

## Some possible survey questions

This appendix provides examples of the types of questions you could ask in your surveys – depending on your research objectives. These questions come from the National ASH Year 10 Snapshot Survey, the Year 10 In-depth Survey, and the Health and Lifestyles Survey. It is a good idea to use questions that have been used in national surveys because they have been developed by researchers and are valid measures. It also means you can compare your findings against a benchmark.

The appendix isn't an exhaustive list of questions, but it does provide a starting point for creating your own questionnaires. You may also find it useful to look at examples of other questions. Links to useful surveys are given at the end of this appendix.

### Ethnicity

Which ethnic groups do you belong to? **Please tick all boxes that apply.**

New Zealand European

Other Pacific Islands nation

Māori

Chinese

Samoan

Indian

Cook Islands Māori

Other Asian

Tongan

Other (Please write in.)

Niue

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### Smoking status and smoking susceptibility

The standard way to define a survey respondent's smoking status is to ask questions **a** and **b** on the next page.

- Never smokers: Those who answer "no" to **a**
- Experimenter: Those who answer "yes" to **a** and "I have never smoked/I am not a smoker now" to **b**
- Current or regular smokers: Those who answer "at least once a day", "at least once a week", or "at least once a month" to **b**
- Daily smokers: Those who answer "at least once a day" to **b**.

Researchers have also developed two questions that tell us how susceptible young people who don't smoke are to taking up smoking in the future.

- Non-susceptible never smokers: Those who had never smoked and who answered "definitely not" to **c**, **d**, and **e**
- Susceptible never smokers: Those who had never smoked but who answered anything except "definitely not" to **c**, **d**, or **e**.

a. Have you ever smoked a cigarette, even just a few puffs?

Yes  No

b. How often do you smoke now? **Please tick one box only.**

I have never smoked/I am not a smoker now  At least once a day

At least once a week  At least once a month  Less often than once a month

c. If one of your best friends offered you a cigarette, would you smoke it? **Please tick one box only.**

Definitely not  Probably not  Probably yes  Definitely yes

d. At any time during the next year (12 months) do you think you will smoke a cigarette? **Please tick one box only.**

Definitely not  Probably not  Probably yes  Definitely yes

e. Do you think you will try a cigarette soon? **Please tick one box only.**

Definitely not  Probably not  Probably yes  Definitely yes

## Quitting attempts

During the past year (12 months), have you ever tried to stop smoking cigarettes? **Please tick one box only.**

I have never smoked cigarettes.  I did not smoke during the past year.

Yes, I have tried to stop smoking cigarettes.  No, I have not tried to stop smoking.

## Access to tobacco

During the past 30 days (one month), how did you usually get your own cigarettes? **Please tick one box only.**

I have never smoked/I am not a smoker now.  I bought them from a shop.  I bought them from a vending machine.

A friend/friends or person my age gave them to me.  A parent or caregiver gave them to me.

I took them from a parent or caregiver without asking.  I got them from an older brother or sister.

I got them some other way.

## Attitudes towards tobacco use

You could use a selection of the following questions to find out what your students think about smoking and smokers.

For each statement listed below, please indicate whether you agree or disagree with it. **Please tick one box for each statement.**

1. Smokers are more popular.

Agree     Disagree     Don't know

2. Smoking helps people forget their worries.

Agree     Disagree     Don't know

3. Non-smokers dislike being around people who are smoking.

Agree     Disagree     Don't know

4. Smokers find it hard to get dates.

Agree     Disagree     Don't know

5. Smokers are tough.

Agree     Disagree     Don't know

6. Smoking is something you need to try before deciding to do it or not.

Agree     Disagree     Don't know

7. Smoking makes people look more grown-up.

Agree     Disagree     Don't know

8. There is no harm in having a cigarette once in a while.

Agree     Disagree     Don't know

9. Smoking helps people relax.

Agree     Disagree     Don't know

10. Seeing someone smoking turns me off.

Agree     Disagree     Don't know

11. Smokers are often stressed.

Agree     Disagree     Don't know

12. Smoking is enjoyable.

Agree     Disagree     Don't know

13. Smoking makes people look sexy.

Agree     Disagree     Don't know

14. Non-smokers should be proud to be smokefree/auahi kore.

Agree     Disagree     Don't know

## Attitudes towards tobacco regulation, the tobacco industry, and the idea of a smokefree/auahi kore New Zealand

For each statement listed below, please indicate whether you agree or disagree with it.

