

Default Question Block

Welcome

Thank you for clicking through to our survey; it should take you around ten to 15 minutes to complete.

The survey is being conducted by researchers from the University of Otago.

Note

Some of the questions will only work properly on your computer, so please don't use your mobile phone or tablet for this particular survey unless you have no choice.

To go directly to the survey please click on the 'Next >>' button at the bottom of the page

Once you click the 'Next >>' button you cannot go back and change your answers. If you lose your connection to the Internet or this survey at any point, please click the link provided in the email you received and it will take you back to the point where you left off.



Perceptions of New Cigarette Products

INFORMATION SHEET FOR PARTICIPANTS

Tēnā koe, Warm Pacific greetings, Hello

We would like to invite you to take part in a study that examines what people think of new cigarette products.

Who are we?

This study is being led by Professor Janet Hoek. Professor Phil Gendall and Ms Mei-Ling Blank are also project members. We are researchers at the University of Otago in Dunedin. We are working with Professors Jordan Louviere, Christine Eckert and Jim Thrasher, who are based at universities in Australia and the United States.

What is aim of the study?

This project examines what people who smoke think of capsule cigarettes, which are cigarettes that have a flavour bead in their filter. We are also interested in the views of people who think they might be interested in smoking in the future and their thoughts about capsule cigarettes.

Who is being asked to take part?

We want to include women and men aged 18 to 25 who are of different ethnicities in our study. If you are younger than 18 or older than 25, you will not be able to take part in this study. We would like to invite people who smoke as well as people who do not smoke regularly at the moment, but who think they might smoke cigarettes in the future.

We are using the Research Now panel to recruit participants; you have been sent an invitation because you are a member of this panel. Overall, we aim to recruit 400 people who have a regular smoking pattern and 400 people who smoke occasionally or who are interested in smoking in the future.

We aim to publish the results of our study and all participants will be entitled to receive a summary of the study findings and a copy of the full paper, if they wish. Once we have published the study and anyone interested in the full findings should contact Janet Hoek (janet.hoek@otago.ac.nz) for a copy of the paper.

What will I be asked?

We will show you some different cigarette options and ask which of these you find most and least appealing. The survey also has questions about your current and past smoking patterns, quit attempts and plans, and your year of birth, gender, education and ethnicity. We anticipate that completing the survey will take about ten minutes of your time. We do not anticipate that you will experience any discomfort from participating in the study.

You will be able to answer any question with as much or as little detail as you like. You

may withdraw from the project at any stage without any disadvantage to yourself of any kind.

None of the research team will know your identity. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand).

The research has been funded by the University of Otago Research Committee and Professor Hoek's personal research account. No commercial use will be made of the data.

The data collected will be securely stored under password protection and only research team members named above will be able to gain access to it. Data obtained as a result of the research will be kept for at least five years in secure storage.

Other things that might be helpful

If you have any questions about our project, either now or in the future, please feel free to contact the Project Leader:

Janet Hoek

Department of Public Health and Department of Marketing

University Telephone Number: (03) 479 7692

Email Address: janet.hoek@otago.ac.nz

This study has been approved by the Department of Marketing Ethics Advisor. If you have any concerns about the ethical conduct of the research you may contact the University of Otago Human Ethics Committee through the Human Ethics Committee Administrator (ph +643 479 8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.

As part of the University of Otago's ethics approval process we need to ask you to answer the following question before starting our survey.

I have read the Information Sheet for this project and agree to take part in the study.

Yes

No

Age Sreen

First, a few questions to see if you qualify for this survey.

Which age group are you in?

Under 18

18 to 25

26 to 30

31 to 40

Over 40

Quota Screen

Are you...

Male

Female

Which of these ethnic groups do you most identify with?

New Zealand European

Māori

Pacific

Other

Which of these best describes you?

I smoke every day

I smoke at least once a month, but not every day

- I used to smoke, but don't smoke now
- I have never smoked regularly

Pierce Screen

If a friend offered you a cigarette, would you smoke it?

- Definitely not
- Probably not
- Probably would
- Definitely would

At any time during the next 12 months, do you think you will smoke a cigarette?

- Definitely not
- Probably not
- Probably will
- Definitely will

Non-Smokers Choice

In this survey we want to ask you about flavour capsule cigarettes.

These are a new type of cigarette that has a flavour capsule embedded in the filter. When you crush or squeeze this capsule while smoking the cigarette it releases a flavour, which could be menthol or another flavour.

Please watch this short video about capsule cigarettes.

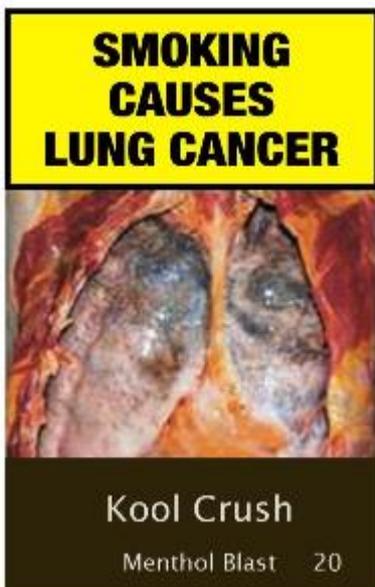
When you have watched the video, click on Next >> to go to the next question.

Now, we'd like you to think about someone who is a non-smoker like you who gets offered a cigarette by some friends who are smoking. We want you to look at sets of three different packs of cigarettes that could be offered to this person.

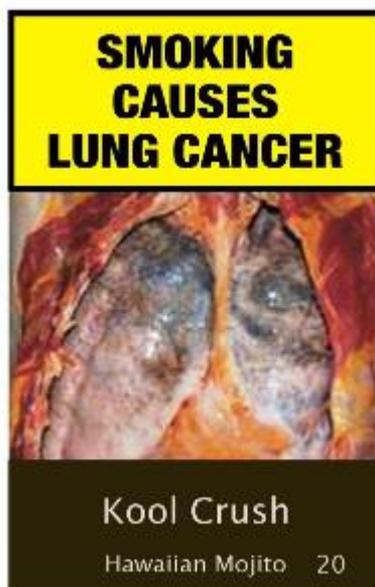
For each set of packs we'd like you to tell us which pack of cigarettes you think this person would be most likely and least likely to accept a cigarette from.

