

Issues Of Health And Well-being 2008 Population Survey

Public Health Survey Technical Report
August 2009



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

www.toiteorapublichealth.govt.nz

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Foreword

I am pleased to present our first population health survey, which provides information on the health and well-being of adults aged 15 years and above in the Bay of Plenty and Lakes region.

In 2008, data for the Issues of Health and Well-being Population Health Survey were collected from October to November. This report presents information on health behaviours including: alcohol, immunisation, oral health, nutrition, physical activity, tobacco smoking and general health status.

This is a technical report and there is a wealth of other information in the survey dataset that may be of specific interest. For these reasons we encourage as many people as possible to analyse the data further. For further analysis the data can be accessed through our website.

This survey although hopefully informative is primarily designed as a tool for outlining public health attitudes in the Bay of Plenty and Lakes region and helping people to plan and design better public health interventions. It also contributes to a better understanding of inequalities and the type of public health interventions that might help to reduce them.

I thank all the individuals who contributed their time and expertise to assist in the development and conduct of the survey in 2008. The survey provides a baseline of information and it will be repeated in three years to assess any changes occurring in the intervening period.



Graeme Savage
Regional Manager
Toi Te Ora – Public Health Service

Acknowledgements

Toi Te Ora – Public Health Service acknowledges the support and contribution of the various organisations involved in the survey including; the National Research Bureau, Health & Disability Intelligence Unit of the Ministry of Health, Lakes and Bay of Plenty District Health Boards.

Sincere gratitude is also expressed to all of the residents within 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 2008 Toi Te Ora – Public Health Service commissioned a survey of public knowledge and attitudes on key health topics.

2430 people over the age of 15 years were interviewed. This included approximately 600 people from each of the Western Bay of Plenty, Eastern Bay of Plenty, Rotorua and Taupo districts. A structured questionnaire was used including questions on general health status, immunisation, tobacco, alcohol, oral health and fluoridation, nutrition and exercise.

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

- **General health status**

Nine out of ten people (89.8%) rated their health as good, very good or excellent. Significantly different to this overall result were those aged over 65 years (81.1%) and those with household incomes of less than \$30,000 per year (77.8%). Nearly 1 in 5 people (19.7%) reported that their physical health had recently limited their social activities with family or friends.

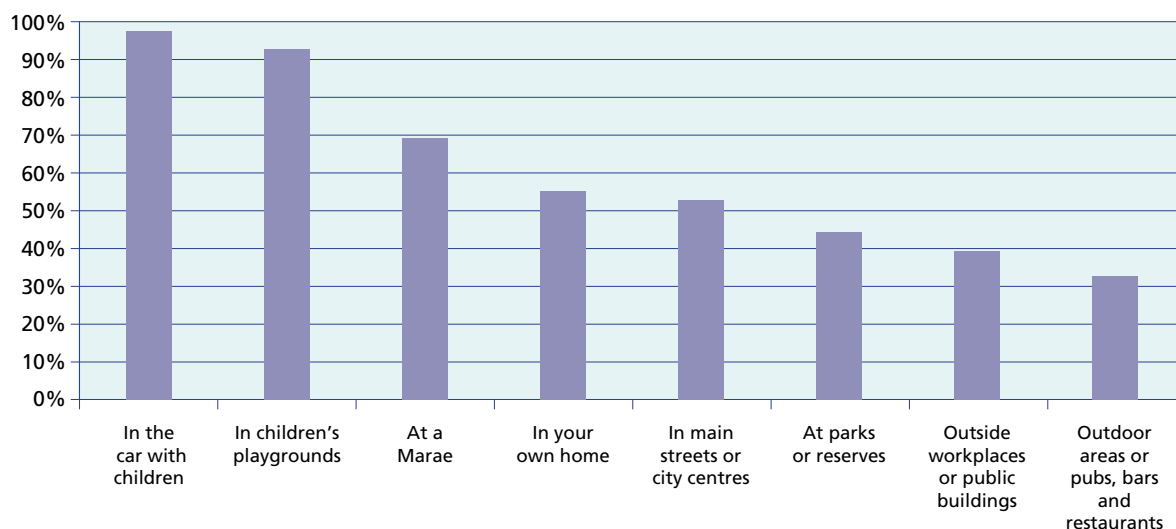
- **Immunisation**

There is strong support for immunisation with most people (87.4%) agreeing that vaccines are generally effective and most people (89.9%) recognising the potentially serious nature of diseases like measles. In addition most people (87.4%) agreed that parents and caregivers have a responsibility to ensure that their children are immunised to help prevent disease spreading in the community.

- **Tobacco smoking**

17.2% of respondents reported that they are current smokers. There is strong public support for current, and further restrictions on tobacco sales, tobacco availability and places where people are allowed to smoke. See graph below.

Percentage of interviewees who support smoking restrictions



Most respondents also wish to see less tobacco use and smoking in public in the future.

- **Alcohol use**

Six out of ten people (59.6%) support reducing the number of places that sell alcohol in the community. There is less support (30.8%) for increasing the price of alcohol. There is however strong support for reducing youth drinking, reducing the availability of alcohol to youth and for increased host responsibility measures.

- **Oral health and fluoridation**

Almost 1 in 3 (30.6%) have not been to the dentist in the last two years. There is more support than opposition for fluoridation but a proportion of the population (1 in 5 to 1 in 4) remain undecided about fluoridation.

- **Nutrition**

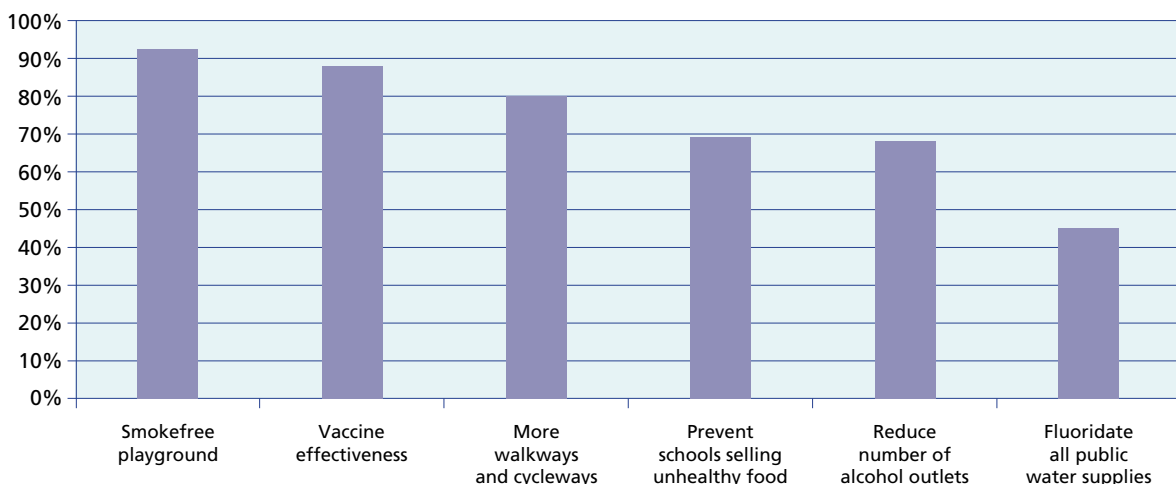
The public appears very knowledgeable about the fat and sugar content of common foods and there is support for improving food labelling to show more clearly fat and sugar content. There is strong and consistent support for restricting the availability of unhealthy food and sugary fizzy drinks in schools with only 22.6% opposing restrictions. There is also very strong support for increasing the availability of healthy food and sugar free drinks in schools (96.9%).

- **Physical activity**

1 in 4 people (25.0%) report they do not get the recommended 30 minutes of physical activity per day. There is strong and consistent support for creating environments and facilities that are more supportive of physical activity – including the development of more walk ways, cycle ways and other outdoor amenities.

The survey has provided a mine of data for ongoing analysis and interpretation which will be used to inform future policy and programme development.

Relative level of support for several public health interventions



Introduction

Toi Te Ora – Public Health Service is a provider of high quality public health services that influence environments to protect and promote the health of the population and reduce inequalities in health status. Toi Te Ora – Public Health Service’s mission is to promote, protect and improve the health of all people living in the Lakes and Bay of Plenty districts by delivering collaborative, innovative, effective and sustainable public health programmes.

Toi Te Ora – Public Health is a service of Bay of Plenty District Health Board and part of the Regional Community Services division.

Aim of the survey

The aim of the research survey was to collect information on the knowledge and attitudes of the population about a number of health issues.

