

Public support for tobacco control policies in the Auckland Council region

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1 EXECUTIVE SUMMARY

INTRODUCTION

- The objective of this survey was to identify public support for tobacco control policies in the Auckland Council region.
- The sample of 840 telephone interviews (CATI) included 400 from a previous survey of the Southern Initiative Local Board regions plus another 440 interviews from the rest of the Auckland region.
- The data was weighted to ensure the results reflected the correct representation of each region, gender, ethnic group and smokers.
- The Southern Initiative interviewing took place between 19 February and 24 March and the other regions between 12 June and 6 July, 2013.

MAIN FINDINGS

- Auckland residents had a high level of support for Smokefree outdoor public places. For all nine locations asked about, a majority supported them being Smokefree, with seven of the locations having at least two thirds support.

Public places would like to be Smokefree	Total Sample
	(840) %
Children's play grounds	96
Near the entrance of buildings	84
Bus stops and train stations	82
Outdoor eating places at restaurants, pubs or cafes	76
Outdoor music or sporting events	72
Parks and sports fields	69
Footpaths outside your local block of shops	67
Outdoor areas in town centres	63
Beaches	54

- There were only 2% who did not support at least one of the public places being Smokefree, while 59% supported at least seven of the nine.
- Although smokers were significantly less supportive, there was still a majority of smokers who supported Smokefree for six of the nine items.
- Māori were less supportive than the Total Sample on four of the nine items. Some of this was related to Māori having higher rates of smoking, but when only non-smokers were considered there were still two items for which Māori had lower levels of support. However there were still eight of the nine locations where a majority of all Māori interviewed were supportive.
- There was a high level of consistency in support for Smokefree public places across the different regions within Auckland.
- More than half (57%) said would use make 'more' use of 'outdoor eating places at restaurants, pubs or cafes' and would be more likely to take 'children to sports fields, playgrounds, parks or beaches (54%), if they were Smokefree. For the other three items there were also much higher proportions who would use them 'more' compared with those who would use them 'less'. On all items there were very high proportions who would either make 'more' or 'the same' level of use.

Likely impact of Smokefree on use	Total Sample (840)		
	Use less	Use more	More/same
Beaches	5	35	94
Parks and sports fields	5	40	93
Outdoor eating places at restaurants, pubs or cafes	7	57	91
Outdoor music or sporting events	6	43	91
Taking children to sports fields, playgrounds, parks or beaches	2	54	97

- Even among smokers for all items a greater proportion said they would be 'more' likely to use them if they were Smokefree, than said they would be 'less' likely to use them.
- Māori were higher than the Total Sample for saying 'less' on three of the items, but none of these differences remained when Māori non-smokers were compared with all non-smokers. The proportion of Māori saying 'more' was lower for 'outdoor eating places at restaurants, pubs or cafes' and this difference was still evident among non-smokers. Despite this trend, the proportion of Māori saying they would use the locations 'more' was still much greater than those saying 'less' for all five items.
- The levels for 'more/same' were lower in the Southern Initiative region on four of the five items, while the Central region was higher on three.
- A majority wanted **Smokefree by-laws** (57%), compared with 37% who wanted a voluntary ban.
- There was a clear preference for **one set of Smokefree rules for all of Auckland** (77%), with just 18% favouring rules for each local area.
- There was a majority who wanted a **reduced number of outlets** (62%), while 3% wanted more.
- Well over half (61%) thought the government should introduce **plain packaging**, while 25% felt they shouldn't, 7% that 'it doesn't bother me at all', 3% it 'depends' and 4% had no opinion.
- Those living in West Auckland (48%) and the Southern Initiative (52%) were the least supportive of plain packaging.
- In terms of the **timing of the introduction of Smokefree public places**, a majority (55%) thought the Council should not take any longer than two years to introduce it, including 24% who thought they should do it 'now/as soon as possible'.¹
- A majority (58%) would prefer the **cost of cigarettes** to be more than it is now (currently an average cost of about \$16), while another 11% were undecided and 1% declined to answer. There were 54% who thought the cost should be at least \$20, including 16% thought it should be at least \$30 and 4% who thought it should be at least \$100.

¹ This and the cost question were only asked in the most recent survey, so excluded the Southern Initiative region.

2 DISCUSSION

Clear mandate from whole Auckland region for Council to initiate Smokefree policies

This research provides evidence that the high level of support for Smokefree public places that was identified in the previous Southern Initiative survey is present across the whole Auckland Council region. This research gives the Council a clear mandate to introduce the sorts of policies that are likely to be needed to achieve the national goal of only 5% smoking prevalence by 2025.

Children's play areas is an obvious starting point for making more locations Smokefree, with almost everyone supporting this, even most of the smokers. The high levels of support for many of the other locations also makes them an easy option to introduce, both in terms of providing the electorate with what they want and improving their health.

The Auckland public have also given a clear mandate for the Council to manage Smokefree bans via by-laws enforced with fines. They also want one regional set of by-laws.

Public want more urgency with timing of introduction

A question not included in the previous survey shows a majority wanting Smokefree public places introduced within two years. Given this is three years sooner than the current Council plan, it would seem appropriate for the Council to reconsider this timeline.

Cost of cigarettes

The new question has shown support for higher pricing on cigarettes. While this is a decision that has to be made at a national level, the Auckland Council could still take a role in advocating for such change, to support its tobacco control policies.

Differences from previous survey in Southern Initiative

When the data from all of Auckland was compared with the previous survey just in the Southern Initiative, there was a high level of consistency in the findings. The most noticeable differences were:

- For the whole of Auckland on all items there were a greater proportion of smokers saying they would visit venues 'more' if they were Smokefree than were saying they would visit them 'less', whereas in the Southern Initiative this was only the case for one of the five items.
- The proportion who would use the venues 'more' or 'the same' amount was higher in the wider Auckland sample.
- There was greater support for plain packaging than had been evident in the Southern Initiative survey.

Regional differences

In general there was a high level of consistency across the different parts of the Auckland region. Auckland Central had the strongest profile, including:

- Having greater percentages who would use venues 'more' or 'the same' if they were Smokefree for three of the five items
- Most supportive for having one set of Smokefree rules for the whole region
- More likely than others to want the changes introduced now or as soon as possible
- More likely than others to want the cost of cigarettes to be \$40 or more

Māori perspective

This research has again shown that Māori are generally less supportive of the possible tobacco control initiatives, however in general there were a majority of Māori in favour of them. The only exceptions were Smokefree beaches and increased cost of cigarettes, while there was also not majority Māori support for by-laws. On these three items the level was only just under 50%.

While some of the lower levels of support by Māori was due to their higher smoking prevalence, the research analysis has been able identify that this sometimes does not account for all of the difference between Māori and the Total Sample.

Pacific peoples' perspective

Pacific peoples showed a remarkable consistency with the Total Sample levels of support for the different policy options. The only item on which they were significantly different was having fewer people saying they would take children to 'sports fields, playgrounds, parks or beaches' 'less' if they were Smokefree.

- In their support for Smokefree public places they were higher than the Total Sample on three items and lower on one
- Lower in their support of by-laws (but still favouring this over a voluntary ban)
- Less supportive of plain packaging (but still with a majority in favour)
- More likely than others to want the cost of cigarettes to be lower than now and less likely to want it to be at least \$20

Asian peoples' perspective

Asian peoples were the group who most consistently showed differences from the Total Sample, which was probably in part linked to their lower rate of smoking. These were for:

- Being more supportive for six of the nine venues becoming Smokefree
- Having higher proportions who were 'more' likely to use all five of the venues asked about, if they were Smokefree
- Being more supportive of by-laws
- Having one set of rules for all of Auckland

- ♦ Wanting less outlets
- ♦ Wanting Smokefree public places to be introduced within the next two years, especially 'now/as soon as possible'
- ♦ Wanting the cost of cigarettes to be more than now

New Zealand European/ Other perspective

Because they were the largest group, the differences did not have to be as large as with other groups to achieve significance. The most notable differences were:

- Lower support for Smokefree 'parks and sports fields' and 'footpaths outside your local block of shops'
- A higher proportion saying 'more' or 'same' for going to 'parks and sports fields' if they were Smokefree
- A lower proportion saying 'more' for 'taking children to sports fields, playgrounds, parks or beaches
- A higher proportion favouring a voluntary ban, although the majority still favoured by-laws
- A higher proportion wanting the same number of outlets, although the majority still favoured less outlets
- Being the most likely to favour the current plan to take up to five years to introduce Smokefree public places

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 a survey in the Southern Initiative region, which is made up of four Local Board regions: Mangere-Otahuhu, Manurewa, Otara-Papatoetoe and Papakura. This region was the initial focus because the Council has set a goal to have the smoking prevalence in the Southern Initiative region reduced to 3% by 2025. It is a region with higher proportions of Māori and Pacific peoples, who have higher smoking rates than the general population.

The current report is based on the 400 interviews undertaken in the Southern Initiative plus an additional 440 interviews in the rest of the Auckland Council region.

Research objective

- To identify public support for tobacco control policies in the Auckland Council region

Four forms of tobacco control were addressed in the survey:

- Smokefree outdoor public places
- Reduced density of outlets
- Plain packaging
- Price of cigarettes (asked only in most recent 440 interviews)

In addition public opinion was sought on three issues relating to the implementation of Smokefree initiatives:

- Preference for Smokefree bans to be voluntary or to have by-laws
- Preference for each Local Board having its own rules or one set of rules for all of Auckland
- Preferred roll out duration for introduction of Smokefree public places (asked only in most recent 440 interviews)

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

4 METHODS

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.

Initially 400 interviews were undertaken with randomly selected persons aged 16 years and over, with 100 in each of the four Southern Initiative Local Board regions. The interviewing was undertaken using CATI (computer assisted telephone interviewing) and took place between 19 February and 24 March, 2013. The average interview duration was seven minutes.

A further 440 interviews were undertaken in the rest of the Auckland region between 12 June and 6 July, 2013. The average interview duration was nine and a half 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.