There are seven sets of packs for you to compare.

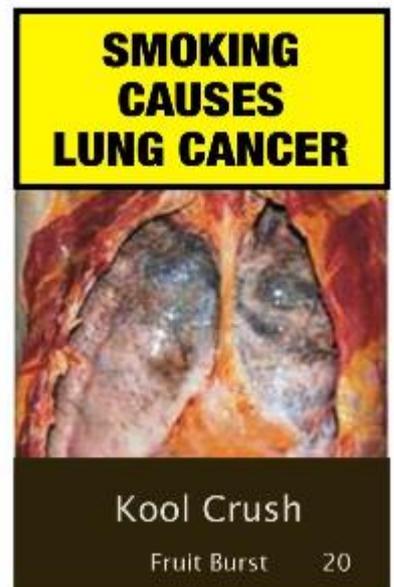
Non-smokers choice 1



Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

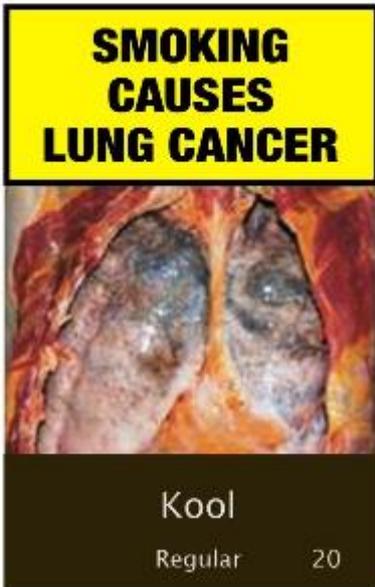
Option A

Option B

Option C

Most likely to accept

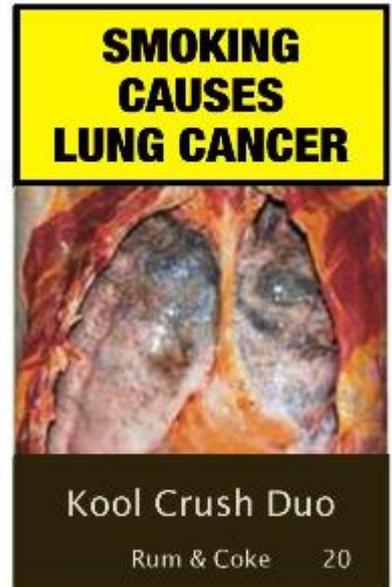
Least likely to accept



Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

Option A

Option B

Option C

Most likely to accept

Least likely to accept





Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

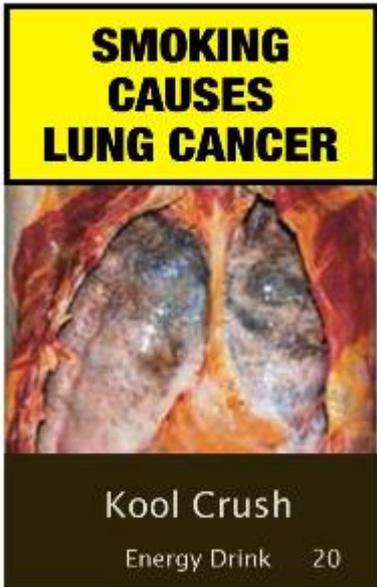
Option A

Option B

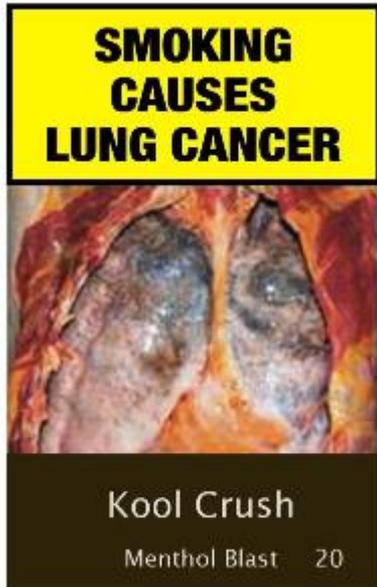
Option C

Most likely to accept

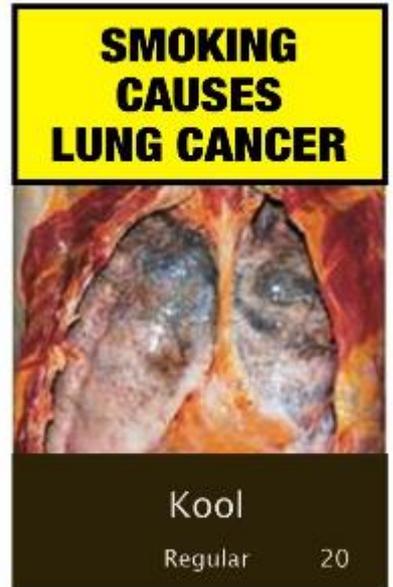
Least likely to accept



Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

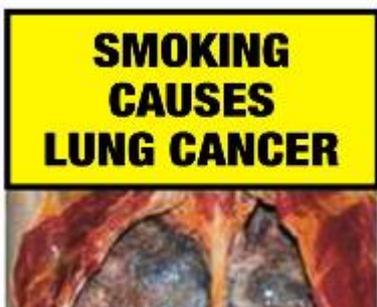
Option A

Option B

Option C

Most likely to accept

Least likely to accept





Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

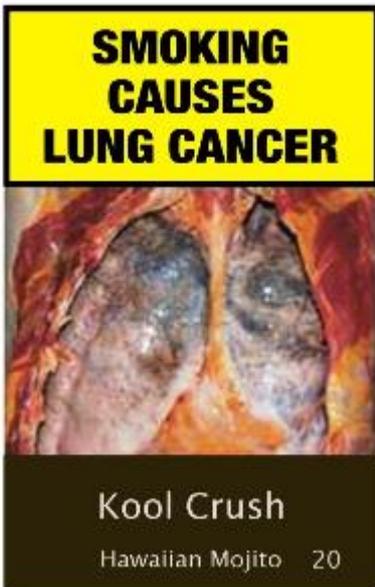
Option A

Option B

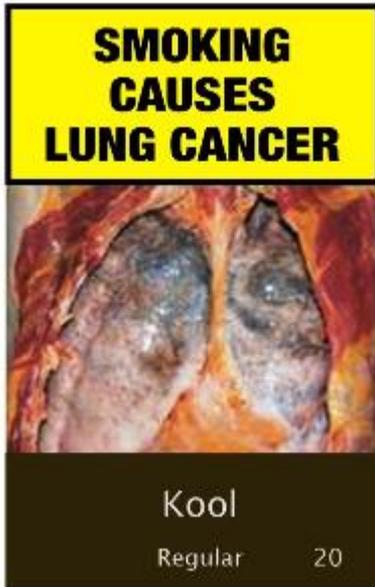
Option C

Most likely to accept

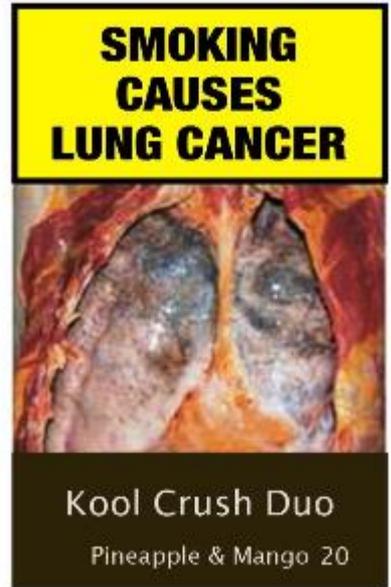
Least likely to accept



Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-

smoker be most likely and least likely to accept a cigarette from?

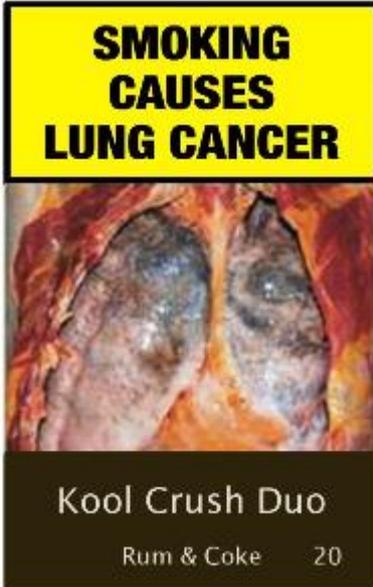
Option A

Option B

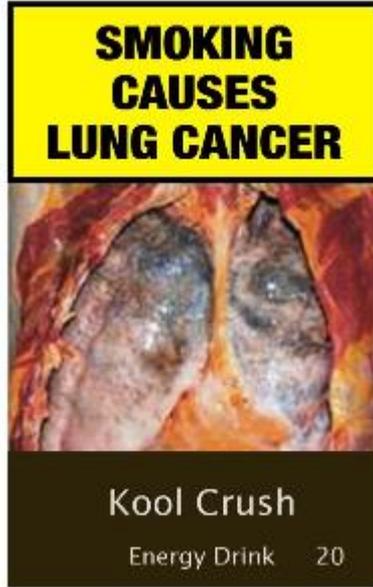
Option C

Most likely to accept

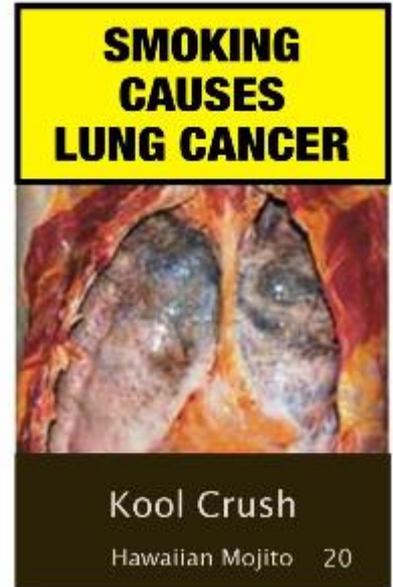
Least likely to accept



Option A



Option B



Option C

If these were the cigarettes they had to choose from, which pack would a non-smoker be most likely and least likely to accept a cigarette from?

Option A

Option B

Option C

Most likely to accept

Least likely to accept

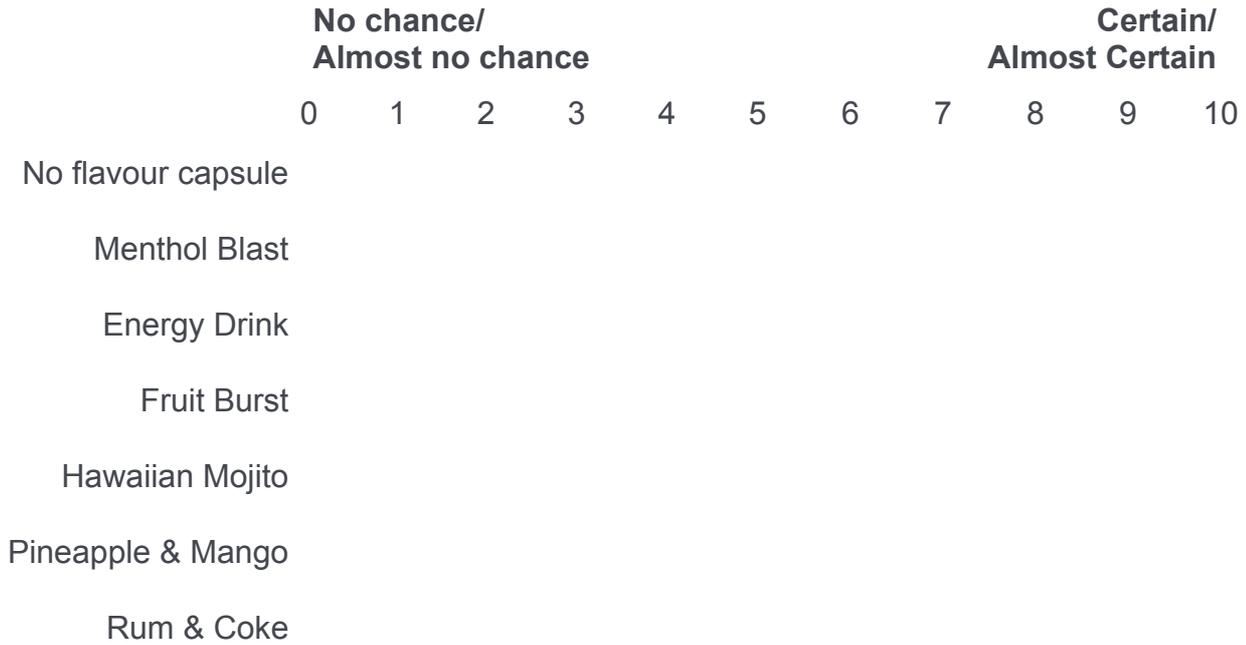
Non-smokers flavours

Thank you for making those evaluations.

