

Issues of Health and Wellbeing 2012 Population Survey

Public Health Survey Technical Report
November 2012



Toi Te Ora
Public Health Service
BAY OF PLENTY DISTRICT HEALTH BOARD
Serving Bay of Plenty and Lakes Districts

www.ttophs.govt.nz

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Foreword


Toi Te Ora - Public Health Service is pleased to present the second *Issues of Health and Wellbeing Population Survey*, providing information on the health and wellbeing of people aged 15 years and above across the Bay of Plenty and Lakes District Health Board regions.

Interviewing and data collection for the survey took place between January and March 2012. This report presents information on health attitudes and perceptions with respect to general health knowledge, communicable diseases, tobacco smoking, alcohol, nutrition, the physical environment, public health warnings, and workplace health.

This is a summary report of the main findings. However, there is a wealth of other information in the survey dataset and we encourage people to request further analysis of the available data. For reference, this report and further data analyses can be accessed through the Toi Te Ora – Public Health Service website¹.

This survey adds to the information gathered from the first *Issues of Health and Wellbeing Population Survey* conducted in 2008². It will help inform public health planning and the design of public health interventions. It also contributes to a better understanding of local health inequalities and the type of interventions that might help reduce them.

Toi Te Ora – Public Health Service thanks all the individuals who contributed their time and expertise in the development and implementation of the survey. We intend to conduct a similar survey every four years to monitor trends in people’s knowledge, attitudes and perceptions on significant public health issues.



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¹ www.ttophs.govt.nz

² Toi Te Ora – Public Health Service (2009). *Issues Of Health and Wellbeing 2008 Population Survey*. Toi Te Ora - Public Health Service.

Authorship

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We would like to thank all of the residents in the Bay of Plenty and Lakes districts who kindly took part in the survey.

Executive Summary

The delivery of effective public health services and interventions requires a good understanding of current community thinking and opinion on the issues of public health interest. Therefore, in 2012, Toi Te Ora – Public Health Service commissioned a second survey of public knowledge and attitudes on key health topics to further assess and understand current public attitudes and behaviour.

In the 2012 survey, 1,045 people over the age of 15 years were interviewed. This included approximately 260 people from each of the Western Bay of Plenty, Eastern Bay of Plenty, Rotorua and Taupo districts.

Questions were selected as relevant to current or planned public health programmes and interventions. The survey covered the following topic areas:

- General health
- Communicable disease
- Tobacco smoking
- Alcohol
- Nutrition
- Physical environment
- Emergency preparedness
- Public health warnings awareness
- Workplaces and health.

The survey has provided useful insight into current local views as summarised below.

General Health and Knowledge

Overall nine out of ten people (89.5%) rated their health as good, very good or excellent. A significantly different result was that 74.5% of those over 65 years rate their health in these categories. The majority of people were confident about accessing and using health services, knowing where to go for treatment of illnesses or diseases, and how to cope with illnesses and minor injuries at home.

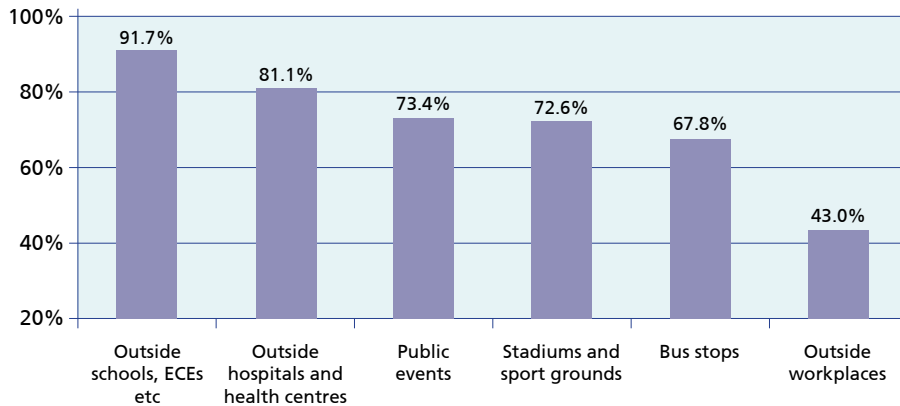
Communicable Disease

There is strong support for immunisation with the majority of people (92.2%) agreeing that even healthy children can catch diseases if they are not immunised; and that babies are vulnerable and need to be immunised at six weeks (78.7%). More than 4 out of 5 of people (81.6%) recognise that if a child or young person has a sore throat, it is best to get it checked and ask for a throat swab. Almost two thirds of people (65.2%) were aware that an untreated sore throat in a child could lead to rheumatic fever.

Tobacco Smoking

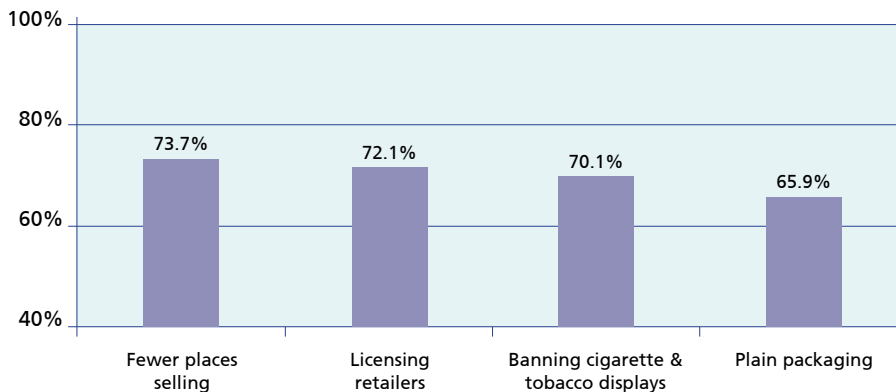
There is strong public support for further restrictions on places where people are allowed to smoke, with the exception of smoking outside a workplace. See graph on next page.

Support for Smokefree Places



There is strong public support from both smokers and non-smokers for further restrictions to help prevent people taking up smoking and to help smokers quit. See graph below.

Support for Tobacco Controls



The majority of people (80.8%) support an increasingly smokefree New Zealand where there are fewer smokers, less smoking in public and greater control of tobacco sales.

Alcohol

There is some public agreement that there are too many places selling alcohol (66.1%) and that there should be a limit on outlets in an area (83.2%). Three quarters of people (75.5%) support reducing the total number of places that sell alcohol. There is also support for imposing more restrictions by either changing current alcohol laws to give district councils greater power (73.0%) or by restricting alcohol company advertising and sponsorship (64.7%).

There is strong support (85.6%) for more regulation of the sale and advertising of alcohol, less tolerance of drunk driving and alcohol related offences and more social responsibility in the consumption of alcohol.

Nutrition

There is very strong support (91.2%) for clearer food labelling, especially of fat and sugar content. Two thirds of people read food and nutrition labels (66.6%) and find them useful (70.8%).

Eight out of ten people (82.0%) support removing GST on fruit and vegetables.

About one in two people (47.7%) have bought cheaper food to pay for other things in the last 12 months. Additionally, in order to keep costs down, a quarter of people (27.3%) have not bought fresh fruit and vegetables; just under a fifth of people (18.0%) are regularly skipping breakfast and 5.2% of people have accessed special food grants or food banks.

