

Public response to introduction of Smokefree outdoor public places in Auckland Council region

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1 EXECUTIVE SUMMARY

INTRODUCTION

- The objective of the research was to identify public response 10 months after the introduction of Smokefree outdoor public places/events in seven locations in the Auckland Council region.
- The research project was undertaken by Wyllie & Associates, with the data collection being sub-contracted to Reid Research.
- There were 500 randomly selected CATI (computer assisted telephone interviews) from the Auckland Council region, undertaken between 7 May and 10 June, 2014, with persons aged 16 years and over.
- There were 79 Maori, 89 Pacific peoples and 96 Asian peoples interviewed.
- Quotas by ethnicity, gender, age and region ensured a representative sample.
- The data was weighted by the above variables plus smoking status, to provide a close match with the 2013 Census.

MAIN FINDINGS

Awareness of Smokefree outdoor public spaces/events

- As shown in the table below, there was limited awareness of the outdoor public locations which are currently Smokefree (the first seven listed in the table) and some misperceptions relating to other locations also asked about, particularly outdoor eating places. The first column of data is the proportion who thought 'all' of that type of location had been made Smokefree and the second column is the sum of those who thought it was 'all' or 'some'.
- Correct awareness that all were Smokefree varied between 55% for 'public outdoor areas associated with Council services' and 17% for 'parks and reserves'.
- Only 5% correctly mentioned 'all' for all seven locations currently Smokefree, which increased to 15% when the 'some' responses were included.
- The extent of signage that had been seen at different locations varied between 51% for 'outdoor public facilities' and 14% for 'parks and reserves' (14%), with 'sports fields' also being low (16%).
- Smokers were much more likely to have seen Smokefree signs (46%) than non-smokers (24%).
- Of the 27% who had seen signage on their last visit, the majority thought there was enough at the location (62%) and that it was sufficiently large and easy to read (63%).

Awareness of Smokefree outdoor public places	TOTAL SAMPLE (500)	
	All Smokefree %	All or Some Smokefree %
Awareness of Smokefree outdoor public places		
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	55	70
Outdoor public facilities, including stadiums, outdoor pools and the zoo	47	68
Transport areas, including train and bus stations, bus shelters and ferry terminals	42	61
Outdoor public events, including music, cultural and sporting events	30	57
Sports fields, including spectator areas	30	51
Playgrounds and skate parks	29	43
Parks and reserves	17	36
Locations not yet Smokefree		
Outdoor eating areas at restaurants, pubs and cafes	29	66
Outdoor areas in town centres	16	47
Beaches	12	28

Informing the public

- Signage at the venue was the predominant source of information (56%), with media being next highest at 25%.
- 43% thought the Council is doing enough to inform people, 44% that they aren't, with the remaining 13% unsure.

Public willingness to intervene

- Almost two thirds (66%) said they would be 'likely' or 'very likely' to point out that it was a Smokefree area/event if they saw someone they knew smoking there.
- The level decreased to 29% if it was someone they did not know.
- Although smokers were less likely to intervene, there were still 46% who were 'likely' or 'very likely' to intervene with someone they knew.
- Females were much more likely to say they would intervene with someone they knew (72%) than were males (59%).
- 60% felt that clearly visible Smokefree signs would increase the likelihood of them intervening.
- 18% said they had, in the ten month period since the policy was introduced, pointed out to someone that they were smoking in a Smokefree outdoor public area.
- Smokers (21%) were slightly more likely to report having done so than non-smokers (18%), although the difference was not significant.
- Pacific (44%) and Maori (34%) were more likely to report having intervened.

Smoking in outdoor public places

- Almost two thirds of smokers had smoked at one or more of the seven Smokefree outdoor public places since the policy change in July 2013 and just over a third (35%) had smoked at two or more.
- By far the highest level of smoking was for 'parks and reserves' (50%), with the next highest being 'outdoor public events' (22%).

Impacts of Smokefree outdoor public places on smoking cessation

- Of the 20 respondents who had quit within the previous two years, 23% agreed that outdoor Smokefree places or events had helped them to **stop** smoking and 22% agreed that it had helped them to **stay quit**.
- Of the 39 smokers who had attempted to quit or cut down in the previous 10 months, 15% agreed that outdoor Smokefree places or events were one of the reasons they **decided** to quit or cut down, while 28% agreed it had **helped their attempts** to quit or cut down.

2 DISCUSSION

IMPORTANCE OF SIGNAGE

The survey has identified relatively low awareness as to which outdoor public places are Smokefree and which are not as yet. Signage at locations has been the main source of information to date. There were also well over half who felt that clearly visible signage would increase their likelihood of intervening, again emphasising the importance of signage.

The majority of those who had noticed signage tended to be satisfied with the amount and its size and ease of reading. However, only just over a quarter recalled having seen signage on their last visit. There was only one type of location where more than half the respondents who had visited had recalled having seen signs, and persons who had visited locations were no more aware of their Smokefree status than those who had not visited. The survey also identified that for only two of the seven locations were there higher awareness from those who had visited the location in the previous 10 months, which again suggested limited impact of signage at the locations.

The research results are therefore giving mixed messages. Those who are seeing the signage are generally satisfied with it, but the more significant finding is that most people are not seeing signage. Given signage is the main vehicle by which people currently learn about the Smokefree status, more signage would seem to be justified and/or made more visible to persons using the location or attending the event.

Role of media

There were differences across sub-groups for sources of information, which emphasises the importance of communications about Smokefree outdoor public places using a range of channels. Usually in surveys when asked sources of information, media is the dominant response, so the level reported in this study could be considered as relatively low. This policy initiative would clearly benefit from a higher profile in the media, to try and increase public awareness and address misperceptions. An increased media profile would also be likely to increase word of mouth communication, which was also currently relatively low.

Impact of staggered introduction

There is a high level of public confusion as to which outdoor public places have and have not been made Smokefree at this point in time. More than three quarters thought 'some' or 'all' of at least one of the three locations not being introduced until 2018 had already been introduced. Whatever the benefits were of a staggered introduction from a Council perspective, it has clearly not assisted efforts to build public awareness of the changes.

Willingness to intervene

There were a high proportion of people who said they would be willing to intervene with someone known to them, if that person was smoking in a Smokefree outdoor public place. This high willingness to intervene could be viewed as an indication of how strongly people feel about not having smoking in outdoor public places. It is also likely to reflect on how socially acceptable intervention has become.

Not surprisingly, people were much more resistant to the idea of intervening with someone they did not know and this level was quite low. The key measure is actual intervention behaviour, as measures of willingness to behave in a certain way usually overstate actual behaviour. This is clearly the case to date, given the 18% level of reported intervention. It is also possible that some of these people were reporting on interventions they had made which were not in outdoor public places, but the word 'outdoor' was emphasised when the question was asked to try and reduce any such risk.

A key question for Auckland Council to address is whether the levels of public intervention are likely to be sufficient to adequately control smoking in Smokefree outdoor public places, or whether some form of enforcement is needed. In the previous research conducted for the Cancer Society Auckland by Wyllie & Associates there were a majority that wanted Smokefree by-laws (57%), compared with 37% who wanted a voluntary ban.

Smokers

The greater recall of Smokefree signs among smokers was a positive result. However there were still only 46% of smokers who had seen a Smokefree sign at the location they were asked about.

Another positive result was that 46% of smokers said they would be willing to intervene if someone they knew was smoking at a Smokefree outdoor location. This finding was consistent with relatively high levels of smoker support for the Smokefree policies, as measured in previous Cancer Society Auckland surveys. Smokers support for Smokefree initiatives was also consistent with the fact that more than half of them had attempted to cut down or quit in the previous 10 months.

The research findings showed that some smokers do find the Smokefree outdoor public policy to be supportive of their attempts to quit or cut down, whether they are successful (as some are) or not.

Locations to prioritise

The highest level of smoking was in 'parks and reserves' and this location had the lowest level of awareness of it being 'all' Smokefree, with just 13% among smokers and 17% among the general public. 'Outdoor public events' had the second highest level of smoking and only moderate awareness (30% among both smokers and the general public), although among the public who had visited, 49% knew it was Smokefree on their last visit. However for 'parks and reserves', awareness that they were Smokefree was only at 20% on the last visit, once again being the lowest level for any of the locations. Parks and reserves are large areas, which people might access from different points, so there would need to be sufficient signage to address this.

3 INTRODUCTION

This research was commissioned by the Health Promotion team at Cancer Society Auckland, who seek to prevent cancer via healthy public policy and other initiatives. They have been strong advocates for the Smokefree Auckland policy which the Auckland Council has adopted.

They have previously undertaken surveys to ascertain public support for Smokefree outdoor public places. This survey is the first since the new policy was introduced in July 2013. This policy has a staggered roll out of Smokefree outdoor public places, with some places not scheduled to come into effect until 2015 and 2018.

The survey asked about the following seven places which became Smokefree in July 2013 (some parts of these, such as Regional Parks, had been Smokefree prior to this):

- Outdoor public facilities, including stadiums, outdoor pools and the zoo
- Playgrounds and skate parks
- Sports fields, including spectator areas
- Parks and reserves
- Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums
- Transport areas, including train and bus stations, bus shelters and ferry terminals
- Outdoor public events, including music, cultural and sporting events

The survey also sought awareness of the Smokefree status of three key locations which are not scheduled to be included until 2018:

- Outdoor eating areas at restaurants, pubs and cafes
- Beaches
- Outdoor areas in town centres

Research objective

- To identify public response to the introduction of Smokefree outdoor public places in the Auckland Council region

The more specific issues addressed in the survey were:

- Awareness of Smokefree outdoor public places
- Sources of information and responses to this, particularly signage

- Public willingness to intervene if someone smoking in Smokefree outdoor public place: likelihood of intervening with someone known and unknown; impact of signage on likelihood of intervening; actual intervention
- Smoking in outdoor public places
- Impacts of Smokefree outdoor public places on smoking cessation: assistance with stopping smoking; assistance with maintaining cessation behaviour; impact on decisions to quit; and impacts on maintaining quitting behaviour

The survey was designed with the intention that it could be replicated in the future, to monitor changes over time.

4 METHOD

The research project was undertaken by Wyllie & Associates, with the data collection being sub-contracted to Reid Research. The questionnaire was designed by the client and Dr Allan Wyllie, who also designed the research methodology, personally briefed the interviewers for the initial interviews, oversaw the data collection process and production of tables, and prepared the report. The questionnaire was peer reviewed by researchers at Auckland¹ and Otago² Universities. A copy of the questionnaire is included as Appendix B.