Now, we want to ask you what you think you might do if a friend offered you a cigarette.

If a friend offered you a cigarette, how likely would you be to try it if it had the following flavours?

Please click on the slider and move it to show how likely you would be to try a cigarette with that flavour.



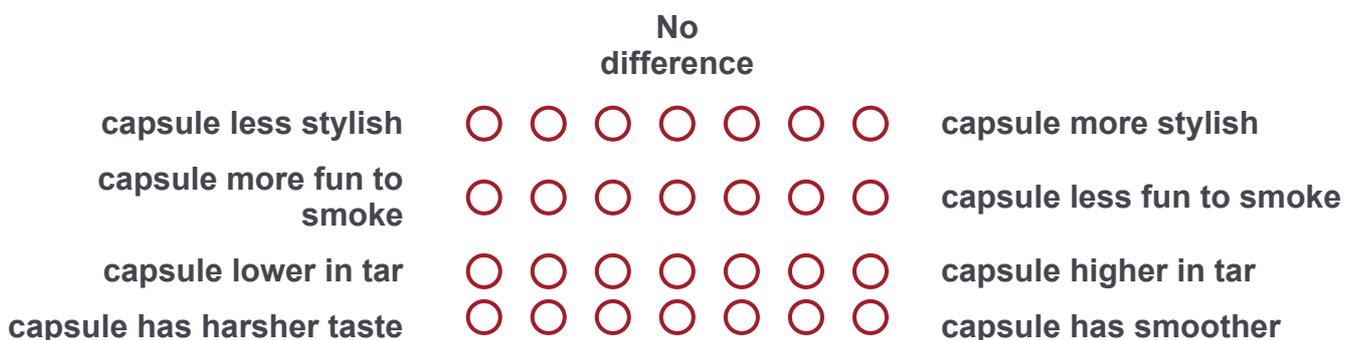
Capsule Attributes

Now, we'd like to ask you about your perception of flavoured capsule cigarettes compared to unflavoured cigarettes

It doesn't matter if you don't know what capsule cigarettes would be like, we just want your impressions of each type of cigarette.

Compared to an unflavoured cigarette, how would you rate a flavoured capsule cigarette on each of the scales below?

(If you think there is no difference, click on the middle of the scale)



taste

capsule more harmful	<input type="radio"/>	capsule less harmful						
capsule leaves breath pleasant	<input type="radio"/>	capsule leaves breath unpleasant						
capsule has lighter taste	<input type="radio"/>	capsule has stronger taste						
capsule less satisfying	<input type="radio"/>	capsule more satisfying						
capsule less attractive	<input type="radio"/>	capsule more attractive						

Demographics

Finally, just to make sure our sample is varied, we'd like to ask a few questions about you.

In what year were you born?

Please click on the arrow and choose the year you were born in

Which one of the following ethnic groups do you most identify with?

- New Zealander/Kiwi/New Zealander of European descent
- Māori/New Zealander of Māori descent
- European
- Pacific Islander
- Chinese
- Indian
- Other Asian
- Middle Eastern
- Other

Which of the following best describes your highest formal qualification?

- No formal qualification

- School qualifications (School C, NCEA, UE, Bursary)
- Certificate or diploma below Bachelor's level
- Bachelor's degree
- Post-graduate or higher qualification

If you have any comments about capsule cigarettes or this survey, please write them here.

IMPORTANT INFORMATION

Like all cigarettes, capsule cigarettes harm people's health. Every cigarette people smoke is harming nearly every organ and system in their body.

If you, or someone you know, would like information on quitting smoking, please call the Quitline on 0800 778 778 or go to their website here:

<https://quit.org.nz/help-to-quit>

You can read inspiring stories from people quitting smoking here:

<https://quit.org.nz/en/blogs>



Please click on Next >> to finish the survey

Smokers Choice

In this survey we want to ask you about flavour capsule cigarettes.

These are a new type of cigarette that has a flavour capsule embedded in the filter. When you crush or squeeze this capsule while smoking the cigarette it releases a flavour, which could be menthol or another flavour.

Please watch this short video about capsule cigarettes.

When you have watched the video, click on Next >> to go to the next question.

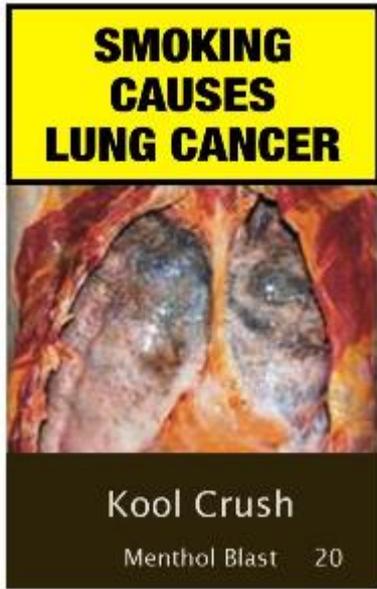
We'd like you to imagine that you have gone into a store to buy cigarettes and the only options you have are the ones we are going to show you.

Please assume the packs you will see are the only ones available and they sell for the prices shown.