Physical Environment

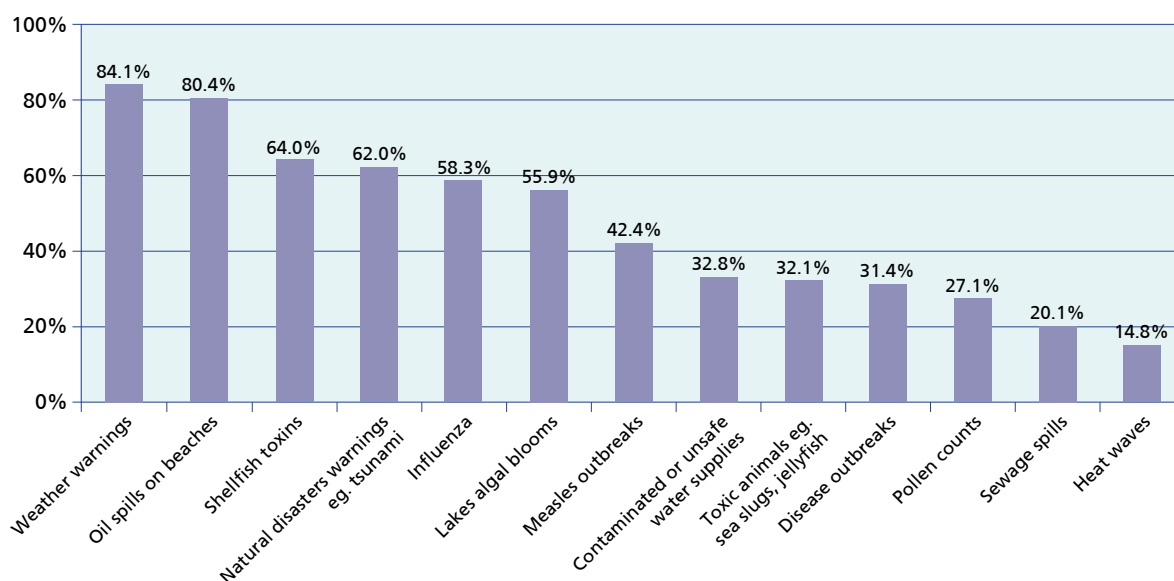
Under half (44.1%) use a fireplace as the main form of heating in the living area. A quarter of people (24.5%) use a heat pump and 17.0% use gas as their main form of heating. There are many demographic differences in the type of heating used.

Only two thirds of people (62.0%) can effectively heat their homes in winter. While the majority of people (97.3%) were aware that mould and dampness in a home can affect health, almost a quarter of people (22.3%) experienced noticeable dampness or mould inside their home in the past year.

Emergency Preparedness and Awareness of Public Health Warnings and Advice

Three quarters of people (75.7%) know what to do and where to go in an emergency or natural disaster. Half of people (48.9%) have an emergency kit prepared. People were aware of some of the various public health warnings in their area during the year. See graph below.

Awareness of Different Public Health Warnings and Advice



Workplaces and Health

Half of people interviewed (51.0%) were in paid employment. The majority of workers reported their workplace had an orientation programme, flexible hours, job sizing, a work-life balance policy and an Employee Assistance Programme. Six out of ten workers (64.0%) have been or would get immunised against influenza if provided at their workplace free of charge.

A large percentage of workers favour their workplace taking a responsible stance towards the availability of alcohol during (96.6%) and after work hours (54.6%). Almost three quarters of people (72.8%) bring the meal they eat at work from home.

1. Introduction

Toi Te Ora – Public Health Service is a service of the Bay of Plenty District Health Board and serves both Lakes and Bay of Plenty District Health Boards. Toi Te Ora – Public Health Service provides high quality public health services which aim to improve and protect the health of the population with a focus on reducing inequalities in health.

Aim of the survey

The aim of the research survey was to collect information on the knowledge, attitudes and perceptions of the population about a number of health issues relevant to public health programmes and interventions. This included the following topics:

- General health
- Communicable disease
- Tobacco smoking
- Alcohol
- Nutrition
- Physical environment
- Emergency preparedness
- Awareness of public health warnings
- Workplaces and health.

The objectives of this survey were:

- To establish a baseline of current attitudes, knowledge and perceptions around health;
- To identify areas where attitudes are favourable to change;
- To identify what key health messages need to be promoted;
- To assess the level of public support for a range of health initiatives; and
- To identify information gaps.

The survey provides a baseline of information and key questions will be repeated in future surveys to assess any changes occurring in attitude and support for different health initiatives in the intervening period.

The survey contributes to a better understanding of inequalities and the type of public health interventions that might help to reduce them. Where relevant, comparisons have been made with the findings of the *Issues of Health and Wellbeing 2008 Population Survey*.³

³ Toi Te Ora – Public Health Service (2009). *Issues Of Health and Wellbeing 2008 Population Survey*. Toi Te Ora - Public Health Service.

2. Method

Toi Te Ora – Public Health Service worked with the National Research Bureau (NRB) to design a computer assisted telephone interview survey. The sample frame was private phone numbers in the 2011 Bay of Plenty *White Pages* phone book. A minimum quota was set of 250 randomly selected interviewees from each of four districts: Western Bay of Plenty (Western Bay of Plenty District Council and Tauranga City Council), Eastern Bay of Plenty (Kawerau, Whakatane and Opotiki District Councils), Rotorua District Council and Taupo District Council.

An interviewee was identified as the person who had the next birthday in each randomly selected household and who was 15 years or older. Quotas were also used to ensure representativeness within each district according to age group, gender and ethnicity.

Each randomly selected phone number was called on up to four occasions at different times of day. An appointment to call back was made if requested.

Refer to Appendix 1 for a copy of the questionnaire.

Ethics approval for the project was sought and obtained from the National Ethics Advisory Committee (NEAC) through the Northern Y Regional Ethics Committee in September 2011.

NRB conducted pilot interviews in January 2012 with the main study interviews being completed during February and March 2012.

The results were adjusted for the probability of selection, given that only one person per household was interviewed, regardless of the number of people living there. To control for differences between the achieved sample and the 2006 census population, weighted adjustments have been applied using age group, gender and ethnicity. All confidence intervals were calculated at the 95% level.

Sample characteristics

1,045 telephone interviews were completed as follows:

Rotorua	260 interviews
Taupo	258 interviews
Western Bay of Plenty	260 interviews
Eastern Bay of Plenty	267 interviews
Total	1045 interviews

Interviewing outcomes

The response rate was 54%, which is almost identical to the 53% achieved in the 2008 survey.

Sample demographics

The table below shows the weighted sample demographics which compare favourably with the 2006 Census population. See Appendix 2 for further explanation of data weighting.

	Sample population	Percentage of sample	Census population
Gender			
Male	500	47.8%	47.8%
Female	545	52.2%	52.2%
Ethnicity			
Maori	230	22.0%	22.0%
Non Maori	815	78.0%	78.0%
Age			
Aged 15 – 24 years	163	15.6%	14.2%
Aged 25 – 44 years	349	33.4%	28.2%
Aged 45 – 64 years	336	32.2%	23.8%
Aged 65+	197	18.9%	12.3%

Source: 2006 Census resident population count aged 15 years and over, Statistics New Zealand.

3. Results

All figures shown are weighted percentages taken from the tables of results produced by the National Research Bureau and are population sample representative. All percentages are based on the total number of respondents (n=1,045), unless otherwise stated.

For each question, results are presented as tables and significant findings and differences among groups are described in more detail. Where questions have been repeated, the 2012 results and 2008 results are compared.

3.1 General Health

Question A1: Would you say your health is...

	%	Lower 95% CI	Upper 95% CI	2008 %
Excellent	22.8	19.4	26.1	23.2
Very good	41.2	37.3	45.2	39.1
Good	25.5	22.1	29.0	27.2
Total good to excellent	89.5	78.8	100.3	89.8
Fair	7.5	5.4	9.6	7.7
Or, Poor	3.0	1.6	4.3	2.6
Total fair/poor	10.5	7	13.9	10.3
Don't know	0.1	-0.2	0.3	0
Refused	0	0	0	0

Key Findings

The majority of people rated their health as good to excellent and only a few rated their health as fair or poor. The results obtained were almost identical to the results in the 2008 survey.

Those aged 65 and over rated their general health as being poorer than other age groups, with only 74.5% rating it as good to excellent and 25.4% as fair or poor.

Question A2: How confident are you about knowing where to get and use health services in your community?

Question A2a: Getting and using health services generally.

	%	Lower 95% CI	Upper 95% CI
Very confident	45.5	41.6	49.5
Confident	49.2	45.2	53.2
Total very confident to confident	94.7	86.8	102.7
Not confident	5.2	3.4	6.9
Don't know	0.1	-0.2	0.3
Refused	0	0	0

Key Findings

Nearly 95% of people were confident knowing where to get and use health services.

Question A2b: Knowing where to go for illnesses or diseases.

	%	Lower 95% CI	Upper 95% CI
Very confident	48.7	44.7	52.7
Confident	46.9	42.9	50.9
Total very confident to confident	95.6	87.6	103.6
Not confident	4.2	5.6	5.8
Don't know	0.3	-0.1	0.7
Refused	0	0	0

Key Findings

Most people were confident in knowing where to go for health services when they have illnesses or disease.

