



Measuring the impact of the 'Smoking Not *Our* Future' Campaign
FINAL REPORT

17 December 2008



Confidential

Measuring the impact of the 'Smoking Not *Our* Future' Campaign
FINAL REPORT

PREPARED FOR	Rhiannon Newcombe and Sue Walker Health Sponsorship Council
PREPARED BY	Katrina Fryer Chloe Lynch Emanuel Kalafatelis
CONTACT DETAILS	Emanuel Kalafatelis Research New Zealand Phone 04 499 3088 www.researchnz.com
PROJECT NUMBER	#3806



Contents

1.0	Executive Summary	2
2.0	Introduction	8
2.1	Background	8
2.2	Research and information objectives	9
2.3	Methodology	10
2.3.1	Sample profile	11
2.3.2	Analysis	12
2.3.3	Report structure	13
3.0	Respondents' smoking behaviour	14
4.0	Awareness of the 'Smoking Not <i>Our</i> Future' campaign	18
4.1	Unprompted and prompted recall of the 'Smoking Not <i>Our</i> Future' campaign	18
4.1.1	Recall of the 'Smoking Not <i>Our</i> Future' campaign in other media channels	20
4.1.2	Recall of specific celebrities	21
4.1.3	Perceived influence or credibility gained through having celebrity spokespeople	22
5.0	Recall of key campaign messages	23
5.1	Message recall (first-mentioned)	23
5.2	Total messages mentioned	24
6.0	Engagement	26
6.1	Personal relevance	26
6.1.1	Age group the TVCs targeted (first-mentioned)	26
6.1.2	Age group the TVCs targeted (total-mentioned)	28
6.1.3	Understanding of the target age group	29
6.2	Positive and negative responses to the campaign	30
6.2.1	Agreement with statements	30
6.2.2	What respondents liked about the ads	32
6.2.3	What respondents did not like about the ads	34
7.0	Impact	35
7.1	Effect on attitudes	35
7.2	Action taken by respondents as a result of the campaign	37
7.2.1	Effect on current smokers	38
7.3	Perceived impacts of the campaign (on other people)	40
7.4	Exploration of the impact by gender and ethnicity	41
	Appendix A: Methodology	48
	Appendix B: Pre-notification letters and Questionnaires	59



List of tables and figures

Tables

Table 1: Demographic profile (unweighted and weighted).....	11
Table 2: Smoking status profile (unweighted and weighted)	11
Table 3: 'Smoking Not <i>Our Future</i> ' campaign's impact by ethnicity and gender	41
Table 4: Sample by ethnicity and gender	50
Table 5: Response Summary	53
Table 6: Maximum margins of error for sub-groups (Weighted)	55
Table 7: Demographic profile (unweighted and weighted).....	56
Table 8: Smoking status profile (unweighted and weighted)	56

Figures

Figure 1: Current smoking behaviour*	14
Figure 2: Smoking status of sample*	16
Figure 3: Recall of the 'Smoking Not <i>Our Future</i> ' campaign on TV*.....	18
Figure 4: Recall of the 'Smoking Not <i>Our Future</i> ' campaign in other media channels*	20
Figure 5: Recall of celebrities in the 'Smoking Not <i>Our Future</i> ' TVCs*	21
Figure 6: Are people your age more or less likely to take notice of the 'Smoking Not <i>Our Future</i> ' ads because they have celebrities in them?*	22
Figure 7: Perception of the 'Smoking Not <i>Our Future</i> ' TVCs' main message*	23
Figure 8: Perception of the 'Smoking Not <i>Our Future</i> ' TVCs' messages (total-mentioned)*	25
Figure 9: Who do you think these 'Smoking Not <i>Our Future</i> ' ads are mainly aimed at?*	26
Figure 10: Do you think these 'Smoking Not <i>Our Future</i> ' ads were aimed at anyone else (total- mentioned)?*	28
Figure 11: Do you think the person who made these 'Smoking Not <i>Our Future</i> ' ads understands people your age... *	29
Figure 12: Levels of agreement with statements about the 'Smoking Not <i>Our Future</i> ' TVCs*	30
Figure 13: What do you like about the 'Smoking Not <i>Our Future</i> ' TVCs?*	32
Figure 14: What don't you like about the 'Smoking Not <i>Our Future</i> ' TVCs?*	34
Figure 15: Levels of agreement with statements about the impact of the 'Smoking Not <i>Our Future</i> ' TVCs*	35
Figure 16: What, if anything, have you done in response to the 'Smoking Not <i>Our Future</i> ' ads?* ..	37
Figure 17: Did the 'Smoking Not <i>Our Future</i> ' ads make you think you should try to quit smoking?*	38
Figure 18: Have the 'Smoking Not <i>Our Future</i> ' ads led some young people you know to try to quit smoking?*	40



1.0 Executive Summary

This report presents the results of a survey conducted to evaluate the 'Smoking Not Our Future' campaign. The aim of this survey (conducted in June and July 2008) was to assess the extent to which young people aged 12 to 24 years were aware of the campaign and the extent to which it impacted on them.

Introduction

The 'Smoking Not Our Future' campaign was launched by the HSC (Health Sponsorship Council) in 2007 to denormalise tobacco use by increasing negative perceptions of the social outcomes of smoking among young people. It features youth-oriented celebrities talking about smoking, being smokefree, and quitting smoking through a range of media channels, including television commercials (TVCs), radio, magazines, and adshells at bus shelters.

Given the investment already made in this campaign, and the HSC's desire to optimise its impact in the future, a decision was made to evaluate the campaign by conducting an impact evaluation. This was done through a telephone and online survey¹ with the target audience.

The specific objectives of this survey were to measure:

- ◆ **Awareness** of the campaign among the target audience.
- ◆ The extent to which young people recall the key **messages** of the campaign.
- ◆ **Engagement** (perceived credibility) with the campaign and its messages.
- ◆ **Impact** of the campaign on young people's attitudes and behaviours relating to smoking.

The survey was completed with a n=939 young New Zealanders aged 12 to 24 years. Interviewing was conducted by telephone, between 16 June and 19 July 2008. Māori and Pacific peoples were over-sampled in order to report on the results for these groups with confidence.

¹ Research New Zealand. (2008). *Measuring the impact of the 'Smoking Not Our Future' campaign – Online survey*.



The survey achieved an overall response rate of 19 percent². Results in this report have been weighted by ethnicity, gender, and age to ensure that results based on the total sample are representative of the population of young people aged 12-24 years in New Zealand.

Results based on the total sample are subject to a maximum margin or error of ± 4.6 percent (at the 95 percent confidence level). Higher margins of error are associated with smaller sub-samples.

The full set of data tables and all of the verbatim comments are available in two companion reports *Phone Survey Report – Banner Tables*, and *Phone Survey Report – Verbatim Comments*.

² The response rate has been determined using a calculation from the American Association of Public Opinion Research. It is a conservative calculation and yields a lower response rate because of how the cases of ineligibility and unknown eligibility are handled.



Key findings

The key findings of this survey are summarised below:

◆ Young people had a high recall of the campaign.

Based on unprompted responses, almost one-quarter (24 percent) of respondents recalled seeing the 'Smoking Not *Our* Future' TVCs. After a general prompt (respondents were asked if they had seen ads on TV that showed different celebrities talking about smoking, being smokefree and quitting smoking), this recall increased significantly to 73 percent. With a full prompt (that included the campaign tagline), the level of recall again increased significantly to 88 percent of respondents.

- ◆ Of the respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, around six out of ten (63 percent) also stated they had seen the campaign advertised in other media channels. The most common of these were the adshells at bus stops (28 percent), and on posters or signs (23 percent).
- ◆ The celebrities who were recalled most frequently in the TVCs were Shauvaughn Ruakere (30 percent), Ben Mitchell (20 percent), and P-Money (16 percent). Just over one-quarter (27 percent) of respondents who recalled the TVCs were unable to recall any of the celebrities.
- ◆ Of those respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, more than one-half (56 percent) thought that people their age were more likely to take notice of the TVCs because of the celebrities. In comparison, one-third (36 percent) of respondents reported that having celebrities in the TVCs did not make a difference to whether or not young people would take notice of these ads.

◆ The campaign messages are clear and easily recalled by young people.

Based on unprompted responses, respondents most frequently identified the main message of the TVCs as being that "people should quit or not start smoking" (56 percent of respondents mentioned this on a first-mentioned basis and 62 percent on a total-mentioned³ basis). Many respondents also reported that one of the main messages was that "smoking is bad or bad for your health" (26 percent mentioned this on a first-mentioned basis and 42 percent on a total-mentioned basis) or that "smoking is not cool" (28 percent mentioned this on a first-mentioned basis and 40 percent on a total-mentioned basis).

- ◆ Only two percent of respondents were unable to identify any messages from the campaign.

³ In addition to being asked what the "main message" of the advertising was, respondents were then asked to describe any "other messages". "Total-mentioned" refers to the combined results to both of these questions.



- ◆ Young people think that the campaign is relevant, credible, and likeable.

One-half (50 percent) of respondents who recalled seeing the advertising on TV reported that the 'Smoking Not *Our* Future' TVCs were aimed at people their own age (on a first-mentioned basis, 65 percent on a total-mentioned basis). One-in-five of these respondents (22 percent) said that the TVCs were aimed at people younger than them (45 percent on a total-mentioned basis) and 16 percent said the TVCs were aimed at people older than them (43 percent on a total-mentioned basis).

- ◆ The majority of those who recalled seeing the 'Smoking Not *Our* Future' TVCs, felt that the person who made the TVCs understood people their age 'fairly well' (63 percent) or 'very well' (28 percent).
- ◆ Young people had a positive response towards the TVCs. The majority of those who recalled seeing the 'Smoking Not *Our* Future' TVCs agreed with the following statements:
 - ◆ 'The messages in the ads were believable' (84 percent agreement).
 - ◆ 'The ads were relevant for people of my culture and background' (70 percent agreement).
 - ◆ 'These ads stood out from other ads on TV' (60 percent agreement).
- ◆ When asked what they liked about the TVCs, respondents mentioned most frequently the messages (by 27 percent of respondents who recalled seeing the advertising) and the TVCs having celebrities in them (by 23 percent of respondents who recalled seeing the advertising).
- ◆ Those who recalled seeing the advertising were also asked what, if anything, they did not like about the TVCs. Over seven out of ten (72 percent) respondents reported that there was nothing they did not like. A small proportion of respondents did not like how the TVCs looked (five percent) or thought that they tried to tell people what to do (four percent).



◆ The campaign appears to be having an impact on young people.

A high proportion of respondents who recalled seeing the 'Smoking Not Our Future' TVCs agreed with the following statements about the impact of the campaign:

- ◆ 'The ads give some good reasons not to smoke' (83 percent agreement).
- ◆ 'The ads make smoking seem less cool' (74 percent agreement).
- ◆ 'The ads have put me off smoking' (59 percent agreement).

Over one-third of respondents (35 percent) who recalled seeing the TVCs reported they had taken action or thought about their smoking behaviour as a result of the campaign:

- ◆ Of those who had seen the TVCs, one-tenth (11 percent) had talked to others about the TVCs and one-tenth (10 percent) decided that they did not want to smoke.
- ◆ Almost one-half (47 percent) of current smokers who recalled seeing the TVCs reported that the TVCs made them think they should try to quit smoking.
- ◆ Of those who had seen the TVCs and had stopped smoking in the last 12 months, two-fifths (41 percent) stated that the campaign had led them to quit.

The campaign appears to have had a positive impact on all groups of young people, defined on the basis of age, gender, ethnicity and smoking status. However, there were some key differences between individual respondent sub-groups:

- ◆ Although most could recall seeing the TVCs, awareness tended to be lower amongst Pacific young people (particularly males).
 - ◆ However, Pacific females found the ads highly relevant and were the most likely to report having done something in response to the ads.
 - ◆ Pacific young people were also the most likely to report that the TVCs had made them think about quitting smoking.



- ◆ With regard to age, respondents aged 15-17 years were most likely to believe the advertising was aimed at their age group. However, the campaign appears to be having a particularly strong impact on those in the youngest age group (12-14 years).
 - ◆ For example, of those who recalled seeing the advertising 82 percent of 12-14 year olds who recalled seeing the advertising reported that the TVCs had put them off smoking, which was significantly higher than the total sample result of 59 percent. In contrast however, less than half (45 percent) of those aged 18-24 years felt the same way, as did 63 percent of those aged 15-17 years.
 - ◆ The 12 to 14-year-olds were also significantly more likely to agree that 'the ads make smoking less cool' (86 percent, compared with 74 percent of the total sample).



2.0 Introduction

This report presents the results of a survey conducted to evaluate the 'Smoking Not *Our Future*' campaign. The aim of this survey (conducted in June and July of 2008), was to assess the extent to which young people aged 12 to 24 years were aware of the campaign and the extent to which it impacted on them.

2.1 Background

A literature review (the Reducing Smoking Initiation Framework)⁴, completed in 2005, proposed that there were four key objectives that contribute to reducing smoking initiation. The 'Smoking Not *Our Future*' campaign was developed by the HSC to facilitate one of these objectives: *To-denormalise [tobacco] use by reducing the prevalence of attitudes and behaviours that reinforce tobacco use.*

- ◆ The literature review that was completed in 2005 to support the RSI subsequently helped to inform the development of the 'Smoking Not *Our Future*' campaign targeted at young people aged 12 to 24 years of age.

The 'Smoking Not *Our Future*' campaign was piloted during February-March 2007 and was then launched using a range of different media later that year. The three subsequent campaign phases have featured youth-oriented celebrities talking about smoking, being smokefree and quitting smoking through a range of media channels, including TVCs, radio, magazines and adshells at bus shelters. The third phase of the campaign built on previous phases by combining denormalisation and social disapproval messages with messages promoting cessation and the effects of role-modelling.

Given the investment already made in this campaign, and HSC's desire to optimise its impact in the future, the decision was made to evaluate the campaign by conducting an impact evaluation with the target audience.

⁴ HSC (2005). *Reducing Smoking Initiation Literature Review. A background discussion document to support the national Framework for Reducing Smoking Initiation in Aotearoa-New Zealand.* A report to the Ministry of Health. Wellington: HSC.



2.2 Research and information objectives

The specific objectives of this survey were to measure:

- ◆ **Awareness** of the campaign among the target audience.
- ◆ The extent to which young people recall the key **messages** of the campaign.
- ◆ **Engagement** (perceived credibility) with the campaign's messages.
- ◆ **Impact** of the campaign on young people's attitudes and behaviours relating to smoking.

These, in turn, required the survey to provide answers to the following key questions:

- ◆ To what extent do young people recall seeing the 'Smoking Not *Our* Future' advertising on an unprompted and prompted basis?
 - ◆ Which groups of young people are more or less likely to be able to recall the campaign?
 - ◆ Where else have young people seen the campaign besides TV?
 - ◆ Does having celebrities in the TVCs make young people notice them more?
- ◆ What do young people believe is the primary message, as well as other secondary messages, of the campaign?
- ◆ To what extent do young people feel the TVCs are personally relevant, credible, and likeable?
 - ◆ What do they like, and dislike, about the TVCs?
- ◆ To what extent has the campaign changed young people's behaviours and attitudes relating to smoking?
 - ◆ Which groups of young people is the campaign having the most impact on?



2.3 Methodology

This section briefly describes the methodology used to conduct the survey. A detailed description of the methodology is in Appendix A.

The survey was completed with a total sample of n=939 young New Zealanders aged 12 to 24 years. Interviewing was conducted by telephone, between 16 June and 19 July 2008. The average length of interviews was 13 minutes.

