



Ipsos-Eureka
Social Research Institute

Smoking bans in alfresco dining areas – Attitudes of café and restaurant owners/managers

Prepared for National Heart Foundation and Cancer Council NSW

Ipsos-Eureka Project 10-039432-01

Date: 5th November 2010

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This section provides a summary of the research design and survey results

EXECUTIVE SUMMARY

To support a call for legislative change, the National Heart Foundation and Cancer Council NSW commissioned Ipsos-Eureka to undertake a survey on the attitudes of restaurant and café owners and managers towards extending smoke free legislation to alfresco dining areas.

This report provides a summary of major findings from an eight minute telephone survey of 450 owners or managers of restaurants and cafés across NSW. A total of 307 interviews were conducted with owners or managers of restaurants and cafés with alfresco dining areas where smoking is allowed and n=143 interviews were conducted with owners and managers of restaurants and cafés that do not allow smoking (41% of which had an alfresco dining area).

Key results are listed below.

Attitudes towards smoking bans in alfresco dining areas

The research indicates that restaurant and café owners and managers are in favour of statewide laws restricting smoking in outdoor dining areas. Most are of the belief that such legislation is inevitable, that it will happen soon, that it will deliver a more pleasant environment for patrons and staff, and that it will create a fairer playing field within the industry. Of the minority that have concerns about the impact of outdoor smoking restrictions on business performance, most believe that their business would be less likely to suffer if all venues adopted the same restrictions. Restaurants and cafés that currently allow smoking in their alfresco dining areas say they are unlikely to adopt more extensive smoking restrictions voluntarily, although those that have done so report it has been easy to enforce.

More specifically:

- Seventy-one percent (71%) of smoke-free establishments and 57% of those that permit smoking in outdoor dining areas indicated that they **support state laws banning smoking in outdoor and partially covered areas where food is served.**

- Only 8% of owners/managers of smoke-free establishments and 29% of those whose establishments permit smoking in outdoor dining areas disagreed that patrons would support a ban on smoking in outdoor and partially covered dining areas.
- Top reasons for supporting state wide legislation banning smoking in outdoor dining areas were to protect patron and staff health/increase hygiene, not wanting cigarette smoke around food, a personal dislike of smoking and cigarette smoke, and the belief that a non-smoking environment would be more pleasant for patrons and staff.
- The majority of establishments believed that a total ban on smoking would deliver:
 - **a much nicer environment for patrons** (82% of establishments permitting smoking in outdoor dining areas and 92% of smoke-free establishments);
 - **a much nicer environment for staff** (74% of establishments permitting smoking in outdoor dining areas and 90% of smoke-free establishments); and
 - **greater peace of mind for staff about their health** (59% of establishments permitting smoking in outdoor dining areas and 85% of smoke-free establishments).
- 79% of establishments that permit smoking in outdoor dining areas and 77% of smoke-free establishments agreed or strongly agreed that **restrictions on smoking in outdoor dining areas would be fairer if they were made state law so that all premises operate under the same rules.**
- Close to three quarters of smoke-free premises (72%) and two thirds of those that permit smoking in outdoor dining areas (68%) agreed or strongly agreed that **state laws banning smoking in outdoor dining areas are inevitable.**
 - Of those that believe state laws banning smoking in outdoor dining areas are inevitable, sixty-four percent (64%) of establishments that permit smoking in outdoor dining areas and 60% of those that are smoke-free believe **such legislation will be introduced within the next two years.**
- Around half (50%) of establishments that permit smoking in alfresco dining areas indicated that it was **unlikely or very unlikely that they would voluntarily adopt more extensive smoking restrictions in the future**, while 46% indicated it was likely or very likely and 4% were unsure.
- Less than half of (45%) establishments that permit smoking in outdoor dining areas agreed or strongly agreed that, **if they voluntarily adopted more extensive smoking restrictions in outdoor and partially covered dining areas, their business would**

suffer, 37% disagreed or strongly disagreed and the remaining 18% neither agreed nor disagreed or was unsure.

- o Sixty percent (60%) of these establishments agreed or strongly agreed that **their business would be less likely to suffer if all venues adopted the same restrictions**.
- Sixty percent (60%) of owners/managers of smoke-free establishments and 48% of those that permit smoking in outdoor dining areas agreed that, **if tougher restrictions were introduced, any loss of profits would only be temporary**. A further 19% of smoke-free establishments and 26% of those that permit smoking in outdoor dining areas neither agreed nor disagreed or were unsure about their attitudes to this statement. Only 20-26% of establishments disagreed or strongly disagreed with this statement.
- Two thirds of smoke-free establishments (67%) and seven in ten (70%) establishments permitting smoking in outdoor areas agreed or strongly agreed that it is **important to cater to the needs of smokers and non-smokers**.
- One third (33%) of establishments that permit smoking in outdoor dining areas agreed or strongly agreed that their **staff members were concerned about their exposure to tobacco smoke in the workplace**.

Enforcement of smoking restrictions

- 85% of smoke-free establishments require their patrons to smoke off the premises, for example on the footpath outside or in a back laneway. Overall, 91% of these establishments indicated it was **easy or very easy to enforce this restriction**.
 - o Establishments with outdoor dining areas were less likely than those with no outdoor dining area to believe it has been very easy to enforce total smoking bans in their establishments (43%, compared to 52%).
- Around two thirds of establishments (64% of those with an outdoor dining area in which smoking is permitted and 71% of those with no smoking allowed) require their staff members to smoke only off the premises. Overall, 91% indicated that it has been **easy or very easy to get staff members to smoke off the premises**.
- More than half (52%) of establishments that permit smoking in alfresco dining areas indicated encountering at least one of a range of problems as a result of patrons and/or staff smoking on the premises.

- **Litter was the most commonly encountered problem**, with 42% of establishments allowing smoking in an outdoor dining area and 28% of establishments with a total smoking ban that allow patrons to smoke in an outdoor area on the premises where food is not consumed indicating this.
- Close to three in ten (29%) establishments allowing smoking in an outdoor dining area and two in ten (20%) establishments that allow patrons to smoke in an outdoor area on the premises where food is not consumed indicated that they have **received complaints from patrons about smoking on the premises**.
- Around four in ten establishments (41% of those permitting smoking in alfresco dining areas and 37% of those with total smoking bans) had experienced at least one of the listed problems as a result of patrons and/or staff smoking off or near their premises. **The most common problem mentioned was litter.**

Reasons for adopting smoking bans in alfresco dining areas

- Among establishments with some form of smoking ban in outdoor dining areas, the most common reasons for restricting smoking in these areas were **to create a more pleasant environment for patrons and staff** and to **protect the health of patrons and staff**.
- Seven in ten establishments introduced smoking restrictions in outdoor areas because of a belief that **legislation to totally restrict smoking will be introduced eventually** (69% of establishments permitting smoking in some outdoor dining areas and 72% of establishments with total outdoor smoking bans).
- Close to two in five establishments with some form of smoking ban in outdoor dining areas indicated that this was at least in part **due to council regulation** (59% of those with smoking still permitted in some outdoor dining areas and 57% of those with a total smoking ban in outdoor dining areas), such as a ban on smoking in outdoor or partially covered areas and a ban on smoking within a certain distance of doorways and kitchens. However, many were not able to clearly describe the nature of this regulation.

RESEARCH CONTEXT

2.1 Background and research context

The Smoke-free Environment Act 2000 and amendments introduced in July 2007 legislate a state-wide ban on smoking in nearly all enclosed public places to protect the health of workers and members of the public. Many partly-enclosed and all outdoor public places are not covered by the legislation, despite being workplaces, places where large groups of people spend time in close proximity and places where children may be present, such as alfresco dining areas.

As at July 2010, 76 local councils in NSW had voluntarily enacted some form of outdoor smoking ban. This represents half of the local councils in NSW. While this is a promising figure, the extent of bans and their enforcement varies from council to council. Almost all (99%) of these bans cover children's playgrounds, 80% cover sporting fields, and less than half cover public pools (46%). Only 14% cover outdoor dining areas.

While only 22 councils have introduced smoking bans in outdoor dining areas, there is evidence that support for such bans is high and growing. A study by CHERP in 2008 found that 75% of non-smokers and 42% of smokers in NSW favoured a ban on smoking in outdoor dining areas and there was a 144% increase in the number of councils introducing such bans between 2009 and 2010.

State-wide legislation extending the smoke free environment act to partially enclosed and outdoor public places, particularly where food and drink is provided, would offer a consistent approach to smoke-free areas across the state, levelling the playing field for affected businesses and ensuring appropriate monitoring of such bans.

To support a call for legislative change, the National Heart Foundation and Cancer Council NSW require data on the attitudes of restaurant and café owners and managers towards extending smoke free legislation to alfresco dining areas.

2.2 Survey objectives

Owners/managers of restaurants and cafés across NSW were surveyed to determine:

- the level of support for smoke-free outdoor areas where food and drink is provided;
- their perception/experience of customer support;
- perceived barriers and reasons for objections to implementing smoke-free outdoor areas where food and drink is provided; and
- support for the introduction of smoke-free alfresco policy or legislation and preferences for whether policies are introduced at the local or state government level.

2.3 Methodology

A survey was conducted via Computer Assisted Telephone Interviewing (CATI) with 450 owners or managers of restaurants and cafés across NSW.

A total of 307 interviews were conducted with owners or managers of restaurants and cafés with alfresco dining areas where smoking is allowed and n=143 interviews were conducted with owners and managers of restaurants and cafés that do not allow smoking (some of which may have an alfresco dining area). This enabled a robust stand-alone sample of venues that would be affected by a statewide ban, while ensuring sufficient numbers of other restaurants and cafés were included in the research. Quotas were also set to ensure adequate representation of restaurants and cafés in metropolitan and regional/rural areas.

The following table sets out the level of precision associated with the sample sizes mentioned above, at a level of 95% confidence, for a result of 50% (intervals of precision are widest at this point, and become narrower for results that are more extreme in either direction).

Table 1. Statistical precision of sample sizes

Sample size (n)	Survey group	Level of precision of a statistic of 50% derived from a sample of this size
143	Restaurants and cafés with smoking ban	±8.4%
307	Restaurants and cafés with smoking allowed in alfresco dining area	±5.5%
450	Total sample	±4.6%

Questionnaire development

A survey questionnaire was developed by the National Heart Foundation, Cancer Council NSW and Ipsos-Eureka, drawing on tools that had been used in previous similar research. This questionnaire was fully piloted in-field.

Sample recruitment

Lists were obtained from Dun & Bradstreet using the ANZSIC code for Accommodation, Cafés and Restaurants (5730). This list was cleaned before loading to exclude any 'obvious' bars, pubs, hotels, clubs and establishments clearly located within a shopping mall, which was determined from the establishment's name and/or address. This list was cross-referenced with a list of restaurants and cafés offering outdoor dining listed on the website www.eatability.com, to maximise the ability to target these establishments for the research.

The full sample list contained 2,989 records. The response rate among eligible businesses that were contacted to participate was 63%.

Fieldwork

The fieldwork for the telephone survey was conducted by Ipsos' specialist data collection agency, I-view.

