

Issues of Health and Wellbeing

Population Survey 2016

Insights into people's public health knowledge, attitudes and perceptions across the Bay of Plenty and Lakes districts



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

This is the third Issues of Health and Wellbeing Population Survey produced by Toi Te Ora - Public Health Service (Toi Te Ora) and follows a similar approach to the surveys completed in 2008 and 2012. Individually and as a series these surveys are an important source of information that helps us understand what people in the Bay of Plenty and Lakes districts are thinking about a range of issues relevant to public health.

In this survey, telephone interviews were conducted with over 800 people aged 15 years and above in the Bay of Plenty District Health Board (DHB) and Lakes DHB areas. Interviewing took place in March and April 2016 and covered issues related to public health topics including rheumatic fever prevention; smokefree environments and reducing tobacco use; alcohol marketing and outlet licensing; food security and nutrition; reducing sugary drink consumption; environmental health; housing conditions; health promoting workplaces; health promoting schools; and walking, cycling and public transport.

Notable findings of this survey, and also of the series, have included strong public support for smokefree environments especially for places where children are present, such as children's playgrounds and outside schools, but also for other public places such as bus stops, at public events and at outdoor dining areas. A reassuring trend has been the growing awareness of rheumatic fever prevention and the importance of ensuring a child with a sore throat is checked by a doctor or nurse. A particularly widespread public concern is childhood obesity prevention and the survey showed very strong support for reducing sugary drink consumption, having health warnings on sugary drinks and concern about marketing of unhealthy food and sugary drinks to children. A particularly interesting finding was the value people place on the natural environment with loss of native species rating highly as a concern in terms of impact on health and wellbeing.

This summary report of the main survey findings can also be accessed through Toi Te Ora's website (www.ttophs.govt.nz) along with the reports from the 2008 and 2012 surveys. Other more detailed analysis of the data will be conducted and used within Toi Te Ora to help us plan and design better public health services and interventions. Anyone interested in more specific information from the survey is welcome to contact us to request further analysis of the data.

Finally, I would like to thank all those that have contributed their time and expertise to the development of this survey and especially Stephen Twitchin, who led this work. Most of all, on behalf of Toi Te Ora, I would like to thank the survey respondents who have generously given their time to be interviewed and have shared their thoughts and ideas with us.



Dr Neil de Wet
Medical Officer of Health
Toi Te Ora – Public Health Service

Executive Summary

In 2016 Toi Te Ora - Public Health Service (Toi Te Ora) commissioned a telephone survey of people living in the Bay of Plenty and Lakes areas in order to help understand what local communities think about a range of public health issues. This survey was similar to the surveys previously conducted in 2008 and 2012. A total of 841 people over the age of 15 years were interviewed with half of the interviews being with residents of the Bay of Plenty District Health Board (DHB) area and half with residents of the Lakes DHB area.

The key results are summarised under the headings below.

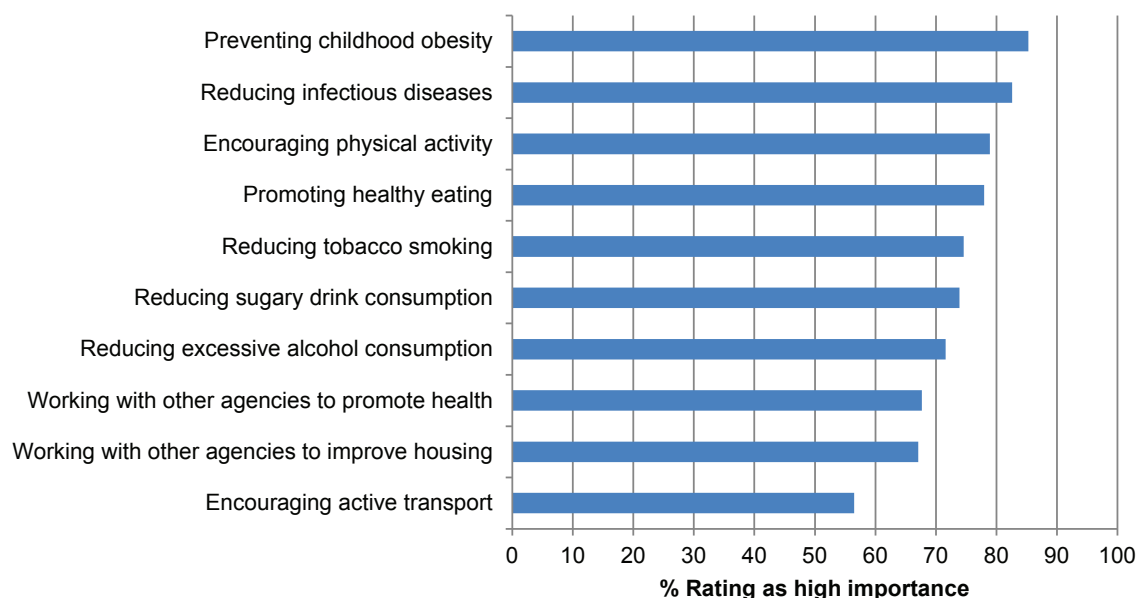
Awareness of Toi Te Ora - Public Health Service

Nearly 30% of respondents said they had heard of Toi Te Ora before participating in this survey.

Perceived Importance of Public Health Activities

Respondents to the survey were asked to rate the public health importance of a range of activities. "Preventing childhood obesity" was seen as the most important activity (85%) followed closely by "reducing infectious diseases" (83%). There was strong support for the range of public health activities listed with majority support (57%) even for the lowest ranked activity which was "encouraging active transport".

Importance of Public Health Activities



Communicable Diseases

Just over 80% of respondents agreed that an untreated sore throat in children can lead to rheumatic fever (82%) which is higher than the figure when this question was asked in 2012 (65%). Less than 10% said they don't know compared with over 20% in 2012.

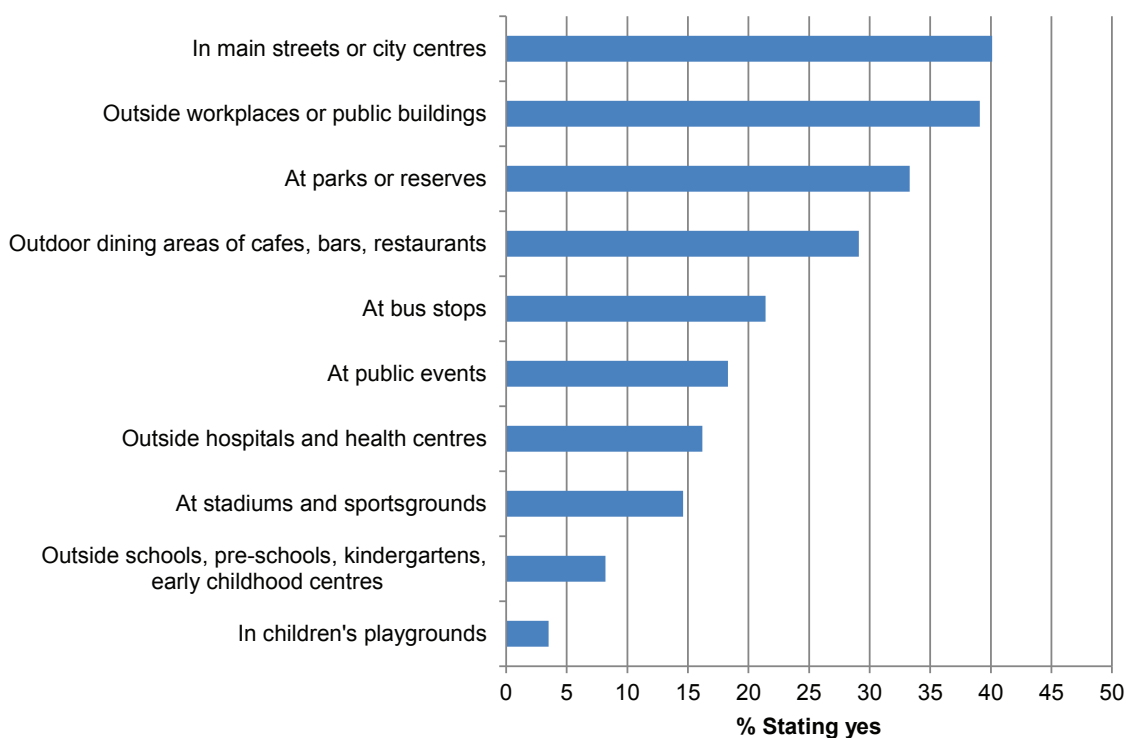
Over 90% of respondents agreed that if a child or young person has got a sore throat, it is best to get it checked by a doctor or nurse (91%). There was also a high level of agreement in 2012 to a similar question which asked "if a child or young person has a sore throat, it is best to get it checked and to ask for a throat swab" (82% of respondents agreed with this).

Tobacco Smoking

Just over one in ten respondents to the survey were current smokers (12%), one third were ex-smokers (32%) and over half had never smoked (56%). This is a lower proportion of smokers compared with 2013 Census data which showed that 18% of the Toi Te Ora population were regular smokers, 26% were ex-smokers and 56% had never smoked regularly.

When asked about whether people should be allowed to smoke in various locations the greatest tolerance was for people to be allowed to smoke in main streets or city centres (40%), outside workplaces or public buildings (39%), at outdoor dining areas of cafes, bars and restaurants (29%), at bus stops (21%) and outside hospitals and health centres (16%). People were less likely to think smoking should be allowed in children's playgrounds (4%) or outside schools, pre-schools, kindergartens, and early childhood centres (8%).

Where Should Smoking be Allowed?



Nearly eight out of ten respondents (78%) said they support the New Zealand Government's goal to be smokefree by 2025. When asked about some possible initiatives to reduce smoking and help achieve this goal, the highest level of support was for "requiring retailers to have a licence to sell tobacco products" (77%) followed by "allowing fewer places to sell cigarettes or tobacco" (75%). A range of other options were mentioned and all were supported by 60-75% of respondents.

Alcohol

People were asked about measures that may reduce excessive drinking of alcohol. Nearly six out of ten respondents (58%) said they support "more restrictions on advertising and sponsorship by alcohol companies" and over 70% said they support "reducing the number of places that can sell alcohol".