The objectives were:

- to survey a representative sample of the population
- to establish a baseline of current attitudes and knowledge to health
- to identify areas where attitudes are favourable to change
- to identify what key health related messages need to be promoted
- to confirm the level of public support for a range of health initiatives
- to address information gaps.

The survey provides a baseline of information and it will be repeated within the next five years to assess any changes occurring 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.

Method

Toi Te Ora – Public Health Service worked with the National Research Bureau to design a computer assisted telephone interviewing survey. The sample frame was private phone numbers in the 2008 Bay of Plenty White Pages phone book. A quota was set of 600 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.

This number of interviewees allows a margin of error to be no more than 4% at the district level (i.e. 95% confidence). 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. Appointments to call back were made if requested.

The questionnaire is in the Appendix.

As part of a commitment to ensuring the project and research was conducted ethically and represents the best possible approach, ethics approval for the project, was sought and obtained from the National Ethics Advisory Committee (NEAC) through the Northern Y Regional Ethics Committee in July 2008 and through the Lakes DHB Research and Ethics Committee in September 2008.

Following management and ethical approval to proceed, a pilot of 30 interviews was carried out in October 2008 by the National Research Bureau. The main study interviews were completed during November 2008. The results have been 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 are calculated at the 95% level.

Glossary

Note: Definitions are taken from a variety of sources cited in the reference section.

- **Confidence interval (CI)**

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**

Sample frame is the population from which the sample is drawn i.e. personal names in the white pages.

- **Significance level**

The level of precision 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. $P < 0.05$).

Sample characteristics

2430 telephone interviews were completed as follows:

Rotorua	607 interviews
Taupo	603 interviews
Western Bay of Plenty	603 interviews
Eastern Bay of Plenty	617 interviews
Total	2430 interviews

Interviewing outcomes

The response rate was 53%.

Interviewee demographic breakdown

Demographic categories compared favourably with the 2006 Census figures.

Gender	Sample population	%	Census population
Male	1163	47.9%	47.8%
Female	1267	52.1%	52.2%
Ethnicity			
Māori	535	22.0%	22.0%
Non-Māori	1895	78.0%	78.0%
Age			
Aged 15 - 19 years	303	12.5%	9.3%
Aged 20 - 39 years	608	25.0%	30.8%
Aged 40 - 49 years	510	21.0%	19.6%
Aged 50 - 64 years	524	21.6%	21.0%
Aged 65+	483	19.9%	19.3%

Source: 2006 Census resident population count aged 15 years and over

Interviewee demographic breakdown (continued)

Also collected were household composition characteristics detailed in the table below. Some of the methodological limitations of telephone interviewing can be identified when comparing results from the survey to the census, but overall the sample is representative of the local population.

Household composition	(n) weighted	%	Census %
Household with children			
0 to 14 years old	938	38.6	n/a
Household with no children			
0 to 14 years old	1492	61.4	n/a
One person household	200	8.2	22.3
Two person household	877	36.1	36.9
3 to 4 person household	886	36.5	29.9
5+ person household	466	19.2	10.9
Household income			
less than \$30k	467	19.2	22.1
\$30k to \$50k	418	17.2	18.5
\$50k to \$70k	495	20.4	16.7
\$70k and more	724	29.8	15.1
Time lived in area			
0 to 5 years	878	36.1	n/a
6 to 10 years	453	18.6	n/a
11+ years	1098	45.2	n/a

Source: 2006 Census household counts

Presentation of results

All figures shown are weighted percentages taken from the tables of results produced by National Research Bureau and are population sample representative.

Where appropriate similar categories have been combined. For example, the excellent, very good and good results have been combined as have strongly agree and agree categories to a total agree category. This format is repeated throughout the report.

Key findings

Only differences which are significant are presented in the results.

Results

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

	%	Lower 95% CI	Upper 95% CI
Excellent	23.2	21.0	25.3
Very Good	39.1	36.6	41.6
Good	27.5	25.3	29.8
Total Good to Excellent	89.8	88.3	91.3
Fair	7.7	6.3	9.0
Or, Poor	2.6	1.8	3.4
Total Fair / Poor	10.3	8.7	11.8
Don't know	0	0	0
Refused	0	0	0

Key findings

Most people rated their health as good to excellent, only a few rated their health as fair or poor.

Those aged 65 and over rated their general health as being poorer with 81.1% rating it as good to excellent and 18.9% as fair or poor.

Those on low incomes (\$30k or less) also rated their general health as being poorer with 77.8 % rating it as good to excellent and 22.2% as fair or poor.

This contrasts with those with household incomes in excess of \$70k who rated their general health higher; with 94.4% rating it as good to excellent and 5.6% as fair or poor.

Question A2: Thinking about the past 4 weeks, how often has your physical health limited your usual social activities with family or friends?

	%	Lower 95% CI	Upper 95% CI
All of the time	2.7	1.9	2.7
Most of the time	5.5	4.3	6.6
Some of the time	11.5	9.9	13.1
Total all / most and some	19.7	17.7	21.7
A little of the time	16.1	14.2	17.9
None of the time	64.2	61.8	66.7
Total little / none	80.3	78.3	82.3
Don't know	0	0	0
Refused	0	0	0

Key findings

For approximately one in five people social activities are affected by their physical health.

Māori are affected more by physical health concerns, as are those on household incomes of \$30k or less.

Of those rating their general health as fair or poor, 65% said their social activities are affected most by physical health issues.

Question A3: In the past 4 weeks how often, have any emotional problems limited your usual social activities with family or friends?

	%	Lower 95% CI	Upper 95% CI
All of the time	1.0	0.5	1.5
Most of the time	2.9	2.1	3.8
Some of the time	7.7	6.3	9.0
Total all / most and some	11.6	10.0	13.3
A little of the time	11.3	9.7	12.9
None of the time	77.1	75.0	79.2
Total little / none	88.4	86.8	90.0
Don't know	0	0	0
Refused	0	0	0

Key findings

Approximately one in ten people report their social activities are affected by emotional problems.

Of those rating their general health as fair or poor, 29.6% report that their social activities are affected by emotional problems.

Immunisation

The immunisation questions came from a national survey published in the New Zealand Family Physician publication¹. Toi Te Ora – Public Health Service replicated some of the questions to see whether there were any differences between the population Toi Te Ora – Public Health Service serves and nationally.

Question B1: The next few questions are about immunisation. That's where a vaccine is given to a person to immunise them against an infectious disease.

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

Question B1a: Measles can be a serious disease for young children

	%	Lower 95% CI	Upper 95% CI	National figures %
Strongly agree	28.2	25.9	30.4	
Agree	61.7	59.3	64.2	
Total agree	89.9	88.4	91.4	93
Neither agree nor disagree	4.7	3.6	5.8	3
Disagree	4.2	3.2	5.3	
Strongly disagree	0.3	0	0.6	
Total disagree	4.5	3.5	5.6	7
Don't know	0.9	0.4	1.3	3
Refused	0	0	0	0

Key findings

Most people agreed that measles can be a serious disease for young children.

There were no statistically significant differences between demographic groups.

¹Helen Petousis-Harris, Nikki Turner & Ngaire Kerse, New Zealand mothers' knowledge of and attitudes towards immunisation, Immunisation Advisory Centre, Department of General Practice and Primary Health Care, University of Auckland, NZFP Volume 29 Number 4 pages 240-246, August 2002.

Question B1b: Vaccines are generally effective at preventing diseases

	%	Lower 95% CI	Upper 95% CI	National figures %
Strongly agree	21.6	19.5	23.6	
Agree	65.8	63.4	68.2	
Total agree	87.4	85.7	89.0	88
Neither agree nor disagree	6.1	4.9	7.3	2
Disagree	5.0	3.9	6.1	
Strongly disagree	0.6	0.2	1.0	
Total disagree	5.6	4.4	6.8	6
Don't know	0.9	0.4	1.4	2
Refused	0	0	0	0

Key findings

Most people agreed that vaccines are generally effective at preventing diseases.

Those with five or more people in their household agreed less at 81.0%.

Question B1c: Parents and caregivers have a responsibility to ensure children are immunised to prevent these diseases from spreading in the community

	%	Lower 95% CI	Upper 95% CI	National figures %
Strongly agree	32.2	29.9	34.6	
Agree	55.2	52.7	57.7	
Total agree	87.4	85.8	89.1	89
Neither agree nor disagree	6.9	5.7	8.2	3
Disagree	4.1	3.1	5.1	
Strongly disagree	1.3	0	0.3	
Total disagree	5.4	4.3	6.5	6
Don't know	0.3	0	0.6	1
Refused	0	0	0	0

Key findings

Most people agreed that parents and caregivers have a responsibility to ensure children are immunised to prevent these diseases from spreading in the community.