The average survey length was 8.5 minutes. Fieldwork was conducted from 12th to 27th October 2010. The research was conducted in accordance with the requirements of the International Standard covering social and market research, AS ISO 20252.

Sample

In total, 450 interviews were conducted. The final sample breakdown according to business type and demographic characteristics of the survey respondent are shown in Table 1.

Table 2. Sample breakdown

		Smoking permitted in alfresco dining area %	No smoking permitted in dining areas %
Gender	Male	55	64
	Female	45	36
Age	Under 30	19	17
	In your 30s	32	19
	In your 40s	23	36

	In your 50s	21	21
	60 or over	17	9
Smoker	Yes	24	21
	No	76	79
Average number of years worked in hospitality industry		14	16
Average no of staff members		12	12
Location	Metro	80	82
	Regional/rural	20	18
Type of establishment	Restaurant	43	71
	Café	51	22
	Take-away outlet	4	3
	Fast-food outlet	1	2
	Sandwich bar	1	2
TOTAL N		307	143

The survey results are presented in Section 3.

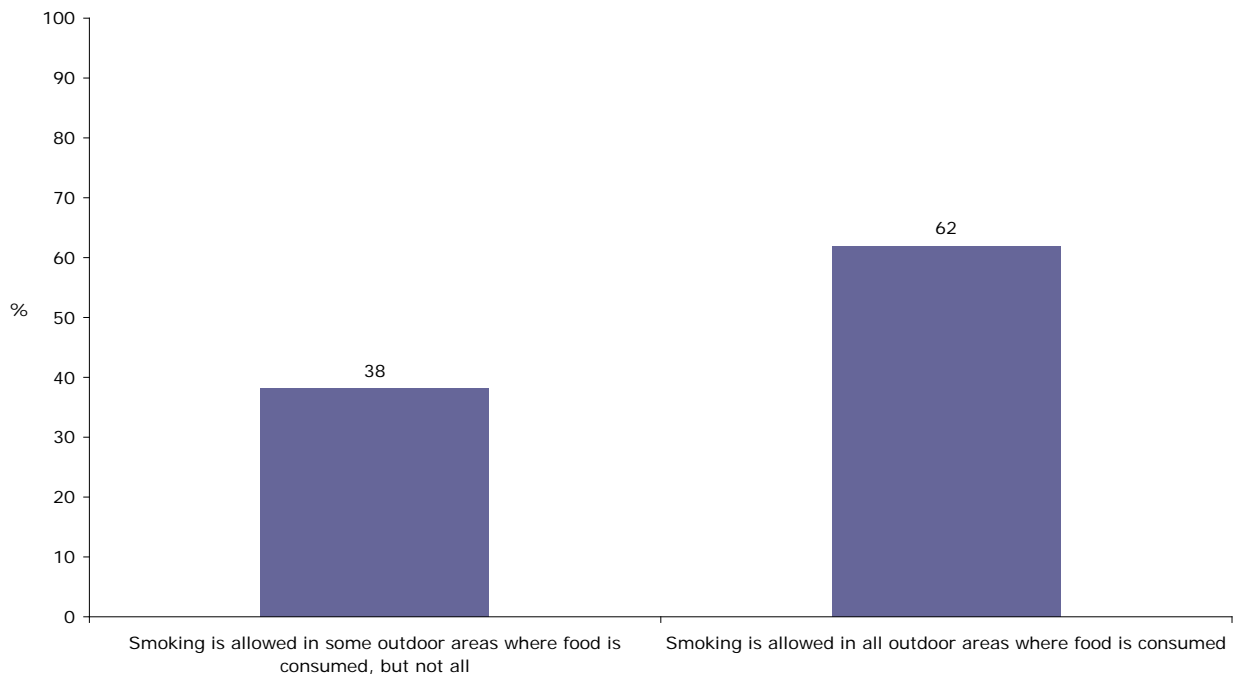
Key findings from the survey of café and restaurant owners and managers

RESEARCH FINDINGS

3.1 Nature of smoking restrictions

Establishments that indicated having an outdoor dining area in which smoking is allowed were asked to clarify whether smoking is allowed in all outdoor dining areas, or only in some outdoor areas where food is consumed. As shown in Figure 3.1, overleaf, more than two in five (62%) of these establishments allow smoking in all outdoor dining areas, while 38% allow smoking in some, but not all of their outdoor dining areas.

Figure 3.1 Nature of outdoor smoking ban



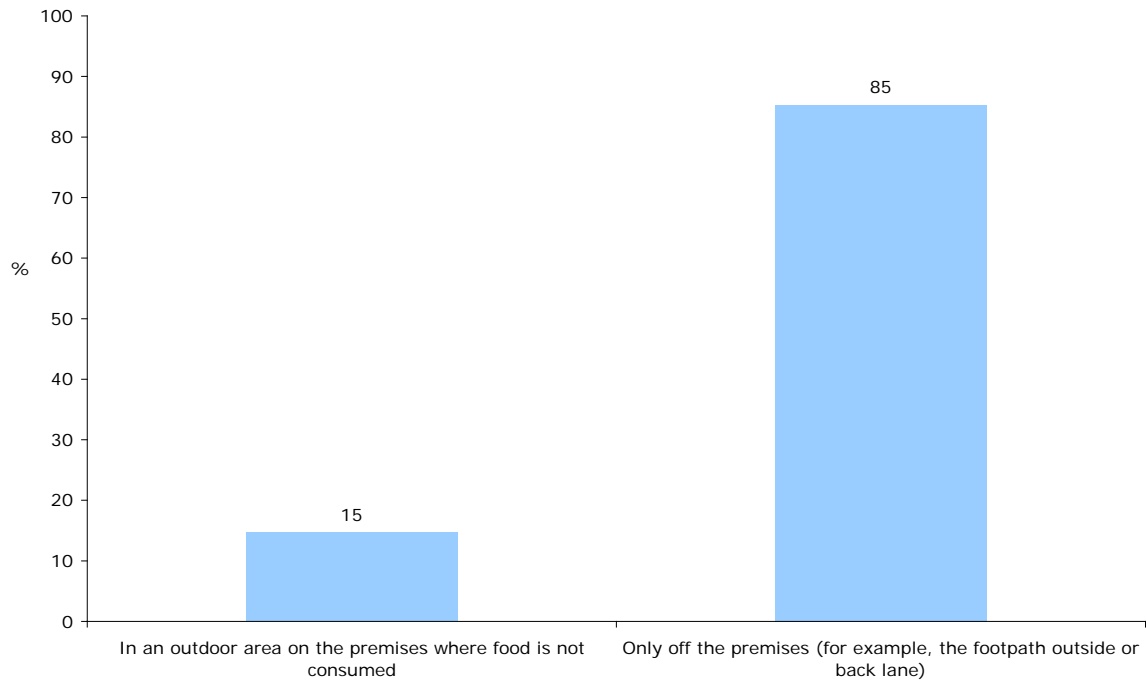
Q2. Which, if any of the following smoking restrictions apply at your premises?
Base: All those with an alfresco dining area where smoking is allowed (n=307)

Establishments with total smoking bans were asked how long their premises had been smoke-free. The average length of time premises with outdoor dining had been smoke-free was 5 years, while the average length of time premises without outdoor dining had been smoke-free was 7 years¹.

Participants whose business does not permit smoking were asked to indicate where their patrons usually go to smoke. As shown in Figure 3.2, overleaf, the majority (85%) indicated that their patrons must go off the premises to smoke, for example onto the footpath outside or a back laneway. The remaining 15% indicated that their patrons use an outdoor area on the premises where food is not consumed.

¹ Venues without outdoor dining areas are required to be smoke-free under statewide legislation introduced in 2000.

Figure 3.2 Where patrons go to smoke

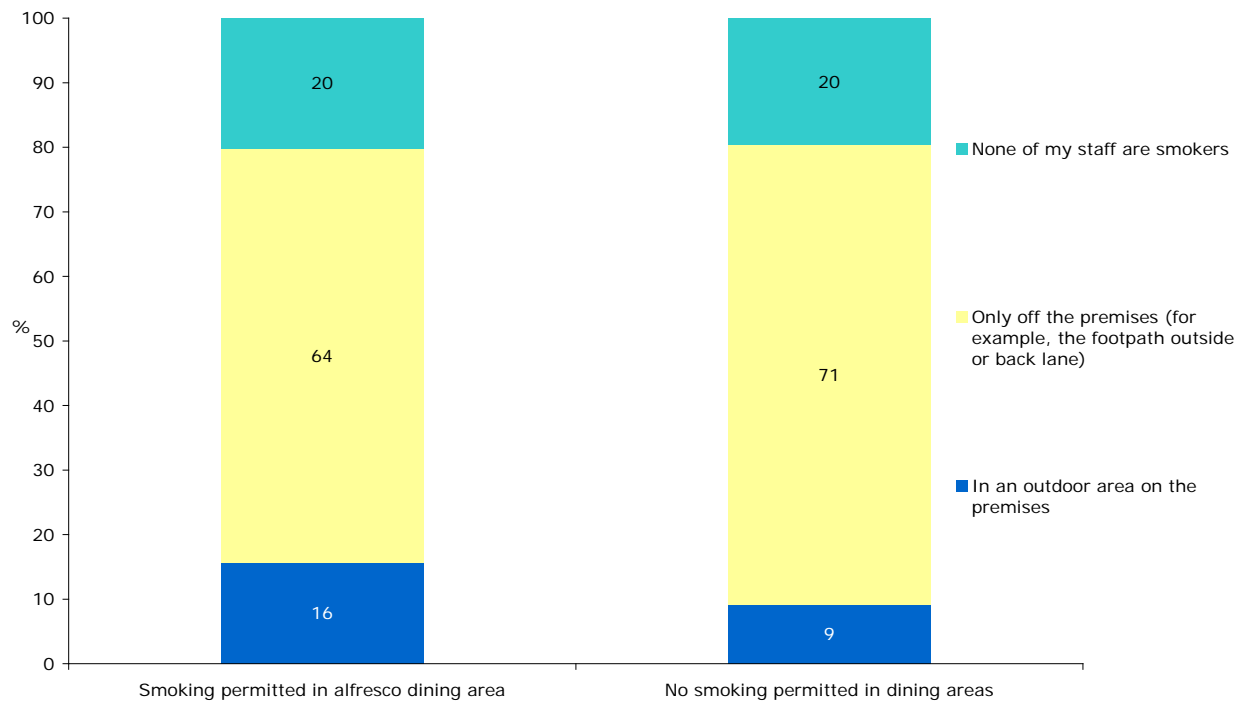


Q3. Where do your patrons go to smoke?

Base: All those with no smoking permitted in dining areas n=143

All participants were asked to indicate where their staff members usually go to smoke. Figure 3.3, overleaf, shows that around two thirds of establishments (64% of those with an outdoor dining area in which smoking is permitted and 71% of those with no smoking allowed) require their staff members to smoke only off the premises. One in six (16%) of those with an outdoor dining area in which smoking is allowed permit their staff members to smoke in an outdoor area on the premises, compared with 9% of non-smoking establishments. One in five establishments (20%) in each sample group indicated that none of their staff members smoke.