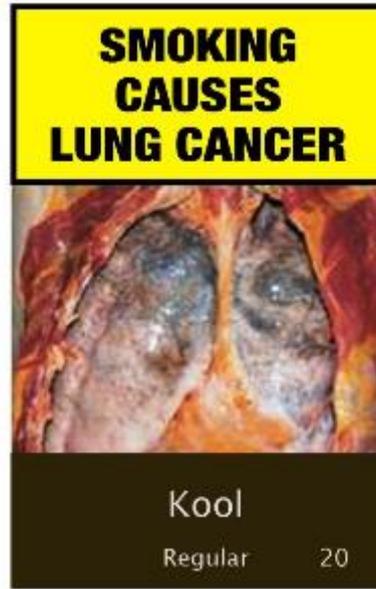
For each set of two packs we'd like you to tell us which pack of cigarettes you would prefer.

There are eight pairs of packs for you to compare.

Smokers choice 1



Option A
\$19.80

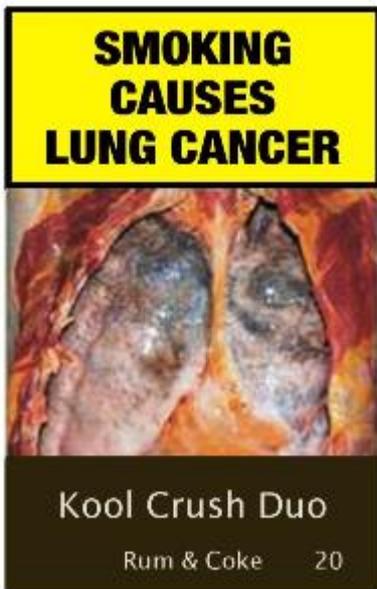


Option B
\$19.80

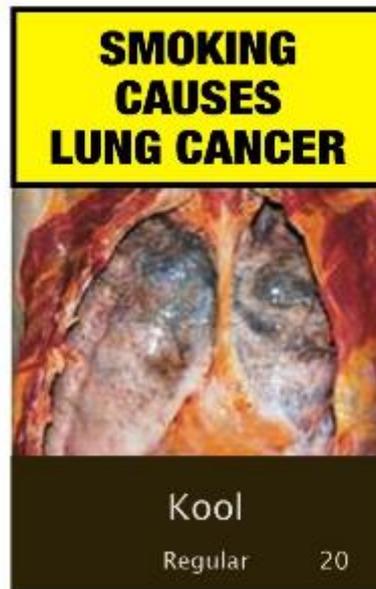
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

	Option A	Option B	Neither
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Option A
\$22.00



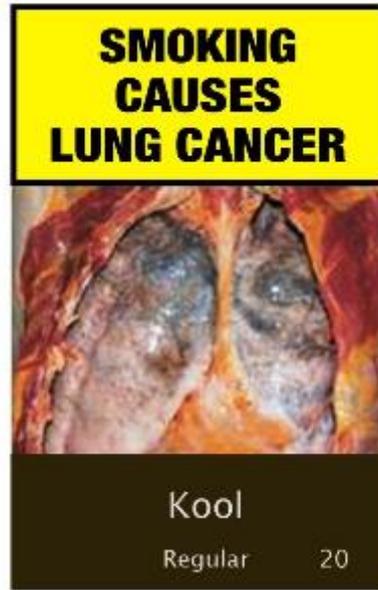
Option B
\$22.00

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



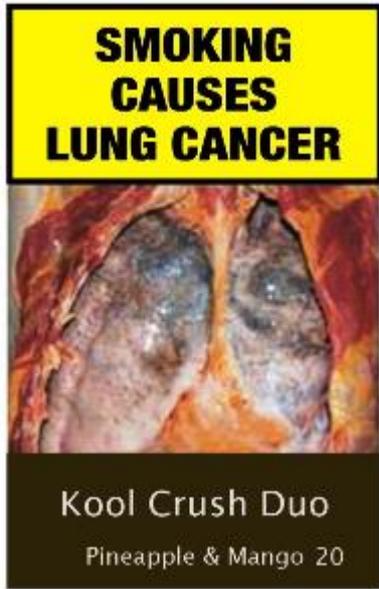
Option A
\$26.40



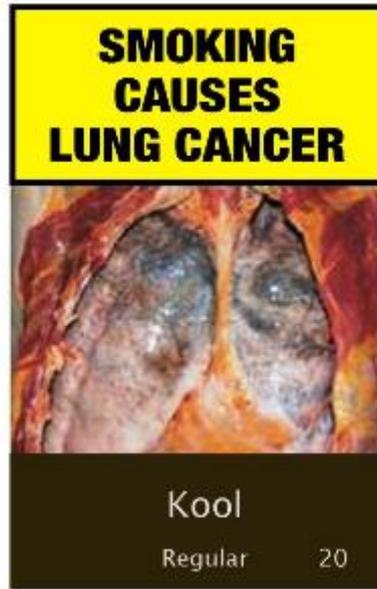
Option B
\$19.80

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



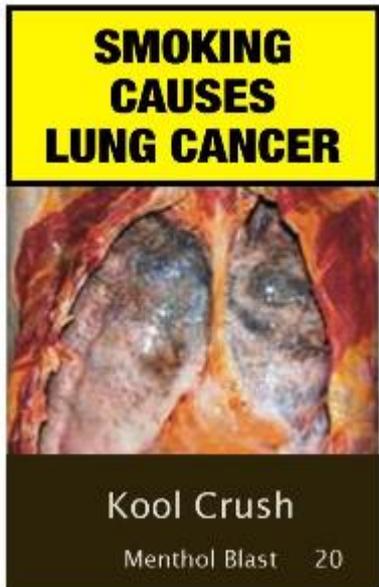
Option A
\$24.20



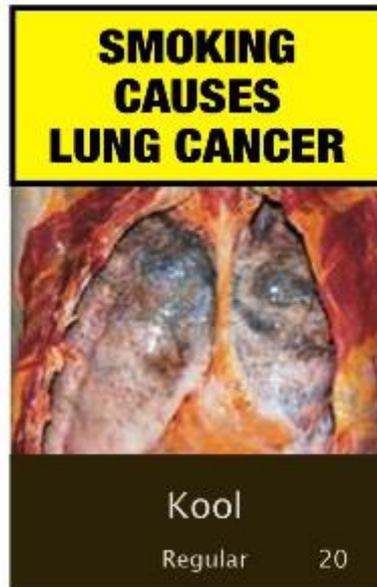
Option B
\$22.00

If these were the cigarettes you had to choose from, which pack would you prefer?