Question B1d: Childhood infectious diseases are no longer around much, so you don't have to immunise against them

	%	Lower 95% CI	Upper 95% CI	National figures %
Strongly agree	0.8	0.4	1.3	
Agree		7.2	5.9	8.5
Total agree	8.0	6.6	9.4	8
Neither agree nor disagree	8.0	6.7	9.4	2
Disagree	66.4	61.0	65.8	
Strongly disagree	19.4	17.3	21.3	
Total disagree	82.8	80.8	84.7	90
Don't know	1.2	0.6	1.7	1
Refused	0	0	0	0

Key findings

Most people disagreed with the statement that childhood infectious diseases are no longer around much, so you do not have to immunise against them.

The elderly (65+ years of age) had lower levels of disagreement with 75.0% disagreeing.

Tobacco

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

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

	%	Upper 95% CI	Lower 95% CI	2006 Census %
I am a current smoker	17.2	15.3	19.1	22
I am an ex-smoker	31.2	28.9	33.5	23
I have never smoked	51.2	49.0	54.0	47

Key findings

A smaller proportion of the survey participants were smokers compared to the results gained from the 2006 Census which reported a national smoking prevalence of 20.7%.

Māori smoke more (30.5%) and the highest rate of smoking is amongst those 20 to 29 years of age at 32.2%.

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

Question C2a: In your own home

	%	Lower 95% CI	Upper 95% CI
Strongly agree	5.4	4.2	6.5
Agree	34.8	32.4	37.2
Total agree	40.2	37.7	42.6
Neither agree nor disagree	4.5	3.4	5.5
Disagree	37.0	34.6	39.5
Strongly disagree	18.3	16.4	20.3
Total disagree	55.3	52.8	57.9
Don't know	0	0	0
Refused	0	0	0

Key findings

More people disagree with people smoking in their homes than those agreeing.

Smokers are evenly split with 47.3% agreeing and 47.6% disagreeing with smoking in the home.

Question C2b: At a marae

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.8	0.3	1.2
Agree	11.0	9.4	12.6
Total agree	11.8	10.2	13.4
Neither agree nor disagree	17.8	15.9	19.8
Disagree	53.0	50.5	55.5
Strongly disagree	15.5	13.7	17.4
Total disagree	68.6	66.2	70.9
Don't know	1.8	1.1	2.5
Refused	0	0	0

Key findings

Over two thirds of interviewees said people should not be able to smoke at a marae.

A significantly larger percentage of young people aged 15-19 years disagree with smoking on a marae (78.6%).

Question C2c: In main streets or city centres

	%	Lower 95% CI	Upper 95% CI
Strongly agree	1.6	1.0	2.3
Agree	34.8	32.4	37.2
Total agree	36.4	34.0	38.9
Neither agree nor disagree	10.2	8.7	11.8
Disagree	41.7	39.2	44.2
Strongly disagree	11.4	9.8	13.0
Total disagree	53.1	50.6	55.6
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

More people disagree with smoking in main streets or city centres than people who agree. Of note the differences between responses of women and men, and between smokers and non-smokers were not significant.

Question C2d: In children's playgrounds

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.6	0.2	1.0
Agree	4.1	3.1	5.1
Total agree	4.7	3.7	5.8
Neither agree nor disagree	2.4	1.6	3.1
Disagree	50.3	47.7	52.8
Strongly disagree	42.6	40.1	45.1
Total disagree	92.9	91.6	94.2
Don't know	0	0	0
Refused	0	0	0

Key findings

Over 90% of interviewees said people should not be able to smoke in children's playgrounds.

Youth aged 15 to 19 years disagree the most (98.2%).

The difference between smokers and non-smokers was not significant.

C2e: In the car when children are passengers

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.6	0.2	1.0
Agree	1.0	0.5	1.5
Total agree	1.6	1.0	2.3
Neither agree nor disagree	1.3	0.7	1.8
Disagree	35.1	32.7	37.6
Strongly disagree	62.0	59.5	64.4
Total disagree	97.1	96.3	98.0
Don't know	0	0	0
Refused	0	0	0

Key findings

Almost all people including smokers disagreed with smoking in cars when children are passengers.

C2f: Outside work places or public buildings

	%	Lower 95% CI	Upper 95% CI
Strongly agree	1.6	1.0	2.3
Agree	48.3	45.8	50.8
Total agree	49.9	47.4	52.5
Neither agree nor disagree	10.6	9.0	12.1
Disagree	29.6	27.3	31.9
Strongly disagree	9.9	8.4	11.4
Total disagree	39.5	37.0	42.0
Don't know	0		
Refused	0		

Key findings

Half of interviewees agree with people being allowed to smoke outside work places or public buildings.

More smokers agreed with smoking outside work places or public buildings (70.6%).

C2g: At parks or reserves

	%	Lower 95% CI	Upper 95% CI
Strongly agree	1.5	0.9	2.1
Agree	42.2	39.6	44.6
Total agree	43.6	41.1	46.1
Neither agree nor disagree	12.1	10.5	13.7
Disagree	34.4	32.0	36.8
Strongly disagree	9.9	8.4	11.4
Total disagree	44.2	41.7	46.7
Don't know	0		
Refused	0		

There was an even split with similar proportions of people agreeing and disagreeing with smoking in parks and reserves.

C2g: At parks or reserves (continued)

Key findings

More youth (15 to 19 year olds) disagreed with smoking in parks and reserves (55.5%).

Smokers agreed that it was okay the most (59.3%) and disagreed the least (28.6%).

C2h: Outdoor areas of pubs, bars and restaurants

	%	Lower 95% CI	Upper 95% CI
Strongly agree	2.9	2.0	3.7
Agree	55.6	53.1	58.1
Total agree	58.5	56.0	61.0
Neither agree nor disagree	8.4	7.0	9.8
Disagree	25.2	23.0	27.4
Strongly disagree	7.8	6.5	9.2
Total disagree	33.0	30.6	35.4
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

More people agree with people smoking in outdoor areas of pubs, bars and restaurants than those disagreeing.

More people aged 20 to 29 years agree with people smoking in these areas (71.9%). They also disagreed the least (23.3%).

Those over 65 years old were evenly split with 44.9% agreement and 45.9% disagreement.

Most smokers agreed that it was okay (84.1%) and disagreed the least (9.0%).

Question C3: Now thinking about some of the things health authorities could do to help prevent people from taking up smoking, or to help smokers to quit. I am going to read a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?

Question C3a: Increasing the price of tobacco

	%	Lower 95% CI	Upper 95% CI
Strongly support	13.5	11.8	15.3
Support	39.6	37.2	42.1
Total support	53.1	50.6	55.7
Neither support nor oppose	8.4	7.0	9.8
Oppose	33.8	31.4	36.2
Strongly oppose	4.4	3.4	5.5
Total oppose	38.2	35.8	40.7
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

More people supported increasing the price of tobacco than those opposing.

The greatest level of support (67.7%) came from youth (15-19 year old).

61.1% of those who rated their health as excellent also supported raising the price of tobacco.

The greatest opposition came from smokers (70.7%).

Question C3b: Allowing fewer places to sell cigarettes or tobacco

	%	Lower 95% CI	Upper 95% CI
Strongly support	17.7	15.7	19.6
Support	54.6	52.1	57.1
Total support	72.3	70.0	74.5
Neither support nor oppose	7.3	6.0	8.6
Oppose	18.6	16.6	20.6
Strongly oppose	1.6	1.0	2.2
Total oppose	20.2	18.2	22.2
Don't know	0.2	0	0.4
Refused	0	0	0

Question C3b: Allowing fewer places to sell cigarettes or tobacco (continued)

Key findings

More people supported allowing fewer places to sell tobacco than those opposing such a strategy.

The greatest level of support came from the younger age groups: those aged 15-19 (82.8%), those who never smoked (81.0%) and those who rated their health as excellent (79.7%).

Only 48.0% of smokers supported allowing fewer places to sell cigarettes or tobacco.

Question C3c: Workplaces employing only non-smokers

	%	Lower 95% CI	Upper 95% CI
Strongly support	2.5	1.7	3.3
Support	14.4	12.6	16.1
Total support	16.9	15.0	18.8
Neither support nor oppose	9.5	8.1	11.0
Oppose	52.9	50.4	55.4
Strongly oppose	20.4	18.3	22.4
Total oppose	73.3	71.1	75.5
Don't know	0.3	0	0.6
Refused	0	0	0

Key findings

Most people opposed employing only non-smokers.