Figure 3.3 Where staff members go to smoke



Q4. Where do your staff members go to smoke?

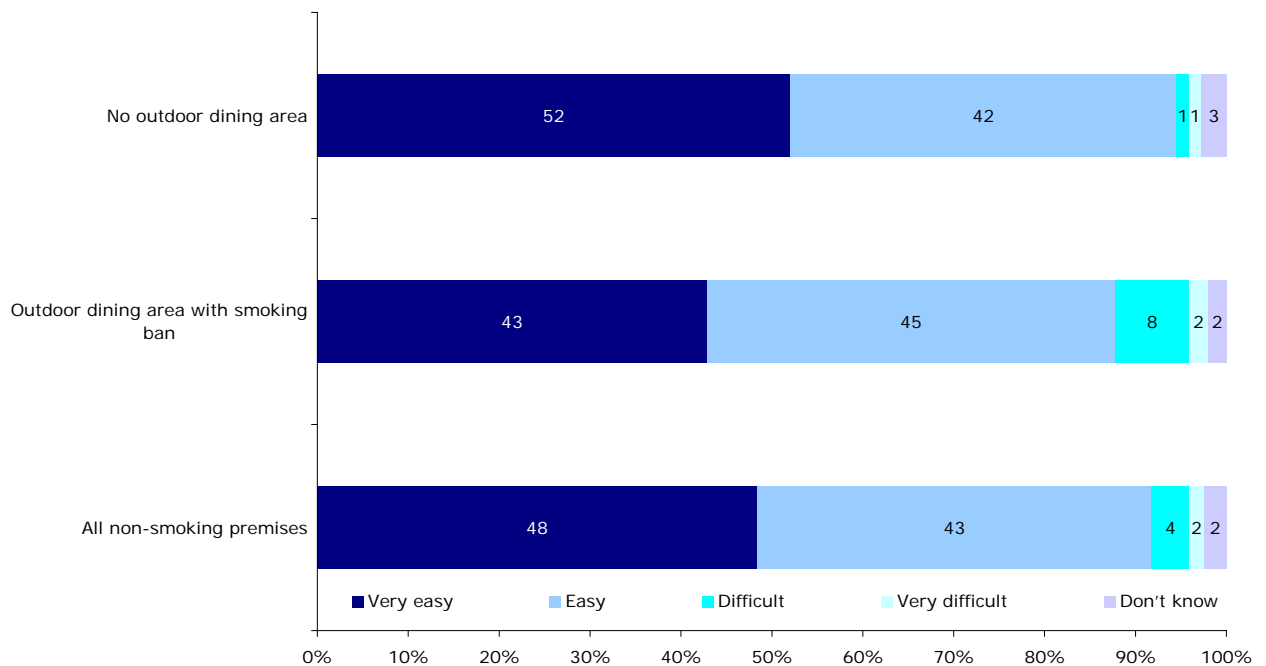
Base: Smoking permitted in alfresco dining area n=307; No smoking permitted in dining areas n=143

3.2 Enforcing restrictions

Owners/managers of establishments that do not allow smoking, whose patrons must smoke off the premises, were asked to indicate how easy or difficult they felt it was to enforce these smoking restrictions. Figure 3.4, overleaf, shows the results for this question among all non-smoking establishments, and also broken down by whether or not the establishment has an outdoor dining area². Overall, 91% of these establishments indicated it was easy or very easy to enforce this restriction. Establishments with outdoor dining areas were less likely than those with no outdoor dining area to believe it has been very easy to enforce total smoking bans in their establishments (43%, compared to 52%), and more likely to indicate that it has been difficult to do so (8%, compared to 1%).

² 41% of establishments with total smoking bans had an outdoor dining area

Figure 3.4 Ease of enforcing patron smoking restrictions



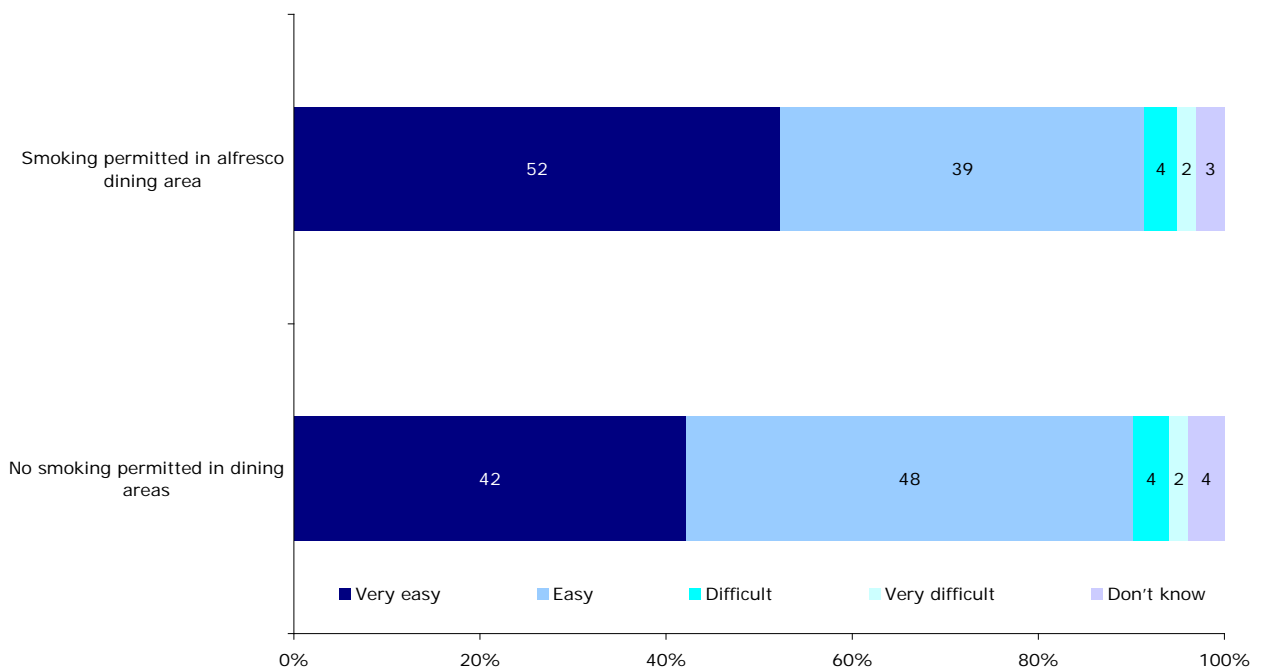
Q7 You said that patrons are not allowed to smoke on the premises. In your experience, how difficult or easy has it been to enforce this restriction?

Base: All those with no smoking permitted in dining areas, whose patrons must smoke off the premises, n=122

All establishments at which staff must smoke off the premises were asked to indicate how easy or difficult it has been to enforce this smoking restriction. Responses to this question are shown in Figure 3.5, overleaf.

The majority indicated that it has been easy or very easy to get staff members to smoke off the premises, with 91% of establishments with outdoor dining areas in which people can smoke and 91% of establishments with total smoking bans indicating this. However, establishments with an outdoor dining area in which people can smoke were more likely to indicate it has been very easy than were establishments with total smoking bans (52%, compared to 42%).

Figure 3.5 Ease of enforcing staff smoking restrictions



Q8 You said that staff members are not allowed to smoke on the premises. In your experience, how difficult or easy has it been to enforce this restriction?

Base: Smoking permitted in alfresco dining area, staff must smoke off the premises, n=197; No smoking permitted in dining areas, staff must smoke off the premises, n=102

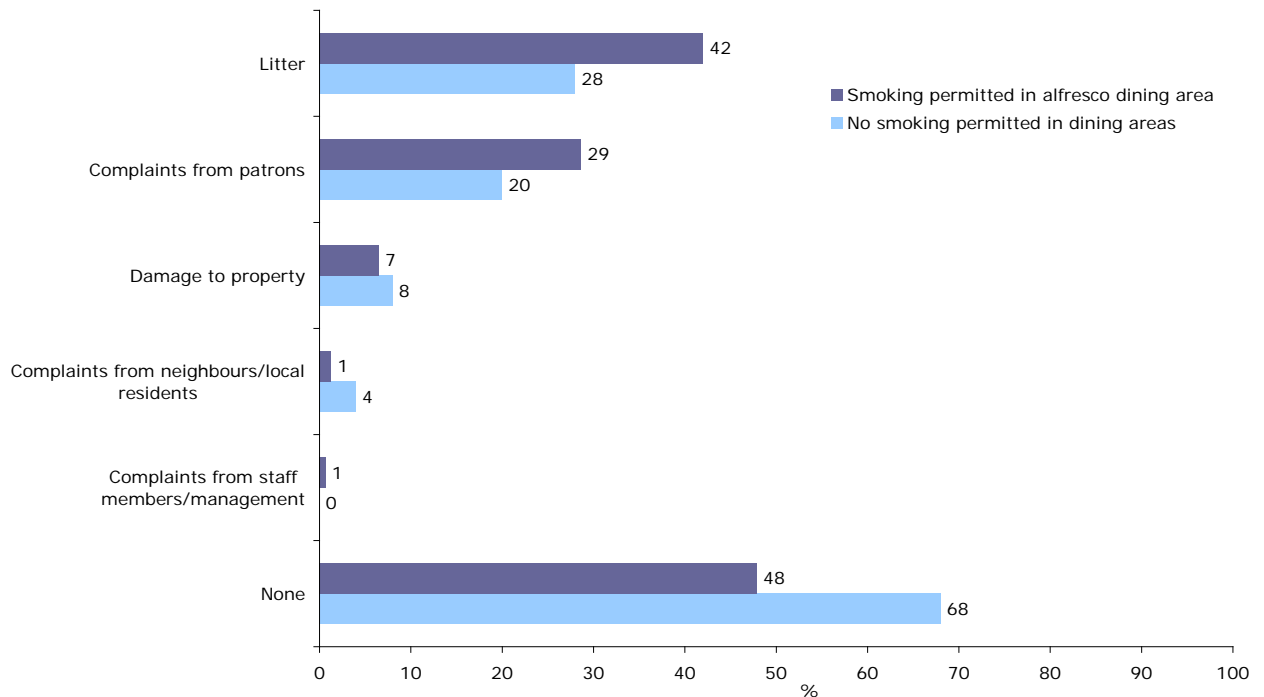
3.3 Problems with smoking on or around premises

Restaurant and café owners/managers were asked about the types of problems they have encountered as a result of smoking on and near their premises. Responses to this question are shown in Figure 3.6, overleaf.

Establishments that allow patrons and/or staff to smoke on the premises were most likely to indicate litter as a problem (42% of establishments allowing smoking in an outdoor dining area and 28% of establishments with a total smoking ban that allow patrons to smoke in an outdoor area on the premises where food is not consumed). Close to three in ten (29%) establishments allowing smoking in an outdoor dining area and two in ten (20%) indicated that they have received complaints from patrons about smoking on the premises.

More than half (52%) of establishments that permit smoking in alfresco dining areas indicated encountering at least one problem as a result of patrons and/or staff smoking on the premises, compared with 32% of establishments with a total smoking ban that allow patrons and/or staff to smoke outdoors on the premises away from where food is consumed.

