	14	14	14	14	14	12	12
Brisbane	8.3	17	17	17	17	17	17	17	17	17	17	12	12
Rest of QLD	13.1	26	26	26	25	26	26	26	26	25	25	20	20
Adelaide	5.5	11	11	11	11	11	11	11	11	11	11	7	7
Rest of SA	1.8	4	4	4	4	4	4	4	4	4	4	3	3
Perth	7.3	15	15	15	15	15	15	15	14	15	15	11	11
Rest of WA	3.2	6	6	6	5	6	6	6	7	6	6	7	7
Hobart	0.9	2	2	2	3	2	2	2	2	2	1	3	3
Rest of TAS	1.4	3	3	3	2	3	3	3	3	3	3	2	2
Darwin	1.3	2	2	2	2	2	1	3	3	3	2	2	2
Rest of NT	0.8	1	1	1	1	1	1	1	1	1	1	1	1
ACT	0.6	3	3	3	3	3	3	3	3	3	2	2	2
Total landline	100	200	200	200	197	200	199	201	201	200	199	153	153
Mobile strata													
National	-	200	200	200	200	200	200	200	200	200	200	150	150
TOTAL		400	400	400	397	400	399	401	401	400	399	303	303

Region	2010 NDSHS (%)	Wave 13		Wave 14		Wave 15		Wave 16		Wave 17		Wave 18	
		Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)
Landline strata													
Sydney	18.3	36	26	36	36	36	37	36	37	36	37	35	35
Rest of NSW	12.5	25	25	25	25	25	25	25	25	25	26	24	24
Melbourne	17.8	35	35	35	35	35	35	35	37	35	34	36	36
Rest of VIC	7.2	14	14	14	14	14	14	14	13	14	13	15	15
Brisbane	8.3	17	17	17	18	16	14	16	15	16	17	17	17
Rest of QLD	13.1	26	26	27	27	26	26	26	26	26	27	25	25
Adelaide	5.5	11	11	11	11	11	11	11	11	11	11	11	11
Rest of SA	1.8	4	4	4	4	4	4	4	4	4	4	4	4
Perth	7.3	15	15	14	14	16	16	16	14	16	15	15	15
Rest of WA	3.2	6	6	6	6	6	6	6	7	6	5	7	7
Hobart	0.9	2	2	3	4	1	1	1	1	1	2	2	2
Rest of TAS	1.4	3	3	3	2	4	5	4	4	4	3	3	3
Darwin	1.3	2	3	2	2	2	2	2	2	2	2	2	2
Rest of NT	0.8	1	0	1	1	1	1	1	1	1	1	1	1
ACT	0.6	3	3	3	3	3	3	3	3	3	3	3	3
Total landline	100	200	200	201	202	200	200	200	200	200	200	200	200
Mobile strata													
National	-	200	200	200	200	200	200	200	200	200	200	200	200
TOTAL		400	400	401	402	400	400	400	400	400	400	400	400

Region	2010 NDSHS (%)	Wave 19		Wave 20		Wave 21		Wave 22		Wave 23		Wave 24	
		Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)	Target (n)	Achieved (n)
Landline strata													
Sydney	18.3	36	36	36	39	33	33	36	35	37	33	40	38
Rest of NSW	12.5	25	25	25	26	24	24	25	26	24	26	23	23
Melbourne	17.8	35	35	35	36	34	34	35	35	35	40	30	33
Rest of VIC	7.2	14	14	14	14	14	14	14	15	13	12	15	15
Brisbane	8.3	17	17	17	17	17	17	17	16	18	15	20	20
Rest of QLD	13.1	26	26	26	23	29	29	26	26	26	26	26	26
Adelaide	5.5	11	11	11	10	12	12	11	10	12	12	11	11
Rest of SA	1.8	4	4	4	4	4	4	4	4	4	4	4	4
Perth	7.3	15	15	15	15	15	15	15	15	15	16	14	14
Rest of WA	3.2	6	6	6	6	6	6	6	6	6	6	6	6
Hobart	0.9	2	2	2	2	2	2	2	2	2	3	1	1
Rest of TAS	1.4	3	3	3	3	3	3	3	3	3	3	3	3
Darwin	1.3	2	2	2	1	3	3	2	2	2	2	2	2
Rest of NT	0.8	1	1	1	1	1	1	1	1	1	0	2	1
ACT	0.6	3	3	3	3	3	3	3	3	3	3	3	3
Total landline	100	200	200	200	200	200	200	200	199	201	201	200	200
Mobile strata													
National	-	200	200	200	200	200	207	200	200	200	200	200	200
TOTAL		400	400	400	400	400	407	400	399	401	401	400	400

Region	2010 NDSHS (%)	Wave 25		Wave 26	
		Target (n)	Achieved (n)	Target (n)	Achieved (n)
Landline strata					
Sydney	18.3	36	36	36	36
Rest of NSW	12.5	25	26	25	26
Melbourne	17.8	35	37	35	35
Rest of VIC	7.2	14	14	14	14
Brisbane	8.3	16	15	16	15
Rest of QLD	13.1	25	24	25	25
Adelaide	5.5	11	11	11	11
Rest of SA	1.8	4	4	4	4
Perth	7.3	15	15	15	15
Rest of WA	3.2	6	5	6	6
Hobart	0.9	2	2	2	2
Rest of TAS	1.4	4	4	4	5
Darwin	1.3	2	2	2	2
Rest of NT	0.8	2	2	2	0
ACT	0.6	3	3	3	4
Total landline	100	200	200	200	200
Mobile strata					
National	-	200	200	200	200
TOTAL		400	400	400	400

Appendix 2: Baseline survey

*INTRODUCTION

*(ALL)
SAMTYP
      1.   Landline
      2.   Mobile

*PROGRAMMER NOTE: (MOBILE SAMPLE ONLY) IF SAMTYP = 2 GO TO ANSMOB FOR
SCRIPT. IF SAMTYP = 1 GO TO INTRO

ANSMOB Good morning/afternoon/evening. My name is <SAY NAME>. I'm calling on behalf of the
Social Research Centre. I was calling to invite you to participate in an important study we're
conducting. There is no need to respond to this phone call, we'll try back in a couple of days to see if
you'd like to take part. We look forward to speaking with you then. Thank you.

*(ALL)
INTRO Good (morning/afternoon/evening). My name is (…). I'm calling from the Social Research
Centre on behalf of the Australian Government Department of Health and Ageing to carry out
an important public health survey.

      IF NECESSARY: This short survey is conducted each month. The information from this
survey will help the government develop and evaluate public health programs to help reduce
premature death and disease in Australia.

      IF NECESSARY: This call is for public health research and is NOT a sales call. Any
information provided is protected by strict Commonwealth and State privacy laws.

      1.   Continue
      2.   Refused (AVOID – ATTEMPT CONVERSION) (GO TO RR1)
      3.   Make HARD appointment
      4.   Make SOFT appointment
      5.   Back to SMS

      IF QUERY HOW MOBILE NUMBER WAS OBTAINED, SAY: Your mobile number was
randomly generated by computer. We find this is a good way to try to include people in the
study who may not be contactable on a landline phone.

*(LANDLINE SAMPLE, SAMTYP = 1)
A1. To see if someone in this household is able to help with this study may I please speak to the
youngest male at home aged 18 – 69 years of age?

      IF NO MALES ASK: Then may I please speak to the youngest female at home aged 18 – 69
years of age?
      IF SOMEONE AGED 18 TO 69 YEARS OF AGE NOT AVAILABLE MAKE APPOINTMENT
      IF NECESSARY: This call is for public health research and is NOT a sales call. Any
information provided is protected by strict Commonwealth and State privacy laws.

      1.   Continue with selected respondent (GO TO A4)
      2.   Change respondent (GO TO A1b)
      3.   Make HARD appointment
      4.   Make SOFT appointment
      5.   Household refusal (GO TO RR1)
      6.   Respondent refusal (GO TO RR1)
      7.   No-one 18-69 years (GO TO TERM2)

*(SELECTED RESPONDENT, A1 = 2)

A1b
RE-INTRODUCE: Good (morning / afternoon /evening). My name is (...). I'm calling on behalf of the Australian Government Department of Health and Ageing from the Social Research Centre. The reason for this call is to invite you to take part in an important public health survey. This short survey is conducted each month to provide vital public health information.

IF NECESSARY: This call is for public health research and is NOT a sales call. Any information provided is protected by strict Commonwealth and State privacy laws.

    1.   Continue with selected respondent (GO TO A4)
    2.   Make HARD appointment
    3.   Make SOFT appointment
    4.   Respondent refusal (GO TO RR1)

*(MOBILE SAMPLE, SAMTYP =2)
A2   Just so I know your time zone, may I please check what state or territory you live in?

        1.   New South Wales
        2.   Victoria
        3.   Queensland
        4.   South Australia
        5.   Western Australia
        6.   Tasmania
        7.   Northern Territory
        8.   Australian Capital Territory
        10.   (Refused) (GO TO TERM 3)

*PROGRAMMER NOTE – WRITE STATE / TERRITORY TO SAMPLE RECORD

*(MOBILE SAMPLE, SAMTYP=2)
A3   May I just check whether it is safe for you to take this call at the moment? If not, we'd be happy to call you back when it is more convenient for you.

        1.   Safe to take call
        2.   Not safe to take call   (GO TO A3b)
        3.   Refusal   (GO TO RR1)

*(MOBILE SAMPLE, NOT SAFE TO TAKE CALL, A3 =2)
A3b   Do you want me to call you back on this number or would you prefer I call back on your home phone?

        1.   This number (TYPE STOP, MAKE APPOINTMENT)
        2.   Home phone (TYPE STOP, MAKE APPOINTMENT, RECORD HOME PHONE NUMBER)
        3.   Respondent refusal (GO TO RR1)

*(MOBILE SAMPLE, NOT SAFE TO TAKE CALL, A3 =2)
A4b   INTERVIEWER RECORD:
        Is this a HARD or SOFT appointment?

        1.   HARD appointment
        2.   SOFT appointment

*(MOBILE SAMPLE, SAFE TO TAKE CALL, A3 =1)
A3c   To help with this important research, we are interested in speaking with people aged 18 to 69. Can I also just check, are you in that age range?

        1.   Yes 18 to 69
        2.   No - Under 18 (GO TO TERM2)
        3.   No - Aged 70+ (GO TO TERM2)

4.   Respondent refusal (GO TO TERM1)

*(ALL)

A4   Would you mind answering a couple of quick questions to see if you qualify?

IF NECESSARY: This survey involves answering a series of questions which will take about 15 minutes to complete, but first I'd just like to ask you a few questions to see if you qualify – it should only take a minute or two.

IF NECESSARY: The information from this survey will help the government to develop and evaluate public health programs to help reduce premature death and disease.

IF NECESSARY: This call is for public health research and NOT a sales call. Any information provided is protected by strict Commonwealth and State privacy laws.

1.   Continue
2.   HARD appointment
3.   Make SOFT appointment
4.   Refusal (GO TO RR1)

*(ALL)

PMON. Just to let you know, this call may be monitored for training and quality purposes. Is that ok with you?

1.   Monitoring allowed
2.   Monitoring not permitted

*RECRUITMENT / SCREENING

*(ALL)
B1a   Can you please tell me your age in years?

    1.   RECORD AGE (ALLOWABLE RANGE: 18 TO 69 YEARS)
    2.   Not aged 18 to 69 (GO TO TERM2)
    3.   Refused (GO TO B1b)

*(AGE REFUSED, B1a=3)
B1b   Are you:
      READ OUT

    1.   Less than 18 years old   (GO TO TERM2)
    2.   18-24 years old
    3.   25-29 years old
    4.   30-34 years old
    5.   35-39 years old
    6.   40-44 years old
    7.   45-49 years old
    8.   50-54 years old
    9.   55-59 years old
    10.   60-64 years old
    11.   65-69 years old
    12.   70 or older   (GO TO TERM2)
    13.   (Don't know/Can't say)   (GO TO TERM1)
    14.   (Refused)   (GO TO TERM1)

*PROGRAMMER NOTE: IF B1a = 18 TO 69 OR B1b = 2 TO 11 (AGED 18 TO 69) CONTINUE,
ELSE TERMINATE (TERM2)

*(ALL)
B7   RECORD GENDER

    Interviewer to determine participant's gender.

    1. Male
    2. Female

W1   What is the postcode where you live?

    DISPLAY SAMPLE POSTCODE

    1.   Postcode from sample correct
    2.   Collect postcode (Specify) (RANGE 800 TO 9729)
    3.   Don't know/can't say) (Specify suburb)
4.   (Refused)

*(ALL)
B2   Have you ever smoked?
    1.   Yes   (GO TO B3)
    2.   No   (GO TO TERM4)

*(EVER SMOKED, B2 = 1)
B3   How often do you currently smoke? Would that be...

    READ OUT
    1.   Daily   (GO TO B8)
    2.   Weekly   (GO TO B8)
    3.   Monthly   (GO TO B4a)

4.   Less than monthly   (GO TO B4a)
5.   or Not at all   (GO TO B5)
6.   (Don't know/Can't say)   (GO TO TERM4)
7.   (Refused)   (GO TO TERM4)

*(MONTHLY OR LESS THAN MONTHLY SMKR, B3=3 OR B3=4)

B4a   Do you consider yourself a smoker, a social smoker, or an ex-smoker?

1.   Smoker
2.   Social smoker
3.   Ex-smoker   (GO TO B5)
4.   Don't know/can't say (GO TO TERM4)
5.   Refused (GO TO TERM4)

*(CURRENTLY SMOKES NOT AT ALL [B3=5], OR SMKR MONTHLY OR LESS THAN MONTHLY AND CONSIDERS SELF AN EX-SMKR [B4a=3])

B5   When did you finally quit smoking? Would that have been…

IF SAYS ONE YEAR, ASK: Is that more or less than 12 months? IF <12 months or 12 months exactly, code to response 1.

READ OUT

1. Within the last 12 months   (IF B5=1 GO TO B6, ELSE GO TO B8)
2. or Over 12 months ago   (GO TO TERM4)
8. (Don't know)   (GO TO TERM4)
9. (Refused)   (GO TO TERM4)

*(QUIT IN THE LAST 12 MONTHS [B5=1])

B6   How long has it been since you last smoked?

RECORD DAYS/WEEKS/MONTHS ACCORDING TO HOW RESPONDENT DESCRIBES IT

1.   Enter days ago   (ALLOWABLE RANGE 1-365)
2.   Enter weeks ago (ALLOWABLE RANGE 1-52)
3.   Enter months ago (ALLOWABLE RANGE 1-12)
4.   More than 12 months ago (GO TO TERM4)
8.   (Don't know)
9.   (Refused)

*(B6=DK or REFUSED, B6=8 or 9)

B6a   Would it have been within the last 12 months, or over twelve months ago?

1.   Within last 12 months
2.   Over 12 months ago (GO TO TERM4)
8.   Don't know (GO TO TERM4)
9.   Refused (GO TO TERM4)

B8   CURRENT SMOKING STATUS

    1.   Daily smoker (B3=1)
    2.   Weekly smoker (B3 =2)
    3.   Monthly or less smoker AND considers self a smoker or social smoker (B3=3 OR B3=4) & (B4a=1 or 2)
    4.   Monthly or less smoker AND considers self ex-smoker AND last smoked <12 months ago ((B3=3 OR B3=4) AND (B4a=3) AND (B6<4 OR B6a=1))
    5.   Not at all smokes AND last smoked<12 months ago (B3=5 AND (B6<4 OR B6a=1))
    6.   Other (GO TO TERM4)

B8DUM SMKRQ

    1.   Smoker (B8 = 1 or 2 or 3)
    2.   Recent quitter (B8 = 4 or 5)

*PROGRAMMER NOTE: IF SMKR OR RECQUIT AND AGED 18-69 AND QUOTA FOR STATE/TERRITORY NOT FULL, CONTINUE

*(IF MONTHLY QUOTA FOR STATE/TERRITORY IS FULL, MAKE APPOINTMENT FOR NEXT MONTH INTERVIEW – GO TO TERM5)

*(SMKR OR RECQUIT, B8DUM = 1 or 2)
B9   That's great, you qualify to participate. This survey involves answering a series of questions today which will take about 15-20 minutes depending on your answers. All information you give us will be strictly confidential. We'd prefer that you answer all the questions, but if there are any that you don't want to answer, that's fine, just let me know.

    1.   Continue
    2.   HARD appointment
    3.   Make SOFT appointment
    4.   Refusal (GO TO RR1)

QUIT ATTEMPTS AND INTENTIONS

*(SMKR, B8DUM = 1)
C1a   First, some questions about trying to quit. Have you ever attempted to quit smoking?

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

*(EVER TRIED TO QUIT, C1a = 1)
C1b   How long ago did you last attempt to quit smoking?

       1.   Enter days ago (ALLOWABLE RANGE 1-365)
       2.   Enter weeks ago (ALLOWABLE RANGE 1-52)
       3.   Enter months ago (ALLOWABLE RANGE 1-12)
       4.   More than 12 months ago (GO TO C4)
       6.   Not applicable
       7.   Don't know/ can't say
       8.   Refused

*(EVER TRIED TO QUIT, DK WHEN, C1a=1 and C1b=6-8)
C1c   Would it have been within the last 12 months, or over twelve months ago?

       1.   Within last 12 months
       2.   Over 12 months ago (GO TO C4)
       6.   Not applicable (GO TO C4)
       7.   Don't know/can't say (GO TO C4)
       8.   Refused (GO TO C4)

*(RECQUIT WHO QUIT IN PAST MONTH, B8DUM = 2 & B6 <=1 MTH) OR (SMKR WHO
ATTEMPTED TO QUIT IN PAST MONTH, B8DUM = 1 & C1b <=1 MTH)
C3   What particular method, professional help, services or materials did you use, if any, to help
       your quit attempt?

       PROBE: ANYTHING ELSE?

       INTERVIEWER NOTE: If respond with nicotine replacement therapy, ask if it was prescribed
       by a doctor or if they just bought it themselves (e.g., from a supermarket, chemist)/over the
       counter

       MULTIPLE RESPONSE

       1.   Prescription nicotine replacement therapy (gum, patch, inhaler, lozenges)
       2.   Over the counter nicotine replacement therapy (gum, patch, inhaler, lozenges)
       3.   Prescribed medication other than NRT (Zyban, bupropion, Champix)
       4.   Doctor/GP/medical specialist/clinic advice
       5.   Advice from other health professional (pharmacist, dentist etc)
       6.   Called Quitline/telephone help
       7.   Internet/website/online quit smoking help/program
       8.   Written resource/pamphlet/booklet
       9.   Stop smoking group/Smokenders
       10.   Support from family/friends
       11.   Cold turkey
       12.   Willpower
       13.   Cut down on amount smoked
       14.   Changed to a different product (eg pipe, RYO)
       15.   Changed to different cigarette brand or variant
       16.   Other (specify)

17.	None of the above ^s
18.	Don't know/can't say ^s
19.	Refused ^s

*(SMKR, B8DUM = 1)
C4	During the past week, how often have you thought about quitting?

READ OUT
1.	Several times a day
2.	Once a day
3.	Once every few days
4.	Once
5.	Not at all
6.	(Don't know/can't say)
7.	(Refused)

*(ALL)
C5	i. (SMKR, B8DUM = 1) On a scale from 0 to 10, how important to you is quitting for good, where 0 is not important at all, 5 is fairly important and 10 is extremely important?

ii. *(RECQUIT, B8DUM = 2) On a scale from 0 to 10, how important to you is staying quit, where 0 is not important at all, 5 is fairly important and 10 is extremely important?

1.	_____ (ENTER SCORE 0-10 ALLOWABLE RANGE) (ROUND UP DECIMALS)
2.	Not applicable
3.	Don't know/can't say
4.	Refused

*(SMKR, B8DUM = 1)
C6a	Do you intend to quit in the next month?

1	Yes
2	No	(GO TO D1)
3	Not applicable	(GO TO D1)
4	Don't know/can't say	(GO TO D1)
5	Refused	(GO TO D1)

*(INTENDS TO QUIT NEXT MONTH, C6a = 1)
C6b	Have you set a firm date to quit in the next month?
	(IF NEEDED: Have you set a firm date in the next month to quit by?)

1	Yes
2	No
3	Not applicable
4	Don't know/can't say
5	Refused

D. PRODUCT INFORMATION

*(ALL)
D1   (SMKR, B8DUM = 1) Do you currently smoke…
          (RECQUIT, B8DUM = 2) Did you used to smoke…

          READ OUT

          1.   Factory-made cigarettes only? (GO TO D2)
          2.   Roll-your-own cigarettes only? (GO TO D2)
          3.   Or both?
          4.   Or neither of these? (GO TO D2)
          5.   (Not applicable) (GO TO D2)
          6.   (Don't know/can't say) (GO TO D2)
          7.   (Refused) (GO TO D2)

*(SMOKES OR SMOKED BOTH FMC AND RYO, D1=3)
D1a
          (SMKR, B8DUM = 1) Which of those two products are you smoking more of at the moment?
          (RECQUIT, B8DUM = 2) Which of those two products did you smoke more of?

          1.   Factory-made cigarettes
          2.   Roll-your-own cigarettes
          3.   Both about equally
          4.   (Not applicable
          5.   (Don't know/can't say)
          6.   (Refused)

*(ALL)
D2
          (SMKR, B8DUM = 1) Do you currently smoke any other form of tobacco? (If yes, what do you
          smoke?)
          (RECQUIT, B8DUM = 2) Did you used to smoke any other form of tobacco?

          INTERVIEWER NOTE: If response is ROLL YOUR OWN go back to D1 and code
          appropriately

          (MULTIPLE RESPONSE)

          1.   No ^s
          2.   Yes, cigars
          3.   Yes, pipe
          4.   Yes, waterpipe
          5.   Yes, bidi
          6.   Yes, e-cigarette
          7.   Yes, chop-chop/unbranded tobacco
          8.   Yes, other specify _____
          9.   Not applicable ^s
          10.   Don't know/can't say ^s
          11.   Refused ^s

*(CIGAR AND PIPE SMKR, D2=2 AND D2=3)
D2a   (SMKR B8DUM=1) Which of those two products are you smoking most of at the moment?
          (RECQUIT B8DUM=2) Which of those two products did you smoke most of?

          READ OUT

          1.   Cigars
          2.   or Pipe
          3.   (About equal)

4.   (Not applicable)
5.   (Don't know/can't say)
6.   (Refused)

*(SMOKED CIGARS MORE THAN PIPES, (D2 = 2 and D2~=3) OR (D2=2 & D2=3 & D2a=1, 3, 4, 5, 6)

D2b   (SMKR B8DUM=1) Thinking now about just cigars, do you currently smoke single cigars or boxed cigars?
(RECQUIT B8DUM=2) Thinking now about just cigars, did you smoke single cigars or boxed cigars?