The greatest opposition came from smokers (85.5%) and those aged 20-29 (83.0%).

The over 65 year old age group showed the highest level of support (25.6%).

Question C3d: Workplaces having quit programmes for staff

	%	Lower 95% CI	Upper 95% CI
Strongly support	19.7	17.7	21.7
Support	62.1	59.6	64.6
Total support	81.8	79.9	83.8
Neither support nor oppose	4.5	3.4	5.5
Oppose	12.9	11.2	14.6
Strongly oppose	0.7	0.2	1.1
Total oppose	13.6	11.8	15.3
Don't know	0.1	0	0.3
Refused	0	0	0

Key findings

Most people supported workplaces having quit programmes for staff.

The greatest level of support came from Māori (88.7%).

Question C3e: Increasing the price of “roll your own” tobacco so that it is the same price as packaged cigarettes

	%	Lower 95% CI	Upper 95% CI
Strongly support	11.6	10.0	13.2
Support	42.8	40.3	45.3
Total support	54.4	51.8	56.9
Neither support nor oppose	10.5	8.9	12.0
Oppose	29.8	27.5	32.1
Strongly oppose	4.9	3.8	5.9
Total oppose	34.7	32.3	37.1
Don't know	0.4	0.1	0.8
Refused	0	0	0

Key findings

More people supported increasing the price of “roll your own” tobacco to the same price as packaged cigarettes than those opposing such a move.

Question C3e: Increasing the price of “roll your own” tobacco so that it is the same price as packaged cigarettes - Key findings (continued)

The greatest levels of support came from youth aged 15-19 (71.3%), those who never smoked (66.3%) and those who rated their health as excellent (62.5%).

The greatest level of opposition came from smokers (65.3%) and Māori (40.9%).

Question C3f: Fines for littering with cigarette butts

	%	Lower 95% CI	Upper 95% CI
Strongly support	27.0	24.8	29.3
Support	54.0	51.5	56.5
Total support	81.0	79.0	83.0
Neither support nor oppose	5.8	4.6	6.9
Oppose	11.6	9.9	13.2
Strongly oppose	1.5	0.9	2.1
Total oppose	13.1	11.3	14.7
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

Four out of five people supported having fines for littering with cigarette butts.

The greatest level of support (86.5%) came from those who had never smoked.

Māori (72.7%) and smokers (61.6%) both reported significantly lower levels of support for fines.

Question C4: I am going to read out three statements. Thinking about New Zealand 10 years into the future, which would you most like to happen?

	%	Lower 95% CI	Upper 95% CI
The sale of tobacco products is tightly controlled. Very few people smoke, and rarely in public	32.6	30.2	34.9
Tobacco is still on sale, but not advertised. There are half as many smokers as now, and there is no smoking in any public areas	48.4	45.9	50.9
Total want to see smoking changing in 10 years	81.0	79.0	83.0
Much the same as it now, tobacco is freely available to adults, and only enclosed public areas are smoke free	18.4	16.4	20.3
Don't know	0.5	0.1	0.8
Refused	0.2	0	0.4

Most people support further changes so there are fewer smokers, no smoking in public and greater control of tobacco sales.

Key findings

Most people supported change with the greatest level of support coming from those who had never smoked (88.2%).

There was much less support (59.0%) for further restrictions from smokers.

Alcohol

Question D1: 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
Strongly agree	15.7	13.9	17.6
Agree	43.9	41.4	46.4
Total agree	59.6	57.1	62.1
Neither agree nor disagree	8.3	7.0	9.8
Disagree	30.4	28.1	32.7
Strongly disagree	1.2	0.7	1.8
Total disagree	31.6	29.3	34.0
Don't know	0.4	0.1	0.7
Refused	0	0	0

Key findings

More people agreed that there are too many places selling alcohol in their community than disagreed.

The greater levels of agreement came from those aged 65+ (70.9%), people with income under \$30k (68.3%), Māori (67.7%), ex-smokers (66.9%) and two person households (66.1%).

A third (31.4%) of people interviewed disagreed. The greatest disagreement was from those aged 15 to 19 (54.1%) and smokers (40.6%).

Question D1b: It is OK to supply alcohol to people under the age of 18

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.7	0.2	1.1
Agree	5.0	4.0	6.2
Total agree	5.7	4.5	6.9
Neither agree nor disagree	4.0	3.0	5.0
Disagree	54.4	51.9	57.0
Strongly disagree	35.8	33.4	38.3
Total disagree	90.2	88.8	91.8
Don't know	0	0	0
Refused	0	0	0

Key findings

Nine out of ten people surveyed said it is not OK to supply alcohol to people under the age of 18.

More youth (those aged 15 – 19) than anyone else agreed with the statement (18.5%).

Question D1c: It is OK to get drunk sometimes

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.9	0.4	1.4
Agree	47.3	44.8	49.8
Total agree	48.2	45.7	50.7
Neither agree nor disagree	11.4	9.8	13.0
Disagree	31.7	29.4	34.1
Strongly disagree	8.5	7.1	9.9
Total disagree	40.2	37.7	42.7
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

Half of people agreed that it is OK to get drunk sometimes.

There were marked response differences to this question according to demographic group.

There was greatest acceptance of drunkenness from people less than 45 years of age, those aged 20 to 29 (74.1%), youth aged 15 to 19 (71.3%) and those aged 30 to 44 (62.8%).

Question D1c: It is OK to get drunk sometimes - Key findings (continued)

Other groups for whom there was a significant difference included smokers (61.8%), households with 3 to 4 people (60.4%), those with children under 14 years of age (59.5%) and men (57.6%).

Question D1d : It is OK to drive your car home when you have only had 2 or 3 drinks

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.3	0	0.6
Agree	17.9	16.0	19.9
Total agree	18.2	16.3	20.2
Neither agree nor disagree	6.5	5.3	7.7
Disagree	51.3	48.7	53.8
Strongly disagree	23.8	21.7	26.0
Total disagree	75.1	72.9	77.1
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

Most people disagreed that it was OK to drive your car home when you have only had 2 or 3 drinks. Under a fifth of people agreed that it was OK.

There were marked differences in attitudes between men and women. The highest levels of disagreement came from women (82.6%).

There was greater agreement from men (26.1%).

Question D1e : You need alcohol to have a good time

	%	Lower 95% CI	Upper 95% CI
Strongly agree	0.3	0	0.6
Agree	3.3	2.4	4.2
Total agree	3.6	2.7	4.6
Neither agree nor disagree	2.0	1.3	2.7
Disagree	59.7	57.2	62.2
Strongly disagree	34.7	32.3	37.1
Total disagree	94.4	93.2	95.6
Don't know	0	0	0
Refused	0	0	0

Key findings

Almost all of the people surveyed disagreed that you needed alcohol to have a good time.

Of note there was no significant difference between age groups, men and women or locality.

Question D2: Now thinking about things that could be done to reduce people's drinking of alcohol and reduce excessive drinking. I am going to read a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?

Question D2a: Increasing the price of alcohol

	%	Lower 95% CI	Upper 95% CI
Strongly support	3.8	2.9	4.8
Support	27.0	24.7	29.2
Total support	30.8	28.4	33.1
Neither support nor oppose	10.7	9.1	12.2
Oppose	52.5	49.9	55.0
Strongly oppose	5.9	4.7	7.1
Total oppose	58.4	55.9	60.8
Don't know	0.2	0	0
Refused	0	0	0

Question D2a: Increasing the price of alcohol (continued)

Key findings

More people opposed increasing the price of alcohol than those supporting alcohol price increases.

The greatest opposition came from smokers (68.1%).

There was a gender difference with men showing greater opposition to price rises (65.3%) than women (52.0%).

The greatest level of support came from those who had never smoked (35.6%). Few smokers supported this (22.2%).

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

	%	Lower 95% CI	Upper 95% CI
Strongly support	12.3	10.6	13.9
Support	55.4	52.9	57.9
Total support	67.7	65.3	70.0
Neither support nor oppose	6.9	5.6	8.2
Oppose	23.7	21.6	25.9
Strongly oppose	1.4	0.8	2.0
Total oppose	25.1	23.0	27.3
Don't know	0.3	0	0.6
Refused	0	0	0

Key findings

Two thirds of people supported reducing the number of places that can sell alcohol.

The greatest level of support came from Māori (78.6%).

The greatest opposition came from smokers (33.9%).

Only 17.4% of Māori oppose reducing the number of licensed premises.