There were 500 interviews from the Auckland Council region, undertaken between 7 May and 10 June, 2014, with persons aged 16 years and over. The average interview duration was 11 minutes.

Sample selection

A two stage selection process was used. Initially phone numbers were randomly selected from appropriate suburbs within the telephone directory. Then each of the selected numbers was the base for randomly generating a further two telephone numbers, one which was one digit higher than the selected number and the other one digit lower than the selected number. To clean the sample, the first call was made during business hours to remove all numbers which were inappropriate (mainly businesses, faxes and disconnected numbers). Any qualifying interviews were completed at that time.

Maori and Pacific peoples were over-sampled to provide sufficiently large sub-sample sizes to provide accurate data. There were 79 Maori, 89 Pacific peoples and 96 Asian peoples interviewed. This meant that the proportion of interviews within regions was higher for regions with higher Maori and Pacific representation. As well as ethnic quotas, there were also quotas to ensure that males accounted for between 40% and 60% in each ethnic group within region, and quotas for three age groups (16 to 29 years, 30 to 49 years, 50 years and over). This made it a particularly challenging task for Reid Research, but it ensured a very representative sample. At the end of the interviewing there were 17 interviews which were completed with difficulty to obtain quota groups using sample drawn from the Reid Research panel.

The Auckland Council region was divided into the following five groupings of Local Boards (the sample was not sufficiently large to provide data for individual boards):

- North (Rodney, Hibiscus and Bays, Upper Harbour, Kaipatiki, Devonport-Takapuna)
- Central (Albert-Eden, Waitemata, Orakei, Maungakiekie-Tamaki, Puketapapa, Waiheke Island, Great Barrier Island)
- West (Whau, Henderson-Massey, Waitakere Ranges)
- Southern Initiative (Mangere-Otahuhu, Otara-Papatoetoe, Manurewa, Papakura)
- Howick/Franklin

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Which Local Board the respondent was in was determined by the suburb. Where a suburb was in more than one grouping of Local Boards, address details were collected to identify which grouping the respondent was in.

Quality control

As part of the quality control procedures, supervisors listened to and watched calls during all interviewing shifts, which were all at the one location. Supervisors live audited 10% of every interviewer's work; via both listening to the phone interview and at the same time viewing what was recorded by the interviewer in the computer system. All calls were recorded, to assist with quality monitoring.

Response rate

In an effort to obtain high response rates, if necessary at least ten calls were made to a household to obtain an interview. In some cases further calls were made if the eligible respondent had been previously reached and was willing to be interviewed. Call-backs were spaced out over the interviewing period to ensure the busier households had an equal opportunity to be included in the survey. Where the interviewer thought it appropriate, the respondent was offered the opportunity of being interviewed by a Māori or Pacific interviewer. Any clues established in the first call as to the ethnicity of the household or respondent were recorded. Where possible an interviewer of similar ethnicity was utilized to make the call-back. The achieved response rate was 31%. This calculation took into account that some of those who were unable to be contacted or where there was a household refusal may have been non-qualifiers (eg no one in household who matched age, gender or ethnicity quotas³).

Piloting

The first day of interviewing served as a pilot and this data was able to be included in the final data set.

DATA ANALYSIS AND REPORTING

Weighting

The survey was introduced as being about "issues relating to your local community". There was no mention of smoking in the introduction, to reduce any risk of smokers not wanting to take part. The

³ This is the method used to calculate response rate in the 2012/13 New Zealand Health Survey.

proportion of smokers interviewed was similar to the proportion that was reported in the 2013 Census. Because smoking status was likely to affect responses to the survey, it was included as a weighting variable along with region, ethnicity, gender and age. Ethnicity was split into five groups: Maori, Pacific, Maori and Pacific, Asian, Other. This resulted in 300 cells in the weighting matrix. Given there were only 500 participants some merging of cells was required, but no person received a weighting of more than three. This was a reflection of the representativeness of the sample that was collected.

Analysis

Each question was analysed to identify any statistically significant differences for the following variables:

- Smoker versus non-smoker
- Male versus female
- Ethnicity (Māori, Pacific, Asian, New Zealand European/Other)
- Non-smoker ethnicity
- Gender within ethnicity (Māori male, Māori female etc.)
- Region (North, Central, West, Southern Initiative, Howick/Franklin)
- Age (16 to 29 years, 20-49 years, 50 years and over)

Where the data showed marked differences between smokers and non-smokers, the ethnicity of the non-smokers was also examined. This was because there were marked differences in smoking rates among the different ethnic groups sampled and the ethnicity results were affected by this. Therefore analyses were also run comparing ethnic group differences just for non-smokers. As there were only 71 smokers, it was not possible to undertake similar ethnic comparisons based on this group.

Significance testing

Statistical significance testing was undertaken using the survey software, Voxco. Any differences noted in the reporting were significant at the 95% confidence level, unless otherwise stated. Generally comparisons were made with the Total Sample figures (e.g. whether Māori were significantly different from the Total Sample). However for variables with just two categories (i.e. smokers/non-smokers, male/female, and less frequent/more frequent smokers when comparing data just for smokers) the comparisons were between those two categories (e.g. whether smokers were significantly different from non-smokers).

In the tables, figures which were significantly higher are denoted by † and those which were significantly lower by ‡.

SAMPLE DESCRIPTION

Listed below are the percentages of people interviewed (unweighted data) and the percentage they were weighted up to, to as accurately as possible represent the 2013 Census proportions by smokers/non-smokers within age within gender within ethnicity within region.

There are issues weighting to accurately reflect ethnicity, as weighting can only have people in one ethnic group. Participants in the survey also reported fewer multiple ethnic groups than in the Census. These two issues resulted in a small under-representation of persons of Other ethnicity (including New Zealand Europeans) in the weighted data (59% vs 64% in the Census). This level of under-representation of the largest group is unlikely to have had any significant impact on the findings. The weighted data for all of the other key groups were a close match to the Census.

The last table below presents data in a different way to the previous ones. This shows the proportion of each age within gender group who were smokers. There were 21% of the Pacific males in the weighted sample who were smokers, which was a little below the 27% in the Census. However it should be noted that this difference equates with a very small number of people in the actual sample and is unlikely to have affected the findings.

Region	Auckland 2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
North	25	16	25
Central	28	21	28
West	16	22	16
Southern Initiative	17	27	17
Howick/Franklin	14	14	14

Ethnicity (total mentions)	Auckland 2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
Māori	9	16	8
Pacific	12	18	12
Asian	23	19	23
New Zealand European/Other	64	53	59

Smoking status	Auckland 2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
Smoker	13	14	13
Non-smoker	87	86	87

Age within gender	Auckland 2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
Males	48	44	48
16-29 years	13	11	12
30-49 years	17	17	19
50 years and over	17	16	17
Females	52	56	52
16-29 years	13	14	13
30-49 years	20	23	22
50 years and over	19	19	17

NB: The male age groups do not add to the male total due to rounding to the nearest whole number.

Ethnicity within gender	Auckland 2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
Males	48	44	48
Māori	4	7	4
Pacific	5	8	6
Asian	11	10	11
New Zealand European/Other	30	22	28
Females	52	56	52
Māori	5	9	4
Pacific	6	10	7
Asian	12	9	12
New Zealand European/Other	33	32	31

Smokers/ Ethnicity within gender	2013 Census %	Auckland Sample (n=500) Unweighted data %	Auckland Sample (n=500) Weighted data %
Male smokers			
Māori males who are smokers	30	24	30
Pacific	27	26	21
Asian	13	12	11
New Zealand European/Other	13	10	12
Female smokers			
Māori females who are smokers	33	26	36
Pacific	20	25	21
Asian	3	0	0
New Zealand European/Other	11	10	12

5 MAIN FINDINGS

5.1 AWARENESS OF SMOKEFREE OUTDOOR PUBLIC PLACES

Q. The Council have recently made some outdoor public places and events in Auckland Smokefree, which means people should not smoke there. For each of the following please tell me whether you think all, some or none have been made Smokefree, or whether you don't know. Many people may not know, so please do say so if you do not know.

The list of locations which respondents were asked about included seven that became Smokefree in July 2013 and three that are not due to become Smokefree until 2018 (the last three shown in the graph below).

In the graph the first part of the bar for each location is the proportion who thought 'all' were Smokefree and this is followed by the proportion who thought 'some' were Smokefree, with the total shown at the end of the bar. Highest correct awareness (that 'all' were Smokefree) was evident for 'public outdoor areas associated with Council services' (55%), 'outdoor public facilities' (47%) and 'transport areas' (42%). Awareness was particularly low for 'parks and reserves' (17%).

There were 82% who mentioned 'all' for at least one of the seven locations which are now Smokefree, but only 5% who mentioned 'all' for all seven. When combining those who said 'all' or 'some' there were 93% who mentioned at least one of the seven locations which are now Smokefree, and 15% who mentioned all seven.

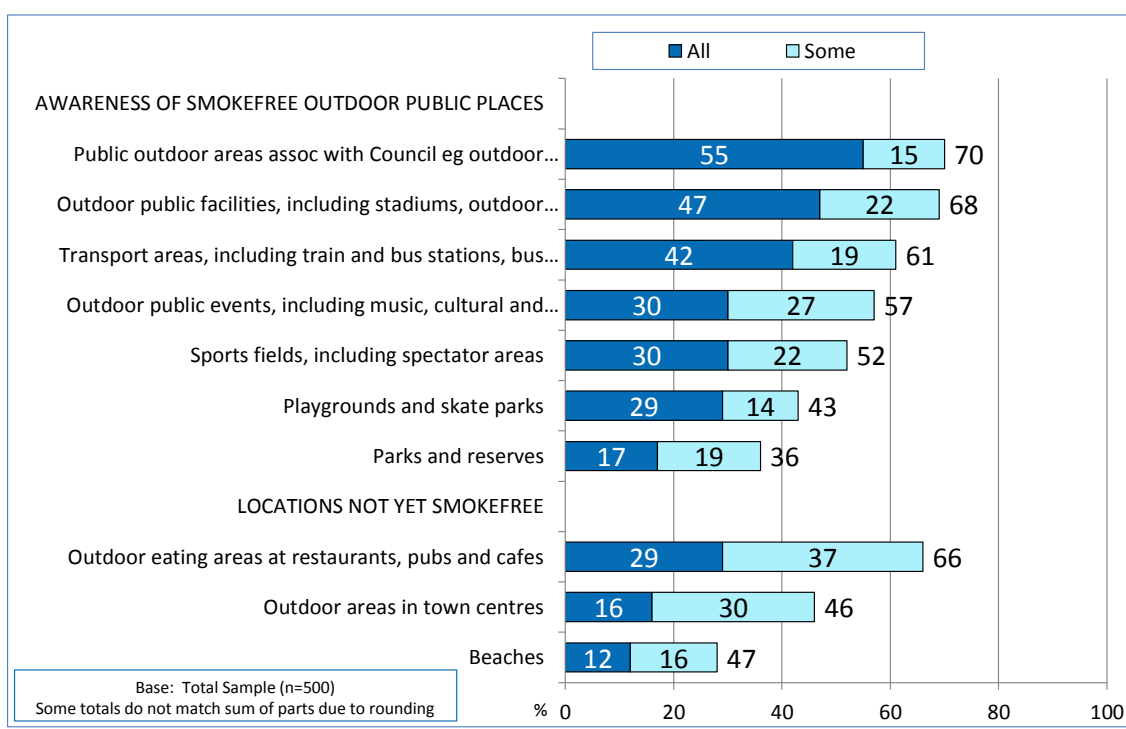
It might have been expected that persons who had visited the locations since the policy change would have greater awareness of Smokefree status. However there were only two locations where this was the case: those who had visited 'outdoor public facilities' (51% vs 47% Total Sample) and those who had visited 'public outdoor areas associated with Council services' (60% vs 55%).