When asked about a range of times when bottle stores and supermarkets should be allowed to start selling alcohol the most common response was 10am with nearly three quarters (74%) of respondents preferring this opening time.

When asked about a range of times when bottle stores and supermarkets should be required to stop selling alcohol the most common response was 10pm with just under one third of respondents stating this option (32%). Around 40% of respondents stated the earlier times of 8pm or 9pm and just under 20% said 11pm.

When asked directly if they think "local councils should limit alcohol availability in their area" more than half of respondents said no (58%). In contrast, nearly three quarters of respondents agreed that "more restrictions on alcohol availability would improve safety in towns and cities at night" (73%).

Nutrition

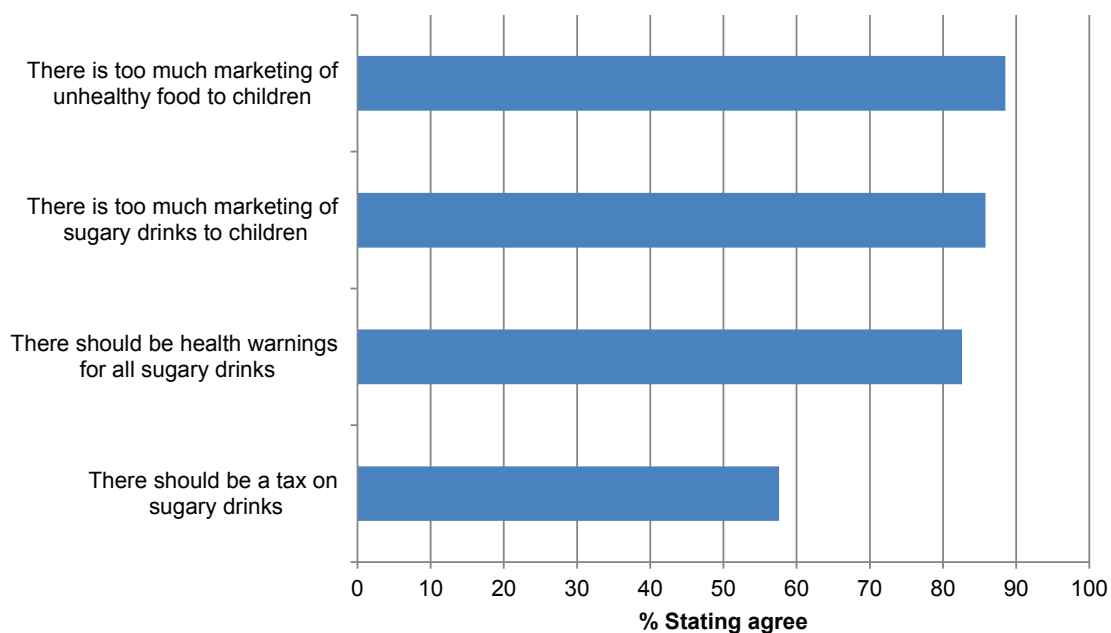
People were asked "when choosing a place to eat out, how important is it to your decision that healthy food options are available". Nearly three quarters of respondents (73%) said this was important or very important.

People were asked if councils should stop allowing sugary drinks to be sold at facilities they own and events they run. Over two thirds of respondents thought councils should stop allowing sugary drinks to be sold at community swimming pools, council run family events, local community centres, and public areas such as libraries, museums and art galleries. Nearly half of respondents (47%) thought sugary drinks should not be sold at "local stadiums and sports centres".

There was a high level of agreement with a range of nutrition related statements, particularly "there is too much marketing of unhealthy food to children" (89%), "there is too much marketing of sugary drinks to children" (86%), and "there should be health warnings for all sugary drinks" (83%). There was majority support (58%) for a tax on sugary drinks.

The next questions were about food security. Nearly one third of respondents (31%) indicated that in the last year they had been forced to buy cheaper food so that they could pay for other things they needed. This is less than when this question was asked in 2012 (48%). Similarly, 13% of respondents indicated that they had gone without buying fresh fruit and vegetables to help keep down costs which is lower than in 2012 (27%). Approximately 3% indicated that they had made use of special food grants or food banks because they did not have enough money for food, which is similar to the result for this question in 2012 (5%). One in six respondents (16%) indicated that they had worried in the last year about not having enough money to buy food.

Agreement with Statements about Nutrition



Housing

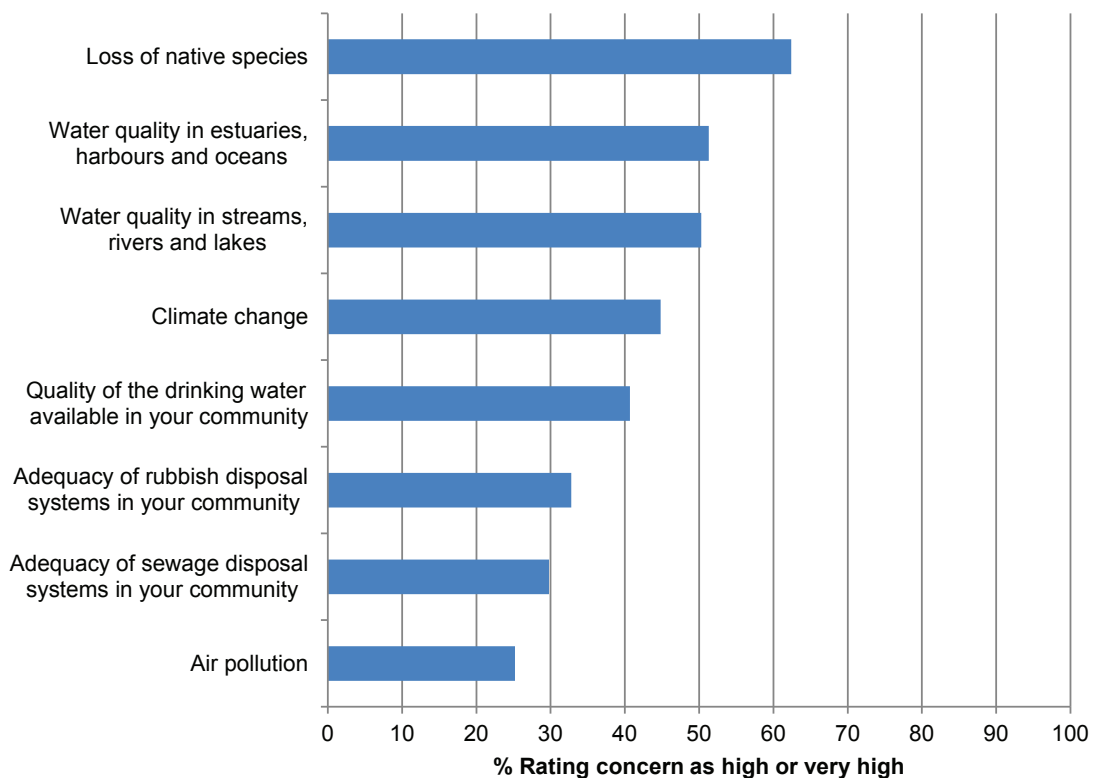
People were asked a range of questions about housing and the impact this may have on their health. There was a very high level of support for requiring all rental houses to have a warrant of fitness (90%). Just over one quarter (28%) indicated that there were improvements they would like to make to their home for health reasons, but they have not done them for financial reasons, and one quarter (25%) indicated that paying for fuel like electricity, wood or gas, during winter causes them financial stress.

Just under one quarter of respondents (23%) indicated that they reduce their use of heating during winter so they can afford to pay their power bill and buy other essential items. Approximately one in ten (9%) indicated that they think their house has a negative impact on their health and one in six (15%) indicated that in the last year, they had experienced noticeable dampness or mould inside their home.

Physical Environment and Health

People were asked for their level of concern about a range of environmental issues in terms of their impact on health and wellbeing. The issue of greatest concern in terms of the perceived impact on health and wellbeing was loss of native species (62%) followed by water quality in estuaries, harbours and oceans (51%), and water quality in streams, rivers and lakes (50%).

Concern about the Physical Environment



Tattoos and Skin Piercings

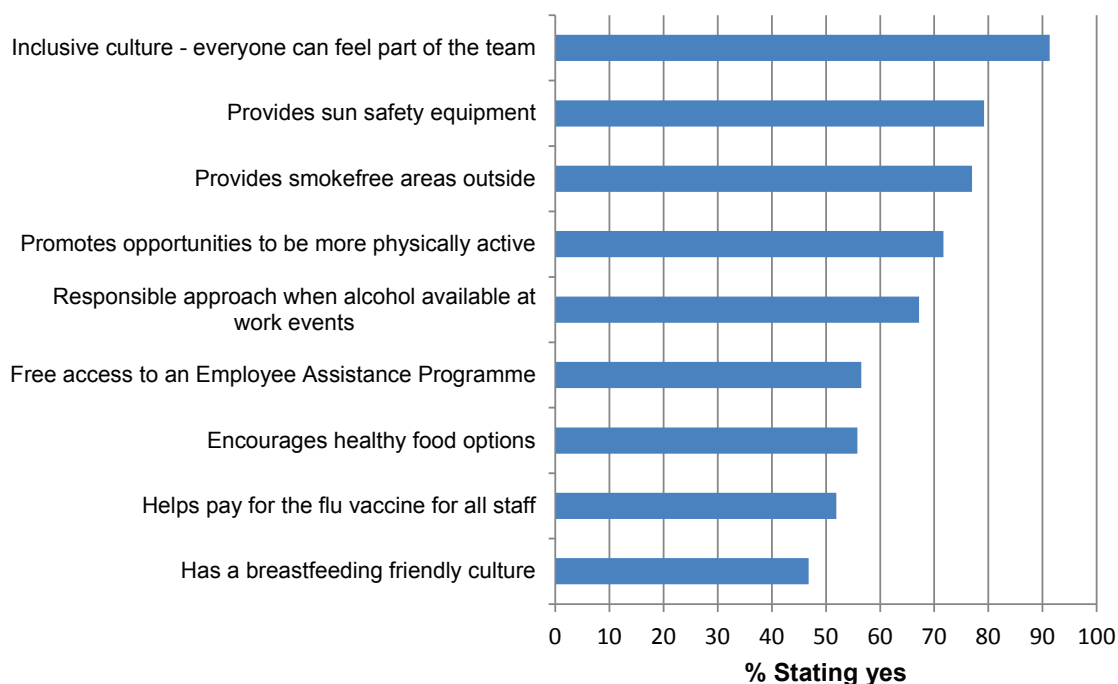
The vast majority of respondents (94%) wanted regular health and safety inspections for beauty salons and places that do tattoos and piercings.