Please answer every question. **Tick one box on each line.**

- Smoking should be banned in all outdoor places where young people go.  
 Agree     Disagree     Don't know
- There should be fewer places where cigarettes and tobacco can be sold.  
 Agree     Disagree     Don't know
- Tobacco companies should not be allowed to promote cigarettes and tobacco with cool-looking packs.  
 Agree     Disagree     Don't know
- Cigarettes and tobacco should be made more expensive so that children and young people can't afford to buy them.  
 Agree     Disagree     Don't know
- Cigarettes and tobacco should not be sold in New Zealand in 10 years' time.  
 Agree     Disagree     Don't know
- It's not OK for people to smoke around me where I can breathe their smoke.  
 Agree     Disagree     Don't know
- I want to live in a country where no one smokes.  
 Agree     Disagree     Don't know

## Knowledge of harm

- Do you think cigarette smoking is harmful to your health? **Please tick one box only.**  
 Definitely not     Probably not     Probably yes     Definitely yes
- Do you think the smoke from other people's cigarettes is harmful to you? **Please tick one box only.**  
 Definitely not     Probably not     Probably yes     Definitely yes

## Smoking by family, friends, and teachers

Which of the following people smoke? **Please tick all that apply.**

- Best friend     Other close friends     Father     Mother     Grandparents     A teacher at school
- Other caregiver (e.g., stepfather or stepmother, foster parents)     **Older** brother(s)     **Older** sister(s)
- None of the above

## Second-hand smoke exposure

During the past 7 days, on how many days have people smoked around you in your home? **Please tick one box only.**

0     1 to 2     3 to 4     5 to 6     7

During the past 7 days, on how many days have people smoked in your presence in places other than in your home? **Please tick one box only.**

0     1 to 2     3 to 4     5 to 6     7

During the past 7 days, on how many days have people smoked around you in your home? **Please tick one box only.**

0     1 to 2     3 to 4     5 to 6     7

## Exposure to the role-modelling of smoking

During the past month (30 days), how often have you noticed people smoking in the following places? **Please tick one box for each place.**

1. Local parks or reserves

A lot     Sometimes     Never     Didn't go there

2. Outdoor children's playgrounds

A lot     Sometimes     Never     Didn't go there

3. At school

A lot     Sometimes     Never     Didn't go there

4. Outdoor sports fields or courts

A lot     Sometimes     Never     Didn't go there

5. Outdoors at a marae

A lot     Sometimes     Never     Didn't go there

6. Outside doorways to public buildings

A lot     Sometimes     Never     Didn't go there

7. Beaches

A lot     Sometimes     Never     Didn't go there

8. Outdoor seating areas of bars/restaurants/cafes

A lot     Sometimes     Never     Didn't go there

## Young people's reporting of parental rules and monitoring around smoking

For each statement listed below, please indicate whether you agree or disagree with it. **Please tick one box for each statement.**

1. My parents or caregivers have set rules with me about not smoking cigarettes or tobacco.

Agree     Disagree     Don't know

2. My parents or caregivers generally know what I spend my pocket money on.

Agree     Disagree     Don't know

3. My parents or caregivers have rules about when I can go out with my friends.

Agree     Disagree     Don't know

4. My parents or caregivers often have no idea where I am when I am away from my home.

Agree     Disagree     Don't know

5. My parents or caregivers know about my school life (e.g., my teachers, my grades).

Agree     Disagree     Don't know

6. My parents or caregivers would be upset if I was caught smoking cigarettes or tobacco.

Agree     Disagree     Don't know

7. If I break any important rules that my parents or caregivers have set, I always get into trouble.

Agree     Disagree     Don't know

## Parenting and tobacco

This includes the extent to which parents believe they can influence whether their children smoke and the extent to which they tell their children not to smoke. Your choice of questions will depend on the age of the children.