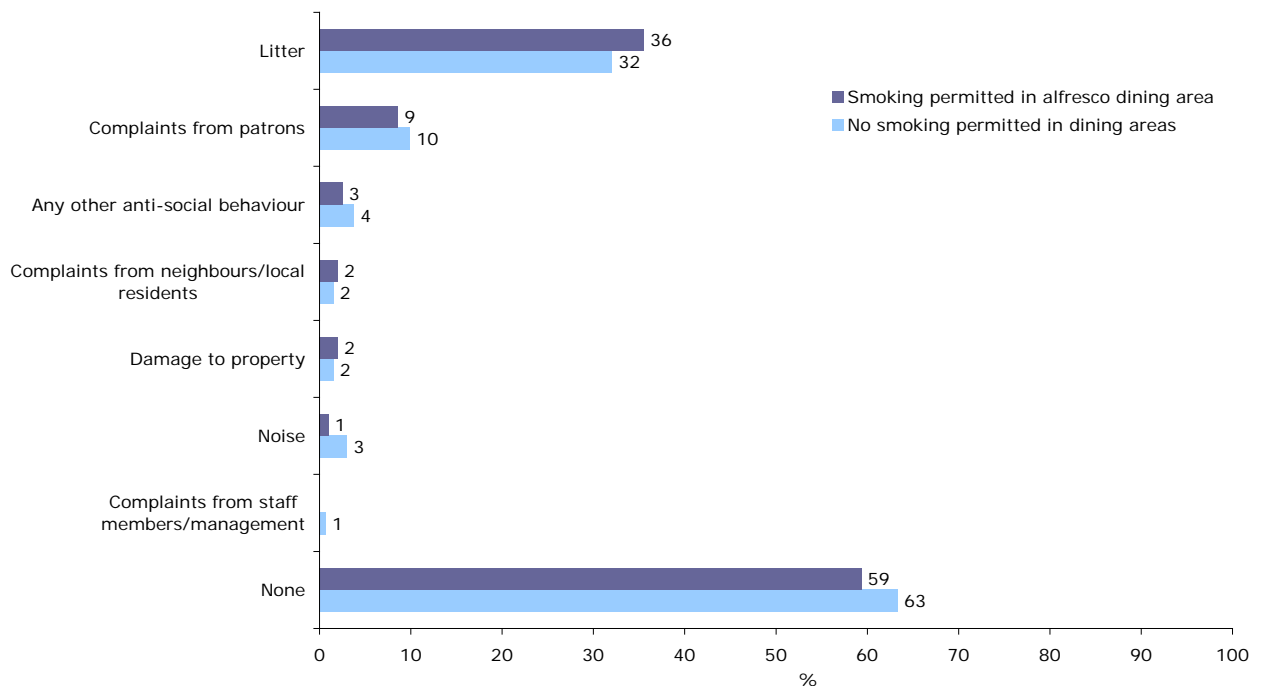
Figure 3.6 Problems with smoking on the premises



Q9 Have you ever encountered any of the following problems as a result of patrons and/or staff members smoking on your premises?
 Base: Smoking permitted in alfresco dining area, patrons and staff can smoke on the premises, n=307; No smoking permitted in dining areas, patrons and staff can smoke on the premises, n=25 (NOTE SMALL BASE)

Participants indicating that staff and/or patrons at their establishment must smoke off the premises were asked what problems they had encountered as a result of this. As shown in Figure 3.7, overleaf, the most commonly mentioned problem was litter, with around one third of those permitting smoking in alfresco dining areas (36%) and of those with total smoking bans (32%) indicating this. Around four in ten establishments (41% of those permitting smoking in alfresco dining areas and 37% of those with total smoking bans) had experienced at least one of the listed problems as a result of patrons and/or staff smoking off or near their premises.

Figure 3.7 Problems with smoking off or near the premises



Q10 Have you ever encountered any of the following problems as a result of patrons and/or staff members smoking off or near your premises?

Base: Smoking permitted in alfresco dining area, patrons and/or staff smoke off the premises, n=197; No smoking permitted in dining areas, patrons and staff smoke off the premises, n=135

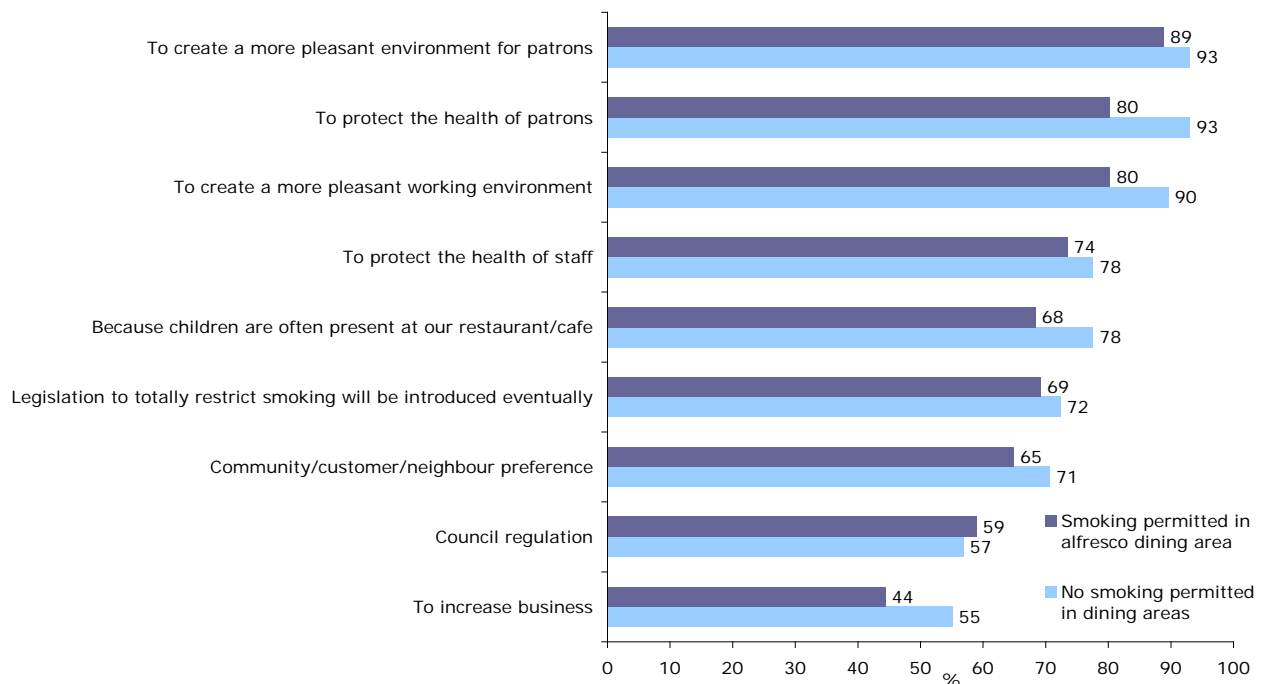
3.4 Reasons for restricting smoking on premises

Venues with some form of restriction on smoking in outdoor dining areas were asked to select which of a range of reasons were reasons why smoking had been restricted at the venue. Figure 3.8, overleaf, shows that between 44% and 93% selected each as a reason why smoking was restricted. The most common reasons for restricting smoking in outdoor dining areas were to create a more pleasant environment for patrons and staff and to protect the health of patrons and staff.

Seven in ten establishments introduced smoking restrictions in outdoor areas because of a belief that legislation to totally restrict smoking will be introduced eventually (69% of establishments permitting smoking in some outdoor dining areas and 72% of establishments with total outdoor smoking bans).

More than half (55%) of establishments that ban smoking in all outdoor dining areas indicated doing so to increase business; 44% of those that still allow smoking in some outdoor dining areas also did so.

Figure 3.8 Reasons for restricting smoking

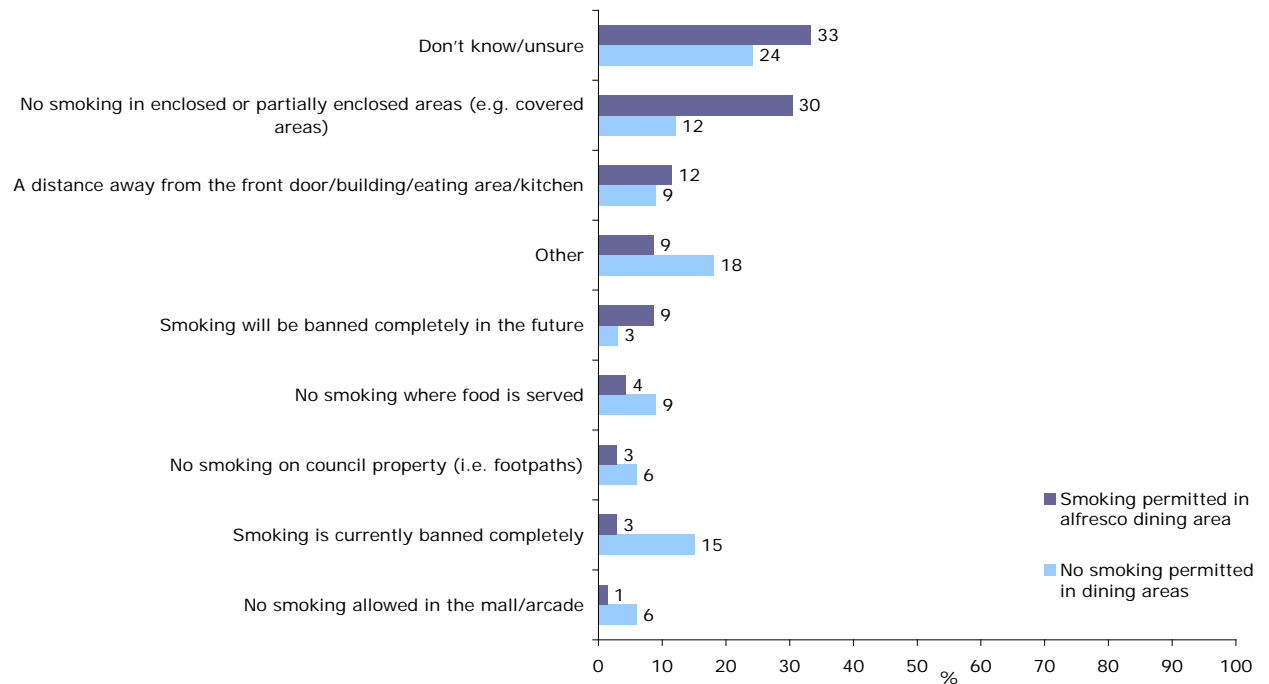


Q11 Can you tell me whether this is a reason why smoking has been restricted in outdoor dining areas at your venue?
 Base: Venues with some form of smoking restriction in outdoor dining areas: Smoking permitted in alfresco dining area, n=117; No smoking permitted in dining areas n=58

Close to two in five establishments with some form of smoking ban in outdoor dining areas indicated that this was at least in part due to council regulation (59% of those with smoking still permitted in some outdoor dining areas and 57% of those with a total smoking ban in outdoor dining areas).