Workplaces and Health

People were asked about the impact of their workplace on health and wellbeing. Nearly two thirds of respondents were in paid employment and therefore answered these questions. Over half (57%) indicated that their workplace has a positive or very positive impact on their health and wellbeing.

People were asked about a range of things that their workplaces may do to support them to be healthy. A vast majority of respondents (91%) thought that their workplace had “an inclusive culture where everyone can feel part of the team” while 79% said their workplace provided sun safety equipment and 77% said their workplace provided smokefree areas outside. A majority of respondents (56%) have workplaces that encourage healthy food options and 52% help pay for the influenza vaccine for all staff, while 47% have a breastfeeding friendly culture.

Types of Support Provided by Workplaces



When asked where they get the meal they eat at work from, three quarters of respondents (75%) indicated that they bring it from home followed by “bought it off site” (9%) and “bought it on site” (5%). When asked where they get the snacks they eat at work from, 70% indicated that they bring them from home with around 9% buying them off site and 7% buying them on site.

When asked how often they walk or cycle to work nearly three quarters of respondents (74%) said never, 13% said occasionally, 8% said every day, and 5% said most days. People were asked about a range of things that could make them more likely to walk or cycle to work. Nearly one third (32%) of respondents indicated that “a backup plan” may help (for example a guaranteed ride home if needed). For all other options listed approximately one in five respondents indicated that it may help. This included flexible working hours, shower facilities at work, bike storage facilities, park and ride facilities, more footpaths near work, and more cycleways near work.

Transport and Recreation

Most respondents indicated that walking is “hassle free” in their area with 54% rating it as very good and 39% rating it as good. A slightly lower proportion of respondents indicated that cycling is “hassle free” in their area with 43% rating it as very good and 41% rating it as good. Less than half of respondents indicated that public transport is “hassle free” in their area with 17% rating it as very good and 34% rating it as good. Nearly one third (30%) of respondents rated public transport as poor (17%) or very poor (13%).

People were asked how safe these activities are in their area. Ninety percent of respondents indicated that walking is safe in their area (41% rated it as very safe and 49% as safe). Approximately 5% of respondents indicated that walking is unsafe or very unsafe in their area. Nearly three quarters of respondents (74%) indicated that cycling is very safe (25%) or safe (49%) in their area. Approximately one in six respondents (16%) indicated that cycling is unsafe (14%) or very unsafe (2%) in their area.

Nearly three quarters of respondents indicated that public transport is safe in their area (24% very safe and 49% safe). Only a small proportion rated public transport as unsafe or very unsafe (2%). A large proportion indicated that it is neither safe nor unsafe (11%) or that they don't know or refused to answer this question (13%).

Schools

People were asked whether or not they agreed with a list of statements about schools and health. There was very strong majority support (85%) for sugary drinks not to be sold on school grounds and 74% of respondents thought school tuck shops and canteens should only be allowed to sell healthy food. A vast majority did not support alcohol being available at events held on school grounds with only 10% agreeing with the statement that "it's OK for alcohol to be available at events held on school grounds such as galas and fundraisers". However a higher proportion of respondents (40%) agreed that "it's OK for school staff workplace gatherings that involve alcohol to be held on school grounds".

Sources of News

Knowing how people get their health information can help with designing communications that inform the public and raise awareness of health issues. Therefore people were asked which of a range of media they routinely use for news. The highest proportion of respondents said they get their news from TV (91%) followed by free local newspaper (73%), local radio (65%) and online news sites (63%). The lowest proportions were for public library (32%) and online TV or video (32%).

Introduction

This survey was commissioned by Toi Te Ora – Public Health Service (Toi Te Ora) to collect information to assist with designing public health programmes and to inform Toi Te Ora’s approach to key public health issues.

Toi Te Ora is a service of Bay of Plenty DHB and is a provider of public health services to the Bay of Plenty DHB and Lakes DHB populations. With the vision of “enduring health and wellbeing for all”, Toi Te Ora works to improve and protect people’s health with a focus on reducing inequalities in health.

Aim of the Survey

The aim of the survey was to understand what people in the Bay of Plenty and Lakes areas think about a range of issues relevant to public health programmes and initiatives. Some questions are the same as those used in the 2008 and 2012 surveys which allows analysis of how knowledge, attitudes and perceptions have changed over time. A copy of the questionnaire is provided in Appendix A.

Method

This survey was conducted on behalf of Toi Te Ora by a market research company (National Research Bureau or NRB). It was a telephone survey of randomly selected landline telephones. A total of 841 interviews were completed with half conducted in the Bay of Plenty DHB area and half in the Lakes DHB area. The telephone survey method was used because it is more affordable than a face-to-face survey and gets a much better response rate compared with paper based questionnaires. It is very difficult to achieve a representative sample with internet based surveys so this method was not considered.

One problem with landline telephone surveys is that they exclude households which only have mobile phones and therefore this introduces some selection bias. However, it is estimated that three quarters of households in the Toi Te Ora area still have access to a landline telephone. Census data from Statistics New Zealand for the Toi Te Ora area shows that 79% of households had a landline in 2013 compared with 85% in 2006 and 90% in 2001. Including mobile phones in the sample was considered but unfortunately it would have been too complex and expensive.

Interviews Completed

841 telephone interviews were completed as follows:

Rotorua	208 interviews
Taupo	213 interviews
Western Bay of Plenty	211 interviews
Eastern Bay of Plenty	209 interviews
Total	841 interviews

Response Rate

Approximately two thirds (66%) of those eligible and invited to take part in the survey agreed to participate. This response rate was higher than the response rate achieved in 2012 (54%) and in 2008 (53%).

Sample Characteristics

This survey used a quota controlled random sample to ensure an adequate number of interviews were completed for each of the two DHBs within the Toi Te Ora area. Quotas were also used for age, gender and ethnicity to ensure adequate numbers of interviews from young people, males and Maori were achieved because these groups are often under-represented in surveys. This type of sampling has the advantage of ensuring representation from a cross section of the population but only allows limited statistics to be used to quantify the precision of results compared with simple random sampling. Therefore, rather than calculating precise confidence intervals for each result, a scoping approach has been used to avoid suggesting a spurious level of accuracy in the survey results. The table in Appendix B provides an indication of the margin of error for a given percentage.

The sample was weighted to ensure a closer match to the distribution of the population. For example, half of the interviews were with people from each DHB area (to ensure an adequate sample size to enable results to be reported for each DHB) but two thirds of the population aged 15 years or more live in the Bay of Plenty DHB area so the sample was weighted to reflect that distribution.

The table below provides details for the survey sample and a comparison with the population aged 15 years or more from the 2013 Census.

Sample Distribution Compared with the Population Aged 15 or More

	Unweighted Sample	Weighted Sample	Weighted Sample (%)	2013 Census (%)
Area				
BOPDHB	420	563	67%	68%
Lakes DHB	421	277	33%	32%
Gender				
Male	418	402	48%	47%
Female	423	438	52%	53%
Ethnicity				
Maori	272	182	22%	22%
Non-Maori	569	658	78%	78%
Age				
15 – 24 years	82	131	16%	15%
25 – 44 years	197	281	33%	29%
45 – 64 years	286	270	32%	34%
65+ years	276	159	19%	22%

Even with the quota sampling approach and the use of weightings there are still limitations with the match of the survey sample to the population. For example lower income households are slightly under-represented in the survey sample. More detailed demographic characteristics of the sample are provided in Appendix C.

Limitations

All surveys have limitations which restrict the extent to which results for the sample can be generalised to the population. This survey is no exception and the following limitations should be considered when interpreting the results.

Sample size: This has an impact on the margin of error of a survey. For example a sample of 100 will have a maximum sampling error of plus or minus 9.8%, while for a sample of 1000 it will be plus or minus 3.1%. This survey has a sample size of 841 and a margin of error of plus or minus 3.4%. These figures are for the entire sample and the margin of error will be greater for subsets of the sample such as specific demographic or geographic groups. The table in Appendix B gives a guide to the sampling error for different percentages.

Selection bias: If some people have a greater or lesser chance of being selected for a survey this introduces selection bias. For example the sampling frame for this survey only includes households with access to landline telephones. People who do not live in dwellings with landline telephones had no chance of being selected for the survey.

Under-representation: There are several ways groups can be under-represented in a survey sample. For example simple random sampling may lead to some groups being under-represented purely by chance. This survey used a "quota controlled random sample" to ensure representation from a cross-section of the population. This improves the representativeness of the sample but limits the type of statistics that can be used to quantify results. Under-representation has also been corrected to some extent in this survey by weightings that have been applied to the results by the market research company.

Non-response bias: People who did not respond to the survey may have different views compared with respondents. This should be taken into account when interpreting the results. Historically this telephone survey has achieved a response rate of 53-54% which is better than is usually achieved by internet or postal surveys. An even better response rate was achieved this year (66%).

Social desirability bias: Some questions are likely to be influenced by people's desire to respond in ways that appear to create a favourable or desirable image of themselves (this may be true for example with attitudes toward smoking, alcohol and sugar).

Media distortion or influence: Extensive recent media coverage of an issue just before or at the time of data collection may influence the perception of respondents.

Unrealistic questions: Because of practical limitations such as the amount of time that can be taken for each interview and an acceptable complexity level of the questionnaire, some questions may not adequately reflect the reality of everyday life economics and trade-offs. For example asking "Do you think all rented houses should be required to have a warrant of fitness?" is likely to yield different results compared to asking people if they think "all rented houses should be required to have a warrant of fitness even if this results in an increase in the cost of rent".

Results

A summary of the results is provided below for each question for the entire sample (the Toi Te Ora area which includes the areas of both DHBs) and for Bay of Plenty DHB and Lakes DHB separately. For most questions the pattern of responses was similar for both DHBs. Where differences between results for the two DHBs were likely to be statistically significant this is indicated in the text accompanying the tables. In general a large percentage difference is required to achieve statistical significance (see margin of error scoping table in Appendix B).