Quotas were imposed within each of the specified regions to ensure all the key ethnic groups were adequately represented (based on 2006 Census data for each Local Board²), these being Māori, Pacific peoples, Asian peoples, and New Zealand European/Other. There were also quotas to ensure that there was a minimum of 40% males in each ethnic group within region. In the initial 400 interviews these quotas were imposed within each of the four Southern Initiative Local Boards, and for the other 440 interviews quotas were imposed within the following regional groupings (with Local Boards shown in brackets):

- 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)
- Howick/Franklin

In the initial 400 Southern Initiative interviews, there were 100 interviews in each of the four Local Boards. In the more recent 440 interviews, the numbers of interviews were in approximate proportion to their share of the population aged 15 years and over. However because Māori and Pacific peoples were over-sampled, additional interviews were needed in some areas to ensure sufficient New Zealand/Other interviews were also obtained. These imbalances have all been adjusted for with the weighting undertaken as part of the data analysis.

² No more recent ethnicity population projections were available at a Local Board level.

Māori and Pacific peoples were over-sampled in both the Southern Initiative and other regions. To achieve the additional interviews Reid Research concentrated on suburbs where they expected to obtain higher numbers of Māori and Pacific peoples.

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.

CATI surveys using landline numbers miss out on persons who are mobile only. Therefore the Southern Initiative sample included 23 mobile only persons and the sample for the other regions included 13. These were randomly selected from a large panel of over 20,000 persons which Reid Research has created. These people were spread across the Local Boards and ethnic groups.

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 in the current survey of n=440 was 25%, which when combined with the previous survey gave a response rate of 28% for the sample of n=840.

Piloting

The initial survey was piloted with 40 interviews, which were included as part of 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. Despite this, smokers were under-represented in the achieved sample, so the data was weighted to

correct for this. The number of smokers in each ethnic group was weighted to reflect the smoking prevalence levels in the 2011/12 New Zealand Health Survey for gender within ethnicity. In this survey 41% of Māori, 26% of Pacific peoples, 10% of Asian peoples and 17% of New Zealand European/Other were smokers. The weighting also adjusted to match the 2006 Census (based on persons aged 15 years and over) for region and within each region for gender within ethnicity. The unweighted and weighted sample description is provided below.

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.)

Because there are marked differences in smoking rates among the different ethnic groups sampled, the ethnicity results were affected by this. Therefore analyses were also run comparing ethnic group differences just for non-smokers. As there were only 121 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 and male/female) 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 correct proportions by gender within ethnicity within region, plus the male and female level of smokers within each gender/ethnicity grouping. The sample description is provided for both the full n=840 sample and the current survey sample of n=440, which the two new questions were based on.

The ethnicities are all the ethnic groups people reported belonging to (i.e. they total more than 100%). The total number of ethnicities mentioned in the Census data tended to be a little higher than recorded in the survey. This is likely to be part of the reason why the n=840 survey data has

62% New Zealand European compared with 67% in the Census. The other contributor to this disparity is that the weighting had to be based on prioritised ethnicity and the data presented below and in the analyses reported is for total mentions ethnicity. With prioritised ethnicity a person can only be in one ethnic group and Māori has precedence followed by Pacific, then Asian.

Apart from the New Zealand European/Other ethnic group, all of the other weighted data matches the 2006 Census data.

In the last table, the 2011/12 New Zealand Health Survey data for prevalence of smoking among different gender within ethnicity groups is based on national figures, as Local Board data was not available at this level. This last table needs to be interpreted differently to the rest. For example, the first line of data shows that in the New Zealand Health Survey 38% of Māori males were smokers, while in the survey sample it was just 18%, which was weighted up to 40%. Some of the weighted figures do not match the New Zealand Health Survey data exactly as the weighting was affected by how many interviewed persons were in any one cell (i.e. gender within ethnicity within region), as a decision was made to not weight any one cell by more than a factor of three.

Region	2006 Census %	Auckland Sample (n=840) Unweighted data %	Auckland Sample (n=840) Weighted data %
North	24	14	24
Central	28	17	28
West	16	12	16
Howick/Franklin	13	9	13
Southern	18	48	18

Gender	2006 Census %	Auckland Sample (n=840) Unweighted data %	Auckland Sample (n=840) Weighted data %	Current survey (n=440) Unweighted data %	Current survey (n=440) Weighted data %
Male	48	42	48	40	48
Female	52	58	52	60	52

Ethnicity (total mentions)	2006 Census %	Auckland Sample (n=840) Unweighted data %	Auckland Sample (n=840) Weighted data %	Current survey (n=440) Unweighted data %	Current survey (n=440) Weighted data %
Māori	9	18	9	16	7
Pacific	11	24	12	16	7
Asian	20	16	20	18	20
New Zealand European/Other	67	47	62	52	67

Gender within ethnicity	Auckland Sample (n=840)	Auckland Sample (n=840)	Current survey (n=440)	Current survey (n=440)
	Unweighted data %	Weighted data %	Unweighted data %	Weighted data %
Males				
Māori	7	4	6	3
Pacific	11	6	7	3
Asian	8	10	8	10
New Zealand European/Other	19	30	21	32
Females				
Māori	11	5	10	4
Pacific	13	6	10	8
Asian	9	10	10	10
New Zealand European/Other	28	32	31	35

Smokers/ Gender within ethnicity	2011/12 NZ Health Survey	Auckland Sample (n=840)	Auckland Sample (n=840)	Current survey (n=440)	Current survey (n=440)
	%	Unweighted data %	Weighted data %	Unweighted data %	Weighted data %
Male smokers					
Māori males who are smokers	38	18	40	15	40
Pacific	28	21	27	20	27
Asian	18	14	16	11	14
New Zealand European/Other	17	13	17	13	16
Female smokers					
Māori females who are smokers	44	22	43	23	44
Pacific	25	22	25	19	33
Asian	3	0	0	0	0
New Zealand European/Other	16	11	16	6	16

5 MAIN FINDINGS

5.1 SUPPORT FOR SMOKEFREE PUBLIC PLACES

Q. Firstly we would like to know which of the following places you think should be Smokefree, which means that no one would be able to smoke there?

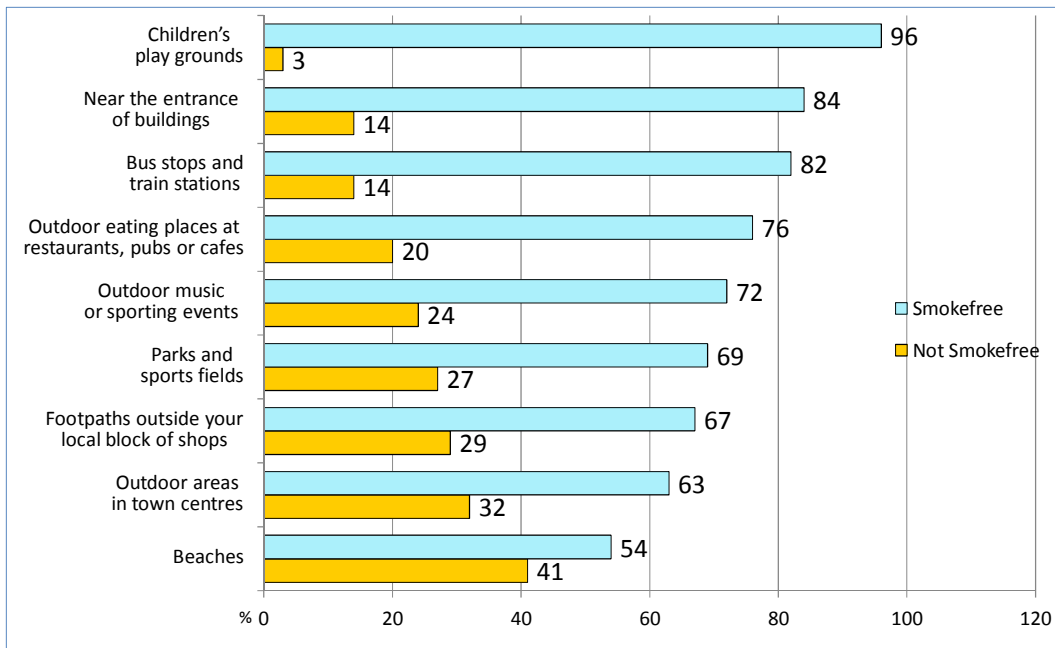
Nine different types of outdoor public places were asked about, in randomised order and for all nine there were a majority in support of them being Smokefree. The support ranged from 96% for children’s playgrounds down to 54% for beaches. The table and graph which follow show the percentage who supported Smokefree for each outdoor public place and those who did not. There were also some people who said ‘Depends’ or were undecided, as shown in the table below, where the full range of responses are shown across the page. ‘Depends’ was coded if anyone gave a response such as ‘depends on how many people are there’, or ‘depends on where it is’. (In this table the percentages adding across sometimes do not add exactly to 100% due to rounding.)

There were only 2% who did not support at least one of the public places being Smokefree, while 23% supported all nine being Smokefree. Another 36% supported seven or eight of the options, giving a total of 59% who supported seven to nine.

Public places would like to be Smokefree	TOTAL SAMPLE (840)			
	Smokefree	Not Smokefree	Depends	Don't know
	%	%	%	%
Children’s play grounds	96	3	0	0
Near the entrance of buildings	84	14	2	1
Bus stops and train stations	82	14	3	1
Outdoor eating places at restaurants, pubs or cafes	76	20	4	0
Outdoor music or sporting events	72	24	3	1
Parks and sports fields	69	27	4	1
Footpaths outside your local block of shops	67	29	2	1
Outdoor areas in town centres	63	32	4	1
Beaches	54	41	5	1

(Numbers do not necessarily add across to exactly 100%, due to rounding)

Places would like to be Smokefree



The biggest differences in support were between **smokers and non-smokers**. However, despite the differences, there was still a majority of smokers who supported Smokefree for six of the nine items. As shown in the table below, there were significant difference between smokers and non-smokers for seven of the nine locations. The high level of Total Sample support for children's playgrounds being Smokefree was also evident among smokers. Near the entrance of buildings was the other item for which there was no significant difference between smokers and non-smokers.