Question A2c: Knowing how to treat and cope with illnesses at home (e.g. sore throats, flu, colds, diarrhoea, vomiting etc.)

	%	Lower 95% CI	Upper 95% CI
Very confident	52.7	48.7	56.7
Confident	44.4	40.4	48.4
Total very confident to confident	97.1	89.1	105.1
Not confident	2.8	1.5	4.1
Don't know	0.1	-0.2	0.3
Refused	0	0	0

Key Findings

Almost everyone was confident in knowing how to treat and cope with minor illnesses at home.

Question A2d: Knowing how to treat and cope with minor injuries at home (e.g. cuts, grazes, sprains, bruises and strains etc.)

	%	Lower 95% CI	Upper 95% CI
Very confident	58.0	54.0	61.9
Confident	40.1	36.2	44.0
Total very confident to confident	98.1	90.2	105.9
Not confident	1.8	0.7	2.9
Don't know	0.1	-0.2	0.3
Refused	0	0	0

Key Findings

Almost everyone was confident in knowing how to treat and cope with minor injuries at home.

3.2 Communicable Disease

B1: I am going to read you a list of statements. Please tell me whether you agree, neither agree nor disagree or disagree with each?

Question B1a: Babies are vulnerable and need to be immunised when six weeks old.

	%	Lower 95% CI	Upper 95% CI
Agree	78.7	75.4	81.9
Neither agree nor disagree	10.0	7.6	12.5
Disagree	6.8	4.8	8.8
Don't know	4.4	2.8	6.0
Refused	0.1	-0.2	0.3

Key Findings

Over three quarters of people agreed that babies needed to be immunised when six weeks old. A small percentage disagreed with immunisation at six weeks of age.

Question B1b: Even healthy children can catch diseases if they are not immunised.

	%	Lower 95% CI	Upper 95% CI
Agree	92.2	90.1	94.4
Neither agree nor disagree	4.0	2.4	5.6
Disagree	2.5	1.2	3.7
Don't know	1.1	0.3	2.0
Refused	0.1	-0.2	0.3

Key Findings

Nine out of ten people (92.2%) agreed that healthy children can catch diseases if they are not immunised. A very small percentage disagreed.

Question B1c: An untreated sore throat in children can lead to rheumatic fever.

	%	Lower 95% CI	Upper 95% CI
Agree	65.2	61.3	69.0
Neither agree nor disagree	9.7	7.3	12.0
Disagree	3.5	2.1	5.0
Don't know	21.6	18.3	24.9
Refused	0	0	0

Key Findings

Two thirds of people agreed that an untreated sore throat in a child could lead to rheumatic fever. Over a quarter of respondents did not know (21.6%) or neither agreed nor disagreed (9.7%) with the statement.

Question B1d: If a child or young person has got a sore throat, it is best to get it checked and ask for a throat swab.

	%	Lower 95% CI	Upper 95% CI
Agree	81.6	78.5	84.7
Neither agree nor disagree	10.0	7.6	12.5
Disagree	4.1	2.5	5.7
Don't know	4.2	2.6	5.8
Refused	0	0	0

Key Findings

Eight out of ten people agreed that if a child or young person has a sore throat, it is best to get it checked and to ask for a throat swab.

3.3 Tobacco Smoking

Question C1: Thinking about tobacco, which of the following best describes you?

	%	Lower 95% CI	Upper 95% CI	2008 %
I am a current smoker	13.1	10.4	15.8	17.2
I am an ex-smoker	31.2	27.5	34.9	31.2
I have never smoked	55.7	51.7	59.7	51.2

Key Findings

Just over half of respondents had never smoked, while a third were ex-smokers. The proportion of smokers (13.1%) is slightly less than the proportion of smokers in the 2008 survey (17.2%). Over a quarter (27.3%) of Maori were smokers, compared to 30.5% in 2008.

Note: Smokers may be under represented in the survey as approximately 22% of the population were smokers based on the 2006 Census. However, it is expected that the 2013 Census will show fewer smokers overall than in 2006.

Question C2: In your opinion, do you think people should be allowed to smoke in the following places?

Question C2a: Bus stops

	%	Lower 95% CI	Upper 95% CI
Yes	22.6	19.2	25.9
No	67.8	64.0	71.5
No opinion	9.0	6.7	11.3
Don't know	0.6	0	1.2
Refused	0.2	-0.2	0.5

Key Findings

Two thirds of people disagreed with people smoking at bus stops.

Smokers were divided on whether smoking should be allowed at bus stops (43.4%) or not (46.7%).

Question C2b: Outside hospitals and health centres

	%	Lower 95% CI	Upper 95% CI
Yes	15.8	12.9	18.7
No	81.1	78.0	84.3
No opinion	2.8	1.5	4.1
Don't know	0.3	-0.1	0.7
Refused	0	0	0

Key Findings

Approximately four out of five people said there should not be smoking outside hospitals and health centres. Almost two thirds of smokers (62.2%) said there should be no smoking outside these premises. Smokers (34.4%) and those living in the Eastern Bay of Plenty (21.8%) were more likely to support allowing smoking outside hospitals and health centres.

Question C2c: Outside schools, pre-schools, kindergartens, early childhood centres

	%	Lower 95% CI	Upper 95% CI
Yes	7.0	4.9	9.0
No	91.7	89.5	93.9
No opinion	1.2	0.4	2.1
Don't know	0.1	-0.2	0.3
Refused	0	0	0

Key Findings

Most people think that smoking should not be allowed outside schools, preschools, kindergartens or early childhood centres.

Smokers (86.8%) also indicated a high level of support for not allowing smoking in these areas.

Question C2d: Stadiums and sport grounds

	%	Lower 95% CI	Upper 95% CI
Yes	20.0	16.8	23.2
No	72.6	69.1	76.2
No opinion	6.4	4.4	8.4
Don't know	0.9	0.1	1.6
Refused	0	0	0

Key Findings

Almost three quarters of people said smoking should not be allowed in stadiums and sports grounds. One fifth of people disagreed (20.0%).

Just over half of smokers (53.7%) supported no smoking in stadiums or sports grounds. A third of smokers (36.1%) would allow smoking in these places.

Question C2e: At public events

	%	Lower 95% CI	Upper 95% CI
Yes	18.7	15.5	21.8
No	73.4	69.9	76.9
No opinion	7.0	4.9	9.0
Don't know	1.0	0.2	1.7
Refused	0	0	0

Key Findings

Almost three quarters of people thought smoking should not be allowed at public events. Under a fifth thought smoking should be allowed at public events (18.7%).

Smokers were divided in opinion with 45.1% of smokers saying smoking should not be allowed and 42.7% saying smoking should be allowed at public events.

Question C2f: Outside workplaces

	%	Lower 95% CI	Upper 95% CI	2008 %
Yes	48.1	44.1	52.1	49.9
No	43.0	39.0	46.9	39.5
No opinion	8.5	6.3	10.8	10.6
Don't know	0.3	-0.1	0.7	0
Refused	0.2	-0.2	0.5	0

Key Findings

People were divided over whether smoking should be allowed or not outside workplaces. Slightly more people stated smoking outside a workplace should be allowed. Results were similar to those obtained in 2008.

The greatest level of support for allowing smoking outside workplaces came from smokers (74.3%), those living in the Eastern Bay of Plenty (56.9%) and men (55.3%). Of note, smokers had the greatest level of support (70.6%) for smoking outside workplaces and public buildings in 2008.

Question C3: Strategies that health authorities could do to help prevent people from taking up smoking or to help smokers to quit.

Question C3a: Banning cigarette and tobacco displays in dairies, petrol stations, supermarkets and convenience stores

	%	Lower 95% CI	Upper 95% CI
Support	70.1	66.5	73.8
Oppose	15.3	12.4	18.2
No opinion	13.4	10.7	16.1
Don't know	1.1	0.3	2.0
Refused	0	0	0

Key Findings

Seven out of ten people supported banning cigarette and tobacco displays in dairies, petrol stations, supermarkets and convenience stores.

While there was less support (44.9%) from smokers for banning cigarette and tobacco displays, only 28.2% of smokers oppose banning such displays.