The sample was sourced from the Electoral (General and Māori) Rolls and supplemented with random dialling (to ensure the small number of households that are not on the electoral roll or do not have a listed telephone number have an opportunity to be selected). Māori and Pacific peoples were over-sampled in order to report on the results for these groups with confidence. Quotas of n=300 were used for generating approximately equal representation across these two ethnic groups and a group of young people of New Zealand European/Other ethnicities.

The survey questionnaire was designed in consultation with the HSC. It was then pre-tested and piloted. A copy of the final questionnaire is in Appendix B of this report.

Pre-notification letters, introducing the survey, were sent to most households prior to interviewing. A copy of the letter is also in Appendix B.

Parental consent was obtained for all respondents aged 12 to 14 years. All respondents were asked if they were interested in participating in an online survey on the same topic. Those who gave their consent were sent an email inviting them to the survey the following day. The results of the online phase have been presented in a separate report⁵.

The telephone survey achieved an overall response rate of 19 percent (based on a calculation method approved by the American Association of Public Opinion Researchers⁶). Results in this report have been weighted by ethnicity, gender, and age to ensure that results based on the total sample are representative of New Zealand's 12 to 24-year-old population.

Results based on the total sample are subject to a maximum margin of error of ± 4.6 percent (at the 95 percent confidence level). Higher margins of error are associated with smaller sub-samples.

⁵ Research New Zealand. 2008. *Measuring the impact of the 'Smoking Not Our Future' campaign – Online survey*.

⁶ The American Association for Public Opinion Research. 2006. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. 4th edition. Lenexa, Kansas: AAPOR.



2.3.1 Sample profile

The following tables (Table 1 to Table 2) present demographic profiles of the total sample based on both weighted and unweighted data. The results presented in the report are based on the weighted data.

Table 1: Demographic profile (unweighted and weighted)

	Unweighted		Weighted	
	%	n	%	n
Gender				
Male	49	458	50	471
Female	51	481	50	468
Total	100	939	100	939
Ethnicity				
Māori	36	335	19	181
Pacific peoples	31	291	8	73
NZ European/Other	33	313	73	685
Total	100	939	100	939
Age				
12-14 years	31	294	25	231
15-17 years	35	328	24	226
18-24 years	34	317	51	482
Total	100	939	100	939
Location*				
Upper North Island	47	441	34	322
Lower North Island	35	331	37	346
South Island	18	164	28	265
Total	100	936	100	933
Household income				
Less than \$40,000	9	85	8	79
\$40,000 - \$79,999	24	223	27	257
\$80,000 or more	20	191	34	317
Don't know	33	307	25	237
Refused	1	12	1	11
Total	100	939	100	939

Totals may not sum to 100 percent due to rounding.

* Excludes those who reported 'don't know' or 'refused'.

Table 2: Smoking status profile (unweighted and weighted)

	Unweighted		Weighted	
	%	n	%	n
Smoking status				
Current smoker	18	166	16	146
Non-susceptible	62	577	67	619
Susceptible	20	181	17	160
Total	100	924	100	925

Totals may not sum to 100 percent due to rounding.

* Excludes those who reported 'don't know' or 'refused'.



2.3.2 Analysis

The key variables used to analyse the survey results are:

- ◆ Gender
- ◆ Ethnicity
- ◆ Age
- ◆ Smoking status (refer to Section 3.0)
 - ◆ Current smoker
 - ◆ Respondents who reported that they currently smoked cigarettes or tobacco at least once a month.
 - ◆ Non-susceptible to smoking
 - ◆ Respondents who are not current smokers and reported they would 'definitely not' smoke a cigarette if one of their best friends offered them one, and would 'definitely not' smoke a cigarette at any time during the next 12 months.
 - ◆ Susceptible to smoking
 - ◆ Respondents who are not current smokers and reported 'probably not', 'probably yes', or 'definitely yes' to either of the two questions about one of their best friends offering a cigarette and smoking a cigarette during the next 12 months.

The following variables were also examined for statistically significant differences but no significant differences were found (refer to Appendix A for a full description of these variables):

- ◆ Connectedness
- ◆ Attempt to quit smoking
- ◆ Location

The survey results were also examined by unprompted recall of the 'Smoking Not *Our* Future' TVCs and the one significant difference that was found in this regard has been noted in the report.

All significant differences mentioned in the report are based on comparisons between the sub-sample in question and the total sample.

It is important to take caution when interpreting results based on a sub-sample size of less than n=30. These results should be treated as indicative only, due to the low base number.



2.3.3 Report structure

This report presents the results of the survey in five key sections:

1. Section 3 – Respondents' smoking status.
2. Section 4 - Recall of the TV advertising campaign.
3. Section 5 – Key messages of the campaign.
4. Section 6 – Engagement with the campaign.
5. Section 7 – Impact of the campaign.
6. Appendix A – Detailed description of the research methodology
7. Appendix B – Copy of the pre-notification letters and the survey questionnaire



3.0 Respondents' smoking behaviour

Experience with smoking

All respondents were asked if they had ever smoked a cigarette (even just a few puffs). One-half (50 percent) of the total sample reported having ever smoked a cigarette.

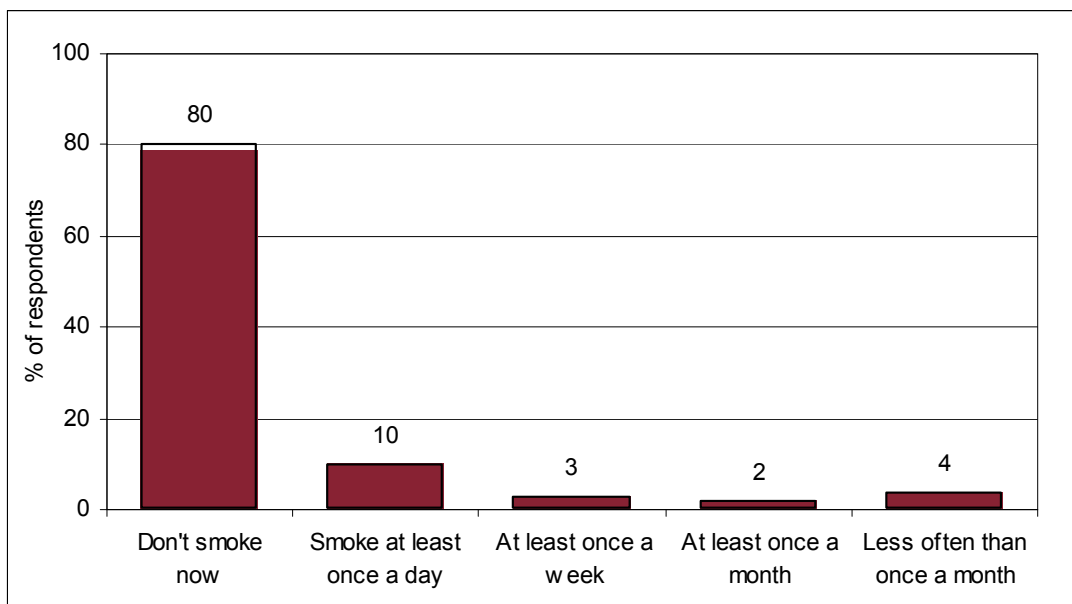
There were no significant differences by gender (when compared with the total sample). The following groups were significantly more likely to have smoked a cigarette at some point in their life:

- ◆ Māori young people (63 percent, compared with 50 percent of the total sample).
- ◆ Respondents aged 18-24 years (68 percent, compared with 50 percent of the total sample).

Current smoking status

Respondents who reported having “ever smoked” a cigarette were asked how often they currently smoked. The majority of the total sample reported that they do not smoke now (80 percent). Ten percent reported that they smoke at least once a day (Figure 1).

Figure 1: Current smoking behaviour*



*Based on the total sample excluding those who answered 'don't know' or 'refused' (n=938).



These overall results have been examined by gender, ethnicity and age.

There were no significant differences by gender (when compared with the total sample), with the following statistically significant differences by ethnicity and age:

- ◆ Māori young people were less likely to report they do not smoke now (69 percent, compared with 80 percent of the total sample).
- ◆ Respondents aged 12-14 years were more likely to report they do not smoke now (96 percent, compared with 80 percent of the total sample).

Susceptibility

Respondents who were not current smokers (reported they did not smoke now or smoked less often than once a month, 84 percent of the total sample) were asked two questions to define their susceptibility to smoking in the future. First, respondents were asked whether they would smoke a cigarette if one of their best friends offered it to them. The majority of respondents reported they 'would definitely not' (84 percent) smoke the cigarette, 14 percent answered 'probably not', and only two percent answered 'probably yes'.

Non-current smokers were also asked if at any time during the next 12 months, they thought they would smoke a cigarette. Most respondents (83 percent) reported 'definitely not', 11 percent answered 'probably not', four percent 'probably yes', and two percent 'definitely yes'.

'Non-susceptible' respondents (67 percent of the total sample) have been classified as those who reported they would 'definitely not' smoke a cigarette if one of their best friends offered them one, and would 'definitely not' smoke a cigarette at any time during the next 12 months.

'Susceptible' respondents (17 percent of the total sample) have been classified as those who reported 'probably not', 'probably yes', or 'definitely yes' to either of these two questions.

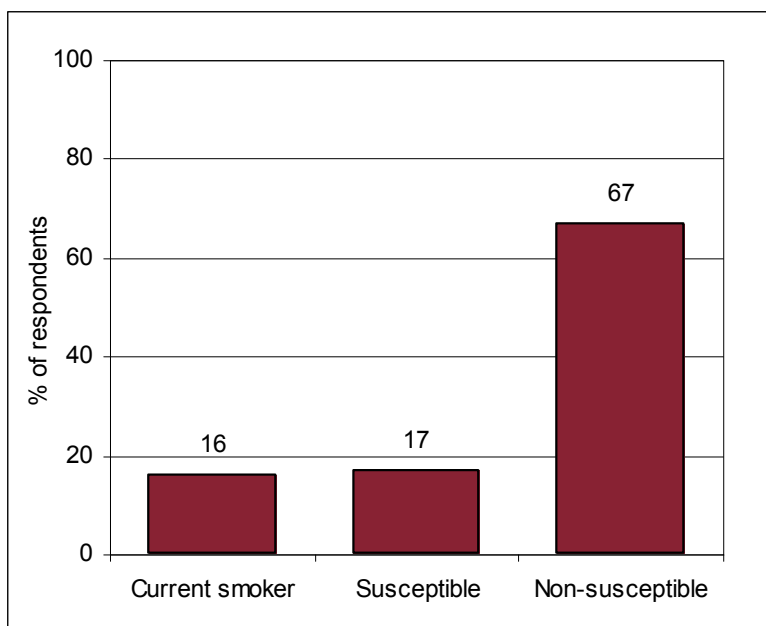


Segmentation

Given respondents' current smoking status and their responses to the 'susceptibility' questions, the total sample can be divided into three mutually exclusive groups (Figure 2):

- ◆ Current smokers (respondents who reported that they currently smoked cigarettes or tobacco at least once a month).
- ◆ 'Non-susceptible' (respondents who reported they would 'definitely not' to the two susceptibility questions: if they would smoke a cigarette if one of their best friends offered them one and if they would smoke a cigarette at any time during the next 12 months).
- ◆ 'Susceptible' (respondents who reported 'probably not', 'probably yes' or 'definitely yes' to either of the two susceptibility questions).

Figure 2: Smoking status of sample*



*Based on the total sample excluding those who answered 'don't know' or 'refused' (n=924).

These overall results for smoking status have been examined by gender, ethnicity and age.

There were no significant differences by gender or age (when compared with the total sample), with the following statistically significant differences based on ethnicity:

- ◆ Māori young people were less likely to be non-susceptible (54 percent, compared with 67 percent of the total sample).



Quit attempts

Respondents who reported “ever smoking” a cigarette and who smoked now, were asked about their quitting behaviour. On average, respondents who reported that they smoke now reported to have made two serious quit attempts (that lasted 24 hours or longer) to stop smoking in the last 12 months.



4.0 Awareness of the ‘Smoking Not *Our Future*’ campaign

The following section outlines the extent to which the target audience recalled seeing the ‘Smoking Not *Our Future*’ campaign on an unprompted and prompted basis. Recall of specific celebrities is also reported in this section, as is the source of awareness (i.e. in addition to the television advertising).

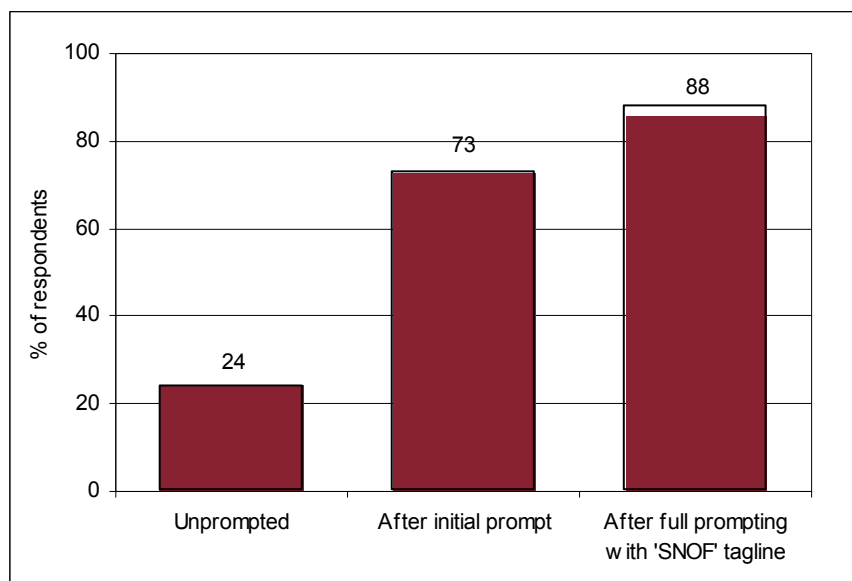
4.1 Unprompted and prompted recall of the ‘Smoking Not *Our Future*’ campaign

On an unprompted basis, one-quarter of respondents (24 percent) mentioned seeing the ‘Smoking Not *Our Future*’ advertising when asked if they remembered seeing any ads on TV about smoking, being smokefree, or quitting smoking (Figure 3).

After an initial prompt regarding the TVCs (respondents were asked if they had seen ads on TV that showed different celebrities talking about smoking, being smokefree, and quitting smoking), the level of recall increased significantly to 73 percent.

When a full prompt (that included the ‘Smoking Not *Our Future*’ tagline) was used, recall significantly increased again to 88 percent of respondents.

Figure 3: Recall of the ‘Smoking Not *Our Future*’ campaign on TV*



*Based on the total sample (n=939).



These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in recall by gender, age, or smoking status (when compared with the total sample), with only the following statistically significant difference by ethnicity:

- ◆ Pacific young people were less likely to recall the 'Smoking Not *Our* Future' TVCs on both an unprompted (13 percent, compared with 24 percent of the total sample) and fully prompted basis (77 percent, compared with 88 percent of the total sample).