A relatively high proportion had a misperception that 'outdoor eating areas at restaurants, pubs or cafes' were already Smokefree (29% thought 'all' were and a total of 66% thought either 'all' or 'some' were). There were also some misperceptions with regard to 'beaches' and 'outdoor areas in town centres'.

There were 40% who mentioned 'all' for at least one of the three locations where the policy has not yet been introduced and 77% who mentioned 'all' or 'some' for at least one of these three locations.

The table which follows the graph shows the full range of responses to the question seeking awareness that each location was Smokefree. Figures for each location sum across the line to total 100%, however because of rounding the numbers shown might not total exactly 100%.

Awareness of Smokefree outdoor public places



Level of awareness that locations Smokefree	TOTAL SAMPLE (500)			
	All Smokefree %	Some Smokefree %	None Smokefree %	Don't know %
Awareness of Smokefree outdoor public places				
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	55	15	11	19
Outdoor public facilities, including stadiums, outdoor pools and the zoo	47	22	10	22
Transport areas, including train and bus stations, bus shelters and ferry terminals	42	19	15	24
Outdoor public events, including music, cultural and sporting events (If asked what this means, explain: These are specific events held on council grounds, such as Pasifika, Music in Parks, and sports tournaments)	30	27	17	27
Sports fields, including spectator areas	30	22	19	30
Playgrounds and skate parks	29	14	27	30
Parks and reserves	17	19	32	32
Location not yet Smokefree				
Outdoor eating areas at restaurants, pubs and cafes	29	37	23	12
Outdoor areas in town centres	16	30	30	23
Beaches	12	16	44	27

The tables which follow present the proportions for each location who thought 'all' were Smokefree. Smokers were more aware for 'outdoor public facilities' (61% vs 44% non-smokers).

Awareness that 'all' of location type Smokefree	SMOKERS		
	Total Sample	Smoker	Non-smoker
	500	71	429
	%	%	%
Awareness of Smokefree outdoor public places			
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	55	46	56
Outdoor public facilities, including stadiums, outdoor pools and the zoo	47	61↑	44↓
Transport areas, including train and bus stations, bus shelters and ferry terminals	42	43	42
Outdoor public events, including music, cultural and sporting events	30	29	30
Sports fields, including spectator areas	30	36	29
Playgrounds and skate parks	29	34	29
Parks and reserves	17	13	17
Locations not yet Smokefree			
Outdoor eating areas at restaurants, pubs and cafes	29	26	29
Outdoor areas in town centres	16	11	17
Beaches	12	15	12
Aware of at least one of Smokefree location	82	87	81
Aware of at all seven Smokefree locations	5	5	5
Incorrectly aware of other locations	40	34	41

As shown in the table below, Maori did not differ from the Total Sample on any items. However other analyses showed that Maori females had higher awareness of Smokefree 'parks and reserves' (28% vs 17% Total Sample) and lower awareness of Smokefree 'transport areas' (23% vs 42%).

Pacific peoples were more likely than others to be aware of all seven Smokefree locations (11% vs 5%), but also to incorrectly include at least one of those locations where the policy has not yet been introduced (54% vs 40%). Of the correct options, Pacific peoples were higher for 'sports fields' (39% vs 30%) and 'parks and reserves' (26% vs 17%) and lower for 'public outdoor areas associated with Council services' (38% vs 55%). They were higher for all of the incorrect options: 'outdoor eating areas' (39% vs 29%), beaches (24% vs 12%), and 'outdoor areas in town centres' (28% vs 16%).

The higher Pacific level for 'sports fields' was due to the Pacific males (48%) rather than the females (31%) and likewise for 'parks and reserves' (33% vs 20% females). A similar pattern existed for two of the incorrect options, 'beaches' (34% Pacific males vs 15% Pacific females) and 'outdoor areas in town centres' (33% vs 23%). Pacific females were higher for 'outdoor public events' (44% vs 27% Pacific males and 30% Total Sample)

Asian peoples were more likely than others to mention: 'playgrounds and skate parks' (39% vs 29%), sports fields (40% vs 30%), 'parks and reserves' (25% vs 17%), and 'outdoor public events' (41% vs 30%). The higher mention of 'parks and reserves' was due more to Asian females (28% vs 21% males) and likewise for 'outdoor public events' (49% vs 32% males). Asian females were also higher

than others for incorrect mention of 'outdoor areas in town centres' (27% vs 16% Asian male and 16% Total Sample).

Other ethnicities (including New Zealand European) were less likely than others to be aware of all seven Smokefree locations (3% vs 5% Total Sample), but they were also less likely to incorrectly name locations where the policy had not yet been introduced (35% vs 40%). Of the correct options, they had lower mention of: 'playgrounds and skate parks' (24% vs 29%), 'sports fields' (23% vs 30%), 'parks and reserves' (11% vs 17%), 'outdoor public events' (25% vs 30%). They also had lower mention of two of the incorrect options, 'beaches' (8% vs 12%), and 'outdoor areas in town centres' (12% vs 16%). The lower awareness of 'outdoor public event' was due to the Other ethnicity males (20% vs 29% for females). Other ethnicity females had lower awareness of 'transport areas' (34% vs 49% Other males and 42% Total Sample).

Awareness that 'all' of location type Smokefree	Total sample 500 %	ETHNICITY			
		Māori	Pacific	Asian	Other
		79 %	89 %	96 %	267 %
Awareness of Smokefree outdoor public places					
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	55	51	38↓	62	55
Outdoor public facilities, including stadiums, outdoor pools and the zoo	47	49	48	44	48
Transport areas, including train and bus stations, bus shelters and ferry terminals	42	40	43	44	41
Outdoor public events, including music, cultural and sporting events	30	32	36	41↑	25↓
Sports fields, including spectator areas	30	36	39↑	40↑	23↓
Playgrounds and skate parks	29	35	30	39↑	24↓
Parks and reserves	17	24	26↑	25↑	11↓
Locations not yet Smokefree					
Outdoor eating areas at restaurants, pubs and cafes	29	37	39↑	26	27
Outdoor areas in town centres	16	17	28↑	22	12↓
Beaches	12	17	24↑	15	8↓
Aware of at least one of Smokefree location	82	88	86	84	79
Aware of at all seven Smokefree locations	5	7	11↑	7	3↓
Incorrectly aware of other locations	40	46	54↑	46	35↓

Persons from the North region had lower awareness than others for 'outdoor public facilities' (37% vs 47% Total Sample) and 'parks and reserves' (7% vs 17%). They also had lower mention of one incorrect option, 'beaches' (6% vs 12%). Those in the West had higher awareness of 'outdoor public facilities' (58% vs 47%).

Awareness in the Southern Initiative area was generally higher, but this was both for those locations which were Smokefree and those where it had not yet been introduced. They were more likely than others to be aware of all seven Smokefree locations (10% vs 5%), but also more likely to mention at least one of the incorrect options (54% vs 40%). Specific correct locations for which they had higher levels of mentions were 'sports fields' (39% vs 30) and 'parks and reserves' (26% vs 17%). They were

also more likely than others to incorrectly mention 'beaches' (21% vs 12%), and 'outdoor areas in town centres' (25% vs 16%).

Those from Howick/Franklin were higher for 'parks and reserves' (30% vs 17%) and also for the incorrect option of 'outdoor areas in town centres' (27% vs 16%).

Awareness that 'all' of location type Smokefree	Total Sample	REGION					Howick/Franklin
		North	Central	West	Southern		
	500	80	107	108	134	71	
	%	%	%	%	%	%	
Awareness of Smokefree outdoor public places							
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	55	49	58	55	51	62	
Outdoor public facilities, including stadiums, outdoor pools and the zoo	47	37↓	49	58↑	50	41	
Transport areas, including train and bus stations, bus shelters and ferry terminals	42	45	39	46	45	36	
Outdoor public events, including music, cultural and sporting events	30	28	27	29	37	33	
Sports fields, including spectator areas	30	24	24	30	39↑	39	
Playgrounds and skate parks	29	25	30	32	33	29	
Parks and reserves	17	7↓	14	15	26↑	30↑	
Locations not yet Smokefree							
Outdoor eating areas at restaurants, pubs and cafes	29	27	25	25	36	32	
Outdoor areas in town centres	16	13	13	11	25↑	27↑	
Beaches	12	6↓	12	11	21↑	14	
Aware of at least one of Smokefree location	82	77	85	81	84	80	
Aware of at all seven Smokefree locations	5	2	5	3	10↑	6	
Incorrectly aware of other locations	40	36	34	36	54↑	49	

Other differences not shown on tables in the report included:

- Males were more aware of Smokefree 'transport areas' (49% vs 36% for females)
- Females were more aware of 'outdoor public events' (36% vs 24% males)
- Young persons (16 to 29 year olds) were less likely to mention all seven Smokefree locations (1% vs 5% Total Sample) and also less aware of 'public outdoor areas associated with Council services' (44% vs 55%) and 'transport areas' (31% vs 42%), plus the incorrect option of 'outdoor eating areas' (20% vs 28%)
- The mid age group (30 to 49 years) were more aware of at least one of the seven Smokefree locations (86% vs 82% Total Sample) and in particular 'public outdoor areas associated with Council services' (63% vs 55%)
- Older persons (aged 50 years and over) were more likely to be aware of all seven Smokefree locations (8% vs 5% Total Sample), but were also more likely to mention at least one of the

incorrect options (47% vs 40%). They were also more likely to mention 'transport areas' (48% vs 42%).