Those that indicated council regulation to be a reason why smoking is restricted in outdoor dining areas were asked to describe the nature of the council regulation. Figure 3.9 (overleaf) shows responses to this question. Many participants were not able to give a clear answer to this question, with one quarter of establishments with a total smoking ban and one third of establishments permitting smoking in some outdoor dining areas indicating they were unsure of the nature of the council regulation restricting smoking. Commonly mentioned regulations included a restriction on smoking in enclosed or partially enclosed outdoor dining areas, for example under covered areas, and no smoking within a particular distance of a doorway, building, kitchen or eating area.

Figure 3.9 Nature of council regulation



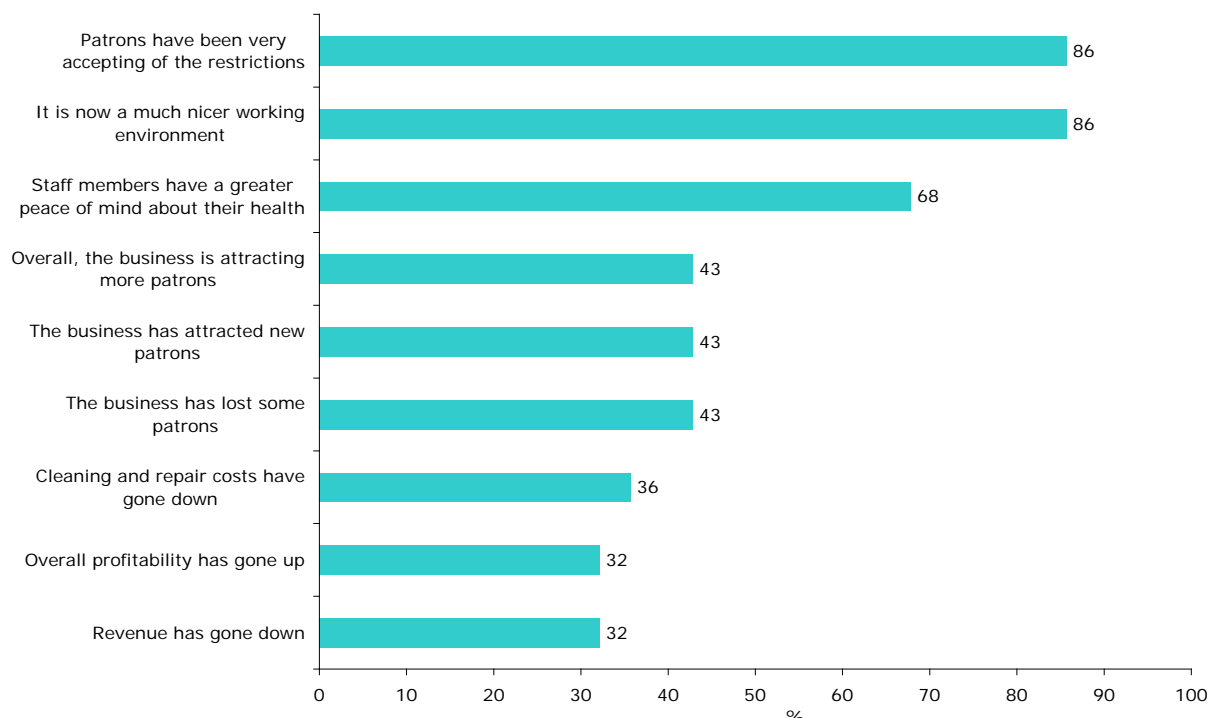
Q12 What is the nature of the council regulation?

Base: Venues indicating a smoking restriction in outdoor dining areas is due to council regulation: Smoking permitted in alfresco dining area, n=69; No smoking permitted in dining areas n=33

Owners/managers of establishments in which smoking is restricted in outdoor dining areas that became smoke-free at some time after the business began were asked to indicate which of a range of benefits going smoke-free had delivered. Figure 3.10, overleaf, shows responses to this question.

Only 28 establishments fell into this category, but 86% of these indicated that patrons have been very accepting of the restrictions, and 86% also indicated that it is now a much nicer working environment. Two-thirds (68%) indicated that staff now have a greater peace of mind about their health. Similar proportions indicated that their business has attracted more patrons, has attracted new patrons and has lost some patrons (43%). Around one third indicated that cleaning and repair costs had reduced (36%), overall profitability had increased (32%) and that revenue had gone down (32%).

Figure 3.10 Benefits since implementing outdoor smoking restrictions

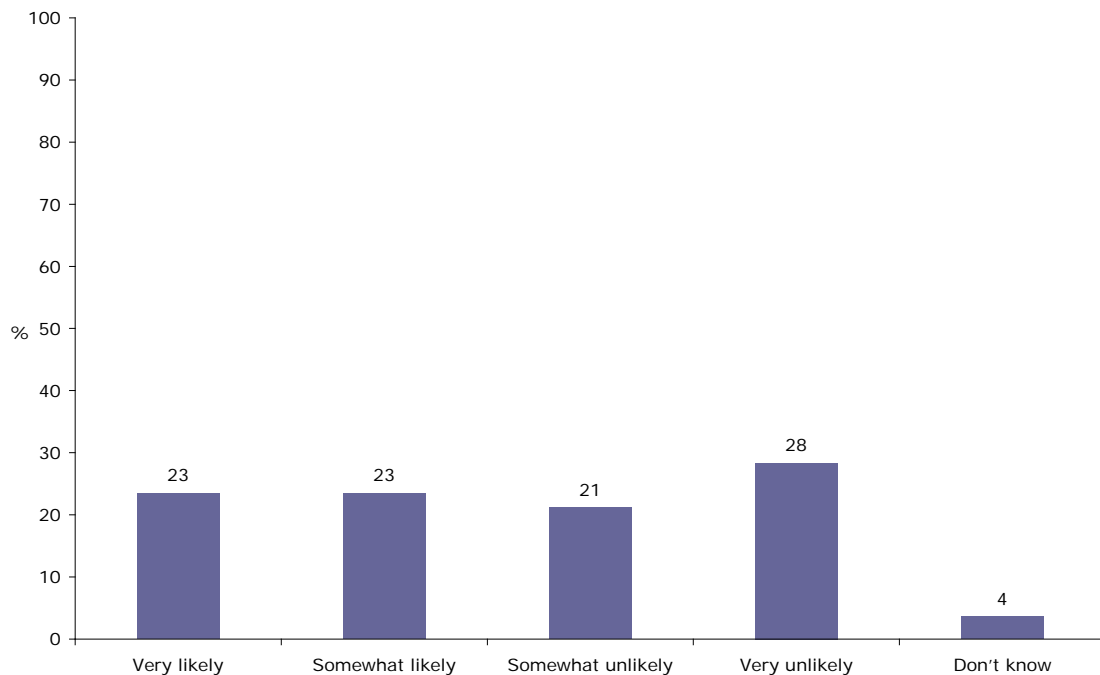


Q13. Since implementing the outdoor smoking restrictions at your venue, would you say that...
Base: Premises with smoking restrictions that have not been in place since the business opened, n=28 (NOTE LOW BASE)

3.5 Attitudes towards smoking restrictions

Owners/managers of establishments in which smoking is permitted in alfresco dining areas were asked how likely it was that their business would voluntarily adopt more extensive smoking restrictions in the future. As shown in Figure 3.11, around half (50%) indicated that it was unlikely or very unlikely that they would voluntarily do so, while 46% indicated it was likely or very likely and 4% were unsure.

Figure 3.11 Likelihood of voluntarily adopting more extensive smoking restrictions in the future



Q14. Assuming there are no changes to the current laws about smoking, how likely is it that your business will voluntarily adopt more extensive smoking restrictions in the future?
 Base: Smoking permitted in alfresco dining area, n=307

All participants were asked to rate their agreement with six attitude statements relating to legislation banning smoking in outdoor dining areas. Responses to these statements are shown in Figure 3.12, ordered from most to least agreement (agree or strongly agree) overall.

The statement with which participants most commonly agreed was that **restrictions on smoking in outdoor dining areas would be fairer if they were made state law so that all premises operate under the same rules**, with 77% of smoke-free establishments and 79% of establishments that permit smoking in outdoor dining areas in agreement.

Close to three quarters of smoke-free premises (72%) and two thirds of those that permit smoking in outdoor dining areas (68%) agreed or strongly agreed that **state laws banning smoking in outdoor dining areas are inevitable**.

Two thirds of smoke-free establishments (67%) and seven in ten (70%) establishments permitting smoking in outdoor areas agreed or strongly agreed that **it is important to cater to the needs of smokers and non-smokers**.

Seventy-one percent (71%) of smoke-free establishments and 57% of those that permit smoking in outdoor dining areas indicated that they **support state laws banning smoking in outdoor and partially covered areas where food is served**. However, fewer believed that

patrons would support a ban on smoking in outdoor and partially covered dining areas, with 68% of owners/managers of smoke-free establishments and 41% of those whose establishments permit smoking in outdoor dining areas agreeing or strongly agreeing with this statement.

Sixty percent of owners/managers of smoke-free establishments and 48% of those that permit smoking in outdoor dining areas agreed that, **if tougher restrictions were introduced, any loss of profits would only be temporary**. A further 19% of smoke-free establishments and 26% of those that permit smoking in outdoor dining areas neither agreed nor disagreed or were unsure about their attitudes to this statement. Only 20-26% of establishments disagreed or strongly disagreed with this statement.

A further four attitude statements were asked of establishments that permit smoking in outdoor dining areas. Responses to these statements are shown in Figure 3.13.