Question C3b: Allowing fewer places to sell cigarettes or tobacco

	%	Lower 95% CI	Upper 95% CI	2008 %
Support	73.7	70.2	77.2	72.3
Oppose	17.5	14.5	20.6	20.2
No opinion	7.8	5.6	9.9	7.3
Don't know	1.1	0.2	1.9	0.2
Refused	0	0	0	0

Key Findings

Almost three quarters of people supported allowing fewer places to sell tobacco. Less than a fifth opposed this strategy. Results were similar to those obtained in 2008.

Half of smokers (51.1%) supported allowing fewer places to sell cigarettes or tobacco, while 39.2% of smokers were opposed.

Question C3c: Requiring retailers to have a licence to sell tobacco products

	%	Lower 95% CI	Upper 95% CI
Support	72.1	68.5	75.7
Oppose	17.7	14.6	20.8
No opinion	8.7	6.4	11.0
Don't know	1.4	0.5	2.4
Refused	0	0	0

Key Findings

Over two thirds of people supported a requirement for retailers to have a licence to sell tobacco. Less than a fifth opposed this strategy (17.7%).

There was a high level of support from most smokers (68.5%), with just under a quarter of smokers (22.9%) opposing licensing retailers.

Question C3d: Cigarettes can only be sold in plain packets, without any colour, logos, brand - but with government health warnings

	%	Lower 95% CI	Upper 95% CI
Support	65.9	62.1	69.7
Oppose	19.0	15.9	22.2
No opinion	14.1	11.3	16.9
Don't know	1.0	0.2	1.7
Refused	0	0	0

Key Findings

Two thirds of people supported plain packaging of cigarette packets. Less than a fifth were opposed.

People living in the Eastern Bay of Plenty (56.2%) and smokers (47.1%) were less likely to support plain packaging of cigarettes. Over a third of smokers (36.2%) were opposed to plain packaging.

Question C4: Thinking about New Zealand ten years into the future, which would you most like to happen?

	%	Lower 95% CI	Upper 95% CI	2008 %
The sale of tobacco products is tightly controlled. Very few people smoke, and not in public.	39.0	35.1	43.0	32.6
Tobacco is still on sale, but not advertised. There are half as many smokers as now, and there is rarely smoking in any public areas.	41.8	37.9	45.8	48.4
Total of those who want to see more constraints on smoking in 10 years.	80.8	73.0	88.8	81.0
Much the same as now, tobacco is freely available to adults, and only enclosed public areas are smoke free.	17.5	14.5	20.6	18.4
Don't know	1.6	0.6	2.6	0.5
Refused	0.1	-0.2	0.3	0.2

Question C4: (continued)

Key Findings

Four fifths of people support further changes with fewer smokers, less smoking in public and greater control of tobacco sales. The 2008 survey results were similar.

There was less support for further restrictions from smokers (58.1%). Over a third of smokers (37.4%) stated they would like smoking and tobacco product controls in New Zealand to be much the same as they are now.

3.4 Alcohol

Question D: The next few questions are about your own attitudes towards alcohol.

Question D1a: There are too many places selling alcohol in your community.

	%	Lower 95% CI	Upper 95% CI	2008 %
Agree	66.1	62.3	69.9	59.6
Neither agree nor disagree	12.1	9.4	14.7	8.3
Disagree	20.1	16.9	23.3	31.6
Don't know	1.7	0.7	2.8	0.4
Refused	0	0	0	0

Key Findings

Two thirds of people agreed that there are too many places selling alcohol in their community.

There was greater agreement that there were too many places selling alcohol compared to when the question was first asked in 2008.

Question D1b: There should be a limit placed on the number of alcohol outlets in an area.

	%	Lower 95% CI	Upper 95% CI
Agree	83.2	80.2	86.2
Neither agree nor disagree	6.4	4.4	8.4
Disagree	9.8	7.4	12.1
Don't know	0.7	0	1.3
Refused	0	0	0

Key Findings

There was very strong support with over 80% of people agreeing that that there should be a limit placed on the number of alcohol outlets in an area.

People aged 15 to 24 (71.9%) were least likely to agree.

Question D2: Now think about things that could be done to reduce people's drinking of alcohol and reduce excessive drinking.

Question D2a: More restrictions on advertising and sponsorship by alcohol companies

	%	Lower 95% CI	Upper 95% CI
Support	64.7	60.9	68.5
Neither support nor oppose	16.4	13.4	19.3
Oppose	17.1	14.1	20.2
Don't know	1.8	0.7	2.9
Refused	0	0	0

Key Findings

Nearly two thirds of people supported more restrictions on advertising and sponsorship by alcohol companies. Less than one in five people opposed more restrictions.

A quarter of smokers (24.2%) and a fifth of men (22.0%) opposed more restrictions.

Question D2b: Reducing the number of places that can sell alcohol

	%	Lower 95% CI	Upper 95% CI	2008 %
Support	75.5	72.1	79.0	67.7
Neither support nor oppose	10.4	8.0	12.9	6.9
Oppose	13.2	10.5	15.9	25.1
Don't know	1.0	8.2	1.7	0.3
Refused	0	0	0	0

Key Findings

Three quarters of people supported reducing the number of places that can sell alcohol. There is greater support and less opposition now compared to results obtained in 2008.

Young people aged 15 to 24 (22.4%) were more opposed to reducing the number of licensed premises.

Question D2c: Changes to the alcohol laws giving councils greater power to impose liquor bans and other restrictions

	%	Lower 95% CI	Upper 95% CI
Support	73.0	69.5	76.6
Neither support nor oppose	10.8	8.3	13.3
Oppose	14.0	11.2	16.8
Don't know	2.2	1.0	3.4
Refused	0	0	0

Key Findings

Almost three quarters of people supported changes to the alcohol laws to give councils greater power to impose liquor bans and other alcohol related restrictions; with only a small percentage (14%) opposed.

Young people aged 15 to 24 (21.4%) and people living in Taupo (20.3%) were more opposed to changes to the alcohol laws.

Question D3: What should the maximum hours of operation be for an off-licence/ bottle store?

	%	Lower 95% CI	Upper 95% CI
8am to 8pm each day	8.5	6.3	10.8
10am to 8pm each day	40.6	36.6	44.5
10am to 10pm each day	34.8	31.0	38.7
10am to 6pm each day	1.3	0.4	2.3
Other times	12.5	9.9	15.2
Don't know	1.2	0.4	2.1
Refused	0.4	-0.1	0.9

Key Findings

Most people preferred off-licences/bottle stores to open later in the morning (10am) and to be open until 8pm or 10pm each day.

Elderly people (65+ years of age) had the greatest support (51.3%) for hours of operation from 10am to 8pm. Younger people aged 15 to 24 had most support (47.4%) for longer hours of operation from 10am to 10pm each day.

Of the people who suggested other times, suggestions were varied and ranged from fewer hours, afternoons and evenings only, standard business hours, closing at 5pm or 6pm, to being open all hours or when owners want.

Question D4: Thinking about New Zealand 10 years into the future, which would you prefer or most like to happen?

	%	Lower 95% CI	Upper 95% CI
The sale and advertising of alcohol is tightly controlled and regulated. For drivers, there are zero breath and alcohol limits. There is zero tolerance for drink-driving, drunkenness and alcohol related offences. There are fewer venues where alcohol can be served.	38.9	35.0	42.9
Alcohol is still on sale, but not advertised, it has become more acceptable not to drink alcohol. The positive aspects of drinking, as an aid to social interaction, relaxation and being a responsible host are promoted. More people are responsible about using alcohol. Quite a few public events are now alcohol free and alcohol related behaviour is less of a problem.	46.7	42.7	50.7
Total of those who want to see more constraints on alcohol in 10 years	85.6	77.7	93.6
Much the same as it is now	13.4	10.7	16.1
Don't know	1.0	0.2	1.7
Refused	0	0	0

Key Findings

Very few people (13.4%) think that there is no need for change. Over 80% of people support further changes with more regulation of the sale and advertising of alcohol, less tolerance for drink-driving and alcohol related offences and more social responsibility in the consumption of alcohol.

There was less support for change from smokers (73.7%), with a quarter of smokers (24.8%) wanting the future to be much the same as it is now.