As a parent or caregiver, do you have any influence over whether Xxx starts to smoke cigarettes or tobacco?

Yes  No  Not applicable – child too young  Other  Don't know  Refused

Do you think you will have any influence over whether Xxx starts to smoke cigarettes or tobacco when he or she is older?

Yes  No  Don't know  Refused

Do you think you are able to prevent Xxx from starting to smoke cigarettes or tobacco?

Yes  No  Not applicable – child too young  Other  Don't know  Refused

Do you think you will be able to prevent Xxx from starting to smoke cigarettes or tobacco when he or she is older?

Yes  No  Don't know  Refused

How often do you tell Xxx that you don't want him or her to smoke cigarettes or tobacco?

Never  Rarely  Sometimes  Often

Very often  Not applicable/Other  Don't know  Refused

Do you have set rules with Xxx about not smoking cigarettes or tobacco?

Yes  No  Not applicable/Other  Don't know  Refused

## More questions

### ASH Year 10 Snapshot Survey

This survey is conducted yearly and is used to work out smoking rates among 14-15-year-old students. If your school has year 10 students, you would have received an invitation to participate. Action on Smoking and Health (ASH) provides schools with their own school-level smoking rates for year 10 students. You may find this information useful for informing or evaluating your smokefree activities.

The questionnaires from these surveys are available on the Internet at [www.ash.org.nz/?t=182](http://www.ash.org.nz/?t=182)

### Year 10 In-depth Survey

The Health Sponsorship Council (HSC) has conducted this survey biennially, in 2006, 2008, and 2010. It includes questions on:

- attitudes and behaviours around smoking (for example, attitudes towards tobacco companies, on whether smoking should be allowed in cars, in movies, or in magazines, on effectiveness in quitting, on the extent to which respondents got help to quit)
- other known protective or risk factors for smoking uptake, for example, connectedness to schools, peers, and family
- access to tobacco (for example, experiences of trying to buy tobacco)
- where people smoke.

The questionnaire is available on the Internet at <http://www.hsc.org.nz/researchpublications.html>

## **The Health and Lifestyles Survey (HLS)**

The Health Sponsorship Council started the Health and Lifestyles Survey (HLS) in 2008, and it was conducted again in 2010. It includes questions on topics such as smoking, quitting, what prompted quitting, attitudes towards smoking in outdoor areas, the extent to which smoking or tobacco is seen as a problem, attitudes to tobacco regulation, and parental influence on smoking.

This survey is available on the Internet at <http://www.hsc.org.nz/researchpublications.html>

## **Centers for Disease Control Question Inventory on Tobacco**

Centers for Disease Control Question Inventory on Tobacco is a searchable database of tobacco survey questions.

The database is available on the Internet at <http://apps.nccd.cdc.gov/qit/QuickSearch.aspx>

## **The New Zealand Tobacco Use Survey**

The Ministry of Health's New Zealand Tobacco Use Survey (NZTUS) also has standardised questions.

This questionnaire is available on the Internet at

<http://www.moh.govt.nz/moh.nsf/indexmh/dataandstatistics-survey-tobaccouse>

Since April 2011, the NZTUS has been integrated into the New Zealand Health Survey.

See <http://www.moh.govt.nz/moh.nsf/indexmh/dataandstatistics-survey-nzhealth>

## **International Tobacco Control Policy Evaluation Project**

The New Zealand arm of this project is run by the University of Otago Wellington School of Medicine. The questionnaire is available on the Internet at <http://www.wnmeds.ac.nz/academic/dph/research/HIRP/Tobacco/itcproject.html>

## **Global Schools Personnel Survey**

If you are wanting to survey school staff, some of the questions from this survey might be useful. Topics covered are tobacco use, attitudes and knowledge, school procedures, and school curriculum. Note that some of the questions won't be relevant in the New Zealand context.

This questionnaire is available on the Internet at <http://www.cdc.gov/tobacco/global/gspgs/questionnaire/index.htm>