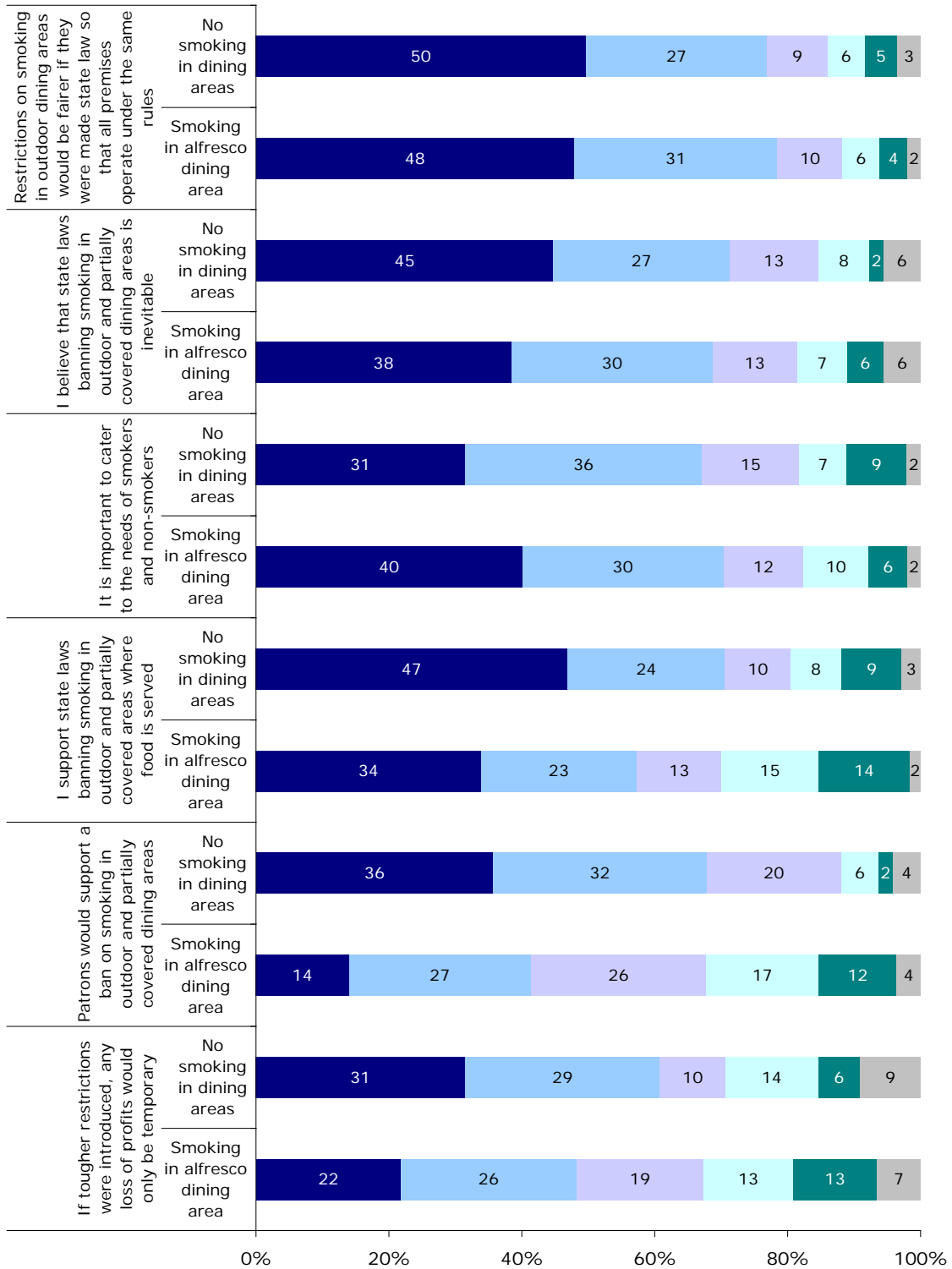
Less than half of (45%) establishments that permit smoking in outdoor dining areas agreed or strongly agreed that, **if they voluntarily adopted more extensive smoking restrictions in outdoor and partially covered dining areas, their business would suffer**, 37% disagreed or strongly disagreed and the remaining 18% neither agreed nor disagreed or was unsure.

Those that agreed that their business would suffer if their establishment voluntarily adopted outdoor smoking bans were asked whether or not they agreed that, **if all venues adopted such restrictions, their business would be less likely to suffer**. Sixty percent (60%) of these establishments agreed or strongly agreed that their business would be less likely to suffer if all venues adopted the same restrictions.

Less than half (44%) of venues permitting smoking in outdoor dining areas agreed or strongly agreed that **laws restricting smoking in outdoor and partially covered dining areas would have a negative impact on their profits**. Forty one percent (41%) disagreed or strongly disagreed with this statement and 15% neither agreed nor disagreed or were unsure.

One third (33%) of establishments that permit smoking in outdoor dining areas agreed or strongly agreed that their **staff members were concerned about their exposure to tobacco smoke in the workplace**.

Figure 3.12 Attitudes towards banning smoking in outdoor dining areas

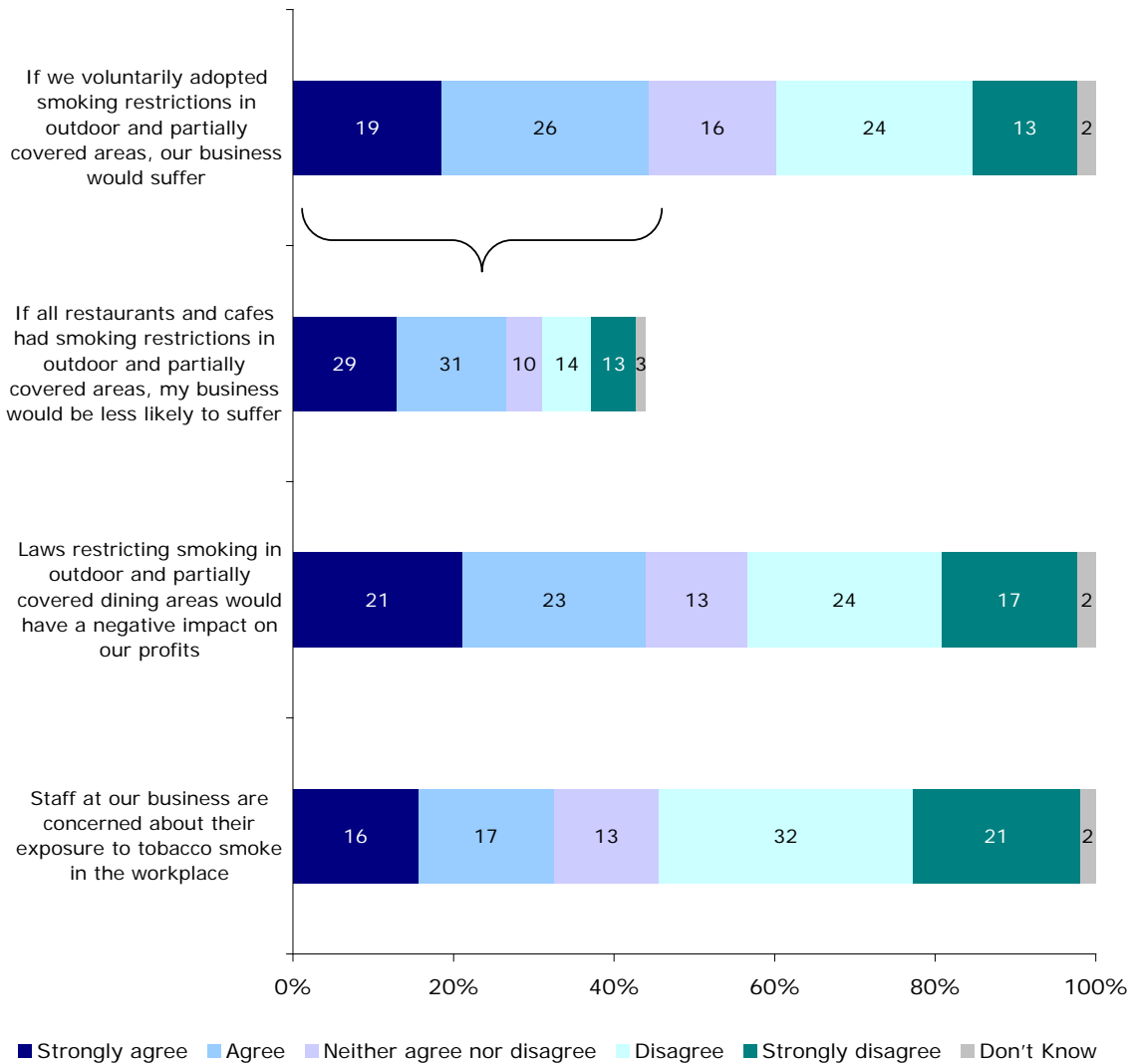


■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree
 ■ Don't Know

Q15 To what extent were do you agree or disagree with the following statements?

Base: Base: Smoking permitted in alfresco dining area n=307; No smoking permitted in dining areas n=143

Figure 3.13 Attitudes towards banning smoking in outdoor dining areas – venues with smoking permitted in outdoor dining areas



Q15 To what extent were do you agree or disagree with the following statements?
 Base: Smoking permitted in alfresco dining area n=307

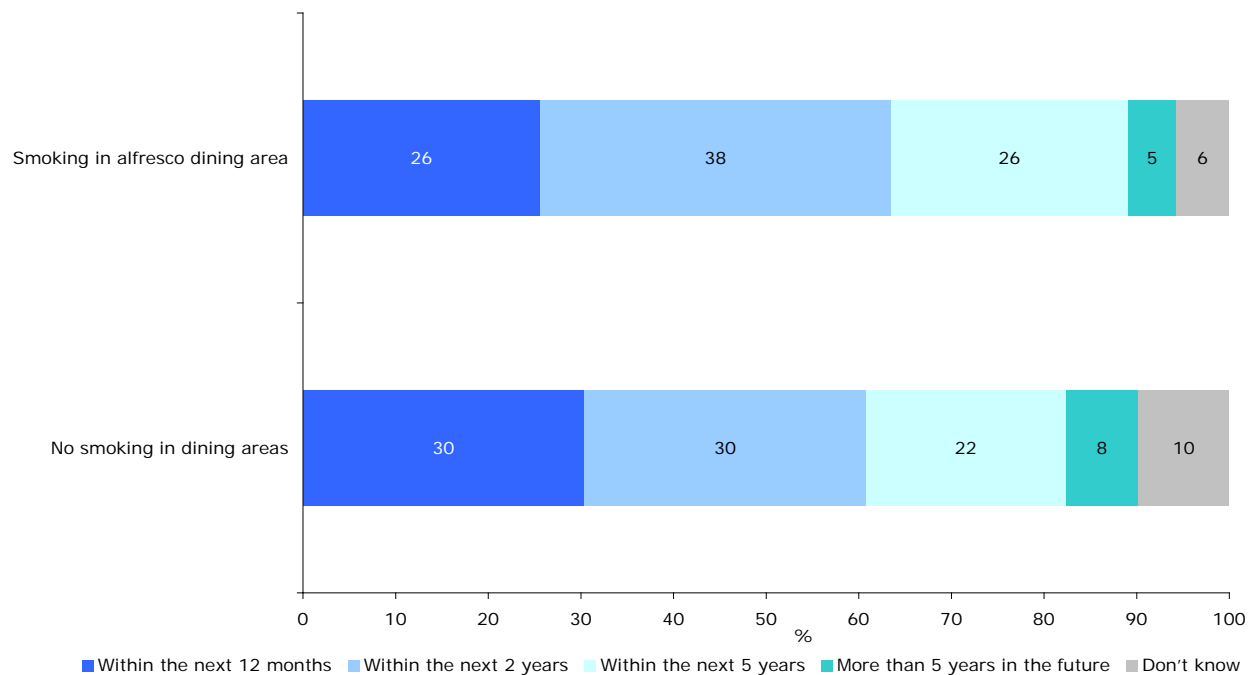
Table 3, below, displays the net agreement (agree or strongly agree) with each of the attitude statements presented to survey participants.