AWARENESS ON MOST RECENT VISIT THAT LOCATION SMOKEFREE

*Q. I would like you to think about the last time you visited a [location].
Did you know it was Smokefree?*

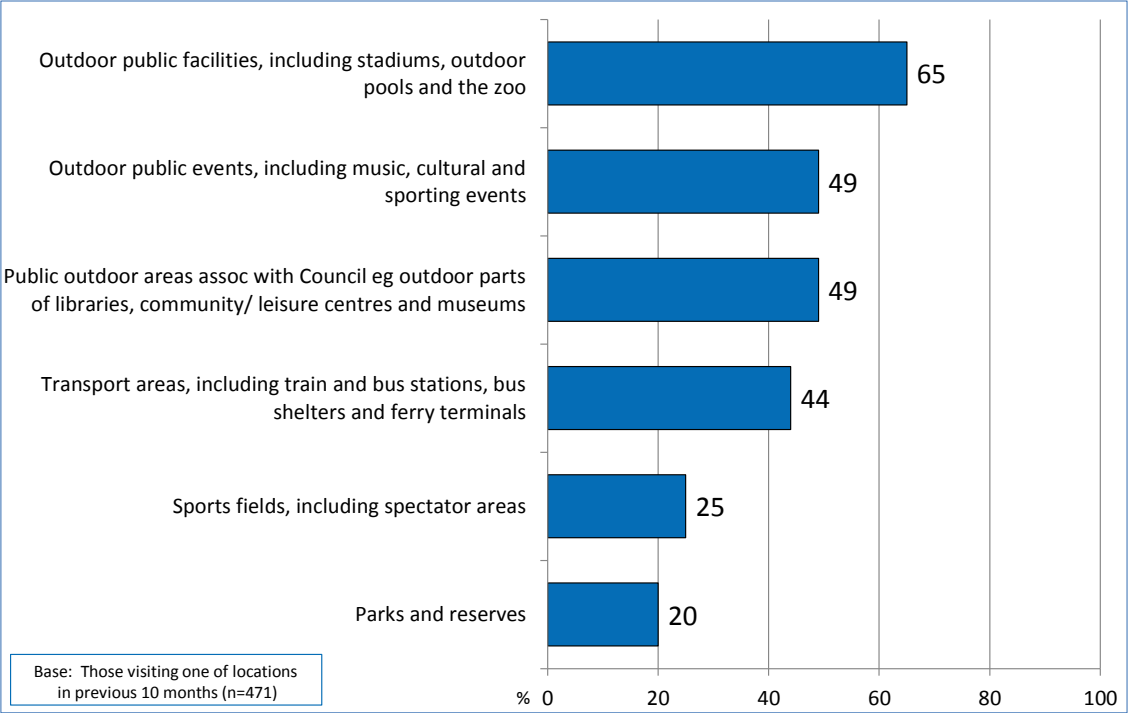
This question was asked in a later part of the survey and was answered for one location they had visited in the last 10 months. These locations were randomly selected from those they had visited (a decision was made to not include 'playgrounds and skate parks' in this question and instead have larger numbers answering for the other locations).

As shown in the graph below, there was only one location where a majority were aware it was Smokefree the last time they visited, which was 'outdoor public facilities' (65%), although there were another two where almost half were aware: 'public outdoor areas associated with Council services' (49%) and 'outdoor public events' (49%). There was low awareness for 'parks and reserves' (20%) and 'sports fields' (25%).

Awareness that the location being asked about was Smokefree when they last visited was greater for smokers (56%) than non-smokers (39%). It was also greater for: Maori (53%), particularly Maori males (60%); Pacific peoples (57%); and those living in the Southern Initiative (50%) and Howick/Franklin (52%).

Awareness was lower among those of Other ethnicities (36%) and those living in the Central region (28%).

Awareness location Smokefree on most recent visit



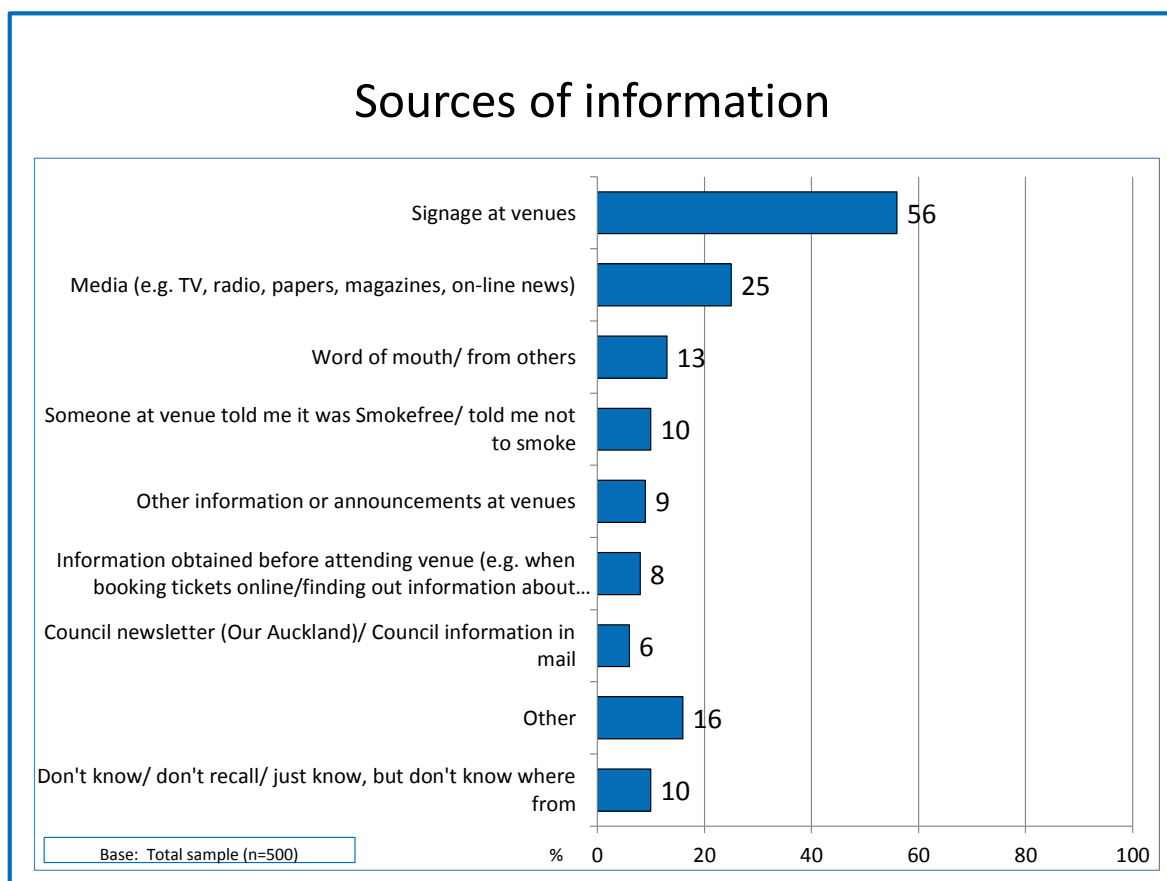
5.2 INFORMING THE PUBLIC

SOURCES OF INFORMATION

Q. How did you find out that these places or events were Smokefree?

As shown in the graph below, signage at venues was the most prevalent source of information (56%). These were unprompted responses (no answer options were provided). Other sources of information at the venue also played a role, with 10% being told by someone at the venue that it was Smokefree or not to smoke and 9% mentioning 'other information or announcements at venues'.

The Council newsletter and mailed Council information was separated out from other media and received 6% mentions, while media in general received 25% mentions.



Those who had attended 'outdoor public events' in the previous 10 months were more likely to report signage at venues (not necessarily the 'outdoor public events') as a source of information (63% vs 56% Total Sample).

Smokers did not differ from non-smokers, although more frequent smokers were more likely to report that someone at the venue told them it was Smokefree or not to smoke (18% vs 8% Total Sample).

How found out places or events were Smokefree	Total Sample	SMOKERS	
		Smoker	Non-smoker
		500	71
	%	%	%
Signage at venues	55	64	54
Media (e.g. TV, radio, papers, magazines, on-line news)	25	20	26
Word of mouth/ from others	13	9	13
Someone at venue told me it was Smokefree/told me not to smoke	10	17	9
Other information or announcements at venues	9	8	9
Information obtained before attending venue (e.g. when booking tickets online/ finding out information about venue online, on tickets)	8	7	8
Council newsletter (Our Auckland)/ Council information in mail	6	3	6
Other	16	15	16
Not Aware of any locations Smokefree	3	2	4
Don't know/ don't recall/ just know but don't know where from	10	12	10

Maori were more likely to mention 'other' sources (which were not specified out) (31% vs 16%). Pacific peoples were more likely to be informed by someone at the venue (22%), particularly Pacific males (28% vs 17% for Pacific females). Pacific peoples were also more likely to mention the Council newsletter (11% vs 6%) and less likely the media (16% vs 25%, which was due to lower levels for Pacific males - 5% vs 25% for Pacific females). Asian peoples also had lower mention of the media (13%), while 'Other' ethnicities had higher mention (32%).

How found out places or events were Smokefree	Total sample	ETHNICITY			
		Māori	Pacific	Asian	Other
		500	79	89	96
	%	%	%	%	%
Signage at venues	55	62	54	58	54
Media (e.g. TV, radio, papers, magazines, on-line news)	25	26	16↓	13↓	32↑
Word of mouth/ from others	13	12	13	12	13
Someone at venue told me it was Smokefree/told me not to smoke	10	15	22↑	8	9
Other information or announcements at venues	9	4	8	12	9
Information obtained before attending venue (e.g. when booking tickets online/ finding out information about venue online, on tickets)	8	3	8	10	8
Council newsletter (Our Auckland)/ Council information in mail	6	10	11↑	2	6
Other	16	30↑	11	14	17
Not Aware of any locations Smokefree	3	1	3	2	4
Don't know/ don't recall/ just know but don't know where from	10	2↓	11	14	10

Media had higher mention in the North region (33%) and lower in the Southern Initiative (15%). Those from Central were more likely to get other information or announcements at the venue (15% vs 9%). They were also above average for information obtained before attending the venue, such as when ticketing (12% vs 8%), while those in Howick/Franklin were lower on this (2%). Those from the West were more likely than others to have heard via word of mouth (22% vs 13%).