3.5 Nutrition

Question E1: Thinking about things that could be done to improve people’s diets, please tell me whether you support, neither support nor oppose, or oppose the following:

Question E1a: Labelling foods better to show fat and sugar content

	%	Lower 95% CI	Upper 95% CI	2008 %
Support	91.2	88.9	93.5	92.8
Neither support nor oppose	6.2	4.3	8.2	3.9
Oppose	1.7	0.7	2.8	3.4
Don't know	0.9	0.1	1.6	0
Refused	0	0	0	0

Key Findings

Almost all people supported better labelling on food products. There was little opposition. Results were very similar to those obtained in 2008.

Question E1b: Removing GST on fruit and vegetables

	%	Lower 95% CI	Upper 95% CI
Support	82.0	78.0	85.1
Neither support nor oppose	6.2	4.3	8.2
Oppose	11.0	8.5	13.5
Don't know	0.9	0.1	1.6
Refused	0	0	0

Key Findings

Over 80% of people supported removing GST on fruit and vegetables. The greatest support came from Maori (92.3%).

The highest level of opposition to removing GST came from the elderly aged 65 and over (20.1%).

Question E2: Thinking about grocery shopping:

Question E2a: Do you look at and read the food/nutrition labels about the ingredients?

	%	Lower 95% CI	Upper 95% CI
Yes	66.6	62.8	70.4
No	33.2	29.4	37.0
Don't know	0.2	-0.2	0.5
Refused	0	0	0

Key Findings

Two thirds of people look at and read food/nutrition labels when grocery shopping.

Women (74.2%) and people aged 45 to 64 (74.3%) read food and nutrition labels more than other demographic groups.

Question E2b: Do you find the food/nutrition labels useful?

	%	Lower 95% CI	Upper 95% CI
Yes	70.8	67.2	74.5
No	26.7	23.2	30.2
Don't know	2.5	1.2	3.7
Refused	0	0	0

Key Findings

Almost three quarters of people (70.8%) found food/nutrition labels useful.

Young people aged 15 to 24 years of age were more likely to not find the labels useful (35.6%).

Question E2c: Have you ever gone without buying fresh fruit and vegetables to help keep down costs in the last 12 months?

	%	Lower 95% CI	Upper 95% CI
Yes	27.3	23.7	30.8
No	72.2	68.6	75.7
Don't know	0.6	0	1.2
Refused	0	0	0

Key Findings

Over a quarter of people have gone without buying fresh fruit and vegetables to help keep down costs within the last 12 months.

Smokers (44.9%) and Maori (38.1%) were more likely to have gone without buying fresh fruit and vegetables.

Question E2d: Have you, personally, been forced to buy cheaper food so that you could pay for other things you needed in the last 12 months?

	%	Lower 95% CI	Upper 95% CI
Yes	47.7	43.6	51.7
No	52.2	48.2	56.3
Don't know	0.2	-0.2	0.5
Refused	0	0	0

Key Findings

Almost half of people (47.7%) have been forced to buy cheaper food in the last 12 months.

The highest proportion of people forced to buy cheaper food in order to buy other things were smokers (68.0%), people aged 25 to 44 years (60.8%), Maori (58.5%) and women (56.3%).

Question E2e: Have you, personally, made use of special food grants, or food banks, because you did not have enough money for food in the last 12 months?

	%	Lower 95% CI	Upper 95% CI	National ⁴ %
Yes	5.2	3.4	6.9	5.8
No	94.5	92.7	96.4	94.2
Don't know	0.2	-0.2	0.5	0
Refused	0	0	0	0

Key Findings

The majority of people have not made use of special food grants or food banks in the last 12 months.

Approximately 5% of people have accessed food grants or food banks in the last 12 months. Despite methodological differences in the way this question was asked, the result is similar to national results obtained from the Ministry of Health New Zealand Adult Nutrition Survey.⁴

The groups which had made more use of food banks or grants were smokers (10.9%) and Maori (9.7%).

Question E3: During a typical week from Monday to Friday, how often do you skip having breakfast at home?

	%	Lower 95% CI	Upper 95% CI	National ⁴ %
Every morning	10.0	7.6	12.4	6.0
Most mornings	8.0	5.9	10.2	-
Every/Most mornings	18.0	14.9	21.1	-
Some mornings	8.9	6.6	11.2	-
A few mornings	8.6	6.4	10.9	-
None, as have breakfast every day	64.6	60.8	68.4	66.9
Don't know	0	0	0	0
Refused	0	0	0	0

Key Findings

Although a large percentage of people do have breakfast, 18.0% of people skip breakfast every morning or most mornings during a working week.

The highest proportion of people who skip breakfast every morning or most mornings were smokers (48.0%), Maori (34.7%) and people who live in the Rotorua district (26.8%).

⁴ University of Otago and Ministry of Health (2011). A Focus on Nutrition: Key findings of the 2008/09 New Zealand Adult Nutrition Survey. Wellington: Ministry of Health.

Question E4: Do those under 15 years of age in your household usually have breakfast every morning?

	%	Lower 95% CI	Upper 95% CI	National ⁴ %
Yes	86.5	83.8	89.2	83
No	13.5	10.8	16.2	6
Don't know	0.4	-0.1	0.9	-
Refused	0	0	0	-

Base: Household with children under 15 years of age (n=513)

Key Findings

Just under half (49.1%) of the people interviewed had children under the age of fifteen living in their household.

Over three quarters of children usually eat breakfast every morning, while 13.5% of children do not usually eat breakfast.

3.6 Physical Environment

Question F1a: Thinking about how you heat your home, what is the main form of heating that you use in the living area?

	%	Lower 95% CI	Upper 95% CI
Fireplace (wood/coal)	44.1	40.1	48.1
Heat pump	24.5	21.0	27.9
Gas – bottle or mains	17.0	14.0	20.0
Electric/fan heater	6.4	4.4	8.4
Electric radiators	3.7	2.2	5.3
Central heating	1.3	0.4	2.3
Thermal heating/hot water bore	0.6	0	1.2
No heating	1.5	0.5	2.5
Don't know	0	0	0
Refused	0	0	0

Key Findings

Almost half of people (44.1%) used fireplaces as their main form of heating. A quarter of people (24.5%) used a heat pump and 17.0% used gas as their main form of heating in the living area.

There were noticeable demographic differences in the main types of heating used.

People in Eastern Bay of Plenty (61.5%) and Taupo (57.8%) were more likely to use fireplaces as their main source of heating. Young people aged 15 to 24 (60.8%) and Maori (55.3%) also used fireplaces more.

Fireplace usage was lowest amongst the elderly (25.6%) and Tauranga residents (27.4%).

Heat pump usage was higher in Tauranga (32.7%) and in elderly households (30.5%).

Usage of heat pumps was lowest (10.8%) in the younger age group (15 to 24 years), in Eastern Bay of Plenty residents (16.2%) and Maori households (16.2%).

A total of 4.9% of Maori households have no heating in their living area.

Question F1b: If gas is the main form of heating used in the living area, is it...?

	%	Lower 95% CI	Upper 95% CI
A gas fireplace with a chimney above it	20.4	17.2	23.6
A gas heater that connects to a gas bottle	43.0	39.0	47.0
A gas heater that plugs into mains gas through a wall or floor socket	33.8	30.0	37.6
Other	2.8	1.5	4.1
Don't know	0	0	0
Refused	0	0	0

Base: Households with gas as main form of heating living areas (n=178)

Key Findings

Usage of gas fireplaces with a chimney was highest in Taupo (57.3%) and Eastern Bay of Plenty (48.2%) and lowest in Western Bay of Plenty (7.6%).

Forms of heating using bottle gas were highest in the following groups: Western Bay of Plenty residents (55.7%), men (55.3%) and Maori (52.6%). Usage was lowest in Lakes (18.0%).

Use of mains gas was highest in Rotorua (48.6%) and lowest in the Eastern Bay of Plenty (12.4%).

Question F2: How effectively can you heat your home in winter?

	%	Lower 95% CI	Upper 95% CI
Effectively	62.0	58.1	65.9
With some effort and/or expense	28.2	24.6	31.8
With difficulty and/or expense	8.8	6.5	11.1
Don't know	1.1	0.2	1.9
Refused	0	0	0

Key Findings

Almost two thirds of people effectively heat their homes in winter, however Maori (16.4%) experienced greater difficulty in heating their homes in winter.