Awareness of Toi Te Ora - Public Health Service

Nearly 30% of respondents said they had heard of Toi Te Ora before being called and this result was similar for both Bay of Plenty DHB and Lakes DHB.

Question A1: Have you heard of Toi Te Ora Public Health Service before this call? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	29.4	29.4	29.3
No	69.9	69.6	70.7
Don't know	0.7	1.1	0.0
Refused	0.0	0.0	0.0

Importance of Public Health Activities

Respondents to the survey were asked to rate the importance of a range of public health activities.

There was strong support for the range of public health activities listed with majority support (56.5%) even for the lowest ranked activity which was encouraging active transport.

The items that the greatest proportion of respondents rated as high importance were preventing childhood obesity (85.3%) and reducing infectious diseases (82.6%).

A majority of approximately three quarters of respondents thought that it was important to reduce tobacco smoking (74.6%) and reduce sugary drink consumption (73.9%).

Question A2: Toi Te Ora is the public health unit for this area. How important is it to you that they do each of the following? (% rating each item as high importance)

	Toi Te Ora	BOPDHB	Lakes DHB
Promoting healthy eating	78.0	75.5	83.1
Encouraging physical activity	78.9	77.0	82.7
Reducing infectious diseases	82.6	81.5	84.9
Reducing tobacco smoking	74.6	76.4	70.9
Preventing childhood obesity	85.3	85.2	85.6
Reducing excessive alcohol consumption	71.6	72.1	70.5
Working with other agencies to encourage policies that promote health	67.7	67.1	68.9
Encouraging active transport, to get more people walking or cycling and less use of cars	56.5	56.9	55.8
Working with other agencies to improve housing quality and affordability	67.1	67.5	66.2
Reducing sugary drink consumption	73.9	74.7	72.5

Communicable Diseases

Just over 80% of respondents agreed that an untreated sore throat in children can lead to rheumatic fever. Less than 10% said they don't know. These proportions were similar for both DHBs.

Question B1a: An untreated sore throat in children can lead to rheumatic fever (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Agree	81.7	82.2	80.6
Neither/Nor	7.6	8.4	6.0
Disagree	1.8	0.8	3.8
Don't know	8.9	8.5	9.6
Refused	0.0	0.0	0.0

Just over 90% of respondents agreed that if a child or young person has got a sore throat, it is best to get it checked by a doctor or nurse. This proportion was similar for both DHBs. A very small proportion of respondents disagreed with this statement.

Question B1b: If a child or young person has got a sore throat, it is best to get it checked by a doctor or nurse (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Agree	91.2	90.6	92.4
Neither/Nor	6.0	7.2	3.7
Disagree	2.2	1.6	3.5
Don't know	0.5	0.5	0.5
Refused	0.1	0.2	0.0

Tobacco Smoking

Just over one in ten respondents were current smokers, just under one third were ex-smokers and over half had never smoked. These proportions were similar for both DHBs.

Question C1: Thinking about tobacco smoking, which of the following best describes you? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Current smoker	11.5	11.4	11.5
Ex-smoker	32.4	31.2	34.7
Never smoked	56.2	57.3	53.9

When asked about whether people should be allowed to smoke in various locations the greatest level of tolerance of smoking was for in main streets or city centres (40.1%), outside workplaces or public buildings (39.1%) with much less tolerance for smoking at outdoor dining areas of cafes, bars and restaurants (29.1%), at bus stops (21.4%) and even less for outside hospitals and health centres (16.2%). There was very strong support for areas related to schools and children's activities to be smokefree with only 8.2% of respondents thinking that smoking should be allowed outside schools, pre-schools, kindergartens and early childhood centres, and only 3.5% thinking it should be allowed in children's playgrounds. This pattern was the same for both DHBs.

Question C2: In your opinion, do you think people should be allowed to smoke tobacco at the following places? (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
At bus stops	21.4	21.1	22.0
Outside hospitals and health centres	16.2	16.9	14.8
Outside schools, pre-schools, kindergartens, early childhood centres	8.2	8.1	8.5
At stadiums and sportsgrounds	14.6	14.6	14.7
At public events	18.3	18.8	17.1
Outside workplaces or public buildings	39.1	38.3	40.7
At outdoor dining areas of cafes, bars and restaurants	29.1	30.7	26.1
In main streets or city centres	40.1	39.5	41.4
In children’s playgrounds	3.5	3.0	4.4
At parks or reserves	33.3	35.8	28.1

Nearly 80% of respondents said they support the New Zealand Government goal to be smokefree by 2025.

Question C3: What do you think of the New Zealand Government goal to be smokefree by 2025? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Support	78.4	79.7	75.9
Oppose	8.3	6.7	11.6
No opinion	12.8	13.0	12.3
Don’t know	0.5	0.6	0.3
Refused	0.0	0.0	0.0

When asked about some things that could be done to reduce smoking and help achieve the smokefree goal the highest level of support was for requiring retailers to have a licence to sell tobacco products (76.7%) followed by allowing fewer places to sell cigarettes or tobacco (74.6%). There was considerable support for increasing taxes on tobacco to raise the price (62.1%) and also for restricting the use of e-cigarettes or 'vaping' at indoor public places (61.1%).

Question C4: I'll read out some things that could be done to reduce smoking and help achieve this goal. Please say whether you support, oppose, or have no opinion either way, for each one? (% stating support for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
Allow fewer places to sell cigarettes or tobacco	74.6	75.8	72.1
Require retailers to have a licence to sell tobacco products	76.7	78.6	72.8
Stop retailers near schools from selling cigarettes	72.4	73.7	69.9
Increase taxes on tobacco to raise the price	62.1	62.7	60.8
Restrict the use of e-cigarettes or 'vaping' at indoor public places	61.1	59.6	64.2

Alcohol

Nearly 60% of respondents said they support more restrictions on advertising and sponsorship by alcohol companies. Support was slightly higher in Bay of Plenty DHB (60.8%) compared with Lakes DHB (52.5%) but this difference was not quite statistically significant.

Question D1a: To reduce excessive drinking, do you support, neither support nor oppose, or oppose - "More restrictions on advertising and sponsorship by alcohol companies" (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Support	58.0	60.8	52.5
Oppose	20.3	18.8	23.4
No opinion	19.6	18.7	21.3
Don't know	1.1	0.5	2.1
Refused	1.0	1.2	0.6

Over 70% of respondents said they support reducing the number of places that can sell alcohol.

Question D1b: To reduce excessive drinking, do you support, neither support nor oppose, or oppose - “Reducing the number of places that can sell alcohol” (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Support	71.0	73.4	66.1
Oppose	17.4	15.7	20.8
No opinion	10.6	10.1	11.7
Don't know	0.7	0.8	0.6
Refused	0.3	0.1	0.7

When asked about a range of times when bottle stores and supermarkets should be allowed to start selling alcohol the most common response was 10 am with nearly three quarters (73.8%) of respondents stating this option. Only a small proportion (15.0%) thought that it was suitable for bottle stores and supermarkets to start selling alcohol before 10am and 9% opted for “no difference/stay the same”.

Question D2: What do you think is a suitable time for bottle stores and supermarkets to be allowed to start selling alcohol? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
7am	8.2	7.7	9.1
8am	1.4	0.9	2.5
9am	5.4	5.6	4.9
10am	73.8	72.8	75.9
Don't know	2.2	2.3	1.9
Refused	0.0	0.0	0.0
No difference/stay the same	9.0	10.6	5.8

When asked about a range of times when bottle stores and supermarkets should be required to stop selling alcohol the most common response was 10pm with just under one third (31.5%) of respondents stating this option. Around 40% of respondents stated the earlier times of 8pm or 9pm and 20% stated the later time of 11pm.

Question D3: When do you think is a suitable time for bottle stores and supermarkets to be required to stop selling alcohol? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
8pm	23.3	24.7	20.6
9pm	17.8	18.7	16.0
10pm	31.5	30.4	33.6
11pm	18.6	15.9	24.1
Don't know/no opinion	3.0	3.7	1.5
Refused	0.0	0.0	0.0
No difference/stay the same	5.7	6.6	4.0

Over half of all respondents said no when asked directly if they think local councils should limit alcohol availability in their area (58.2%) and one quarter indicated that the current situation should stay the same (24.8%).

Question D4. Do you think local councils should limit alcohol availability in your area? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	1.2	0.8	2.1
No	58.2	58.2	58.1
Don't know	13.8	14.0	13.4
Refused	2.0	2.4	1.2
No difference/stay the same	24.8	24.5	25.3

Nearly three quarters of respondents agreed that more restrictions on alcohol availability would improve safety in towns and cities at night (72.9%).

Question D5. Do you think more restrictions on alcohol availability would improve safety in towns and cities at night? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	72.9	73.6	71.4
No	20.8	19.9	22.4
No opinion	3.4	3.2	3.8
Don't know	2.1	2.1	2.0
No difference/stay the same	0.9	1.1	0.4

Nutrition

People were asked “When choosing a place to eat out, how important is it to your decision that healthy food options are available”. One third of respondents said this was very important (34.4%) and over one third said it was important (38.7%). One in ten people said it was unimportant or very unimportant (10.3%).

Question E1: When choosing a place to eat out, how important is it to your decision that healthy food options are available? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very important	34.4	37.4	28.2
Important	38.7	36.8	42.4
Neither/nor	16.1	14.5	19.3
Unimportant	8.8	8.6	9.0
Very unimportant	1.5	1.9	0.9
Don't know	0.6	0.8	0.2
Refused	0.0	0.0	0.0

People were asked if councils should stop allowing sugary drinks to be sold at facilities they own and events they run. Over two thirds of respondents thought councils should stop allowing sugary drinks to be sold at community swimming pools, council run family events, local community centres, and public areas such as libraries, museums and art galleries. Nearly half thought sugary drinks should not be sold at local stadiums and sports centres.