1.   Single or mostly single
2.   Boxed or mostly boxed
3.   Both about equally
4.   Not applicable
5.   Don't know

*(SMKR, B8DUM =1)
D2aDUM   SMOKER - MAIN TOBACCO PRODUCT(S)

1.   SMKR Factory-made cigarettes (D1 = 1)
2.   SMKR Roll-your-own cigarettes (D1 = 2)
3.   SMKR Factory-made and Roll-your-own (D1 = 3)
4.   SMKR Cigars ONLY (D1 > 3 AND ([D2 = 2 AND D2 DOES NOT = 3] OR [D2a = 1 or 3 or 4 or 5 or 6]))
5.   SMKR Pipe only ONLY (D1 > 3 AND ([D2 = 3 AND D2 DOES NOT = 2] OR [D2a = 2]))
6   SMKR Something else (D1 > 3 AND ([D2 =1 OR >3] AND D2 DOES NOT = 2 OR 3))

*(RECQUIT, B8DUM =2)
D2bDUM   RECQUIT - MAIN TOBACCO PRODUCT(S)

1.   RECQUIT Factory-made cigarettes (D1 = 1)
2.   RECQUIT Roll-your-own cigarettes (D1 = 2)
3.   RECQUIT Factory-made and Roll-your-own (D1 = 3)
4.   RECQUIT Cigars ONLY (D1 > 3 AND ([D2 = 2 AND D2 DOES NOT = 3] OR [D2a = 1 or 3 or 4 or 4 or 6]))
5.   RECQUIT Pipe only ONLY (D1 > 3 AND ([D2 = 3 AND D2 DOES NOT = 2] OR [D2a = 2]))
6   RECQUIT Something else (D1 > 3 AND ([D2 =1 OR >3] AND D2 DOES NOT = 2 OR 3))

*(RECQUIT, B8DUM = 2)
D3   Before you quit, were you smoking …

READ OUT

1.   Daily   (GO TO D4a)
2.   Weekly   (GO TO D4b)
3.   Monthly   (GO TO D4c)
4.   Or Less than monthly   (GO TO D5)
5.   (Not applicable)   (GO TO D5)
6.   (Don't know/can't say)   (GO TO D5)
7.   (Refused)   (GO TO D5)

*(DAILY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B8=1)
*(DAILY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=1)

D4a(i)   (DAILY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B8=1) On average how many cigarettes do you smoke each day< IF D1=3 (SMOKES BOTH), INSERT: including both factory made and roll-your-own cigarettes>?

(DAILY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=1) On average how many cigarettes did you used to smoke each day <IF D1=3 (SMOKES BOTH), INSERT: including both factory-made and roll-your-own cigarettes?

INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the midpoint of the range and round up (e.g. 17.5 becomes 18)

1.   Enter number of cigarettes per day (ALLOWABLE RANGE 1-100)
8.   Refused
9.   Don't know

*(DAILY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B8=1)

D4a(ii)   How soon after waking do you usually have your first smoke?

INTERVIEWER NOTE: Respondent can answer with one time unit, or use both hours and minutes to give a more accurate answer.

INTERVIEW NOTE: If response is less than a minute, code as 1 minute.

1.   Response given in minutes (ALLOWABLE RANGE 1 TO 240)
2.   Response given in hours (ALLOWABLE RANGE 0.1 TO 24)
3.   Response given in minutes and hours
         Record minutes (ALLOWABLE RANGE 1 TO 60)
         Record hours (ALLOWABLE RANGE 1 TO 24)
7.   Not applicable
8.   Refused
9.   Don't know

*(WEEKLY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B8=2)
*(WEEKLY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=2)

D4b   (WEEKLY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B8=2) On average how many cigarettes do you smoke each week <IF D1=3 (SMOKES BOTH) INSERT: including both factory made and roll-your-own cigarettes>?

(WEEKLY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=2) On average how many cigarettes did you used to smoke each week <IF D1=3 (SMOKES BOTH) INSERT: including both factory-made and roll-your-own cigarettes?>?

INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the midpoint of the range and round up (e.g. 17.5 becomes 18)

1.   Enter number of cigarettes per week (ALLOWABLE RANGE 1-700)
8.   Refused
9.   Don't know

*(MONTHLY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B3=3 AND B4a=1 or 2)
*(MONTHLY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=3)

D4c
   (MONTHLY CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND B3=3 AND B4a=1 or 2)
   On average how many cigarettes do you smoke each month <IF D1=3 SMOKES BOTH) INSERT: including both factory made and roll-your-own cigarettes>?

   (MONTHLY CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3 AND D3=3)

On average how many cigarettes did you used to smoke each month <IF D1=3 SMOKES BOTH) INSERT: including both factory made and roll-your-own cigarettes>?

INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the midpoint of the range and round up (e.g. 17.5 becomes 18)

1. Enter number of cigarettes per month (ALLOWABLE RANGE 1-700)
8. Refused
9. Don't know

*(CIGARETTE SMKR, D2aDUM = 1, 2 OR 3, OR CIGARETTE RECQUIT, D2bDUM = 1, 2 OR 3)

D5 (IF D2aDUM = 1) Do you have a regular brand and variety of factory made cigarettes that you smoke more than any other?
(IF D2aDUM = 2) Do you have a regular brand and variety of roll-your-own tobacco that you smoke more than any other?
(IF D2aDUM = 3) Do you have a regular brand and variety of factory made cigarettes or roll-your own tobacco that you smoke more than any other?

(IF D2bDUM = 1) Did you have a regular brand and variety of factory made cigarettes that you smoke more than any other?
(IF D2bDUM = 2) Did you have a regular brand and variety of roll-your-own tobacco that you smoke more than any other?
(IF D2bDUM = 3) Did you have a regular brand and variety of factory made cigarettes or roll-your own tobacco that you smoke more than any other?

INTERVIEW NOTE: IF NEEDED, SAY: one that you smoke/used to smoke more than any other?

1. Yes
2. No
3. Not applicable
4. Don't know/can't say
5. Refused

*(SMKR WHO SMOKES BOTH, D2aDUM = 3)
*(RECQUIT WHO SMOKED BOTH AND HAD REGULAR BRAND, D2bDUM = 3 AND D5 =1)

D6 (SMKR, B8DUM = 1) Is your <<IF D5=1: regular / IF D5=2-5: current>> brand and variety factory made cigarettes or roll-your own tobacco?
(RECQUIT, B8DUM = 2) Was the brand and variety you used to regularly smoke factory made cigarettes or roll-your own tobacco?

1. Factory made
2. Roll-your own

*(CIGARETTE SMKR, D2aDUM = 1, 2 OR 3)
*(CIGARETTE RECQUIT WHO HAD REGULAR BRAND, D2bDUM = 1, 2 OR 3 AND D5 =1)
D6aDUM   BRAND STATUS REGULAR / CURRENT / PAST REGULAR

1. Regular (B8DUM = 1 AND D5 = 1)
2. Current (B8DUM = 1 AND D5 = 2, 3, 4 OR 5)
3. Past regular (B8DUM = 2 AND D5 = 1)

*(CIGARETTE SMKR, D2aDUM = 1, 2 OR 3)
*(CIGARETTE RECQUIT WHO HAD REGULAR BRAND, D2bDUM = 1, 2 OR 3 AND D5 =1)
D6bDUM   REGULAR/CURRENT CIGARETTE BRAND TYPE

1. Factory made cigarettes (D2aDUM = 1 OR D2bDUM = 1 OR D6=1)
2. Roll-your own tobacco (D2aDUM = 2 OR D2bDUM = 2 OR D6=2)

*(CIGARETTE SMKR, D2aDUM = 1, 2 OR 3)
*(CIGARETTE RECQUIT WHO HAD REGULAR BRAND, D2bDUM = 1, 2 OR 3 AND D5 =1)

D6a   (SMKR, B8DUM = 1 AND D5=1) What brand is it?
       (SMKR, B8DUM = 1 AND D5=2-5) What brand are you currently smoking?
       (RECQUIT, B8DUM = 2) What brand did you used to smoke?

       (IF FACTORY-MADE CIGARETTE SMOKER, D6bDUM =1 DISPLAY: IF UNABLE TO
       ANSWER, SAY: For example are they 'Winfield, Peter Jackson or some other brand'?)
       (IF ROLL-YOUR-OWN CIGARETTE SMOKERS, D6bDUM =2 DISPLAY: IF UNABLE TO
       ANSWER, SAY: For example is it Champion, Drum or some other brand'?)

INTERVIEWER NOTE: Need to emphasise we are asking for brand here, not variety. IF NEEDED,
SAY: "What is the name you use when asking for your brand in the store?"

       1.   REFER TO BRAND LIST.
                     DISPLAY FACTORY-MADE OPTIONS ONLY IF D6bDUM =1.
                     DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF D6bDUM =2.
       444   Other brand (SPECIFY)
       666   No brand/unbranded/chop-chop cigarettes/tobacco
       777   Not applicable (GO TO D6c)
       888   Don't know/can't say (GO TO D6c)
       999   Refused (GO TO D6Cc)

*(NAMED REGULAR/CURRENT BRAND SMOKED, D6a = <555)
D6b   (SMKR, B8DUM = 1) And what variety of that brand is it?
       (RECQUIT, B8DUM = 2) And what variety of that brand was it?

       (IF FACTORY-MADE CIGARETTE SMOKER, D6bDUM =1 DISPLAY: IF UNABLE TO
       ANSWER, SAY: For example, are they Blue, Rich, Smooth or some other variety?)
       (IF ROLL-YOUR-OWN CIGARETTE SMOKERS, D6bDUM =2 DISPLAY: IF UNABLE TO
       ANSWER, SAY: For example is it Ruby, Classic, Original or some other variety?)

       INTERVIEWER NOTE: Emphasise you are asking for the variety of their brand. IF NEEDED,
       SAY: "How do you ask for your specific type of brand in the store?"

       INTERVIEWER NOTE: If variant not listed, probe for nearest you have (e.g. There is a brand
       on my list that says "Winfield Gold" -- would that be the same as your brand?")

       1.   REFER TO VARIANT LIST.
                     DISPLAY FACTORY-MADE OPTIONS ONLY IF D6bDUM =1.
                     DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF D6bDUM =2.
       444   Other brand (SPECIFY)
       777   Not applicable
       888   Don't know/can't say
       999   Refused

*(NOT APPLICABLE, DON'T KNOW OR REFUSED TO NAME REGULAR/CURRENT BRAND,
D6a=777 or 888 OR 999)
D6c   Cigarettes/tobacco also comes without a brand and it is known as chop-chop. Is this the type
       of cigarettes/tobacco you <IF D6aDUM = 1: usually smoke; IF D6aDUM = 2: are currently
       smoking; IF D6aDUM =3 used to smoke>?

       IF NEEDED: It comes as loose tobacco sold in plastic bags. It can also come as pre-rolled
       cigarettes and sold in plastic bags or unbranded boxes.

       1.   Yes
       2.   No
       3.   Don't know/can't say
       4.   Not applicable
       5.   Refused

*(CIGARETTE SMKR, D2aDUM = 1, 2 OR 3)

*(CIGARETTE RECQUIT WHO HAD REGULAR BRAND, D2bDUM = 1, 2 OR 3 AND D5 =1)
D7DUM
          PROGRAMMER NOTE: Consolidate brand and variant from D6a, D6b, D6c.
          1.   Named brand D6a = 1 thru 444
          2.   Unbranded D6a = 666 OR D6c = 1
          3.   All others (D6a=777 888 999 & D6c=2, 3, 4, 5)

*(BRANDED OR UNBRANDED CIGARETTE SMKR, D2aDUM = 1, 2 OR 3 AND D7DUM = 1 OR 2)
D7   (IF D7DUM =1) About how long have you been smoking <INSERT BRAND AND VARIETY
         FROM D6a AND D6b>?
         (IF D7DUM =2) About how long have you been smoking unbranded tobacco?

INTERVIEWER NOTE: IF LESS THAN 1 MONTH, ENTER 1 MONTH; IF 1 YEAR, ENTER 12
MONTHS

          1.   Enter months (ALLOWABLE RANGE 1-12 MONTHS)
          2.   More than 1 year
          3.   (Not applicable)
          4.   (Refused)
          5.   (Don't know)

*(CIGARETTE SMKR WITH REGULAR BRAND, D2aDUM = 1, 2 OR 3 AND D5=1 AND D7DUM = 1
OR 2)
D8   (IF D7DUM =1) And, was the last cigarette you smoked this brand?
         (IF D7DUM =2) And, was the last cigarette you smoked unbranded tobacco?

          1.   Smoking same (as just described) (GO TO D10DUM)
          2.   Smoking different brand (GO TO D8a)
          3.   (Not applicable) (GO TO D10DUM)
          4.   Don't know/can't say (GO TO D10DUM)
          5.   Refused (GO TO D10DUM)

*(CIGARETTE SMKR WITH NO REGULAR BRAND, D2aDUM=1, 2, or 3 AND D5=2, 3, 4, 5)
D8i   Is there another brand you frequently smoke?

          1.   Yes (GO TO D8a)
          2.   No (GO TO D10DUM)
          3.   (Not applicable) (GO TO D10DUM)
          4.   Don't know/can't say (GO TO D10DUM)
          5.   Refused (GO TO D10DUM)

*(SMKR WHO SMOKES BOTH AND SMKD DIFF BRAND, D2aDUM = 3 AND (D8 = 2 OR D8i=1))
D8a   Is the other brand and variety you smoke, factory made cigarettes or roll-your own tobacco?

          1.   Factory made
          2.   Roll-your own

*(CIGARETTE SMKR AND SMKD DIFF BRAND, D2aDUM = 1, 2 OR 3 AND (D8 = 2 OR D8i=1))
D9DUM   OTHER CIGARETTE BRAND TYPE

          1.   Factory made cigarettes (D2aDUM = 1 OR (D2aDUM=3 AND D8a=1))
          2.   Roll-your own tobacco (D2aDUM = 2 OR (D2aDUM=3 AND D8a=2)

*(CIGARETTE SMKR AND ALSO SMOKES DIFF BRAND, D2aDUM = 1, 2 OR 3 AND (D8 = 2 OR D8i=1)

D9a   (CIGARETTE SMKR AND D5=2 & D8i=1) What other brand do you frequently smoke?
        (CIGARETTE SMKR AND D5=1 & D8=2) What brand are you currently smoking?

        (IF FACTORY-MADE CIGARETTE SMOKERS, D9DUM = 1 DISPLAY: IF UNABLE TO
        ANSWER, SAY: For example are they 'Winfield, Peter Jackson or some other brand'?)
        (IF ROLL-YOUR-OWN CIGARETTE SMOKERS D9DUM = 2 DISPLAY: IF UNABLE TO
        ANSWER, SAY: For example is it Champion, Drum or some other brand'?)

        1.   REFER TO BRAND LIST.
                        DISPLAY FACTORY-MADE OPTIONS ONLY IF D9DUM =1.
                        DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF D9DUM =2.
        444   Other brand (SPECIFY)
        666   No brand/unbranded/chop-chop cigarettes/tobacco
        777   Not applicable (GO TO D9c)
        888   Don't know/can't say (GO TO D9c)
        999   Refused (GO TO D9c)

*(NAMED OTHER BRAND SMOKED, D9a <555)
D9b   And what variety of that brand is it?

        (IF FACTORY-MADE CIGARETTE SMOKERS, D9DUM = 1 DISPLAY: IF UNABLE TO
        ANSWER, SAY: For example, are they Blue, Rich, Smooth or some other variety?)
        (IF ROLL-YOUR-OWN CIGARETTE SMOKERS, D9DUM = 2 DISPLAY: IF UNABLE TO
        ANSWER, SAY: For example is it Ruby, Classic, Original or some other variety?)

        1.   REFER TO BRAND / VARIANT LIST.
                        DISPLAY FACTORY-MADE OPTIONS ONLY IF D9DUM =1.
                        DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF D9DUM =2.
        444   Other brand (SPECIFY)
        888   Don't know/Can't say
        999   Refused

*(DON'T KNOW OR REFUSED TO NAME OTHER BRAND SMOKED, D9a=777 OR 888 OR 999)
D9c   Cigarettes/tobacco also comes without a brand and it is known as chop-chop. Is this the type
        of cigarettes/tobacco you usually smoke/are currently smoking/used to smoke?

        IF NEEDED: It can come as loose tobacco sold in plastic bags, or as pre-rolled cigarettes and
        sold in plastic bags or unbranded boxes

        1.   Yes
        2.   No
        3.   Don't know/can't say
        4.   Not applicable
        5.   Refused

*(ALL)
D10DUM   CURRENT BRAND USED BY SMOKERS AND RECENT QUITTERS

1. CURRENT=REGULAR: FMC SMKR (B8DUM=1 & D5=1 & D8~=2 & (D2aDUM=1 OR (D2aDUM=3 AND D6=1)) & (D6a<666))

2. CURRENT=REGULAR: RYO SMKR (B8DUM=1 & D5=1 & D8~=2 & (D2aDUM=2 OR (D2aDUM=3 AND D6=2)) & (D6a<666))

3. CURRENT~=REGULAR or NO REGULAR: FMC SMKR (B8DUM=1 & D5=1 & D8=2 & (D2aDUM=1 OR (D2aDUM=3 AND D8a=1)) & (D9a<666))
    OR
    (B8DUM=1 & D5=2-5 & (D2aDUM=1 OR (D2aDUM=3 AND D6=1)) & (D6a<666))

4. CURRENT~=REGULAR or NO REGULAR: RYO SMKR (B8DUM=1 & D5=1 & D8=2 & (D2aDUM=2 OR (D2aDUM=3 AND D8a=2)) & (D9a<666))
    OR
    (B8DUM=1 & D5=2-5 & (D2aDUM=2 OR (D2aDUM=3 AND D6=2)) & (D6a<666))

5. CURRENT: UNBRANDED (B8DUM=1 & D5=2-5 & (D6a=666 OR D6c=1))
    OR
    (B8DUM=1 & D5=1 & D8=2 & (D9a=666 OR D9c=1)
    OR
    (B8DUM=1 & D5=1 & D8~=2 & (D6a=666 OR D6c=1))

6. CIGARS ONLY (B8DUM=1 & D1>3 & ([D2 = 2 AND D2 ~= 3] OR [D2a = 1 or 3 or 4 or 5 or 6])

7. PIPE ONLY (B8DUM=1 & D1>3 & ([D2=3 AND D2 ~= 2] OR D2a=2)

8. SMKR – Other (B8DUM=1 and none of the above categories work)

9. RECENT QUITTER with regular brand (B8DUM=2 & D2bDUM= 1, 2, OR 3 & D5=1)

10. RECENT QUITTER with no regular brand (B8DUM=2 & D2bDUM= 1, 2, OR 3 & D5=2-5)

11. RECENT QUITTER – Other (B8DUM=2 & other 2 categories don't fit)

*(ALL)
D14DUM   BRAND TYPE SHORT

1. USUAL BRAND   (B8DUM = 1 AND D10DUM=1 or 2)
2. CURRENT BRAND   (B8DUM = 1 AND D10DUM=3 OR 4)
3. CURRENT UNBRANDED   (B8DUM = 1 AND D10DUM=5)
4. CGARSMKR ONLY   (B8DUM=1 & D10DUM=6)
5. PIPESMKR ONLY   (B8DUM=1 & D10DUM=7)
6. RECQUIT   (B8DUM =2)

*(BRANDED CIGARETTE SMKRS, D14DUM = 1 OR 2)
D14bDUM   FACTORY OR RYO BY BRANDED CIGARETTES

     1.   USUAL BRAND FMC   (D14DUM = 1 AND D10DUM = 1)
     2.   USUAL BRAND RYO   (D14DUM = 1 AND D10DUM = 2)
     3.   CURRENT BRAND FMC   (D14DUM = 2 AND D10DUM = 3)
     4.   CURRENT BRAND RYO   (D14DUM = 2 AND D10DUM = 4)

*(RECQUIT, B8DUM = 2)
RECQUITBRANDED
     1.   REQUIT WITH PAST BRAND (D6a<666)
     2.   REQUIT UNBRANDED (D6a=666 OR D6c=1)
     3.   RECENT NO PAST BRAND / ALL OTHER RQ (D1>3 OR d5>1 OR D6c>1)

BBRAND   BASELINE BRAND
     IF D10DUM = 1 OR 2 – BRAND/VARIANT = D6a/b
     IF D10DUM = 3 OR 4 AND D5=1 - BRAND/VARIANT = D9a/b
     IF D10DUM = 3 OR 4 AND D5=2-5 – BRAND/VARIANT = D6a/b
     IF D10DUM = 5 – BRAND/VARIANT = "unbranded cigarettes"
     IF RECQUITBRANDED = 1 – BRAND/VARIANT = D6a/b
     IF RECQUITBRANDED = 2 – BRAND/VARIANT = "unbranded cigarettes"

*(CURRENT BRANDED FMC SMKR, D10DUM = 1 or 3)
D10a   How many cigarettes per pack are there in the pack size you are CURRENTLY smoking?

     1.   20
     2.   25
     3.   30
     4.   35
     5.   40
     6.   50
     7.   Other size _____ (ENTER NUMBER)
     8.   I only smoke other people's cigarettes
     9.   Not applicable
     10.   Refused
     11.   Don't know / Can't say

*(CURRENT BRANDED RYO SMKR, D10DUM = 2 or 4)
D10b   What sized package of roll-your-own tobacco are you CURRENTLY smoking?

     1.   30 grams
     2.   40 grams
     3.   42.5 grams
     4.   50 grams
     5.   Other grams, specify _____(ENTER NUMBER)
     6.   Small
     7.   Medium
     8.   Large
     9.   Not applicable
     10.   Refused
     11.   Don't know/can't say

*(CURRENT BRANDED CIG OR RYO SMKR, D10DUM = 1, 2, 3, 4)
*(PIPESMKR ONLY, D10DUM = 7)
*(CGARSMKR ONLY, IN BOXES, D10DUM = 6 & D2b=2 or 3)
D11a   Does the <IF D10DUM = 1 OR 3: cigarette pack/ IF D10DUM = 2 OR 4 OR 7: tobacco pack/
     IF D10DUM = 6 cigar package> you are CURRENTLY smoking from have a picture health
     warning that covers MORE or LESS than half the FRONT of the pack?

     1.   More than half

2.   Less than half
3.   (About half)
4.   (No, only has a text warning)
5.   (Does not have any warning)
6.   (I no longer have my cigarettes/tobacco/cigars in their original pack/package)
7.   (Not applicable)
8.   (Don't know/can't say)
9.   (Refused)

*(CGARSMKR ONLY, WHO SMOKE SINGLE CIGARS, D10DUM = 6 & D2b=1 or 3)
D11ai   Did the cigar you last smoked have a health warning that covered MORE or LESS than half the FRONT of the cigar tube?