How found out places or events were Smokefree	Total Sample	REGION				
		North	Central	West	Southern	Howick/ Franklin
		500	80	107	108	134
	%	%	%	%	%	%
Signage at venues	55	49	58	60	61	49
Media (e.g. TV, radio, papers, magazines, on-line news)	25	33↑	22	29	15↓	23
Word of mouth/ from others	13	16	8	22↑	13	7
Someone at venue told me it was Smokefree/told me not to smoke	10	11	15	5	9	8
Other information or announcements at venues	9	8	15↑	6	6	7
Information obtained before attending venue (e.g. when booking tickets online/ finding out information about venue online, on tickets)	8	11	12↑	5	4	2↓
Council newsletter (Our Auckland)/ Council information in mail	6	4	8	4	6	6
Other	16	15	17	16	17	17
Not Aware of any locations Smokefree	3	6	4	2	1	2
Don't know/ don't recall/ just know but don't know where from	10	9	10	10	8	18↑

There were no gender differences.

Young people (16 to 29 years) were more likely to mention: signage at venues (66% vs 56% Total Sample), information obtained before attending the venue (17% vs 8%); someone at the venue telling them (16% vs 10%) and 'Other' (23% vs 16%). They were less likely to mention media (12% vs 25%). It was those aged 30 to 49 years who were the age group most likely to mention media (33% vs 25%). The older age group (50 plus) were less likely than others to mention signage at venues (47% vs 56%), information obtained before attending (3% vs 8%) and 'other' (11% vs 16%), and were more likely to say they did not know (14% vs 10%).

COUNCIL AWARENESS BUILDING

Q. Do you think the Council is doing enough to let people know about Smokefree outdoor public places and events?

The public were evenly divided on this issue, with 43% thinking the Council is doing enough and 44% that they aren't, with the remaining 13% unsure.

Opinion was very similar across the key groups. The main exception was smokers being more likely to think the Council are doing enough (60% vs 43% Total Sample). Other ethnicity males were also more likely to be of this opinion (54%). Those aged 50 years and over were the most likely to be unsure (19% vs 13% Total Sample).

Whether Council doing enough to let people know about Smokefree outdoor public places/events	Total Sample	SMOKERS	
		Smoker	Non-smoker
		500	71
	%	%	%
Yes	43	60↑	41↓
No	44	31↓	46↑
Don't know	13	9	13

Whether Council doing enough to let people know about Smokefree outdoor public places/events	Total sample	ETHNICITY			
		Māori	Pacific	Asian	Other
		500	79	89	96
	%	%	%	%	%
Yes	43	47	47	36	46
No	44	44	37	47	44
Don't know	13	9	16	17	10

Whether Council doing enough to let people know about Smokefree outdoor public places/events	Total Sample	REGION				
		North	Central	West	Southern	Howick/Franklin
		500	80	107	108	134
	%	%	%	%	%	%
Yes	43	36	45	44	49	47
No	44	52	43	48	34↓	41
Don't know	13	13	13	8	17	13

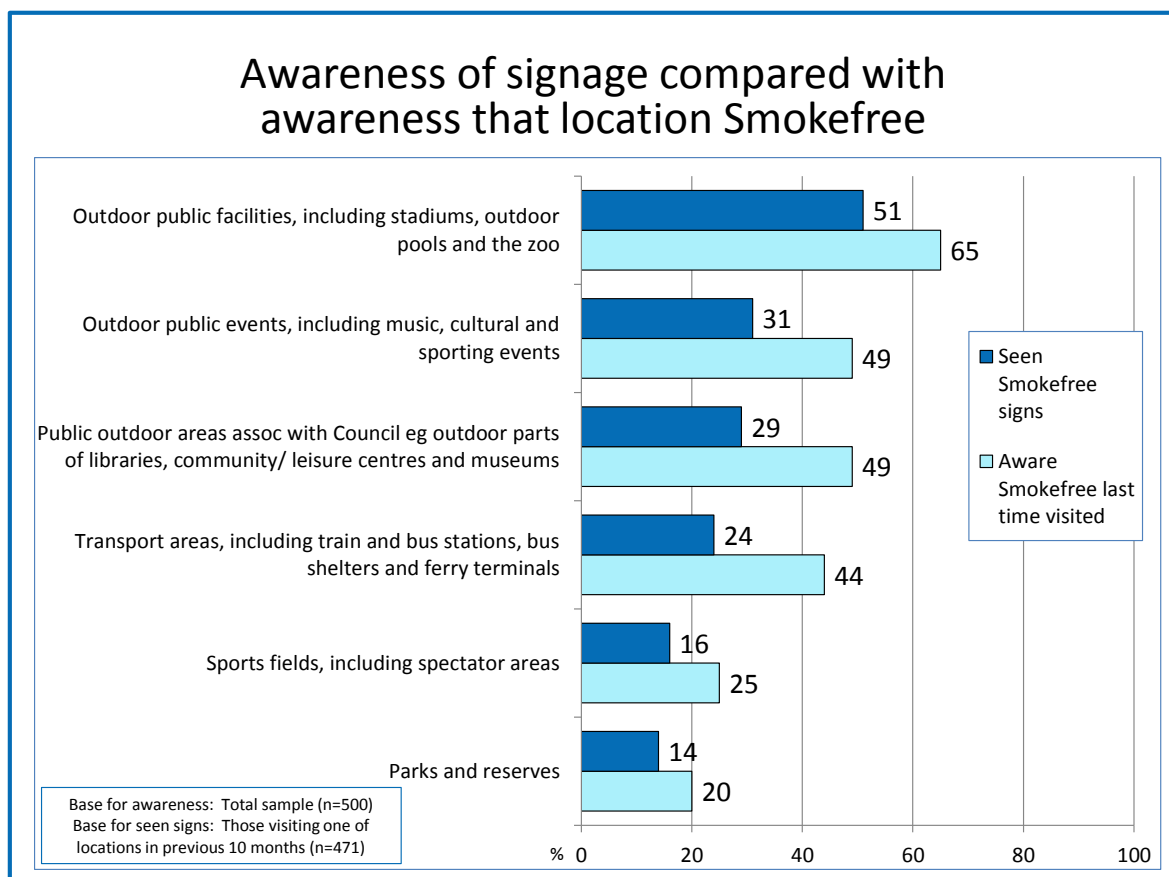
AWARENESS OF SIGNAGE

Q. Have you seen Smokefree signs at this place/event?

Respondents were asked a series of questions about one randomly selected location they had visited in the previous 10 months (the period since the policy change). The top bar for each location in the graph below shows the percentage of these people who had seen Smokefree signs at this place or event. This was highest for 'outdoor public facilities' (51%) and lowest for 'parks and reserves' (14%) and 'sports fields' (16%).

Also shown on this graph, as the second bar, is the previously presented proportion of these people answering for each location that were aware the location was Smokefree the last time they visited. This shows that the higher the recall of signs at the locations, the higher the awareness that those locations were Smokefree. While this data shows a relationship, it cannot establish causality.

Overall there were 27% who had seen Smokefree signs at the place/event being asked about. Smokers were much more likely to have seen Smokefree signs (46% vs 24% for non-smokers). Levels were also higher for Pacific peoples (42% vs 27% Total Sample), especially Pacific males (49%). Below average recall of seeing Smokefree signs was evident for Other ethnicities (22%).



EXTENT OF SIGNAGE

Q. Do you think there were enough Smokefree signs at this place/event?

Of the 27% (130 respondents) who had seen Smokefree signs on their most recent visit, 62% thought there were enough signs, 35% thought there weren't enough and 3% were undecided.

Because of the small number answering, it was not possible to identify significant differences for most sub-groups. One exception was for Other ethnicities where the proportion that felt there were enough signs was at 77%, compared with the 62% for the Total Sample.

EASE OF READING SIGNAGE

Q. Do you think the signs were sufficiently large and easy to read for most people to notice them?

Of the 27% (130 respondents) who had seen signage, 63% thought it was sufficiently large and easy to read. Another 16% said that only some of the signage met this criteria (they volunteered this response), 19% said they did not think it was sufficiently large or easy to read and 2% were unsure.

Other ethnicities were more likely to be satisfied with the signage (72% vs 63% Total Sample) and Pacific peoples were more likely to say it was not sufficiently large or easy to read (35% vs 19% Total Sample).

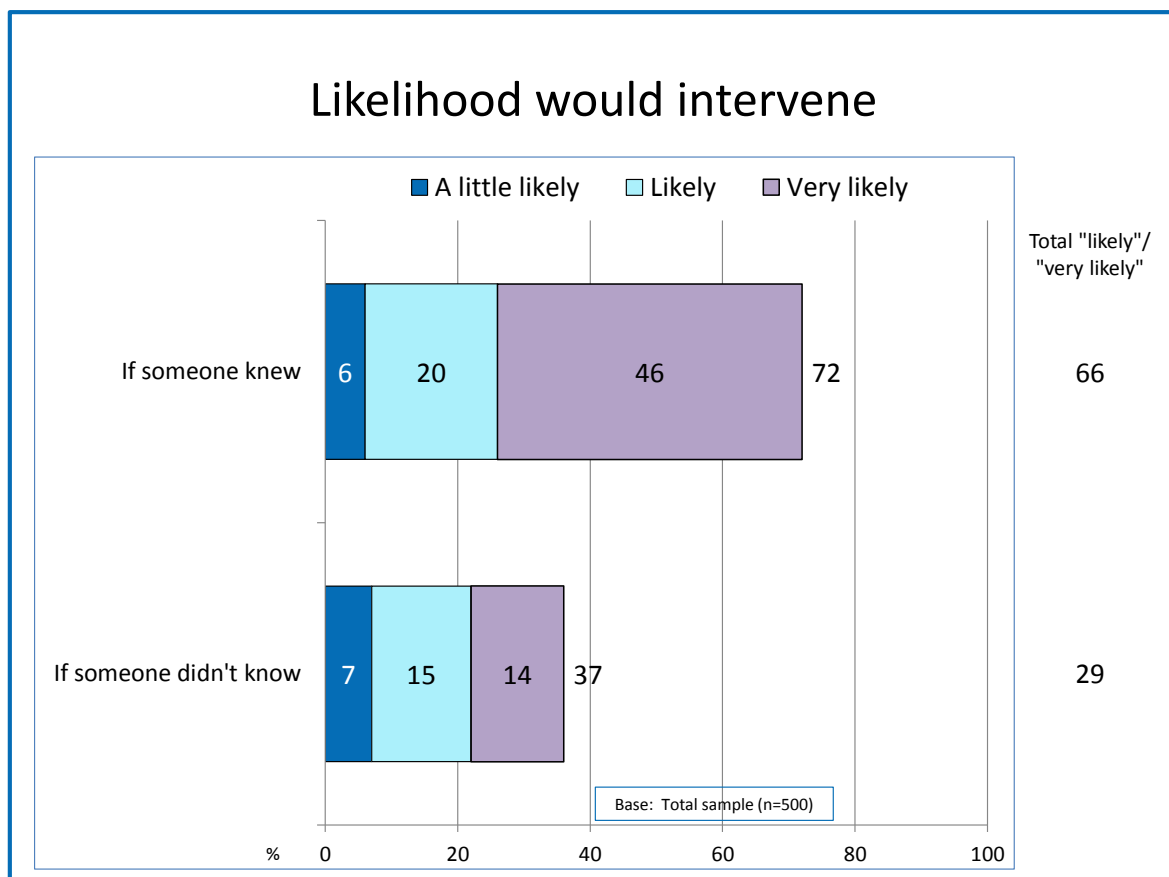
5.3 PUBLIC WILLINGNESS TO INTERVENE

LIKELIHOOD OF INTERVENING

Q. If you saw someone you knew smoking at a [location], which is a Smokefree area, how likely is it that you would point out to them that it was a Smokefree area/event?