Table 3. NET agreement with attitude statements regarding banning smoking in outdoor dining areas

Diagnostic measure	NET Agree (%)	
	Smoking permitted in alfresco dining area (n=307)	No smoking permitted in dining areas (n=143)
Restrictions on smoking in outdoor dining areas would be fairer if they were made state law so that all premises operate under the same rules	79	77
It is important to cater to the needs of smokers and non-smokers	70	67
I believe that state laws banning smoking in outdoor and partially covered dining areas is inevitable	69	71
I support state laws banning smoking in outdoor and partially covered areas where food is served	57	71
If tougher restrictions were introduced, any loss of profits would only be temporary	48	61
Patrons would support a ban on smoking in outdoor and partially covered dining areas	41	68
If we voluntarily adopted smoking restrictions in outdoor and partially covered areas, our business would suffer	44	-
[Those that agree to above statement] If all restaurants and cafes had smoking restrictions in outdoor and partially covered areas, my business would be less likely to suffer	27	-
Laws restricting smoking in outdoor and partially covered dining areas would have a negative impact on our profits	44	-
Staff at our business are concerned about their exposure to tobacco smoke in the workplace	33	-

Participants that agreed or strongly agreed that legislation banning smoking in outdoor and partially covered dining areas is inevitable were asked to indicate how soon they believed such legislation would be introduced. The results are shown in Figure 3.14. Sixty-four percent (64%) of establishments that permit smoking in outdoor dining areas and 60% of those that are smoke-free believe such legislation would be introduced within the next two years.

Figure 3.14 Anticipated timeline for the introduction of legislated outdoor smoking bans



Q16 You said you believe that state laws banning smoking in outdoor and partially covered dining areas are inevitable. How soon do you imagine this legislation will be introduced?
 Base: Those that agree or strongly agree that state laws are inevitable. Smoking permitted in alfresco dining area n=211; No smoking permitted in dining areas n=102

Those that support a legislated ban on smoking in outdoor and partially covered dining areas were asked to describe why they support the introduction of such legislation. Responses to this question are shown in Figure 3.15. The top reason mentioned for supporting legislation was patron and staff health and hygiene. Responses falling into this category included concerns for the health of smokers themselves and for the health of patrons and staff as a result of passive smoking, as well as the belief that cigarette ash and dirty ashtrays are unhygienic things to have around food. Other top reasons for supporting legislation included not wanting cigarette smoke around food or while people are eating, a personal dislike of smoking and cigarette smoke and the belief that a non-smoking environment would be more pleasant for patrons and staff.

The following verbatim comments illustrate the range of participant responses to this question.

“Because this will create a much more pleasant environment in dining areas.”

“I say that only partially because of health reasons. I don't see people at home smoking around others when they are eating so when you go out you expect the same treatment, especially when it's a family environment, when you go out and if you look after the health of your own children then you would also care for others.”

"Because it's not good for you. Everyone knows it's not good and it's not nice to sit there and have someone blow smoke on you."

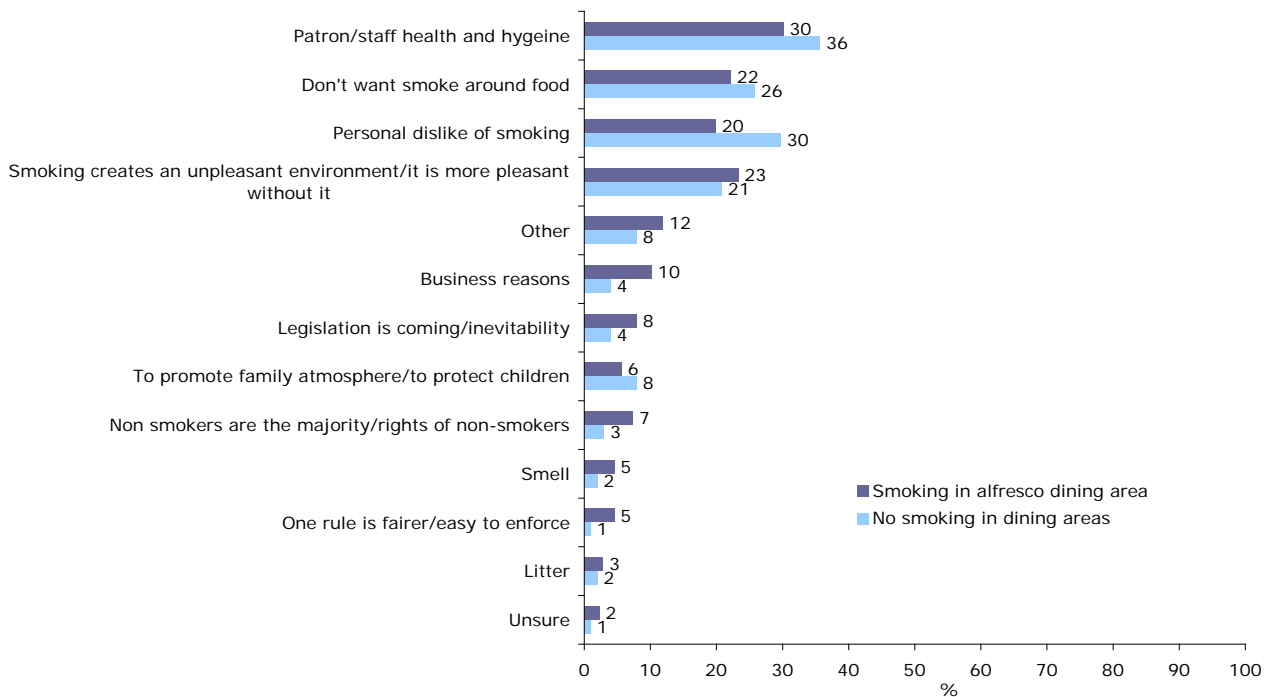
"I'm not a smoker, but if laws are introduced people will abide by them provided there is enough advertising... instead of leaving cafe owners to explain."

"Just to make it across the board, because we have an outdoor area but it's for smokers and non-smokers and if there is a child there, I say to the smoker, 'Please refrain from smoking'. But if there was a law we'd be all in the same boat."

"Personally having to adopt it by council regulation, would prefer to see all cafés do the same."

"Mainly for customers, smokers slowly becoming minority, patrons do like to eat outside without smokers around."

Figure 3.15 Reason for supporting legislated ban on smoking in outdoor dining areas

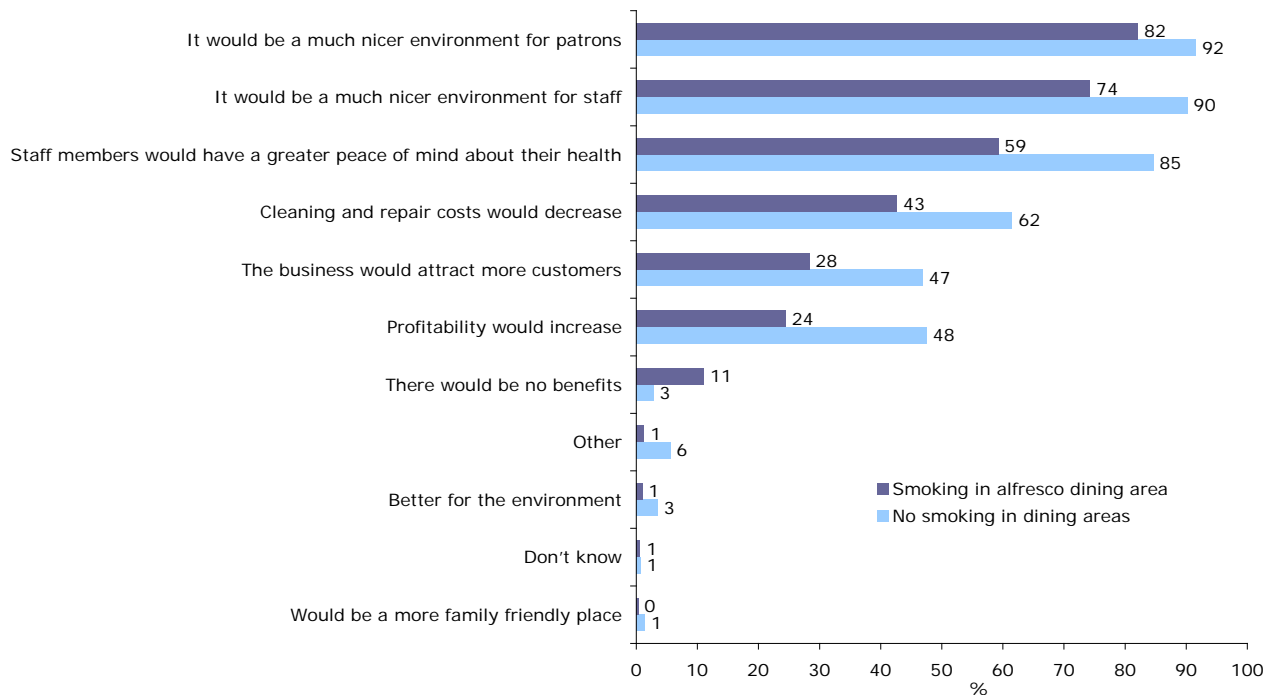


Q17 You said you support state legislation banning smoking in outdoor and partially covered areas where food is served, why is this?
 Base: Agree or strongly agree with state legislation banning smoking in outdoor and partially covered areas: Smoking permitted in alfresco dining area n=176; No smoking permitted in dining areas n=101

All participants were asked to indicate which of a range of potential benefits they believed a total ban on smoking in restaurants and cafés would deliver. The results of this question are shown in Figure 3.16.

The majority of establishments indicated that a total ban on smoking would deliver **a much nicer environment for patrons** (82% of establishments permitting smoking in outdoor dining areas and 92% of smoke-free establishments), **a much nicer environment for staff** (74% of establishments permitting smoking in outdoor dining areas and 90% of smoke-free establishments) and **greater peace of mind for staff about their health** (59% of establishments permitting smoking in outdoor dining areas and 85% of smoke-free establishments).

Figure 3.16 Anticipated benefits of total ban on smoking in restaurants and cafes



Q18 Which of the following benefits for business and customers, if any, do you think a ban on smoking in all areas of restaurants and cafes would deliver?

Base: Smoking permitted in alfresco dining area n=307; No smoking permitted in dining areas n=143

A

APPENDIX A: SURVEY QUESTIONNAIRE

INTRODUCTION

Hello, my name is **[INTERVIEWER]**.

May I please speak with **[INSERT NAME]** / the owner or manager?

[IF NOT AVAILABLE: Is it likely that the owner or manager might be available in the next 24 hours? **IF UNABLE TO INTERVIEW OWNER OR MANAGER WITHIN 24 HOURS:** May I please speak to the manager on duty?]

I'm calling from I-view on behalf of Ipsos-Eureka Social Research Institute, an independent social research company.

We're conducting a research project about smoking in areas where food and drink is served. We are not trying to sell you anything; we're just interested in your opinions. Your responses and the identity of your organisation will remain confidential, and it will take around **[INSERT AVERAGE LENGTH]**.

Are you able to participate in the survey?

IF YES, CONTINUE
IF TIME INCONVENIENT, ARRANGE CALL BACK BEFORE [END OF FIELDWORK DATE]

[IF NECESSARY] Your business has been randomly selected from the White Pages. We'd really appreciate your assistance with this survey.

[IF NECESSARY] This research is being conducted on behalf of the Heart Foundation and The Cancer Council NSW.

[IF QUERIED ABOUT BONA FIDES OF RESEARCH: I can provide the names of people who will verify the legitimate nature of this research project. The first is the Australian Market and Social Research Society enquiry line on 1300 36 4830. The second is one of the research team at Ipsos-Eureka, Christina Falsone, on (02) 9900 5122.]