1.   More than half
2.   Less than half
3.   (About half)
4.   (Did not have any warning)
5.   (I no longer have my cigars in their original package)
6.   (Not applicable)
7.   (Don't know/can't say)
8.   (Refused)

*(CURRENT BRANDED CIG OR RYO SMKR, D10DUM = 1-4)
*(PIPESMKR ONLY, D10DUM = 7)
*(CGARSMKR ONLY, D10DUM = 6)
D11b   Is the <<IF D10DUM = 1 OR 3: cigarette pack/ IF D10DUM = 2 OR 4 OR 7: tobacco pack/ IF D10DUM = 6 cigar package> you are currently smoking from a plain dark colour with all of its logos removed?

INTERVIEW NOTE: If respondent says "Yes, but still has my brand name", code as "Yes".
If respondent says "No, some branding still remains (i.e., regular pack colours/logos)", code as "No".

1.   Yes
2.   No
3.   I no longer have my cigarettes/tobacco in their original pack/package
4.   (Not applicable)
5.   (Don't know/can't say)
6.   (Refused)

*(CURRENT UNBRANDED / NO BRAND SMKR, D10DUM = 5)
D12a

What kind of package did your unbranded/chop-chop cigarettes/tobacco come in?

1.   As loose tobacco in a plastic bag
2.   As pre-rolled cigarettes in a plastic bag
3.   As pre-rolled cigarettes in an unbranded box
4.   Some other way, specify_____
5.   Not applicable
6.   Don't know/can't say
7.   Refused

*(UNBRANDED TOBACCO IS LOOSE, D12a=1)
D12b   What sized package of unbranded loose tobacco are you currently smoking?

1.   Enter Grams (ROUND UP DECIMAL PLACES) (GO TO D12c)
2.   Small (GO TO D12c)
3.   Medium (GO TO D12c)

4.   Large (GO TO D12c)
5.   Not applicable (GO TO D12c)
6.   Refused (GO TO D12c)
7.   Don't know/can't say (GO TO D12c)

*(UNBRANDED TOBACCO IS LOOSE, D12a=1)
D12c   How long does it take for you to smoke all the unbranded tobacco in that package?

1.   Enter days
2.   Enter weeks
3.   Enter months
4.   Not applicable
5.   Refused
6.   Don't know/can't say

*(UNBRANDED TOBACCO IS PRE-ROLLED INTO CIGARETTES, D12a =2 OR 3)
D12d   How many unbranded cigarettes are in the bag/box you are currently smoking?

1.   Enter number (ROUND UP DECIMAL PLACES)
2.   Small
3.   Medium
4.   Large
5.   Not applicable
6.   Refused
7.   Don't know/can't say

F. CIGARETTE AND PACKAGING PERCEPTIONS

*(USUAL BRAND SMKR, D10DUM=1 or 2)

F1   If you went to buy your <ENTER REGULAR BRAND AND VARIETY TEXT – FROM D6a/D6b> and the store had run out, what would you do? Would you…

READ OUT

1.   Buy another variety of your usual brand
2.   Buy another brand
3.   Or go somewhere else that had your usual brand and variety?
4.   (Come back later; wait until they have it)
5.   (Don't know)
6.   (Not applicable)
7.   (Refused)

*(CURRENT BRANDED, CGARSMKR AND PIPESMKR, D10DUM=1-4 OR 6 OR 7)

F2   I am going to read out <<IF D10DUM=1 OR 2: some statements / IF D10DUM=3,4,6,7: a statement>> and would like to know if you agree or disagree with <<IF D10DUM=1 OR 2: each of them / IF D10DUM=3,4,6,7: it>>, or have no opinion either way.

IF AGREE/DISAGREE ASK: Is that agree or strongly agree?

a)   (USUAL BRAND SMKR, D10DUM=1 or 2) Sometimes I have trouble believing my own cigarette brand is harmful to my health.
b)   (USUAL BRAND SMKR, D10DUM=1 or 2) I feel a connection with people who smoke the same brand as me.

c)   (CURRENT BRANDED, CGARSMKR AND PIPESMKR, D10DUM=1-4 OR 6 OR 7) I like the look of my <<IF D10DUM=1 OR 3: cigarette pack / IF D10DUM=2 OR 4 OR 7: tobacco pouch / IF D10DUM=6: cigar packaging>>

1.   Strongly agree
2.   Agree
3.   Neither agree nor disagree
4.   Disagree
5.   Strongly disagree
7.   (Not applicable)
8.   (Refused)
9 .   (Don't know)

*(USUAL BRAND SMKR, D10DUM=1 or 2)

F4   In the past month, how often have you noticed other people with the brand of cigarettes you smoke? Would that be…

READ OUT
1.   Never
2.   Rarely
3.   Sometimes
4.   Often
5.   Very often
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

*(SMKR, B8DUM = 1)

F5   We are now interested in how your current <IF D10DUM=1 or 3: cigarettes/ IF D10DUM=2 or 4 or 5 or 7 or 8: tobacco/ IF D10DUM=6: cigars> compare to those you were smoking a year ago.

For each of the following questions, please answer using one of the following: higher, lower, or about the same.

Compared to a year ago, how do you rate your current <IF D10DUM=1 or 3: cigarettes/ IF D10DUM=2 or 4 or 5 or 7 or 8: tobacco/ IF D10DUM=6: cigars> in terms of…

a) Quality?
b) Satisfaction?
c) Value for money?
d) Harmfulness?

*(CURRENT BRANDED, CGARSMKR AND PIPESMKR, D10DUM=1-4 OR 6 OR 7)

e) The appeal of the < IF D10DUM=1 or 3: pack /IF D10DUM=2 or 4 or 7: pouch/ IF D10DUM=6: packaging>?

1   Higher
2   Lower
3.   About the same
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

*(SMKR, B8DUM = 1)
*ASKED FROM 19 FEBRUARY 2013
F5a   Compared to a year ago, is the taste of your current <IF D10DUM=1 or 3: cigarettes/ IF D10DUM=2 or 4 or 5 or 7 or 8: tobacco/ IF D10DUM=6: cigars>...

(READ OUT)

1.   Better
2.   Worse
3.   About the same
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

*(FORMER OR CURRENT CIGARETTE SMKRS, D10DUM = 1, 2, 3, 4 5, 9 OR 10)
F10   Now thinking about different brands of cigarettes like Winfield, Benson & Hedges, Longbeach, and all the other brands - not the varieties within each individual brand. We are interested in your thoughts on how brands overall compare to each other.

In your opinion, how different are cigarette brands in how they taste? Is that

READ OUT

1.   Not at all different
2.   A little different
3.   Somewhat different
4.   Very different
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

*(FORMER OR CURRENT CIGARETTE SMKRS, D10DUM = 1, 2, 3, 4 5, 9 OR 10)
F11   And in your opinion, do some cigarette brands have more prestige than others?

1.   Yes
2.   No

7.   Not applicable
8.   Refused
9.   Don't know

F12   And in your opinion, are some cigarette brands more harmful than others?

1.   Yes
2.   No
7.   Not applicable
8.   Refused
9.   Don't know

F13   Now thinking about the varieties within each brand. Most cigarette brands have a range of varieties such as Red, Blue, Fine and so on. In your opinion, how different in strength are the varieties within a cigarette brand?

Would that be . . .

READ OUT

1.   Not at all different
2.   A little different
3.   Somewhat different
4.   Very different
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

H. SMOKING RELATED THOUGHTS

*(ALL)
H1   The next few questions ask you about how often you've had certain thoughts or done certain things in the last month.

For each question, please answer using one of the following: Never, Once or twice, Several times, or Many times.

In the last month, how often did you…

READ OUT RESPONSE FRAME AGAIN ONLY IF NEEDED

a)   Think about how much you <IF B8DUM = 1 (SMKR): enjoy/ IF B8DUM = 2 (RECQUIT): enjoyed>smoking?

b)   Think about the money you < IF B8DUM = 2 (RECQUIT): used to> spend on smoking?

PROGRAMMER NOTE: ONLY SMKRS PRESENTED C, D E
*(SMKRS, B8DUM=1)
c)   <IF D10DUM= 1-5 OR 8: Stub out a cigarette / IF D10DUM=6: Stub out a cigar / IF D10DUM=7: Put out your pipe> before you finished it because you thought about the harm of smoking?

*(SMKRS, B8DUM=1)
d)   Stop yourself from having a<<IF D10DUM=1-5 OR 8: cigarette/ IF B10DUM=6: cigar/ IF B10DUM=7: pipe>> when you had an urge to smoke?

*(SMKRS, B8DUM=1)
e)   Deliberately cover up or conceal your pack, or put your <<IF D10DUM=1 or 3: cigarettes / IF D10DUM=2 or 4 or 5 or 7 or 8: tobacco / IF D10DUM=6: cigars>> in another container?

1.   Never
2.   Once or twice
3.   Several times
4.   Many times
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

*(ALL)
H5

(CGARSMK,D10DUM=6, CGARSMK RECQUIT D2bDUM=4) When you look at a cigar wrapping, what do you usually notice first? -- the warning labels, or other aspects of the package such as the branding?
(RYO or PIPESMKR or Unbranded or Other, D10DUM=2, 4, 5 OR 7 or 8, RYO or PIPE or Other RECQUIT D2bDUM=2 or 3 or 5 or 6) When you look at a pack of tobacco, what do you usually notice first? -- the warning labels, or other aspects of the package such as the branding?
(FMC SMOKERS D10DUM=1 or 3, FMC RECQUIT D2bDUM=1) When you look at a cigarette pack, what do you usually notice first -- the warning labels, or other aspects of the pack such as the branding?

1.   Warning labels
2.   Other aspects such as branding (incl. brand name, colour, design)
3.   Never really look at pack
4.   Not applicable
5.   Refused
6.   Don't know

*(ALL)
H6   (SMKR, B8DUM = 1) In the past month, to what extent - if at all - have the health warnings on packs made you more motivated to quit smoking?
        (RECQUIT, B8DUM = 2) In the past month, to what extent - if at all - have the health warnings on packs made you more motivated to stay quit?

        READ OUT

        1.   Not at all
        2.   A little more
        3.   Somewhat more
        4.   Much more
        7.   (Not applicable)
        8.   (Refused)
        9.   (Don't know)

K. HEALTH BELIEFS

*(ALL)
K1   Based on what you know or believe, are there any diseases or illnesses caused by smoking?

        1.   Yes   GO TO K2
        2.   No   GO TO K3
        3.   Don't know/can't say GO TO K3
        4.   Refused GO TO K3

*(KNOW DISEASES CAUSED BY SMOKING, K1 = 1)
K2   Which diseases or illness do you know or believe are caused by smoking?

        INTERVIEWER NOTE: Probe until no further specific diseases are elicited. Which others? Any others?

        INTERVIEW NOTE; ENSURE RESPONSES ARE ENTERED IN ORDER OF MENTION

        1.   RECORD VERBATIM
        7.   Not applicable
        8.   Refused
        9.   Don't know

*(ALL)
K3   I am going to read you a few health effects and diseases that may or may not be caused by smoking cigarettes. Based on what you know or believe, does smoking cause…

        a.   Stroke?
        b.   Mouth cancer?
        c.   Bladder cancer?
        d.   Gangrene?
        e.   Blindness?
        f.   Harm to unborn babies?

        1.   Yes
        2.   No
        3.   Don't know/can't say
        4.   Refused

*(ALL)
K5   Would you agree or disagree that lung cancer is a disease smokers only get when they reach
        old age?

        IF AGREE/DISAGREE ASK: Is that agree or strongly agree?

        1.   Strongly agree
        2.   Agree
        3.   Neither agree nor disagree
        4.   Disagree
        5.   Strongly disagree
        7.   (Not applicable)
        8.   (Refused)
        9.   (Don't know)

*(ALL)
K6   How concerned are you that smoking may affect or has already affected your own personal
        health?

        READ OUT

        1.   Not at all
        2.   A little concerned
        3.   Somewhat concerned
        4.   Very concerned
        5.   Extremely concerned
        7   (Not applicable)
        8   (Refused)
        9   (Don't know)

M. MEDIA CAMPAIGN RECALL AND APPRAISAL

*(ALL)
M1   Have you seen any anti-smoking ads on television in the past month?

1.   Yes
2.   No
3.   (Don't know/Can't say)
4.   (Refused)

*(SEEN ANY ANTI-SMOKING ADS, M1=1)
*NOTE: OF ALL ADS LISTED BELOW, EACH VERSION OF THE QUESTIONNAIRE (PER WAVE) CONTAINED A LIST OF APPROXIMATELY 7 ADS, UPDATED EACH WAVE TO REFLECT THOSE ADS THAT HAD MOST RECENTLY BEEN ON AIR (AND SO WERE MOST LIKELY TO BE RECALLED). TABLE A2.1 AT THE END OF APPENDIX 2 DETAILS WHICH ADS WERE INCLUDED IN THE LIST IN EACH SURVEY WAVE.

*NOTE: AD DESCRIPTIONS THAT DID NOT MATCH ONE OF THE DESCRIPTIONS BELOW WERE RECORDED VERBATIM AND LATER CODED BY THE RESEARCH TEAM. THEREFORE, THE LIST BELOW DOES NOT CAPTURE ALL OF THE ADS THAT MAY HAVE BEEN RECALLED BY RESPONDENTS.

M2a   Can you describe one of the ads you have seen in the past month?

PROBE: Please tell me what you remember was happening in that ad. And do you remember anything else about that ad?
PROGRAMMER NOTE: NEW ORDER OF AD DESCRIPTIONS

INTERVIEWER NOTE: Ambiguous descriptions regarding the first two ads are to be typed in as verbatims – please do not guess which ad is being described. (INCLUDED IN WAVES WHEN THE ADS 'BURIED ALIVE' AND 'SYMPTOMS' WERE BEING BROADCAST)

Bronchoscopy - Doctor talks about whistling sound that is sometimes present in lung cancer. Set in surgical theatre, shows tube being inserted into patients throat.
Cough - A man is shown coughing while he goes out for a smoke, while at a barbeque with friends, and while at work. He is then shown standing outside to have a cigarette, and coughs into his handkerchief and sees blood. He then looks at his family inside, and the ad says 'Every cigarette brings cancer closer'.
Parents - A little girl sits on a hospital bed with her dad (who is wearing an oxygen mask). She talks about playing cricket with her uncle and says, 'You should have been there'.
Never Give Up Giving Up – A man tells of his repeated attempts to quit. The ad ends with him having been successfully quit for three years
Break the Chain – An Aboriginal woman describes how smoking has impacted on the health of her family and friends. She has now quit and we see her children playing at the end of the ad
Mick – A man (Mick) with an oxygen tube talks about his emphysema. Two versions. One, he talks about how he can no longer kick a footy with his kids and other things. The other, he discusses his upcoming lung transplant, saying he is lucky to be young enough to be offered a lung transplant.
Willpower – A woman is shown resisting the temptation to smoke in three different settings: at a bar with friends, in her kitchen when she sees a cigarette pack, and at her workplace. There is an image of an arm pumping a weight to demonstrate her strengthening her willpower.
What's Worse – Shows a woman being told by a doctor 'It's cancer of the lung'. She is then at home with her children, and is struggling to decide how to tell them.
Stairway to Emphysema – A woman describes the effects of emphysema while climbing stairs

Sponge – Tar is squeezed out of a sponge into a beaker, to demonstrate how much tar a smoker takes into his lungs in a year

Cigarettes Are Eating You Alive - Shows how smoking affects the heart, lungs, mouth, brain, and shows fairly grotesque images of these organs affected by smoking-related diseases. It says several times 'Cigarettes are eating you alive'.

How You're Seen - Different people are shown smoking, and are seen or caught by their friends and family members (including children). The ad asks the question: 'Is this how you want to see yourself?'

Wait/Regret – Two Versions one with words, and one without. Young man (40 yo) sits in waiting room and hopes he doesn't have lung cancer. Don't wait until it's too late.

Excuses – Some people describe reasons they continue to smoke, while other scenes are of hospital patients commenting on their serious conditions. The ad ends with the statement: 'Quitting is hard – not quitting is harder'. Have you seen this ad in the past month?

Emphysema (demonstration) - A man says he will do a demonstration on emphysema. He has people breathe in, then breathe in again, then only let half out. This is what it's like to have emphysema.

Sponge (diagram) - A diagram shows how lungs (represented by sponges) soak in smoke/tar. Then, a lung is squeezed out to show how much tar gets stuck in lungs over a year of smoking.

My Smoking - Series of interview-based ads; people talk about how smoking controls them, others don't like it, affects their looks, and how good quitting is.

Eyes (Smarter than Smoking) – This ad is aimed at young adults. Teenagers who are smoking are shown with no eyes

Foot Amputation - A doctor talks about how smoking damages the body, as he is about to amputate a man's foot due to gangrene.

Choices (Smarter than Smoking) - Shows a young boy at a party who chooses to smoke, a teenage boy who chooses to smoke instead of asking for a girl's number, a man who smokes in kitchen, and an old man who is ill with 'regret'. 'Addiction will choose for you.'

Youth Peer Pressure (Smarter than Smoking) - Girls sit on a bench outside, one gives another a cigarette, but she puts it out before smoking it.

Best Intentions – A man with oxygen tubes looks out the window at his wife mowing the lawn as he thinks about all the times he said he was going to quit, but didn't.

Cigarettes Are Eating You And Your Baby Alive - This ad is similar to "Cigarettes are eating you alive", except that it describes health harms to kids (i.e., earaches, pneumonia, SIDS, low birth weight, etc). Shows many images of sick children.

Quit For Two - Shows pregnant women and hear about how when you're pregnant, everything you do is for two. The ad encourages pregnant women or women planning to become pregnant to quit.

Eye - A close up of a smoker's eye being held open by a medical instrument is shown, the scene then changes to a view inside the eye and shows the blood vessels bursting. Smoking can lead to blindness.

Buried Alive – A man is shown in a coffin struggling to breathe. He then wakes up next to his wife who worries about him and his emphysema. The ad states: Stop, before the suffering starts.

Symptoms – A man is shown in a hospital feeling ill. Then he is shown on a couch with his children – he has quit smoking

Last Dance – A woman helps her seriously ill husband from his bed in the living room as their son watches on, and they dance to the song Que Sera.

Other (ENTER FULL DESCRIPTION)

*(DESCRIBE ONE ANTI-SMOKING AD, M2a=ANY AD OR OTHER)

M2b   Can you describe any other anti-smoking ad you might have seen on TV in the past month?

IF YES: Please tell me what you remember was happening in that ad. PROBE: And do you remember anything else about that ad?)

PROGRAMMER NOTE: SUPPRESS OPTION SELECTED ABOVE
AD LIST AS ABOVE

PROGRAMMER NOTE: NEW ORDER OF AD DESCRIPTIONS

INTERVIEWER NOTE: Ambiguous descriptions regarding the first two ads are to be typed in as verbatims – please do not guess which ad is being described.

*NOTE: THE PROMPTED RECALL ITEM/S FOR ANTI-SMOKING ADVERTISEMENTS WERE UPDATED EACH WAVE TO REFLECT THE NATIONAL CAMPAIGN/S THAT WERE CURRENTLY ON AIR. IF THERE WERE NO NATIONAL ANTI-SMOKING CAMPAIGN/S ON AIR DURING A WAVE, THE PROMPTED RECALL QUESTION/S WERE NOT INCLUDED IN THE SURVEY. AN EXAMPLE QUESTION IS INCLUDED BELOW. TABLE A2.1 AT THE END OF APPENDIX 2 DETAILS WHICH ADS WERE ASKED ABOUT IN EACH SURVEY WAVE.

PREM3a IF DATE xx/xx/xxxx TO xx/xx/xxxx CONTINUE, ELSE GO TO PREM7e
*(DID NOT MENTION THIS AD M2a~=BURIED ALIVE AND M2b~=BURIED ALIVE)
M3 In one of the ads we are interested in today, a man is shown in a coffin, struggling to breathe. The light comes on and he is shown in bed next to his wife, who is worried for him. Have you seen this ad in the past month?

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

PREM5 IF M1=1 CONTINUE, ELSE GO TO M8
*(SEEN ANY ANTI_SMOKING ADS, M1 = 1)
M5   Thinking about the ad/s you just recalled and any other anti-smoking ads you can recall, how often do you think you have seen anti-smoking ads on TV in the past month?

Is that…

READ OUT

1.   Once or twice
2.   Several times
3.   Many times
4.   Or Nearly all the time (ACCEPT ALL THE TIME)
5.   (Not applicable)
6.   (Don't know/can't say)
7.   (Refused)

*(SEEN ANY ANTI_SMOKING ADS, M1 = 1)
M7   (SMKR B8DUM = 1) In the past month, to what extent - if at all - have the anti-smoking ads on TV made you more motivated to quit smoking?
(RECQUIT B8DUM = 2) In the past month, to what extent – if at all - have the anti-smoking ads on TV made you more motivated to stay quit?

READ OUT

1 Not at all
2 A little more
3 Somewhat more
4 Much more
7 (Not applicable)
8 (Refused)
9 (Don't know)

*(SEEN ANY ANTI_SMOKING ADS, M1 = 1)
M6   How often in the past month would you say you looked away, changed the channel, or left the room when anti-smoking ads came on?

Would that be …

1.   Never
2.   Rarely
3.   Sometimes
4.   Usually
5.   Always
6.   (Don't know/Can't say)
7.   (Refused)

*(ALL)
M8   Please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly
       disagree with the following statement:

       The dangers of smoking have been exaggerated.

1.   Strongly agree
2.   Agree
3.   Neither agree nor disagree
4.   Disagree
5.   Strongly disagree
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

P. CIGARETTE PRICE AND PURCHASING BEHAVIOUR

*(ALL CURRENT BRAND CIGARETTE SMKR WHERE PACK/POUCH SIZE IS KNOWN, (D10DUM
= 1-4) AND (D10a – 1 thr 7 OR D10b = 1 thr 5) OR
*(UNBRANDED SMKR, D10DUM = 5)
P1DUM   BASE FOR P1

       1.   FACTORY MADE BRAND CIGARETTE SMKR WHO IS CURRENTLY SMOKING
              THEIR REGULAR BRAND (D10DUM = 1)
       2.   FACTORY MADE BRAND CIGARETTE SMKR WHO IS NOT CURRENTLY
              SMOKING THEIR REGULAR BRAND (D10DUM = 3 & D5=1 & D8=2)
       3.   FACTORY MADE BRAND CIGARETTE SMKR WHO HAS NO REGULAR BRAND
              (D10DUM=3 & D5=2, 3, 4, 5)
       4.   ROLL YOUR OWN BRAND CIGARETTE SMKR WHO IS CURRENTLY SMOKING
              THEIR REGULAR BRAND (D10DUM = 2)
       5.   ROLL YOUR OWN BRAND CIGARETTE SMKR WHO IS NOT CURRENTLY
              SMOKING THEIR REGULAR BRAN (D10DUM = 4 & D5=1 & D8=2)
       6.   ROLL YOUR OWN BRAND CIGARETTE SMKR WHO HAS NO REGULAR BRAND
              (D10DUM=4 & D5=2, 3, 4, 5)
       7.   UNBRANDED SMKR (D10DUM = 5)

*(ALL CURRENT BRAND CIGARETTE SMKR WHERE PACK/POUCH SIZE IS KNOWN, (D10DUM
= 1-4) AND (D10a – 1 thr 7 OR D10b = 1 thr 5)
*(UNBRANDED SMKR, D10DUM = 5)
P1   (IF FACTORY MADE BRAND CIGARETTE SMKR WHO IS CURRENTLY SMOKING THEIR
       REGULAR BRAND, D10DUM = 1) These next questions are about tobacco prices and where
       you get your cigarettes. You said earlier you are currently smoking <INSERT
       BRAND+VARIETY FROM D6a/b> in [INSERT D10a RESPONSE] pack size. Where did you
       buy or get the cigarettes you are curre ntly smoking?