	Total Sample	Smoker	Non-smoker
Public places would like to be Smokefree	%	%	%
Children's play grounds	96	96	96
Near the entrance of buildings	84	81	85
Bus stops and train stations	82	72↓	85
Outdoor eating places at restaurants, pubs or cafes	76	58↓	80
Outdoor music or sporting events	72	53↓	76
Parks and sports fields	69	51↓	73
Footpaths outside your local block of shops	67	47↓	71
Outdoor areas in town centres	63	44↓	67
Beaches	54	35↓	58

There were two items for which there were significant **gender** differences, with females being more supportive of Smokefree 'parks and sports fields' (73% female vs 65% male) and 'footpaths outside your local block of shops' (71% female vs 63% male).

There were a number of differences across **ethnic groups**. Māori had significantly lower levels of support for Smokefree policies than the Total Sample on four of the nine items: ‘outdoor eating places at restaurants, pubs or cafes’ (66% vs 76% for Total Sample), ‘bus stops and train stations’ (73% vs 82%), ‘outdoor music or sporting events’ (61% vs 72%) and ‘outdoor areas in town centres’ (51% vs 63%). ‘Beaches’ was also lower, but was only significant at the 90% level. It was Māori males who were responsible for the lower Māori level for ‘beaches’ as they had 34% support compared with 58% by Māori females. Māori males also contributed more to the lower Māori level for ‘outdoor music or sporting event’ (56% vs 66% for Māori females and 72% for Total Sample).

Consistent with their lower level of smoking, Asian persons were higher in their support on six of the nine items. Pacific peoples were also higher on three items and lower on one, while New Zealand European/Other were lower for ‘parks and sports fields’ (60% vs 69% Total Sample) and ‘footpaths outside your local block of shops’ (64% vs 67%).

When comparing **ethnic groups for non-smokers**, Māori were significantly lower on two of the same items as they were for smokers and non-smokers combined, these being ‘outdoor eating places at restaurants, pubs or cafes’ (67% vs 80% for all non-smokers) and ‘bus stops and train stations’ (76% vs 85%). The Māori non-smokers were also lower for ‘children’s play grounds’ (92% vs 96%). The two items which had been lower for all Māori, but were not lower for Māori non-smokers were ‘outdoor music or sporting events’ (74% vs 76% for all non-smokers) and ‘outdoor areas in town centres’ (63% vs 67%). There was also no indication of Māori non-smokers being lower for ‘beaches’.

Public places would like to be Smokefree	Total Sample	Māori	Pacific	Asian	Other
	840	155	203	139	392
	%	%	%	%	%
Children’s play grounds	96	94	95	98	96
Near the entrance of buildings	84	83	89↑	84	83
Bus stops and train stations	82	73↓	75↓	89↑	82
Outdoor eating places at restaurants, pubs or cafes	76	66↓	74	82	78
Outdoor music or sporting events	72	61↓	74	79↑	71
Parks and sports fields	69	64	76↑	89↑	60↓
Footpaths outside your local block of shops	67	63	73	74↑	64↓
Outdoor areas in town centres	63	51↓	65	72↑	61
Beaches	54	46	62↑	66↑	49↓

There was a high level of consistency in support for Smokefree public places across the different regions. The West Auckland region had higher support for Smokefree ‘footpaths outside your local block of shops’ (77% vs 67% Total Sample) and the Southern Initiative regions had lower support for ‘bus stops and train stations’ (76% vs 82%).

Public places would like to be Smokefree	Total Sample	REGION				
		North	Central	West	Howick/ Franklin	Southern
		840	119	145	101	75
	%	%	%	%	%	
Children's play grounds	96	94	98	98	95	94
Near the entrance of buildings	84	84	85	89	78	84
Bus stops and train stations	82	82	87	83	83	76↓
Outdoor eating places at restaurants, pubs or cafes	76	70	77	80	84	73
Outdoor music or sporting events	72	71	76	72	69	70
Parks and sports fields	69	70	67	66	72	70
Footpaths outside your local block of shops	67	68	63	77↑	68	65
Outdoor areas in town centres	63	59	63	68	63	64
Beaches	54	56	54	46	54	58

5.2 LIKELY IMPACT ON USE OF PUBLIC SPACES

Q. If the following places were Smokefree, would you be more or less likely to visit them. So firstly, if [randomly selected option added by CATI] were Smokefree, would you be more or less likely to visit them, or would it make no difference?

This question was asked of the first four locations shown in the table and graph below. The last location was based on separate questions which began by ascertaining whether the respondent had in the last 12 months “taken any children to a sports field, playground, park or beach”. There were 63% who had done so, with the level being higher for Pacific peoples (81% vs 63% Total Sample) and those living in the Southern Initiative regions (69%). It was lower for Asian peoples (56%), while the level for Māori was 70%, and New Zealand European/ Others 62%.

These people who had taken children to these locations were then asked: “If these places were Smokefree, would you be more or less likely to take children there, or would it make no difference?” The figures shown in the graph and tables for this location are based on the 63% who answered this question.

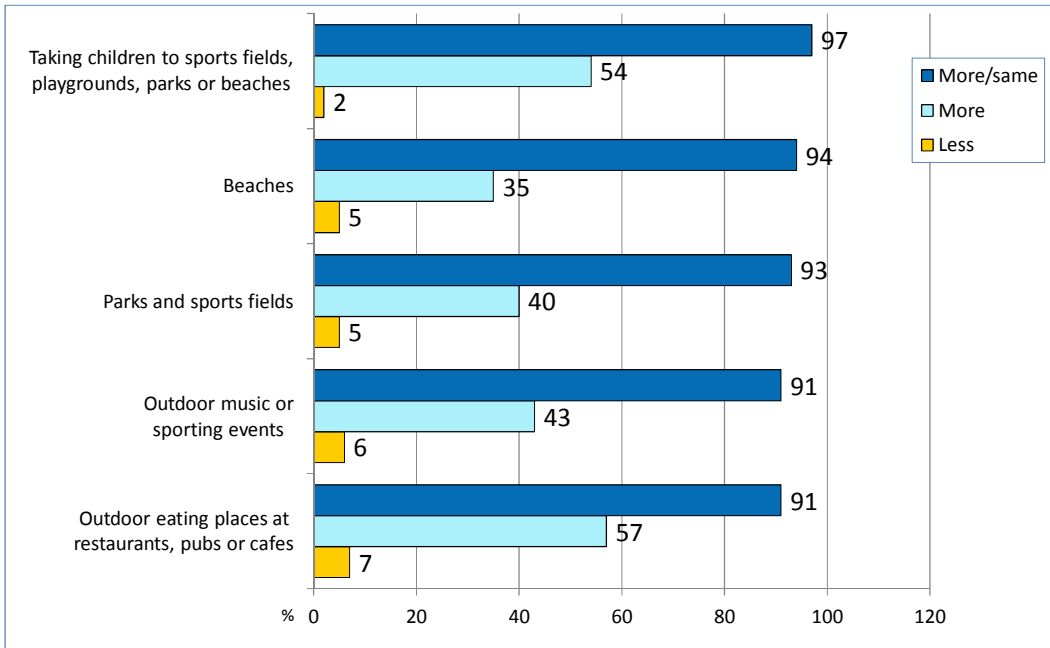
The range of response options for this question are shown across the page in the table below. The graph shows the proportions saying ‘less’, ‘more’, plus a combined total of those who would use them either the ‘same’ amount or ‘more’.

More than half (57%) said they would use ‘outdoor eating places at restaurants, pubs or cafes’ more if they were Smokefree. There were also more than half (52%) who said they would be more likely to take ‘children to sports fields, playgrounds, parks or beaches’. For the other three items there were also much higher proportions who would use them more compared with those who would use them less.

There were 70% who said they would attend at least one of these five locations more if they were Smokefree. There were 15% who said they would attend all five locations more and another 16% four of the five.

Likely impact on use	TOTAL SAMPLE (840)				
	More likely	Less likely	Same	Never visit	Don't know
	%	%	%		%
Beaches	35	5	58	2	0
Parks and sports fields	40	5	54	2	1
Outdoor eating places at restaurants, pubs or cafes	57	7	34	2	0
Outdoor music or sporting events	43	6	49	2	1
Taking children to sports fields, playgrounds, parks or beaches	54	2	44	0	0

Likely impact on use



There were significant differences between **smokers and non-smokers** on all five items, the only exception being the 'more/same' total for 'taking children to sports fields, playgrounds, parks or beaches' (see table below). However, for all items the proportion of smokers saying they would be 'more' likely to use was greater than the proportion who would be 'less' likely to use.

Likely impact on use	Total Sample	Smoker	Non-smoker
	840	121	719
	%	%	%
Beaches			
Less	5	13↑	3
More	35	18↓	39
More/same	94	82↓	96
Parks and sports fields			
Less	5	14↑	3
More	40	26↓	43
More/same	93	83↓	95
Outdoor eating places at restaurants, pubs or cafes			
Less	7	14↑	5
More	57	30↓	63
More/same	91	83↓	93
Outdoor music or sporting events			
Less	6	17↑	3
More	43	22↓	47
More/same	91	79↓	94
Taking children to sports fields, playgrounds, parks or beaches			
Less	2	5↑	2
More	54	40↓	57
More/same	97	95	98

In terms of **gender** differences, a greater proportion of females than males said they would be 'more' likely to visit each of the first four venues if they were Smokefree:

- Beaches (39% of females more likely to visit vs 32% of males)
- Parks and sports fields (44% females vs 35% males)
- Outdoor eating places at restaurants, pubs or cafes (62% vs 52%)
- Outdoor music or sporting events (47% vs 38%)

The **ethnic** differences are shown in the table below. Māori were higher than the Total Sample for saying 'less' on three of the items: 'beaches' (10% vs 5% Total Sample), 'parks and sports fields' (15% vs 5%), and 'outdoor music or sporting events' (14% vs 6%). Despite this trend, the proportion of Māori saying 'more' was still much greater than those saying 'less' for all five items. There were also a lower proportion of Māori saying 'more' for 'outdoor eating places at restaurants, pubs or cafes' (41% vs 57%). When just non-smokers were considered, none of these differences for 'less' were evident, but there was still a lower proportion of Māori non-smokers who were 'more' likely to use 'outdoor eating places at restaurants, pubs or cafes' (53% vs 63% for all non-smokers).