Question F3a: Are you aware that mould and dampness in a home can affect people's asthma and similar health problems?

	%	Lower 95% CI	Upper 95% CI
Yes	97.3	96.0	98.6
No	2.4	1.2	3.6
Don't know	0.3	-0.1	0.7
Refused	0	0	0

Key Findings

Almost all people were aware that mould and dampness in a home can affect people's asthma and similar health problems.

Question F3b: Have you experienced noticeable dampness or mould inside the house where you live this year?

	%	Lower 95% CI	Upper 95% CI
Yes	22.3	19.0	25.6
No	77.4	74.1	80.8
Don't know	0.3	-0.1	0.7
Refused	0	0	0

Key Findings

Almost a quarter of people had experienced noticeable dampness or mould inside their house this year. A higher proportion of Maori (28.5%) experienced noticeable dampness and mould inside their homes.

3.7 Emergency Preparedness

Question F3c: For an emergency or natural disaster like floods, fire, earthquakes or tsunami, do you know what to do or where to go?

	%	Lower 95% CI	Upper 95% CI
Yes	75.7	72.3	79.1
No	23.3	20.0	26.7
Don't know	1.0	0.2	1.7
Refused	0	0	0

Key Findings

Three quarters of people know what to do or where to go in an emergency or natural disaster; however, a quarter of people did not.

The most confident of this knowledge were older people: those aged 45 to 64 (86.0%) and those over 65 years old (83.3%).

Those who reported the least knowledge of what to do or where to go were people aged 25 to 44 years (33.4%), younger people aged 15 to 24 (31.8%) and Rotorua residents (30.3%).

Question F3d: Do you or your household have an emergency kit prepared in case of a natural disaster or civil defence emergency?

	%	Lower 95% CI	Upper 95% CI
Yes	48.6	44.6	52.6
No	50.9	46.9	54.9
Don't know	0.5	-0.1	1.0
Refused	0	0	0

Key Findings

Results were evenly split: half of the people had an emergency kit prepared and half of the people were not prepared for a natural disaster or civil defence emergency. Maori were less likely to have an emergency kit (57.9%).

3.8 Public Health Warnings Awareness

The majority of people were aware of public health warnings for algal blooms in lakes, natural disasters, shellfish toxins, weather warnings and oil spills on beaches.

Public health warnings for contaminated or unsafe water supplies, heat waves, pollen counts, sewage spills, toxic animals and disease outbreaks were not well known.

There were small differences in the awareness of measles outbreaks and influenza warnings among demographic groups.

There were some noticeable differences between areas (Lakes, Bay of Plenty) and between age groups.

Question F4: Thinking about public health warnings, were you aware of any of the following health warnings in your area in the last year?

Question F4a: Lakes algal blooms warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	55.9	51.9	59.9
No/Don't know	44.1	40.1	48.1

There was higher awareness of algal bloom warnings in the Lakes district (64.9%), which was expected as this is where the lakes are located.

Question F4b: Natural disasters warnings e.g. tsunami, flood, earthquake, fire

	%	Lower 95% CI	Upper 95% CI
Yes aware	62.0	58.1	65.9
No/Don't know	38.0	34.1	41.9

There was higher awareness in the Bay of Plenty (73.1%) than in Lakes (39.5%) which is likely to reflect tsunami awareness in the Bay of Plenty coastal population.

Question F4c: Shellfish toxins warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	64.0	60.2	67.9
No/Don't know	36.0	32.1	39.8

There was higher awareness in the Bay of Plenty with its coastal areas (74.9%) than in Lakes (41.8%). Younger people aged 15 to 24 had low awareness (34.3%) compared to older age groups.

Question F4d: Contaminated or unsafe water supplies warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	32.8	29.1	36.6
No/Don't know	67.2	63.4	70.9

Question F4e: Weather warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	84.1	81.2	87.0
No/Don't know	15.9	13.0	18.8

Question F4f: Heat wave warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	14.8	12.0	17.7
No/Don't know	85.2	82.3	88.0

Question F4g: Pollen count warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	27.1	23.5	30.6
No/Don't know	72.9	69.4	76.5

The elderly have higher awareness (36.7%) and young people less awareness (15.5%); however, few are aware of pollen count warnings.

Question F4h: Sewage spill warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	20.1	16.9	23.3
No/Don't know	79.9	76.7	83.1

Question F4i: Toxic animal warnings e.g. sea slugs, jellyfish

	%	Lower 95% CI	Upper 95% CI
Yes aware	32.1	28.3	35.8
No/Don't know	67.9	64.2	71.7

In coastal areas, there is higher awareness as the Bay of Plenty was 41.9% compared to Lakes at 12.2%. Younger people aged 15 to 24 had low awareness (18.5%) of these warnings.

Question F4j: Disease outbreak warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	31.4	27.7	35.1
No/Don't know	68.6	64.9	72.3

Question F4k: Measles outbreak warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	42.4	38.4	46.4
No/Don't know	57.6	53.6	61.6

There was lower awareness amongst people aged 15 to 24 (30.8%).

Question F4l: Flu warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	58.3	54.3	62.2
No/Don't know	41.7	37.8	45.7

Question F4m: Oil spills on beaches warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	80.4	77.2	83.6
No/Don't know	19.6	16.4	22.8

There was greater awareness in the Bay of Plenty (93.5%) with the MV Rena oil spill affecting the Bay of Plenty coastline in October 2011, compared to that in Lakes districts (53.6%).

Question F4n: Other types of warnings

	%	Lower 95% CI	Upper 95% CI
Yes aware	2.5	3.7	1.2
No/Don't know	97.6	8.8	96.3

Examples of other health warnings mentioned included poison, Psa, driving conditions and school based health issues.

3.9 Workplaces and Health

Question G: Now I will ask you about workplaces as they can have an impact on health and wellbeing of their workers.

Question G1: Are you currently in paid employment, excluding self employment?

	%	Lower 95% CI	Upper 95% CI
Yes	51.0	47.0	55.0
No	49.0	45.0	53.0

Key Findings

Half of people were currently in paid employment. Just under two thirds of people aged between 25 and 64 are employed (64.4%).

Young people aged 15 to 24 (42.7%) and elderly people over 65 years of age (10.5%) had the lowest levels of paid employment.

Question G2: Does your workplace have policies on...?

Question G2a: Employee assistance programmes (EAP)

	%	Lower 95% CI	Upper 95% CI
Yes	54.0	50.0	58.0
No	30.2	26.5	33.9
Don't know	15.8	12.8	18.7

Base: In paid employment (n=533)

Young workers aged 15 to 24 were less knowledgeable about whether their workplace had EAP (36.8% did not know).

Question G2b: Staff induction or orientation

	%	Lower 95% CI	Upper 95% CI
Yes	80.9	77.7	84.0
No	17.4	14.4	20.5
Don't know	1.7	0.7	2.7

Base: In paid employment (n=533)

Question G2c: Job sizing/workload balance

	%	Lower 95% CI	Upper 95% CI
Yes	64.2	60.3	68.0
No	30.4	26.7	34.1
Don't know	5.3	3.5	7.0

Base: In paid employment (n=533)

Question G2d: Flexible working hours

	%	Lower 95% CI	Upper 95% CI
Yes	73.0	69.4	76.5
No	26.5	22.9	30.0
Don't know	0.6	0	1.2

Base: In paid employment (n=533)

Question G2e: Working from home?

	%	Lower 95% CI	Upper 95% CI
Yes	29.3	25.6	32.9
No	67.5	63.8	71.3
Don't know	3.2	1.8	4.6

Base: In paid employment (n=533)

The majority of workers reported their workplaces had policies on Employee Assistance Programmes (EAP), staff induction or orientation, job sizing/workload balance, and flexible working hours.

Two thirds of workers reported their workplace had no policies on working from home. Young workers aged 15 to 24 tended to work in places with no working from home policy (80.1%).

Question G3: Would you get immunised against influenza if your workplace provided this service on site free of charge?

	%	Lower 95% CI	Upper 95% CI
Yes or I do get it at work now	64.0	60.1	67.8
No	34.1	30.3	37.9
Don't know	1.7	0.7	2.7
Refused	0.2	-0.2	0.5

Base: In paid employment (n=533)

Key Findings

Almost two thirds of workers stated they would get or had already been immunised against influenza if their workplace provided this service, free of charge; however one third of those interviewed would not get immunised.