(IF FACTORY MADE BRAND CIGARETTE SMKR WHO IS NOT CURRENTLY SMOKING THEIR REGULAR BRAND, D10DUM = 3 & D5=1 & D8=2) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking < INSERT BRAND+VARIETY FROM D9a/b > in [INSERT D10a RESPONSE] pack size. Where did you buy or get the cigarettes you are currently smoking?

(IF FACTORY MADE BRAND CIGARETTE SMKR WHO HAS NO REGULAR BRAND, D10DUM=3 & D5=2, 3, 4, 5) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking <INSERT BRAND+VARIETY FROM D6a/b> in [INSERT D10a RESPONSE] pack size. Where did you buy or get the cigarettes you are currently smoking?

(IF ROLL YOUR OWN BRAND CIGARETTE SMKR WHO IS CURRENTLY SMOKING THEIR REGULAR BRAND, D10DUM = 2) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking < INSERT BRAND+VARIETY FROM D6a/b > in [INSERT D10b RESPONSE] pouch size. Where did you buy or get the tobacco you are currently smoking?

(IF ROLL YOUR OWN BRAND CIGARETTE SMKR WHO IS NOT CURRENTLY SMOKING THEIR REGULAR BRAND, D10DUM = 4 & D5=1 & D8=2) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking < INSERT BRAND+VARIETY FROM D9a/b > in [INSERT D10b RESPONSE] pouch size. Where did you buy or get the tobacco you are currently smoking?

(IF ROLL YOUR OWN BRAND CIGARETTE SMKR WHO HAS NO REGULAR BRAND, D10DUM=4 & D5=2, 3, 4, 5) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking < INSERT BRAND+VARIETY FROM D6a/b > in [INSERT D10b RESPONSE] pouch size. Where did you buy or get the tobacco you are currently smoking?

(IF UNBRANDED SMKR, D10DUM = 5) These next questions are about tobacco prices and where you get your unbranded tobacco. Where did you buy or get the unbranded tobacco you are currently smoking?

1.   Large supermarket(Coles/Woolworths/Safeway/BILO/Aldi/Franklins
2.   Convenience or grocery store
3.   Milk bar/deli
4.   Petrol station (Including 7/11 STORES ATTACHED TO PETROL STATION=4)
5.   Tobacconist
6.   Newsagent/news stand
7.   Bar, pub, restaurant, casino, gaming room or other entertainment establishment
8.   Bottle shop or liquor store
9.   Vending machine
10.   Duty free shop or overseas
11.   Internet
12.   From someone else selling cigarettes independently and/or illegally, (not at a store, shop or other mainstream establishment, but perhaps at local markets, delivery service, door-to-door, in a pub, or just in the street)
13.   Bought by a relative or friend
14.   They were a gift
15.   Other (SPECIFY)
16.   Doesn't remember any details of where bought or obtained
17.   Refused
18.   Don't know/can't say

*(BOUGHT BY A RELATIVE OR FRIEND, P1 = 13)
P2   Where did your relative/friend buy them from?

1.   Large supermarket (Coles/Woolworths/Safeway/BILO/Aldi/Franklins)
2.   Convenience or grocery store

3.   Milk bar/deli
4.   Petrol station (nb. 7/11 STORES ATTACHED TO PETROL STATION=4)
5.   Tobacconist
6.   Newsagent/news stand
7.   Bar, pub, restaurant, casino, gaming room or other entertainment establishment
8.   Bottle shop or liquor store
9.   Vending machine
10.   Duty free shop or overseas
11.   Internet
12.   From someone else selling cigarettes independently and/or illegally, (not at a store, shop or other mainstream establishment, but perhaps at local markets, delivery service, door-to-door, in a pub, or just in the street)
14.   Other (SPECIFY)
15.   Doesn't remember any details of where bought or obtained
16.   Refused
17.   Don't know/can't say

(IF CURRENTLY SMOKING ROLL-YOUR-OWN TOBACCO, D10DUM=2 or 4, SKIP TO P13)
(IF PIPESMKR, D10DUM=7, SKIP TO PREP22b)
(IF CGARSMKR, D10DUM=6, SKIP TO PREP22b)
(IF UNBRANDED CIGARETTES, D10DUM=5, SKIP TO P19d)
*(BRANDED CIGARETTE SMOKER, WHO GOT CIGARETTES FROM SHOP OR FRIEND, D10DUM = 1 OR 3 AND P1 = 1 – 13)

P3   (IF P1 =1-12) Did you buy these cigarettes by the carton, as a multipack, or by the pack?
        (IF P1 =13) When you bought or got these cigarettes from your friend or relative, did you get them by the carton, as a multipack or by the pack?

        INTERVIEWER NOTE: A multipack is something like a twin pack, where multiple packs are packaged and sold together. They are similar to cartons, but many people may not think of them as cartons.

        1.   Carton – (IF QUERIED: CARTON INCL 2 PACKS) (GO TO P4)
        2.   Pack – (GO TO P9)
        3.   Individual /Loose – GO TO PREP22b
        4.   Multipack (GO TO P4)
        7.   Not applicable – GO TO PREP22b
        8.   Refused – GO TO PREP22b
        9.   Don't know – GO TO PREP22b (SUPPRESS IF P1 =1-12)

*(BRANDED CIGARETTE SMOKER, BY CARTON OR MULTIPACK, P3 = 1 OR 4)
P4   How many <IF P3=1: cartons / IF P3=4: multipacks> <IF P1 =1-12: did you buy / IF P1 =13: were you given>?

        1.   Enter number of cartons/multipacks
        77   Not applicable – GO TO PREP22b
        88   Refused – GO TO PREP22b
        98   Don't know/can't say – GO TO PREP22b

*(BRANDED CIGARETTE SMOKER, BY CARTON OR MULTIPACK, P4 < 77)
P5   How many packs of cigarettes were in <IF P4 = 1 CARTON: the / IF P4>1 CARTON: each> <IF P3=1:carton / IF P3=4: multipack>?

        1.   Enter number of packs (Range 2 to 30)
        3.   Not applicable
        4.   Refused
        5.   Don't know

*(BRANDED CIGARETTE SMOKER, BY CARTON OR MULTIPACK, P4 >1 CARTON & P4 < 77)

P6   I'd like to find out how much you paid. Is it easier for you to say how much you paid for each
            <IF P3=1:carton / IF P3=4: multipack> or how much you paid for all the <IF P3=1: cartons / IF
            P3=4: multipacks>?

        1.   Price per carton/multipack
        2.   Total paid for all cartons/multipacks
        3.   Not applicable (e.g. it was a gift) GO TO PREP22b
        4.   Refused – GO TO PREP22b
        5.   Don't know – GO TO PREP22b

*(PRICE PER CARTON/MULTIPACK, OR ONLY ONE CARTON/MULTIPACK BOUGHT, P6=1 OR
P4 = 1 CARTON/MULTIPACK)
P7   How much did you pay for <IF P4 = 1: the / IF P4>1: each> <IF P3=1: carton / IF P3=4:
multipack>?

        INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the
        range.

        1.   Enter dollars and cents with decimal point.
        4.   Refused
        5.   Don't know

*(TOTAL CARTONS/MULTIPACKS PRICE, P6=2)
P8   How much did you pay for all the <IF P3=1: cartons / IF P3=4: multipacks>?
INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

        1.   Enter dollars and cents with decimal point
        4.   Refused
        5.   Don't know

*(BRANDED CIGARETTE SMOKER, BY PACK, P3=2)
P9   How many packs < IF P1 =1-12: did you buy / IF P1 =13: were you given>?

        1.   Enter number of packs
        77   Not applicable – GO TO PREP22b
        88   Refused – GO TO PREP22b
        98   Don't know/can't say – GO TO PREP22b

*(BRANDED CIGARETTE SMOKER, TWO OR MORE PACKS, P9 > 1 PACK AND P9<77)
P10   I'd like to find out how much you paid. Is it easier for you to say how much you paid per pack
            or how much you paid for all the packs?

        1.   Price per pack
        2.   Total paid for all packs
        3.   Not applicable (e.g. it was a gift) - GO TO PREP22b
        4.   Refused (GO TO PREP22b)
        5.   Don't know (GO TO PREP22b)

*(TOTAL PACKS PRICE, P10 = 2)
P11   How much did you pay for all the packs?

INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

        1.   Enter dollars and cents with decimal point.
        4.   Refused
        5.   Don't know

*(IF PRICE PER PACK, OR ONLY ONE PACK BOUGHT P9=1 PACK or P10=1)
P12   How much did you pay for <IF P9 = 1 or P10=1: the / IF P9>1: each> pack?

INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point.
     4.   Refused
     5.   Don't know

*(CURRENTLY SMOKING ROLL-YOUR-OWN TOBACCO, WHO GOT THEM FROM SHOP OR FRIEND, D10DUM = 2 OR 4 AND P1 = 1-13)

P13   How many pouches or containers of tobacco < IF P1 =1-12: did you buy / IF P1 =13: were you given>?

     1.   Enter number of pouches/containers
     77   Not applicable – GO TO PREP22b
     88   Refused – GO TO PREP22b
     98   Don't know/can't say – GO TO PREP22b

*(BOUGHT TWO OR MORE POUCHES, P13>1 POUCH AND P13<77)

P14   I'd like to find out how much you paid. Is it easier for you to say how much you paid per pouch/container or how much you paid for all the pouches/containers?

     1   Price per pouch
     2   Total paid for all pouches
     77   Not applicable – GO TO PREP22b
     88   Refused – GO TO PREP22b
     98   Don't know/can't say – GO TO PREP22b

*(PRICE PER POUCH, OR ONLY ONE POUCH BOUGHT, P14 = 1 OR P13 = 1 POUCH)

P15   How much did you pay for <IF P13 = 1: the / IF P13>1: each> pouch?

     INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point.
     4.   Refused
     5.   Don't know

*(TOTAL POUCH PRICE, P14 = 2)

P16   How much did you pay for all the pouches?

     INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point.
     4.   Refused
     5.   Don't know

*(CURRENT UNBRANDED SMKR, D10DUM = 5 AND P1 = 1 – 13)

P19d   How much did you pay for that bag or box?

     INTERVIEWER NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point.
     777   Not applicable
     888   Refused
     999   Don't know/can't say

PREP22b IF DATE 01/03/2014 TO 15/03/2014 CONTINUE, ELSE GO TO PREP23
*(01/03/2014 TO 15/03/2014)
*(CURRENTLY SMOKING FMC OR ROLL-YOUR-OWN TOBACCO, WHO GAVE THEIR PRICE,
D10DUM = 1 OR 2 OR 3 OR 4 AND P7=1 OR P8=1 OR P11=1 OR P12=1 OR P15=1 OR P16=1)
P22b   <IF D10DUM=1 OR 3: Were those cigarettes purchased before or after March 1?>
        <IF D10DUM=2 OR 4: Was that tobacco purchased before or after March 1?>

    1.   Before
    2.   After
    3.   Don't know/can't say
    4.   Refused
    5.   Not applicable

PREP23 IF D10DUM=1-4 CONTINUE, ELSE GO TO P20
*(CURRENT BRANDED FMC OR RYO SMOKERS)
P23   The next couple of questions are about the health warnings on your CURRENT cigarette
        pack. Do you have your current pack with you?

    1.   Yes
    2.   No (GO TO P20)
    3.   Not applicable (GO TO P20)
    4.   Don't know (GO TO P20)
    5.   Refused (GO TO P20)
*(HAS CURRENT PACK WITH THEM, P23=1)
*ASKED FROM AUGUST 2013
P24   Looking at the front of the <<IF D10DUM=1 OR 3: pack>> <<IF D10DUM=2 OR 4: pouch>>,
        can you please read the bold white warning text to me?

        INTERVIEWER NOTE: If respondent is having trouble reading the warning text, please ask
        them to describe picture. PROBE AS REQUIRED.

    1.   Don't let others breathe your smoke [image of a young child with an oxygen mask]
    2.   Quitting will improve your health [image of a hand stubbing out a cigarette into an
           ashtray]
    3.   Smoking causes blindness [image of an eye]
    4.   Smoking causes emphysema [image of a blackened lung with emphysema]
    5.   Smoking causes heart disease [image of a healthy heart and a damaged heart]
    6.   Smoking causes kidney and bladder cancer [image of a toilet bowl with blood]
    7.   Smoking causes lung cancer [image of Bryan, a youngish man dying of lung cancer]
    8.   Smoking causes mouth cancer [image of an open mouth, with tongue cancer]
    9.   Smoking causes peripheral vascular disease [image of a gangrenous foot]
    10.   Smoking causes throat cancer [image of a man with a hole in his throat]
    11.   Smoking damages your gums and teeth [image of yellowed teeth]
    12.   Smoking doubles your risk of stroke [image of a woman with a stroke]
    13.   Smoking harms unborn babies [image of a newborn with an oxygen tube]
    14.   Smoking kills [image of a foot with a tag on it]
    15.   Other
    16.   None
    17.   Don't know
    18.   Refused

*(SMKR, B8DUM = 1)
P20   <IF D10DUM=6 or 7: The next few questions have to do with your tobacco purchasing
behaviours.> In the past month have you…..

        STATEMENTS
        a.   Bought a larger quantity of cigarettes, tobacco or cigars than you originally intended
               because of a special deal or price discount?

b. Tried a different brand because they were cheaper than usual?
c. Asked for a pack with a different health warning on it?
d. (IF NOT AN UNBRANDED SMKR, D10DUM ~= 5 AND D6a~=666 AND D6c~=1 AND D9a~=666 AND D9c~=1) Bought loose unbranded tobacco in a plastic bag, that is also known as chop-chop?
e. (IF NOT AN UNBRANDED SMKR, D10DUM ~= 5 AND D6a~=666 AND D6c~=1 AND D9a~=666 AND D9c~=1) Bought unbranded or chop-chop tobacco that has already been rolled into cigarettes?
f. Seen cigarettes/tobacco/cigars for sale or being smoked by others which are in a plain dark colour pack with larger picture health warnings?
g. Bought cigarettes/tobacco/cigars in a plain dark colour pack with larger picture health warnings?
h. Avoided buying a brand because it was in a plain dark colour pack?

RESPONSE FRAME
1. Yes
2. No
3. (Not applicable)
4. (Don't know/can't say)
5. (Refused)

*(ALL)
P21 As of December 2012, all cigarettes, tobacco and cigars are being sold in plain dark colour packs. The brand name in plain text is on the pack, but all other brand colours and design elements have been removed. Also, the size of the picture health warning has increased to 75% of the front of the pack.

Overall, do you approve or disapprove of this plain packaging legislation?

IF APPROVE/DISAPPROVE, ASK: Is that somewhat or strongly?

1. Strongly approve
2. Somewhat approve
3. Somewhat disapprove
4. Strongly disapprove
5. (Not applicable)
6. (Don't know/can't say)
7. (Refused)

S. NEWS MEDIA

*(ALL)
S1 Now I want to ask you about news stories relating to smoking or tobacco companies that might have been on TV, radio, or in the newspapers. I'm not talking about advertising, just news stories.

Thinking about the past month, how often, if at all, have you seen or heard a news story about tobacco smoking or tobacco companies? Is that…

READ OUT

1 Never
2 Rarely
3 Sometimes
4 Often
5 Very often
7 (Not applicable)
8 (Refused)
9 (Don't know)

U. SMOKER FINANCIAL STRESS

*(SMKR, B8Dum =1)
U1   In the last month, because of a shortage of money, were you unable to pay any important bills on time, such as electricity, telephone or rent bills?

        1 Yes
        2 No
        6 Not applicable
        7 Refused
        8 Don't know

V. MEDIA USE

*(ALL)
V1   Approximately how many hours would you normally spend watching commercial TV on an average weekday?

        IF NEEDED: Not the ABC, not DVDs.

        1   Hours per day (SPECIFY) (RANGE 1 TO 24) FRACTIONS OKAY
        2   Minutes per day (SPECIFY) (RANGE 1 TO 500)
        3   None
        7.   (Don't know/Can't say
        8.   (Refused)

W. DESCRIPTIVES

*(ALL)
W6.   I just have some final questions to make sure we have a good cross-section of people.

        INCLUDING YOURSELF, how many people aged 18-69 live in this household?

        1.   Number given (Specify_____) (RANGE 1 to 20) *(DISPLAY "UNLIKELY RESPONSE" IF > 10)
        2.   (Don't know)
        3.   (Refused)

*(ALL)
W6a.   And, INCLUDING YOURSELF, how many people aged 18-69 living in this household currently smoke cigarettes?

        1.   Number given (Specify_____) (RANGE 0 to 20) *(DISPLAY "UNLIKELY RESPONSE" IF > 10) CAP RANGE TO W6 VALUE
        2.   (Don't know)
        3.   (Refused)

W6b

        INCLUDING YOURSELF, how many people aged 18-69 living in this household have given up smoking cigarettes in the last 12 months?

        1.   Number given (Specify_____) (RANGE 0 to 20) *(DISPLAY "UNLIKELY RESPONSE" IF > 10) CAP RANGE TO W6 VALUE
        2.   (Don't know)
        3.   (Refused)

W6CHECK
IF W6a + W6b > W6 DISPLAY WARNING, ELSE CONTINUE

*(ALL)
W2   What is the highest level of education you have reached?

PROBE AS REQUIRED

1.   Some primary school
2.   Finished primary school
3.   Some secondary school
4.   Finished secondary school
5.   Some tertiary education (University, TAFE or College)
6.   Finished an undergraduate degree
7.   Finished a higher degree or diploma (e.g. Ph.D, Masters or Graduate Diploma)
8.   Don't know / Can't say
9.   Refused

*(ALL)
W3   What is the main language you speak at home?

1.   English
2.   Arabic
3.   Cambodian (Khmer)
4.   Chinese (Mandarin/Cantonese)
5.   Croatian
6.   Greek
7.   Italian
8.   Macedonian
9.   Polish
10.   Russian
11.   Serbian
12.   Spanish
13.   Turkish
14.   Vietnamese
15.   Middle Eastern (DO NOT DISPLAY, CODE USED FOR BACKCODING)
16.   Asian (DO NOT DISPLAY, CODE USED FOR BACKCODING)
17.   European (DO NOT DISPLAY, CODE USED FOR BACKCODING)
18.   African (DO NOT DISPLAY, CODE USED FOR BACKCODING)
19.   Other (SPECIFY)
20.   Refused

*(ALL)
W4   Are you of Aboriginal or Torres Strait Islander origin?

1.   No
2.   Yes, Aboriginal
3.   Yes, Torres Strait Islander
4.   Yes, both Aboriginal and Torres Strait Islander
5.   Refused

*(ALL)
W5   I would now like to ask you about your household's income. What is your annual household
income before tax?

Would it be:

READ OUT

1.   Less than $30,000
2. $30,000 to $59,999
3. $60,000 to $99,999

4. $100,000 to $149,999
5. $150,000 or more
6.   (Don't know/can't say)
7.   (Refused)

*(ALL)

W7   Now just a question or two about your use of telephone services.

1.   Continue

*(MOBILE SAMPLE) (SAMTYP=2)

W8   Is there at least one working fixed line telephone inside your home that is used for making and receiving calls?

1.   Yes
2.   No
3.   (Don't know)
4.   (Refused)

*(LANDLINE SAMPLE, MOBILE SAMPLE WITH LANDLINE) (SAMTYP=1 OR ((SAMTYP=2 AND W8 = 1))

W9   How many residential phone numbers do you have in your household not including lines dedicated to faxes, modems or business phone numbers? Do not include mobile phones.

INTERVIEWER NOTE: If needed explain as how many individual landline numbers are there at your house that you can use to make and receive calls?

1.   Number of lines given (Specify_____) RECORD WHOLE NUMBER (ALLOWABLE RANGE 1 TO 15) *(DISPLAY "UNLIKELY RESPONSE" IF >3)
2.   (Refused)
3.   (Don't know/ Not stated)

*(LANDLINE SAMPLE) (SAMTYP=1)

W10   Do you also have a working mobile phone?

1.   Yes
2.   No
3.   (Don't know)
4.   (Refused)

* COMPLETION

*(ASK ALL)

CLOSE

Thank you for your time and assistance. That is all the questions we have for you today. We are following up people who took part in this survey to complete a shorter telephone interview in about a month's time.

As an incentive for you to participate in this final follow-up survey, you would be entered into a draw to receive one of 5 Coles-Myer vouchers worth $100 if you complete both surveys. That interview will take much less time than the one you have completed, about 10 minutes.

Could we call you back in about a month's time to complete this second short survey?

1.   Yes
2.   No (THANK AND TERMINATE)

CLOSE2

Is there a particularly convenient time to call you back, or any times of day or night that we should avoid calling you?

      RECORD BEST TIME TO CALL FOR FOLLOW-UP INTERVIEW
      RECORD TIMES TO AVOID CALLING

CLOSE3
Would you please provide your first name and confirm your telephone number? This information will only be used by us to contact you for this research purpose and will not be made available to anyone else.

INTERVIEWER NOTE: INITIALS ARE OKAY

      RECORD FIRST NAME
      TELEPHONE NUMBER CONFIRMED

CLOSE4
      Do you have another telephone number that we might be able to contact you on, in case we can't get through to this number?

      RECORD ANY ALTERNATIVE CONTACT PHONE NUMBERS

CLOSE5
      You have our assurance that your answers will be kept confidential and your contact details will be used for research purposes only.

      If you would like any information about this project in the meantime, or have any comments or concerns about the way it was conducted, please contact Meghan Zacher on (03) 9514 6493.

      Once again, my name is (…). On behalf of The Social Research Centre and the Australian Government Department of Health and Ageing , thank you for giving us this interview, and we look forward to speaking with you again in about a month.

*(REFUSAL)
RR1   OK, that's fine, could you just tell me the main reason you don't want to do the survey, because that's important information for us?

1. No comment
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't trust surveys / government
6. Don't like subject matter
7. Don't believe surveys are confidential / privacy concerns
8. Silent number
9. Never do surveys
10. 15 minutes too long
11. Get too many calls for surveys / telemarketing
12. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF / UNABLE TO DO SURVEY)
13. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
14. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
15. Going away / moving house (CODE AS AWAY DURATION)
16. Asked to be taken off list and never called again
17. No one 18 plus in household (CODE AS NO ONE 18 PLUS IN HOUSEHOLD)
18. Respondent unreliable / drunk (CODE AS OTHER OUT OF SCOPE)
19. Other (SPECIFY…)

*(REFUSAL)

RR2   RECORD RE-CONTACT TYPE

Definitely don't call back (hard refusal)
Possible conversion (soft refusal)

TERM1: Thank you for your time, but for this study we need to confirm your age.