Question D2c: Having fewer liquor licences available for pubs and restaurants

	%	Lower 95% CI	Upper 95% CI
Strongly support	6.5	5.3	7.8
Support	34.9	32.4	37.3
Total support	41.4	38.9	43.9
Neither support nor oppose	10.7	9.1	12.2
Oppose	45.2	42.6	47.7
Strongly oppose	2.3	1.5	3.1
Total oppose	47.5	44.9	50.0
Don't know	0.5	0.1	0.8
Refused	0	0	0

Key findings

Almost half of people opposed reducing the number of liquor on licenses.

The greatest levels of support came from the elderly (52.1%) and those on household incomes of less than \$30k (50.3%).

Question D2d: Banning alcohol displays or advertising

	%	Lower 95% CI	Upper 95% CI
Strongly support	6.7	5.4	8.0
Support	43.2	40.7	45.7
Total support	49.9	47.4	52.4
Neither support nor oppose	12.7	11.0	14.4
Oppose	35.4	33.0	37.8
Strongly oppose	1.8	1.1	2.5
Total oppose	37.2	34.8	39.7
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

Half of people supported banning alcohol displays and advertising.

The greatest level of support came from women (57.4%).

The greatest opposition to a ban on alcohol advertising came from youth aged 15 to 19 (47.3%) and men (45.7%).

Question D2e: Shorter opening hours at pubs and clubs

	%	Lower 95% CI	Upper 95% CI
Strongly support	10.0	8.4	11.5
Support	39.7	37.2	42.1
Total support	49.7	47.1	52.2
Neither support nor oppose	9.8	8.3	11.3
Oppose	37.3	34.8	39.7
Strongly oppose	2.8	2.0	3.6
Total oppose	40.1	37.6	42.6
Don't know	0.5	0.1	0.8
Refused	0	0	0

Key findings

Half of people also supported shorter opening hours at pubs and clubs.

The greatest levels of support for such a move came from the elderly (59.1%) and those on household incomes of less than \$30k (58.1%).

The greater levels of opposition came from people aged 20 to 29 (56.1%) and those aged 15 to 19 (51.7%).

Question D2f: Not allowing sponsorship by companies that sell alcohol

	%	Lower 95% CI	Upper 95% CI
Strongly support	5.0	3.9	6.1
Support	31.6	29.2	33.9
Total support	36.6	34.1	39.0
Neither support nor oppose	14.1	12.3	15.8
Oppose	43.3	40.8	45.8
Strongly oppose	5.4	4.2	6.5
Total oppose	48.7	46.1	51.2
Don't know	0.7	0.3	1.1
Refused	0	0	0

Key findings

The greatest levels of opposition came from smokers (62.4%), those aged 20 to 29 (58.2%) and men (57.6%).

The greatest support for a ban on alcohol sponsorship came from women (42.4%).

Question D2g: Lowering the legal alcohol limit for driving

	%	Lower 95% CI	Upper 95% CI
Strongly support	10.1	8.6	11.6
Support	32.3	29.9	34.7
Total support	42.4	39.9	44.9
Neither support nor oppose	6.0	4.8	7.2
Oppose	38.8	36.3	41.3
Strongly oppose	12.6	10.9	14.2
Total oppose	51.4	48.8	53.9
Don't know	0.3	0	0.5
Refused	0	0	0

Key finding

More people opposed lowering the legal alcohol limit for driving than people supporting.

Interviewees covered by the Bay of Plenty DHB showed significantly less support (39.9%) for lowering the legal alcohol limit for driving than those living within Lakes DHB where support was 47.5%.

Question D2h: Making pubs, bars and clubs more responsible for the behaviour of their customers

	%	Lower 95% CI	Upper 95% CI
Strongly support	22.4	20.3	24.5
Support	59.8	57.4	62.3
Total support	82.2	80.3	84.2
Neither support nor oppose	5.9	4.7	7.1
Oppose	10.4	8.9	12.0
Strongly oppose	1.3	0.7	1.8
Total oppose	11.7	10.1	13.3
Don't know	0.1	0	0.3
Refused	0	0	0

Key finding

Across the demographic spectrum most people supported drinking establishments being more responsible for the behaviour of their patrons.

Oral health

Question E1: The next few questions are about your teeth and dental care. Do you have any of your own teeth remaining?

	%	Lower 95% CI	Upper 95% CI
Yes	87.7	86.1	89.4
No	12.3	10.6	13.9
Don't know	0	0	0
Refused	0	0	0

Key findings

People without their own teeth are: the elderly (37.3%); those living in single person households (35.9%) or two person households (20.6%); those who earn less than \$30k (30.5%); or, who have fair to poor health (24.1%).

Question E2: For dental care, do you...?

	%	Lower 95% CI	Upper 95% CI
Have a dentist or dental practice you think of as your dentist	60.6	58.1	63.1
Go to whichever dentist you can get to see you, when you need one	14.1	12.4	15.9
Or, hardly ever go to a dentist	25.3	23.1	27.5
Don't know	0	0	0
Refused	0	0	0

Key finding

A quarter of people hardly ever go to a dentist.

Those who hardly go are: those aged 65+ (42.7%); those earning less than \$30k (39.6%); single person households (38.8%); those with fair to poor health (36.7%); and, smokers (35.3%).

Question E3: When did you last go to the dentist about your own teeth or gums, for any reason? Was it...?

	%	Lower 95% CI	Upper 95% CI
Within the past year (less than 12 months ago)	56.0	53.5	58.6
Within the past two years (from 1 year to 2 years ago)	13.3	11.6	15.1
Been within the past two years	69.4	67.1	71.7
Within the past five years (from 2 years to 5 years ago)	11.1	9.5	12.7
Five or more years ago	17.8	15.9	19.8
Have never seen an dentist	1.7	1.0	2.3
Total not been in last 2 years	30.6	28.3	32.9
Don't know	0	0	0
Refused	0	0	0

Key findings

Most people have been to the dentist in the last two years, however close to a third of people have not been to a dentist in the last two years and almost 20% have not been for five or more years or never been.

Those who have not been in the last two years are: those aged over 65 years (47.2%); those earning less than \$30k (46.3%); single person households (46.0%); and, smokers (40.9%).

Fluoridation

Question E4: I am going to read out some statements about fluoridation. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each?

Question E4a: Putting fluoride in drinking water helps prevent tooth decay

	%	Lower 95% CI	Upper 95% CI
Strongly agree	8.8	7.4	10.2
Agree	50.7	48.2	53.2
Total agree	59.5	57.0	62.0
Neither agree nor disagree	17.7	15.8	19.6
Disagree	15.1	13.3	16.9
Strongly disagree	3.1	2.2	4.0
Total disagree	18.2	16.3	20.2
Don't know	4.6	3.5	5.6
Refused	0		

Key findings

Three out of five people agree that having fluoride in drinking water helps prevent tooth decay.

There was greater agreement (69.3%) from people with incomes over \$70k.

Over 20% were either undecided (17.7%) or did not know (4.5%).

The greatest disagreement (25.2%) was from people in the Rotorua district.

Significantly more Māori (24.6%) were in the "neither agree nor disagree" category.

Question E4b : The use of fluoride in drinking water is safe

	%	Lower 95% CI	Upper 95% CI
Strongly agree	4.3	3.2	5.3
Agree	44.2	41.7	46.7
Total agree	48.5	46.0	51.0
Neither agree nor disagree	23.9	21.8	26.1
Disagree	17.9	15.9	19.8
Strongly disagree	3.5	2.5	4.4
Total disagree	21.4	19.2	23.4
Don't know	6.3	5.0	7.5
Refused	0	0	0

Key findings

More than twice as many people agreed than disagreed that the use of fluoride in drinking water is safe. Close to a third of people were either undecided (23.9%) or did not know (6.3%).

Question E4c: All town or public water supply should be fluoridated

	%	Lower 95% CI	Upper 95% CI
Strongly agree	5.6	4.4	6.7
Agree	39.8	37.3	42.2
Total agree	45.4	42.8	47.8
Neither agree nor disagree	19.8	17.8	21.9
Disagree	25.1	22.9	27.3
Strongly disagree	6.2	5.0	7.4
Total disagree	31.3	28.9	33.6
Don't know	3.5	2.6	4.5
Refused	0	0	0

Key findings

Close to half of all those questioned wanted public water supplies fluoridated.

Just under a quarter of people (19.8%) were either undecided at or did not know (3.5%).

The greatest disagreement (39.5%) was from people in the Rotorua district.

Nutrition

Question F1: The next few questions are about food. I am going to read out a list of foods. For each one, please tell me roughly how much fat is in each. Is there a lot of fat, some fat, a little fat or no fat in ...?