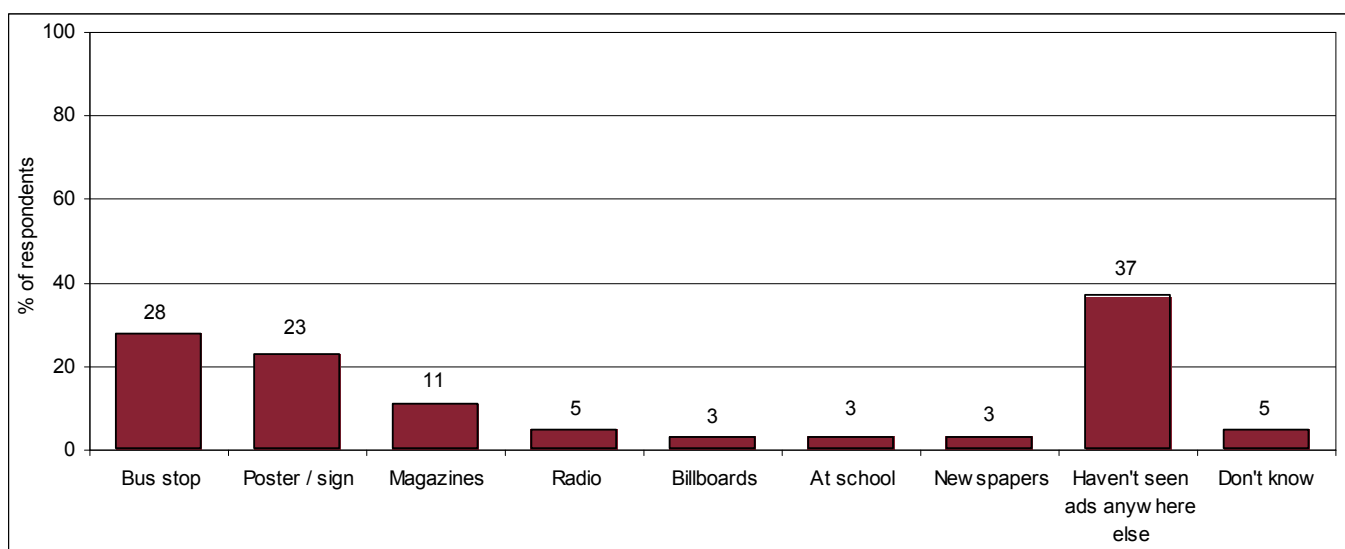


4.1.1 Recall of the 'Smoking Not *Our Future*' campaign in other media channels

Respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs (88 percent) were asked if they recalled seeing the advertising anywhere else. Most (63 percent) were able to recall seeing the campaign somewhere other than on TV (Figure 4).

More than one-quarter (28 percent) of respondents stated that they had seen the advertising at a bus stop and 23 percent mentioned a poster or sign.

Figure 4: Recall of the 'Smoking Not *Our Future*' campaign in other media channels*



* Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs (n=809).

These results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in recall through other media channels by these four demographic variables (when compared with the total sample).



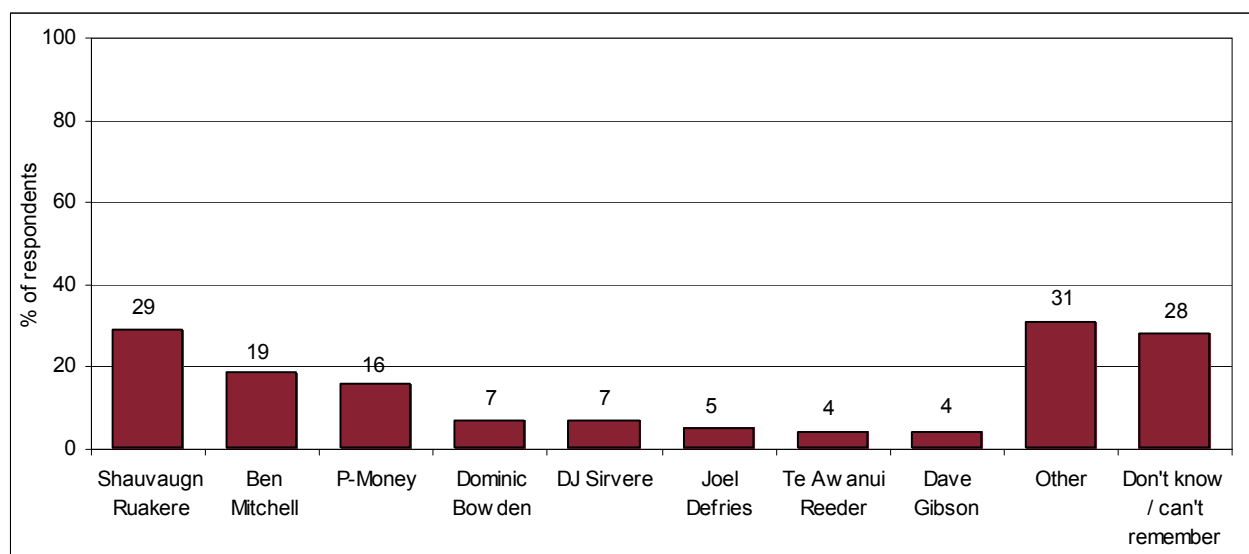
4.1.2 Recall of specific celebrities

The celebrity who was recalled most by those respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs was Shauvaugn Ruakere (29 percent), followed by Ben Mitchell (19 percent), and P-Money (16 percent).

Additionally, a number of respondents reported celebrities who were classified as 'other'. The 'other' category (31 percent) is made up of other celebrities who appeared in the campaign (4 percent), various unidentifiable celebrities (24 percent), such as "the C4 presenter", "the guy from Nesian Mystic" and "some lady from NZ Top 40", and other celebrities who were not actually involved in the campaign (five percent) including for example, Tana Umaga and Beyonce.

One-quarter (28 percent) of respondents who recalled seeing the TVCs were not able to recall any specific celebrities (Figure 5).

Figure 5: Recall of celebrities in the 'Smoking Not *Our Future*' TVCs*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in recall of specific celebrities by gender, age or smoking status (when compared with the total sample), with only the following statistically significant difference by ethnicity:

- ◆ Pacific young people were more likely to recall Te Awanui Reeder (15 percent, compared with five percent of the total sample).

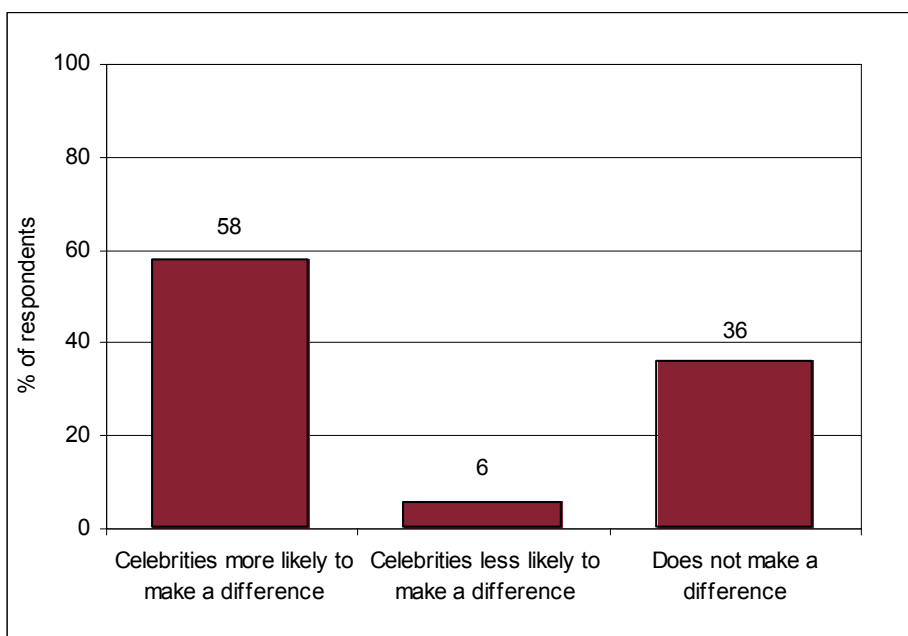


4.1.3 Perceived influence or credibility gained through having celebrity spokespeople

More than one-half (56 percent) of those respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs reported that people their age were more likely to take notice of them because of the celebrities (Figure 6).

In comparison, one-third of this group (36 percent) reported that having celebrities in the TVCs did not make a difference.

Figure 6: Are people your age more or less likely to take notice of the 'Smoking Not *Our* Future' ads because they have celebrities in them?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, and excluded those who answered 'don't know' or 'refused' (n=792).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in perceived celebrity influence by these four demographic variables (when compared with the total sample).



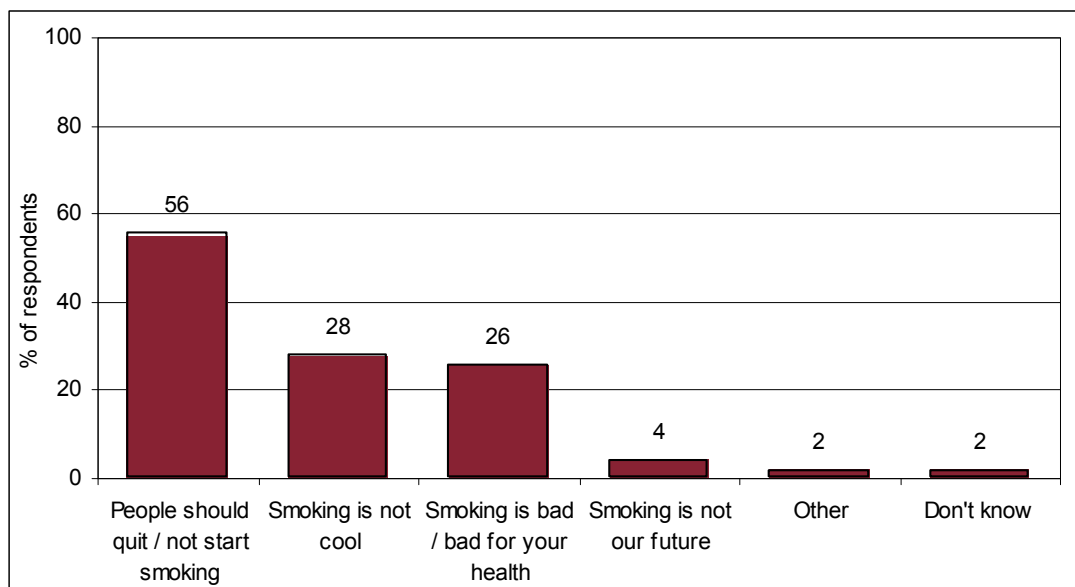
5.0 Recall of key campaign messages

Respondents who recalled seeing the ‘Smoking Not *Our Future*’ TVCs were asked to describe what they perceived the key messages of the advertising were.

5.1 Message recall (first-mentioned)

On an unprompted basis, more than one-half (56 percent) of respondents who had seen the ads reported that the main message was that “people should quit (or not start) smoking” (Figure 7). One-quarter of respondents identified the main message of the advertising as being “smoking is not cool” (28 percent), or that “smoking is bad, or bad for your health” (26 percent).

Figure 7: Perception of the ‘Smoking Not *Our Future*’ TVCs’ main message*



*Sub-sample based on respondents who recalled seeing the ‘Smoking Not *Our Future*’ TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in first-mentioned message recall by gender or smoking status (when compared with the total sample), with the following statistically significant differences by age and ethnicity:

- ◆ Respondents aged 12-14 years were more likely to report that the key message was “smoking is bad, or bad for your health” (41 percent, compared with 26 percent of the total sample).
- ◆ Respondents aged 12-14 years were less likely to report that the key message was “smoking is not cool” (13 percent, compared with 28 percent of the total sample).



- ◆ Pacific young people were less likely to report that the key message was “smoking is not cool” (13 percent, compared with 28 percent of the total sample).

5.2 Total messages mentioned

Respondents were also asked what were the other messages of the ‘Smoking Not *Our* Future’ TVCs (on an unprompted basis).

Based on total message recall, respondents most frequently identified one of the messages as being that “people should quit (or not start) smoking” (62 percent) (Figure 8). The next most common responses were that “smoking is bad, or bad for your health” (42 percent) and “smoking is not cool” (40 percent).

Thirteen percent of respondents mentioned a range of “other” messages. These included:

- ◆ General comments related to smoking:

A smoke free environment. [Pacific, Female, 18-24 years]

General non-smoking. [Maori, Female, 18-24 years]

Not good example for anyone. [Maori, Female, 18-24 years]

Smoking is a waste of time. [Maori, Female, 18-24 years]

What could happen if you smoke. [European/Other, Male, 12-14 years]

What they think of smoking. [Pacific, Female, 15-17 years]

- ◆ Specific comments made by the celebrities in the TVCs:

Advertising about them being sold by the milk and that - it is very gross. [Maori, Female, 15-17 years]

Banning smoking [products] in dairies. [Maori, Female, 15-17 years]

How they sell cigarettes in the dairies' next to the milk. [Maori, Male, 18-24 years]

It's: "rather go clubbing to listen to the music or would you rather stand outside and smoke all the time". [Maori, Female, 18-24 years]

Like Shavaughn said something like smoking is a turnoff, we don't want it to be our future. The ads all have the celebrities saying these lines like we don't want it to be our future.
[Pacific, Female, 15-17 years]

Respect your body. [Maori, Male, 12-14 years]



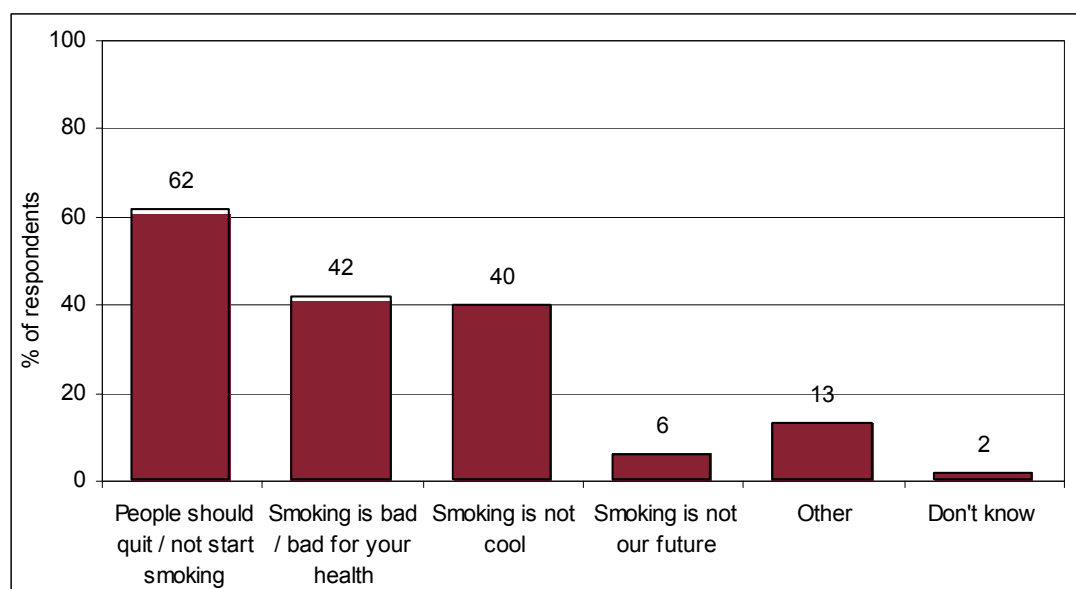
That smoking is sold right next to my milk and [this] gets [at] me. [Pacific, Female, 15-17 years]

There was a DJ guy who said are you here to listen to the music or go outside and smoke. [European/Other, Female, 12-14 years]

Try and convince youth. How they sell poison next to bread and milk like in the shops. Try to convince youth to look [the] other way when it comes to smoking. [Maori, Male, 15-17 years]

Only two percent of respondents who had seen the TVCs were unable to identify any messages.

Figure 8: Perception of the ‘Smoking Not *Our Future*’ TVCs’ messages (total-mentioned)*



*Sub-sample based on respondents who recalled seeing the ‘Smoking Not *Our Future*’ TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in message recall by gender (when compared with the total sample), with the following statistically significant differences by age, ethnicity, and smoking status:

- ◆ Respondents aged 12-14 years were less likely to report that one of the messages was “smoking is not cool” (20 percent, compared with 40 percent of the total sample).
- ◆ Pacific young people were also less likely to report that one of the messages was “smoking is not cool” (18 percent, compared with 40 percent of the total sample).
- ◆ Current smokers were more likely to report that one of the messages was “people should quit smoking or shouldn’t start smoking” (77 percent, compared with 62 percent of the total sample).