Asian peoples had higher proportions saying 'more' on all five items. Pacific peoples were more likely to say 'less' for 'parks and sports fields' (8% vs 5%). New Zealand European/Others were lower on 'less' for three items, lower on 'more' for 'taking children to sports fields, playgrounds, parks or beaches' (50% vs 54%) and higher for 'more/same' on 'parks and sports fields' (95% vs 93%).

In terms of **gender within ethnicity** on the first four items Māori males and New Zealand European/ Other males were generally lower for mention of ‘more’ likely while Asian females were generally higher.

	Total Sample	Māori	Pacific	Asian	Other
	840	155	203	139	392
Likely impact on use	%	%	%	%	%
Beaches					
Less	5	10↑	7	6	4↓
More	35	25↓	39	51↑	31↓
More/same	94	87↓	93	93	94
Parks and sports fields					
Less	5	15↑	8↑	3	3↓
More	40	27↓	44	59↑	34↓
More/same	93	81↓	92	93	95↑
Outdoor eating places at restaurants, pubs or cafes					
Less	7	8	8	6	7
More	57	41↓	51	66↑	58
More/same	91	88	91	92	91
Outdoor music or sporting events					
Less	6	14↑	7	7	4↓
More	43	35	41	53↑	40
More/same	91	82↓	92	88	93
Taking children to sports fields, playgrounds, parks or beaches					
Less	2	5	1	5	1
More	54	39↓	59	70↑	50↓
More/same	97	94↓	98	95	99

Those from Central Auckland were more likely to be in the ‘more/same’ category on three of the items, while those from the Southern Initiative Local Boards were less likely to be in the ‘more/same’ category on four of the five items.

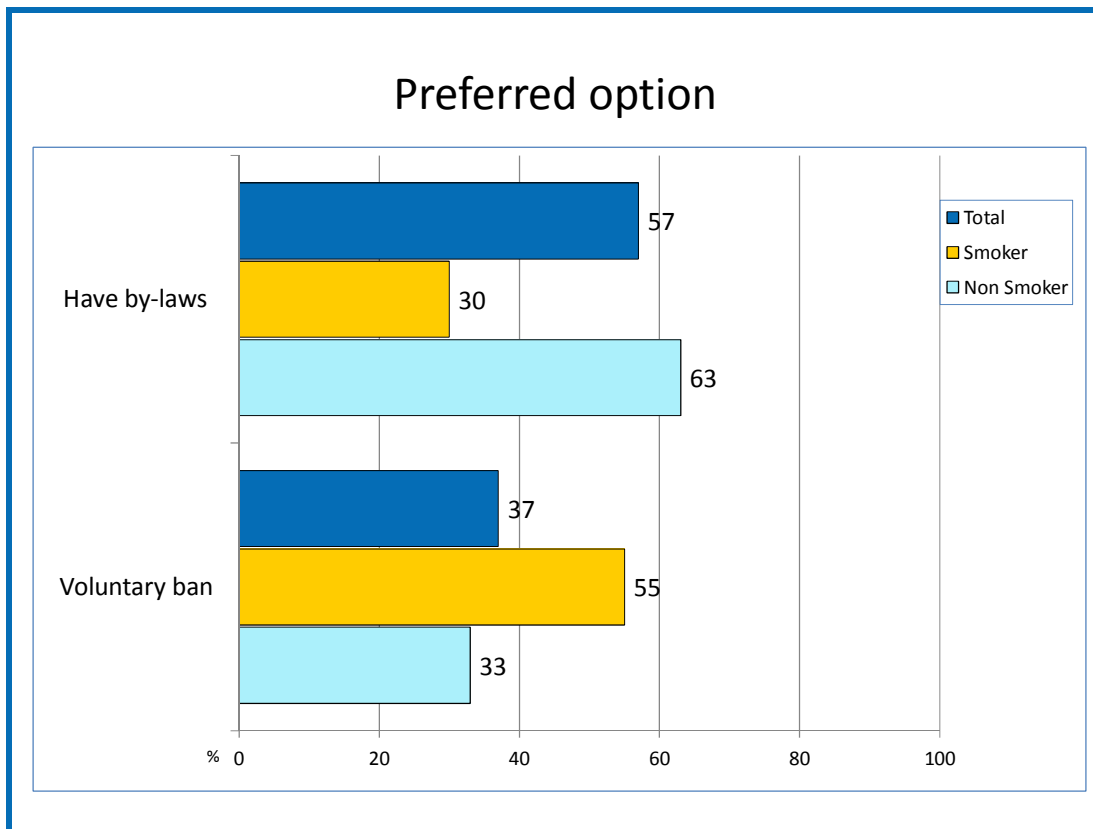
Likely impact on use	Total Sample	REGION				
		North	Central	West	Howick/ Franklin	Southern
		840	145	101	75	400
	%	%	%	%	%	
Beaches						
Less	5	8↑	1↓	5	2	7
More	35	28↓	42↑	42	30	33
More/same	94	89↓	99↑	93	96	91
Parks and sports fields						
Less	5	6	2↓	4	3	8
More	40	34	45	47	37	35
More/same	93	90	97↑	96	93	89↓
Outdoor eating places at restaurants, pubs or cafes						
Less	7	6	8	5	3	10
More	57	54	63	65	55	51↓
More/same	91	92	89	95	95	87↓
Outdoor music or sporting events						
Less	6	8	1↓	4	6	9↑
More	43	42	50↑	45	34	38
More/same	91	88	97↑	93	91	87↓
Taking children to sports fields, playgrounds, parks or beaches						
Less	2	1	1	2	2	5↑
More	54	54	53	55	59	53
More/same	97	98	99	99	98	94↓

5.3 SMOKEFREE BAN BEING VOLUNTARY OR BY-LAWS

Q. Smokefree bans can be voluntary and rely on the public to make them happen, or the Council can have by-laws, which means there is a possibility people could be fined if they were smoking in a Smokefree area. Which option do you prefer?

There were a majority who wanted by-laws (57%), as opposed to a voluntary ban, which had 37% support. There were 2% who said 'depends' and 4% who were undecided or declined to answer.

The situation was reversed for smokers, with more of them wanting a voluntary ban (55% vs 30% for by-laws).



There was no significant difference between the proportion of males (34%) and females (39%) wanting by-laws.

Asian peoples were more likely to want by-laws (73% vs 57%). Māori were less likely to want by-laws (47% vs 57% Total sample) and the level was even lower among Māori females (44%). Māori remained lower after removing the smokers; among non-smokers 48% of Māori favoured by-laws compared with 63% of all non-smokers.

Pacific males were also less supportive of by-laws (46% vs 57% Total Sample), as were New Zealand European/ Other males (51%).

	Total	Māori	Pacific	Asian	Other
	840	155	203	139	392
	%	%	%	%	%
Voluntary ban	37	43	40	22↓	40↑
Have by-laws	57	47↓	49↓	73↑	54
Depends	2	6↑	6↑	1	2
Don't Know/ refused	4	4	5	5	4

Those from the Southern Initiative region were less likely to favour a voluntary ban (31% vs 37% Total Sample) and more likely to say it 'depends' (8% vs 2%).

Preferred option	Total Sample	REGION				
		North	Central	West	Howick/ Franklin	Southern
		840	119	145	101	75
	%	%	%	%	%	%
Voluntary ban	37	42	33	35	43	31↓
Have by-laws	57	52	63	61	50	58
Depends	2	0	1	1	2	8↑
Don't Know/ refused	4	5	4	4	5	2

5.4 REGIONAL OR LOCAL SMOKEFREE RULES

Q. Do you think each local area should have its own Smokefree rules, so for example, some beaches in Auckland might be Smokefree and some not, or do you think there should be one set of Smokefree rules for all of Auckland?

There was a clear preference for one set of rules for all of Auckland (77%), with just 18% favouring rules for each local area. Smokers (68%) were less likely than non-smokers (80%) to favour the singular regional approach. Males (79%) and females (76%) were similar in their support for one set of rules.

Asian peoples were higher for wanting one set of rules for all of Auckland (86% vs 77% Total Sample). Māori were above average for wanting rules for each local area (32% vs 18%), especially Māori males (40%). New Zealand European/ Other females (22%) were also above average for wanting rules for each local area, however all these groups still had a majority favouring the one set of rules.

Regional or local Smokefree rules	Total sample	Māori	Pacific	Asian	Other
	840	155	203	139	392
	%	%	%	%	%
Rules for each local area	18	32↑	20	8↓	18
One set rules for all of Auckland	77	61↓	75	86↑	78
Depends	2	1	3	2	2
Don't Know/ refused	3	5	2	4	2

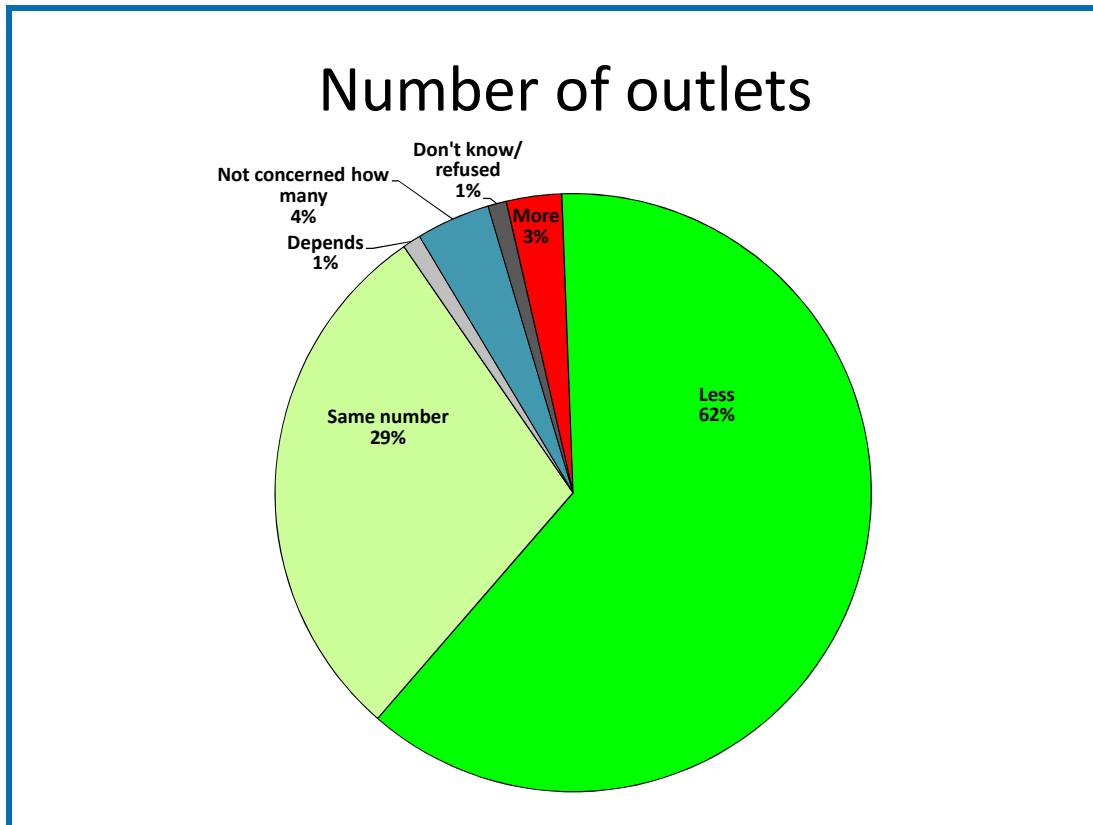
Those in Central Auckland were most supportive of one set of rules (85%), while those in Howick/Franklin were least supportive (67%).