TERM2: Thanks for your time, but for this study we need to speak to people aged 18 to 69. Thanks for being prepared to help out.

TERM3: Thank you for your time, but for this study we need to confirm the State or Territory you live in.

TERM4: Thank you for your time, but we are looking to speak with people who smoke or have recently quit.

*(QUOTA FULL SCRIPT)
TERM5: Thank you for your time, but unfortunately you are not able to participate in the study today as we have as we have completed our quota of interviews with people in your area. Would it be ok if we called back in a few weeks time when we are conducting this survey in your area again?

1. Yes
2. No

*(HAPPY TO BE RECONTACTED TERM5=1)
QUOFULL   Is there a particularly convenient time to call you back, or any time of day that we should avoid calling you?

RECORD BEST TIME
RECORD TIMES TO AVOID

ALLTERM

Household Refusal (INTRO=2, A1=5)
Respondent Refusal (A1=6, A1b=5)

Mobile sample respondent refused state (A2=10)
Mobile sample not safe to take call (A3=3)
Mobile sample respondent refused to say what number to call back on (A3b=3)

Respondent refused to provide age (A3c=4, B1b=13 OR 14)
Respondent refused screening (A4=4)

No one in household aged 18-69 (A1=7, A3c=2 OR 3, B1a=2, B1b=1, B1b=12)
Never smoked (B2=2)
Smoked but refused to provide frequency of smoking (B3=6 OR 7)
Smoked but refused to say if they are a smoker or ex smoker (B4a=4 OR 5)
Ex smoker who quit smoking over 12 months ago (B5=2 OR 8 OR 9)
Smoker or RQ who last smoked more than 12 months ago (B6=4, B6a=2 OR 8 OR 9)
Other smoking status (B8=6)
Quota full (TERM5)

Respondent refusal – in scope (B9=4)

Appendix 2, Table A2.1 (part 1)

Ad	Survey Wave												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Bronchoscopy	X												
Cough	X *	X				X	X						
Parents	X *	X				X	X	X	X	X			
Never Give Up Giving Up	X	X	X	X	X	X	X					X	X
Break the Chain	X	X *	X *	X *						X *	X *	X	X
Mick	X												
Willpower	X	X				X	X						
What's Worse	X							X	X	X			
Stairway to Emphysema	X	X	X										
Sponge							X						
Cigarettes Are Eating You Alive		X										X	X
How You're Seen		X	X	X	X	X	X	X	X	X	X	X	X
Wait/Regret – Two Versions			X	X	X			X	X	X	X	X	X
Excuses		X *	X *	X	X								
Emphysema (demonstration)			X	X									
Sponge (diagram)			X	X	X	X							
My Smoking			X	X	X								
Eyes (Smarter than Smoking)					X								
Foot Amputation						X	X				X	X	X
Choices (Smarter than Smoking)						X	X	X	X	X			
Youth Peer Pressure (Smarter than Smoking)						X	X	X	X	X			
Best Intentions							X	X	X	X	X		
Cigarettes Are Eating You and Your Baby Alive												X	X
Quit For Two								X *	X *	X *	X	X	
Eye								X *	X *	X *	X *	X	X
Buried Alive													
Symptoms													
Last Dance													

X= ad included in listed presented to interviewers in questions M2a and M2b, which measured unprompted recall of anti-smoking campaigns.

* = ad also asked about in question M3, which measured prompted recall of anti-smoking of nationally-funded anti-smoking campaigns.

Appendix 2, Table A2.1 (part 2)

	Survey Wave												
Ad	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**
Bronchoscopy	X	X	X										X
Cough													
Parents													
Never Give Up Giving Up	X	X	X	X	X	X	X	X			X		
Break the Chain	X	X	X	X	X	X	X	X					
Mick			X	X	X	X	X						
Willpower													
What's Worse											X		
Stairway to Emphysema													
Sponge											X	X	
Cigarettes Are Eating You Alive													
How You're Seen		X											
Wait/Regret – Two Versions							X	X	X	X			
Excuses													
Emphysema (demonstration)													
Sponge (diagram)													
My Smoking													
Eyes (Smarter than Smoking)													
Foot Amputation													
Choices (Smarter than Smoking)													
Youth Peer Pressure (Smarter than Smoking)													
Best Intentions													
Cigarettes Are Eating You and Your Baby Alive													
Quit For Two													
Eye													
Buried Alive	X *	X *	X *	X *	X			X *	X *	X	X	X	X
Symptoms	X *	X *	X *	X *	X			X *	X *	X	X	X	X
Last Dance			X	X	X	X					X	X	X

X= ad included in listed presented to interviewers in questions M2a and M2b, which measured unprompted recall of anti-smoking campaigns.

* = ad also asked about in question M3, which measured prompted recall of anti-smoking of nationally-funded anti-smoking campaigns.

Appendix 3: Follow-up survey

0909z Plain Packaging Tracker
Cancer Council Victoria

Follow-up questionnaire

SAMPLE VARIABLES NEEDED

BDATE   BASELINE SURVEY DATE (DAY/MONTH/YEAR)

NAME   RESPONDENT NAME

AGE   BASELINE AGE IN YEARS

GENDER   RESPONDENTS GENDER

*(ALL)
B8DUM   SMKRQ (FROM BASELINE SURVEY)

1.   Smoker
2.   Recent quitter

*(SMKR, B8DUM =1)
D2aDUM   SMOKER - MAIN TOBACCO PRODUCT(S)

1.   SMKR Factory-made cigarettes (D1 = 1)
2.   SMKR Roll-your-own cigarettes (D1 = 2)
3.   SMKR Factory-made and Roll-your-own (D1 = 3)
4.   SMKR Cigars ONLY (D1 > 3 AND ([D2 = 2 AND D2 DOES NOT = 3] OR [D2a = 1 or 3 or 4 or 5 or 6]))
5.   SMKR Pipe only ONLY (D1 > 3 AND ([D2 = 3 AND D2 DOES NOT = 2] OR [D2a = 2]))
6   SMKR Something else (D1 > 3 AND ([D2 =1 OR >3] AND D2 DOES NOT = 2 OR 3))

*(RECQUIT, B8DUM =2)
D2bDUM   RECQUIT - MAIN TOBACCO PRODUCT(S)

1.   RECQUIT Factory-made cigarettes (D1 = 1)
2.   RECQUIT Roll-your-own cigarettes (D1 = 2)
3.   RECQUIT Factory-made and Roll-your-own (D1 = 3)
4.   RECQUIT Cigars ONLY (D1 > 3 AND ([D2 = 2 AND D2 DOES NOT = 3] OR [D2a = 1 or 3 or 4 or 4 or 6]))
5.   RECQUIT Pipe only ONLY (D1 > 3 AND ([D2 = 3 AND D2 DOES NOT = 2] OR [D2a = 2]))
6   RECQUIT Something else (D1 > 3 AND ([D2 =1 OR >3] AND D2 DOES NOT = 2 OR 3))

*(ALL)
D10DUM   CURRENT BRAND USED BY SMOKERS AND RECENT QUITTERS

12. CURRENT=REGULAR: FMC SMKR (B8DUM=1 & D5=1 & D8~=2 & (D2aDUM=1 OR (D2aDUM=3 AND D6=1)) & (D6a<666))
13. CURRENT=REGULAR: RYO SMKR (B8DUM=1 & D5=1 & D8~=2 & (D2aDUM=2 OR (D2aDUM=3 AND D6=2)) & (D6a<666))
14. CURRENT~=REGULAR or NO REGULAR: FMC SMKR (B8DUM=1 & D5=1 & D8=2 & (D2aDUM=1 OR (D2aDUM=3 AND D8a=1)) & (D9a<666))
    OR
    (B8DUM=1 & D5=2-5 & (D2aDUM=1 OR (D2aDUM=3 AND D6=1)) & (D6a<666))

15. CURRENT~=REGULAR or NO REGULAR: RYO SMKR (B8DUM=1 & D5=1 & D8=2 &
    (D2aDUM=2 OR (D2aDUM=3 AND D8a=2)) & (D9a<666))
     OR
    (B8DUM=1 & D5=2-5 & (D2aDUM=2 OR (D2aDUM=3 AND D6=2)) & (D6a<666))
16. CURRENT: UNBRANDED (B8DUM=1 & D5=2-5 & (D6a=666 OR D6c=1))
     OR
    (B8DUM=1 & D5=1 & D8=2 & (D9a=666 OR D9c=1)
     OR
    (B8DUM=1 & D5=1 & D8~=2 & (D6a=666 OR D6c=1))
17. CIGARS ONLY (B8DUM=1 & D1>3 & ([D2 = 2 AND D2 ~= 3] OR [D2a = 1 or 3 or 4 or 5 or 6])
18. PIPE ONLY (B8DUM=1 & D1>3 & ([D2=3 AND D2 ~= 2] OR D2a=2)
19. SMKR – Other (B8DUM=1 and none of the above categories work)
20. RECENT QUITTER with regular brand (B8DUM=2 & D2bDUM= 1, 2, OR 3 & D5=1)
21. RECENT QUITTER with no regular brand (B8DUM=2 & D2bDUM= 1, 2, OR 3 & D5=2-5)
22. RECENT QUITTER – Other (B8DUM=2 & other 2 categories don't fit)

*(ALL)
D14DUM   BRAND TYPE SHORT

1.   USUAL **BRAND**   (B8DUM = 1 AND D10DUM=1 or 2)
2.   CURRENT **BRAND**   (B8DUM = 1 AND D10DUM=3 OR 4)
3.   CURRENT UNBRANDED   (B8DUM = 1 AND D10DUM=5)
4.   CGARSMKR ONLY   (B8DUM=1 & D10DUM=6)
5.   PIPESMKR ONLY   (B8DUM=1 & D10DUM=7)
6.   RECQUIT   (B8DUM =2)

*(RECQUIT, B8DUM = 2)
RECQUITBRANDED
1.   REQUIT WITH PAST BRAND (D5=1 AND D6a<666)
2.   REQUIT UNBRANDED (D6a=666 OR D6c=1)
3.   RECENT NO PAST BRAND (D1>3 OR D6c~=1)

BBRAND   BASELINE BRAND
        IF D10DUM = 1 OR 2 – BRAND/VARIANT = D6a/b
        IF D10DUM = 3 OR 4 AND D5=1 - BRAND/VARIANT = D9a/b
        IF D10DUM = 3 OR 4 AND D5=2-5 – BRAND/VARIANT = D6a/b
        IF D10DUM = 5 – BRAND/VARIANT = "unbranded cigarettes"
        IF RECQUITBRANDED = 1 – BRAND/VARIANT = D6a/b
        IF RECQUITBRANDED = 2 – BRAND/VARIANT = "unbranded cigarettes"

RQBRANDTYP
        1. RECQUIT FMC (D2BDUM=1 OR (D2BDUM=3 AND D6=1)
        2. RECQUIT RYO (D2BDUM=2 OR (D2BDUM=3 AND D6=2)

FOLLOW-UP INTRODUCTION AND INITIATION

*(ALL)
IDATE   Follow-up survey date (day/month/year)

*(ALL)
SAMTYP
       1.   Landline
       2.   Mobile

*PROGRAMMER NOTE: IF SAMTYP = 2 GO TO ANSMOB FOR SCRIPT. IF SAMTYP = 1 GO TO ANSLL

*(MOBILE ONLY, SAMTYP=2)

ANSMOB Good morning/afternoon/evening <NAME>. I'm calling back on behalf of the Social Research Centre for a short five minute survey to follow up the one you completed on <BDATE> for the Department of Health and Ageing. You will be entered into a draw to receive one of 5 Coles-Myer vouchers worth $100 if you complete both surveys. Thank you

*(LANDLINE ONLY, SAMTYP=1)

ANSLL Good morning/afternoon/evening <NAME>. I'm calling back on behalf of the Social Research Centre for a short five minute survey to follow up the one you completed about a month ago for the Department of Health and Ageing. You will be entered into a draw to receive one of 5 Coles-Myer vouchers worth $100 if you complete both surveys. Thank you

*(ALL)
FUA1   Good morning/afternoon/evening. My name is … from the Social Research Centre. May I speak with <NAME>?

           INTERVIEWER NOTE: DISPLAY <AGE> and <GENDER> and <BDATE>

           IF NECESSARY: We are following up on a recent phone call to <NAME>

       1.   Yes, continue
       2.   Person not available (STOP INTERVIEW, ARRANGE CALLBACK)
       3.   Wrong number / person not known (TERM 1)
       4.   (AVOID) Household refusal (GO TO RR1)
       5.   (AVOID) Respondent refusal (GO TO RR1)
       6.   Away for duration of survey (TERM 1)
       7.   Back to SMS

*(RESPONDENT, FUA1 =1)
FUA1b (Good morning/afternoon/evening. My name is … from the Social Research Centre.)
About a month ago you participated in a survey that we conducted for the Australian Government Department of Health and Ageing. At that time, you gave us permission to contact you again for a short follow-up call, which I am hoping to do now.

       1.   Continue
       2.   Make HARD appointment
       3.   Make SOFT appointment
       4.   (AVOID) Refused   (GO TO RR1)
       5.   Back to SMS

*(IF CALLING A MOBILE NUMBER)
FUA2   May I just check whether it is safe for you to take this call at the moment? If not, we'd be happy to call you back when it is more convenient for you.

        1.   Safe to take call
        2.   Not safe to take call   (GO TO APPT)
        3.   Refusal   (GO TO RR1)

*(NOT SAFE TO TAKE CALL, FUA2 =2)
FUA2a   Do you want me to call you back on this number or would you prefer I call back on your home phone?

        4.   This number (TYPE STOP, MAKE APPOINTMENT)
        5.   Home phone (TYPE STOP, MAKE APPOINTMENT, RECORD HOME PHONE NUMBER)
        6.   Respondent refusal (GO TO RR1)

*(NOT SAFE TO TAKE CALL, FUA2 =2)
FUA2b   INTERVIEWER RECORD:

        Is this a HARD or SOFT appointment?

        3.   HARD appointment
        4.   SOFT appointment

*(ALL)
FUA3   Just a reminder, that as an incentive for your participation, you will be entered into a draw to receive one of five Coles-Myer vouchers worth $100 once you have completed this survey.

        This interview should only take about 5-6 minutes depending on your answers. All information you give us will be strictly confidential. We'd prefer that you answer all the questions, but if there are any that you don't want to answer, that's fine, just let me know.

        IF NECESSARY: This call is for public health research and not a sales call. Any information provided is protected by strict Commonwealth and State privacy laws.

        1.   Continue
        2.   HARD appointment
        3.   Make SOFT appointment
        4.   Refusal   (GO TO RR1)

*(ALL)
FUA4   This call may be monitored by my supervisor for quality assurance purposes. Please tell me if you don't want this to happen.

        1.   Recording allowed
        2.   Recording not permitted

QUIT STATUS AND QUIT ATTEMPTS

*(BASELINE RECQUIT, B8DUM = 2)
FUC1   The last time we spoke with you on <BDATE> you said you were not smoking. Are you back to smoking or are you still stopped?

        1.   Back to smoking
        2.   Still stopped
        3.   Not applicable
        4.   Refused

5.   Don't know

FUC2   Have you been quit the entire time since <BDATE>?

1.   Yes
2.   No, I went back to smoking for a while, but have now quit again
3.   Not applicable
4.   Refused
5.   Don't know

FUC4   How long after we spoke with you on <BDATE> did you go back to smoking?

INTERVIEW NOTE: IF SAME DAY, CODE AS 1 DAY LATER

1.   Enter number of days later
2.   Enter number of weeks later
3.   Enter number of months later
4.   Not applicable
5.   Refused
6.   Don't know

FUC5   How often do you currently smoke? Would that be…

READ OUT

1.   Daily
2.   Weekly
3.   Monthly
4.   Less than monthly
5.   or not at all
6.   (Not applicable)
7.   (Refused)
8.   (Don't know)

FUC6   How long has it been since you smoked?

1.   _____ Days ago
2.   _____Weeks ago
3.   _____ Months ago
4.   Not applicable
5.   Refused
6.   Don't know

FUC6DUM   SMOKER STATUS AT FOLLOW-UP

1.   FUSMKR - Smoker   (FUC5=1 OR 2 OR 3 OR 4) OR (FUC1=1)
2.   FURECQUIT – Recent quitter   (FUC5=5 OR FUC1=2)
3.   FUOTHER – other smoker or quitter (couldn't say if they were still smoking or not)
           (FUC5=6, 7, 8) OR (FUC1=3, 4 OR 5)

FUC7
(IF B8DUM=1) Over the past month, have you made any attempts to quit smoking?
(IF B8DUM=2) And since you went back to smoking, have you made any new attempts to quit?

1.   Yes
2.   No
3.   Not applicable
4.   Refused
5.   Don't know

*(TRIED TO QUIT SINCE BASELINE, FUC7 = 1)
FUC8   How many new quit attempts have you made?

1.   Enter number of quit attempts
2.   Not applicable
3.   Refused
4.   Don't know

*(MADE ONE OR MORE ATTEMPTS TO QUIT SINCE BASELINE, FUC8 = 1 or more attempts)
FUC9   *(IF FUC8=1) How long did that quit attempt last?
        *(IF FUC8>=2) Of those new quit attempts, what was the longest period you managed to quit for?

        INTERVIEW NOTE: IF SAME DAY, CODE AS 1 DAY

1.   _____ Days ago
2.   _____Weeks ago
3.   _____ Months ago
4.   Not applicable
5.   Refused
6.   Don't know

QUITTING THOUGHTS

*(FUSMKR, FUC6DUM = 1)
FUD1   During the past week, how often have you thought about quitting?

> READ OUT

> 1.   Several times a day
> 2.   Once a day
> 3.   Once every few days
> 4.   Once or
> 5.   Not at all
> 6.   (Don't know/can't say)
> 7.   (Refused)

*(FUSMKR AND FURECQUIT, FUC6DUM = 1 AND 2)
FUD2   (IF FUSMKR, FUC6DUM = 1) On a scale from 0 to 10, how important to you is quitting for good, where 0 is not at all important, 5 is fairly important and 10 is extremely important?
(IF FURECQUIT, FUC6DUM = 2) On a scale from 0 to 10, how important to you is staying quit, where 0 is not at all important, 5 is fairly important and 10 is extremely important?

> INTERVIEW NOTE: ROUND UP DECIMALS

> 1.   ENTER SCORE (ALLOWABLE RANGE 0-10)
> 2.   Not applicable
> 3.   Don't know/can't say
> 4.   Refused

*(FUSMKR, FUC6DUM = 1)
FUD3   Do you intend to quit in the next month?

> 1.   Yes
> 2.   No
> 3.   Not applicable
> 4.   Don't know/can't say
> 5.   Refused

*(INTENDS TO QUIT NEXT MONTH, FUD3=1)
FUD4   Have you set a firm date to quit in the next month?

> IF NEEDED: Have you set a firm date in the next month to quit by?

> 1.   Yes
> 2.   No
> 3.   (Not applicable)
> 4.   (Don't know/can't say)
> 5.   (Refused)

PRODUCT INFORMATION

*(FUSMKR FUC6DUM=1)
FUF2   Do you currently smoke …

READ OUT

1.   Factory-made cigarettes only
2.   Roll-your-own cigarettes only
3.   Both
4.   Or neither of these?
5.   (Not applicable)
6.   (Don't know/can't say)
7.   (Refused)

*(FUSMKR, FUC6DUM=1)
FUF3   Do you currently smoke any other form of tobacco? (If yes, what do you smoke?)

INTERVIEWER NOTE: If response is ROLL YOUR OWN go back to FUF2 and code appropriately

(Multiple response)

1.   No ^s
2.   Yes, cigars
3.   Yes, pipes
4.   Yes, waterpipe
5.   Yes, bidi
6.   Yes, e-cigarette
7.   Yes, chop-chop/unbranded tobacco
8.   Yes, other (specify) _____
9.   Not applicable ^s
10.   Don't know/can't say ^s
11.   Refused ^s

*(FU CIGAR AND PIPE SMKR, FUF3 = 2 AND 3)
FUF4a Which of these two products are you smoking most of at the moment?

READ OUT

1.   Cigars
2.   Or Pipe
3.   (about equal)
4.   (Not applicable)
5.   (Don't know/can't say)
6.   (Refused)

*(SMOKES CIGARS MORE THAN OR EQUAL TO PIPES (OR DOESN'T KNOW), (FUF3=2 and FUF3~=3) OR (FUF4a=1 OR 3 OR 4 OR 5 OR 6)
FUF4b Do you currently smoke single cigars or boxed cigars?

1.   Single or mostly single
2.   Boxed or mostly boxed
3.   Both about equally
4.   Not applicable
5.   Don't know
6.   Refused

*(DAILY, SMKR OF CIGARETTES FUC5=1 AND FUF2 = 1, 2 OR 3)
FUF5a   On average how many cigarettes do you smoke each day<IF FUF2=3 (SMOKES BOTH):
          including both factory made and roll-your-own cigarettes>?

          INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the
          midpoint of the range and round up (e.g. 17.5 becomes 18)

          1.   Enter number of cigarettes per day (ALLOWABLE RANGE 1-100)
          8.   Refused
          9.   Don't know

*(WEEKLY, SMKR OF CIGARETTES FUC5=2 AND FUF2 = 1, 2 OR 3)
FUF5b   On average how many cigarettes do you smoke each week <IF FUF2=3 (SMOKES BOTH):
          including both factory made and roll-your-own cigarettes?
          INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the
          midpoint of the range and round up (e.g. 17.5 becomes 18)

          1.   Enter number of cigarettes per week (ALLOWABLE RANGE 1-700)
          8.   Refused
          9.   Don't know

*(MONTHLY, SMKR OF CIGARETTES FUC5=3 AND FUF2 = 1, 2 OR 3)
FUF5c   On average how many cigarettes do you smoke each month <IF FUF2=3 (SMOKES
          BOTH): including both factory made and roll-your-own cigarettes>?

