

1. Participant consent

This survey is supported by grant 396402, funded by The National Health and Medical Research Council, Australia on the future of tobacco control. This study has ethics approval from the University of Queensland.

1. By selecting the 'I agree' box below, I declare that:

I have been provided with information about who is conducting this research;

I know that my confidentiality is assured by the researchers;

I understand that my participation is voluntary and that I am free to withdraw, without giving a reason; and

I have read the study information and I agree to take part in the study.

I agree

I do not agree

2. Personal Details

In your invitation letter you were assigned a four digit Identification Code. You will need to enter this number here now in order to answer the questionnaire. If you have misplaced the original email or cannot remember your code, please contact the research assistant for this study, Sarah Yeates: s.yeates@sph.uq.edu.au and she will be happy to assist you.

This code will only be used by the research assistant to track response rates and to follow-up with survey participants who have not yet responded. Your name and corresponding identification code will not be released to any of the researchers involved in this study.

Additionally, the research assistant will not have access to your survey answers. This process is in place to ensure that your survey answers are kept completely confidential and anonymous.

* 1. Four-digit Identification Code

* 2. What is your usual occupation? (choose one, best fit)

researcher/academic

non government organisation/medical college/association employee

government health promotion/community health officer

smoking cessation specialist

Member of Parliament

parliamentary staff

government manager

senior government manager

policy analyst

private consultant

Other (please specify)

3. Future tobacco control policy options and issues

We are now going to ask your opinion about several tobacco control policy issues and options that some have been advocating should be adopted in Australia. We will be posing a series of five questions: First, you will be asked to evaluate how EFFECTIVE you think each policy would be in decreasing smoking. Second, we want your opinion on how CONFIDENT you are that each policy will be adopted within the next FIVE years. Third, you will be asked how confident you are that the policies will be adopted within the next TEN years. Fourth, you will be asked about your personal LEVEL OF SUPPORT for each policy. Fifth, you will be asked to rank what you consider to be the top ten most important policy options. For this last question, you will be able to suggest policies that have not been included in this list.

1. How effective do you think the following policy options would be in DECREASING smoking across the population?

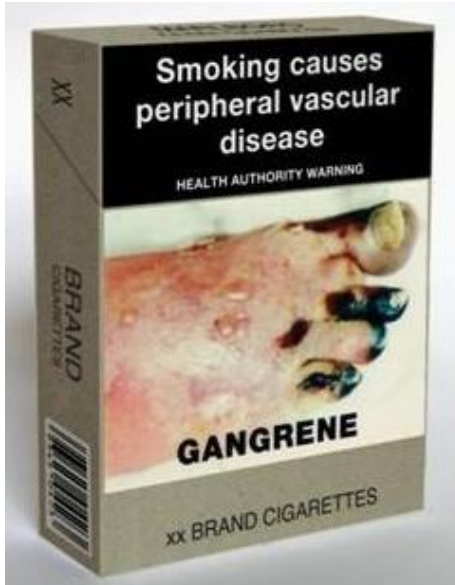
Choose "very effective" if you think the policy will significantly decrease smoking. Choose "somewhat effective" if you believe the policy will have a small, but measurable impact on decreasing smoking. Choose "not at all effective" if you believe the policy will have no measurable effect on reducing smoking. Choose "could increase smoking" if you believe the policy could actually cause more people to smoke or cause current smokers to smoke more. Choose "unsure" if you are unable to assess or don't know.

	Very effective	Somewhat effective	Not at all effective	Could INCREASE smoking	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	jn	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens and residents	jn	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	jn	jn	jn	jn	jn
Earmark (hypothecate) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	jn	jn	jn	jn	jn
National ban on overt fruit/confectionery flavoured tobacco products	jn	jn	jn	jn	jn
National ban on all added flavourings not including menthol	jn	jn	jn	jn	jn
National ban on all added flavourings including menthol	jn	jn	jn	jn	jn
Prohibition of cigarette ventilation filter holes	jn	jn	jn	jn	jn
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	jn	jn	jn	jn	jn

Increase tobacco graphic health warnings to at least 75% of the front of the package	jn	jn	jn	jn	jn
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	jn	jn	jn	jn	jn
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	jn	jn	jn	jn	jn
Limits on the number of tobacco licenses granted	jn	jn	jn	jn	jn
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	jn	jn	jn	jn	jn
Screen health warnings before all movies showing any smoking	jn	jn	jn	jn	jn
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	jn	jn	jn	jn	jn
Restrict movies that promote smoking to adult audiences only	jn	jn	jn	jn	jn
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	jn	jn	jn	jn	jn
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	jn	jn	jn	jn	jn
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	jn	jn	jn	jn	jn
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	jn	jn	jn	jn	jn