Question E2: Public hospitals have stopped selling sugary drinks on their sites because too much sugar increases the risk of health problems like diabetes, obesity and tooth decay. Do you think local councils should stop allowing sugary drinks to be sold at the following places? (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
Community swimming pools	69.2	72.6	62.4
Local stadiums and sports centres	47.3	48.3	45.4
Council run family events	66.1	67.3	63.8
Local community centres	66.5	69.6	60.2
Public areas such as libraries, museums and art galleries	66.2	66.7	65.2

There was a high level of agreement for a range of nutrition related statements particularly for “there is too much marketing of unhealthy food to children” (88.5%), “there is too much marketing of sugary drinks to children” (85.8%), and “there should be health warnings for all sugary drinks” (82.6%).

Although it received the lowest level of agreement there was still majority support (57.6%) for a tax on sugary drinks.

Question E3. Please say whether you agree or disagree with the following statements: (% stating agree for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
There should be health warnings for all sugary drinks	82.6	82.3	83.3
There should be a tax on sugary drinks	57.6	59.2	54.1
There is too much marketing of sugary drinks to children	85.8	86.1	85.0
There is too much marketing of unhealthy food to children	88.5	89.7	86.2

People were asked some questions about food security. Nearly one third (30.5%) of respondents indicated that in the last year they had been forced to buy cheaper food so that they could pay for other things they needed. One in six respondents (16.3%) indicated that they had worried in the last year about not having enough money to buy food and a slightly lower proportion (13.2%) indicated that they had gone without buying fresh fruit and vegetables to help keep down costs. Approximately 3% indicated that they had made use of special food grants or food banks because they did not have enough money for food.

Question E4. I am going to read out some statements. Please answer yes or no to each. (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
In the past 12 months have you ever worried about not having enough money to buy food?	16.3	15.9	17.1
In the last 12 months, have you ever gone without buying fresh fruit and vegetables to help keep down costs?	13.2	12.5	14.5
In the last 12 months, have you been forced to buy cheaper food so that you could pay for other things you needed?	30.5	31.9	27.5
In the last 12 months, have you made use of special food grants or food banks because you did not have enough money for food?	2.9	2.1	4.5

Housing

People were asked a range of questions about housing and the impact this may have on their health.

There was a very high level of support for all rental houses being required to have a warrant of fitness (90.2%). Just over one quarter (27.5%) indicated that there were improvements they would like to make to their home for health reasons but they have not done them for financial reasons. One quarter (24.9%) indicated that paying for fuel like electricity, wood or gas during winter causes them financial stress.

Just under one quarter (22.6%) indicated that they reduce their use of heating during winter so they can afford to pay their power bill and buy other essential items.

Approximately one in six respondents (15.3%) indicated that in the last year they had experienced noticeable dampness or mould inside their house. However, less than 10% indicated that they think their house has a negative impact on their health (8.8%).

Question F1. I am going to read a list of questions out. Please answer yes or no to each. (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
In the last year, have you experienced noticeable dampness or mould inside the house where you live?	15.3	16.0	13.9
Do you think your house has a negative impact on your health?	8.8	9.3	7.7
Does paying for fuel like electricity, wood or gas, during winter cause you financial stress?	24.9	24.0	26.8
Do you reduce your use of heating during winter so you can afford to pay your power bill and buy other essential items?	22.6	24.7	18.3
Do you think all rented houses should be required to have a warrant of fitness?	90.2	91.0	88.8
Are there improvements you would like to make to your home for health reasons but have not done them for financial reasons?	27.5	28.4	25.8

Physical Environment

People were asked for their level of concern about the impact on their health and wellbeing from a range of environmental issues. The highest level of concern related to loss of native species (62.4%) followed by water quality in estuaries, harbours and oceans (51.3%) and water quality in streams, rivers and lakes (50.3%). Respondents from Lakes DHB generally had a higher level of concern about these environmental issues. This difference was statistically significant for air pollution; water quality in streams, rivers and lakes; quality of drinking water; and adequacy of sewage disposal systems.

Question G1. Please give your level of concern about the following issues in terms of their impact on health and wellbeing in your area. Is your concern very low, low, high or very high with regard to...(% rating as high or very high)

	Toi Te Ora	BOPDHB	Lakes DHB
Air pollution	25.2	20.0	35.9
Water quality in streams, rivers and lakes	50.3	44.1	62.9
Water quality in estuaries, harbours and oceans	51.3	48.4	57.1
Climate change	44.8	41.7	50.9
Loss of native species	62.4	59.4	68.5
Quality of the drinking water available in your community	40.7	35.4	51.3
Adequacy of sewage disposal systems in your community	29.8	24.7	40.1
Adequacy of rubbish disposal systems in your community	32.8	29.2	40.0

Tattoos and Skin Piercings

There was a very high level of support from respondents for beauty salons and places that do tattoos and piercings being required to be regularly inspected for hygiene and safety. Over nine out of ten respondents (93.9%) agreed with this with similar levels of support in Bay of Plenty DHB (94.4%) and Lakes DHB (93.0%).

Question G2. Do you think beauty salons and places that do tattoos and piercings should be required to be regularly inspected for hygiene and safety? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	93.9	94.4	93.0
No	2.6	1.9	4.0
No opinion	2.8	3.0	2.3
Don't know	0.7	0.7	0.7
Refused	0.0	0.1	0.0

Workplaces and Health

People were asked several questions related to the impact of their workplace on health and wellbeing.

Nearly two thirds of respondents were in paid employment (62.5%). Only these people were asked the questions in this section.

Question H1. Are you currently in paid employment? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	62.5	61.5	64.6
No	37.5	38.5	35.4

Over half of respondents indicated that they believe their workplace has a positive (43.1%) or very positive (14.3%) impact on their health and wellbeing (57.4%).

Question H2. What sort of impact do you think your workplace has on your health and wellbeing? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very positive	14.3	16.2	10.7
Positive	43.1	41.5	46.2
Negative	14.7	16.7	10.7
Very negative	2.2	2.6	1.4
Neutral	25.6	22.9	31.0
Don't know	0.1	0.2	0.0

People were asked about a range of things that their workplaces do to support them to be healthy. A vast majority of respondents (91.3%) thought that their workplace had “an inclusive culture where everyone can feel part of the team” while 79.2% said their workplace provided sun safety equipment and 77.0% said their workplace provided smokefree areas outside. A majority of respondents (55.8%) have workplaces that encourage healthy food options and 51.9% help pay for the influenza vaccine for all staff, while 46.8% have a breastfeeding friendly culture.

Question H3. Does your workplace do any of the following to support you to be healthy? (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
Helps pay for the flu vaccine for all staff (pays full or part of cost)	51.9	53.8	48.2
Has a responsible approach when alcohol is available at work events	67.2	68.2	65.3
Provides sun safety equipment	79.2	81.5	74.6
Provides smokefree areas outside	77.0	77.9	75.2
Has a breastfeeding friendly culture	46.8	47.4	45.5
Promotes opportunities to be more physically active	71.7	73.2	68.6
Encourages healthy food options	55.8	56.0	55.4
Provides free access to an Employee Assistance Programme	56.5	57.4	54.8
Has an inclusive culture where everyone can feel part of the team	91.3	91.5	90.9

When asked where they get the meal they eat at work from, three quarters of respondents indicated that they bring it from home (75.3%). The next most common method of those listed was buying it off site (9.0%) followed by buying it on site (4.7%).

Question H4. The meal that you eat at work, do you usually...? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Bring it from home	75.3	78.2	69.7
Buy it on site	4.7	5.0	4.1
Buy it off site	9.0	6.0	14.8
Other/ don't know	11.0	10.8	11.5

When asked where they get the snacks they eat at work from 70.0% indicated that they bring them from home, 9.3% buy them off site and 6.9% buy them on site.

Question H5. The snacks that you eat at work, do you usually...? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Bring them in from home	70.0	69.7	70.6
Buy them on site	6.9	7.9	4.8
Buy them off site	9.3	7.1	13.7
Other/ don't know	13.8	15.3	10.9

When asked how often they walk or cycle to work 7.8% of respondents indicated that they do this every day, 4.9% said most days, 13.0% said occasionally and 74.2% said never.

Question H6. How often do you walk or cycle to work? (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Every day	7.8	9.6	4.3
Most days	4.9	6.3	2.2
Occasionally	13.0	10.0	18.7
Never	74.2	74.0	74.5

People were asked about a range of things that could make them more likely to walk or cycle to work. One third (32.4%) of respondents indicated that a backup plan may help (for example a guaranteed ride home if needed). For all other options approximately one in five respondents indicated that it may help.

Question H7. Would any of the following things make you more likely to walk or cycle to work? (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
Flexible working hours	22.2	19.8	27.0
Shower facilities at work	22.8	20.1	28.2
Bike storage facilities	20.5	16.6	28.0
Park and ride facilities	21.7	21.0	23.0
More footpaths near work	17.8	17.8	17.7
More cycleways near work	21.8	22.0	21.3
A backup plan (for example a guaranteed ride home if needed)	32.4	33.2	30.9

Transport and Recreation

Most respondents indicated that walking is “hassle free” in their area with 54.2% rating it as very good and 39.3% rating it as good. There was very little difference between the two DHBs.

Question I1a. How “hassle free” do you think the following activities are in your area? Please rate them as very good, good, poor or very poor....Walking (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very good	54.2	55.7	51.1
Good	39.3	37.1	43.8
Neither/nor	2.6	2.7	2.5
Poor	3.3	4.0	1.7
Very poor	0.1	0.0	0.4
Don't know/ Refused	0.5	0.5	0.6

Most respondents indicated that cycling is “hassle free” in their area with 42.8% rating it as very good and 40.6% rating it as good. This is slightly lower than the proportion indicating that walking was “hassle free”.

Question I1b. How “hassle free” do you think the following activities are in your area? Please rate them as very good, good, poor or very poor....Cycling (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very good	42.8	40.6	47.4
Good	40.6	40.2	41.4
Neither/nor	4.5	4.8	3.9
Poor	7.4	8.3	5.6
Very poor	2.7	4.0	0.0
Don't know/ Refused	1.9	2.1	1.7

Less than half of respondents indicated that public transport is “hassle free” in their area with 17.3% rating it as very good and 34.4% rating it as good. This is much lower than the “hassle free” ratings given for walking and cycling. Nearly one third of respondents rated it as poor (17.4%) or very poor (13.4%). There was very little difference between the two DHBs.