6.0 Engagement

The following section explores the extent to which respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs engaged with the advertising and found it personally relevant, credible, and likeable.

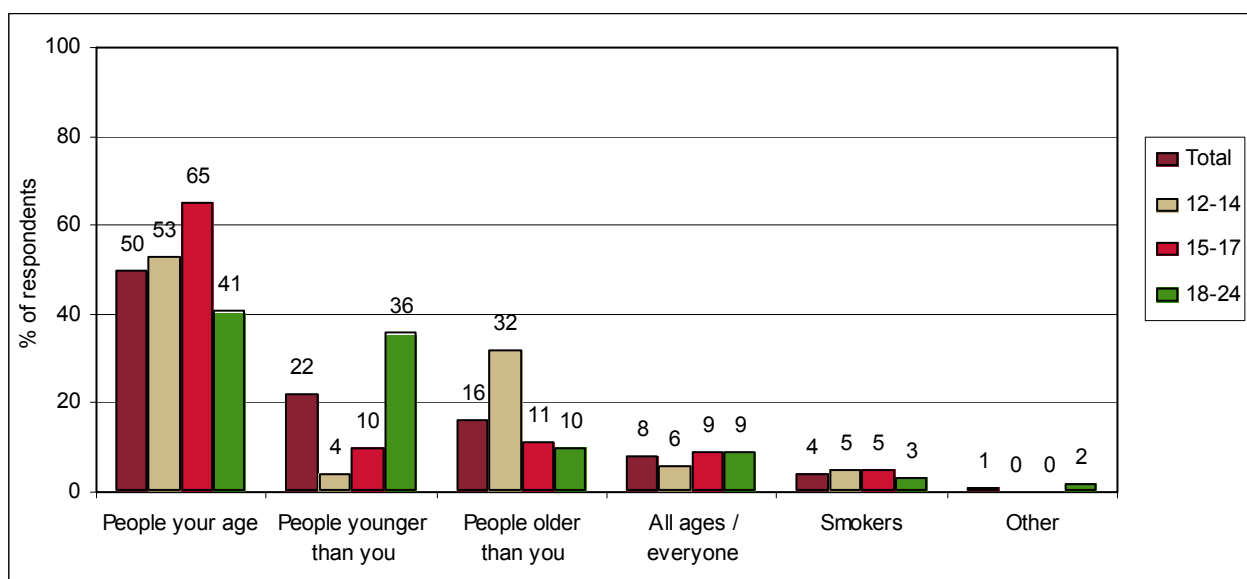
6.1 Personal relevance

6.1.1 Age group the TVCs targeted (first-mentioned)

As a first-mentioned response, one-half of respondents who had seen the 'Smoking Not *Our* Future' TVCs said that they were mainly aimed at people their own age (50 percent).

One-fifth of respondents (22 percent) said the TVCs were aimed at younger people than them, while around one-sixth (16 percent) said they were aimed at people older than them (Figure 9).

Figure 9: Who do you think these 'Smoking Not *Our* Future' ads are mainly aimed at?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, and excluded those who answered 'don't know' or 'refused' (n=807).

Although respondents were asked whether the ads were targeted at specific age groups, some respondents provided other responses. For example, without prompting, eight percent of respondents said they were aimed at "all ages/everyone" and four percent of respondents said that the TVCS were aimed at "smokers".



These overall responses about key age group targeting have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences by gender (when compared with the total sample), with the following statistically significant differences by age, ethnicity, and smoking status:

- ◆ Respondents aged 12-14 years were more likely to report that the TVCs were mainly aimed at people older than them (32 percent, compared with 16 percent of the total sample).
- ◆ Respondents aged 15-17 years were more likely to report that the TVCs were mainly aimed at people their own age (65 percent, compared with 50 percent of the total sample).
- ◆ Respondents aged 18-24 years were more likely to report that the TVCs were mainly aimed at people younger than them (32 percent, compared with 16 percent of the total sample).
- ◆ Pacific young people were more likely to report that the TVCs were aimed at all ages or everyone (18 percent, compared with eight percent of the total sample).
- ◆ Current smokers were less likely to report that the TVCs were mainly aimed at people older than them (four percent, compared with 16 percent of the total sample).

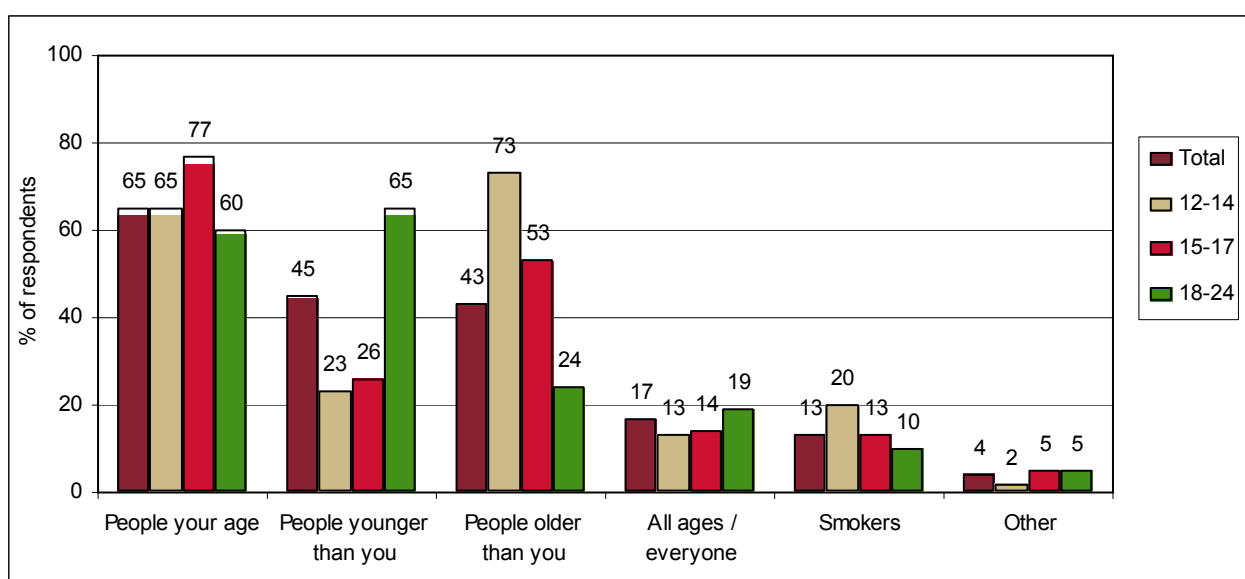


6.1.2 Age group the TVCs targeted (total-mentioned)

Based on all the age groups mentioned, around two-thirds of respondents reported that the 'Smoking Not *Our* Future' TVCs were aimed at people their own age (65 percent) (Figure 10).

Around four out of ten respondents reported that the TVCs were aimed at people younger than them (45 percent) and people older than them (43 percent).

Figure 10: Do you think these 'Smoking Not *Our* Future' ads were aimed at anyone else (total-mentioned)?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, and excluded those who answered 'don't know' or 'refused' (n=807).

Seventeen percent of respondents said the TVCs were aimed at "all ages/everyone" and 13 percent said that the TVCS were aimed at "smokers".

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in overall age group targeting by gender or ethnicity (when compared with the total sample), with the following statistically significant differences by age and smoking status:

- ◆ Respondents aged 12-14 years were more likely to report that the TVCs were aimed at people older than them (73 percent, compared with 43 percent of the total sample).
- ◆ Respondents aged 18-24 years were more likely to report that the TVCs were aimed at people younger than them (65 percent, compared with 45 percent of the total sample).
- ◆ Current smokers were significantly less likely to report that the TVCs were aimed at people older than them (26 percent, compared with 44 percent of the total sample).

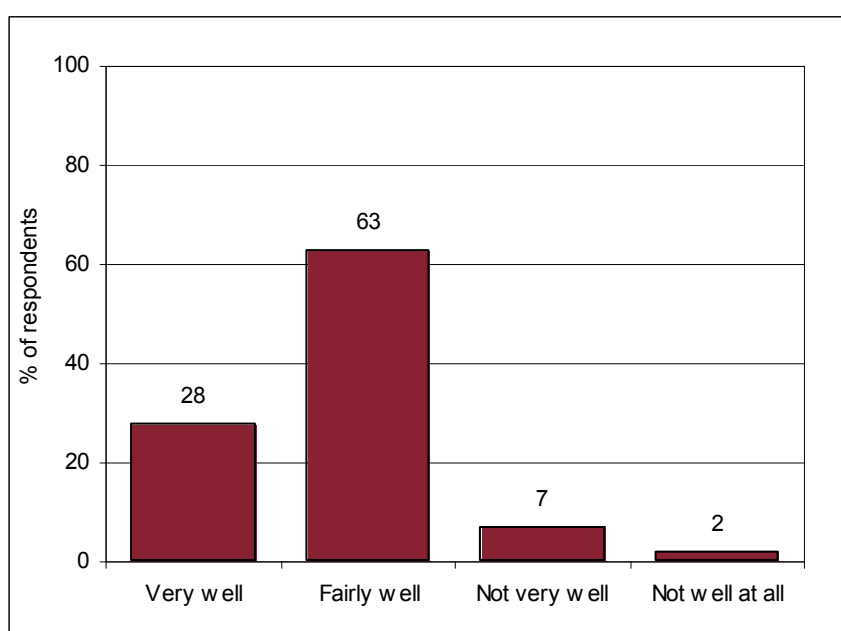


6.1.3 Understanding of the target age group

Most respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs reported that the person who made the ads understood people their age 'fairly well' (63 percent) or 'very well' (28 percent).

Few people said that the creator of the TVCs did not understand people their age (Figure 11); seven percent of respondents said 'not very well' and two percent said 'not well at all'.

Figure 11: Do you think the person who made these 'Smoking Not *Our* Future' ads understands people your age...*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs, and excluded those who answered 'don't know' or 'refused' (n=807).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in perceived understanding of the target audience by gender, age, or smoking status (when compared with the total sample), with the following statistically significant differences by ethnicity:

- ◆ Pacific young people were more likely to report that the person who made the TVCs understood people their age 'very well' (44 percent, compared with 28 percent of the total sample).



6.2 Positive and negative responses to the campaign

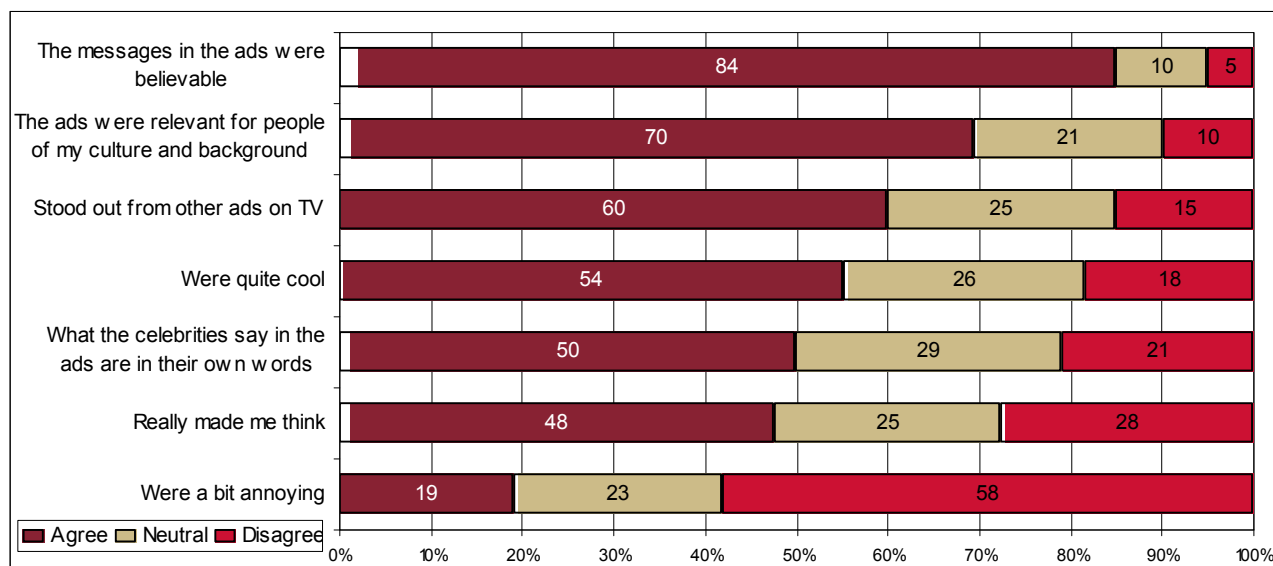
6.2.1 Agreement with statements

Respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs were asked to rate on a 5-point scale (where '1' was 'strongly disagree' and '5' was 'strongly agree'), the extent to which they agreed or disagreed with a series of statements about the TVCs (Figure 12). Overall, respondents tended to respond positively, agreeing that the TVCs were believable (84 percent 'agreed'/'strongly agreed'), culturally relevant (70 percent 'agreed'/'strongly agreed'), and stood out from other ads on TV (60 percent 'agreed'/'strongly agreed').

However, respondents were less likely to agree that 'what the celebrities say is in their own words' (50 percent 'agreed'/'strongly agreed').

Although one fifth (19 percent) of those who recalled the TVCs found them 'a bit annoying' ('agreed'/'strongly agreed'), the majority did not feel that way (58 percent 'disagreed'/'strongly disagreed').

Figure 12: Levels of agreement with statements about the 'Smoking Not *Our Future*' TVCs*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs, and excluded those who answered 'don't know' or 'refused' (n=792).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in the overall response to the campaign by gender or age (when compared with the total sample), with the following statistically significant differences by ethnicity and smoking status:



- ◆ Pacific young people were more likely to strongly agree with the following statements:
 - ◆ These ads are relevant for people of my culture and background (50 percent, compared with 31 percent of the total sample).
 - ◆ The ads really made me think (45 percent, compared with 20 percent of the total sample).
 - ◆ The ads were quite cool (38 percent, compared with 15 percent of the total sample).
 - ◆ The ads stood out from other ads that are on TV (33 percent, compared with 19 percent of the total sample).
 - ◆ What the celebrities say in the ads are their own words (31 percent, compared with 17 percent of the total sample).
- ◆ Current smokers were more likely to strongly disagree that:
 - ◆ The ads really made me think (25 percent, compared with 11 percent of the total sample).
 - ◆ The ads were quite cool (18 percent, compared with six percent of the total sample).



6.2.2 What respondents liked about the ads

Respondents who recalled seeing the 'Smoking Not Our Future' TVCs were asked what, if anything, they liked about the TVCs.

Respondents said they liked a wide range of features about the 'Smoking Not *Our* Future' TVCs (Figure 13).

The most popular features of the TVCs were the messages (27 percent) and having celebrities or role models in them (23 percent). The design or presentation was mentioned by 13 percent of respondents and the actual impact of the ads by 12 percent.