Reduction in customs duty on low nitrosamine ("snus" like) smokeless tobacco products that are imported solely for personal use	jn	jn	jn	jn	jn
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	jn	jn	jn	jn	jn
Reintroduce the legal retail sale of low nitrosamine ("snus" like) smokeless tobacco products	jn	jn	jn	jn	jn
Reintroduce the legal retail sale of ALL smokeless tobacco products	jn	jn	jn	jn	jn
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	jn	jn	jn	jn	jn
COMPLETE OUTDOOR SMOKING BANS: Playgrounds	jn	jn	jn	jn	jn
School grounds	jn	jn	jn	jn	jn
At events where youth are the audience and/or ticket holders	jn	jn	jn	jn	jn
Grounds of hospitals and other health care facilities	jn	jn	jn	jn	jn
Grounds of government-funded non-residential facilities (e.g. recycling depots, gardens around departmental and municipal offices)	jn	jn	jn	jn	jn
Grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	jn	jn	jn	jn	jn
Grounds of Houses of Parliament	jn	jn	jn	jn	jn
Pavements (footpaths)	jn	jn	jn	jn	jn
Parks, sporting grounds, outdoor swimming pools	jn	jn	jn	jn	jn
Beaches – all areas	jn	jn	jn	jn	jn
Beaches – patrolled areas only	jn	jn	jn	jn	jn
Alfresco (outdoor) dining areas	jn	jn	jn	jn	jn
Outdoor drinking areas (beer gardens etc)	jn	jn	jn	jn	jn

Plain packaging - possible design



2. How confident are you that the following policy options will be introduced in the next FIVE years? (In the next question you will be asked the same question, but with a longer time frame of ten years.)

	Very confident	Somewhat confident	Not at all confident	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	50	30	15	5
Ban duty-free tobacco sales to Australian citizens and residents	50	30	15	5
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	50	30	15	5
Earmark (hypothecate) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	50	30	15	5
National ban on overt fruit/confectionery flavoured tobacco products	50	30	15	5
National ban on all added flavourings not including menthol	50	30	15	5
National ban on all added flavourings including menthol	50	30	15	5
Prohibition of cigarette ventilation filter holes	50	30	15	5
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	50	30	15	5
Increase tobacco graphic health warnings to at	50	30	15	5

least 75% of the front of the package				
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	jn	jn	jn	jn
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	jn	jn	jn	jn
Limits on the number of tobacco licenses granted	jn	jn	jn	jn
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	jn	jn	jn	jn
Screen health warnings before all movies showing any smoking	jn	jn	jn	jn
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	jn	jn	jn	jn
Restrict movies that promote smoking to adult audiences only	jn	jn	jn	jn
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	jn	jn	jn	jn
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	jn	jn	jn	jn
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	jn	jn	jn	jn
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	jn	jn	jn	jn
Reduction in customs duty on low nitrosamine ("snus" like) smokeless	jn	jn	jn	jn

tobacco products that are imported solely for personal use				
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	jn	jn	jn	jn
Reintroduce the legal retail sale of low nitrosamine ("snus" like) smokeless tobacco products	jn	jn	jn	jn
Reintroduce the legal retail sale of ALL smokeless tobacco products	jn	jn	jn	jn
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	jn	jn	jn	jn
COMPLETE OUTDOOR SMOKING BANS: Playgrounds	jn	jn	jn	jn
School grounds	jn	jn	jn	jn
At events where youth are the audience and/or ticket holders	jn	jn	jn	jn
Grounds of hospitals and other health care facilities	jn	jn	jn	jn
Grounds of government-funded non-residential facilities (e.g. recycling depots, gardens around departmental and municipal offices)	jn	jn	jn	jn
Grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	jn	jn	jn	jn
Grounds of Houses of Parliament	jn	jn	jn	jn
Pavements (footpaths)	jn	jn	jn	jn
Parks, sporting grounds, outdoor swimming pools	jn	jn	jn	jn
Beaches – all areas	jn	jn	jn	jn
Beaches – patrolled areas only	jn	jn	jn	jn
Alfresco (outdoor) dining areas	jn	jn	jn	jn
Outdoor drinking areas (beer gardens etc)	jn	jn	jn	jn