Question I1c. How “hassle free” do you think the following activities are in your area? Please rate them as very good, good, poor or very poor....Public transport (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very good	17.3	17.5	16.8
Good	34.4	33.6	36.0
Neither/nor	10.6	8.9	14.1
Poor	17.4	19.9	12.5
Very poor	13.4	14.4	11.3
Don't know/ Refused	6.9	5.8	9.4

People were asked how safe these activities are in their area. Ninety percent of respondents indicated that walking is safe in their area with 41.2% rating it as very safe and 48.8% rating it as safe. Only a small proportion of respondents (5.0%) indicated that walking is unsafe (4.6%) or very unsafe (0.4%) in their area.

A higher proportion of Bay of Plenty DHB respondents rated walking as very safe compared with Lakes DHB and this difference was statistically significant.

Question I2a. How safe do you think these activities are in your area? Please rate them as very safe, safe, unsafe or very unsafe....Walking (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very safe	41.2	44.7	34.2
Safe	48.8	44.4	57.8
Neither/nor	4.7	4.6	5.1
Unsafe	4.6	5.6	2.5
Very unsafe	0.4	0.6	0.1
Don't know/ Refused	0.2	0.3	0.4

Nearly three quarters of respondents indicated that cycling is safe in their area with 24.7% rating it as very safe and 48.6% rating it as safe. One in six respondents indicated that cycling is unsafe (14.2%) or very unsafe (1.8%) in their area.

A higher proportion of respondents from Lakes DHB rated cycling as safe or very safe compared with Bay of Plenty DHB and this difference was statistically significant.

Question I2b. How safe do you think these activities are in your area? Please rate them as very safe, safe, unsafe or very unsafe....Cycling (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very safe	24.7	24.4	25.5
Safe	48.6	45.4	54.9
Neither/nor	9.4	9.7	8.8
Unsafe	14.2	16.8	8.9
Very unsafe	1.8	2.2	1.1
Don't know/ Refused	1.2	1.6	0.8

Nearly three quarters of respondents indicated that public transport is safe in their area with 24.1% rating it as very safe and 49.4% rating it as safe. Only a small proportion rated public transport as unsafe (2.0%) or very unsafe (0.4%). Nearly a quarter said it was neither safe nor unsafe (11.4%) or that they don't know or refused to answer this question (12.8%).

Question I2c. How safe do you think these activities are in your area?

Please rate them as very safe, safe, unsafe or very unsafe....Public transport (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Very safe	24.1	26.6	19.2
Safe	49.4	47.4	53.5
Neither/nor	11.4	11.3	11.5
Unsafe	2.0	2.8	0.2
Very unsafe	0.4	0.3	0.5
Don't know/ Refused	12.8	11.7	15.0

Schools

People were asked whether or not they agreed with a list of statements about schools and health. There was a high level of agreement with the following statements:

- Sugary drinks should not be sold on school grounds (85.0%)
- School tuck shops and canteens should only be allowed to sell healthy food (73.9%)
- There should be limits on the number of fast food outlets permitted near schools (67.8%)
- Schools should not allow children to bring sugary drinks to school (66.7%)
- Shops close to schools should not be allowed to advertise sugary drinks outside on their buildings (63.6%).

There was a lower level of agreement with the following statements:

- Shops close to schools should not be allowed to sell sugary drinks (43.7%)
- It's OK for school staff workplace gatherings that involve alcohol to be held on school grounds (40.3%).

Only a small proportion (9.5%) of respondents thought that "it's OK for alcohol to be available at events held on school grounds" such as galas and fundraisers.

Question J1. I am going to read you a list of statements about schools and health. Please tell me whether you agree or disagree with each? (% stating agree for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
It's OK for alcohol to be available at events held on school grounds (eg, galas and fundraisers)	9.5	9.2	10.0
It's OK for school staff workplace gatherings that involve alcohol to be held on school grounds	40.3	40.7	39.5
There should be limits on the number of fast food outlets permitted near schools	67.8	70.6	62.0
School tuck shops and canteens should only be allowed to sell healthy food	73.9	74.3	73.0
Shops close to schools should not be allowed to advertise sugary drinks outside on their buildings	63.6	65.9	58.9
Sugary drinks should not be sold on school grounds	85.0	87.4	80.1
Schools should not allow children to bring sugary drinks to school	66.7	67.7	64.6
Shops close to schools should not be allowed to sell sugary drinks	43.7	48.4	34.2

Sources of News

People were asked which of a range of media they routinely use for news. The highest proportion was TV (91.3%) followed by free local newspaper (72.9%), local radio (64.6%) and online news sites (63.1%). The lowest proportions were online TV or video (32.2%) and public library (31.8%).

There was one statistically significant difference between the two DHBs with Lakes DHB respondents more likely to routinely use online social media for news (57.9%) than Bay of Plenty DHB respondents (41.7%).

Question K1. Which of the following do you routinely use for news? Please answer yes or no as I read each one out (% stating yes for each item)

	Toi Te Ora	BOPDHB	Lakes DHB
Online news sites	63.1	61.4	66.4
Online social media	47.1	41.7	57.9
Online TV or video	32.2	32.7	31.1
Free local newspaper	72.9	72.7	73.3
Paid for newspaper	46.0	47.5	43.0
Local radio	64.6	66.1	61.7
Radio that is broadcast nationally	53.1	52.0	55.4
TV	91.3	91.8	90.4
Public library	31.8	33.1	29.0

Discussion

This telephone survey of a sample of 841 people usually resident in the Bay of Plenty DHB area and Lakes DHB area has given us an indication of what people think about a range of issues related to public health. As with any survey, it is important to consider the strengths and limitations of the methodology used and the extent to which the sample results may accurately and reliably reflect the views of the population as a whole. The method section identified some of the considerations and limitations in this regard. Of note, the weighted sample matched the 2013 Census population distribution very well in terms of area, gender, ethnicity and age. However, it was noted that there was a smaller proportion of people with low incomes in the sample compared with the population as a whole and this should be taken into account when considering the results. For example, the results related to the food security questions suggested that food security problems have reduced since the 2012 survey which is unexpected and this could reflect a sampling bias rather than an actual improvement in food security status in the population. The results also showed a lower proportion of the sample were smokers compared with 2013 Census data and this may be partly due to a smaller proportion of people with low incomes being included in the sample as it is known that smoking prevalence is lower in more affluent sectors of the population.

The survey showed very strong support for a range of public health topics that may be considered to be priorities. These include areas where there has been a long standing history of public health work such as infectious disease control and management, reducing tobacco smoking and reducing excessive alcohol consumption. Preventing childhood obesity was identified as the most important priority and there is clearly support for promoting healthy eating, encouraging physical activity and reducing sugary drink consumption. Encouraging active transport and working with other agencies to improve housing quality and affordability were rated as relatively less important for public health and may reflect a traditional perception of the appropriate scope of work for the health sector. This suggests that work is required to build awareness and a more complete understanding of things that influence health. Toi Te Ora is currently promoting a Health in All Policies (HiAP) approach to improving population health that should help with this.

Raising awareness about rheumatic fever and the importance of ensuring a child with a sore throat is checked by a doctor or nurse has been an important focus for public health over several years. Therefore, it was encouraging that the survey found that more people agreed that an untreated sore throat in children can lead to rheumatic fever than when this question was asked in 2012 and that nine out of ten respondents agreed that if a child or young person has got a sore throat, it is best to get it checked by a doctor or nurse. This may show that public health work in this area has brought about change in people's awareness and understanding of rheumatic fever and its prevention.

The vast majority of respondents thought smoking should not be allowed in children's playgrounds and outside schools, pre-schools, kindergartens, and early childhood centres. There was also strong support for public events, stadiums and sportsgrounds, bus stops and outdoor dining areas to be smokefree. However, it should be noted that there was a lower proportion of tobacco smokers in the sample compared with the population. Despite this limitation, this and the previous surveys give the impression of strong and increasing support for smokefree areas, and indeed perhaps reflects an increasing expectation that smokefree is the norm. However, forty percent thought smoking should be allowed in main streets or city centres and, apart from outside hospitals and health centres which were generally expected to be smokefree, a little more than a third of respondents thought smoking should be allowed outside workplaces or public buildings. There may be potential to further raise awareness of the dangers

of smoking (including second hand smoke) to reduce this level of smoking tolerance and help increase the extent of smokefree environments so that smokefree public spaces are more consistently the normal expectation. Encouragingly there was a high level of support for the government goal to be smokefree by 2025 and for several measures that could help to achieve this goal.

An unexpectedly high proportion of people said no when directly asked if they think “local councils should limit alcohol availability in their area”. This is surprising because in this survey, and consistent with the findings of the two previous population surveys, most people supported reducing the number of places that can sell alcohol, more restrictions on advertising and sponsorship by alcohol companies and most people thought more restrictions on alcohol availability would improve safety in towns and cities at night. This finding may suggest that there is a need to increase public awareness and knowledge of the roles councils have in alcohol licensing policy, regulation and decision-making.

Measures to reduce consumption of sugary drinks or unhealthy food seem to have consistently high support and appear to be considered priority issues. This includes high levels of support for reducing the places where sugary drinks are available, less marketing of unhealthy food and sugary drinks to children and health warnings for all sugary drinks. Over two thirds of respondents thought councils should stop allowing sugary drinks to be sold at some of their facilities and events. Healthy food choices were considered important to most respondents when choosing a place to eat out and responses to food security questions highlight the importance of affordable access to healthy food.

There was concern among respondents about housing quality and people’s ability to afford healthy housing and fuel during winter to keep their house warm and dry. One in six people said they had experienced dampness or mould inside their house but fewer people thought their house has a negative impact on their health. This highlights the importance of improving housing quality and warmth to enhance population health. There may also be a need to ensure people are aware of the negative health impact of dampness and mould and that they know what can help to address these problems.

Respondents showed a high level of understanding of the influence of the environment on health. Concern about the physical environment and its impact on population health suggests that Toi Te Ora should consider how best to contribute to improvements in this area. As the issue of most concern an unexpectedly high proportion of respondents thought that loss of native species had an impact on their health and wellbeing. This suggests that most people have a very broad view of health and see an association between ecological health and their own health and sense of wellbeing.