Question F1a: Meat pies

	%	Lower 95% CI	Upper 95% CI
Lot of fat	83.3	81.4	85.1
Some fat	13.2	11.5	15.0
A little fat	2.8	2.0	3.7
No fat	0.4	0.1	0.7
Don't know	0.3	0	0.6
Refused	0	0	0

Key findings

Most people recognised that meat pies contain a lot of fat or some fat.

Only those aged 65+ (72.7%) and those on incomes less than \$30k (73.9%) differed significantly.

Question F1b : Fruit and vegetables

	%	Lower 95% CI	Upper 95% CI
Lot of fat	0.2	0	0.4
Some fat	2.3	1.5	3.0
A little fat	29.4	27.2	31.8
No fat	68.1	65.7	70.4
Don't know	0	0	0.1
Refused	0	0	0

Key findings

Almost all people know that fruit and vegetables contain little fat or no fat.

Question F1c : Potato chips

	%	Lower 95% CI	Upper 95% CI
Lot of fat	72.1	69.8	74.3
Some fat	21.3	19.2	23.4
A little fat	5.2	4.1	6.3
No fat	0.9	0.4	1.4
Don't know	0.5	0.1	0.8
Refused	0.1	0	0.2

Key findings

Most people know that chips contained a lot of fat or some fat.

Only Māori differed with fewer saying potato chips had a lot of fat.

Question F1d: Soft drinks

	%	Lower 95% CI	Upper 95% CI
Lot of fat	13.2	11.6	15.0
Some fat	10.5	8.9	12.0
A little fat	18.6	16.6	20.6
No fat	54.7	52.2	57.2
Don't know	2.9	2.1	3.8
Refused	0	0	0

Key findings

Almost three quarters of people know that soft drinks contain little or no fat.

Question F1e: Biscuits bought from a shop

	%	Lower 95% CI	Upper 95% CI
Lot of fat	43.3	40.8	45.8
Some fat	40.5	38.1	43.0
A little fat	12.1	10.5	13.7
No fat	3.4	2.5	4.3
Don't know	0.6	0.2	1.0
Refused	0	0	0

Key findings

Most people know that biscuits contain a lot of fat or some fat.

Question F2: Now thinking about the amount of sugar, please tell me whether there is a lot of sugar, some sugar, a little sugar or no sugar in ...?

Question F2a: Meat pies

	%	Lower 95% CI	Upper 95% CI
Lot of sugar	3.8	2.9	4.8
Some sugar	17.5	15.5	19.4
A little sugar	44.0	41.5	46.5
No sugar	32.4	30.0	34.8
Don't know	2.3	1.5	3.1
Refused	0	0	0

Key findings

Most people know that meat pies contain little or no sugar.

Question F2b : Fruit and vegetables

	%	Lower 95% CI	Upper 95% CI
Lot of sugar	8.0	6.6	9.4
Some sugar	39.1	36.6	41.5
A little sugar	37.9	35.5	40.4
No sugar	14.6	12.8	16.4
Don't know	0.4	0.1	0.8
Refused	0.4	0.1	0.8

Key findings

Most people recognised that fruit and vegetables have some, a little or no sugar.

Question F2c : Potato chips

	%	Lower 95% CI	Upper 95% CI
Lot of sugar	6.3	5.1	7.6
Some sugar	15.3	13.5	17.2
A little sugar	30.4	28.1	32.7
No sugar	44.1	41.6	46.6
Don't know	3.8	2.9	4.8
Refused	0	0	0

Key findings

Most people recognised that potato chips contain little or no sugar.

Question F2d : Ordinary soft drinks

	%	Lower 95% CI	Upper 95% CI
Lot of sugar	95.2	94.1	96.3
Some sugar	3.9	2.9	4.9
A little sugar	0.7	0.3	1.1
No sugar	0.1	0	0.2
Don't know	0.1	0	0.2
Refused	0	0	0

Key findings

Most people know that ordinary soft drinks contain a lot of sugar.

There were no significant differences in knowledge between any demographic groups for any of the preceding nine questions.

Question F2e: Biscuits bought from a shop

%	Lower	Upper 95% CI	95% CI
Lot of sugar	83.1	81.2	85.0
Some sugar	14.6	12.8	16.4
A little sugar	2.0	1.3	2.7
No sugar	0.2	0	0.4
Don't know	0.2	0	0.4
Refused	0	0	0

Key findings

Most people recognised that bought biscuits contain a lot of sugar or some sugar.

Significantly fewer youth aged 15 to 19 (72.6%) and men (77.1%) said bought biscuits have a lot of sugar.

Question F3: Now thinking about things that could be done to improve people’s diets. I am going to read a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose or strongly oppose each?

Question F3a: Not selling pies, sausage rolls, lollies, chocolate, chips, fried food and sugary fizzy drinks in schools

	%	Lower 95% CI	Upper 95% CI
Strongly support	23.6	21.4	25.7
Support	44.9	42.3	47.4
Total support	68.5	66.1	70.8
Neither support nor oppose	8.9	7.4	10.3
Oppose	20.1	18.1	22.1
Strongly oppose	2.5	1.7	3.3
Total oppose	22.6	20.5	24.7
Don’t know	0		
Refused	0.1	0	0.2

Key findings

More than three times as many people supported, as opposed, a ban on selling pies, sausage rolls, lollies, chocolate, chips, fried food and sugary fizzy drinks in schools. This result was across most demographic categories.

Women were more supportive (71.3%) than men (65.3%) but the difference was not significant.

The greatest opposition came from youth (37.6%).

Question F3b: Selling healthier food choices like sandwiches, vegetables and fruit and sugar free drinks in schools

	%	Lower 95% CI	Upper 95% CI
Strongly support	39.3	36.8	41.8
Support	57.6	55.2	60.2
Total support	96.9	96.1	97.8
Neither support nor oppose	1.5	0.9	2.1
Oppose	1.4	0.8	1.9
Strongly oppose	0.2	0	0.4
Total oppose	1.6	0.9	2.1
Don't know	0	0	0
Refused	0.1	0	0.2

Key findings

Almost all people supported selling healthier food in schools. There was little opposition.

Question F3c: Taxing food based on sugar and fat content

	%	Lower 95% CI	Upper 95% CI
Strongly support	3.9	3.0	4.9
Support	27.9	25.6	30.2
Total support	31.8	29.5	34.2
Neither support nor oppose	10.3	8.8	11.9
Oppose	45.7	43.2	48.2
Strongly oppose	11.4	9.8	13.0
Total oppose	57.1	54.6	59.6
Don't know	0.7	0.2	1.1
Refused	0	0	0

Key findings

More people opposed taxing food based on fat or sugar content than people supporting such a move.

Question F3d: Labelling foods better to show fat and sugar content

%	Lower	Upper 95% CI	95% CI
Strongly support	35.6	33.2	38.0
Support	57.2	54.7	59.7
Total support	92.8	91.4	94.1
Neither support nor oppose	3.9	2.9	4.8
Oppose	3.1	2.2	4.0
Strongly oppose	0.3	0	0.6
Total oppose	3.4	2.5	4.3
Don't know	0	0	0
Refused	0	0	0

Key findings

Almost all people supported better labelling on food products. There was little opposition.

Question F3e: Not displaying lollies, chips or chocolate at the checkout

%	Lower	Upper 95% CI	95% CI
Strongly support	23.7	21.6	25.9
Support	44.4	41.9	46.9
Total support	68.1	65.8	70.5
Neither support nor oppose	9.2	7.8	10.7
Oppose	20.8	18.8	22.9
Strongly oppose	1.4	0.8	2.0
Total oppose	22.2	20.2	24.4
Don't know	0.3	0	0.6
Refused	0	0	0

Key findings

Three times as many people supported not displaying lollies, chips or chocolate at the checkout than people opposing such a move.

The greatest support came from women (77.7%) and those aged 30 to 44 (75.3%).

The greatest opposition came from those aged 15 to 19 (42.0%) and men (31.2%).

Question F4: How much do you think you need to improve your diet? Would you say a lot, a little or not at all?

	%	Lower 95% CI	Upper 95% CI
A lot	15.1	13.3	16.9
A little	62.3	59.9	64.8
Total improve diet	77.4	75.3	79.5
Not at all	22.6	20.5	24.7
Don't know	0	0	0
Refused	0	0	0

Key findings

Three quarters of people (77.4%) felt their diet needed some improvement, over a fifth of people interviewed felt no improvement was needed.

The following demographic groups were significantly more likely to say their diet needed improving a lot: those who rated their health as fair / poor (33.7%); Maori (31.9%); smokers (28.4%); households of five or more people (26.3%); and, people in the Eastern Bay of Plenty (22.3%).