          INTERVIEWER NOTE: If range given (e.g. 15 to 20) and cannot be more specific, take the
          midpoint of the range and round up (e.g. 17.5 becomes 18)

          1.   Enter number of cigarettes per month (ALLOWABLE RANGE 1-700)
          8.   Refused
          9.   Don't know

*(FUSMKR, FUC6DUM=1)
FUF6DUM   SMOKER - MAIN TOBACCO PRODUCT(S)

          1.   SMKR Factory-made cigarettes (FUF2=1)
          2.   SMKR Roll-your-own cigarettes (FUF2=2)
          3.   SMKR Factory-made and Roll-your-own (OR FUF2=3)
          4.   SMKR Cigars ONLY ((FUF2>3) AND ((FUF3=2 AND FUF3~=3) OR (FUF3=2 AND
                    FUF3=3 AND FUF4a~=2)))
          5.   SMKR Pipe only ONLY ((FUF2>3) AND ((FUF3=3 AND FUF3~=2) OR (FUF3=2 AND
                    FUF3=3 AND FUF4a=2)))
          6   SMKR Something else (FUF2>3 AND FUF3~=2 OR 3)

*(FUCIGSMKR AND GAVE BRAND OR UNBRANDED AT BASELINE, FUF6DUM = 1, 2 or 3 AND D14DUM = 1 OR 2 OR 3)
*(RECQUIT WHO RETURNED TO CIG SMOKING AND SMOKED BRAND OR UNBRANDED AT BASELINE, FUF6DUM = 1, 2 or 3 AND RECQUITBRANDED = 1 OR 2)

FUF6   *(IF FUF6DUM = 1, 2 or 3 AND D14DUM = 1 OR 2 OR 3) Last time we spoke with you, you were smoking <BBRAND>. Are you currently smoking that, or are you smoking something different?

*(IF FUF6DUM = 1, 2 or 3 AND RECQUITBRANDED = 1 OR 2) Last time we spoke with you, you used to smoke <BBRAND>. Is this what you are currently smoking, or are you smoking something different?

INTERVIEWER NOTE: MUST BE EXACTLY THE SAME BRAND AND VARIETY TO CODE TO YES

1.   Yes, same
2.   No, something different
3.   Not applicable
4.   Don't know
5.   Refused

*(FUCIGSMKR WHO SMOKES BOTH AND DID NOT SMOKE BRANDED OR UNBRANDED AT BASELINE, (FUF2= 3 AND D10DUM = 6 OR 7 OR 8) OR (FUF2 = 3 AND RECQUITBRANDED = 3))
*(SMOKES BOTH AND NOW SMOKING DIFF BRAND, FUF2 = 3 AND FUF6 = 2, 3, 4 or 5)

FUF7a Is your current brand and variety factory made cigarettes or roll-your own tobacco?

7.   Factory-made cigarettes
8.   Roll-your-own cigarettes

*(FUCIGSMKR WHO DID NOT NAME A BRAND AT BASELINE (FUF2 = 1, 2 OR 3 AND (D10DUM = 6 OR 7 OR 8 OR RECQUITBRANDED = 3))
*(FUCIGSMKR WHO NOW SMOKING DIFF BRAND TO BASELINE, FUF6 = 2, 3, 4 or 5)

FUF7aDUM   SMOKER - MAIN TOBACCO PRODUCT

1.   Factory-made cigarettes ((FUF2 = 1) OR (FUF2=3 AND FUF7a=1))
2.   Roll-your-own cigarettes ((FUF2 = 2) OR (FUF2=3 AND FUF7a=2))

*(FUCIGSMKR WHO DID NOT NAME A BRAND AT BASELINE (FUF2 = 1, 2 OR 3 AND (D10DUM = 6 OR 7 OR 8 OR RECQUITBRANDED = 3))
*(FUCIGSMKR WHO NOW SMOKING DIFF BRAND TO BASELINE, FUF6 = 2, 3, 4 or 5)

FUF8a What brand are you currently smoking?

(IF FACTORY-MADE CIGARETTE SMOKER, FUF7aDUM =1 DISPLAY: IF UNABLE TO ANSWER, SAY: For example are they 'Winfield, Peter Jackson or some other brand'?)
(IF ROLL-YOUR-OWN CIGARETTE SMOKERS, FUF7aDUM =2 DISPLAY: IF UNABLE TO ANSWER, SAY: For example is it Champion, Drum or some other brand'?)

INTERVIEWER NOTE: Need to emphasise we are asking for brand here, not variety. IF NEEDED, SAY: "What is the name you use when asking for your brand in the store?"

1.   REFER TO BRAND LIST.
            DISPLAY FACTORY-MADE OPTIONS ONLY IF FUF7aDUM =1.
            DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF FUF7aDUM =2.
444   Other brand (SPECIFY)
666   No brand/ unbranded/chop-chop cigarettes/tobacco
777   Not applicable
888   Don't know/can't say
999   Refused

*(NAMED REGULAR/CURRENT BRAND SMOKED, FUF8a = <555)
FUF8b And what variety of that brand is it?

(IF FACTORY-MADE CIGARETTE SMOKER, FUF7aDUM =1 DISPLAY: IF UNABLE TO ANSWER, SAY: For example, are they Blue, Rich, Smooth or some other variety?)
(IF ROLL-YOUR-OWN CIGARETTE SMOKERS, FUF7aDUM =2 DISPLAY: IF UNABLE TO ANSWER, SAY: For example is it Ruby, Classic, Original or some other variety?)

INTERVIEWER NOTE: Emphasise you are asking for the variety of their brand. IF NEEDED, SAY: "How do you ask for your specific type of brand in the store?"

INTERVIEWER NOTE: If variant not listed, probe for nearest you have (e.g. There is a brand on my list that says "Winfield Gold" -- would that be the same as your brand?")

1.   REFER TO VARIANT LIST.
DISPLAY FACTORY-MADE OPTIONS ONLY IF FUF7aDUM =1.
DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF FUF7aDUM =2.
444   Other brand (SPECIFY)
777   Not applicable
888   Don't know/can't say
999   Refused

*(NOT APPLICABLE, DON'T KNOW OR REFUSED TO NAME REGULAR/CURRENT BRAND, FUF8a=777, OR 888 OR 999)
FUF8c   Cigarettes/tobacco also comes without a brand and it is known as chop-chop. Is this the type of cigarettes/tobacco you are currently smoking?

IF NEEDED: It comes as loose tobacco sold in plastic bags. It can also come as pre-rolled cigarettes and sold in plastic bags or unbranded boxes.

1.   Yes
2.   No
3.   Don't know/can't say
4.   Not applicable
5.   Refused

*(FUSMKR, FUC6DUM = 1)
FUF8cDUM   CURRENT MAIN TOBACCO PRODUCT SMOKED

PROGRAMMER NOTE: Consolidate brand and variant from FUF8a, FUF8b, FUF8c OR impute brand/variant from baseline (BBRAND) if FUF6=1).

1.   **Named FMC brand** (FUF6=2, 3, 4, 5 AND FUF8a = 1 thru 444 AND FUF7aDUM = 1) OR (FUF6=1 AND D10DUM=1 OR 3) OR (FUF6=1 AND RQBRANDTYP=1) OR ((FUF8a=1 thru 444 AND FUF7aDUM=1) AND (D10DUM=6 OR 7 OR 8 OR RECQUITBRANDED=3))

2.   **Named RYO brand** (FUF6=2, 3, 4, 5 AND FUF8a = 1 thru 444 AND FUF7aDUM = 2) OR (FUF6=1 AND D10DUM=2 OR 4) OR (FUF6=1 AND RQBRANDTYP=2) OR ((FUF8a=1 thru 444 AND FUF7aDUM=2) AND (D10DUM=6 OR 7 OR 8 OR RECQUITBRANDED=3))

3.   **Unbranded** (FUF8a = 666 OR FUF8c = 1) OR (FUF6=1 AND D10DUM=5) OR (FUF6=1 AND RECQUITBRANDED=2)

4.   Other cigarette smokers (FUF8c=2, 3, 4, 5) OR (FUF6DUM = 6)

5.   FUCGARSMKR (FUF2>3 AND FUF3=2) AND ((FUF3~=3) OR (FUF3=3 AND FUF4a~=2))

6.   FUPIPSMKR (FUF2>3 AND FUF3=3) AND ((FUF3~=2) OR (FUF3=2 AND
          FUF4a=2))

*(FUSMKR CURRENT BRAND FMC, FUF8cDUM = 1)
FUF9a   How many cigarettes per pack are there in the pack size you are currently smoking?

1.   20
2.   25
3.   30
4.   35
5.   40
6.   50
7.   Other size _____ (ENTER NUMBER)
8.   I only smoke other people's cigarettes
9.   Not applicable
10.   Refused
11.   Don't know / Can't say

*(FUSMKR CURRENT BRANDED RYO, FUF8cDUM = 2)
FUF9b   What sized package of roll-your-own tobacco are you currently smoking?

1.   30 grams
2.   40 grams
3.   42.5 grams
4.   50 grams
5.   Other grams, specify _____(ENTER NUMBER)
6.   Small
7.   Medium
8.   Large
9.   Not applicable
10.   Refused
11.   Don't know/can't say

*(FUSMKR CURRENT UNBRANDED, FUF8cDUM = 3)
FUF9c   What kind of package did your current unbranded/chop-chop cigarettes/tobacco come in?

1.   As loose tobacco in a plastic bag
2.   As pre-rolled cigarettes in a plastic bag
3.   As pre-rolled cigarettes in an unbranded box
4.   Some other way (SPECIFY)
5.   Not applicable
6.   Don't know/can't say
7.   Refused

*(UNBRANDED TOBACCO IS LOOSE, FUF9c=1)
FUF9d   What sized package of unbranded loose tobacco are you currently smoking?

1.   Enter grams (ROUND UP DECIMAL PLACES)
2.   Small
3.   Medium
4.   Large
3.   Not applicable
4.   Refused)
5.   Don't know/can't say

*(UNBRANDED TOBACCO IS LOOSE, FUF9c=1)
FUF9e How long does it take for you to smoke all the unbranded tobacco in that package?

1.   Enter days

2.   Enter weeks
3.   Enter months
4.   Not applicable
5.   Refused
6.   Don't know/can't say

*(UNBRANDED TOBACCO IS PRE-ROLLED ONTO CIGARETTES, FUF9c=2 OR 3)
FUF9f   How many unbranded cigarettes are in the bag/box you are currently smoking?

INTERVIEW NOTE: If respondent gives range (80-100) take midpoint and round up if necessary (e.g. 90)

1.   Enter number of cigarettes (Range 1-200)
2.   Small
3.   Medium
4.   Large
5.   Not applicable
6.   Refused
7.   Don't know/can't say

*(BRANDED FU CIGARETTE SMKR, FUF8cDUM = 1 OR 2) OR (FUPIPSMKR, FUF8cDUM = 6) OR (FUCGARSMKR WHO SMOKES FROM BOXES, FUF8cDUM = 5 AND FUF4b=2 OR 3)
FUF10ai
(IF FMC BRANDED, FUF8cDUM = 1) Does the cigarette pack you are currently smoking from have a picture health warning that covers more or less than half the front of the pack?

(IF RYO BRANDED OR FUPIPSMKR, FUF8cDUM = 2 OR 6) Does the tobacco pack you are currently smoking from have a picture health warning that covers more or less than half the front of the pack?

(IF FUCGARSMKR, FUF8cDUM = 5) Does the cigar package you are currently smoking from have a picture health warning that covers more or less than half the front of the pack?

1.   More than half
2.   Less than half
3.   (About half)
4.   (No, only has a text warning)
5.   (Does not have any warning)
6.   (I no longer have my cigarettes/tobacco/cigars in their original package)
7.   (Not applicable)
8.   (Don't know/can't say)
9.   (Refused)

*(FUCGARSMKR WHO SMOKES SINGLES, FUF8cDUM = 5 AND FUF4b=1)
FUF10aii   Did the cigar you last smoked have a health warning that covered more or less than half the front of the cigar tube?

1.   More than half
2.   Less than half
3.   (About half)
4.   (Did not have any warning)
5.   (I no longer have my cigar in its original package)
6.   (Not applicable)
7.   (Don't know/can't say)
8.   (Refused)

*(BRANDED FU CIGARETTE SMKR, FUF8cDUM = 1 OR 2) OR *(FUPIPSMKR, FUF8cDUM = 6) OR (FUCGARSMKR, FUF8cDUM = 5)

FUF10b   Is the <IF FUF8cDUM = 1: cigarette pack/ IF FUF8cDUM = 2 OR 6: tobacco pack/ IF FUF8cDUM = 5: cigar package> you are currently smoking from a plain dark colour with all of its logos removed?

INTERVIEWER NOTE: If the person says "Yes, but the brand name is still there", code "yes". If they say "No, some branding still remains" (i.e., regular pack colours/logos), code "No."

1.   Yes
2.   No
3.   I no longer have my cigarettes/tobacco/cigars in their original pack/package
4.   (Not applicable)
5.   (Don't know/can't say)
6.   (Refused)

*(CURRENT BRANDED AND UNBRANDED FUSMKR, FUF8cDUM = 1 OR 2 OR 3)
FUF11 Have you smoked any other brand of cigarettes or tobacco in the past month?

1.   Yes
2.   No
3.   Don't know/can't say
4.   Not applicable
5.   Refused

*(SMKR WHO SMOKES BOTH AND SMKD ANOTHER BRAND, FUF11=1 AND (FUF2=3)
FUF11a   Is the other brand and variety you smoke, factory made cigarettes or roll-your own tobacco?

1.   Factory made
2.   Roll-your own

*(BRANDED AND UNBRANDED FUSMKR WHO SMOKED ANOTHER BRAND, FUF11=1)
FUF11aDUM   OTHER CIGARETTE BRAND TYPE

1.   Factory made cigarettes (FUF2=1) OR (FUF2=3 AND FUF11a=1))
2.   Roll-your own tobacco (FUF2=2) OR (FUF2=3 AND FUF11a=2))

*(BRANDED AND UNBRANDED FUSMKR WHO SMOKED ANOTHER BRAND, FUF11=1)
FUF12a   *(IF FUSMKR AND FUF11=1) In the past month, what other brand of cigarettes/tobacco have you smoked more than any other?

(IF FACTORY-MADE CIGARETTE SMOKERS, FUF11aDUM = 1 DISPLAY: IF UNABLE TO ANSWER, SAY: For example are they 'Winfield, Peter Jackson or some other brand'?)
(IF ROLL-YOUR-OWN CIGARETTE SMOKERS FUF11aDUM = 2 DISPLAY: IF UNABLE TO ANSWER, SAY: For example is it Champion, Drum or some other brand'?)

INTERVIEWER NOTE: Need to emphasise we are asking for brand here, not variety. IF NEEDED, SAY: "What is the name you use when asking for your brand in the store?"

1.   REFER TO BRAND LIST.
                DISPLAY FACTORY-MADE OPTIONS ONLY IF FUF11aDUM =1.
                DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF FUF11aDUM =2.
444   Other brand (SPECIFY)
666   No brand/ unbranded/chop-chop cigarettes/tobacco
777   Not applicable
888   Don't know/Can't say
999   Refused

*(NAMED BRAND SMOKED, FUF12a =<555)
FUF12b   And what variety of that brand is it?

(IF FACTORY-MADE CIGARETTE SMOKERS, FUF11aDUM = 1 DISPLAY: IF UNABLE TO ANSWER, SAY: For example, are they Blue, Rich, Smooth or some other variety?)
(IF ROLL-YOUR-OWN CIGARETTE SMOKERS, FUF11aDUM = 2 DISPLAY: IF UNABLE TO ANSWER, SAY: For example is it Ruby, Classic, Original or some other variety?)

INTERVIEWER NOTE: Emphasise you are asking for the variety of their brand. IF NEEDED, SAY: "How do you ask for your specific type of brand in the store?"

INTERVIEWER NOTE: If variant not listed, probe for nearest you have (e.g. There is a brand on my list that says "Winfield Gold" -- would that be the same as your brand?")

1.   REFER TO BRAND / VARIANT LIST.
                DISPLAY FACTORY-MADE OPTIONS ONLY IF FUF11aDUM =1.
                DISPLAY ROLL-YOUR-OWN OPTIONS ONLY IF FUF11aDUM =2.
444   Other brand (SPECIFY)
888   Don't know/Can't say
999   Refused

*(DON'T KNOW OR REFUSED TO NAME OTHER BRAND SMOKED, FUF12a=777 OR 888 OR 999)
FUF12c   Cigarettes/tobacco also comes without a brand and it is known as chop-chop. Is this the type of cigarettes/tobacco you have also smoked in the past month?

          IF NEEDED: It comes as loose tobacco sold in plastic bags. It can also come as pre-rolled cigarettes and sold in plastic bags or unbranded boxes)

1.   Yes
2.   No
3.   Don't know/can't say
4.   Not applicable
5.   Refused

*(CURRENTLY SMOKING DIFFERENT FROM BASELINE, FUF6 = 2 OR TRIED SOMETHING ELSE SINCE BASELINE, FUF11=1)
FUF12d   I'm going to read out some reasons people give for trying other brands. Can you please tell me – with a yes or no - which ones apply to you?

          (STATEMENTS)
          (RANDOMISE ORDER)

i.   Price reasons?
ii.   Health reasons?
iii.   Taste reasons?
iv.   Trying to quit or cut down?
v.   Was bored with my brand?
vi.   Want a more satisfying smoke?
vii.   Recommended, or offered, by someone?
viii.   I couldn't get my usual, or preferred, brand

          (RESPONSE FRAME)
1.   Yes
2.   No
3.   (Maybe)
4.   (Not applicable)
5.   (Don't know)
6.   (Refused)

QUITTING MICRO-BEHAVIOURS

*(FUCIGSMKR DAILY, FUC5=1 AND FUF2=1, 2, OR 3)
FUN1   In the past month, have you tried to limit the number of cigarettes you smoke daily?

1.   Yes
2.   No
3.   (Not applicable)
4.   (Don't know/can't say)
5.   (Refused)

*(TRIED TO LIMIT SMOKING, FUN1 = 1)
FUN2   How many more do you think you would smoke if you were not trying to limit them?

READ OUT

1.   One or two
2.   Several
3.   Lots
4.   It has not made much difference
5.   (Not applicable)
6.   (Don't know/can't say)
7.   (Refused)

*(FUSMKR, FUC6DUM = 1)
FUN3   The next few questions ask you about how often you've had certain thoughts or done certain things in the last month.

For each question, please answer using one of the following: Never, Once or twice, Several times, or Many times.

In the last month, how often did you…

a)   <IF FUF6DUM = 1, 2, 3 or 6: Stub out a cigarette / IF FUF6DUM = 4 Stub out a cigar / IF FUF6DUM = 5: Put out your pipe> before you finished it because you thought about the harm of smoking?
b)   Stop yourself from having a<<IF FUF6DUM=1, 2 or 3 OR 6: cigarette / IF FUF6DUM = 4: cigar / IF FUF6DUM = 5: pipe>> when you had an urge to smoke?
c)   Deliberately cover up or conceal your pack, or put your <<IF FUF6DUM=1, 2 or 3 OR 6: cigarettes / IF FUF6DUM = 2 OR 5: tobacco / IF FUF6DUM = 4: cigars>> in another container?

READ OUT RESPONSE FRAME AGAIN ONLY IF NEEDED

1.   Never
2.   Once or twice
3.   Several times
4.   Many times
5.   (Not applicable)
6.   (Refused)
7.   (Don't know/can't say)

*(FUSMKR OR FURECQUIT, FUC6DUM = 1 OR 2)
FUN6

(IF FUSMKR, FUC6DUM = 1) In the past month, to what extent - if at all - have the health warnings on packs made you more motivated to quit smoking?
(IF FURECQUIT, FUC6DUM = 2) In the past month, to what extent - if at all - have the health warnings on packs made you more motivated to stay quit?

READ OUT

1.   Not at all
2.   A little more
3.   Somewhat more
4.   Much more
7.   (Not applicable)
8.   (Refused)
9.   (Don't know)

CIGARETTE PRICE AND PURCHASING BEHAVIOUR

*(BRANDED FUCIGSMKR WHERE PACK/POUCH SIZE IS KNOWN (FUF8cDUM=1 or 2 AND (FUF9a – 1 thr 7 OR FUF9b= 1 thr 5)) OR (UNBRANDED, FUF8cDUM = 3)
FUP1

(IF FU BRANDED FMC CIG SMKR FUF8cDUM=1) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking <INSERT BRAND+VARIETY FROM BBRAND IF FUF6=1, OR FROM FUF8a/b IF FUF6=2-5)> in <IF FUF8cDUM=1 INSERT FUF9a RESPONSE] pack size. Where did you buy or get the cigarettes you are currently smoking?

(IF FU BRANDED RYO CIG SMKR FUF8cDUM=2) These next questions are about tobacco prices and where you get your cigarettes. You said earlier you are currently smoking <INSERT BRAND+VARIETY FROM BBRAND IF FUF6=1, OR FROM FUF8a/b IF FUF6=2-5)> in <IF FUF8cDUM=2 INSERT FUF9b RESPONSE] pouch size. Where did you buy or get the tobacco you are currently smoking?

(IF FU UNBRANDED SMOKER FUF8cDUM = 3) These next questions are about tobacco prices and where you get your cigarettes. Where did you buy or get the unbranded tobacco you are currently smoking?

1.   Large supermarket(Coles/Woolworths/Safeway/BILO/Aldi/Franklins
2.   Convenience or grocery store
3.   Milk bar/deli
4.   Petrol station (INCLUDES 7/11 STORES ATTACHED TO PETROL STATION)
5.   Tobacconist
6.   Newsagent/news stand
7.   Bar, pub, restaurant, casino, gaming room or other entertainment establishment
8.   Bottle shop or liquor store
9.   Vending machine
10.   Duty free shop or overseas
11.   Internet
12.   From someone else selling cigarettes independently and/or illegally, (not at a store, shop or other mainstream establishment, but perhaps at local markets, delivery service, door-to-door, in a pub, or just in the street)
13.   Bought by a relative or friend
14.   They were a gift
15.   Other (SPECIFY)
16.   Doesn't remember any details of where bought or obtained
17.   Refused
18.   Don't know/can't say

*(BOUGHT BY A RELATIVE OR FRIEND, FUP1=13)
FUP2   Where did your relative/friend buy them from?

1.   Large supermarket (Coles/Woolworths/Safeway/BILO/Aldi/Franklins)
2.   Convenience or grocery store
3.   Milk bar/deli
4.   Petrol station (INCLUDES 7/11 STORES ATTACHED TO PETROL STATION)
5.   Tobacconist
6.   Newsagent/news stand
7.   Bar, pub, restaurant, casino, gaming room or other entertainment establishment
8.   Bottle shop or liquor store
9.   Vending machine
10.   Duty free shop or overseas
11.   Internet
12.   From someone else selling cigarettes independently and/or illegally, (not at a store, shop or other mainstream establishment, but perhaps at local markets, delivery service, door-to-door, in a pub, or just in the street)
14.   Other (SPECIFY)
15.   Doesn't remember any details of where bought or obtained
16.   Refused
17.   Don't know/can't say

*(BRANDED CIGARETTE FUSMKR, FUF8cDUM=1 AND FUP1 = 1 – 13):
FUP3
        If FUP1=1-12: Did you buy these cigarettes by the carton, as a multipack, or by the pack?
        If FUP1=13: When you bought or got these cigarettes from your friend or relative, did you get them by the carton, as a multipack or by the pack?

        INTERVIEWER NOTE: A multipack is something like a twin pack, where multiple packs are packaged and sold together. They are similar to cartons, but many people may not think of them as cartons.