Regional or local Smokefree rules	Total Sample	REGION				
		North	Central	West	Howick/ Franklin	Southern
	840	119	145	101	75	400
	%	%	%	%	%	
Rules for each local area	18	20	14	12	28↑	19
One set rules for all of Auckland	77	75	85↑	81	67↓	74
Depends	2	2	0	2	2	4
Don't Know/ refused	3	4	1	5	2	2

5.5 DENSITY OF OUTLETS

Q. Thinking about the number of places which sell cigarettes in your community, would you like to see more, less or the same number as now?

There was a majority favouring a reduced number of outlets (62%), while 3% wanted more.



A much smaller proportion of smokers wanted 'less' outlets (25% vs 62% Total Sample), with most favouring the status quo (58% vs 29%) rather than 'more' outlets (8%).

Number of outlets	Total	Smoker	Non Smoker
	840	121	719
	%	%	%
More	3	8†	2
Less	62	25↓	70
Same number	29	58†	22
Depends	1	0	1
Not concerned how many	4	6	3
Don't Know/refused	1	3	1

Males (60%) and females (64%) were similar in their desire to have 'less' outlets.

Māori were more likely than the Total Sample to want the 'same number' (38% vs 29%), although there were still 55% who wanted 'less'. Among Māori non-smokers this difference was not evident.

Asian peoples were more likely to want 'less' (77% vs 62%), while Pacific peoples were the group most likely to want 'more', although the level was still only 8%.

A smaller proportion of New Zealand European/Other males wanted 'less' (56% vs 62%) and they were more likely to want the 'same number' (35% vs 29%).

Number of outlets	Total	Māori	Pacific	Asian	Other
	840 %	155 %	203 %	139 %	392 %
More	3	0↓	8↑	3	3
Less	62	55	58	77↑	59
Same number	29	38↑	28	17↓	32↑
Depends	1	1	1	2	1
Not concerned how many	4	5	4	1	4
Don't Know/refused	1	2	2	0	0

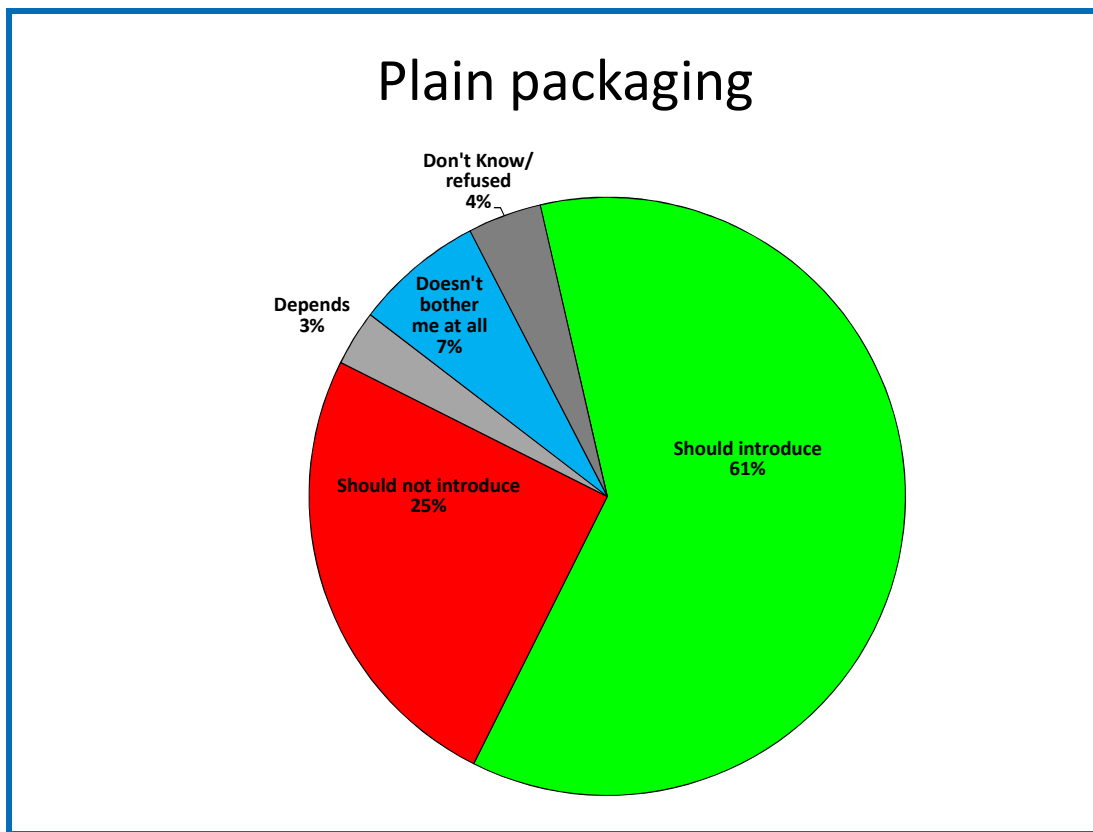
Opinion was consistent across the regions.

Number of outlets	Total Sample 840 %	REGION				
		North	Central	West	Howick/ Franklin	Southern
		119 %	145 %	101 %	75	400
More	3	2	5	2	1	5
Less	62	63	67	62	62	59
Same number	29	31	26	29	28	27
Depends	1	2	0	1	2	2
Not concerned how many	4	1	2	6	5	6
Don't Know/refused	1	1	1	1	3	2

5.6 PLAIN PACKAGING

Q. The government is considering plain packaging of cigarettes. This means taking the branding off cigarette packets, leaving only the name in plain type, and making the health warnings bigger. Do you think New Zealand should or should not introduce plain packaging?

There was also a majority who thought the government should introduce plain packaging (61%), while 25% felt they shouldn't. The other responses are shown in the graph and table.



As shown in the table below, smokers were less likely to support plain packaging (39% vs 61% Total Sample).

Plain packaging	Total	Smoker	Non Smoker
	400 %	70 %	330 %
Should introduce	61	39↓	65
Should not introduce	25	41↑	22
Depends	3	6↑	3
Doesn't bother me at all	7	9	6
Don't Know/refused	4	5	4

Males (65%) had higher support for plain packaging than females (57%).

Although Māori (52%) and Pacific peoples (52%) were less supportive of plain packaging than the Total Sample (61%), there were still a majority of them in favour of it.

Plain packaging	Total Sample	Māori	Pacific	Asian	Other
	840	155	203	139	392
	%	%	%	%	%
Should introduce	61	52↓	52↓	66	61
Should not introduce	25	29	32↑	22	25
Depends	3	5	4	3	3
Doesn't bother me at all	7	8	7	5	7
Don't Know/ refused	4	6	6	5	4

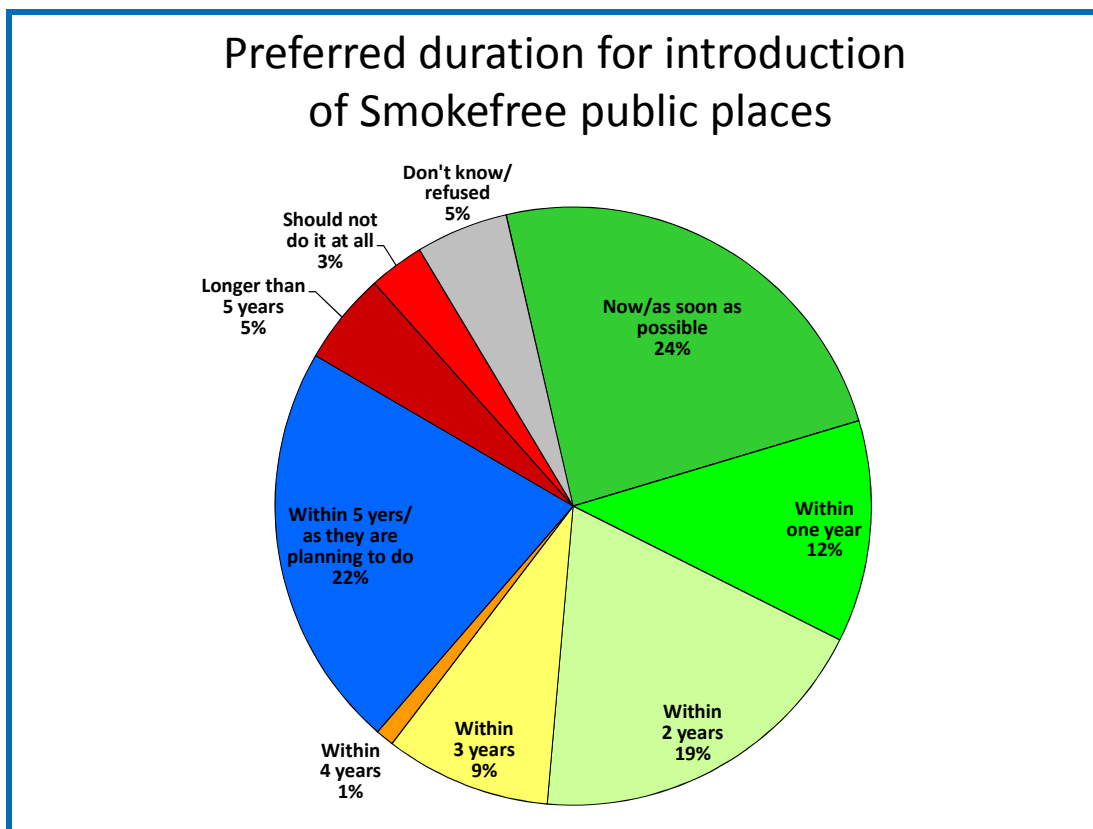
Those people living in West Auckland (48%) and the Southern Initiative (52%) were least supportive.