Nearly all respondents thought places that do tattoos and piercings should be regularly inspected for hygiene and safety which suggests there is a very consistent public expectation that such places are regulated.

More than half of respondents in paid employment thought that their workplace had a positive effect on their health and the vast majority of workplaces appear to be very successful in providing an inclusive culture where everyone feels like part of the team. Compared with other types of support asked about in the survey a low proportion of workplaces encourage healthy food options, help pay for the influenza vaccine for their staff or have a breastfeeding friendly culture. This suggests there is potential for Toi Te Ora to assist workplaces through its workplace wellness programme (WorkWell) to focus on these areas. Another area for development is to find ways to promote and support active transport as currently only a small proportion of people walk or cycle to work.

Most people said walking, cycling and public transport is safe in their area. Bay of Plenty DHB respondents were more likely to rate walking as very safe and Lakes DHB respondents were more likely

to rate cycling as very safe or safe. These results suggest that there is potential to improve the safety of cycling in the Bay of Plenty DHB area and the safety of walking in the Lakes DHB area. It is also important to change these perceptions because if people continue to view these activities as unsafe many will unnecessarily miss out on the health benefits of such physical activity.

Most people thought that sugary drinks should not be sold on school grounds and that tuck shops and canteens should only be allowed to sell healthy food. Approximately two thirds thought there should be limits on the number of fast food outlets near schools, children should not be allowed to bring sugary drinks to school and shops close to schools should not be allowed to advertise sugary drinks outside on their buildings. These results suggest that there is likely to be public support for efforts to reduce the availability of sugary drinks and unhealthy food at schools. School boards and principals may be interested to know that the vast majority of the public do not support alcohol being available at events held on school grounds.

Overall the survey has provided insight into the general direction and priority areas for public health in the Bay of Plenty and Lakes districts and gives an indication of progress that has been made over the years. Very importantly, it provides useful information to continue to support and develop specific initiatives that help improve and protect the health of the population in the Bay of Plenty DHB and Lakes DHB areas.

Appendix A: Survey Questionnaire 2016

This survey is being done on behalf of Toi Te Ora - Public Health Service which is the public health unit for the Bay of Plenty and Lakes District Health Boards.

A. Importance Of Public Health Issues

A_INTRO The first few questions are about how important you think some health issues are.

A1. Had you heard of Toi Te Ora - Public Health Service before this call?

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

A2. Toi Te Ora is the public health unit for this area. How important it is to you that they do each of the following please rate as low, average or high.

	Importance Rating				
	Low	Average	High	DK	Ref
a. Promoting healthy eating	1	2	3	4	5
b. Encouraging physical activity	1	2	3	4	5
c. Reducing the rate and spread of infectious diseases, eg, rheumatic fever, whooping cough, respiratory infections	1	2	3	4	5
d. Reducing tobacco smoking	1	2	3	4	5
e. Preventing childhood obesity	1	2	3	4	5
f. Reducing excessive alcohol consumption	1	2	3	4	5
g. Working with other agencies to encourage policies that promote health	1	2	3	4	5
h. Encouraging active transport, to get more people walking or cycling and less use of cars	1	2	3	4	5
i. Working with other agencies to improve housing quality and affordability	1	2	3	4	5
j. Reducing sugary drink consumption	1	2	3	4	5

B. Communicable Diseases

B_INTRO The next few questions are about infectious diseases.

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. An untreated sore throat in children can lead to rheumatic fever	1	2	3	4	5
b. If a child or young person has got a sore throat, it is best to get it checked by a doctor or nurse	1	2	3	4	5

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 tobacco in the following places? Please say yes, or no, or no opinion either way?

	Yes	No	No opinion	DK	Ref
a. At bus stops	1	2	3	4	5
b. Outside hospitals and health centres	1	2	3	4	5
c. Outside schools, pre schools, kindergartens, early childhood centres	1	2	3	4	5
d. At stadiums and sport grounds	1	2	3	4	5
e. At public events	1	2	3	4	5
f. Outside workplaces or public buildings	1	2	3	4	5

g. At outdoor dining areas of cafes, bars and restaurants	1	2	3	4	5
h. In main streets or city centres	1	2	3	4	5
i. In children’s playgrounds	1	2	3	4	5
j. At parks or reserves	1	2	3	4	5

C3. What do you think of the New Zealand government goal to be smokefree by 2025? That is where less than 5% of the population smoke tobacco compared with the current rate of 15%. Do you ...

- Support that goal 1
- Oppose that goal 2
- No opinion either way 3
- Don't know 4
- Refused 5

C4. I'll read out some things that could be done to reduce smoking and help achieve this goal. Please say whether you support, oppose, or have no opinion either way, for each one?

	Support	Oppose	No opinion	DK	Ref
a. Allow fewer places to sell cigarettes or tobacco	1	2	3	4	5
b. Require retailers to have a licence to sell tobacco products	1	2	3	4	5
c. Stop retailers near schools from selling cigarettes	1	2	3	4	5
d. Increase taxes on tobacco to raise the price	1	2	3	4	5
e. Restrict the use of e-cigarettes or 'vaping' at indoor public places	1	2	3	4	5

D. Alcohol

D_INTRO The next few questions are about alcohol.

D1. I am going to read some statements about things that could be done to reduce excessive drinking. Please tell me whether you support, neither support nor oppose, or oppose each?

	Support	Neither/ Nor	Oppose	DK	Ref
a. More restrictions on advertising and sponsorship by alcohol companies	1	2	3	4	5
b. Reducing the number of places that can sell alcohol	1	2	3	4	5

D2. What do you think is a suitable time for bottle stores and supermarkets to be allowed to start selling alcohol? (READ OUT. ROUND TO NEAREST HOUR IF ANSWER IS NOT "xxx O'CLOCK. ROUND UP IF TIME GIVEN IS "HALF PAST xxx")

- 7am 1
- 8am 2
- 9am 3
- 10am or later 4
- Don't Know 5
- Refused 6
- No difference/stay the same 7

D3. When do you think is a suitable time for bottle stores and supermarkets to be required to stop selling alcohol? (READ OUT. ROUND TO NEAREST HOUR IF ANSWER IS NOT "xxx O'CLOCK. ROUND UP IF TIME GIVEN IS "HALF PAST xxx")

- 8pm 1
- 9pm 2
- 10pm 3
- 11pm or later 4
- Don't Know/no opinion 5
- Refused 6
- No difference/stay the same 7

D4. Do you think local councils should limit alcohol availability in your area?

Yes	1
No	2
No opinion	3
Don't know	4
Refused.....	5
No difference/stay the same	6

D5. Do you think more restrictions on alcohol availability would improve safety in towns and cities at night?

Yes	1
No	2
No opinion	3
Don't know	4
Refused.....	5
No difference/stay the same	6

E. Nutrition

E_INTRO The next few questions are about food.

E1. When choosing a place to eat out, how important is it to your decision that healthy food options are available? (READ OUT)

Very important.....	1
Important	2
Neither/Nor	3
Unimportant	4
Very unimportant	5
Don't know	6
Refused.....	7

E2. Public hospitals have stopped selling sugary drinks on their sites because too much sugar increases the risk of health problems like diabetes, obesity and tooth decay. Do you think local councils should stop allowing sugary drinks to be sold at the following places?

	Yes	No	No opinion	DK	Ref
a. Community swimming pools	1	2	3	4	5
b. Local stadiums and sports centres	1	2	3	4	5
c. Council run family events	1	2	3	4	5
d. Local community centres	1	2	3	4	5
e. Public areas such as libraries, museums and art galleries	1	2	3	4	5

E3. Please say whether you agree or disagree with the following statements:

	Agree	Disagree	No opinion	DK	Ref
a. There should be health warnings for all sugary drinks	1	2	3	4	5
b. There should be a tax on sugary drinks	1	2	3	4	5
c. There is too much marketing of sugary drinks to children	1	2	3	4	5
d. There is too much marketing of unhealthy food to children	1	2	3	4	5

E4. I am going to read out some statements. Please answer yes or no to each.

	Yes	No	DK	Ref
a. In the past 12 months have you ever worried about not having enough money to buy food?	1	2	3	4
b. In the last 12 months, have you ever gone without buying fresh fruit and vegetables to help keep down costs?	1	2	3	4
c. In the last 12 months, have you been forced to buy cheaper food so that you could pay for other things you needed?	1	2	3	4
d. In the last 12 months, have you made use of special food grants or food banks because you did not have enough money for food?	1	2	3	4

F. Housing

F_INTRO Now I will ask you about housing and the impact this may have on health.

F1. I am going to read a list of questions out. Please answer yes or no to each.

	Yes	No	DK	Ref
a. In the last year, have you experienced noticeable dampness or mould inside the house where you live?	1	2	3	4
b. Do you think your house has a negative impact on your health?	1	2	3	4
c. Does paying for fuel like electricity, wood or gas, during winter cause you financial stress?	1	2	3	4
d. Do you reduce your use of heating during winter so you can afford to pay your power bill and buy other essential items?	1	2	3	4
e. Do you think all rented houses should be required to have a warrant of fitness?	1	2	3	4
f. Are there improvements you would like to make to your home for health reasons but have not done them for financial reasons?	1	2	3	4

G. Physical Environment

G_INTRO Now I will ask you about aspects of the environment that can have an impact on health.

G1. Please give your level of concern about the following issues in terms of their impact on health and well-being in your area. Is your concern very low, low, high or very high with regard to ...

	Very Low	Low	Average	High	Very High	No Opinion	DK	Ref
a. Air pollution	1	2	3	4	5	6	7	8
b. Water quality in streams, rivers and lakes	1	2	3	4	5	6	7	8
c. Water quality in estuaries, harbours and oceans	1	2	3	4	5	6	7	8
d. Climate change	1	2	3	4	5	6	7	8
e. Loss of native species	1	2	3	4	5	6	7	8
f. Quality of the drinking water available in your community	1	2	3	4	5	6	7	8
g. Adequacy of sewage disposal systems in your community	1	2	3	4	5	6	7	8
h. Adequacy of rubbish disposal systems in your community	1	2	3	4	5	6	7	8

G2. Do you think beauty salons and places that do tattoos and piercings should be required to be regularly inspected for hygiene and safety?

- Yes 1
- No 2
- No opinion 3
- Don't know 4
- Refused 5

H. Workplaces And Health

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

H1. Are you currently in paid employment?