1.   Carton   (IF QUERIED: CARTON INCL 2 PACKS)
2.   Pack   (GO TO FUP9)
3.   Single/Loose   (GO TO PREFUP22b)
4   Multipack (GO TO P4)
7.   Not applicable   (GO TO PREFUP22b)
8.   Refused   (GO TO PREFUP22b)
9.   Don't know   (SUPPRESS IF FUP1 = 1-12) (GO TO PREFUP22b)

*(BRANDED CIGARETTE FUSMKR BY CARTON OR MULTIPACK, FUP3 = 1 OR 4)
FUP4   How many <IF FUP3=1: cartons / IF FUP3=4: multipacks> <IF FUP1 =1-12: did you buy / FUP1=13: were you given>?

1.   Enter number of cartons/multipacks
77.   Not applicable   (GO TO PREFUP22b)
88.   Refused   (GO TO PREFUP22b)
98.   Don't know/can't say   (GO TO PREFUP22b)

*(BOUGHT ONE OR MORE CARTONS OR MULTIPACK, FUP4 < 77)
FUP5   How many packs of cigarettes were in <IF FUP4 = 1 CARTON: the / IF FUP4>1 CARTON: each> <IF FUP3=1:carton / IF FUP3=4: multipack>?

1.   Enter number of packs (Range 2 to 30)
2.   Not applicable
3.   Refused
4.   Don't know

*(BRANDED CIGARETTE FUSMKR TWO OR MORE CARTONS OR MULTIPACKS, FUP4 >1 CARTON AND FUP4 < 77)

FUP6   I'd like to find out how much you paid. Is it easier for you to say how much you paid for each <IF FUP3=1:carton / IF FUP3=4: multipack> or how much you paid for all the <IF FUP3=1: cartons / IF FUP3=4: multipacks>?

1.   Price per carton/multipack
2.   Total paid for all cartons/multipacks
3.   Not applicable (e.g. it was a gift)   (GO TO PREFUP22b)
4.   Refused   (GO TO PREFUP22b)
5.   Don't know   (GO TO PREFUP22b)

*(PRICE PER CARTON/MULTIPACK OR ONLY ONE CARTON/MULTIPACK BOUGH, FUP6=1 OR FUP4 = 1 CARTON/MULTIPACK)

FUP7   How much did you pay for <IF FUP4 = 1 CARTON: that / IF FUP4>1: each><IF FUP3=1: carton / IF   FUP3=4: multipack>?

INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

1.   Enter dollars and cents with decimal point
4.   Refused
5.   Don't know

*(TOTAL CARTONS/MULTIPACKS PRICE, FUP6=2)

FUP8   How much did you pay for all the <IF FUP3=1: cartons / IF FUP3=4: multipacks>?

INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

1.   Enter dollars and cents with decimal point
4.   Refused
5.   Don't know

*(BRANDED CIGARETTE SMOKER BY PACK, FUP3=2)

FUP9   How many packs <IF FUP1 =1-12: did you buy / IF FUP1 =13: were you given>?

1.   Enter number of packs
77.   Not applicable – GO TO PREFUP22b
88.   Refused – GO TO PREFUP22b
98.   Don't know/can't say – GO TO PREFUP22b

*(BRANDED CIGARETTE FUSMKR TWO OR MORE PACKS, FUP9 >1 PACK AND FUP9 < 77)

FUP10 I'd like to find out how much you paid. Is it easier for you to say how much you paid per pack or how much you paid for all the packs?

1.   Price per pack
2.   Total paid for all packs
3.   Not applicable (e.g. it was a gift)   (GO TO PREFUP22b)
4.   Refused   (GO TO PREFUP22b)
5.   Don't know   (GO TO PREFUP22b)

*(TOTAL PACK PRICE, FUP10 = 2)

FUP11 How much did you pay for all the packs?
INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

1.   Enter dollars and cents with decimal point
4.   Refused
5.   Don't know

(PRICE PER PACK OR ONLY ONE PACK BOUGHT, FUP9 =1 PACK OR FUP10 = 1)
FUP12 How much did you pay for <IF FUP9 = 1 PACK: that / IF FUP9>1: each> pack?

     INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point
     4.   Refused
     5.   Don't know

*(CURRENTLY SMOKING RYO TOBACCO, FUF8cDUM= 2 (AND FUP1 = 1 – 13))
FUP13 How many pouches or containers of tobacco <IF FUP1 =1-12: did you buy / IF FUP1 =13: were you given>?

     1.   Enter number of pouches or containers
     77   Not applicable (GO TO PREFUP22b)
     88   Refused   (GO TO PREFUP22b)
     98   Don't know/can't say (GO TO PREFUP22b)

*(TWO OR MORE POUCHES, FUP13 >1 POUCH AND FUP13 < 77)
FUP14 I'd like to find out how much you paid. Is it easier for you to say how much you paid per pouch/container or how much you paid for all the pouches/containers?

     1   Price per pouch
     2   Total paid for all pouches
     77   Not applicable (GO TO PREFUP22b)
     88   Refused   (GO TO PREFUP22b)
     98   Don't know/can't say (GO TO PREFUP22b)

*(PRICE PER POUCH, OR ONLY ONE POUCH BOUGHT, FUP14 = 1 OR FUP13 = 1 POUCH)
FUP15 How much did you pay for <IF FUP13 = 1 POUCH: that / IF FUP13>1: each> pouch?

     INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point
     4.   Refused
     5.   Don't know

*(TOTAL POUCH PRICE, FUP14 = 2)
FUP16 How much did you pay for all the pouches?

     INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point
     4.   Refused
     5.   Don't know

*(UNBRANDED FUSMKR, FUF8cDUM=3 AND FUP1 = 1 - 13)
FUP19d   How much did you pay for that bag or box?

     INTERVIEW NOTE: Enter exact price - do not round. If range given, enter midpoint of the range.

     1.   Enter dollars and cents with decimal point
     3.   Not applicable (e.g. it was a gift)
     4.   Refused
     5.   Don't know

*(FUSMKR, FUC6DUM = 1)
FUP20a   In the past month have you…..

    a.   Bought a larger quantity of cigarettes, tobacco or cigars than you originally intended because of a special deal or price discount?

    b.   Tried a different brand because they were cheaper?

    c.   Asked for a pack with a different health warning on it?

    d.   (IF NOT AN UNBRANDED SMKR, FUF8cDUM~=3 AND FUF12a~=666 AND FUF12c~=1) Bought loose unbranded tobacco in a plastic bag, that is also known as chop-chop?

    e.   (IF NOT AN UNBRANDED SMKR, FUF8cDUM~=3 AND FUF12a~=666 AND FUF12c~=1) Bought unbranded chop-chop tobacco that has already been rolled into cigarettes?

    f.   Seen cigarettes/tobacco/cigars for sale or being smoked by others which are in a plain dark colour pack with larger picture health warnings?

    g.   Bought cigarettes/tobacco/cigars in a plain dark colour pack with larger picture health warnings?

    h.   Avoided buying a brand because it was in a plain dark colour pack?

    1.   Yes
    2.   No
    3.   (Not applicable)
    4.   (Don't know/can't say)
    5.   (Refused)

MEDIA EXPOSURE

*(ALL)
FUS1   Thinking about anti-smoking ads on TV. How often do you think you have seen anti-smoking ads on TV in the past month? Is that…

READ OUT

    1   Not at all   (GO TO FUS3)
    2   Once or twice
    3   Several times
    4   Many times
    5   Or Nearly all the time (ACCEPT ALL THE TIME)
    6   (Don't know/can't say)
    7   (Refused)

*(SEEN ANTI SMOKING ADS ON TV OR NOT SURE, FUS1=2,3,4,5,6,7)
FUS2

    (IF FUSMKR, FUC6DUM = 1 OR FUC6DUM=3) In the past month, to what extent - if at all - have the anti-smoking ads on TV made you more motivated to quit smoking?
    (IF FURECQUIT, FUC6DUM = 2) In the past month, to what extent – if at all - have the anti-smoking ads on TV made you more motivated to stay quit?

    Is that…..

READ OUT

    1 Not at all
    2 A little more
    3 Somewhat more
    4 Much more
    7 (Not applicable)
    8 (Refused)
    9 (Don't know)

*(ALL)

FUS3   Now I want to ask you about news stories relating to smoking or tobacco companies that might have been on TV, radio, or in the newspapers. I'm not talking about advertising, just news stories.

Thinking just about the past month, how often, if at all, have you seen or heard a news story about tobacco smoking or tobacco companies?

Is that…

READ OUT

1   Never
2   Rarely
3   Sometimes
4   Often or
5   Very often
7   (Not applicable)
8   (Refused)
9   (Don't know)

COMPLETION

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*(ASK ALL)

FUW   That was my final question. Once again, my name is (…). On behalf of The Social Research Centre and the Australian Government Department of Health and Ageing, thank you for taking part in this interview.

IF HAS A QUERY OR COMPLAINT, SAY: If you would like any information about this project in the meantime, or have any comments or concerns about the way it was conducted, please contact Meghan Zacher on (03) 9514 6493.

IF WANTS HELP TO QUIT, SAY: or you can visit this website for advice and information: www.quitnow.gov.au or you can call the Quitline where you can talk to someone who can provide you with practical advice about quitting. The number is 137 848.

TERM1 Thank you very much for your time and assistance.
*(REFUSAL)
RR1   OK, that's fine, could you just tell me the main reason you don't want to do the survey, because that's important information for us?

20.   No comment
21.   Too busy
22.   Not interested
23.   Too personal / intrusive
24.   Don't trust surveys / government
25.   Don't like subject matter
26.   Don't believe surveys are confidential / privacy concerns
27.   Silent number
28.   Never do surveys
29.   15 minutes too long
30.   Get too many calls for surveys / telemarketing
31.   Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF / UNABLE TO DO SURVEY)
32.   Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
33.   Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
34.   Going away / moving house (CODE AS AWAY DURATION)
35.   Asked to be taken off list and never called again

36.   No one 18 plus in household (CODE AS NO ONE 18 PLUS IN HOUSEHOLD)
37.   Respondent unreliable / drunk (CODE AS OTHER OUT OF SCOPE)
38.   Other (SPECIFY…)

*(REFUSAL)
RR2   RECORD RE-CONTACT TYPE

Definitely don't call back (hard refusal)
Possible conversion (soft refusal)

ALLTERM

Wrong number/Person not known   (FUA1=3)
Away for duration of survey   (FUA1=6)
Household Refusal   (FUA1=4)
Respondent Refusal   (FUA1=5, FUA1b=4, FUA3=4)
Mobile sample not safe to take call   (FUA2=3)
Mobile sample respondent refused to say what number to call back on (FUA2a=3)

Appendix 4: American Association for Public Opinion Research (AAPOR) Response Rate 3 (RR3)

The formula for AAPOR Response Rate 3 is:

$$RR3 = \frac{I}{(I+P)+(R+NC+O)+e(UH+UO)}$$

Where:

I = Interviews

P = Partial interviews

R = Refusals

NC = Non-contacts

O = Other

e = Estimate of the proportion of unknown outcomes likely to have been in-scope

UH = Unknown, if household / occupies

UO = Unknown, other

The e-value for the National Plain Packaging Tracking Survey is the default value calculated by the AAPOR online Response Rate Calculator (for more complete instructions about how to classify final dispositions see the complete Standard Definitions and Eligibility Calculation documents at http://www.aapor.org/Resources.htm). The e-value is calculated as follows:

$$e = \frac{\text{(Interviews + Partial completes) + (Eligible non-interviews)}}{\text{(Interviews + Partial completes) + (Eligible non-interviews) + (Not eligible)}}$$

Table A4.1: Calculation of AAPOR Response Rate 3, <u>landline</u> sample by wave

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10
Total phone numbers used	9724	9516	9613	10488	9557	9338	7983	7948	6910	8457
I = Complete interviews (1.1)	194	205	199	202	203	196	200	197	153	200
P = Partial interviews (1.2)	0	0	0	0	0	0	0	0	0	0
R = Refusal and break-off (2.1)	53	54	42	39	42	45	46	34	35	46
NC = Non-contact (2.2)	25	23	37	33	30	54	27	30	35	27
O = Other (2.0, 2.3)	244	223	205	186	184	212	192	176	142	203
e	0.092	0.100	0.090	0.089	0.084	0.096	0.117	0.103	0.104	0.098
UH = Unknown household (3.1)	2295	2609	2446	3712	2453	2501	2557	2144	2133	2241
UO = Unknown other (3.2-3.9)	1818	1877	1804	1614	1657	1536	1441	1548	1255	1377
Response Rate 3	**21.7%**	**21.5%**	**23.0%**	**21.6%**	**25.2%**	**21.9%**	**21.5%**	**24.1%**	**21.4%**	**24.0%**
	Wave 11	**Wave 12**	**Wave 13**	**Wave 14**	**Wave 15**	**Wave 16**	**Wave 17**	**Wave 18**	**Wave 19**	**Wave 20**
Total phone numbers used	7561	8390	8353	8421	9212	8742	10785	9539	9245	9954
I = Complete interviews (1.1)	199	201	199	202	200	200	200	200	200	200
P = Partial interviews (1.2)	0	0	0	0	0	0	0	0	0	0
R = Refusal and break-off (2.1)	37	36	32	34	50	44	44	45	34	40
NC = Non-contact (2.2)	21	21	20	36	30	29	16	24	25	19
O = Other (2.0, 2.3)	189	183	166	163	145	203	228	182	210	237
e	0.106	0.099	0.096	0.100	0.091	0.102	0.077	0.085	0.102	0.097
UH = Unknown household (3.1)	2322	2384	2596	2791	3080	2829	2881	2784	3108	3209
UO = Unknown other (3.2-3.9)	1037	1533	1421	1274	1454	1242	1578	1473	1526	1612
Response Rate 3	**24.8%**	**24.3%**	**24.8%**	**24.0%**	**23.9%**	**22.5%**	**24.0%**	**24.6%**	**21.3%**	**20.8%**

Table A4.1 cont.: Calculation of AAPOR Response Rate 3, <u>landline</u> sample by wave

	Wave 21	**Wave 22**	**Wave 23**	**Wave 24**	**Wave 25**	**Wave 26**
Total phone numbers used	9782	10984	10467	10875	11036	12478
I = Complete interviews (1.1)	200	199	201	200	200	200
P = Partial interviews (1.2)	0	0	0	0	0	0
R = Refusal and break-off (2.1)	35	46	38	51	38	50
NC = Non-contact (2.2)	30	11	9	23	35	20
O = Other (2.0, 2.3)	207	294	209	197	201	223
e	0.091	0.095	0.079	0.077	0.076	0.072
UH = Unknown household (3.1)	3209	3698	3460	3484	3648	4229
UO = Unknown other (3.2-3.9)	1396	1510	1258	1241	1180	1386
Response Rate 3	**22.4%**	**19.0%**	**24.2%**	**24.0%**	**23.7%**	**22.3%**

Table A4.2: Calculation of AAPOR Response Rate 3, <u>mobile</u> sample by wave

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10
Total phone numbers used	11166	10841	11289	10082	10820	10024	10160	10198	7333	7473
I = Complete interviews (1.1)	201	200	200	200	196	204	200	200	150	200
P = Partial interviews (1.2)	0	0	0	0	0	0	0	0	0	0
R = Refusal and break-off (2.1)	61	50	30	44	52	30	39	37	23	33
NC = Non-contact (2.2)	21	38	26	16	23	28	18	39	15	31
O = Other (2.0, 2.3)	170	131	134	156	166	150	137	112	89	138
e	0.124	0.122	0.108	0.120	0.126	0.122	0.177	0.123	0.124	0.178
UH = Unknown household (3.1)	5343	5359	6094	5323	6080	5504	5358	5555	4353	4220
UO = Unknown other (3.2-3.9)	2174	2035	1558	1278	1267	1144	1431	1496	751	999
Response Rate 3	**14.5%**	**15.2%**	**16.4%**	**16.6%**	**14.4%**	**16.7%**	**16.8%**	**15.9%**	**16.5%**	**15.0%**
	Wave 11	Wave 12	Wave 13	Wave 14	Wave 15	Wave 16	Wave 17	Wave 18	Wave 19	Wave 20
Total phone numbers used	8800	9158	7680	7627	7918	8302	8689	9717	6754	8342
I = Complete interviews (1.1)	200	200	200	200	200	200	200	200	200	200
P = Partial interviews (1.2)	0	0	0	0	0	0	0	0	0	0
R = Refusal and break-off (2.1)	29	45	35	38	30	46	39	49	42	43
NC = Non-contact (2.2)	20	31	19	16	32	38	22	31	17	22
O = Other (2.0, 2.3)	183	155	125	121	137	166	147	168	204	203
e	0.180	0.177	0.158	0.153	0.151	0.163	0.140	0.149	0.189	0.172
UH = Unknown household (3.1)	5235	5298	4217	3940	3874	4118	4755	5444	3457	4570
UO = Unknown other (3.2-3.9)	1161	1428	1068	1230	1397	1430	1010	1264	852	1046
Response Rate 3	**12.6%**	**12.3%**	**16.5%**	**17.2%**	**16.8%**	**14.7%**	**16.5%**	**13.8%**	**15.6%**	**14.0%**

Table A4.2 cont.: Calculation of AAPOR Response Rate 3, <u>mobile</u> sample by wave

	Wave 21	Wave 22	Wave 23	Wave 24	Wave 25	Wave 26
Total phone numbers used	7777	7080	8454	6247	7058	6902
I = Complete interviews (1.1)	207	200	200	200	200	200
P = Partial interviews (1.2)	0	0	0	0	0	0
R = Refusal and break-off (2.1)	45	36	39	29	43	37
NC = Non-contact (2.2)	25	17	31	18	14	18
O = Other (2.0, 2.3)	154	187	180	131	144	180
e	0.177	0.195	0.166	0.169	0.157	0.166
UH = Unknown household (3.1)	4208	3764	4805	3234	3701	3253
UO = Unknown other (3.2-3.9)	1136	1057	940	781	805	1022
Response Rate 3	**15.0%**	**14.5%**	**14.2%**	**18.9%**	**18.0%**	**17.5%**

Appendix 5: Approach to weighting of baseline survey

Project description

- The National Plain Packaging Tracking Survey aims to document the short and medium term impact of the new plain packaging legislation on smokers and recent quitters.
- The tracker features two surveys: a monthly tracking survey (baseline) with monthly quotas of 400 interviews (100 per week); and a follow-up survey conducted approximately four weeks after the initial contact. A total of 26 waves will be undertaken.
- The survey is conducted via Computer Assisted Telephone Interviews (CATI) using a dual-frame sample design – that is, a survey that utilised both landline random digit dialling (RDD) samples and mobile phone RDD samples. The monthly sample is split 50:50 between the landline RDD sample frame and mobile phone RDD sample frame
- The in-scope population is smokers and recent quitters (stopped smoking in the past year) aged 18-69 years who are resident in Australia and contactable by landline or mobile telephone.

Data preparation

Data edits / imputation undertaken to facilitate the weighting process included:

- Where number of landline phone numbers (W9) was not established, assume 1

- Where number of landline phone numbers (W9) is greater than 3, use 3

- Where postcode was not confirmed by the respondent, use the *a priori* location (based on postcode associated with the telephone exchange) to assign landline sample records to a state capital / rest of state location within state / territory

- Where age group was refused, assign to the mode (the age group with the majority of responses) by landline and mobile

Design weight

The design weight accounts for the difference in probability for each respondent participating in the survey. Each respondent's weight is the inverse of their probability of selection where the chance of selection is calculated via the following formula:

$$p = \frac{\frac{S_{LL}}{H_{LL}}LL}{U_{LL}AD} + \frac{\frac{S_{MP}}{H_{MP}}MP}{U_{MP}}$$

Where:

S_{LL} is the number of survey respondents contacted by landline

H_{LL} is the hit-rate for landline numbers i.e. the number of in-scope contacts divided by the number of in-scope contacts + the number of screen-outs.

U_{LL} is the population of the universe of landline numbers

LL indicates the number of landlines in the respondent's household

AD is the estimated number of adults aged 18-69 in the respondent's household calculated via regression[5].

S_{MP} is the number of survey respondents contacted by mobile

H_{MP} is the hit-rate for mobile phone numbers calculated as per the landline hit rate.

U_{MP} is the population of the universe of mobile numbers

MP indicates whether the respondent has a mobile phone (all respondents with a mobile phone are assumed to have only one and are assumed to be the only user of that phone)

Note that the $\frac{S}{H}$ terms can be thought of as calculating the approximate number of phone numbers to be screened to achieve the required sample. Divide this by the U term and you have the probability that the respondents' telephone number will be used. LL adjusts for the number of chances the respondent gives themselves to have a number that is used (MP assumes that the respondent either has 0 to 1 mobile phones), while AD adjusts for the possibility that the respondent will not be the one to answer the screening question in the home.

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[5] Regression is used here as this information is not available for the first 3 months of survey data collection. Even after actual data becomes available in Wave 4 the regression estimate will be used in the pre-weight calculation to maintain consistency.

LL, AD and MP will all come from the respondents answers to survey questions. Each month S_{LL} and S_{MP} will both be approximately 200. Once reliably estimated, H_{LL}, U_{LL}, H_{MP} and U_{MP} will be constant from month to month.

Estimating H_{LL} and H_{MP}

The hit rate for each sample frame would be estimated via call data from the Plain Packaging Tracker. Based on data from Waves 1-4 this figure is .0808 for landlines and .1676 for mobile phone numbers (see Appendix A5A).

Table A5.1 gives the reliability of estimates of this proportion given the number of interviews achieved after each wave. It is suggested that a suitably accurate estimate of HR will be achieved after four waves.

Table A5.1: Reliability of estimates of the hit rate for landline and mobile phone samples

	Landline sample		Mobile phone sample	
	n	95% CI	n	95% CI
Wave 1	3,000	.0102	1,500	.0189
Wave 2	6,000	.0072	3,000	.0134
Wave 3	9,000	.0059	4,500	.0109
Wave 4	**12,000**	**.0051**	**6,000**	**.0095**
Wave 5	15,000	.0046	7,500	.0085
Wave 6	18,000	.0042	9,000	.0077
Wave 7	21,000	.0039	10,500	.0071
Wave 8	24,000	.0036	12,000	.0067

Estimating U_{LL}

U_{LL} can be calculated based on the total number of private dwellings in Australia (8,394,980), as per the ABS Household and Family Projections, Australia at Table A5.2 below.

Table A5.2: Total number of private dwellings in Australia

Australian Bureau of Statistics © Commonwealth of Australia 2010	
32360DO001_20062031 Household and Family Projections, Australia, 2006 to 2031	
Released at 11:30 am (Canberra time) Tues 8 Jun 2010 **Table 1.5 Projected number of households, Household type–2006 to 2031.**	
Household type	**2010** no.
SERIES II	
Family households	5,985,117
Group households	309,289
Lone person households	2,100,574
Total	**8,394,980**

Little information is available to reliably estimate the proportion of households with a landline connection in Australia, however the proportion of people with a landline telephone connection based on ACMA 2011 was estimated at 81%. Evidence from the US suggests that the proportion of households with landlines is closely related to the proportion of people accessible through landlines (68.4% of households and 69.8% of people have landlines, Blumberg & Luke, 2011).