Q. If it was someone you did not know, how likely is it that you would point out to them that it was a Smokefree area?

The full range of answer options which were offered to respondents are as listed in the table below. The graph shows that 72% expressed some level of likelihood of intervening if someone they knew was smoking at the specified location, while this reduced to 37% if it was not someone they knew. Those saying 'likely' or 'very likely' are a better indicator of those who are likely to behave this way in reality. There were 66% who said 'likely' or 'very likely' for someone they knew and 29% for someone they did not know.



Likelihood of intervening	TOTAL SAMPLE (500)	
	If someone knew	If someone did not know
	%	%
Very likely	46	14
Likely	20	15
A little likely	6	7
Neither likely nor unlikely	2	4
A little unlikely	3	6
Unlikely	10	26
Very unlikely	11	24
Depends	1	2
Don't know anyone who smokes	1	nm
Don't know	2	1
TOTAL: Likely/Very likely	66	29
TOTAL: A little likely/Likely/Very likely	72	37
TOTAL: Unlikely	24	56

Each person answered this question about one randomly selected location they had visited in the previous 10 months. If they had not visited any they were still asked about one randomly selected location. The results for each location are shown in the table below. For the likelihood of intervening if it was someone known, none of the locations differed significantly from the Total Sample (it did take large differences to be significant because of the smaller numbers answering for each location). If it was someone they did not know, those answering for 'outdoor public facilities' were more likely than others to say they would intervene (40% vs 29% Total Sample).

Likely to intervene	LOCATION BEING ASKED ABOUT						
	Total Sample	Outdoor public facilities	Sports fields	Parks and reserves	Public outdoor areas associated with Council services	Transport areas	Outdoor public events
	500	68	67	116	84	86	79
	%	%	%	%	%	%	%
If someone knew	66	75	57	68	63	59	72
If someone did not know	29	40†	24	33	28	21	29

As shown in the first table below, smokers were less likely than non-smokers to intervene if it was someone they knew, but there were still 46% of smokers who said they would be likely to intervene (which compared with 69% for non-smokers). The level decreased to 41% for more frequent smokers, while it was at 50% for less frequent smokers. Levels of likely intervention if it was someone not known did not differ between smokers and non-smokers.

Likelihood of intervening if it was **someone they knew** showed no differences across ethnicity, region or age group. However females were much more likely to say they would intervene (72% vs 59% males). This gender difference was particularly evident for Other ethnicities (74% females vs 56% males). While sub-sample numbers were too small to produce significant differences for other ethnic groups, Asians showed indications of a similar level of gender difference to Other ethnicities. For Maori the data indicated a higher level of likely intervention among males than females. Pacific males and females tended to have levels of likely intervention similar to one another.

Likelihood of intervening if it was **someone they did not know** was higher for Pacific peoples (46% vs 29% Total Sample) and lower for Other ethnicities (25%), particularly Other ethnicity females (21% vs 30% for males). Those in Central Auckland were less likely to intervene (21%). There were no age or gender differences.

Likely to intervene *	Total Sample	SMOKERS	
		Smoker	Non-smoker
		500	71
	%	%	%
If someone knew	66	46↓	69↑
If someone didn't know	29	28	29
* Those saying "likely" or "very likely"			

Likely to intervene *	Total sample	ETHNICITY			
		Māori	Pacific	Asian	Other
		500	79	89	96
	%	%	%	%	
If someone knew	66	65	69	66	65
If someone didn't know	29	27	46↑	30	25↓
* Those saying "likely" or "very likely"					

Likely to intervene *	Total Sample	REGION				
		North	Central	West	Southern	Howick/ Franklin
		500	80	107	108	134
	%	%	%	%	%	
If someone knew	66	64	67	65	62	71
If someone didn't know	29	29	21↓	35	33	34
* Those saying "likely" or "very likely"						

IMPACT OF SIGNAGE ON LIKELIHOOD OF INTERVENING

Q. If there were clearly visible Smokefree signs would this increase the likelihood of you pointing out to them that it was a Smokefree area, or would it make no difference?

There were 60% who felt that clearly visible Smokefree signs would increase the likelihood of them intervening, while 34% thought it wouldn't. There were 5% who said it depended on the situation and 1% who were undecided.

The table below shows that those who were answering for 'outdoor public events' were more likely to think signs would assist with them intervening (73% vs 60% Total Sample). Those answering for 'transport areas' were less likely than others to feel the signs would assist (49%) and more likely to say 'depends' (11% vs 5% Total Sample).

Whether Smokefree signs would increase likelihood of intervening	LOCATIONS BEING ASKED ABOUT						
	Total Sample	Outdoor public facilities	Sports fields	Parks and reserves	Public outdoor areas associated with Council services	Transport areas	Outdoor public events
	500 %	68 %	67 %	116 %	84 %	86 %	79 %
Yes	60	53	63	56	66	49↓	73↑
No	34	42	32	37	30	41	21↓
Depends	5	5	5	5	4	11↑	2
Don't know	1	1	0	2	0	0	3↑

As shown in the first table below, smokers were less likely to think the signage would assist them to intervene (33% vs 63% non-smokers). This level was consistent across both frequent (31%) and less frequent smokers (33%).

Maori were also less likely to feel the signage would assist (48% vs 60% Total Sample), with this being particularly evident among Maori males (41% vs 55% for Maori females). This result might have been due to the higher proportion of smokers among Maori, so ethnicities were compared just for non-smokers⁴ and this showed no significant difference for Maori (58%).

Those in the Central region were more likely to think the signage would assist (73%) while those in West Auckland were less likely to think it would (46%).

There were no age or gender differences.

⁴ There were too few smokers to make comparisons.

Whether Smokefree signs would increase likelihood of intervening	Total Sample	SMOKERS	
		Smoker	Non-smoker
		500	71
	%	%	%
Yes	60	33↓	63↑
No	34	63↑	30↓
Depends	5	5	6
Don't know	1	0	1

Whether Smokefree signs would increase likelihood of intervening	Total sample	ETHNICITY			
		Māori	Pacific	Asian	Other
		79	89	96	267
	%	%	%	%	
Yes	60	48↓	54	59	62
No	34	48↑	36	31	33
Depends	5	4	8	8	4
Don't know	1	0	2	2	1

Whether Smokefree signs would increase likelihood of intervening	Total Sample	REGION				
		North	Central	West	Southern	Howick/ Franklin
		80	107	108	134	71
	%	%	%	%	%	
Yes	60	59	73↑	46↓	53	58
No	34	35	22↓	43↑	42↑	37
Depends	5	5	5	9	4	5
Don't know	1	1	1	3	1	0

ACTUAL INTERVENTION

Q. Thinking now about all outdoor public areas or events, in the last 10 months have you pointed out to anyone that they were smoking in a Smokefree OUTDOOR public area?

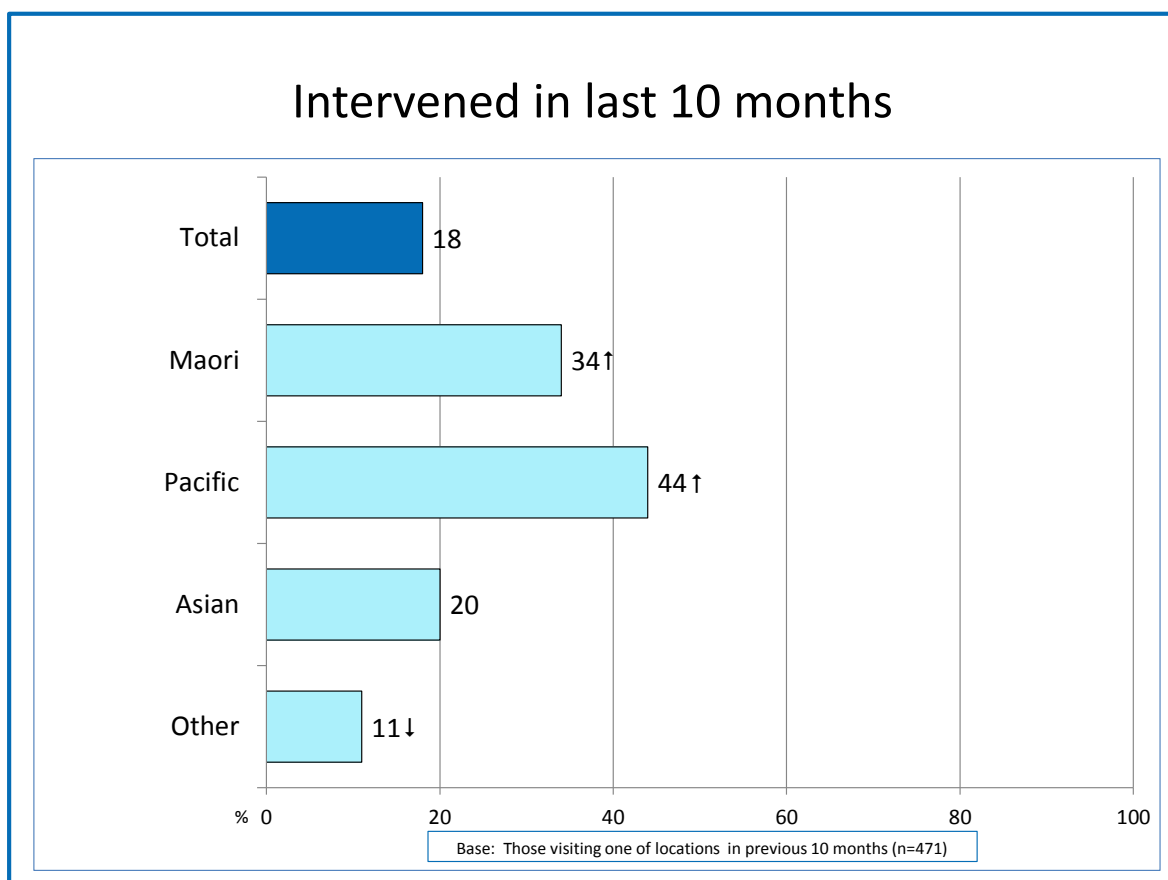
There were 18% who said they had in the ten month period since the policy was introduced pointed out to someone that they were smoking in a Smokefree outdoor public area. The word 'outdoor' was emphasised when the question was read out, to reduce the risk that people might include Smokefree indoor areas.