	Option A	Option B	Neither
Pack you would prefer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Option A
\$24.20



Option B
\$26.40

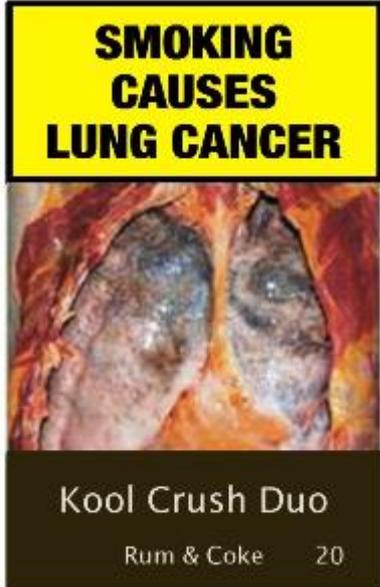
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

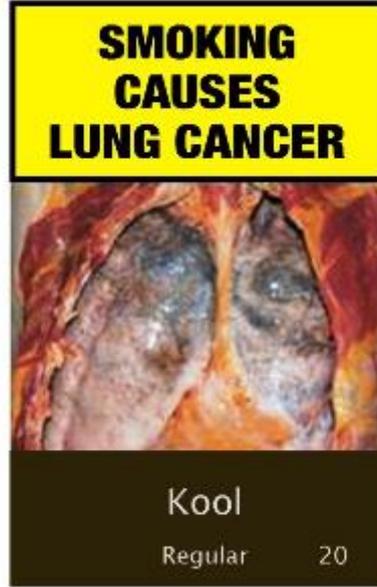
Option A

Option B

Neither



Option A
\$26.40



Option B
\$24.20

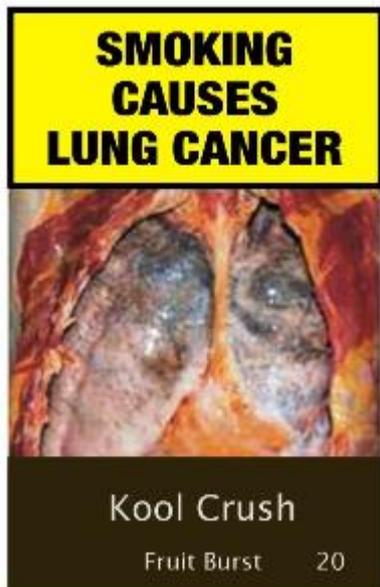
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

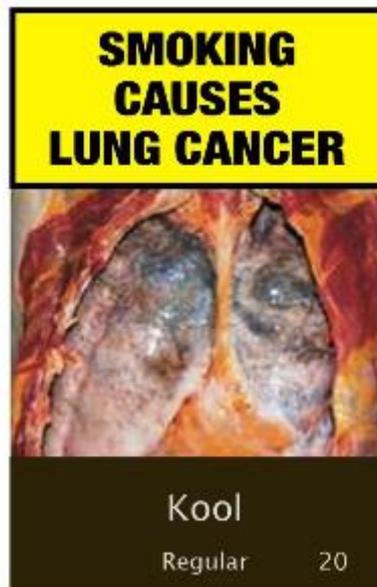
Option A

Option B

Neither



Option A



Option B

\$22.00

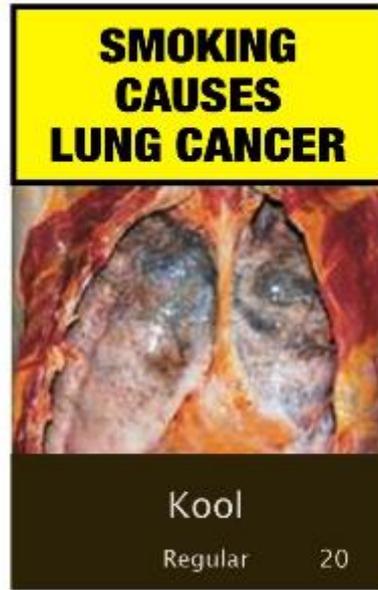
\$26.40

If these were the cigarettes you had to choose from, which pack would you prefer?

	Option A	Option B	Neither
Pack you would prefer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Option A
\$19.80

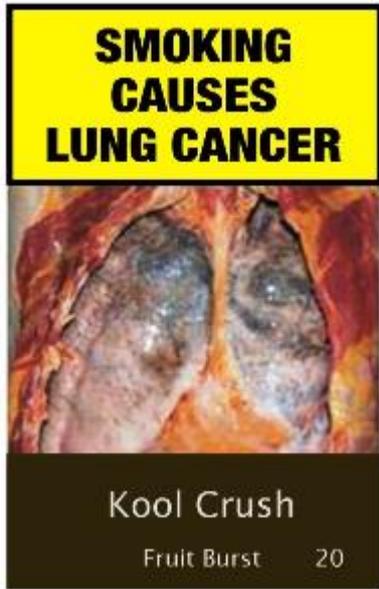


Option B
\$24.20

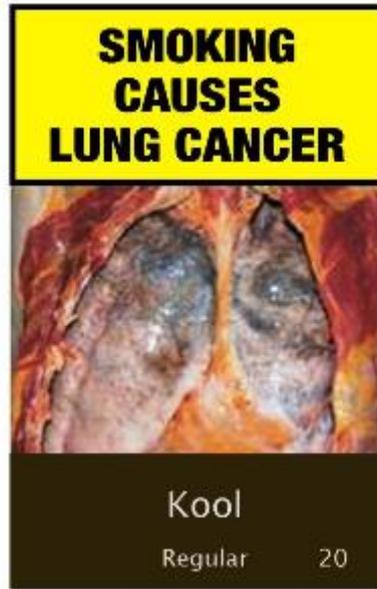
If these were the cigarettes you had to choose from, which pack would you prefer?