Question G4: Do you think it is responsible for your workplace to provide alcohol to employees on site during work hours?

	%	Lower 95% CI	Upper 95% CI
Yes	2.6	1.3	3.9
No	96.6	95.2	98.1
Don't know	0.6	0	1.2
Refused	0.2	-0.2	0.5

Base: In paid employment (n=533)

Key Findings

Almost all workers consider it irresponsible for a workplace to provide alcohol to employees on site during work hours.

Question G5: Do you think it is responsible for your workplace to provide alcohol to employees on site after work hours?

	%	Lower 95% CI	Upper 95% CI
Yes	42.2	38.3	46.2
No	54.6	50.6	58.6
Don't know	3.2	1.8	4.6
Refused	0.2	-0.2	0.5

Base: In paid employment (n=533)

Key Findings

Over half of workers think it is not acceptable for workplaces to provide alcohol on site after work hours. However, 42.2% of people think it is responsible for the workplace to have on site alcohol for employees to consume after work hours.

Question G6: When thinking about the meal that you eat at work, do you usually...?

	%	Lower 95% CI	Upper 95% CI
Bring it in from home	72.8	69.2	76.4
Buy it on site	6.8	4.7	8.8
Buy it off site	10.5	8.0	13.0
Provided free at work/provided by employer	3.0	1.6	4.4
Go home for a meal/eat at home	1.9	0.8	3.0
No meal at work/don't work long enough to need a meal	1.7	0.7	2.7
A combination of some of the above	3.4	1.9	4.8
Don't know	0	0	0
Refused	0.2	-0.2	0.5

Base: In paid employment (n=533)

Key Findings

Almost three quarters of workers bring their meal in from home with only 17.3% of workers purchasing food either on site or off site.

Only half of young workers aged 15 to 24 (50.5%) bring their meal from home while 37.3% of young workers purchased a meal, on site or off site.

3.10 Understanding of “Public Health Services”

People were asked an open ended question designed to capture their understanding of the term “Public Health Services”. From the collated responses, more than 3,000 different mentions could be categorised.

The main categories plus any mention of specific “Public Health Services” provided by Toi Te Ora - Public Health Service are listed below.

Question H1: Please think of the expression “Public Health Services”. What services come to your mind when you think of those three words?”

	%	Lower 95% CI	Upper 95% CI
Hospital mentions	69.0	65.3	72.7
Doctor mentions	40.2	36.3	44.1
Ambulances/St Johns Ambulance	14.2	11.4	17.0
General Practitioners mentions	12.8	10.1	15.0
Medical/Health centre mentions	9.9	7.5	12.2
Public Health Service related mentions	6.7	4.7	8.7
Don't know	3.1	1.7	4.4
Refused	0.2	-0.2	0.5

Note: Percentages add up to more than 100% due to multiple mentions by respondents.

Key Finding

People showed very little understanding of the specific term “Public Health Services” as used by the Ministry of Health and public health units such as Toi Te Ora - Public Health Service.

There was a large number of mentions of the various clinical services provided and delivered by secondary and primary health providers as well as specific community health organisations.

A detailed listing is available upon request.

4. Appendices

4.1 Appendix 1: Questionnaire

Knowledge Attitude Practices Survey (KAP) – Wave 2

“PUBLIC HEALTH SURVEY”

A_INTRO The first few questions are about your general health and well-being.

A1: In general, would you say your health is...?

- Excellent..... 1
- Very good 2
- Good 3
- Fair 4
- Or, Poor..... 5
- Don't know
- Refused

A2: The next few questions are about how confident you are about knowing where to get and use health services in your community? I am going to read you a list of statements. Please tell me whether you are very confident, confident or not confident with each?

	Very confident	Confident	Not confident	DK	Ref
a. Getting and using health services generally	1	2	3	9	8
b. Knowing where to go for illnesses or diseases	1	2	3	9	8
c. Knowing how to treat and cope with illnesses at home (like sore throats, flu, colds, diarrhoea, vomiting etc.)	1	2	3	9	8
d. Knowing how to treat and cope with minor injuries at home (like cuts, grazes, sprains, bruises and strains etc.)	1	2	3	9	8

B. Communicable Diseases

B_INTRO The next few questions are about infectious diseases and prevention by immunisation and treatment. Immunisation is where a vaccine is given to a person to immunise them against an infectious disease.

B1: I am going to read you a list of statements. Please tell me whether you agree, neither agree nor disagree or disagree with each?

	Agree	Neither/ Nor	Disagree	DK	Ref
a. Babies are vulnerable and need to be immunised when six weeks old	1	2	3	9	8
b. Even healthy children can catch diseases if they are not immunised	1	2	3	9	8
c. An untreated sore throat in children can lead to rheumatic fever	1	2	3	9	8
d. If a child or young person has got a sore throat, it is best to get it checked and ask for a throat swab	1	2	3	9	8

C. Tobacco Smoking

C_INTRO The next questions are about tobacco smoking. We are interested in your answers, whether you smoke or not.

C1: Thinking about tobacco smoking, which of the following best describes you?

- I am a current smoker 1
- I am an ex-smoker 2
- I have never smoked 3

C2: In your opinion, do you think people should be allowed to smoke in the following places? Please say yes, or no, or no opinion either way.

	Yes	No	No opinion	DK	Ref
a. Bus stops	1	2	3	9	8
b. Outside hospitals and health centres	1	2	3	9	8
c. Outside schools, preschools, kindergartens, early childhood centres	1	2	3	9	8
d. Stadiums and sport grounds	1	2	3	9	8
e. At public events	1	2	3	9	8
f. Outside workplaces	1	2	3	9	8

C3: I'll read out some things health authorities could do to help prevent people from taking up smoking, or to help smokers to quit. Please say whether you support, oppose, or have no opinion either way, for each one.

	Support	Oppose	No opinion	DK	Ref
a. Banning cigarette and tobacco displays in dairies, petrol stations, supermarkets and convenience stores	1	2	3	9	8
b. Allowing fewer places to sell cigarettes or tobacco	1	2	3	9	8
c. Requiring retailers to have a license to sell tobacco products	1	2	3	9	8

	Yes	No	No opinion	DK	Ref
d. Cigarettes can only be sold in plain packets, without any colour, logos, brands - but with government health warnings	1	2	3	9	8

C4: I am going to read out three statements. Thinking about New Zealand 10 years into the future, which would you prefer or most like to happen? (ROTATE OPTIONS for HALF RESPONSES)

The sale of tobacco products is tightly controlled.

Very few people smoke, and not in public..... 1

Tobacco is still on sale, but not advertised.

There are half as many smokers as now, and there is rarely smoking in any public areas 2

Much the same as it is now, tobacco is freely available to adults, and only enclosed public areas are smoke free..... 3

Don't know

Refused

D. Alcohol

D_INTRO The next few questions are about your own attitudes towards alcohol.

D1: I am going to read some statements. Please tell me whether you agree, neither agree nor disagree or disagree with each.

	Agree	Neither/ Nor	Disagree	DK	Ref
a. There are too many places selling alcohol in your community	1	2	3	9	8
b. There should be a limit placed on the number of alcohol outlets in an area	1	2	3	9	8

D2: Now think about things that could be done to reduce people’s drinking of alcohol and reduce excessive drinking.

I am going to read some statements. Please tell me whether you support, neither support nor oppose, oppose each.

	Support	Neither/ Nor	Oppose	DK	Ref
a. More restrictions on advertising and sponsorship by alcohol companies	1	2	3	9	8
b. Reducing the number of places that can sell alcohol	1	2	3	9	8
c. Changes to the alcohol laws giving councils greater power to impose liquor bans and other restrictions	1	2	3	9	8

D3: What should the maximum hours of operation be for an off-licence/bottle store?

- 8:00am to 8:00pm each day or 1
- 10:00am to 8:00pm each day or 2
- 10:00am to 10:00pm each day or 3
- Another time (specify) 4
- Don't know
- Refused

D4: I am going to read out three statements. Thinking about New Zealand 10 years into the future, which would you prefer or most like to happen?