When answering the questions, please think about the premises you are in now.

SECTION A: SCREENER QUESTIONS (1 minute)

HQ1. [HIDDEN QUESTION – RECORD POSTCODE FROM SAMPLE FILE – NOTE METRO OR REGIONAL BASED ON ARIA CLASSIFICATION]

SQ1. Could you please tell me which of the following best describes your establishment?
[READ OUT ALL, ACCEPT SINGLE RESPONSE]

Restaurant, bistro or brasserie ----- 1 **GO TO SQ3**

Cafe	2	GO TO SQ3
Sandwich bar	3	
Take-away food outlet	4	
Fast-food outlet	5	
Catering company	6	
Bakery	7	
Wine bar	8	TERMINATE
Other (specify)	9	TERMINATE
[DNRO] Unsure	10	TERMINATE

SQ2. [IF 3, 4, 5, 6, 7 at SQ1] Are people able to consume the food that they have bought on the premises? (That is, do you have a dining area?)

Yes	1
No	2

SQ3. [ASK ALL] And is your establishment situated within a pub, club or shopping centre food court?

Yes	1	TERMINATE
No	2	

[TERMINATION SCRIPT: Thank you for being willing to participate but we have already filled our quota of interviews for that type of business.]

SECTION B: Venue characteristics and current smoking restrictions

Q1. At your premises, are there any outdoor areas, such as a patio, verandah, courtyard or street front, where food is consumed? This includes partially covered areas, as well as completely open areas. **[SINGLE RESPONSE]**

Yes	1	[CONTINUE]
No	2	[QUOTA GROUP B; GO TO Q3]

Q2. [If 1 at Q1] Which, if any, of the following smoking restrictions currently apply at your premises? **[SINGLE RESPONSE]**

Smoking is banned in all outdoor areas where food is consumed --	1	[QUOTA GP B]
Smoking is allowed in <u>some</u> outdoor areas where food is consumed, <u>but not all</u>	2	[QUOTA GP A]
Smoking is allowed in <u>all</u> outdoor areas where food is consumed --	3	[QUOTA GP A]

Q3. [IF 2 AT Q1 OR 1 AT Q2] Where do your patrons go to smoke? **[READ OUT. SINGLE RESPONSE]**

In an outdoor area <u>on</u> the premises where food is not consumed, or	1
only <u>off</u> the premises (for example, the footpath outside or back lane)	2

Q4. Where do your staff members go to smoke? **[READ OUT. SINGLE RESPONSE]**

In an outdoor area <u>on</u> the premises, or	1
only <u>off</u> the premises (for example, the footpath outside or back lane)	2
None of my staff are smokers	3

Q5. [IF 2 AT Q3 AND 2 AT Q4] Have your premises been smoke-free since the business opened? **[DO NOT READ OUT. SINGLE RESPONSE]**

Yes	1
No	2

Don't know----- 3

Q6. [IF 2 AT Q3 AND 2 AT Q4] How long have the premises been smoke-free?
[RECORD YEARS AND MONTHS]

DON'T KNOW (DNRO).....99

Q7. [IF 2 AT Q3] You said that patrons are not allowed to smoke on the premises. In your experience, how easy or difficult has it been to enforce this restriction? Would you say it has been ... **[READ OUT. SINGLE RESPONSE]**

Very easy ----- 1
 Easy ----- 2
 Difficult, or ----- 3
 Very difficult ----- 4
[DNRO] Don't know ----- 99

Q8. [IF 2 AT Q4] You said that staff members are not allowed to smoke on the premises. In your experience, how easy or difficult has it been to enforce this restriction? Would you say it has been ... **[READ OUT. SINGLE RESPONSE]**

Very easy ----- 1
 Easy ----- 2
 Difficult, or ----- 3
 Very difficult ----- 4
[DNRO] Don't know ----- 99

Q9. [IF 2 OR 3 AT Q2; OR 1 AT Q3 OR 1 AT Q4] Have you ever encountered any of the following problems as a result of patrons and/or staff members smoking on your premises? **[READ OUT. ALLOW MULTIPLE]**

Litter ----- 1
 Damage to property ----- 2
 Complaints from patrons ----- 5
 Complaints from neighbours/local residents ----- 6
 Anything else? **[Specify]** ----- 7
[DNRO] None ----- 8

Q10. [IF 2 AT Q3 OR 2 AT Q4] Have you ever encountered any of the following problems as a result of patrons and/or staff members smoking off or near your premises? **[READ OUT. ALLOW MULTIPLE]**

Litter ----- 1
 Damage to property ----- 2
 Noise ----- 3
 Any other anti-social behaviour ----- 4
 Complaints from patrons ----- 5
 Complaints from neighbours or local residents ----- 6
 Anything else? **[Specify]** ----- 7
[DNRO] None ----- 8

Q11. [IF 1 OR 2 AT Q2] I'm going to read out some reasons why smoking restrictions may be put in place. For each, can you tell me whether it is a reason why smoking has been restricted in outdoor dining areas at your venue? **[RANDOMISE. READ OUT]**

		Yes	No	Don't Know
a	To protect the health of staff	1	2	99
b	To protect the health of patrons	1	2	99

c	Because children are often present at our restaurant/cafe	1	2	99
d	To create a more pleasant working environment	1	2	99
e	To create a more pleasant environment for patrons	1	2	99
f	To increase business	1	2	99
g	Council regulation	1	2	99
h	Community/customer/neighbour preference	1	2	99
i	Legislation to totally restrict smoking will be introduced eventually	1	2	99
j	[IF NO TO ALL a - i] Some other reason [SPECIFY]	1	2	99

Q12. [IF 1 AT Q11g] What is the nature of the council regulation? Can you tell me what it entails?

[RECORD VERBATIM]

Q13. [IF 2 AT Q5] Since implementing the outdoor smoking restrictions at your venue, would you say that...? **[RANDOMISE. READ OUT]**

		Yes	No	Don't Know
a	Staff members have a greater peace of mind about their health	1	2	99
b	It is now a much nicer working environment	1	2	99
c	Revenue has gone down	1	2	99
d	The business has lost some patrons	1	2	99
e	Patrons have been very accepting of the restrictions	1	2	99
f	Overall profitability has gone up	1	2	99
g	The business has attracted new patrons	1	2	99
h	Cleaning and repair costs have gone down	1	2	99
i	Overall, the business is attracting more patrons	1	2	99

SECTION C: Attitudes towards smoking restrictions

Q14. [IF 2 OR 3 AT Q2] Assuming there are no changes to the current laws about smoking, how likely is it that your business will voluntarily adopt more extensive smoking restrictions in the future? Is it...?

[RECORD NUMERIC]

Very likely ----- 1

Somewhat likely-----2
 Somewhat unlikely-----3
 Very unlikely-----4
 [DNRO] Don't know-----99

Q15. I'm going to read out some statements. Please tell me how strongly you agree or disagree with each one. OK, here's the first one. **[READ OUT FIRST STATEMENT].**
 Do you agree or disagree? Is that strongly or just a little? **[READ OUT ROWS, SINGLE RESPONSE PER ROW, RANDOMIZE ROWS]**

		Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't Know
a	I believe that state laws banning smoking in outdoor and partially covered dining areas is inevitable	1	2	3	4	5	99
b	I support state laws banning smoking in outdoor and partially covered areas where food is served	1	2	3	4	5	99
c	Patrons would support a ban on smoking in outdoor and partially covered dining areas	1	2	3	4	5	99
d	[If 2 or 3 at q2] Staff at our business are concerned about their exposure to tobacco smoke in the workplace	1	2	3	4	5	99
e	[If 2 or 3 at q2] Laws restricting smoking in outdoor and partially covered dining areas would have a negative impact on our profits	1	2	3	4	5	99
f	It is important to cater to the needs of smokers and non-smokers	1	2	3	4	5	99
g	[If 2 or 3 at q2] If we voluntarily adopted smoking restrictions in outdoor and partially covered areas, our business would suffer	1	2	3	4	5	99
h	[If 1 or 2 at statement above. Always have this statement appear directly after previous.] If all restaurants and cafes had smoking restrictions in outdoor and partially covered areas, my business would be less likely to suffer	1	2	3	4	5	99
i	Restrictions on smoking in outdoor dining areas would be fairer if they were made state law so that all premises operate under the same rules	1	2	3	4	5	99
j	If tougher restrictions were introduced, any loss of profits would only be temporary	1	2	3	4	5	99

Q16. **[IF 1 or 2 at Q15a]** You said you believe that state laws banning smoking in outdoor and partially covered dining areas are inevitable. How soon do you imagine this legislation will be introduced? **[READ OUT, SINGLE RESPONSE]**

Within the next 12 months-----1
 Within the next 2 years-----2
 Within the next 5 years-----3
 More than 5 years in the future-----4

[DNRO] Don't know ----- 99

Q17. [IF 1 or 2 at Q15b] You said you support state legislation banning smoking in outdoor and partially covered areas where food is served. Why do you say this?

[RECORD VERBATIM]

Q18. Which of the following benefits for business and customers, if any, do you think a ban on smoking in all areas of restaurants and cafes would deliver? [READ OUT, MULTI RESPONSE]

- Staff members would have a greater peace of mind about their health ----- 1
- It would be a much nicer environment for staff ----- 2
- It would be a much nicer environment for patrons----- 3
- Profitability would increase ----- 4
- The business would attract more customers----- 5
- Cleaning and repair costs would decrease ----- 6
- Anything else? [SPECIFY] ----- 7
- [DNRO] There would be no benefits ----- 8
- [DNRO] Don't know ----- 99

DEMOGRAPHICS

Now we have a couple of questions to help us analyse the results.

Q19. What is your role in the hospitality industry? Are you the [READ OUT]

- Owner (or part owner) ----- 1
- General manager ----- 2
- Shift manager ----- 3
- Other [Specify] ----- 4

Q20. For how many years have you worked in the hospitality industry? [RECORD NUMERIC]

Q21. How many staff members do you have at your restaurant/café? [RECORD NUMERIC]

Q22. Do you smoke yourself? [SINGLE RESPONSE]

- Yes ----- 1
- No ----- 2
- Refused ----- 98

Q23. And can you please tell me into which of the following age ranges you fall? [READ OUT. SINGLE RESPONSE]

- Under 30 ----- 1
- In your 30s ----- 2
- In your 40s ----- 3
- In your 50s ----- 4
- 60 or over ----- 5
- Refused ----- 6

Q24. RECORD GENDER [DO NOT READ OUT]

- MALE ----- 1
- FEMALE ----- 2

That's the end of our survey. Thank you for participating. This research is being conducted on behalf of the Heart Foundation and The Cancer Council NSW.

In case my supervisor needs to contact you to validate this interview, could I please have your first name:

And can I just confirm that your telephone number is: **READ OUT** (.....)

As I mentioned, this research is being conducted in accordance with Privacy Act. Do you wish to hear more about the Act? If yes, continue: In accordance with the Privacy Act, once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period that your name and contact details remain with your survey responses, which will be approximately 2 to 4 weeks, you will be able to contact us to request that some or all of your information be deleted.