Plain packaging	Total Sample	REGION				
		North	Central	West	Howick/ Franklin	Southern
		840	119	145	101	75
	%	%	%	%	%	%
Should introduce	61	64	69↑	48↓	67	52↓
Should not introduce	25	23	23	35↑	19	28
Depends	3	3	1	4	6	4
Doesn't bother me at all	7	7	3	7	6	12↑
Don't Know/ refused	4	4	5	7	3	5

5.7 DURATION OF INTRODUCTION OF SMOKEFREE PUBLIC PLACES

Q. The Auckland Council plans to spread the introduction of Smokefree public places over the next five years, but some people feel they should act more quickly. How long do you think they should take to do this?

This question was asked only in the most recent survey, which did not include the Southern Initiative region. The question wording was changed early in the survey, so the number answering the question was less than the 440 who did that survey. Also excluded from this question were those who in the first question said they did not think any public places should be Smokefree. Of the 402 who were asked the question, the most popular option was to do it now or as soon as possible (24%). There were a majority (55%) who thought it should be done within two years. There were 27% who thought five or more years should be allowed. Even though all the people answering this question had previously been supportive of at least one outdoor public place becoming Smokefree, there were 3% who in response to this question said the introduction of Smokefree public places should not happen at all.



The smokers were more likely to say it should not happen at all (8% vs 2% non-smokers), while they were also over-represented in the 'don't know/ refused' category (12% vs 4%).

Preferred duration of introduction of Smokefree public places	Total Sample 402 %	Smoker 47 %	Non-smoker 355 %
Now/as soon as possible	24	18	26
Within one year	12	10	12
Within 2 years	19	22	19
Within 3 years	9	5	10
Within 4 years	1	0	1
Within 5 years/ as they are planning to do	22	17	23
Longer than 5 years	5	7	4
Should not do it at all	3	8↑	2
Don't know/refused	5	12↑	4
Total within 2 years	55	50	56

Asian respondents were more likely to say it should happen now (43% vs 24% Total Sample) and 76% thought it should be within the next two years (vs 55% Total Sample). Māori were more likely to say within one year (23% vs 12%). Pacific non-smokers were more likely to want the changes within two years (68%). New Zealand European/Others were the most likely to favour the current plan to take up to five years (28% vs 22%), although there were still 49% who favoured making the changes within two years, which was a lower level than the 55% for the Total Sample.

Preferred duration of introduction of Smokefree public places	Total Sample 402 %	Māori 65 %	Pacific 69 %	Asian 75 %	Other 205 %
Now/as soon as possible	24	18	30	43↑	19↓
Within one year	12	23↑	13	12	11
Within 2 years	19	11	14	22	20
Within 3 years	9	3	7	10	9
Within 4 years	1	1	0	1	1
Within 5 years/ as they are planning to do	22	29	19	4↓	28↑
Longer than 5 years	5	9	8	4	4
Should not do it at all	3	5	6	0	4
Don't know/refused	5	2	5	5	6
Total within 2 years	55	52	57	76↑	49↓

Those living in Central Auckland were more likely to want the changes now or as soon as possible (30% vs 24%), although they were also above average for wanting longer than five years (7% vs 5%).

Preferred duration of introduction of Smokefree public places	Total Sample	REGION			
		North	Central	West	Howick/ Franklin
	402	119	145	101	75
	%	%	%	%	%
Now/as soon as possible	24	19	30†	19	27
Within one year	12	14	12	13	8
Within 2 years	19	20	18	18	22
Within 3 years	9	10	8	7	12
Within 4 years	1	1	0	3†	0
Within 5 years/ as they are planning to do	22	27	17	26	21
Longer than 5 years	5	2	7†	2	6
Should not do it at all	3	4	4	3	1
Don't know	5	4	4	10†	4
Total within 2 years	55	52	60	50	57

5.8 PREFERRED COST OF CIGARETTES

Q. The price of cigarettes can be increased by the government to discourage smoking. The average cost of a packet of 20 cigarettes is now about \$16. What do you think the price should be?

This question was also asked only in the most recent survey, which did not include the Southern Initiative region. A majority (58%) would prefer the cost of cigarettes to be more than it is now, while another 11% were undecided and 1% declined to answer. There were 54% who thought the cost should be at least \$20, including 16% thought it should be at least \$30 and 4% who thought it should be at least \$100.

Among smokers 18% thought it should be more than now and all of these thought it should be at least \$20. There were even 4% of smokers who thought the cost should be \$100. However most smokers either favoured the current cost (35%) or a lesser cost (36%).

Preferred cost of cigarettes	Total Sample	Smoker	Non-smoker
	440	51	389
	%	%	%
Less than \$10	3	13↑	1
\$10 to \$15.99	5	23↑	2
\$16/ same as now	22	35↑	20
\$17 to \$19	5	1	5
\$20	27	11↓	30
\$21 to \$24	3	0	4
\$25 to \$29	8	0	10
\$30 to \$39/twice as much	7	0	8
\$40 to \$49/ three times as much	2	3	2
\$50 to \$74/ four times as much	3	0	4
\$75 to \$99/ five times as much	0	0	0
\$100	3	4	2
Over \$100	1	0	1
Don't know	11	10	11
Refused	1	1	1
Total more than now	58	18↓	66
Total at least \$20	54	18↓	61
Total at least \$25	24	7↓	28
Total at least \$30	16	7	18

Males (59%) and females (57%) were similar in their desire to have the cost higher than now.

Māori were more likely than others to want the price to remain the same (38% vs 22% Total Sample) and were therefore lower for wanting it to be more than now (45% vs 58%). There was still some evidence of these differences among non-smokers, although they were not significant.

Pacific peoples were more likely than others to prefer the cost to be less than now (27% vs 8% Total Sample), although 48% still wanted it to be more than now. This difference for Pacific peoples was still evident when just non-smokers were considered (8% wanting the cost to be less than now vs 3% of all non-smokers). Pacific peoples (smokers and non-smokers combined) were below average for the percentage wanting it to be at least \$20 (40% vs 54%), but there was no significant difference for Pacific non-smokers wanting it to be at least \$20 (58% vs 61% for all non-smokers).

Asian peoples were more likely to want the cost to be higher than now (68% vs 58%).

Preferred cost of cigarettes	Total Sample	Māori	Pacific	Asian	Other
	440	70	72	81	229
	%	%	%	%	%
Less than now	8	11	27↑	3	8
\$16/ same as now	22	38↑	14	20	23
\$17 to \$19	5	2	7	8	3
\$20	27	27	18	29	26
\$21 to \$29	11	6	4	10	13
\$30 to \$39/twice as much	7	6	7	10	6
\$40 or more	9	4	11	11	9
Don't know/refused	11	7	12	10	13
Total more than now	58	45↓	48	68↑	57
Total at least \$20	54	43	40↓	60	54
Total at least \$25	24	16	21	29	23
Total at least \$30	16	9	18	21	15

Those in West Auckland were more likely than others to be unsure what the cost should be or declined to answer (21% vs 11% Total Sample) and they were lower than others for keeping it at the same price (11% vs 22%). Those in Central were more likely than others to want the cost to be \$40 or more (14% vs 9%), while those in the North were above average for a price tag of \$20 (34% vs 27%).

	Total Sample	REGION			
		North	Central	West	Howick/ Franklin
	440	119	145	101	75
Preferred cost of cigarettes	%	%	%	%	%
Less than now	8	11	4↓	13	7
\$16/ same as now	22	21	27	11↓	29
\$17 to \$19	5	2	6	2	8
\$20	27	34↑	25	20	24
\$21 to \$29	11	9	10	17	10
\$30 to \$39/twice as much	7	7	6	11	4
\$40 or more	9	6	14↑	6	8
Don't know/refused	11	10	7↓	21↑	10
Total more than now	58	58	62	55	54
Total at least \$20	54	56	55	53	46
Total at least \$25	24	18	29	27	20
Total at least \$30	16	13	20	17	12

APPENDIX: QUESTIONNAIRE

COMMUNITY SURVEY-June /July 2013

INTRODUCTION

Good morning/ afternoon/ evening, my name is and I am calling from [*insert name of research company.* 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 about 7-8 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:

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

If necessary reintroduce survey:

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

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.