3. How confident are you that the following policy options will be introduced in the next TEN years?

	Very confident	Somewhat confident	Not at all confident	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens and residents	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	jn	jn	jn	jn
Earmark (hypothecate) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	jn	jn	jn	jn
National ban on overt fruit/confectionery flavoured tobacco products	jn	jn	jn	jn
National ban on all added flavourings not including menthol	jn	jn	jn	jn
National ban on all added flavourings including menthol	jn	jn	jn	jn
Prohibition of cigarette ventilation filter holes	jn	jn	jn	jn
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	jn	jn	jn	jn
Increase tobacco graphic health warnings to at least 75% of the front of the package	jn	jn	jn	jn
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	jn	jn	jn	jn
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	jn	jn	jn	jn
Limits on the number of tobacco licenses granted	jn	jn	jn	jn
Ban all tobacco retail displays, requiring all tobacco products to be	jn	jn	jn	jn

out of sight				
Screen health warnings before all movies showing any smoking	jn	jn	jn	jn
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	jn	jn	jn	jn
Restrict movies that promote smoking to adult audiences only	jn	jn	jn	jn
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	jn	jn	jn	jn
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	jn	jn	jn	jn
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	jn	jn	jn	jn
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	jn	jn	jn	jn
Reduction in customs duty on low nitrosamine ("snus" like) smokeless tobacco products that are imported solely for personal use	jn	jn	jn	jn
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	jn	jn	jn	jn
Reintroduce the legal retail sale of low nitrosamine ("snus" like) smokeless tobacco products	jn	jn	jn	jn
Reintroduce the legal retail sale of ALL smokeless tobacco products	jn	jn	jn	jn
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	jn	jn	jn	jn

COMPLETE OUTDOOR SMOKING BANS: Playgrounds	jn	jn	jn	jn
School grounds	jn	jn	jn	jn
At events where youth are the audience and/or ticket holders	jn	jn	jn	jn
Grounds of hospitals and other health care facilities	jn	jn	jn	jn
Grounds of government- funded non-residential facilities (e.g. recycling depots, gardens around departmental and municipal offices)	jn	jn	jn	jn
Grounds of government funded residential complexes such as aged care facilities, residential psychiatric facilities and correctional facilities	jn	jn	jn	jn
Grounds of Houses of Parliament	jn	jn	jn	jn
Pavements (footpaths)	jn	jn	jn	jn
Parks, sporting grounds, outdoor swimming pools	jn	jn	jn	jn
Beaches – all areas	jn	jn	jn	jn
Beaches – patrolled areas only	jn	jn	jn	jn
Alfresco (outdoor) dining areas	jn	jn	jn	jn
Outdoor drinking areas (beer gardens etc)	jn	jn	jn	jn

4. Do you support the implementation of the following policy options? Choose "neutral" if you neither support nor oppose the policy option and choose "unsure" if you do not know enough about the policy option to form an opinion.

	Strongly support	Support	Neutral	Opposed	Strongly opposed	Unsure
Increase excise and customs duty by 30%. This means the cost of a pack of 25 cigarettes would increase by about \$2.00.	jn	jn	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens and residents	jn	jn	jn	jn	jn	jn
Ban duty-free tobacco sales to Australian citizens, residents and all visitors to Australia	jn	jn	jn	jn	jn	jn
Earmark (hypothecate) a portion of tobacco tax per annum to substantially fund a national tobacco control social marketing campaign	jn	jn	jn	jn	jn	jn
National ban on overt fruit/confectionery flavoured tobacco products	jn	jn	jn	jn	jn	jn
National ban on all added flavourings not including menthol	jn	jn	jn	jn	jn	jn
National ban on all added flavourings including menthol	jn	jn	jn	jn	jn	jn
Prohibition of cigarette ventilation filter holes	jn	jn	jn	jn	jn	jn
Phase out retail sale of smoked tobacco over a ten year period – for example moving from licensed retailers, to specialist tobacco shops only, to eventually no retail sales whatsoever	jn	jn	jn	jn	jn	jn
Increase tobacco graphic health warnings to at least 75% of the front of the package	jn	jn	jn	jn	jn	jn
Mandate plain packaging of all tobacco products (see figure below for illustration) which includes mandating a standard materials, finishes, pack size and shape	jn	jn	jn	jn	jn	jn
Implement a national tobacco retail licensing system with enforced penalties including permanent loss of retail license for repeat violations of licensing conditions	jn	jn	jn	jn	jn	jn
Limits on the number of tobacco licenses granted	jn	jn	jn	jn	jn	jn
Ban all tobacco retail displays, requiring all tobacco products to be out of sight	jn	jn	jn	jn	jn	jn