Smokers (21%) were slightly more likely to report having done so than non-smokers (18%), although the difference was not significant.

As shown in the graph below, Pacific peoples were particularly likely to report having done so (44%) and this level was evident for both Pacific males (44%) and females (43%). Maori were also above average (34%), with the level being higher for Maori females (39%) than males (28%). However Maori non-smokers were not significantly higher (22%). Other ethnicities were less likely to report having intervened (11%), with Other ethnicity males being particularly low (7% vs 14% for females).

The Southern Initiative was higher for interventions (34%). None of the other regions differed significantly from the Total Sample: North 12%, Central 16%, West 19% and Howick/Franklin 15%.

There were no differences by age or gender.



5.4 SMOKING IN OUTDOOR PUBLIC PLACES

Q. Have you smoked cigarettes in any of the following places in the last 10 months?

To encourage honest responses, the 71 smokers in the survey were told prior to this question: "Before I ask you the following question I would like to remind you that we do not record your name so no one will know what you have said." They were read the list of locations shown in the table below.

Almost two thirds (66%) had smoked at one or more of the seven Smokefree outdoor public places since the policy change in July 2013. Just over a third (35%) had smoked at two or more and almost a quarter (24%) had smoked at three or more. By far the highest levels was for 'parks and reserves' (50%), with the next highest being 'outdoor public events' (22%). The relative levels for the different locations is likely to relate to how often smokers visit them.

The table also shows, as might be expected, higher levels for the more frequent smokers for all locations, although some of the differences were not significant because of the small sub-sample sizes.

The small number of smokers did not allow for other demographic comparisons.

Locations smoked at in previous 10 months	Smoker Sample	SMOKERS	
		More frequent smokers	Less frequent smokers
	71	36	33
	%	%	%
Parks and reserves	50	66↑	30↓
Outdoor public events, including music, cultural and sporting events e.g. Pasifika, Music in Parks, sports tournaments	22	30	13
Sports fields, including spectator areas	18	23	11
Outdoor public facilities, including stadiums, outdoor pools and the zoo	16	20	10
Playgrounds and skate parks	16	20	10
Transport areas, including train and bus stations, bus shelters and ferry terminals	16	20	11
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	9	16↑	0↓
Smoked in at least one location	66	81↑	47↓
Smoked in 2 or more locations	35	46↑	21↓
Smoked in 3 or more locations	24	35↑	10↓

5.5 IMPACTS OF SMOKEFREE OUTDOOR PUBLIC PLACES ON SMOKING CESSATION

Assistance with stopping smoking and maintaining cessation behaviour

Q. Did outdoor Smokefree places or events help you to STOP SMOKING, or did they make no difference?

Q. Have outdoor Smokefree places or events helped you to STAY QUIT, or have they made no difference?

There was 4% of the Total Sample who had been a smoker within the last two years, which equated with 20 respondents. Of these 23% agreed that outdoor Smokefree places or events had helped them to stop smoking. There were 22% who agreed that they had helped them to stay quit.

Impact on efforts to quit or cut down

Q. Were outdoor Smokefree places or events one of the reasons you DECIDED to attempt to quit or cut down?

Q. Have outdoor Smokefree places or events HELPED YOUR ATTEMPTS to quit or cut down, or have they made no difference?

More than half of the smokers (57%) said they had cut down or attempted to quit smoking in the previous 10 months. This level was higher among the less frequent smokers (71% vs 48% for more frequent smokers).

Fifteen percent of these 39 smokers agreed that outdoor Smokefree places or events were one of the reasons they **decided** to quit or cut down. There were 82% who said they hadn't and 3% who were unsure.

There were 28% who agreed that outdoor Smokefree places or events had **helped their attempts** to quit or cut down. The other 72% all said it had made no difference.

APPENDIX A: USE OF OUTDOOR PUBLIC SPACES/EVENTS

The following question was asked at the beginning of the survey, as it was needed to inform which locations respondents could be asked about in later questions (those they had visited in the previous 10 months). The results are reported as an appendix because they do not directly relate to Smokefree issues.

Q. This survey is about outdoor public places and events. Which of the following types of places or events have you visited or attended in the last 10 months in the greater Auckland region, that is since July last year?

Almost everyone (95%) had visited at least one of the seven outdoor public places which became Smokefree in July 2013, ten months prior to the survey. Each location had been visited by more than half, with the highest levels being for 'parks and reserves' (80%).

The following differences are evident in the tables which follow:

- Smokers were less likely to have visited 'transport areas' (48% vs 62% for non-smokers)
- Maori were less likely to have visited at least one (90% vs 95% for Total Sample)
- Pacific peoples were more likely to have visited 'playgrounds and skate parks' (69% vs 55% for Total Sample) and 'sports fields' (69% vs 59%)
- Asian peoples were less likely to have visited at least one (91% vs 95% Total Sample) and in particular 'parks and reserves' (72% vs 80%) and 'sports fields' (46% vs 59%)
- 'Other' ethnicities (including New Zealand Europeans) were more likely to have visited at least one (98%), especially 'parks and reserves' (84% vs 80%) but they were below average for visiting 'playgrounds and skate parks' (51% vs 55%)
- Those from the Northern region were less likely to have visited 'outdoor public facilities' (51% vs 60%)
- Those in Central were above average on a number of locations: 'outdoor public facilities' (70% vs 60%), 'playgrounds and skate parks' (64% vs 55%), 'parks and reserves' (86% vs 80%), 'public outdoor areas associated with Council services' (80% vs 71%), 'transport areas' (73% vs 60%), and 'outdoor public events' (67% vs 56%)
- Those from the West were lower for 'outdoor public events' (43% vs 56%)
- Southern Initiative citizens were less likely to have used 'parks and reserves' (69% vs 80%)
- Those in Howick/Franklin were less likely to have used 'playgrounds and skate parks' (41% vs 55%) and 'transport areas' (40% vs 60%)

Other demographic differences not shown in the tables included:

- Females more likely to have used 'public outdoor areas associated with Council services' (79% vs 61% males)
- The middle age group (30 to 49 years) were more likely to have used: 'outdoor public facilities' (68% vs 60%), 'playgrounds and skate parks' (65% vs 55%), 'parks and reserves (84% vs 80%) and 'outdoor public events' (63% vs 56%)
- Those aged 50 years and over were less likely to have used: 'outdoor public facilities' (48% vs 60%), 'playgrounds and skate parks' (42% vs 55%), 'public outdoor areas associated with Council services' (64% vs 71%), and 'outdoor public events' (45% vs 56%)

Places or events visited/attended in last 10 months in the greater Auckland region	Total Sample 500 %	SMOKERS	
		Smoker	Non-smoker
		71 %	429 %
Parks and reserves	80	80	80
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	71	65	71
Outdoor public facilities, including stadiums, outdoor pools and the zoo	60	59	61
Transport areas, including train and bus stations, bus shelters and ferry terminals	60	48↓	62↑
Sports fields, including spectator areas	59	53	60
Outdoor public events, including music, cultural and sporting events	56	57	56
Playgrounds and skate parks	55	56	55
Visited at least one	95	91	96

Places or events visited/attended in last 10 months in the greater Auckland region	Total sample 500 %	ETHNICITY			
		Māori	Pacific	Asian	Other
		79 %	89 %	96 %	267 %
Parks and reserves	80	79	75	72↓	84↑
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	71	74	72	71	69
Outdoor public facilities, including stadiums, outdoor pools and the zoo	60	65	68	63	58
Transport areas, including train and bus stations, bus shelters and ferry terminals	60	66	58	53	63
Sports fields, including spectator areas	59	60	69↑	46↓	62
Outdoor public events, including music, cultural and sporting events	56	55	66	49	56
Playgrounds and skate parks	55	59	69↑	57	51↓
Visited at least one	95	90↓	94	91↓	98↑

Places or events visited/attended in last 10 months in the greater Auckland region	Total sample	REGION				
		North	Central	West	Southern	Howick/ Franklin
		500	80	107	108	134
	%	%	%	%	%	%
Parks and reserves	80	80	86↑	80	69↓	79
Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums	71	63	80↑	72	63	71
Outdoor public facilities, including stadiums, outdoor pools and the zoo	60	51↓	70↑	53	62	64
Transport areas, including train and bus stations, bus shelters and ferry terminals	60	65	73↑	54	53	40↓
Sports fields, including spectator areas	59	61	64	50	51	66
Outdoor public events, including music, cultural and sporting events	56	53	67↑	43↓	56	57
Playgrounds and skate parks	55	54	64↑	49	58	41↓
Visited at least one	95	97	97	93	92	94

APPENDIX B: QUESTIONNAIRE

COMMUNITY SURVEY MAY 2014

INTRODUCTION

Good morning/ afternoon/ evening, my name is and I am calling from Reid Research. We are doing a **short** survey of issues relating to your local community. (Have you got a minute now so I can see if there is anyone in your household who may be able to help us?)

If necessary, to encourage participation add:

You have been randomly selected and we are keen to hear your opinion.

We can arrange a time to ring you back.

You can tell them it should take around 10 minutes

Only if they ask who the client is:

I can tell you that it is an organization that does work in your community, that it is not a business. I would prefer to tell you the name of the organization at the end of the survey, as it might affect how you answer – would that be OK?

If still want to know now:

It is for the Cancer Society Auckland.

Arrange call back if necessary

If looking for specific ethnic groups, ask:

Is there anyone living in this household who is (*ask for ethnic groups with quota open*) and is aged 16 years and over?

If Yes and more than one, ask:

Which of these people has the next birthday?

If standard selection (If looking for limited age range, alter age accordingly)

Could I please speak to the person in the household aged 16 years and over who has the next birthday.

If necessary reintroduce survey:

Before we start, just to let you know, this call may be recorded or my supervisor may listen to this call for quality control purposes.

We are doing a **short** survey of issues relating to your local community.