Physical activity

Physical activity is sustained activity which makes you breathe harder than you would normally do.

Question G1: The recommended amount of physical activity for an adult is 30 minutes a day. Thinking about yesterday and all the physical activity you did for work, fitness, or fun, would you say you did ...?

	%	Lower 95% CI	Upper 95% CI
A lot less than that	10.3	8.8	11.9
A little less than that	14.7	12.9	16.5
Total less than	25.0	22.8	27.2
About that much	19.3	17.3	21.3
A little more than that	18.5	16.6	20.5
A lot more than that	37.2	34.8	39.6
Total more than	55.7	53.2	58.2
Don't know	0	0	0
Refused	0	0	0

Key findings

Over half of people felt that they did more than the recommended 30 minutes of physical activity. A third said they had done "a lot more" than 30 minutes physical activity the day before.

Those who said they exceeded the recommended amount of physical activity a lot, included those rating their health as excellent (47.2%), Māori (46.1%) and smokers (45.9%).

A quarter of people said that the day before they did either a little less or a lot less than the recommended amount of physical activity. This included people with fair / poor health (39.5%).

Question G2: I will now read out some things that may help people to be more active. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?

Question G2a: More physical activity in schools

	%	Lower 95% CI	Upper 95% CI
Strongly support	23.2	21.1	25.3
Support	62.1	59.7	64.6
Total support	85.3	83.6	87.1
Neither support nor oppose	8.3	6.9	9.7
Oppose	5.7	4.5	6.8
Strongly oppose	0	0	0
Total oppose	5.7	4.5	6.9
Don't know	0.7	0.2	1.1
Refused	0	0	0

Key finding

Most people supported more physical activity in schools. There was little opposition.

Question G2b: More sporting facilities or outdoor places such as playgrounds, fields, pools, parks and courts

	%	Lower 95% CI	Upper 95% CI
Strongly support	18.8	16.9	20.8
Support	56.9	54.4	59.4
Total support	75.7	73.6	77.9
Neither support nor oppose	12.3	10.6	13.9
Oppose	11.6	10.0	13.3
Strongly oppose	0.2	0	0.4
Total oppose	11.8	10.2	13.5
Don't know	0.2	0	0.4
Refused	0	0	0

Key finding

Three quarters of interviewees supported there being more sporting facilities or outdoor places designed for physical activity.

Question G2b: More sporting facilities or outdoor places such as playgrounds, fields, pools, parks and courts - Key Finding (continued)

Greater levels of support came from younger age groups such as those aged 15-19 (89.9%) and those aged 20 to 29 (89.6%), larger households of five or more (84.2%), smokers (84.0%), Maori (83.1%) and those with children under 14 (81.4%).

Question G2c: More walkways, footpaths and cycle ways

	%	Lower 95% CI	Upper 95% CI
Strongly support	20.7	18.7	22.7
Support	58.6	56.2	61.1
Total support	79.3	77.3	81.4
Neither support nor oppose	9.9	8.4	11.5
Oppose	10.2	8.7	11.7
Strongly oppose	0.4	0.1	0.7
Total oppose	10.6	9.0	12.1
Don't know	0.1	0	0.3
Refused	0	0	0

Key findings

Most people supported more walkways, footpaths and cycle ways. There was little opposition and no significant differences between demographic groups

Question G2d: Allowing school grounds and facilities to be used out of school hours

	%	Lower 95% CI	Upper 95% CI
Strongly support	16.5	14.7	18.4
Support	61.5	59.1	64.0
Total support	78.0	76.0	80.2
Neither support nor oppose	7.2	5.9	8.5
Oppose	13.4	11.7	15.1
Strongly oppose	1.0	0.5	1.5
Total oppose	14.4	12.6	16.2
Don't know	0.3	0	0.6
Refused	0	0	0

Key finding

Most people supported allowing school grounds and facilities to be used out of school hours.

Greatest opposition came from Māori (23.1%), those earning less than \$30k (22.2%), and those in Eastern Bay of Plenty (21.6%).

General health status

This was an open-ended question designed to capture any other health related concerns.

Question H1: Is there anything affecting the health of the people in your home and neighbourhood that you think should be addressed by the District Health Board and other health authorities?

	%	Lower 95% CI	Upper 95% CI
Environment Factors	12.5	10.8	14.1
Healthy Lifestyles/ Eating/ Physical Activity	8.7	7.3	10.1
Availability/ Accessibility / Funding/ Staffing of services	9.1	7.7	10.6
Specific Health conditions / services	4.9	3.8	5.9
Alcohol/ Smoking / Drugs / Gambling	4.8	3.7	5.9
Other	1.9	1.3	2.7
No/ Nothing/ Happy with everything	63.6	61.2	66.1
Don't know	0.9	0.4	1.4
Refused	0.3	0	0.6

Key finding

A range of suggestions were made.

Appendix 1: Questionnaire

Knowledge – Attitude – Practices Survey

“PUBLIC HEALTH SURVEY”

A. Mental Health

A. INTRO “The first few questions are about your general health and well-being.”

A1: “In general would you say your health is ... ”

(READ OUT ALL AND CIRCLE ONE)

“Excellent”	1
“Very Good”	2
“Good”	3
“Fair”	4
“Or, Poor”	5
Don’t know	9
Refused	8

A2: “Thinking about the past 4 weeks, how often has your physical health limited your usual social activities with family or friends? Would you say...?”

(READ OUT ALL AND CIRCLE ONE)

“All of the time”	1
“Most of the time”	2
“Some of the time”	3
“A little of the time”	4
“None of the time”	5
Don’t know	9
Refused	8

A3: “And how often has any emotional problems limited your usual social activities with family or friends? Would you say...?”

(READ OUT ALL AND CIRCLE ONE)

- “All of the time” 1
- “Most of the time” 2
- “Some of the time” 3
- “A little of the time” 4
- “None of the time” 5
- Don’t know 9
- Refused 8

B. Immunisation

B. INTRO “The next few questions are about immunisation. That’s 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 strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each?”

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	DK	Ref
a. “Measles can be a serious disease for young children”	1	2	3	4	5	9	8
b. “Vaccines are generally effective at preventing diseases”	1	2	3	4	5	9	8
c. “Parents and caregivers have a responsibility to ensure children are immunised to prevent these diseases from spreading in the community”	1	2	3	4	5	9	8
d. “Childhood infectious diseases are no longer around much so you don’t have to immunise against them”	1	2	3	4	5	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?”

(READ OUT ALL AND CIRCLE ONE)

- “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 able to smoke in the following places? Please say whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each?”

(READ OUT EACH LOCATION AND CIRCLE ONE PER LINE)

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	DK	Ref
a. “In your own home”	1	2	3	4	5	9	8
b. “At a marae”	1	2	3	4	5	9	8
c. “In main streets or city centres”	1	2	3	4	5	9	8
d. “In children’s playgrounds”	1	2	3	4	5	9	8
e. “In the car when children are passengers”	1	2	3	4	5	9	8
f. “Outside work places or public buildings”	1	2	3	4	5	9	8
g. “At parks or reserves”	1	2	3	4	5	9	8
h. “Outdoor areas of pubs, bars and restaurants”	1	2	3	4	5	9	8

C3: “Now think about some of the things health authorities could do to help prevent people from taking up smoking, or to help smokers to quit.

“I am going to read a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?”

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly Support	Support	Neither/ Nor	Oppose	Strongly Oppose	DK	Ref
a. “Increasing the price of tobacco...”	1	2	3	4	5	9	8
b. “Allowing fewer places to sell cigarettes or tobacco...”	1	2	3	4	5	9	8
c. “Workplaces employing only non-smokers...”	1	2	3	4	5	9	8
d. “Workplaces having quit programmes for staff...”	1	2	3	4	5	9	8
e. “Increasing the price of “roll your own” tobacco to same price as packaged cigarettes...”	1	2	3	4	5	9	8
f. “Fines for littering with cigarette butts...”	1	2	3	4	5	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?”

(READ OUT ALL AND CIRCLE ONE)

- “The sale of tobacco products is tightly controlled.
Very few people smoke, and rarely in public” 1
- “Tobacco is still on sale, but not advertised. There are half as many smokers as now, and there is no smoking in any public areas” 2
- “Much the same as it now, tobacco is freely available to adults, and only enclosed public areas are smoke free” 3
- Don’t know 9
- Refused 8

D. Alcohol

D. INTRO “The next few questions are about your own attitudes towards alcohol.”

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

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	DK	Ref
a. “There are too many places selling alcohol in your community...”	1	2	3	4	5	9	8
b. “It is OK to supply alcohol to people under the age of 18...”	1	2	3	4	5	9	8
c. “It is OK to get drunk sometimes...”	1	2	3	4	5	9	8
d. “It is OK to drive your car home when you have only had 2 or 3 drinks...”	1	2	3	4	5	9	8
e. “You need alcohol to have a good time...”	1	2	3	4	5	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 a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?”