	Option A	Option B	Neither
Pack you would prefer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Smokers Choice 2



Option A
\$24.20

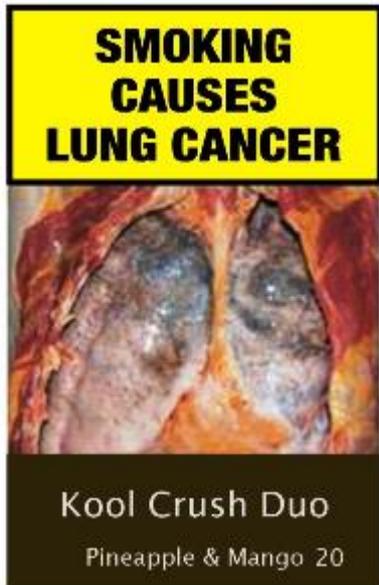


Option B
\$24.20

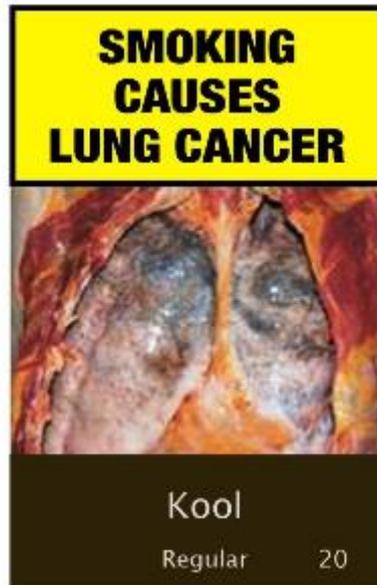
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

Option A	Option B	Neither
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



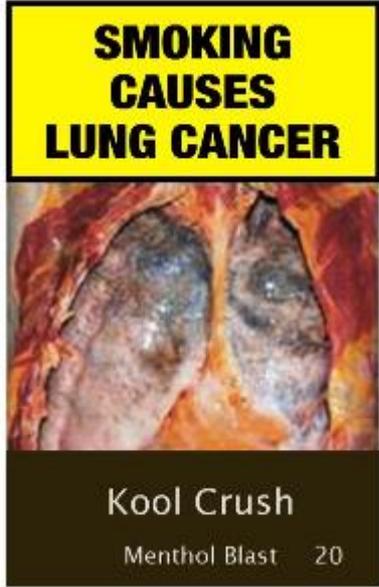
Option A
\$26.40



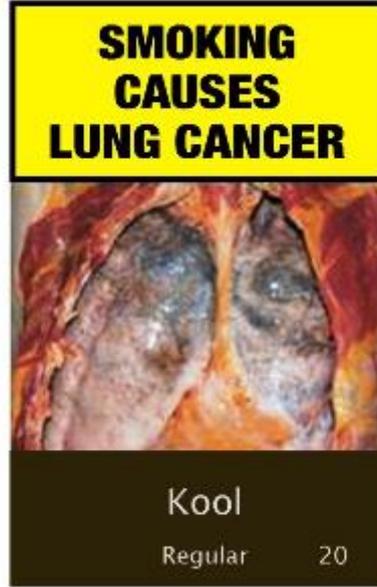
Option B
\$26.40

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



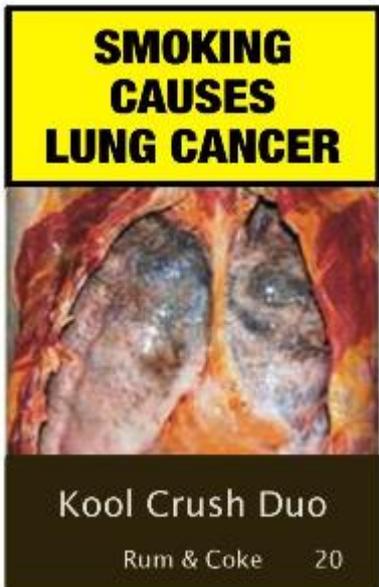
Option A
\$22.00



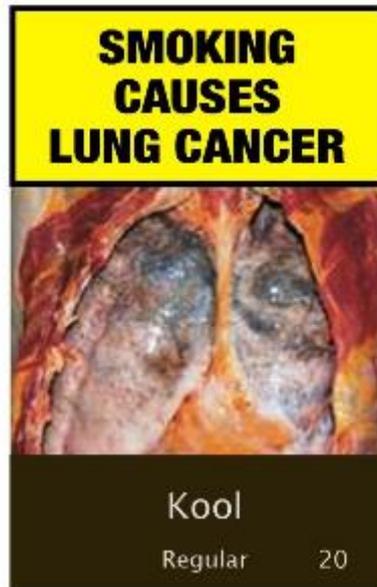
Option B
\$24.20

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



Option A



Option B

\$19.80

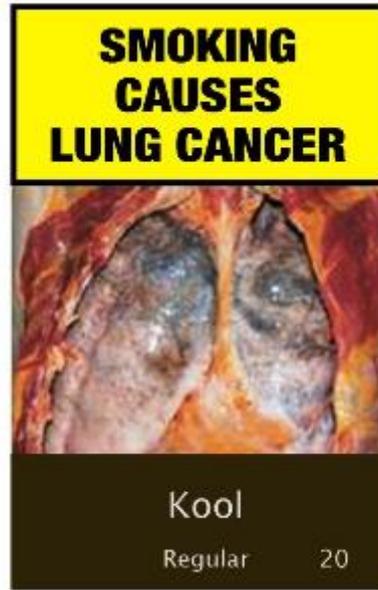
\$26.40

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



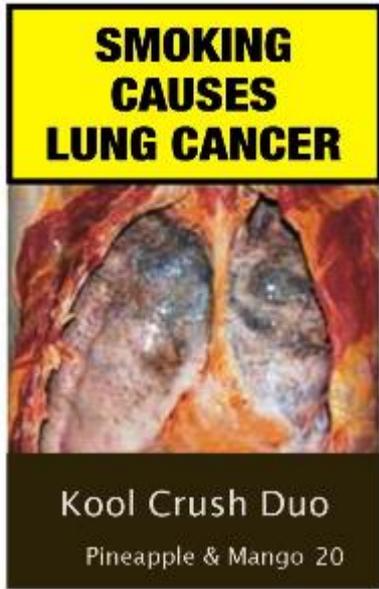
Option A
\$19.80



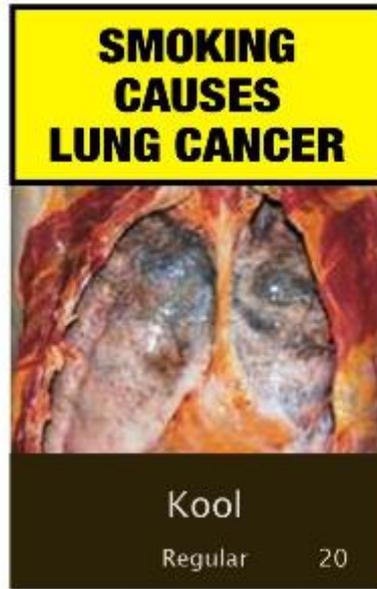
Option B
\$22.00

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer Option A Option B Neither