YesCONTINUE
 No**GO TO QUESTION I1. (TRANSPORT)**

H2. What sort of impact do you think your workplace has on your health and wellbeing? Would you say... (READ OUT)

Very positive..... 1
 Positive2
 Negative3
 Very negative4
 Neutral.....5
 Don't know6
 Refused.....7

H3. Does your workplace do any of the following to support you to be healthy?

	Yes	No	DK	Ref	Not applicable
a. Helps pay for the flu vaccine for all staff (pays full or part of cost)	1	2	3	4	5
b. Has a responsible approach when alcohol is available at work events	1	2	3	4	5
c. Provides sun safety equipment	1	2	3	4	5
d. Provides smokefree areas outside	1	2	3	4	5
e. Has a breastfeeding friendly culture	1	2	3	4	5
f. Promotes opportunities to be more physically active	1	2	3	4	5
g. Encourages healthy food options	1	2	3	4	5
h. Provides free access to an Employee Assistance Programme (for example free advice, support, counselling and information)	1	2	3	4	5
i. Has an inclusive culture where everyone can feel part of the team	1	2	3	4	5

H4. 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 4
 Don't know 5
 Refused 6

H5. The snacks that you eat at work, do you usually...?

Bring them in from home 1
 Buy them on site 2
 Buy them off site 3
 Other 4
 Don't know 5
 Refused 6

H6. How often do you walk or cycle to work? (READ OUT)

Everyday 1
 Most days 2
 Occasionally 3
 Never 4
 Don't know 5
 Refused 6

H7. Would any of the following things make you more likely to walk or cycle to work?

	Yes	No	DK	Ref	Not applicable
a. Flexible working hours	1	2	3	4	5
b. Shower facilities at work	1	2	3	4	5
c. Bike storage facilities	1	2	3	4	5
d. Park and ride facilities	1	2	3	4	5
e. More footpaths near work	1	2	3	4	5
f. More cycleways near work	1	2	3	4	5
g. A backup plan (for example a guaranteed ride home if needed)	1	2	3	4	5

I. Transport And Recreation

I_INTRO The next few questions are about walking, cycling and public transport.

**I1. How “hassle free” do you think the following activities are in your area?
Please rate them as very good, good, poor or very poor.**

	Very Good	Good	Neither/ Nor	Poor	Very Poor	DK	Ref
a. Walking	1	2	3	4	5	6	7
b. Cycling	1	2	3	4	5	6	7
c. Public transport	1	2	3	4	5	6	7

**I2. How safe do you think these activities are in your area?
Please rate them as very safe, safe, unsafe or very unsafe.**

	Very Safe	Safe	Neither/ Nor	Unsafe	Very Unsafe	DK	Ref
a. Walking	1	2	3	4	5	6	7
b. Cycling	1	2	3	4	5	6	7
c. Public transport	1	2	3	4	5	6	7

J. Schools

J1. I am going to read you a list of statements about schools and health. Please tell me whether you agree or disagree with each?

	Agree	Neither/ Nor	Disagree	DK	Ref
a. It's OK for alcohol to be available at events held on school grounds (eg, galas and fundraisers)	1	2	3	4	5
b. It's OK for school staff workplace gatherings that involve alcohol to be held on school grounds	1	2	3	4	5
c. There should be limits on the number of fast food outlets permitted near schools	1	2	3	4	5
d. School tuck shops and canteens should only be allowed to sell healthy food	1	2	3	4	5
e. Shops close to schools should not be allowed to advertise sugary drinks outside on their buildings	1	2	3	4	5
f. Sugary drinks should not be sold on school grounds	1	2	3	4	5
g. Schools should not allow children to bring sugary drinks to school	1	2	3	4	5
h. Shops close to schools should not be allowed to sell sugary drinks	1	2	3	4	5

K. Sources of News

K1. Which of the following do you routinely use for news? Please answer yes or no as I read each one out.

	Yes	No	DK	Ref
a. Online news sites	1	2	3	4
b. Online social media	1	2	3	4
c. Online TV or video	1	2	3	4
d. Free local newspaper	1	2	3	4
e. Paid for newspaper	1	2	3	4
f. Local radio	1	2	3	4
g. Radio that is broadcast nationally	1	2	3	4
h. TV	1	2	3	4
i. Public library	1	2	3	4

L. Demographics

L1. RECORD GENDER OF RESPONDENT:

Male 1
 Female 2

L2. 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 10
 Refused..... 11

L3. Which ethnic group or groups do you belong to? You may mention more than one. (CODE ALL MENTIONED)

New Zealand European	1
Maori	2
Samoan	3
Cook Island Maori	4
Tongan	5
Nuiean	6
Chinese	7
Indian	8
Other (SPECIFY)	9
Don't know	10
Refused	11

L4. Including yourself, how many people, aged 15 years and over, live in your household? (RECORD NUMBER)

L5. And how many people, aged 14 years and under, live in your household? (RECORD NUMBER)

L6. Which of these best describes the house that you currently live in? (READ OUT)

Owned by myself and/or another household member(s) or a family trust.....	1
Rented from a private landlord	2
Rented from Housing New Zealand (state house).....	3
Rented from the local council	4
Provided by my employer.....	5
Provided by my hapu or iwi	6
Other (SPECIFY).....	7
Don't know	8
Refused	9

Appendix B: Margin of Error

The table below shows the margin of error that can be expected, for different sub-sample sizes, at the 95% confidence level. For example, if the sample or sub-sample size was approximately 100 and the percent figure you are referencing was a finding of 15% then the confidence interval is plus/minus 7%. This scoping approach was recommended by the market research company to avoid suggesting a spurious degree of accuracy in the survey results by calculating and providing exact confidence intervals for each result. Exact confidence intervals would be appropriate for a survey that used simple random sampling but not for a survey such as this which used “quota controlled random sampling”.

A PARTICULAR ANSWER EXPRESSED AS A PERCENTAGE OF THE SAMPLE SIZE										
Sample Size	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%
50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
100	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150	3.5	4.8	5.7	6.4	7.0	7.4	7.6	7.8	8.0	8.0
200	3.0	4.2	5.0	5.6	6.0	6.4	6.6	6.8	6.9	6.9
250	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.6	5.6	5.7
400	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.7	2.4	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
700	1.6	2.2	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7
800	1.5	2.1	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5
900	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3
1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1

Appendix C: Demographic Characteristics of the Sample

Demographic characteristics of the sample show how representative it was in terms of matching the characteristics of the Bay of Plenty DHB and Lakes DHB populations. The demographic patterns of the sample were also used to calculate weightings to improve this match and to enable comparison of answers given by different groups.

The tables below show the detailed characteristics of the weighted sample.

Gender

Just under half of all people in the sample were male (47.9%).

Gender (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Male	47.9	47.7	48.1
Female	52.1	52.3	51.9

Age

All respondents to the survey were aged 15 years or older. Of these approximately one in six were aged under 25, two thirds aged 25-64 and one in five aged 65 or more.

Age Distribution (%)

	Toi Te Ora	BOPDHB	Lakes DHB
15-24 years	15.5	14.9	16.8
25-44 years	33.4	32.3	35.9
45-64 years	32.1	32.4	31.7
65+ years	18.9	20.4	15.7

Ethnicity

Just over one in five people in the sample were Maori.

Ethnicity (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Maori	21.7	19.4	26.4
Non-Maori	78.3	80.6	73.6

Number of people in household

There were one or two people aged 15 or more in just over half of households and three or more in just under half.

Number of people, aged 15 years and over in household (%)

	Toi Te Ora	BOPDHB	Lakes DHB
One	8.3	8.0	9.0
Two	45.7	45.7	45.6
Three	24.0	23.6	24.6
Four	15.7	17.6	12.0
Five or more	6.3	5.1	8.8

Number of children in household

More than three out of five households in the sample did not include children.

Number of people aged 14 years and under in household (%)

	Toi Te Ora	BOPDHB	Lakes DHB
None	61.7	62.4	60.2
One	14.1	12.2	18.2
Two	15.5	16.1	14.5
Three or more	8.7	9.4	7.1

Housing Tenure

More than eight out of ten people in the sample lived in houses owned by themselves, another household member or a family trust. Only 12.5% rented their house.

Housing Tenure (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Owned by myself and/or another household member(s) or a family trust	84.5	83.6	86.2
Rented from a private landlord	10.9	11.3	10.1
Rented from Housing New Zealand (state house)	1.3	1.6	0.7
Rented from the local council	0.3	0.4	0.1
Provided by my employer	1.7	1.6	2.0
Provided by my hapu or iwi	0.4	0.6	0.0
Other	0.9	0.9	0.9

Household Income

The income distribution of the sample is provided in the table below. Just under 20% of people in the sample had a household income of less than \$40,000 and for just over 20% household income was greater than \$100,000.

Gross household income in 12 months prior to the survey (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Less than \$20,000	4.7	4.8	4.4
\$20,001-\$40,000	14.7	16.7	10.6
\$40,001-\$60,000	12.8	12.7	12.8
\$60,001-\$80,000	11.9	10.8	14.2
\$80,001-\$100,000	11.7	13.2	8.8
\$100,001-\$120,000	7.9	8.0	7.9
Over \$120,000	12.9	13.3	12.3
Don't know/ refused	23.4	20.6	29.1

Employment

Just under two thirds of people in the sample were in paid employment.

Paid Employment Status (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Yes	62.5	61.5	64.6
No	37.5	38.5	35.4

Geographical Area

Half of the sample was from the Western Bay of Plenty and half was from other parts of the Toi Te Ora area. Three quarters of the Bay of Plenty DHB sample was from Western Bay of Plenty and two thirds of the Lakes DHB sample was from Rotorua.

Area of Residence (%)

	Toi Te Ora	BOPDHB	Lakes DHB
Western Bay of Plenty	50.9	76.0	–
Eastern Bay of Plenty	16.1	24.0	–
Rotorua District	21.8	–	66.1
Taupo District	11.2	–	33.9

Note: Western Bay of Plenty includes Tauranga City and Western Bay of Plenty District Councils and Eastern Bay of Plenty includes Whakatane, Opotiki and Kawerau District Councils.

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

www.ttophs.govt.nz