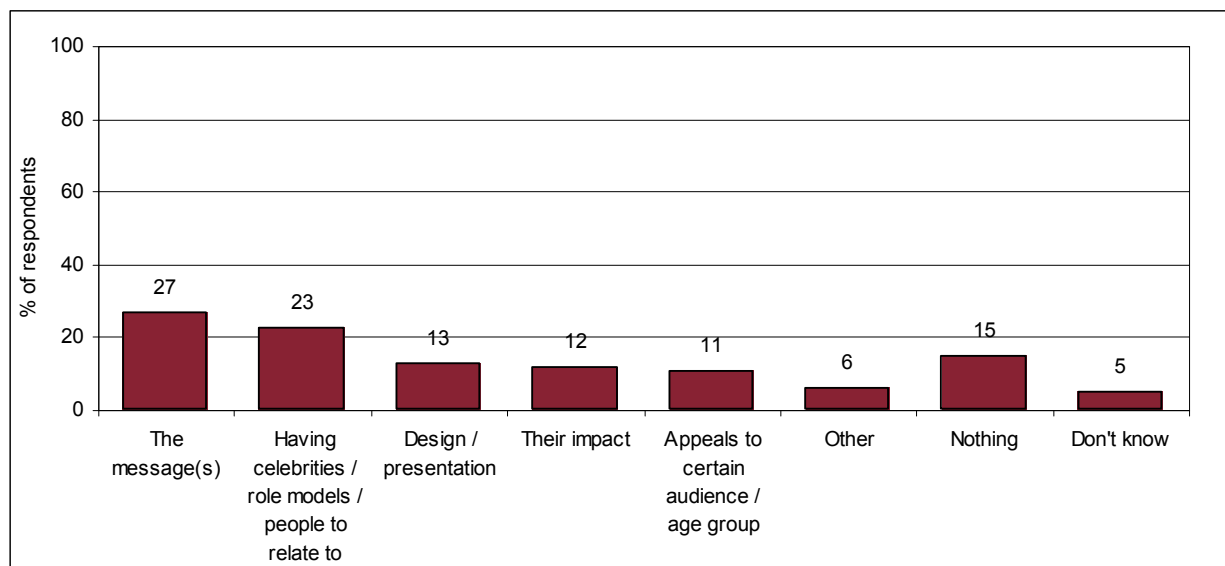
Six percent of respondents liked 'other' features of the TVCs, which included:

It involves the whole of New Zealand. [Maori, Female, 18-24 years]

That someone's actually doing something about it. [European/Other, Female, 12-14 years]

Only 15 percent of respondents said there was nothing they liked about the ads, and five percent did not know if they liked anything about the ads.

Figure 13: What do you like about the 'Smoking Not *Our* Future' TVCs?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in terms of things that were liked in responses by these four demographic variables (when compared with the total sample).



However, there was a significant difference when the responses to this question were examined by unprompted recall of the 'Smoking Not *Our* Future' TVCs:

- ◆ Respondents who recalled seeing the 'Smoking Not Our Future' TVCs on an unprompted basis were more likely to report that they like the ads "having celebrities or role models or people to relate to" (37 percent, compared with 23 percent of the total sample).



6.2.3 What respondents did not like about the ads

Respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs were also asked what, if anything, they did not like about the TVCs.

The majority of respondents (78 percent) said that there was nothing they did not like about the TVCs (Figure 14) and six percent did not know if there was anything they did not like. Only 18 percent were able to identify something they did not like about the TVCs.

Responses in the 'other' category included the following:

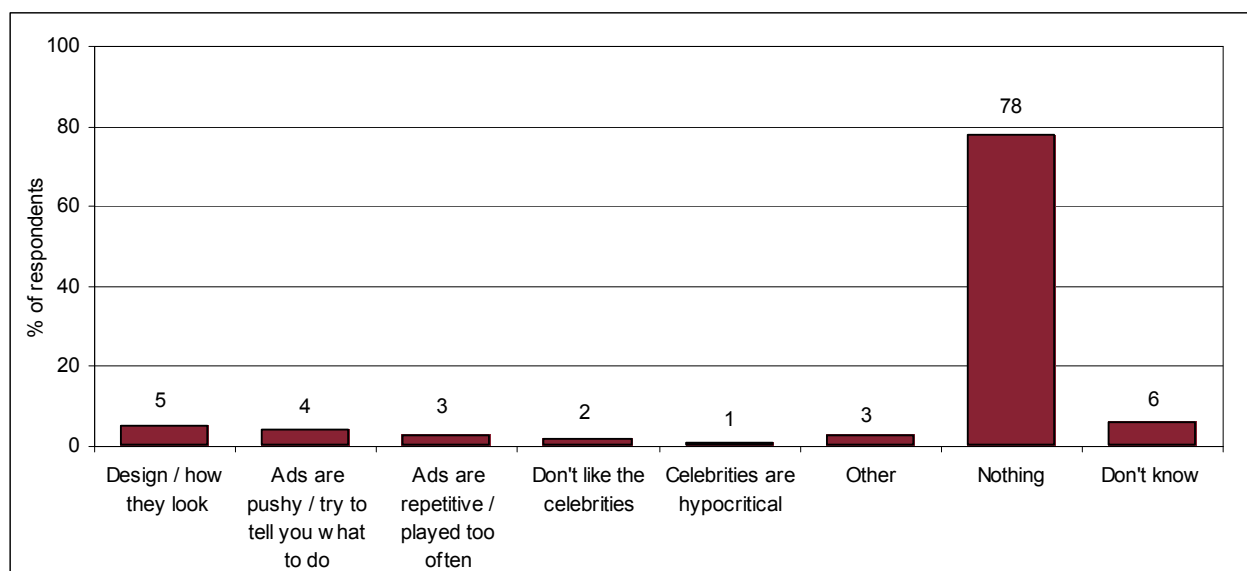
Can be a bit cheesy - like any ads. [Maori, Female, 18-24 years]

That they're not getting through to smokers. [Pacific, Male, 15-17 years]

The fact is that they are playing the ads and they are not having much impact. [Maori, Male, 18-24 years]

Some respondents did not like the design or the look of the TVCs (five percent), or thought they were "pushy" (four percent). Another three percent of respondents said that the TVCs were repetitive or played too often.

Figure 14: What don't you like about the 'Smoking Not *Our Future*' TVCs?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences by these four demographic variables (when compared with the total sample).



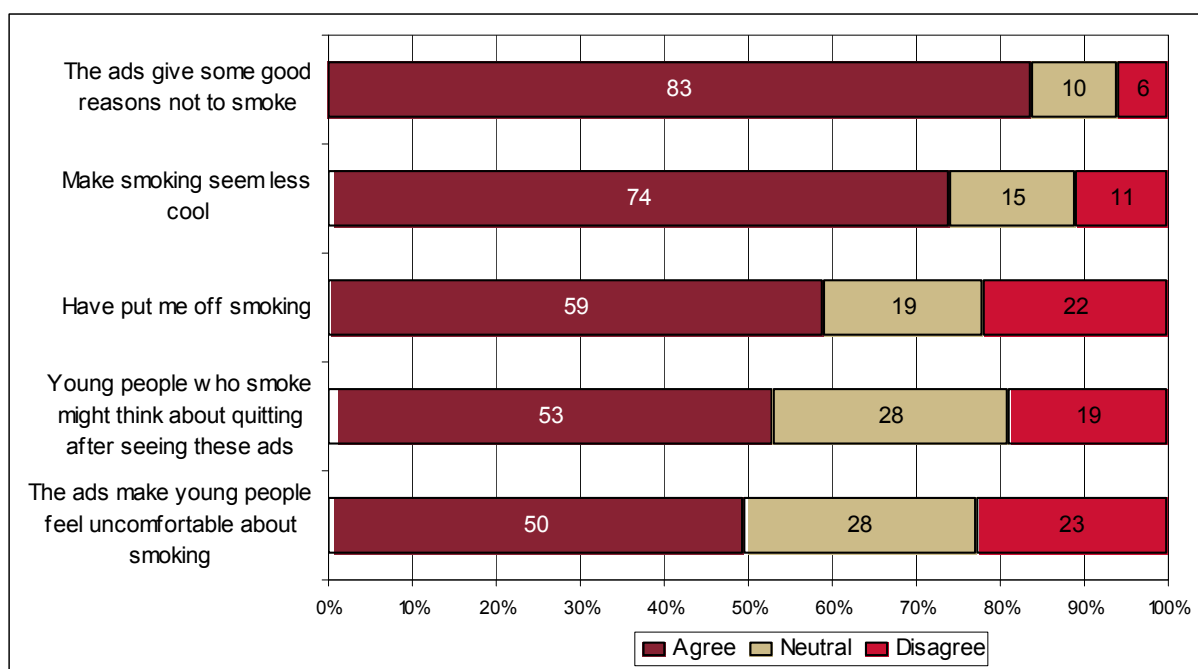
7.0 Impact

The following section explores the perceived impact of the 'Smoking Not *Our Future*' campaign.

7.1 Effect on attitudes

Respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs were asked to rate on a 5-point scale (where '1' was 'strongly disagree' and '5' was 'strongly agree'), to what extent they agreed or disagreed with a series of statements about the impact of the campaign (Figure 15). Responses show that the campaign is generating "pro-smokefree" attitudes in young people, with a large majority agreeing that the TVCs gave them good reasons not to smoke (83 percent 'agreed'/'strongly agreed'), and made smoking seem less cool (74 percent 'agreed'/'strongly agreed'), and made smoking seem less cool (74 percent 'agreed'/'strongly agreed').

Figure 15: Levels of agreement with statements about the impact of the 'Smoking Not *Our Future*' TVCs*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs, and excluded those who answered 'don't know' or 'refused' (n=789).



These overall responses to the attitude statements have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences by gender (when compared with the total sample), with the following statistically significant differences by age, ethnicity, and smoking status:

- ◆ Respondents aged 12-14 years were more likely to strongly agree with the statements:
 - ◆ “The ads have put me off smoking” (60 percent, compared with 37 percent of the total sample).
 - ◆ “The ads make smoking seem less cool” (50 percent, compared with 36 percent of the total sample).
- ◆ Current smokers were less likely to:
 - ◆ Strongly agree with the statement “these ads have put me off smoking” (eight percent, compared with 37 percent of the total sample).
 - ◆ Agree with the statement “these ads make young people feel uncomfortable about smoking” (14 percent, compared with 36 percent of the total sample).
- ◆ Pacific young people were less likely to agree with the statement “the ads give some good reasons not to smoke” (28 percent, compared with 42 percent of the total sample).

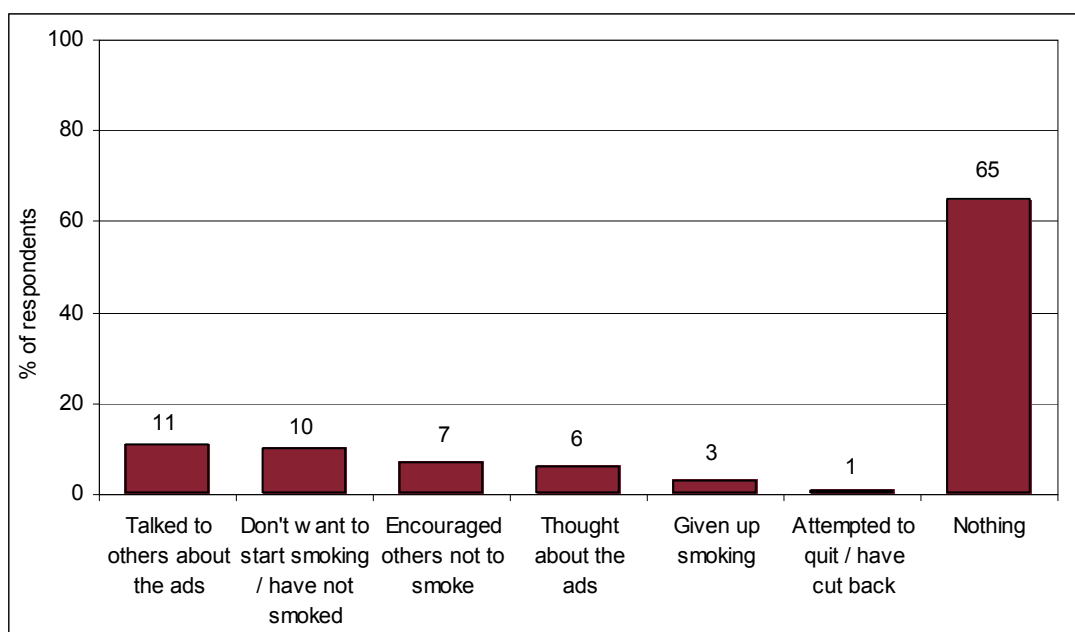


7.2 Action taken by respondents as a result of the campaign

Without prompting, over one-third of respondents (35 percent) who recalled seeing the 'Smoking Not *Our Future*' TVCs said they had taken action as a result of the campaign (Figure 16).

The actions mentioned by respondents talking to others about the TVCs (11 percent) and not smoking or deciding they do not want to smoke (ten percent). Seven percent of respondents said they had encouraged others not to smoke because of the campaign.

Figure 16: What, if anything, have you done in response to the 'Smoking Not *Our Future*' ads?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs, and excluded those who answered 'don't know' or 'refused' (n=794).

Note: Total may exceed 100 percent due to multiple response.

These overall results have been examined by gender, ethnicity, age, and smoking status.

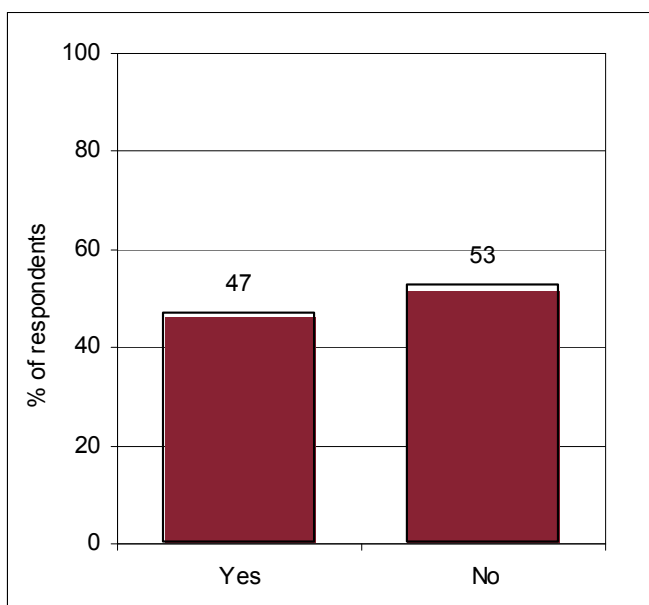
There were no significant differences in responses by these four demographic variables (when compared with the total sample).



7.2.1 Effect on current smokers

Respondents who were current smokers and recalled seeing the 'Smoking Not *Our Future*' TVCs were asked if the TVCs made them think they should try to quit smoking. Almost one-half (47 percent) of this group said that they thought they should quit after seeing the TVCs (Figure 17).

Figure 17: Did the 'Smoking Not *Our Future*' ads make you think you should try to quit smoking?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our Future*' TVCs and reported that they smoke 'at least once a month' (n=146).

These overall results have been examined by gender, ethnicity, and age.

There were no significant differences in the effects on current smokers by gender or age (when compared with the total sample), with the following statistically significant differences by ethnicity:

- ◆ Pacific young people were more likely to report that the TVCs had made them think they should try to quit smoking (78 percent, compared with 47 percent of the total sample).



Quitting smoking as a result of the TVCs

Forty-one percent of respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs and who said they had stopped smoking within the last 12 months (n=47) claimed that it was the campaign that led them to quit. However, due to the low base number, this result should be treated as indicative only.