Option A
\$22.00

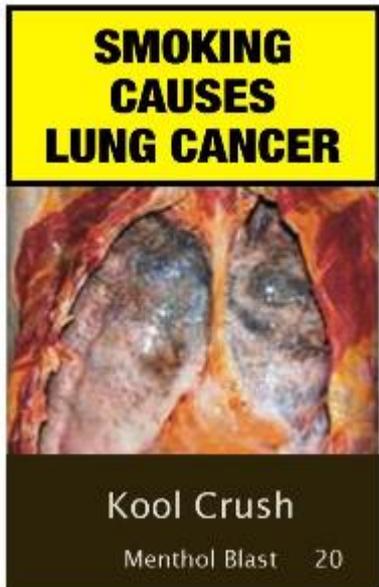


Option B
\$19.80

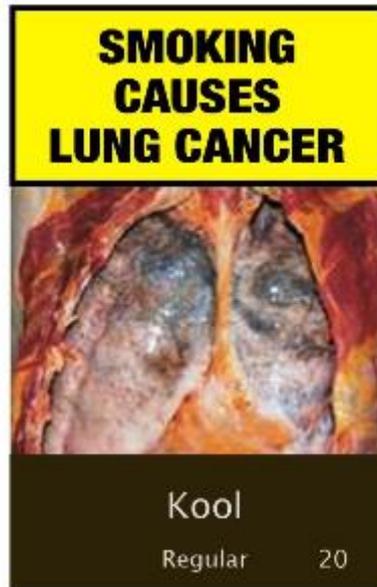
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

	Option A	Option B	Neither
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Option A
\$26.40



Option B
\$22.00

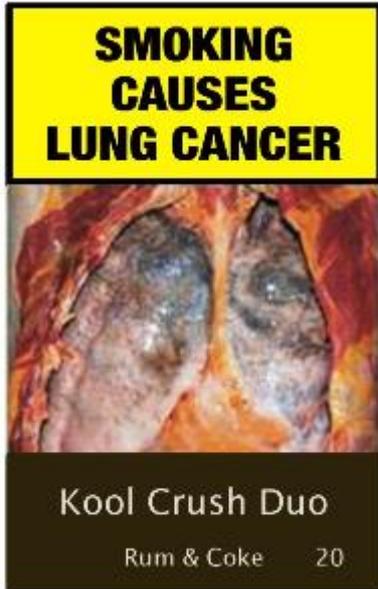
If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

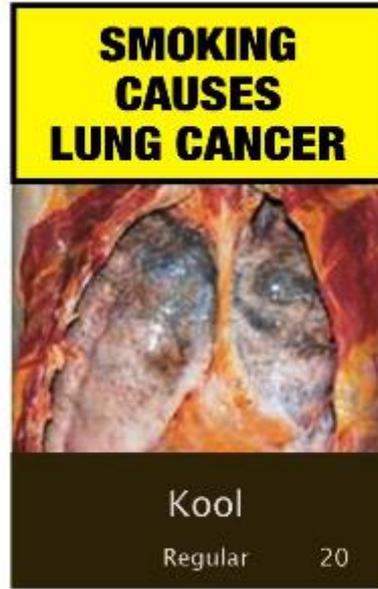
Option A

Option B

Neither



Option A
\$24.20



Option B
\$19.80

If these were the cigarettes you had to choose from, which pack would you prefer?

Pack you would prefer

Option A

Option B

Neither

Juster Smokers

Thank you for making those evaluations.

Now, we want to ask you what you think you might do if a friend offered you a cigarette.

If a friend offered you a cigarette, how likely would you be to try it if it had the following flavours?

Please click on the slider and move it to show how likely you would be to try a cigarette with that flavour.

	No chance/ Almost no chance						Certain/ Almost Certain				
	0	1	2	3	4	5	6	7	8	9	10
No flavour capsule											
Menthol Blast											
Rum & Coke											
Fruit Burst											
Pineapple & Mango											

Smoking Behaviour

That's all we want to ask about cigarettes, but we would like to ask a few questions about your smoking.

Do you usually smoke tailor-made (factory-made) cigarettes or roll-your-owns?

- Mostly tailor makes
- Mostly roll-your-owns
- About half tailor makes and half roll-your-owns

What flavour cigarettes or tobacco do you usually smoke?

- Unflavoured/regular
- Menthol
- Some other flavour (please specify)

On average, how many cigarettes do you smoke each day?

On average, how many cigarettes do you smoke each week?

How soon after waking up do you smoke your first cigarette?

- Within 5 minutes
- 6 to 30 minutes
- 31 to 60 minutes
- After 60 minutes
- Don't usually smoke in the morning

Have you ever made an attempt to quit smoking that has lasted at least 24 hours?

- Yes, within the last six months
- Yes, more than six months ago
- No, I have never tried to quit smoking for more than 24 hours

In the next six months, how likely are you to quit smoking?

	No chance/ Almost no chance						Certain/ Practically certain				
	0	1	2	3	4	5	6	7	8	9	10

Chances of quitting**Have you ever smoked a capsule cigarette?**

- Yes
- No
- Don't know/Can't remember

How often have you smoked a capsule cigarette?

- Only once or twice
- Several times, but I don't smoke them regularly
- I smoke them most of the time

Powered by Qualtrics