

Collection Statement for VSMTS 2025 – Wave 1

Background and purpose

The Victorian Social Marketing Tracking Survey (VSMTS) has been conducted from 2012-2025. The project involves a cross-sectional online survey with Victorians who smoke or who have recently quit, aged 18 to 64 years.

The survey is used to monitor the reach and impact of Quit Victoria's campaigns. Results are also used to compare different ad campaigns across time; to support in-depth analyses of the types of messaging that are most effective at impacting smoker behaviour and to inform the development of new campaigns.

This survey/research should take around 15 minutes to complete. Participation in this research is voluntary. You can choose not to answer any question. You can decide to stop at any time.

Who is conducting the research?

The Social Research Centre has been engaged by Cancer Council Victoria to conduct the research.

Information held and collected

Participants are asked questions about smoking and quitting behaviour as well as recognition of advertising campaigns and general demographics.

Disclosure and use

Your responses to questions in this survey will be provided to Cancer Council Victoria. After Cancer Council Victoria receives the final survey data, the Social Research Centre will deidentify the data file on their network. The deidentified data will be securely stored on the Social Research Centre's servers, which are based in Australia. Any personally identifiable information will be securely deleted.

Your privacy is of the utmost importance, and your information will never be shared or used for any other purposes without your explicit consent.

Other matters

The Social Research Centre fully complies with the Australian Privacy Principles and all applicable privacy legislation. Our [privacy policy](#) contains general information on how the Social Research Centre protects your privacy rights. It also contains information about how we secure your data, how you can make a privacy-related complaint, access and correction of your information, and the general circumstances under which your information may be disclosed to overseas recipients.