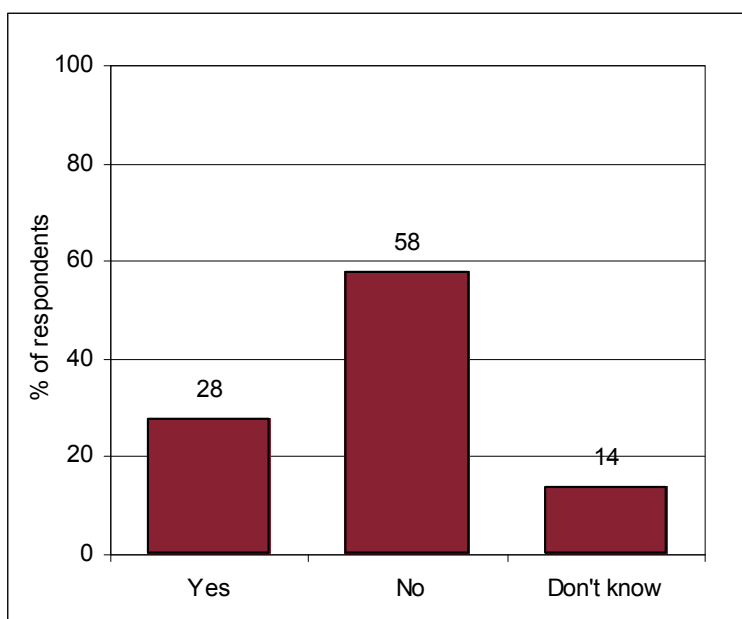
Significant differences by demographic variables have not been examined because of small sub-sample size for this question.



7.3 Perceived impacts of the campaign (on other people)

Almost three out of ten respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs said that the TVCs had led other young people they knew to try to quit smoking (Figure 18).

Figure 18: Have the 'Smoking Not *Our* Future' ads led some young people you know to try to quit smoking?*



*Sub-sample based on respondents who recalled seeing the 'Smoking Not *Our* Future' TVCs (n=809).

These overall results have been examined by gender, ethnicity, age, and smoking status.

There were no significant differences in reported quitting behaviour of other people by gender, age or smoking status (when compared with the total sample), with the following statistically significant differences by ethnicity:

- ◆ Pacific young people were more likely to report that someone they know had tried to quit smoking as a result of the TVCs (46 percent, compared with 28 percent of the total sample).



7.4 Exploration of the impact by gender and ethnicity

The following table (Table 3) explores the impact of the 'Smoking Not *Our* Future' campaign on Māori males, Māori females, Pacific males, Pacific females, New Zealand European/Other males, and New Zealand European/Other females. This section aims to profile the effect of the campaign on each of these groups of young New Zealanders.

Table 3: 'Smoking Not *Our* Future' campaign's impact by ethnicity and gender

	Total sample	Māori	Māori Male	Māori Female	Pacific	Pacific Male	Pacific Female	NZ European / Other	NZ European / Other Male	NZ European / Other Female
Base =	939	335	175	160	291	125	166	313	158	155
	%	%	%	%	%	%	%	%	%	%
Recall of SNOF ads on TV:										
Unprompted	24	17	15	19	13	10	17	27	20	34
Initial prompt	73	78	75	80	61	53	68	73	69	77
Full prompt	88	91	90	92	77	72	82	88	84	92
Base =	809	304	158	146	228	91	137	277	134	143
Main message (first-mentioned)*:										
"People should quit or not start smoking"	56	58	67	49	59	67	53	56	64	48
Beliefs*:										
Advertising is aimed at people their <u>own</u> age	50	46	47	45	48	49	47	51	47	55
% who agree advertising would be understood by people their age ('fairly well' or 'very well')	91	88	89	86	86	86	85	92	92	93
% agreeing "the messages in the ads were believable"	84	83	84	80	80	76	84	85	80	91
% agreeing "the ads were relevant for people of my culture and background"	70	73	76	70	76	71	81	68	55	78
% agreeing "these ads stood out from other ads on TV"	60	58	56	60	67	64	70	60	51	68
% agreeing "the ads give some good reasons not to smoke"	83	84	82	85	81	75	87	84	80	87
% agreeing "the ads make smoking seem less cool"	74	75	76	75	67	59	74	74	69	78
% agreeing "the ads have put me off smoking"	59	56	60	52	61	61	63	59	59	60
Reported action*:										
% who have done something in response to the ads	35	43	42	45	47	42	51	32	27	35

*Based on the sub-sample of respondents who recalled seeing the 'Smoking Not *Our* Future' advertising on TV (n=809) and in some cases excludes those who reported 'don't know' or 'refused'.

Results in maroon shading indicate a significantly higher figure compared with the total sample. Results in grey shading indicate a significantly lower figure compared to the total sample.



A greater proportion of Māori and Pacific young people said that they had taken some action as a result of the 'Smoking Not *Our* Future' campaign.

The following profiles explore the relationship between actions taken as a result of the campaign, respondents' views about the campaign and the campaign's personal relevance for each sub-group.

Key points to note are the following (please note that differences are not significant compared with the total sample unless this is specifically stated):

Maori males

Just over four out of ten (42 percent) Māori males reported having taken action as a result of the 'Smoking Not *Our* Future' campaign:

- ◆ In particular, Māori males said that, in response to the campaign, they had encouraged others not to smoke (12 percent), talked to other people about the TVCs (11 percent), and had not smoked or had decided they did not want to start smoking (11 percent).

These actions by Māori males reflect positive views with regard to the 'Smoking Not *Our* Future' advertising:

- ◆ Six out of ten (60 percent) Māori males agreed that "the ads have put me off smoking".
- ◆ A large majority (82 percent) also agreed that "the ads give some good reasons not to smoke" and that "the ads make smoking seem less cool" (76 percent).

Māori males may hold these beliefs because they feel that the campaign is personally relevant:

- ◆ Just over three-fifths (76 percent) agreed that "the ads were relevant for people of my culture and background".
- ◆ Almost nine out of ten Māori males also said that the 'Smoking Not *Our* Future' TVCs would be well understood ('very well' or 'fairly well') by people their age (89 percent).



Maori females

Over four out of ten Māori females (45 percent) said that they had done something in response to the 'Smoking Not *Our* Future' TVCs, in comparison with 35 percent of the total sample:

- ◆ The actions most frequently mentioned by Māori females, as a result of the campaign, were talking to other people about the TVCs (15 percent) and thinking about the TVCs (11 percent).

These actions taken by Māori females reflect their views with regard to the 'Smoking Not *Our* Future' campaign:

- ◆ Just over one-half (52 percent) agreed that "the ads have put me off smoking".
- ◆ Over three-fifths of Māori female respondents agreed that "the ads make smoking seem less cool" (75 percent agreed) and "the ads give some good reasons not to smoke" (85 percent agreed).

These views also appear to be because Māori females said that the 'Smoking Not *Our* Future' campaign was relevant to them:

- ◆ Almost nine out of ten Māori females (86 percent) said that the advertising would be well understood by people their age (answered 'fairly well' or very well').
- ◆ Over four out of ten (45 percent) reported that the TVCs were aimed at people their own age based on the first-mentioned response to this question.



Pacific males

Over four out of ten Pacific males (42 percent) said that they had done something in response to the 'Smoking Not *Our* Future' TVCs:

- ◆ In particular, this group reported that they had talked to others about the campaign (almost two out of ten people; 18 percent). Almost one in ten (8 percent) Pacific males also stated they had encouraged others not to smoke.

These actions reflect positive views in relation to the 'Smoking Not *Our* Future' campaign:

- ◆ Almost six out of ten (58 percent) agreed that "the ads make young people feel uncomfortable about smoking".
- ◆ Over six out of ten agreed that "the ads give some good reasons not to smoke" (75 percent) and "the ads have put me off smoking" (61 percent).

Pacific males also felt that the 'Smoking Not *Our* Future' TVCs were personally relevant:

- ◆ Almost one-half (49 percent) of this group said that the TVCs were aimed at people their own age on the first-mentioned response to this question.
- ◆ Almost nine out of ten (86 percent) Pacific males reported that the TVCs would be well understood ('very well' or 'fairly well') by people their age.



Pacific females

Just over one-half (51 percent) of Pacific females said they had taken action as a result of the 'Smoking Not *Our* Future' TVCs. This is significantly higher than the figure of over one-third (35 percent) for the total sample:

- ◆ Almost one-quarter of Pacific females (24 percent) said they had talked to others about the TVCs, which was significantly higher than the figure for the total sample (11 percent). Fourteen percent of Pacific females said that they had encouraged others not to smoke.

These actions reflect this group's strong positive views about the 'Smoking Not *Our* Future' TVCs:

- ◆ Nearly two-thirds of Pacific female respondents (63 percent) agreed "the ads have put me off smoking".
- ◆ The majority of this group agreed that "the ads give some good reasons not to smoke" (87 percent) and "the ads make smoking seem less cool" (74 percent).

It appears that these positive views are a result of the group seeing the 'Smoking Not *Our* Future' campaign as relevant to them personally:

- ◆ Pacific females (81 percent) were significantly more likely than the total sample (70 percent) to agree that "the ads were relevant for people of my culture and background".
- ◆ Over four-fifths also reported that the 'Smoking Not *Our* Future' TVCs would be well understood ('very well' or 'fairly well') by people their age (85 percent).
- ◆ Pacific females appear to find the 'Smoking Not *Our* Future' TVCs engaging:
 - ◆ Three-quarters (75 percent) of Pacific females agreed that "the ads were quite cool", compared with just over one-half (54 percent) of the total sample. This difference between these is statistically significant.
 - ◆ Significantly more Pacific females (69 percent) agreed that "the ads really made me think", compared with the total sample (48 percent).
 - ◆ Significantly more Pacific females (64 percent) also agreed that "what the celebrities say in the ads are in their own words", compared with the total sample (50 percent).



New Zealand European/Other males

Just over one-quarter of New Zealand European/Other males (27 percent) said that they had done something in response to the 'Smoking Not *Our* Future' TVCs:

- ◆ The actions mentioned most frequently by this group, as a result of the campaign, were that they had not smoked or had decided they did not want to start smoking (nine percent) and had thought about the TVCs (seven percent).

New Zealand European/Other males held positive views about the 'Smoking Not *Our* Future' campaign:

- ◆ Eight out of ten agreed that "the ads give some good reasons not to smoke" (80 percent).
- ◆ Many also agreed that "the ads make smoking seem less cool" (69 percent) and "the ads have put me off smoking" (59 percent).

Compared to the total sample, it appears that the New Zealand European/Other males Māori males were less likely to have taken action as a result of the 'Smoking Not *Our* Future' campaign because they do not feel the TVCs are personally relevant:

- ◆ New Zealand European/Other males (55 percent) were significantly less likely than the total sample (70 percent) to agree that "the ads were relevant for people of my culture and background".
- ◆ This group did not find the 'Smoking Not *Our* Future' campaign as engaging:
 - ◆ Significantly less New Zealand European/Other males agreed that "the ads were quite cool" (36 percent) when compared with the total sample (54 percent).
 - ◆ Thirty-six percent of this group agreed that the "the ads really made me think", compared with 48 percent of the total sample.
 - ◆ Significantly fewer New Zealand European/Other males agreed that "what the celebrities say in the ads are their own words" (35 percent, compared with 50 percent of the total sample).
- ◆ However, the large majority of this group felt that the person who made the TVCs understands them ('very well' or 'fairly well') (92 percent).



New Zealand European/Other females

Just over one-third (35 percent) of New Zealand European/Other females said that they had taken action as a result of the 'Smoking Not *Our* Future' TVCs:

- ◆ In particular, this group reported that they had talked to others about the campaign (11 percent) and had not smoked or had decided they did not want to start smoking (11 percent).

These actions taken by New Zealand European/Other females reflect their views about the 'Smoking Not *Our* Future' campaign:

- ◆ More than one-half (60 percent) of New Zealand European/Other females agreed that "the ads have put me off smoking".
- ◆ The majority of New Zealand European/Other female respondents agreed that "the ads make smoking seem less cool" (78 percent agreed) and "the ads give some good reasons not to smoke" (87 percent agreed).

These views may be because New Zealand European/Other females reported that the 'Smoking Not *Our* Future' campaign was relevant to them:

- ◆ Over nine out of ten (93 percent) said that the advertising would be well understood by people their age (answered 'fairly well' or very well').
- ◆ More than one-half (55 percent) also said that the TVCs were aimed at people their own age based on the first-mentioned response to this question.
- ◆ In addition, this group found the campaign engaging:
 - ◆ Just over two-thirds (67 percent) of New Zealand European/Other female respondents agreed that "the ads were quite cool", compared with 54 percent of the total sample. The difference between these figures is statistically significant.



Appendix A: Methodology



Methodology

This appendix describes the methodology used to conduct the survey. A total sample of n=939 young New Zealanders aged 12 to 24 years were interviewed by telephone between 16 June and 19 July 2008.

Questionnaire design

The survey questionnaire was designed in consultation with the HSC. Some questions used were from previous HSC surveys. The draft questionnaire was pre-tested by Research New Zealand in face-to-face interviews with a small number (n=8) of young people aged 12 to 24 years on 29 May 2008. Each question was evaluated for comprehension and appropriateness. A short report of the results of the pre-testing was written and the results were discussed with the HSC. Minor changes to the questionnaire were made as a result of the pre-tested.

The updated version of the questionnaire was then piloted in telephone interviews with a sample of n=23 young people aged 12 to 24 years on 9 June 2008. The purpose of the piloting was to test the CATI scripting process, whether or not the questions flowed well and how the respondents interpreted the questions. A short report outlining the results and recommendations for changes was sent to the HSC and the questionnaire was finalised.

A copy of the final questionnaire is attached in Appendix B.

Sampling and recruiting

Māori and Pacific peoples were over-sampled for this survey to obtain sub-samples that were significantly large for the results for these groups to be reported with confidence.

The following table (Table 4) shows the sample quotas that were set by ethnicity and gender (with age combined) and the final number of interviews achieved for each of the sub-groups.



Table 4: Sample by ethnicity and gender

	Sample quotas	Interviews achieved
Māori		
Male	150	175
Female	150	160
Total	300	335
Pacific peoples		
Male	150	125
Female	150	166
Total	300	291
European/Other		
Male	150	158
Female	150	155
Total	300	313

The sample for the survey was drawn from the General and Māori Electoral Rolls and supplemented with random digit dialling telephone numbers. The electoral rolls contain a number of information fields that were useful for efficiently contacting households for the survey:

- ◆ Age – those aged 18 to 24 years were specifically selected from both the General and Māori Electoral Rolls. Those aged 32 to 60 years were also selected, based on the assumption that people in this age group are likely to be parents or people responsible for young people aged 12 to 17 years.
- ◆ Meshblock number – enabled over-sampling of Pacific households from meshblocks previously identified as having a relatively high Pacific population.
- ◆ Māori Electoral Roll – enabled us to effectively over-sample Māori respondents by drawing a random sample of Māori households directly from the Māori Electoral Roll.

Six different samples were drawn from the Electoral rolls:

- ◆ A random sample of young people aged 18 to 24 years from the General Roll.
- ◆ A random sample of young people aged 18 to 24 years from the Māori Roll.
- ◆ A random sample of young people aged 18 to 24 years from the top 1000 meshblocks identified by Statistics New Zealand as having the greatest proportion of Pacific peoples.
- ◆ A random sample of adults aged 32 to 60 years from the General Roll.
- ◆ A random sample of adults aged 32 to 60 years from the Māori Roll.



- ◆ A random sample of adults aged 32 to 60 years from the top 1000 meshblocks identified by Statistics New Zealand as having the greatest proportion of Pacific peoples.

The sampling from the Electoral rolls was supplemented by random digit dialling to ensure the small number of households that are either not on the electoral roll or do not have a listed telephone number have an opportunity to be selected for the survey.

All samples drawn from the Electoral rolls were checked against each other and any duplicate records were removed. These cleaned samples were then sent to Telecom's 'telematching' division where a search was made against the White Pages' directory listings to identify the selected people's contact telephone numbers. Overall, a 44 percent match rate was achieved.

The Electoral rolls also were used because they allow pre-notification letters to be mailed to a named person in a selected household (which is known to improve response rates) and to contact people efficiently from the target age group.