Screen health warnings before all movies showing any smoking	jñ	jñ	jñ	jñ	jñ	jñ
Include an assessment of smoking depictions as one of the elements taken into account when classifying movies in terms of their appropriateness for children and youth	jñ	jñ	jñ	jñ	jñ	jñ
Restrict movies that promote smoking to adult audiences only	jñ	jñ	jñ	jñ	jñ	jñ
Inclusion of nicotine replacement therapy (NRT) on the Pharmaceutical Benefits Schedule (PBS) for all health care card holders, reducing the cost to \$5.00 per package, (currently Aboriginal and Torres Strait Islander persons and Veterans receive subsidised NRT)	jñ	jñ	jñ	jñ	jñ	jñ
Legislation to require tobacco companies to pay for cessation treatments (including services and medicines) for all smokers	jñ	jñ	jñ	jñ	jñ	jñ
Smoking prohibition within all public housing, including indoor shared and private areas (ie government owned housing)	jñ	jñ	jñ	jñ	jñ	jñ
Smoking prohibition in all strata titled blocks (apartment buildings), including private units not just shared areas	jñ	jñ	jñ	jñ	jñ	jñ
Reduction in customs duty on low nitrosamine ("snus" like) smokeless tobacco products that are imported solely for personal use	jñ	jñ	jñ	jñ	jñ	jñ
Reduction in customs duty on ALL smokeless tobacco products that are imported solely for personal use	jñ	jñ	jñ	jñ	jñ	jñ
Reintroduce the legal retail sale of low nitrosamine ("snus" like) smokeless tobacco products	jñ	jñ	jñ	jñ	jñ	jñ
Reintroduce the legal retail sale of ALL smokeless tobacco products	jñ	jñ	jñ	jñ	jñ	jñ
Health service controlled promotion of smokeless tobacco use as a less dangerous alternative to smoking	jñ	jñ	jñ	jñ	jñ	jñ
COMPLETE OUTDOOR SMOKING BANS:	jñ	jñ	jñ	jñ	jñ	jñ

areas

Outdoor drinking areas (beer gardens etc)	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
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OTHER POLICY OPTION	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
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Please specify:

4. Emerging policy options

You will now be asked two final questions on some tobacco control options and issues that are more futuristic or in development. First, you will be asked about the likelihood of the intervention or policy being implemented. Second, you will be asked about how strongly you support the implementation of the intervention or policy.

1. Do you think these interventions or policies will join other tobacco control initiatives (ie smoking bans and taxation) as key components of a comprehensive approach to tobacco use reduction?

	Yes, I think this will be implemented	I'm undecided – there seems to be some support but I'm not sure if it will be implemented	No, I don't think this is at all realistic	I don't know enough about this to answer
Screening the population for genetic susceptibility to nicotine addiction and tobacco related diseases	jn	jn	jn	jn
Vaccinating smokers against the effects of nicotine as a cessation method	jn	jn	jn	jn
Vaccinating children and/or adolescents against the effects of nicotine to prevent the uptake of tobacco use	jn	jn	jn	jn
Requiring smokers to be licensed in order to legally purchase tobacco products	jn	jn	jn	jn
Progressive reduction, over ten years, of nicotine content in cigarettes to zero	jn	jn	jn	jn
Regulating the harmful emissions produced by cigarettes with the goal of reducing the health effects of smoking, as recommended by WHO's TobReg committee	jn	jn	jn	jn

2. Do you support the implementation of the following intervention or policy options? Choose "neutral" if you neither support nor oppose the option and choose "unsure" if you do not know enough about the option to form an opinion.

	Strongly support	Support	Neutral	Opposed	Strongly opposed	Unsure
Screening the population for genetic susceptibility to nicotine addiction and tobacco related diseases	jn	jn	jn	jn	jn	jn
Vaccinating smokers against the effects of nicotine as a cessation method	jn	jn	jn	jn	jn	jn
Vaccinating children and/or adolescents against the effects of nicotine to prevent the uptake of tobacco use	jn	jn	jn	jn	jn	jn
Requiring smokers to be licensed in order to legally purchase tobacco products	jn	jn	jn	jn	jn	jn
Progressive reduction, over ten years, of nicotine content in cigarettes to zero	jn	jn	jn	jn	jn	jn
Regulating the harmful emissions produced by cigarettes with the goal of reducing the health effects of smoking, as recommended by WHO's TobReg committee	jn	jn	jn	jn	jn	jn

5. Pilot Survey Questions

These next few questions relate to the clarity of the previous questions and the process of answering the survey.

1. Were the survey questions easy to understand?

- Yes, I understood all the questions
- Mostly, I had a little trouble with a question or two
- No, I didn't understand what was being asked

Please describe any difficulties you had:

2. Did you like answering the survey through this online process?

- Yes, I like online surveys
- Neutral, I don't have a preference for survey methods, phone interviews or paper and pencil is just as good as online
- No, I prefer other survey methods such as phone interviews or paper and pencil

Tell us why you didn't like this online process:

3. Was there anything about the survey format or questions you would change?

- No, I have no suggestions for improvement
- Yes, I suggest the following changes:

4. Please describe any issues or problems you had answering the survey that you have not yet addressed in the previous questions. (Leave blank if you have nothing further to add.)



6. Thank you for your time

Thank you very much for participating in our survey. We appreciate you taking the time out of your busy schedule to participate in our research study. Please feel welcome to email, the research team contact, Becky Freeman: bfreeman@helath.usyd.edu.au if you have any questions or concerns.