(READ ALL THREE THEN CIRCLE ONE ONLY) (ROTATE OPTIONS for HALF RESPONSES)

The sale and advertising of alcohol is tightly controlled and regulated.
 For drivers there are zero breath and alcohol limits. There is zero tolerance for drink driving, drunkenness and alcohol related offences.
 There are fewer venues where alcohol can be served..... 1

Alcohol is still on sale, but not advertised, it has become more acceptable not to drink alcohol. The positive aspects of drinking as an aid to social interaction, relaxation and being a responsible host are promoted. More people are responsible about using alcohol. Quite a few public events are now alcohol free and alcohol related behaviour is less of a problem..... 2

Much the same as it now.....3

Don't know

Refused

E. NUTRITION

E_INTRO The next few questions are about food.

E1: Now thinking about things that could be done to improve people's diets. Please tell me whether you support, neither support nor oppose or oppose the following...

	Support	Neither/Nor	Oppose	DK	Ref
a. Labelling foods better to show fat and sugar content	1	2	3	9	8
b. Removing GST on fruit and vegetables	1	2	3	9	8

E2: Thinking about grocery shopping, I am going to read out five statements. Please answer yes or no to each.

	Yes	No	DK	Ref
a. Do you look at and read the food/nutrition labels about the ingredients?	1	2	9	8
b. Do you find the food/nutrition labels useful?	1	2	9	8
c. Have you ever gone without buying fresh fruit and vegetables to help keep down costs in the last 12 months?	1	2	9	8
d. Have you personally been forced to buy cheaper food so that you could pay for other things you needed in the last 12 months?	1	2	9	8
e. Have you personally made use of special food grants or food banks because you did not have enough money for food in the last 12 months?	1	2	9	8

E3: During a typical week from Monday to Friday, how often do you skip having breakfast at home?

Every morning	1
Most mornings	2
Some mornings.....	3
A few mornings.....	4
None as have breakfast every day	5
Don't know	
Refused	

E4: Do those under 15 years of age in your household usually have breakfast every morning?

Yes.....	1
No	2
No people under 15	3
Don't know	
Refused	

F. Physical Environment

F_INTRO Now I will ask you about some of the physical things that can have an impact on your health.

F1.a: Thinking about how you heat your home, what is the main form of heating that you use in the living area?

Fireplace (wood/coal).....	1
Gas – bottle or mains	2
Electric/fan heater	3
Heat pump.....	4
Central heating	5
Electric radiators.....	6
Other (specify)	7
Don't know	
Refused	

F1.b: IF GAS MENTIONED ASK: (READ OUT AND CIRCLE ONE ONLY)

- Is that a gas fireplace with a chimney above it..... 1
- Or a gas heater that connects to a gas bottle..... 2
- Or a gas heater that plugs into mains gas through a wall or floor socket 3
- Other (specify) 7
- Don't know
- Refused

F2: For winter months would you say you can effectively heat your home in winter?

- Easily 1
- With some effort and/or expense 2
- With difficulty and/ or expense 3
- Don't know
- Refused

F3: I am going to read a list of statements out. Please answer yes or no to each.

	Yes	No	DK	Ref
a. Are you aware the mould and dampness in a home can affect people's asthma and similar health problems?	1	2	9	8
b. Have you experienced noticeable dampness or mould inside the house where you live this year?	1	2	9	8
c. For an emergency or natural disaster like floods, fire, earthquakes or tsunami, do you know what to do or where to go?	1	2	9	8
d. Do you or your household have an emergency kit prepared in case of a natural disaster or civil defence emergency?	1	2	9	8

F4: Thinking about public health warnings, were you aware of any of the following health warnings in your area in the last year? (READ OUT AND CODE ALL MENTIONED)

	Yes	No/DK
a. Lakes algal blooms	1	2
b. Natural disaster warnings e.g. tsunami, flood, earthquake, fire	1	2
c. Shellfish toxins	1	2
d. Contaminated or unsafe water supplies	1	2
e. Weather warnings	1	2
f. Heat waves	1	2
g. Pollen counts	1	2
h. Sewage spills	1	2
i. Toxic animals e.g. sea slugs, jellyfish	1	2
j. Disease outbreaks	1	2
k. Measles outbreaks	1	2
l. Flu	1	2
J. Oil spills on beaches	1	2

Other (Please specify).....	97
Don't know.....	99
Refused.....	98

G. Workplaces And Health

G_INTRO Now I will ask you about workplaces as they can have an impact on health and wellbeing of their workers.

G1: Are you currently in paid employment?

Yes CONTINUE

No GO TO QUESTION H1

G2: Does your workplace have policies on? (READ OUT AND CIRCLE ONE ONLY FOR EACH)

	Yes	No	DK
a. Employee assistance programmes (EAP)	1	2	9
b. Staff induction or orientation	1	2	9
c. Job sizing/workload balance	1	2	9
d. Flexible working hours	1	2	9
e. Working from home	1	2	9

G3: Would you get immunised against flu if your workplace provided this service on site free of charge?

Yes..... 1

No..... 2

Already provided..... 3

Don't know

Refused

G4: Do you think it is responsible for your workplace to provide alcohol to employees on site during work hours?

Yes..... 1

No 2

Don't know

Refused

G5: Do you think it is responsible for your workplace to provide alcohol to employees on site after work hours?

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

G6: The meal that you eat at work, do you usually...?

Bring it in from home	1
Buy it on site.....	2
Buy it off site	3
Other (specify).....	8
Don't know	
Refused	

H. Public Health In General

H1: Please think of the expression “Public Health Services”. What services come to your mind when you think of those three words?” PROBE: “Anything else? You can mention any activities, people, places that you connect with “Public Health Services”. (RECORD VERBATIM)

K. Demographics

K1: RECORD GENDER OF RESPONDENT:

Male 1
 Female..... 8

K2: I’ll read out a number of age groups. Please say stop when I read out the group that your age falls into. (READ OUT ALL AND CODE ONE)

15 - 19 years..... 1
 20 - 24 years..... 2
 25 - 34 years..... 3
 35 - 44 years..... 4
 45 - 54 years..... 5
 55 - 64 years..... 6
 65 - 74 years..... 7
 75 - 84 years..... 8
 Over 85 years..... 9
 Don’t know..... 99
 Refused 98

K3: Which ethnic group or groups do you belong to? You may mention more than one. (CODE ALL MENTIONED)

New Zealand European	1
Maori.....	2
Samoaan	3
Cook Island Maori	4
Tongan.....	5
Niuean.....	6
Chinese.....	7
Indian	8
Other (specify in K3a)	9
Don't know.....	99
Refused	98

K3.a: What other ethnicity or ethnicities do you belong to? (RECORD VERBATIM)

K9: What is the name of the area where you live? (RECORD VERBATIM)

K11: RECORD DATE AND TIME OF INTERVIEW:

4.2 Appendix 2: Weighting of Data

Applying a weighting scheme to the survey data allows more reliable inferences to be made about the total population of the Bay of Plenty and Lakes districts.

Weighting schemes address survey deficiencies in study design such as selection bias and under representativeness in the data captured from interviewing. Such deficiencies can arise when particular sectors of the community are harder to reach than other sectors, that is, they were not interviewable, non-contactable or declined to participate.

Based on the scope of the survey, a sample based weighted scheme was recommended by NRB and by the Health & Disability Intelligence Unit as the most appropriate weighting scheme for the survey data collected. In this scheme, weighting factors for age, sex and ethnicity based on the 2006 census population data were applied to the information from each respondent. The weighting factors were scaled and applied to the sampling frame to produce the final weight for the 1,045 interviews.

4.3 Appendix 3: Glossary of Terms

Confidence Interval

The width of the confidence interval indicates the statistical precision of the result; the narrower the confidence interval, the more accurate the result.

Confidence Limits

Confidence limits are the lower and upper boundaries (values) of a confidence interval. The upper and lower bounds of a 95% confidence interval are the 95% confidence limits.

Representativeness

The extent to which the sample reflects key characteristics of the total population e.g. age, sex and ethnicity.

Sample Frame

The sample frame is the population from which the sample is drawn i.e. personal names in the *White Pages*.

Significance Level

The level of accuracy of a statistic; usually presented as the chance of the result being different from the "norm". As per standard practice all results in this report are calculated at the 95% level (i.e. $P < 0.05$).

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