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*

Q9. 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

NORTH: Rodney, Hibiscus and Bays, Upper Harbour, Kaipatiki, Devonport-Takapuna Local Board

1	<i>Ahuroa</i>	Rodney
2	<i>Albany</i>	Upper Harbour
3	<i>Albany Heights</i>	Upper Harbour
4	<i>Algies Bay</i>	Rodney
5	<i>Araparera</i>	Rodney
6	<i>Arkles Bay</i>	Hibiscus and Bays
7	<i>Army Bay</i>	Hibiscus and Bays
8	<i>Bayswater</i>	Devonport-Takapuna
9	<i>Bayview</i>	Kaipatiki
10	<i>Beach Haven</i>	Kaipatiki
11	<i>Belmont</i>	Devonport-Takapuna
12	<i>Big Manly</i>	Hibiscus and Bays
13	<i>Big Omaha</i>	Rodney
14	<i>Birkdale</i>	Kaipatiki
15	<i>Birkenhead</i>	Kaipatiki
16	<i>Browns Bay</i>	Hibiscus and Bays
17	<i>Buckleton Beach</i>	Rodney
18	<i>Campbells Bay</i>	Hibiscus and Bays

19	<i>Castor Bay</i>	Devonport-Takapuna
20	<i>Chatswood</i>	Kaipatiki
21	<i>Cheltenham</i>	Devonport-Takapuna
22	<i>Coatesville</i>	Rodney
23	<i>Crown Hill</i>	Devonport-Takapuna
24	<i>Dairy Flat</i>	Rodney
25	<i>Devonport</i>	Devonport-Takapuna
26	<i>Dome Valley</i>	Rodney
27	<i>Fairview Heights</i>	Upper Harbour
28	<i>Forrest Hill</i>	Devonport-Takapuna
29	<i>Glenfield</i>	Kaipatiki
30	<i>Glenvar</i>	Hibiscus and Bays
31	<i>Glorit</i>	Rodney
32	<i>Greenhithe</i>	Upper Harbour
33	<i>Gulf Harbour</i>	Hibiscus and Bays
34	<i>Hatfields Beach</i>	Hibiscus and Bays
35	<i>Hauraki</i>	Devonport-Takapuna
36	<i>Helensville</i>	Rodney
37	<i>Hepburn Creek</i>	Rodney
38	<i>Herald Island</i>	Upper Harbour
39	<i>Hibiscus Coast</i>	Hibiscus and Bays
40	<i>Highbury</i>	Kaipatiki
41	<i>Hillcrest</i>	Kaipatiki
42	<i>Hobsonville</i>	Upper Harbour
43	<i>Hoteo</i>	Rodney
44	<i>Hoteo North</i>	Rodney
45	<i>Huapai</i>	Rodney
46	<i>Kaipara Flats</i>	Rodney
47	<i>Kakanui</i>	Rodney
48	<i>Kanohi</i>	Rodney
49	<i>Kaukapakapa</i>	Rodney
50	<i>Kawau Island</i>	Rodney
51	<i>Komokoriki</i>	Rodney
52	<i>Kourawhero</i>	Rodney
53	<i>Kumeu</i>	Rodney
54	<i>Leigh</i>	Rodney
55	<i>Loch Norrie</i>	Rodney
56	<i>Long Bay</i>	Hibiscus and Bays
57	<i>Lucas Heights</i>	Upper Harbour
58	<i>Mahurangi</i>	Rodney
59	<i>Mairangi Bay</i>	Hibiscus and Bays
60	<i>Mairetahi</i>	Rodney
61	<i>Makarau</i>	Rodney
62	<i>Mangakura</i>	Rodney
63	<i>Manly</i>	Hibiscus and Bays
64	<i>Marlborough</i>	Kaipatiki
65	<i>Matakana</i>	Rodney
66	<i>Matakatia</i>	Hibiscus and Bays

67	<i>Milford</i>	Devonport-Takapuna
68	<i>Muriwai</i>	Rodney
69	<i>Murrays Bay</i>	Hibiscus and Bays
70	<i>Narrow Neck</i>	Devonport-Takapuna
71	<i>North Harbour</i>	Upper Harbour
72	<i>Northcote</i>	Kaipatiki
73	<i>Northcote Point</i>	Kaipatiki
74	<i>Northcross</i>	Hibiscus and Bays
75	<i>Northcross on the Albany side of East Coast Rd</i>	Upper Harbour
76	<i>Northcross on the beach side of East Coast Rd</i>	Hibiscus and Bays
77	<i>Okura</i>	Hibiscus and Bays
78	<i>Okura Bush</i>	Hibiscus and Bays
79	<i>Omaha</i>	Rodney
80	<i>Orewa</i>	Hibiscus and Bays
81	<i>Pakiri</i>	Rodney
82	<i>Parakai</i>	Rodney
83	<i>Paremoremo</i>	Upper Harbour
84	<i>Parkhurst</i>	Rodney
85	<i>Pinehill</i>	Upper Harbour
86	<i>Pohuehue</i>	Rodney
87	<i>Point Wells</i>	Rodney
88	<i>Port Albert</i>	Rodney
89	<i>Puhoi</i>	Rodney
90	<i>Red Beach</i>	Hibiscus and Bays
91	<i>Redvale on the Dairy Flat side of the Motorway</i>	Rodney
92	<i>Redvale on the Long Bay side of the Motorway</i>	Hibiscus and Bays
93	<i>Rewiti</i>	Rodney
94	<i>Riverhead</i>	Rodney
95	<i>Rosedale</i>	Upper Harbour
96	<i>Rothesay Bay</i>	Hibiscus and Bays
97	<i>Sandspit</i>	Rodney
98	<i>Schnapper Rock</i>	Upper Harbour
99	<i>Silverdale on Rodney side of Motorway</i>	Rodney
100	<i>Silverdale on Whangaparoa side of Motorway</i>	Hibiscus and Bays
101	<i>Snells Beach</i>	Rodney
102	<i>South Head</i>	Rodney
103	<i>Stanley Bay</i>	Devonport-Takapuna
104	<i>Stanley Point</i>	Devonport-Takapuna
105	<i>Stanmore Bay</i>	Hibiscus and Bays
106	<i>Stillwater</i>	Hibiscus and Bays
107	<i>Sunnynook</i>	Devonport-Takapuna
108	<i>Tahekeroa</i>	Rodney
109	<i>Takapuna</i>	Devonport-Takapuna
110	<i>Tapora</i>	Rodney
111	<i>Taupaki</i>	Rodney
112	<i>Te Arai</i>	Rodney
113	<i>Tindalls Beach</i>	Hibiscus and Bays
114	<i>Torbay</i>	Hibiscus and Bays

115	<i>Totara Vale</i>	Kaipatiki
116	<i>Unsworth Heights</i>	Upper Harbour
117	<i>Vauxhall</i>	Devonport-Takapuna
118	<i>Wade Heads</i>	Hibiscus and Bays
119	<i>Waiake</i>	Hibiscus and Bays
120	<i>Waikoukou Valley</i>	Rodney
121	<i>Waimauku</i>	Rodney
122	<i>Wainui</i>	Rodney
123	<i>Wairau Valley</i>	Kaipatiki
124	<i>Waitoki</i>	Rodney
125	<i>Waiwera</i>	Hibiscus and Bays
126	<i>Warkworth</i>	Rodney
127	<i>Wellsford</i>	Rodney
128	<i>West Harbour</i> on Hobsonville side of Luckens Rd	Upper Harbour
129	<i>Whenuapai</i>	Upper Harbour
130	<i>Windsor Park</i>	Upper Harbour

CENTRAL: Albert-Eden, Waitemata, Orakei, Maungakiekie-Tamaki, Puketapapa, Waiheke Island, Great Barrier Island Local Board

131	<i>Arch Hill</i>	Waitemata
132	<i>Auckland Central</i>	Waitemata
133	<i>Balmoral</i> on the Mt Roskill side of Landscape Rd/Invermay Ave	Puketapapa
134	<i>Balmoral</i> on the Sky Tower side of Landscape Rd/Invermay Ave	Albert-Eden
135	<i>CBD</i>	Waitemata
136	<i>Eden Terrace</i> on Grafton side of Dominion Rd	Waitemata
137	<i>Eden Terrace</i> on Kingsland side of Dominion Rd	Albert-Eden
138	<i>Ellerslie</i> on Mt Wellington side of Southern Motorway	Orakei
139	<i>Ellerslie</i> on One Tree Hill side of Southern Motorway	Maungakiekie-Tamaki
140	<i>Epsom</i> to city side of Selwyn Rd / Greenfield Rd	Albert-Eden
141	<i>Epsom</i> to Hillsborough side of Selwyn Rd / Greenfield Rd	Puketapapa
142	<i>Freemans Bay</i>	Waitemata
143	<i>Glen Innes</i>	Maungakiekie-Tamaki
144	<i>Glendowie</i>	Orakei
145	<i>Grafton</i>	Waitemata
146	<i>Great Barrier Island</i>	Great Barrier
147	<i>Greenlane</i> on the city side of Greenlane (the road)	Albert-Eden
148	<i>Greenlane</i> on the Penrose side of Greenlane (the road)	Maungakiekie-Tamaki
149	<i>Grey Lynn</i>	Waitemata

150	Herne Bay	Waitemata
151	Hillsborough	Puketapapa
152	Kingsland	Albert-Eden
153	Kohimarama	Orakei
154	Lynfield	Puketapapa
155	Meadowbank	Orakei
156	Mission Bay	Orakei
157	Morningside	Albert-Eden
158	Mt Albert	Albert-Eden
159	Mt Eden	Albert-Eden
160	Mt Roskill	Puketapapa
161	Mt Wellington	Maungakiekie-Tamaki
	Newmarket on Newmarket side of St Marks Rd, Belmont Tce and Newmarket Park	Waitemata
162	Newmarket on Remuera side of St Marks Rd, Belmont Tce and Newmarket Park	Orakei
163	Newton	Waitemata
164	One Tree Hill	Maungakiekie-Tamaki
165	Onehunga	Maungakiekie-Tamaki
166	Orakei	Orakei
167	Oranga	Maungakiekie-Tamaki
168	Otahuhu on Mt Wellington side of Mt Richmond Domain	Maungakiekie-Tamaki
169	Owairaka	Albert-Eden
170	Panmure	Maungakiekie-Tamaki
171	Parnell	Waitemata
172	Penrose	Maungakiekie-Tamaki
173	Ponsonby	Waitemata
174	Pt Chevalier	Albert-Eden
175	Pt England	Maungakiekie-Tamaki
176	Rakino Island	Waiheke
177	Remuera	Orakei
	Royal Oak from Royal Oak Roundabout (and surrounding streets) and towards Onehunga	Maungakiekie-Tamaki
179	Royal Oak on Mt Roskill side of Royal Oak Roundabout	Puketapapa
180	Sandringham	Albert-Eden
181	St Heliers	Orakei
182	St Johns	Orakei
183	St Lukes	Albert-Eden
184	St Marys Bay	Waitemata
185	Stonefields	Orakei
186	Sylvia Park	Maungakiekie-Tamaki
187	Te Papapa	Maungakiekie-Tamaki
188	Three Kings on the Sky Tower side of Landscape Rd	Albert-Eden
189		