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly Support	Support	Neither/ Nor	Oppose	Strongly Oppose	DK	Ref
a. “Increasing the price of alcohol...”	1	2	3	4	5	9	8
b. “Reducing the number of places that can sell alcohol...”	1	2	3	4	5	9	8
c. “Having fewer liquor licences available for pubs and restaurants...”	1	2	3	4	5	9	8
d. “Banning alcohol displays or advertising ...”	1	2	3	4	5	9	8
e. “Shorter opening hours at pubs and clubs ...”	1	2	3	4	5	9	8
f. “Not allowing sponsorship by companies that sell alcohol...”	1	2	3	4	5	9	8
g. “Lowering the legal alcohol limit for driving... ”	1	2	3	4	5	9	8
h. “Making pubs, bars and clubs more responsible for the behaviour of their customers...”	1	2	3	4	5	9	8

E. Oral Health

E. INTRO "The next few questions are about your teeth and dental care."

E1a: "Do you have any of your own teeth remaining ..."

(READ OUT ALL AND CIRCLE ONE)

"Yes – own teeth"	1
"No – have dentures"	2
Don't know	9
Refused	8

E1b: "For dental care do you ..."

(READ OUT ALL AND CIRCLE ONE)

"Have a dentist or dental practise you think of as your dentist"	1
"Go to whichever dentist you can get to see you, when you need one"	2
"Or hardly ever go to a dentist"	3
Don't know	9
Refused	8

E2: "When did you last go to the dentist about your own teeth or gums, for any reason? Was it...?"

(READ OUT ALL AND CODE ONE)

"Within the past year (less than 12 months ago)"	1
"Within the past two years (more than 1 year but less than 2 years ago)"	2
"Within the past five years (more than 2 years but less than 5 years ago)"	3
"Five or more years ago"	4
"Have never seen an dentist"	5
Don't know	9
Refused	8

E3: "I am going to read out some statements about fluoridation. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each?"

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	DK	Ref
a. "Putting fluoride in drinking water helps prevent tooth decay ..."	1	2	3	4	5	9	8
b. "The use of fluoride in drinking water is safe..."	1	2	3	4	5	9	8
c. "All town or public water supply should be fluoridated..."	1	2	3	4	5	9	8

F. Nutrition

F. INTRO "The next few questions are about food."

F: "I am going to read out a list of foods. For each one, please tell me roughly how much fat is in each. Is there a lot of fat, some fat, a little fat or no fat in ... "

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Lot of fat	Some fat	A little fat	No fat	DK	Ref
a. "Meat pies"	1	2	3	4	9	8
b. "Fruit and vegetables"	1	2	3	4	9	8
c. "Potato chips"	1	2	3	4	9	8
d. "Soft drinks"	1	2	3	4	9	8
e. "Biscuits bought from a shop"	1	2	3	4	9	8

F2: "Now thinking about the amount of sugar, please tell me whether there is a lot of sugar, some sugar, a little sugar or no sugar in ... "

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Lot of sugar	Some sugar	A little sugar	No fat sugar	DK	Ref
a. "Meat pies"	2	3	4	5	9	8
b. "Fruit and vegetables"	2	3	4	5	9	8
c. "Potato chips"	2	3	4	5	9	8
d. "Ordinary soft drinks (not diet)"	2	3	4	5	9	8
e. "Biscuits bought from a shop"	2	3	4	5	9	8

F3: “Now think about things that could be done to improve people’s diets.”

“I am going to read a list of statements. Please tell me whether you strongly support, support, neither support nor oppose, oppose or strongly oppose each?”

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly Support	Support	Neither/ Nor	Oppose	Strongly Oppose	DK	Ref
a. “Not selling pies, sausage rolls, lollies, chocolate, chips, fried food and sugary fizzy drinks in schools”	1	2	3	4	5	9	8
b. “Selling healthier food choices like sandwiches, vegetables and fruit and sugar free drinks in schools”	1	2	3	4	5	9	8
c. “Taxing food based on sugar and fat content”	1	2	3	4	5	9	8
d. “Labelling foods better to show fat and sugar content”	1	2	3	4	5	9	8
e. “Not displaying lollies, chips or chocolate at the checkout...”	1	2	3	4	5	9	8

F4: “How much do you think you need to improve your diet? Would you say ...”

(READ OUT ALL AND CODE ONE)

- “A lot” 1
- “A little” 2
- “Not at all” 3
- Don’t know 9
- Refused 8

G. Exercise

G. INTRO “Now I will ask you about physical activity – by physical activity we mean sustained activity which makes you breathe harder than you would normally do.”

G1: “The recommended amount of physical activity for an adult is 30 minutes a day. Thinking about yesterday and all the physical activity you did for work, fitness, or fun, would you say you did ...?”

(READ OUT ALL AND CIRCLE ONE)

- “A lot less than that” 1
- “A little less than that” 2
- “About that much” 3
- “A little more than that” 4
- “A lot more than that” 5
- Don’t know 9
- Refused 8

G2: “I will now read out some things that may help people to be more active. Please tell me whether you strongly support, support, neither support nor oppose, oppose, or strongly oppose each?”

(READ OUT EACH STATEMENT AND CIRCLE ONE PER LINE)

	Strongly Support	Support	Neither/ Nor	Oppose	Strongly Oppose	DK	Ref
a. “More physical activity in schools”	1	2	3	4	5	9	8
b. “More sporting facilities or outdoor places such as playgrounds, fields, pools, parks and courts. ”	1	2	3	4	5	9	8
c. “More walkways, footpaths and cycle ways”	1	2	3	4	5	9	8
d. “Allowing school grounds and facilities to be used out of school hours”	1	2	3	4	5	9	8

H. Health in general

H1: "Is there anything affecting the health of the people in your home and neighbourhood, that you think should be addressed by the District Health Board and other health authorities?"

(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
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Nieuan	6
Chinese	7
Indian	8
Other (specify in K3a)	9
Don't know	99
Refused	98

K3a: What other ethnicity or ethnicities do you belong to?

(RECORD VERBATIM)

**If K3=2 Go To K4. Otherwise Go To K5.
Ask K4 If Māori Only**

K4: “Which Iwi are you most closely affiliated with? You may mention more than one.”

(CIRCLE ALL MENTIONED)

- Ngaiterangi 1
- Ngapuhi 2
- Ngati Awa 3
- Ngati Kahungunu 4
- Ngati Porou 5
- Ngati Ranginui 6
- Ngati Tuwharetoa 7
- Ngati Whakauae (Te Arawa) 8
- Te Arawa 9
- Te Whanau-a-Apanui 10
- Tuhoe 11
- Whakatohea 12
- Other (Specify in K4a) 13
- Don't know 99
- Refused 98

K4a: What other Iwi are you affiliated to?

(RECORD VERBATIM)

K5: Including yourself, how many people aged 15 years and over live in your household?

(RECORD NUMBER)

K6: And how many children aged 5 years to 14 years live in your household?

(RECORD NUMBER)

K7: How many children aged under 5 years live in your household?

(RECORD NUMBER)

K8: I need to ask about your household income. This is just for statistical purposes. What is the total income that your household got from all sources, before tax or anything was taken out of it, in the last 12 months? Please say "stop" when I read out the group that your household income falls into.

(CIRCLE ONE)

- \$10,000 or less 1
- \$10,001 - \$20,000 2
- \$20,001 - \$30,000 3
- \$30,001 - \$50,000 4
- \$50,001 - \$70,000 5
- \$70,001 - \$100,000 6
- Over \$100,000..... 7
- Don't know..... 9
- Refused 8

K9: What is the name of the area where you live?

(RECORD VERBATIM)

K10: How long have you lived in <K9 ANSWER>?

(RECORD NUMBER OF YEAR)

K11: Record date and time of interview:

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

Tauranga

PO Box 2121
4th Level - Westpac Tower
2 Devonport Road
TAURANGA 3110
F: 07 578 0883

Rotorua

PO Box 12060
1st Floor - 1166 Amohau Street
ROTORUA 3010
F: 07 346 0105

Whakatane

PO Box 241
Cnr Stewart & Garaway Streets
WHAKATANE 3158
F: 07 306 0987

All Offices: 0800 221 555 • www.toiteorapublichealth.govt.nz