Unweighted final survey data (W9) from the plain packaging survey (Wave 1 - Wave 4) will be used to determine the number of landlines for each household with a telephone connection (see Table A5.3 below).

Table A5.3: Wave 1-4 data

Response at W9	Households	Number of lines used for weighting	Total lines (Households x number of lines used for weighting	Comment
1	1164	1	1164	
2	36	2	72	
3	9	3	27	
DK	13	1	13	Assume 1 for DK
	1222	**AA = 1.0442**	**1276**	

So U_{LL} = 8,394,980 x 0.810 x 1.0442 = 7,100,422.

Estimating U_{MP}

The proportion of adults with a mobile phone in Australia is 87%, and the number of persons aged 18 years and over in Australia is 17,214,864 (ABS, 2010 ERPS).

So, U_{MP}=17,214,864 x 0.87 = 14,976,932.

Note that because U_{MP} is based on the number of people aged 18 or more in the population, H_{MP} will need to exclude contact with minors from its denominator.

Estimating AD

After Wave 7, regression was used to estimate the number of adults in the household from a number of predictor variables. Missing data ("don't know" and "refused") was imputed generally to the median value, or modal value for categorical data, with the exception of household income category where don't know and refused were entered as categories. The following imputations were made:

- Number of smokers in the home imputed to 1 for smokers and 0 for recent quitters
- Number of recent quitters in the home, imputed to 0 for smokers and 1 for recent quitters
- Education imputed to 'Finished secondary school'
- English spoken at home imputed to 'yes'
- Aboriginal or Torres Strait Islander status imputed to 'No'
- Regional location imputed to 'No'

The results of the regression can be seen in Table A5.4 below. For consistency, all cases (including those asked about the number of adults in the home) the predicted value was used for weighting rather than the actual value. The regression predicted 67% of the variance in the number of adults based 1,552 cases returning data in Waves 4 to 7.

Table A5.4: Regression analysis to estimate number of adults in the household

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.608	.152		10.581	.000
Number of smokers in the home	.821	.029	.600	28.149	.000
Number of recent quitters in the home	.796	.051	.334	15.753	.000
Education (ref Finished a higher degree)	.640	.548	.023	1.167	.243
Some primary school	.136	.364	.007	.374	.709
Finished primary school	.157	.087	.056	1.802	.072
Some secondary school	.079	.088	.027	.901	.368
Finished secondary school	.112	.087	.038	1.294	.196
Some tertiary education	.072	.098	.019	.733	.464
Finished undergraduate	-.386	.093	-.083	-4.164	.000
English spoken at home	-.116	.122	-.018	-.946	.344
Aboriginal or Torres Strait Islander	.094	.077	.031	1.223	.222
Annual household income (ref <$30,000)	.083	.078	.027	1.057	.290
$30,000 to $59,999	.307	.089	.083	3.440	.001
$60,000 to $99,999	.590	.099	.139	5.983	.000
$100,000 to $149,999	.639	.100	.146	6.401	.000
$150,000+	.175	.107	.036	1.640	.101
Don't know	-.085	.051	-.032	-1.656	.098
Refused	-.288	.061	-.107	-4.720	.000
Regional location	-.400	.061	-.153	-6.602	.000
Age (Ref 18-34)	-.155	.049	-.061	-3.146	.002
35-49	1.608	.152		10.581	.000
50-69	.821	.029	.600	28.149	.000
Female gender	.796	.051	.334	15.753	.000

Note: ref= Reference category.

Post stratification weights

The post stratification weights depicted in Table A5.5 were calculated using a raking method (sometimes called rim weighting or iterative proportional fitting).

Table A5.5: Post-stratification weights

Weight1		Source
Telephone status for smokers and recent quitters		2011 VSHS[a]
Mobile only (W8=2,3,4)	0.316	
Landline and mobile (W8=1 or W10=1)	0.632	
Landline only (W10=2,3,4)	0.052	
Gender for smokers and recent quitters		2010 NDSHS[b]
1 Male	0.551	
2 Female	0.449	
Age and highest level of education for smokers and recent quitters		2010 NDSHS[b]
1 University qualified - 18-34 years	0.063	
2 Not university qualified - 18-34 years	0.338	
3 University qualified - 35-49 years	0.046	
4 Not university qualified - 35-49 years	0.300	
5 University qualified - 50-69 years	0.028	
6 Not university qualified - 50-69 years	0.225	
Location for smokers and recent quitters		2010 NDSHS[b]
1 NSW	0.308	
2 VIC	0.250	
3 QLD	0.214	
4 SA	0.073	
5 WA	0.104	
6 TAS	0.022	
7 NT	0.015	
8 ACT	0.013	

[a] Victorian Smoking and Health Survey (Alexander et al, 2011).
[b] National Drug Strategy Household Survey (AIHW, 2010).

Appendix 5 References

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Blumberg, S. J., & Luke, J.V. (2011). Wireless substitution: Early release of estimates from the National Health Interview Survey.

Appendix A5A: Call statistics to date for estimating U_{LL} and U_{MP}

	Landline sample					Mobile sample				
	W1	W2	W3	W4	Total	W1	W2	W3	W4	Total
Call outcome										
- No one aged 18-69 in household	1392	1236	1268	1284	5180	201	164	193	231	789
- Not a current smoker or recent quitter	1645	1454	1480	1428	6007	1072	1067	1034	926	4099
- Completed interviews	194	205	199	202	800	201	200	200	200	801
- Smoker/ Recent Quitter refusal	27	43	35	37	142	37	29	24	38	128
- Terminated midway	23	11	7	1	42	24	21	6	4	55
Total out of scope	3037	2690	2748	2712	11187	1273	1231	1227	1157	4888
Total in-scope	244	259	241	240	984	262	250	230	242	984
TOTAL	3281	2949	2989	2952	12171	1535	1481	1457	1399	5872
Proportion in-scope	0.0744	0.0878	0.0806	0.0813	0.0808	0.1707	0.1688	0.1579	0.1730	0.1676

Appendix 6: Approach to weighting of follow-up survey

The longitudinal weight for the follow-up survey within the National Plain Packaging Tracking Survey was an adjustment of the original baseline weight. The probability of response to the follow-up wave was modelled for all baseline cases using separate logistic regressions for smokers and recent quitters. The baseline weight was divided by the predicted probability from this regression so that low probability cases were weighted up relative to higher probability cases. Finally, the weights were calibrated to meet the original baseline rim weighting targets for location, age by university completion and location.

Logistic regression

Predictor variables were chosen for the logistic regressions by Cancer Council Victoria. So that every case was given a predicted probability, any missing data was imputed generally to the median or modal value. Additionally, some variables were recoded where the number of cases in a category was considered inadequate to provide an accurate estimate of its effect on non-response. Appendix 6A gives a list of all the recodes. Separate logistic regressions with slightly different sets of predictor variables were performed for smokers and recent quitters. Results of these regressions can be seen in Appendix 6B.

The results of the weighting for the variables used in benchmarking the 2013 Wave can be seen in Table A6.1.

Table A6.1: Weighting of follow-up weights against baseline benchmarks

	Unweighted		Benchmark		Weighted	
	Freq	**%**	**Freq**	**%**	**Freq**	**%**
Gender						
Male	4,387	53.74	5,680	55.10	4,498	55.10
Female	3,776	46.26	4,628	44.90	3,665	44.90
Age by education						
Uni, 18-34	591	7.24	649	6.30	514	6.30
Not uni, 18-34	1,782	21.83	3,484	33.80	2,759	33.80
Uni, 35-49	632	7.74	474	4.60	376	4.60
Not uni, 35-49	1,988	24.35	3,092	30.00	2,449	30.00
Uni, 50+	629	7.71	289	2.80	229	2.80
Not uni, 50+	2,541	31.13	2,319	22.50	1,837	22.50
State						
NSW	2,407	29.49	3,178	30.83	2,517	30.83
VIC	2,166	26.53	2,580	25.03	2,043	25.03
QLD	1,705	20.89	2,208	21.42	1,749	21.42
SA	667	8.17	753	7.31	596	7.31
WA	784	9.60	1,073	10.41	850	10.41
TAS	197	2.41	227	2.20	180	2.20
NT	95	1.16	155	1.50	123	1.50
ACT	142	1.74	134	1.30	106	1.30

Appendix 6A: Recodes made to predictor variables

Variable	Change
SEIFA	Missing imputed to "Mid-SES"
ATSI status	All "yes" categories collapsed and "refused" imputed to "no"
Language	Collapsed to "English" versus "other"
Financial stress	"Not applicable", "don't know" and "refused" collapsed into a single category
Number of smokers in the household	Imputed to 1 for smokers and 0 for recent quitters when "don't know" or refused and top-coded at 6.
Number of recent quitters in the household	Imputed to 1 for recent quitters and 0 for smokers when "don't know" or refused and top-coded at 4.
HSI	Imputed to 0 when missing
Pre-quit smoking frequency	Imputed to daily when missing or "not applicable" or "don't know"
Use of branded tobacco products	Unbranded only collapsed into other, for quitters pipes and cigars collapsed into other
Frequency of seeing ads	Missing collapsed into "Skipped question", "not applicable", "don't know" and "refused" imputed to "Several times"
Frequency of seeing news stories	"Not applicable", "don't know" and "refused" imputed to "Never", and for quitters "Very often" recoded to "Often"
Approval of plain packaging	"Refused" merged with "don't know"
Agreement that harms of smoking are exaggerated	"Not applicable", "don't know" and "refused" collapsed into a single category
Respondent likes pack	"Not applicable", "don't know" and "refused" collapsed into a single category
What is noticed first about packs	Missing and "refused" merged with "don't know"
Believes taste differs	Missing recoded to "skipped question", "refused" collapsed with "don't know"
Believes prestige differs	Missing recoded to "skipped question", "refused" collapsed with "don't know"
Believes harm differs	Missing recoded to "skipped question", "refused" collapsed with "don't know", for quitters "not applicable" also collapsed with "don't know"
Believes strength differs	Missing recoded to "skipped question", "refused" collapsed with "don't know"
Believes diseases are caused by smoking	"Refused" collapsed with "don't know"
Thought about how often they enjoy smoking	"Not applicable", "don't know" and "refused" collapsed into a single category
Concerned about health	"Not applicable", "don't know" and "refused" collapsed into a single category
Conceals smoking	"Not applicable", "don't know" and "refused" collapsed into a single category
General health warnings made more likely to quit	"Not applicable", "don't know" and "refused" collapsed into a single category

Variable	Change
Thought about quitting	"Refused" collapsed with "don't know"
Importance of quitting	"Not applicable", "don't know" and "refused" imputed to 8
Health warnings motivated to quit	"Not applicable", "don't know" and "refused" collapsed into a single category
Stubbed out a cigarette to reduce harm	"Refused" collapsed with "don't know"
Stopped self from smoking when had urge to smoke	"Refused" collapsed with "don't know"
Intend to quit in the next month	"Refused" collapsed with "don't know"
Attempted to quit in the past month	Missing recoded to "No"

Appendix 6B: Logistic regression results

Results in bold are significant at the .05 level

Smokers

Variable	OR	2.5%	97.5%
(Intercept)	1586.81	6.76	373162.00
Age group (reference category: 18-29)			
30-49	**1.45**	**1.25**	**1.67**
50-69	**1.75**	**1.48**	**2.07**
Female gender	0.95	0.84	1.06
Educational attainment (reference category: < Year 12)			
Year 12 / some undergrad	0.96	0.84	1.09
Completed undergrad	0.99	0.84	1.17
SEIFA (reference category low SES)			
Mid-SES	1.01	0.89	1.14
High-SES	1.04	0.89	1.22
State (reference category: NSW)			
VIC	**1.17**	**1.01**	**1.35**
QLD	1.06	0.91	1.24
SA	**1.53**	**1.22**	**1.94**
WA	0.86	0.71	1.04
TAS	1.20	0.83	1.78
NT	0.90	0.58	1.43
ACT	1.29	0.82	2.10
Indigenous	0.88	0.68	1.15
Speaks a LOTE	**0.59**	**0.48**	**0.72**
Household Income (reference category: <$30,000)			
$30,000-$59,000	0.91	0.76	1.08
$60,000-$99,999	0.90	0.75	1.08
$100,000-$149,999	**0.77**	**0.63**	**0.95**
>=$150,000	**0.78**	**0.62**	**0.98**
DK	**0.68**	**0.55**	**0.83**
Refused	**0.40**	**0.32**	**0.50**
Financial stress (reference category: No)			
Yes	0.90	0.76	1.07
DK	0.81	0.45	1.50
Number of smokers in the household	1.06	0.99	1.15
Number of recent quitters in the household	0.97	0.84	1.13
HSI	**1.05**	**1.01**	**1.09**
Tobacco products used (reference category: FMC only)			
RYO	1.05	0.90	1.23
FMC & RYO	0.95	0.81	1.12

Variable	OR	2.5%	97.5%
Cigars	1.00	0.51	2.03
Pipes	0.95	0.35	3.10
Other	0.88	0.46	1.73
Use of unbranded cigarettes (reference category: No use)			
Regularly smokes	0.87	0.30	2.91
Currently (not regularly) smokes	0.58	0.26	1.41
Other	0.81	0.28	2.76
Bought in the last month	1.11	0.78	1.62
Interview date	**1.00**	**1.00**	**1.00**
Recruited via mobile	**0.82**	**0.73**	**0.91**
Frequency of seeing ads (reference category: Once or twice)			
Several times	0.97	0.82	1.14
Many times	1.11	0.92	1.35
Nearly all the time	0.98	0.78	1.23
Skipped question	1.07	0.92	1.25
Frequency of seeing news stories (reference category: Never)			
Rarely	1.10	0.96	1.25
Sometimes	1.01	0.85	1.20
Often	1.27	0.94	1.75
Very often	0.94	0.61	1.47
Approval of plain packaging (reference category: Strongly approve)			
Approve	1.01	0.86	1.18
Disapprove	0.99	0.81	1.22
Strongly disapprove	1.07	0.91	1.26
NA	1.02	0.80	1.32
DK	0.96	0.77	1.19
Harm of cigarettes is exaggerated (reference category: Strongly agree)			
Agree	0.99	0.81	1.20
Neither agree nor disagree	0.96	0.71	1.31
Disagree	1.14	0.94	1.40
Strongly disagree	**1.24**	**1.01**	**1.53**
DK	0.79	0.52	1.20
Likes the look of cigarette pack (reference category: Strongly agree)			
Agree	0.86	0.56	1.32
Neither agree nor disagree	0.86	0.56	1.29
Disagree	0.83	0.55	1.22
Strongly disagree	0.83	0.55	1.23
DK	0.74	0.45	1.21
What noticed first about pack (reference category: Health Warnings)			
Other	1.03	0.89	1.19

Variable	OR	2.5%	97.5%
Never look at pack	0.95	0.82	1.11
NA	0.84	0.52	1.40
DK	0.95	0.63	1.48
Different brands taste different (reference category: Not at all)			
A little	0.97	0.76	1.23
Somewhat	1.09	0.86	1.37
Very Much	1.03	0.82	1.28
NA	0.73	0.48	1.12
DK	1.13	0.84	1.54
Skipped	1.31	0.80	2.14
Some brands have more prestige (reference category: No)			
Yes	1.05	0.92	1.19
NA	0.63	0.35	1.15
DK	0.80	0.64	1.00
Some brands are less harmful (reference category: No)			
Yes	**0.86**	**0.76**	**0.98**
NA	0.67	0.34	1.39
DK	0.93	0.74	1.18
Different strengths within a brand (reference category: Not at all)			
A little	1.30	0.99	1.71
Somewhat	1.25	0.96	1.61
Very	**1.33**	**1.04**	**1.70**
NA	1.69	0.93	3.20
DK	1.17	0.83	1.64
Believes smoking causes illness	**0.94**	**0.91**	**0.98**
Health warnings believed (reference category: No)			
Yes	**1.40**	**1.14**	**1.73**
DK	1.41	0.97	2.07
Thought about how much enjoys smoking (reference category: Never)			
Once twice	1.13	0.98	1.30
Several times	1.06	0.91	1.24
Many times	1.02	0.86	1.21
DK	1.13	0.74	1.76
Concerned about health effects of smoking (reference category: Not at all)			
A little	1.14	0.94	1.38
Somewhat	1.13	0.92	1.38
Very	1.13	0.90	1.42
Extremely	1.19	0.93	1.53
DK	0.72	0.40	1.33
Conceals cigarette pack (reference category: Never)			
Once or twice	1.02	0.83	1.25

Variable	OR	2.5%	97.5%
Several times	1.07	0.87	1.34
Many times	1.05	0.89	1.23
DK	1.03	0.64	1.68
Requested different health warning (reference category: No)			
Yes	1.02	0.83	1.26
DK	1.05	0.64	1.76
Thought about quitting (reference category: Not at all)			
Once	1.11	0.90	1.38
Once every few days	1.10	0.93	1.30
Once a day	1.15	0.95	1.40
Several times a day	1.17	0.97	1.41
DK	1.15	0.70	1.94
Importance of quitting for good	1.01	0.99	1.04
Health warnings motivated to quit (reference category: Not at all)			
A little	0.93	0.80	1.08
Somewhat	0.88	0.73	1.07
Much	**0.75**	**0.62**	**0.90**
DK	0.72	0.42	1.24
Stubbed out a cigarette due to harm of smoking (reference category: Never)			
Once	0.91	0.78	1.06
Several times	1.05	0.89	1.26
Many times	0.93	0.76	1.13
NA	1.02	0.42	2.72
DK	0.74	0.35	1.58
Stopped self from smoking (reference category: Never)			
Once	1.08	0.93	1.26
Several times	1.02	0.88	1.19
Many times	1.13	0.93	1.38
NA	0.78	0.37	1.71
DK	1.03	0.54	2.04
Intend to quit in the next month (reference category: Yes)			
No	**1.19**	**1.02**	**1.37**
NA	1.28	0.70	2.46
DK	0.96	0.77	1.21
Has set a firm quit date within the next month	0.91	0.74	1.13
Attempted to quit in the last month	**1.21**	**1.00**	**1.46**

Recent quitters

Variable	OR	2.5%	97.5%
(Intercept)	0.01	0.00	16529.82
Age group (reference category: 18-29)			
30-49	1.68	1.17	2.41
50-69	2.06	1.32	3.23
Female gender	0.89	0.66	1.19
Educational attainment (reference category: < Year 12)			
Year 12 / some undergrad	1.10	0.75	1.60
Completed undergrad	0.90	0.58	1.39
SEIFA (reference category low SES)			
Mid-SES	0.82	0.58	1.15
High-SES	1.00	0.67	1.52
State (reference category: NSW)			
VIC	1.50	1.02	2.20
QLD	1.17	0.79	1.74
SA	1.12	0.61	2.17
WA	0.91	0.56	1.49
TAS	2.08	0.66	9.34
NT	1.64	0.24	33.67
ACT	2.25	0.80	8.07
Indigenous	1.46	0.61	3.96
Speaks a LOTE	0.96	0.55	1.71
Household Income (reference category: <$30,000)			
$30,000-$59,000	1.25	0.74	2.11
$60,000-$99,999	0.84	0.51	1.37
$100,000-$149,999	0.86	0.49	1.50
>=$150,000	0.93	0.52	1.67
DK	0.57	0.32	1.01
Refused	0.44	0.25	0.79
Number of smokers in the household	0.90	0.75	1.07
Number of recent quitters in the household	1.50	1.05	2.18
Frequency of pre-quit smoking (reference category: Daily)			
Weekly	1.01	0.64	1.64
Monthly	0.81	0.36	1.96
Less Often	0.64	0.32	1.31
Tobacco products used (reference category: FMC only)			
RYO	0.98	0.58	1.72
FMC & RYO	1.05	0.75	1.49

Variable	OR	2.5%	97.5%
Other	0.92	0.25	3.57
Interview date	1.00	1.00	1.00
Recruited via mobile	0.80	0.59	1.08
Frequency of seeing ads (reference category: Once or twice)			
Several times	1.38	0.88	2.15
Many times	1.34	0.79	2.29
Nearly all the time	1.71	0.86	3.57
Skipped question	1.07	0.72	1.58
Frequency of seeing news stories (reference category: Never)			
Rarely	1.38	0.99	1.95
Sometimes	1.36	0.87	2.17
Often/Very Often	0.95	0.51	1.84
Approval of plain packaging (reference category: Strongly approve)			
Approve	1.01	0.68	1.49
Disapprove	1.24	0.75	2.11
Strongly disapprove	1.12	0.72	1.76
NA	1.22	0.63	2.45
DK	2.22	1.06	5.04
Harm of cigarettes is exaggerated (reference category: Strongly agree)			
Agree	0.87	0.45	1.63
Neither agree nor disagree	0.42	0.19	0.93
Disagree	0.67	0.36	1.19
Strongly disagree	0.79	0.42	1.44
DK	0.57	0.19	1.78
What noticed first about pack (reference category: Health Warnings)			
Other	1.37	0.96	1.98
Never look at pack	1.04	0.67	1.61
NA	0.51	0.20	1.40
DK	1.08	0.49	2.61
Different brands taste different (reference category: Not at all)			
A little	0.97	0.55	1.66
Somewhat	1.08	0.62	1.85
Very Much	1.01	0.59	1.71
NA	1.13	0.32	4.90
DK	0.84	0.40	1.82

Variable	OR	2.5%	97.5%
Some brands have more prestige (reference category: No)			
Yes	0.91	0.66	1.25
NA	2.90	0.43	60.76
DK	0.99	0.51	2.02
Some brands are less harmful (reference category: No)			
Yes	1.31	0.90	1.93
DK	0.91	0.55	1.54
Different strengths within a brand (reference category: Not at all)			
A little	2.22	0.97	4.96
Somewhat	1.66	0.77	3.42
Very	1.22	0.58	2.45
NA	0.47	0.06	4.48
DK	0.63	0.25	1.58
Believes smoking causes illness	1.06	0.95	1.18
Health warnings believed (reference category: No)			
Yes	1.98	1.10	3.53
DK	4.71	1.34	22.60
Thought about how much enjoys smoking (reference category: Never)			
Once twice	0.97	0.68	1.39
Several times	0.97	0.63	1.50
Many times	1.12	0.73	1.75
DK	0.89	0.24	4.41
Concerned about health effects of smoking (reference category: Not at all)			
A little	1.37	0.91	2.08
Somewhat	2.27	1.43	3.62
Very	1.40	0.84	2.32
Extremely	1.14	0.65	2.01
DK	0.80	0.16	4.96
Importance of quitting for good	1.01	0.93	1.09
Health warnings motivated to quit (reference category: Not at all)			
A little	0.88	0.57	1.39
Somewhat	0.95	0.57	1.63
Much	0.74	0.48	1.14
DK	1.03	0.53	2.13