190	Three Kings to Hillsborough side of Landscape Rd	Puketapapa
191	Wai o Taiki Bay	Maungakiekie-Tamaki
192	Waiheke Island	Waiheke
193	Waikowhai	Puketapapa
194	Waterview	Albert-Eden
195	Wesley	Puketapapa
196	Western Springs	Waitemata
197	Westmere	Waitemata

WEST: Whau, Henderson-Massey, Waitakere Ranges Local Board

201	Anawhata	Waitakere Ranges
202	Avondale	Whau
203	Bethells Beach	Waitakere Ranges
204	Blockhouse Bay	Whau
205	French Bay	Waitakere Ranges
206	Glen Eden	Waitakere Ranges
207	Glendene on Te Atatu side of Hepburn Rd	Henderson-Massey
208	Glendene on New Lynn side of Hepburn Rd	Whau
209	Green Bay	Whau
210	Henderson	Henderson-Massey
211	Henderson Valley	Waitakere Ranges
212	Huia	Waitakere Ranges
213	Karekare	Waitakere Ranges
214	Kaurilands	Waitakere Ranges
215	Kelston	Whau
216	Konini	Waitakere Ranges
217	Laingholm	Waitakere Ranges
218	Lincoln	Henderson-Massey
219	Massey	Henderson-Massey
220	Massey East	Henderson-Massey
221	Massey West on Massey side of Birdwood Rd	Henderson-Massey
222	Massey West on Waitakere Ranges side of Birdwood Rd	Waitakere Ranges
223	McClaren Park	Henderson-Massey
224	New Lynn	Whau
225	New Windsor	Whau
226	Oratia	Waitakere Ranges
227	Parau	Waitakere Ranges
228	Piha	Waitakere Ranges
229	Ranui	Henderson-Massey
230	Scenic Drive	Waitakere Ranges
231	Sunnyvale on the Glendene side of the train line	Henderson-Massey
232	Sunnyvale on the Waitakere Ranges side of the train line	Waitakere Ranges
233	Swanson (rural - on Waitakere Ranges side of Birdwood or Candia Rd)	Waitakere Ranges

234	Swanson (urban - on Ranui side of Birdwood or Candia Rd)	Henderson-Massey
235	Te Atatu North	Henderson-Massey
236	Te Atatu Peninsula	Henderson-Massey
237	Te Atatu South	Henderson-Massey
238	Titirangi	Waitakere Ranges
239	Waiaatarua	Waitakere Ranges
240	Waitakere Township	Waitakere Ranges
241	West Harbour on Massey side of Luckens Rd	Henderson-Massey
242	Western Heights	Henderson-Massey
243	Wood Bay	Waitakere Ranges
244	Woodlands Park	Waitakere Ranges

EAST/SOUTH : Howick, Franklin

251	Alfriston on the Clevedon side of Mill Rd	Franklin
252	Ararimu	Franklin
253	Ardmore	Franklin
254	Awhitu	Franklin
255	Baverstock Oaks	Howick
256	Beachlands	Franklin
257	Big Bay	Franklin
258	Bombay	Franklin
259	Botany Downs	Howick
260	Brookby	Franklin
261	Buckland	Franklin
262	Bucklands Beach	Howick
263	Burswood	Howick
264	Clarks Beach	Franklin
265	Clevedon	Franklin
266	Clover Park to the Totara Park side of Aspiring Ave/Matthews Rd	Howick
267	Cockle Bay	Howick
268	Dannemora	Howick
269	Drury on the Bombay side of the train line	Franklin
270	East Tamaki	Howick
271	East Tamaki Heights	Howick
272	Eastern Beach	Howick
273	Farm Cove	Howick
274	Flat Bush	Howick
275	Glenbrook	Franklin
276	Golflands	Howick
277	Goodwood Heights on Clover Park side of Redoubt Rd	Howick
278	Grahams Beach	Franklin
279	Half Moon Bay	Howick
280	Happy Valley	Franklin
281	Helvetia	Franklin

282	Highland Park	Howick
283	Howick	Howick
284	Huntington Park	Howick
285	Hunua	Franklin
286	Karaka	Franklin
287	Kawakawa Bay	Franklin
288	Kingseat	Franklin
289	Kohekohe	Franklin
290	Maraetai	Franklin
291	Matakawau	Franklin
292	Matingarahi	Franklin
293	Mauku	Franklin
294	Mellons Bay	Howick
295	Mission Bush	Franklin
296	Northpark	Howick
297	Omana Beach	Franklin
298	Opaheke	Franklin
299	Orere Point	Franklin
300	Paerata	Franklin
301	Pakuranga	Howick
302	Pakuranga Heights	Howick
303	Patumahoe	Franklin
304	Pukekohe	Franklin
305	Pukekohe East	Franklin
306	Puni	Franklin
307	Ramarama	Franklin
308	Runciman	Franklin
309	Shamrock Park	Howick
310	Shelly Park	Howick
311	Somerville	Howick
312	Sunnyhills	Howick
313	Totara Park on Howick side of Redoubt Rd	Howick
314	Waiau Pa	Franklin
315	Waiuku	Franklin
316	Whitford	Franklin

997. Other - **Thank and Close** (Spec NQ Local Board)

998. Don't Know

999. Refused- **Thank and Close**

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. Firstly we would like to know which of the following places you think should be **Smokefree**, which means that no one would be able to smoke there?

Answer options (Do not read)

1. Smokefree
2. Not Smokefree
3. Depends
4. Don't think **any areas/places** should be Smokefree (Should not be any places where not allowed to smoke)(go to Q2) Spec Note: Auto code responses as code 2
5. Think **all areas/places** should be Smokefree (You shouldn't be allowed to smoke at any places)(go to Q2)
Spec Note: Auto code responses as code 1
6. Don't know
7. Refused

Read list (randomized by CATI)

Do you think (insert place) should be Smoke free....

- Beaches
- Parks and sports fields
- Children's play grounds
- Outdoor eating places at restaurants, pubs or cafes
- Outdoor music or sporting events
- Outdoor areas in town centres
- Bus stops and train stations
- Footpaths outside your local block of shops
- Near the entrance of buildings

Q2. If the following places **were Smokefree**, would you be more or less likely to visit them. So firstly, if [first randomly selected option to be added by CATI] were Smokefree, would you be more or less likely to visit them, or would it make no difference?

For subsequent places say...

If (insert place) were Smokefree would you be more or less likely to visit them, or would it make no difference?

Read list (randomized by CATI)

- Beaches
- Parks and sports fields

- Outdoor eating places at restaurants, pubs or cafes
- Outdoor music or sporting events

Answer options (Do not read):

1. More likely
2. Less likely
3. Same
4. Never visit
5. Don't know
6. Refused

Q3a. In the last 12 months have you taken any **children** to a sports field, playground, park, or beach? *(If asked, advise that they should include places outside of their local community)*

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

Ask if Yes, others go to Q4

Q3b. If these places were Smokefree, would you be more or less likely to take children there, or would it make no difference?

Do not read

1. More likely to visit
2. Less likely
3. No difference
4. Depends
5. Don't know
6. Refused

Q4. Smokefree bans can be voluntary and rely on the public to make them happen, or the Council can have by-laws, which means there is a possibility people could be fined if they were smoking in a Smokefree area. Which option do you prefer?

Read if necessary

1. Voluntary ban
2. Have by-laws
(Do not read)
3. Depends
4. Don't know
5. Refused

Q5. Do you think **each local area** should have its own Smokefree rules, so for example, some beaches in Auckland might be Smokefree and some not, or do you think there should be **one** set of Smokefree rules for **all** of Auckland

Read if necessary

1. Rules for each local area
2. One set rules for all of Auckland
(Do not read)

3. Depends
4. Don't know
5. Refused

Q6. Thinking about the **number of places** which sell cigarettes in your community, would you like to see more, less or the same number as now?

Do not read

1. More
2. Less
3. Same number
4. Depends
5. Don't know
6. Refused
7. Not concerned how many.

If in Q1 did not support Smokefree places –(code 4 at Q1 or code 2 in all of Q1 items)skip Q6A-Go to Q7

Q6A : The Auckland Council plans to spread the introduction of Smokefree public places over the next five years, but some people feel they should act more quickly. How long do you think they should take to do this? *Prompt if do not mention an option coded below:* How many **years** do you think they should take to do this?

Do not read

1. Do it now/ as soon as possible
2. Within one year
3. Within 2 years
4. Within 3 years
5. Within 4 years
6. Within 5 years/ As they are planning to do
7. Longer than 5 years
8. Should not do it at all
9. Don't know
10. Refused

Q7. The government is considering **plain packaging of cigarettes**. This means taking the branding off cigarette packets, leaving only the name in plain type, and making the health warnings bigger. Do you think New Zealand should or should not introduce plain packaging?

Do not read

1. Should introduce
2. Should not introduce
3. Depends
4. Don't know
5. Refused
6. Doesn't bother me at all.

Q7A.The price of cigarettes can be increased by the government to discourage smoking. The average cost of a packet of 20 cigarettes is now about \$16. What do you think the price should be?

If necessary ask for it to the nearest dollar

Do not read

1. Less than \$10
2. \$10-\$15.99
3. \$16/ Same as now
4. \$17
5. \$18
6. \$19
7. \$20
8. \$21-24
9. \$25-29
10. \$30-39/ twice as much
11. \$40-49/ three times as much
12. \$50-74/ four times as much
13. \$75-99/ five times as much
14. \$100
15. Over \$100
16. Don't know
17. Refused

Q8. We are interested in the views of both smokers and non-smokers. Are you a smoker? (*If asked, this includes occasional or 'social' smokers*)

Do not read

1. Yes, am a smoker (Includes social/occasional smoker)
2. Ex-smoker (*if volunteered*)
3. Not a smoker
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.

Interviewer Note: If respondent is not aware of Suburb, and the Street name has been supplied, suspend survey.

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...

Beth Jenkinson Ph:308 0164 BJENKINSON@akcansoc.org.nz