Approximately one week before the surveying began, pre-notification letters were mailed to the sample of selected (telematched) households (for the sample sourced through the Electoral rolls). These letters were on Research New Zealand letterhead. They outlined the purpose of the research and provided respondents with the opportunity to 'opt in' if they wanted to be interviewed or 'opt out' if they did not want to be contacted. There were two letters; one for respondents aged 18 to 24 years and another to people aged 32 to 60 years (to request an interview with people aged 12 to 17 years if there were young people in this age group in the household).

Copies of the pre-notification letters are attached to this report as Appendix B.

The telephone survey was used to recruit respondents for an additional online survey. All respondents who completed the telephone survey were asked at the end of the interview if they were interested in participating in an online survey on the same topic. Those who provided consent were sent an email the following day inviting them to go to a website with the survey. The results of the online phase are presented in a separate report⁷.

Interviewing

The survey was completed with a total sample of n=939 young New Zealanders aged 12 to 24 years. Interviewing was conducted by telephone, between 16 June and 19 July 2008. All interviewing took place in Research New Zealand's purpose-built, CATI-enabled call centre. This call centre is IQS (Interviewing Qualification Standards) accredited. Members of the HSC's Research and Evaluation Unit attended the briefing with interviewers and listened in to some live telephone interviews (with the respondents' consent).

⁷ Research New Zealand. 2008. *Measuring the impact of the 'Smoking Not Our Future' campaign – Online survey*.



Up to five attempts were made to contact each household by telephone. Once contact had been made with a household, interviewers introduced themselves and the purpose of the research. The study was introduced as “a short survey about young people’s attitudes towards some recent advertising”. The ‘Smoking Not *Our* Future’ campaign was not specifically mentioned, but

Respondents who were known to be aged between 18 and 24 years (as identified in the random sample extracted from the Electoral rolls), were asked for by name. In all other cases, the respondent was randomly selected from within the household by the interviewer establishing first if there were any people in the household aged 12 to 17 years and if there was more than one, the interviewer then asked to speak to the person in this age group with the next birthday. If the selected respondent did not want to participate in the survey, the interview was terminated.

If the selected respondent was aged 12 to 14 years, the interviewer asked to speak with a parent or guardian of the respondent and described the purpose of the research to them. The interview only continued if informed consent was obtained from the parent or guardian.

All respondents were given the opportunity to be interviewed by an interviewer of their own ethnic background.

All interviews were conducted according to the Code of Practice of the Market Research Society of New Zealand Inc. which covers important ethical points related to the rights of respondents. In accordance with the Code of Practice, respondents were told that their participation in the survey was voluntary and that they were able to withdraw from the survey at any stage. The nature of the research was described in sufficient detail to enable respondents to make an informed decision about taking part in the survey. Respondents’ anonymity was preserved throughout the research process.

The average length of interviews was 13 minutes.

Response and participation

Two response rates have been calculated for this survey. The first is the standard calculation method used by Statistics New Zealand. The second method is an internationally recognised standard, approved by the American Association of Public Opinion Researchers⁸, and used by the HSC.

Table 5 provides a detailed breakdown of responses to the survey in terms of eligible (both respondents and non-respondents), ineligible, and unknown contacts.

⁸ The American Association for Public Opinion Research. 2006. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 4th edition*. Lenexa, Kansas: AAPOR.



Table 5: Response Summary

	No.
1. Interviews:	
Completed interviews	939
Partial interviews	0
Total	939
2. Eligible, non interviews:	
Appointment (respondent arranged with interviewer to be called back at another time, but the appointment was subsequently cancelled once the final survey quotas had been met)	1
Refusal (respondent refused to take part in the survey when contacted by an interviewer, or alternatively, the respondent called Research NZ upon receipt of the introduction letter)	1,107
Total	1,108
3. Unknown eligibility, non interviews:	
Unavailable	859
Callback (Not spoken to) – respondent not available, but person who answered the phone gave interviewer another time to call back	1
Answer machine	66
No answer	517
Refusal (Not spoken to) - person who answered the phone refused on respondent's behalf	1136
Other unknown	193
Total	2,772
4. Not eligible:	
Fax machine/no such number	636
Business	26
Non-qualifier (respondent did not meet qualifying criteria e.g. no young people aged 12-17 years)	6,190
Already contacted (respondent informed the interviewer that they had already refused, or had already completed the survey or one similar)	8
Cell phone	11
Quota already filled	126
Total	6,997



Both response rate calculations are described in more detail below:

◆ Response rate 1

Using the calculation approved by Statistics New Zealand, a final response rate of 35 percent was achieved.

The following formula was used to calculate this response rate:

$$= \text{Interviews} / (\text{Interviews} + \text{Eligible} + \text{Unknown eligibility} * ((\text{Interviews} + \text{Eligible}) / (\text{Interviews} + \text{Eligible} + \text{Not eligible})))$$

$$= 939 / (2,047 + (2,772 * (2,047/9044)))$$

$$= 0.35$$

◆ Response rate 2

Using the calculation approved by the American Association of Public Opinion Researchers, a final response rate of 19 percent was achieved. This particular response rate calculation is conservative and yields a lower response rate because of the way in which the cases of ineligibility and unknown eligibility are handled.

The following formula was used to calculate this response rate:

$$= \text{Interviews} / (\text{Interviews} + \text{Eligible} + \text{Unknown eligibility})$$

$$= 939 / (939 + 1,108 + 2,772)$$

$$= 0.19$$

The call statistics required to calculate the response rates were programmed into the CATI script so that the necessary data could be recorded as the interviewing progressed. The final response rates were calculated when the interviewing concluded.

Weighting

Results have been weighted by ethnicity, gender and age to ensure that results based on the total sample are representative of the population of New Zealanders aged 12 to 24 years. The data for the total population were sourced from the 2006 Census of Dwellings and Population (Statistics New Zealand).

As a result of the weighting used, the actual margin of error is slightly higher than the conventional calculation (i.e. with a simple random sample). The weighted maximum margin of error associated with the total sample is ± 4.6 percent (at the 95 percent confidence level). Higher margins of error apply to the results based on sub-samples defined by gender, ethnicity, and age (Table 6).



Table 6: Maximum margins of error for sub-groups (Weighted)

	Interviews achieved	Max. MOE*
Total sample	939	± 4.6%
Male	458	± 6.7%
Female	481	± 6.5%
Māori	335	± 7.7%
Pacific peoples	291	± 8.3%
NZ European/Other	313	± 8.0%
12-14 years	294	± 8.3%
15-17 years	328	± 7.8%
18-24 years	317	± 8.0%

Represents the (weighted) maximum margin at the 95 percent confidence level.



Sample profile

The following tables (Table 7 to Table 8) present demographic profiles of the total sample based on both weighted and unweighted data. Please note that the results presented in the main report are based on the weighted data.

Table 7: Demographic profile (unweighted and weighted)

	Unweighted		Weighted	
	%	n	%	n
Gender				
Male	49	458	50	471
Female	51	481	50	468
Total	100	939	100	939
Ethnicity				
Māori	36	335	19	181
Pacific peoples	31	291	8	73
NZ European/Other	33	313	73	685
Total	100	939	100	939
Age				
12-14 years	31	294	25	231
15-17 years	35	328	24	226
18-24 years	34	317	51	482
Total	100	939	100	939
Location*				
Upper North Island	47	441	34	322
Lower North Island	35	331	37	346
South Island	18	164	28	265
Total	100	936	100	933
Household income				
Less than \$40,000	9	85	8	79
\$40,000 - \$79,999	24	223	27	257
\$80,000 or more	20	191	34	317
Don't know	33	307	25	237
Refused	1	12	1	11
Total	100	939	100	939

Totals may not sum to 100 percent due to rounding.

* Excludes those who reported 'don't know' or 'refused'.

Table 8: Smoking status profile (unweighted and weighted)

	Unweighted		Weighted	
	%	n	%	n
Smoking status				
Current smoker	18	166	16	146
Non-susceptible	62	577	67	619
Susceptible	20	181	17	160
Total	100	924	100	925

Totals may not sum to 100 percent due to rounding.

* Excludes those who reported 'don't know' or 'refused'.



Analysis

The key variables used to analyse the survey results were:

- ◆ Gender
- ◆ Ethnicity
- ◆ Age
 - ◆ 12-14 years
 - ◆ 15-17 years
 - ◆ 18-24 years
- ◆ Smoking status
 - ◆ Current smoker
 - ◆ Respondents who reported that they currently smoked cigarettes or tobacco at least once a month.
 - ◆ Non-susceptible to smoking
 - ◆ Respondents who are not current smokers and reported they would 'definitely not' smoke a cigarette if one of their best friends offered them one, and would 'definitely not' smoke a cigarette at any time during the next 12 months.
 - ◆ Susceptible to smoking
 - ◆ Respondents who are not current smokers and reported 'probably not', 'probably yes', or 'definitely yes' to either of the two questions about one of their best friends offering a cigarette and smoking a cigarette during the next 12 months.

The following variables also were examined but no significant differences were found:

- ◆ Connectedness (1 and 2)⁹
 - ◆ Importance of Māori values
 - ◆ Respondents who identified Māori values (e.g. whānau and hui family gatherings), karakia (prayers), wairua (spirituality) and whakapapa (family history)) as being 'very

⁹ 'Connectedness' was only asked of those respondents who identified as Māori.



important', compared with those who rated the importance of these values as being 'somewhat important' or 'not at all' important'.

- ◆ Importance of being recognised as Māori
 - ◆ Respondents who felt that it was 'very important' that they were recognised as a Māori person, compared with those who felt it was 'somewhat important' or 'not at all' important'.
- ◆ Attempt to quit smoking¹⁰
 - ◆ Made one attempt to quit smoking in the last 12 months
 - ◆ Did not make any attempts to quit smoking in the last 12 months
- ◆ Location
 - ◆ Upper North Island
 - ◆ Lower North Island
 - ◆ South Island

All significant differences mentioned in the report are based on comparisons between the sub-sample in question and the total sample.

It is important to be cautious when interpreting results based on a sub-sample size of less than n=30. These results should be treated as indicative only, due to the low base number.

For some questions, respondents who answered "don't know" or refused to answer were excluded from the analyses. These responses were included where they were considered valid categories.

¹⁰ Based on those who were current smokers or had quit smoking in the last 12 months.



Appendix B: Pre-notification letters and Questionnaires



Letter to households for 12 to 17 year quotas

Date

Dear

Advertising aimed at young people

Research New Zealand is about to start a nationwide telephone survey with people aged between 12 and 17 years. The survey is about some advertising that is specifically aimed at young people.

We have randomly selected your household from the current electoral rolls for the purpose of this survey. This means that during the next few weeks one of our interviewers may phone to see if there are any 12 to 17 year olds in your house who would like to take part in a short (10 minute) telephone interview.

Participation in this survey is voluntary. No preparation is required and it's young people's opinions we're interested in, so there are no right or wrong answers. Their identity and answers to the questions will be kept strictly confidential. Research New Zealand only reports the results in grouped form.

If there are no 12-17 year olds in your household, or if you do not wish for them to take part, simply call Research New Zealand on free phone 0800 273 732 within the next five days and let them know (please quote your reference number at the bottom of this letter).

If you'd like to find out more about the survey, please call Chloe Lynch, at Research New Zealand, between 9 and 5pm Monday to Friday, on free phone 0800 500 168.

Yours sincerely

Katrina Fryer
Research Director
Research New Zealand

RNZ Ref:



FREQUENTLY ASKED QUESTIONS

What's the survey about?	The survey is about advertising that is aimed at young people. We want to know if they've seen this advertising and if they have, what they thought about it.
How did you get my details?	Your name was randomly selected along with hundreds of others from the Electoral Roll and your telephone number sourced from the Telecom White Pages.
Why are you contacting <u>me</u> about a youth survey?	We have no way of knowing if there are any 12-17 year olds in your household. The only information provided by the Electoral Office was your name, address and age. We are simply contacting you on the off-chance that there may be young people of this age within your household.
Isn't my child too young to do a survey?	If your child is under 15 we will need your consent to interview them. We will ask for this when we call to do the survey.
What's involved with this survey?	One of our interviewers may call in the next few weeks to see if there are any 12-17 year olds in your house, and if so, are they happy to take part in a short telephone survey. There are no right or wrong answers as it is their opinion that counts. No preparation is required.
How long will the interview take?	Around 10 minutes .
Is the interview confidential?	Yes, it is confidential. Responses will be grouped together with those of all the other people who take part in the survey, so that individual responses cannot be identified. Research NZ is bound by a Professional Code of Practice that prohibits us from identifying any person who takes part in a survey unless we have your explicit consent to do so.
Do they have to do the survey?	No, they do not have to do the survey. Participation is completely voluntary. If you don't want us to contact you, simply call us on 0800 273 732 and quote the reference number at the bottom of your letter.
What if I want to find out more about it?	If you have any queries about the survey, please call Chloe Lynch (Research NZ, Project Manager) on free phone 0800 500 168.



Letter for 18 to 24-year-olds

[date]

Dear

Advertising aimed at young people

Research New Zealand is about to start a nationwide telephone survey with people aged between 12 and 24 years. The survey is about some advertising that is specifically aimed at young people.

We have randomly selected your name from the current electoral rolls for the purpose of this survey. This means that during the next few weeks one of our interviewers may phone to see if you'd like to take part in a short (10 minute) telephone interview.

Your participation in this survey is voluntary, although we would really appreciate your help. No preparation is required and it's your opinions we're interested in, so there are no right or wrong answers. Anything you say during your interview will remain completely confidential and your responses will be grouped together with the responses from other young people from all over New Zealand who have completed the survey.

If you don't want to take part, simply call Research New Zealand on free phone 0800 273 732 within the next five days and quote the reference number below.

If you'd like to find out more about the survey, please call Chloe Lynch, at Research New Zealand, between 9 and 5pm Monday to Friday, on free phone 0800 500 168.

Yours sincerely

Katrina Fryer
Research Director
Research New Zealand

RNZ Ref:



FREQUENTLY ASKED QUESTIONS

What's the survey about?	The survey is about advertising that is aimed at young people. We want to know if you've seen this advertising and if you have, what you thought about it.
How did you get my details?	Your name was randomly selected along with hundreds of others from the Electoral Roll. Your telephone number was sourced from the Telecom White Pages.
What do I have to do?	One of our interviewers may call in the next few weeks to see if you would be willing to do a telephone survey. There are no right or wrong answers as it is your opinion that counts. No preparation is required.
How long will the interview take?	Around 10 minutes .
Is the interview confidential?	Yes, it is confidential. Responses will be grouped together with those of all the other people who take part in the survey, so that individual responses cannot be identified. Research NZ is bound by a Professional Code of Practice that prohibits us from identifying any person who takes part in a survey unless we have your explicit consent to do so.
Do I have to do the survey?	No, you do not have to do the survey. Your participation in this survey is completely voluntary. If you don't want us to contact you, simply call us on 0800 273 732 and quote the reference number at the bottom of your letter.
What if I want to find out more about it?	If you have any queries about the survey, please call Chloe Lynch (Research NZ, Project Manager) on free phone 0800 500 168.



SMOKING NOT *OUR* FUTURE - PHONE QUESTIONNAIRE

HSC 'Smoking Not *Our* Future' Evaluation

Research New Zealand #3806

MAY 2008

Good morning/afternoon/evening, my name is ^I from Research New Zealand. Recently we sent your household a letter about a survey on young people's attitudes towards some recent advertising. We're specifically interested in talking to Maori or Pacific people aged between 12 and 24 years. Are there any Maori or Pacific people in your house in that age group?

If no 12-24 year olds, terminate failed age screener, else ask birthday check.

TERMINATE FAILED AGE SCREENER: Thank you for your time, but we are only interviewing people aged 12 to 24.

BIRTHDAY CHECK:

Thinking about these people, I would like to speak to the person who has the next birthday...

NAME CHECK:

Can you please tell me the name of this person? **Record respondent's name in comments**

AGE CHECK:

And is [Name] aged between 12 and 14, or 15 to 24?