Q. Could you please tell me which of the following age groups you come into?

Read

1. 16 to 24
2. 25 to 29
3. 30 to 39
4. 40 to 49
5. 50 to 64
6. 65 years and over
7. Refused – close with thanks

Q. Could you please tell me which ethnic group or groups you belong to?

Do not read unless necessary (multi answer possible)

1. Maori

2. Pacific
3. Asian (including Indian)
4. NZ European/Other
5. Refused - **Thank and Close**

If quota full, explain:

We already have enough people from your ethnic group, so we will not need to go any further with the interview. Thanks for your time.

Ask all:

We can assure you that all your answers will be treated as confidential information. They will be combined with everyone else's for analysis.

Ask if appropriate:

If you are Maori, Pacific Island or Chinese person and you would prefer, we can arrange for you to be interviewed by a Maori, Pacific Island or Chinese interviewer. *Set up call back if required*

Code gender-DO NOT ASK

1. Male
2. Female

Could you please tell me which suburb you live in? *If don't know, ask: Could you please tell me what area you live in?*

Read out or and clarify as required

LIST PROVIDED

If don't know suburb/area, ask:

As we need to know whether you live in the areas we are covering in this survey, can you please tell me your street name and number? *Enter details*

Street name _____

Street Number _____

If street number is refused code as 9999

*If refuses to tell street name- **Thank and Close***

Spec: Check Local Board Quota

SPEC –Check for GENDER and ETHNICITY across local boards-minimum 40%, max 60% of each ethnicity within local boards need to be male

MAIN SURVEY

Q1. This survey is about outdoor public places and events. Which of the following types of places or events have you visited or attended in the **last 10 months** in the greater Auckland region, that is since July last year? *If asked: This is the new Auckland City region.*

Read (randomised order)

- Outdoor public facilities, including stadiums, outdoor pools and the zoo
 - Playgrounds and skate parks
 - Sports fields, including spectator areas
 - Parks and reserves
 - Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums
 - Transport areas, including train and bus stations, bus shelters and ferry terminals
 - Outdoor public **events**, including music, cultural and sporting events (*If asked what this means, explain: These are specific events held on council grounds, such as Pasifika, Music in Parks, and sports tournaments*)
1. Yes, visited
 2. No, not visited

3. Don't know
4. Refused

Q2a. The Council have recently made some outdoor public places and events in Auckland Smokefree, which means people should not smoke there.

For each of the following please tell me whether you think all, some or none have been made Smokefree, or whether you don't know. Many people may not know, so please do say so if you do not know.

Read each category (randomised order) and if necessary ask: Do you know whether all, some or none have been made Smokefree?

- Outdoor public facilities, including stadiums, outdoor pools and the zoo
- Playgrounds and skate parks
- Sports fields, including spectator areas
- Parks and reserves
- Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums
- Transport areas, including train and bus stations, bus shelters and ferry terminals
- Outdoor eating areas at restaurants, pubs and cafes
- Beaches
- Outdoor areas in town centres
- Outdoor public **events**, including music, cultural and sporting events (*If asked what this means, explain: These are specific events held on council grounds, such as Pasifika, Music in Parks, and sports tournaments*)

1. All Smokefree (should not smoke)
2. Some Smokefree
3. None Smokefree
4. Don't know
5. Refused

If only codes 3,4 or 5 mentioned for all, skip to Q4.

Q3. How did you find out that these places or events were Smokefree?

Do NOT read

1. Word of mouth/ from others
2. Council newsletter ('Our Auckland')/ Council information in mail
3. Media (e.g. TV, radio, papers, magazines, on-line news)
4. Signage at venues
5. Someone at venue told me it was Smokefree
6. Someone at venue told me not to smoke
7. Other information or announcements at venues
8. Information obtained before attending venue (e.g. when booking tickets online/ finding out information about venue online, on tickets)
9. Other
10. Don't know/ don't recall/ just know but don't know where from
11. Refused

Q4. Do you think the Council is doing enough to let people know about Smokefree outdoor public places and events?

1. Yes
2. No
3. Don't know
4. Refused

Ask of a randomised location have visited in last 10 months (from Q1), excluding 'playgrounds and skate parks' – only ask this if no others coded. If not visited any, still ask for a randomised location (based on all locations excluding 'children's playgrounds and skateparks').

Q5a. If you saw **someone you knew** smoking at a [location] , which is a Smokefree area, how likely is it that you would point out to them that it was a Smokefree area/event?

Spec instruction: locations inserted from Q1 to read as following:

- - Outdoor public facility, such as a stadium, outdoor pool or the zoo
- - Playground or skate park
- - Sports field
- - Park or reserve
- - Public outdoor area associated with Council services, such as the outdoor areas of a library, community centre, leisure centre or museum
- - Transport area, such as a train or bus station, bus shelter or ferry terminal
- Outdoor public **event**, such as a music, cultural or sporting event

Read

1. Very likely
2. Likely
3. A little likely
4. Neither likely nor unlikely
5. A little unlikely
6. Unlikely
7. Very unlikely

Do not read

8. Depends
9. Don't know anyone who smokes
10. Don't know
11. Refused

5b. If it was someone you **did not know**, how likely is it that you would point out to them that it was a Smokefree area?

Read

1. Very likely
2. Likely
3. A little likely
4. Neither likely nor unlikely
5. A little unlikely
6. Unlikely
7. Very unlikely

Do not read

8. Depends
9. Don't know
10. Refused

Q5c. If there were clearly visible Smokefree signs would this increase the likelihood of you pointing out to them that it was a Smokefree area, or would it make no difference?

1. Yes would increase likelihood of you pointing out to them that it was a Smokefree area
2. No, would make no difference
3. Depends
4. Don't know
5. Refused

Q6. Thinking now about all outdoor public areas or events, in the last 10 months (*if asked: that is since last July*) have you pointed out to anyone that they were smoking in a Smokefree **OUTDOOR** public area?

1. Yes
2. No
3. Don't know
4. Refused

Ask for same location as in Q5a, but only for those who had visited in last 10 months, others go to Q8a

Q7a. I would like you to think about the last time you visited a [location]. Did you know it was Smokefree?

1. Yes
2. No
3. Don't know
4. Refused

Ask if 1 coded, others go to Q8a

Q7b. Have you seen Smokefree signs at this place/event?

1. Yes
2. No
3. Don't know
4. Refused

If Yes ask, others go to Q8a

Q7c. Do you think there were enough Smokefree signs at this place/event?

1. Yes
2. No
3. Don't know
4. Refused

Q7d. Do you think the signs were sufficiently large and easy to read for most people to notice them?

1. Yes
2. Only some
3. No
4. Don't know
5. Refused

Q8a. We are interested in the views of both smokers and non-smokers. Are you a smoker or a non-smoker or do you use e-cigarettes? *If use e-cigarettes probe as to whether also use ordinary cigarettes. (If asked, smoker includes occasional or 'social' smokers.)*

Do not read

1. Yes, am a smoker (Includes social/occasional smoker)
2. Use both cigarettes and e-cigarettes
3. Use only e-cigarettes
4. Ex-smoker (*if volunteered*)
5. Not a smoker
6. Refused

Ask if 1-2 coded, others go to Q12

Q8b. On average, how many cigarettes do you smoke a day? *If asked: This includes roll-yours but not electronic cigarettes.*

Read only if necessary

1. Less than 1 per day
2. 1-5 per day
3. 6-10 per day

4. 11-15 per day
5. 16-20 per day
6. 21-25 per day
7. 26-30 per day
8. 31 or more a day
9. Don't know
10. Refused

Ask if respondent is unable to suggest an average, others go to Q9:

Q8c. What is the typical number of cigarettes you smoke in a week?

Read only if necessary

1. Less than 7 per week
2. 7-35/ 1 twenty pack
3. 36-70/ 2-3 twenty packs
4. 71-105/ 4-5 twenty packs
5. 106-140/ 6-7 twenty packs
6. 141-175/ 8 twenty packs
7. 176-210/ 9-10 twenty packs
8. More than 210/ more than 10 twenty packs
9. Don't know
10. Refused

Q9. Before I ask you the following question I would like to remind you that we do not record your name so no one will know what you have said. Have you smoked cigarettes in any of the following places in the last 10 months?

Read (randomised order)

- Outdoor public facilities, including stadiums, outdoor pools and the zoo
- Playgrounds and skate parks
- Sports fields, including spectator areas
- Parks and reserves
- Public outdoor areas associated with Council services, such as outdoor parts of libraries, community centres, leisure centres and museums
- Transport areas, including train and bus stations, bus shelters and ferry terminals
- Outdoor public **events**, including music, cultural and sporting events (*If asked what this means, explain: These are specific events held on council grounds, such as Pasifika, Music in Parks, and sports tournaments*)

1. Yes, smoked there
2. No, not smoked there
3. Don't know
4. Refused
5. *Refused all this question – Go to Q10*

Q10. Have you cut down or attempted to quit smoking in the last 10 months?

1. Yes
2. No
3. Don't know
4. Refused

If 1 (Yes) and aware of at least one Smokefree location in Q2a (any coded 1-2) ask, others go to Q12

Q11a. Were **outdoor** Smokefree places or events one of the reasons you **decided** to attempt to quit or cut down?

1. Yes
2. No

3. Don't know
4. Refused

Q11b. Have outdoor Smokefree places or events **helped your attempts** to quit or cut down, or have they made no difference?

1. Yes, helped attempts
2. No, made no difference
3. Don't know
4. Refused

As if 2-3 coded in Q8a (non-smokers), others go to Q14

Q12. Have you been a smoker within the last **two** years (*If asked, smoker includes occasional or 'social' smokers, but not people who only smoke only electronic cigarettes*)?

1. Yes
2. No
3. Refused

Ask if 1 coded (been a smoker) and aware of at least one Smokefree location in Q2a (any coded 1-2), others go to Q14

Q13a. Did **outdoor** Smokefree places or events **help you to STOP SMOKING**, or did they make no difference?

1. Yes, helped (*if necessary: Yes, helped me stop smoking*)
2. No, made no difference
3. Don't know
4. Refused

Q13b. Have **outdoor** Smokefree places or events **helped you to STAY QUIT**, or have they made no difference?

1. Yes, helped (*if necessary: Yes, helped to stay a non-smoker*)
2. No, made no difference
3. Don't know
4. Refused

That is all the questions. Thank you very much for giving your time for the survey, which has been undertaken for the Cancer Society, Auckland.

If respondent wants to speak to someone regarding the survey which requires a response from the Cancer Society Auckland then alert your Supervisor. Supervisor to give the following details...

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