If 12-14, go Parental consent, else ask:

Is [Name] available to interview right now?

If yes, go REINTRODUCTION.

If person not available, ask:

When would be a good time for me to call back to speak to him/her? **Make appointment, else start interview.**

PARENTAL CONSENT:

May I please talk to the parent/guardian of [Name]?

Good morning/afternoon/evening, my name is ^I from Research New Zealand. We are conducting a short survey for the Health Sponsorship Council about young people's attitudes towards some recent advertising. The advertising is specifically aimed at people aged between 12 and 24, and we need to talk to people who are in this age group.

However, before we can interview anyone under 15 years of age we need consent from a parent or guardian, in accordance with the Market Research Society Code of Practice. Can I please have your permission to interview [Name] on the phone, and if they want to, through an online survey? **If refused permission, terminate refused consent, else continue.**



As we will be asking some questions about issues to do with smoking, some young people might feel more comfortable answering these questions in private. Is this OK with you? **If not OK, terminate refused consent, else continue**

TERMINATE REFUSED CONSENT: Thank you for your time, but we need your permission to carry out this survey.

DO NOT READ THIS QUESTION: Was the person with the next birthday aged 12-14?

- 1.Yes
- 2.No

Q1. If code 2 in Q1, go to Q2, else ask. We have just one question we would like to ask you. Can you tell me which of the following categories best matches the total annual income of your whole household before tax? **Read.**

- 1Less than \$40,000
- 2\$40,000 but less than \$80,000
- 3\$80,000 or more
- 98 ...Don't know****Do not read****
- 99 ...Refused****Do not read****

Please don't tell **[Name]** about the topic of this interview, as it might influence the way they answer some questions. Is **[Name]** available right now? **If yes, go reintroduction, else make appointment.**

REINTRODUCTION

Good morning/afternoon/evening, my name is **AI** from Research New Zealand. We are conducting a short survey about young people's attitudes towards some recent advertising. This survey should take about 10 minutes, depending upon your answers. When would suit, or is now a good time?

If yes, continue, else terminate respondent refused

TERMINATE RESPONDENT REFUSED

That's OK, your participation is voluntary. Thank you for your time.

Is now a good time to do the interview?

If yes, continue, else make appointment

Background information only if needed:

- ◆ This is genuine market research. I'm not selling anything.
- ◆ Information provided is confidential. We report summary results about groups; we do not identify which individuals have said what.

Read

As part of our quality improvement process, my Supervisor may listen to this call.



Demographics

Q2. Before we begin, could you please just confirm which of the following age groups you come into? **Read**

- 1.12-14
- 2.15-17
- 3.18-19
- 4.20-24
- 5.Other **terminate**

TERMINATE AGE SCREENER: Thank you for your time but for this survey we need to speak to people who are aged between 12 and 24.

Q3. **Code respondent's sex – Do not read as question, unless unsure and then ask:** And are you...
Read

- 1.Male
- 2.Female

Q4. And which of the following ethnic groups do you belong to? **Read: (if necessary: you can belong to more than one) Code many**

- 1.New Zealand European (or Pakeha)
- 2.Māori
- 3.Samoan
- 4.Cook Island Māori
- 5.Tongan
- 6.Niuean
- 7.Chinese
- 8.Indian
- 96 ...Other **Specify**
- 99 ...Refused **;E**



TERMINATE QUOTA FULL: I'm sorry, but we have already interviewed enough people in these groups. Thank you for your time.

Q5. If 2 coded in Q4, ask. Else go to Q8. How comfortable do you feel in Māori social surroundings? **Read**

- 1Very comfortable
- 2Comfortable
- 3Uncomfortable
- 4Very uncomfortable
- 98 ...Don't know**Do not read**
- 99 ...Refused**Do not read**

Q6. Are Māori values important to you ((e.g., whanau and hui family gatherings), karakia (prayers), wairua (spirituality) and whakapapa (family history))? **Read**

- 1Very important
- 2Somewhat important
- 3Not at all important
- 98 ...Don't know**Do not read**
- 99 ...Refused**Do not read**

Q7. How important is it to you to be recognised as a Māori person? **Read**

- 1Very important
- 2Somewhat important
- 3Not at all important
- 98 ...Don't know**Do not read**
- 99 ...Refused**Do not read**

Q8. In which of the following areas do you live? **Read**

- 1Northland
- 2Auckland
- 3Waikato
- 4Bay of Plenty
- 5Gisborne
- 6Hawke's Bay
- 7Taranaki
- 8Manawatu-Wanganui
- 9Wellington-Wairarapa
- 10 ...Tasman
- 11 ...Nelson
- 12 ...Marlborough
- 13 ...West Coast
- 14 ...Canterbury
- 15 ...Otago
- 16 ...Southland
- 98 ...Don't know **Do not read**



Awareness

Q9. Now, thinking about the last year, that is from May 2007-May 2008, do you remember seeing any ads on TV, about smoking, being smokefree, or quitting smoking?

- 1Yes
 - 2No
 - 98 ...Don't know
-]Q11
]Q11

Q10. Can you describe what you saw? **Probe to no**

- 1Answer **Specify**
- 98 ...Don't know/can't remember

Q11. Over the last year, there have been some ads on TV that show different celebrities talking about smoking, being smokefree and quitting smoking. Do you remember seeing any of these ads on TV?

- 1Yes
 - 2No
 - 98 ...Don't know
 - 99 ...Refused
-] 13

Q12. The catchphrase of these ads is 'Smoking Not Our Future' and they include well known New Zealand musicians, actors and TV presenters. Do you remember them now?

- 1Yes
 - 2No
 - 98 ...Don't know
 - 99 ...Refused
-]
] 26
]

Q13. Do you remember any of the celebrities that were on the ads? **Probe to no. Code many**

- 1Ben Mitchell (Actor – TK on Shortland Street)
- 2Brad Carter (Musician – Steriogram / Pistol Youth)
- 3Bryce Casey (Radio presenter – The Rock)
- 4Dave Gibson (Musician – ElemenOP)
- 5DJ Sirvere (DJ and TV Presenter – C4)
- 6Dominic Bowden (TV presenter/entertainer)
- 7GP Waru (TV and radio presenter – Juice TV and Flava FM)
- 8Jermaine Leef (TV presenter – C4)
- 9Joel Defries (TV presenter – formerly on C4)
- 10 ...Jon Austin (Musician – 48May)
- 11 ...Lani Purkis (Musician – ElemenOP)
- 12 ...Paul Roper (Musician – The Mint Chicks)
- 13 ...Penny Newton (TV presenter – Juice TV)
- 14 ...Phil Bostwick (TV presenter – C4)
- 15 ...P-Money/Peter Waddams (DJ and music producer)
- 16 ...Samuel Flynn Scott (Musician – The Phoenix Foundation)
- 17 ...Shavaughn Ruakere (TV presenter – C4; formerly on "What Now")
- 18 ...Tau Manukia (Musician - Spacifix)
- 19 ...Te Awanui Reeder (Musician – Nesian Mystik)
- 96 ...Other (**specify**)
- 98 ...Don't know/can't remember :E



Message recall

Q14. And what do you think was the main message of these ads?

- 1Answer **Specify**
- 97 ...None
- 98 ...Don't know/can't remember

Q15. What were the other messages? **Probe to no.**

- 1Answer **Specify**
- 97 ...No other messages
- 98 ...Don't know/can't remember

Q16. What, if anything, have you done in response to the ads? **Probe to no. Code many**

- 1Talked to others about the ads
- 2Thought about the ads
- 3Given up smoking
- 96 ...Other (**Specify**)
- 97 ...Nothing **:E**
- 98 ...Don't know **:E**

Q17. Have you seen the Smoking Not Our Future ads anywhere else, apart from on TV? **If 'yes':**
Where? **Probe to no. Code many**

- 1Movies
- 2Magazines
- 3Internet
- 4Radio
- 5Poster/sign
- 6Bus stop
- 7Music event
- 8Other event **Specify**
- 96 ...Other **Specify**
- 97 ...No, haven't seen them anywhere else **;E**
- 98 ...Don't know/can't remember **;E**

Engagement

Q18. What, if anything, do you like about these ads? **Probe to no.**

- 1Answer **Specify**
- 97 ...Nothing
- 98 ...Don't know

Q19. What, if anything, don't you like about these ads? **Probe to no.**

- 1Answer **Specify**
- 97 ...Nothing
- 98 ...Don't know



Q20. Who do you think these ads are mainly aimed at? **Read. Code first mentioned.**

- 1People your age
- 2People younger than you, or
- 3People older than you
- 96 ...Other **Specify'** ****Do not read****
- 98 ...Don't know ****Do not read****

Q20a. Do you think these ads were aimed at anyone else? **Code many**

- 1People your age
- 2People younger than you, or
- 3People older than you
- 96 ...Other **Specify'**
- 97 ...No-one else;**E**
- 98 ...Don't know **;E**

Q21. Do you think the person who made these ads, understands people your age...? **Read**

- 1Very well
- 2Fairly well
- 3Not very well, or
- 4Not well at all
- 98 ...Don't know ****Do not read****

Q22. Now I'm going to read you some statements about these ads. Can you please tell me whether you agree or disagree with each of the statements on a scale of one to five, where 1 is strongly disagree and 5 is strongly agree. **Read RND**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know	Refused
a. The ads stood out from other ads that are on TV	1	2	3	4	5	98	99
b. The ads were quite cool	1	2	3	4	5	98	99
c. The ads really made me think	1	2	3	4	5	98	99
d. The ads were a bit annoying	1	2	3	4	5	98	99
e. The messages in the ads were believable	1	2	3	4	5	98	99
f. What the celebrities say in the ads are their <u>own</u> words	1	2	3	4	5	98	99
g. These ads are relevant for people of my culture and background	1	2	3	4	5	98	99



Q23. Are people your age more or less likely to take notice of these ads because they've got celebrities in them, or doesn't it make a difference?

- 1More likely
- 2Less likely
- 3Does not make a difference
- 98 ...Don't know

Q24. And why do you say that? **Probe to no**

- 1Answer **Specify**
- 97 ...No particular reason
- 98 ...Don't know/can't remember

Impact

Q25. Now I'm going to read you some more statements and I'd like you tell me if you agree or disagree with each of these, using the same scale of 1 to 5. **Read RND. If necessary:** 1 is strongly disagree and 5 is strongly agree.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know	Refused
a. Young people who smoke might think about quitting after seeing these ads	1	2	3	4	5	98	99
b. The ads give some good reasons not to smoke	1	2	3	4	5	98	99
c. These ads have put me off smoking	1	2	3	4	5	98	99
d. The ads make smoking seem less cool	1	2	3	4	5	98	99
e. The ads make young people feel uncomfortable about smoking	1	2	3	4	5	98	99



Smoking status

Q26. Now can you tell me if you have ever smoked a cigarette, even just a few puffs?

- 1Yes
 - 2No
 - 98 ...Don't know
 - 99 ...Refused
-] Q33

Q27. How many cigarettes have you smoked in your entire life? Would it be... **Read. (Note to interviewer: prompt to encourage decision).**

- 1None
 - 21 to 10
 - 311 to 100
 - 4More than 100
 - 98 ...Don't know ****Do not read****
 - 99 ...Refused ****Do not read****
-] Q33

Q28. Which of the following best describes how often you smoke cigarettes or tobacco now?

Read

- 1You don't smoke now
 - 2Smoke at least once a day
 - 3At least once a week
 - 4At least once a month
 - 5Less often than once a month
 - 98 ...Don't know ****Do not read****
 - 99 ...Refused ****Do not read****
-] Q29
] Q30
] Q30
] Q30
] Q30
] Q30
] Q30

Q29. How long ago did you stop smoking? Was it... **Read. (Note to interviewer: Code as 95 if they say they never really started smoking)**

- 1In the last 4 weeks
 - 21 to 2 months ago
 - 32 to 6 months ago
 - 46 to 12 months ago
 - 5Longer than 1 year ago
 - 95 ...Not applicable because never started smoking ****Do not read****
 - 98 ...Don't know ****Do not read****
 - 99 ...Refused ****Do not read****
-] Q33
] Q33

Q30. In the last 12 months, how many serious quit attempts to stop smoking did you make that lasted 24 hours or longer? Please include any attempt that you are currently making.

- 1Answer **(Specify number of attempts)**
- 97 ...None
- 98 ...Don't know
- 99 ...Refused

If 2/99 coded in Q12, go to Q34.



Q31. If 2/99 coded in Q28, ask. Else go to Q32. Did the ads make you think you should try to quit smoking?

- 1Yes
- 2No
- 98 ...Don't know
- 99 ...Refused

Q32. If 1/4 coded in Q29, ask. Else go to Q33. Did the ads actually lead you to quit smoking?

- 1Yes
- 2No
- 98 ...Don't know
- 99 ...Refused

Q33. Have the ads led some young people you know to try to quit smoking?

- 1Yes
- 2No
- 98 ...Don't know
- 99 ..Refused

Susceptibility

Q34. If 2/4 coded in Q28, skip to Q36. Else ask: If one of your best friends offered you a cigarette, would you smoke it? **Prompt:** Is that probably or definitely yes/no?

- 1Definitely not
- 2Probably not
- 3Probably yes
- 4Definitely yes
- 98 ...Don't know
- 99 ...Refused

Q35. At any time during the next 12 months do you think you will smoke a cigarette? **Prompt:** Is that probably or definitely yes/no?

- 1Definitely not
- 2Probably not
- 3Probably yes
- 4Definitely yes
- 98 ...Don't know
- 99 ...Refused



Recruitment questions

Q36. If 2 coded in pre -Q1, ask. Else go Q37. So that we know we're talking to people from different backgrounds, can you please tell me which of the following categories best matches the total annual income of your whole household before tax? **Read.**

- 1Less than \$40,000
- 2\$40,000 but less than \$80,000
- 3\$80,000 or more
- 98 ...Don't know**Do not read**
- 99 ...Refused**Do not read**

Q37. Thanks for that. Now one final thing before you go. We are also doing an online survey on the same topic. This online survey would take about 10 minutes and everyone that completes it will go into a draw to win one of 5 I-Pods. Would you like to do the online survey? You don't have to but it would be very helpful.

- 1Yes
- 2No

] Q39

Q38. Do you have an email address we could contact you on?

- 1Yes
- 2No

] Q39

Q38a. Write email below

Q38b. Select domain from below

- 1xtra.co.nz
- 2paradise.net.nz
- 3hotmail.com
- 4gmail.com
- 5clear.net.nz
- 6yahoo.com
- 7ihug.co.nz
- 8inspire.net.nz
- 9slingshot.co.nz
- 10 ...orcon.net.nz
- 96 ...Other (specify)

Q38c. Can I just check by spelling that back to you? **(combine email and domain)**

- 1Spelling confirmed

That's great, thanks. We'll email you a link to the online survey tomorrow morning along with a unique login and password, so you can log in to it.



Closing Questions

Q39. Do you have any other comments you'd like to make about the subject of this interview?

- 1Comments **Specify**
- 2No

Q40. May I please confirm your name in case my supervisor needs to check on the quality of this interview? **Record first and last name**

Q41. **Only ask for those with Parent location (1,2 and 5):** And can I just confirm that you are the male/female in the household who is 12 years or over, and has the next birthday? **Code "Yes" if all three elements are confirmed. If answer to any element is "No", code No.**

- 1.Yes
- 2.No
- 98. ..Don't Know****Do not read****
- 99. ..Refused****Do not read****

Those are all the questions I have. Thank you very much for your help. My name is **Q01V** from Research New Zealand. If you have enquiries about this survey, please ring the Project Manager, Chloe Lynch on our toll-free number: 0800 500 168. (Wellington respondents 499-3088)