

## **ATTACHMENT A**

**MONITORING AND INTERCEPT SURVEY  
OF SMOKERS AND NON-SMOKERS IN  
MARTIN PLACE – XYST CONSULTING**





**City of Sydney**

**Smoking and Non-Smoking  
Monitoring and Intercept Survey  
(Martin Place)**

**October 2014**

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## Summary conclusions from intercept survey of smokers and non smokers in Martin Place

An intercept survey of 757 pedestrians was conducted to assess the community attitude towards smoking in Martin Place, to determine preferences for smoking prohibitions, and to identify awareness of existing smoking regulations.

The survey did not indicate a strong preference (including from non-smokers) for smoking to be prohibited within Martin Place in entirety or in sections. If smoking were to be prohibited entirely within Martin Place about 38% of smokers predicted that they would relocate to smoke in nearby areas.

Similarly, if smoking were to be prohibited in sections, nearly half of the smokers surveyed predicted that they would move to smoke in the permitted areas. 14% of smokers predicted that they would continue to smoke in the prohibited areas if a prohibition were implanted.

Table One – Preference for Smoking Controls

Preference for smoking controls	% Total Respondents	Non-Smokers	Smokers
Prefer smoking continues to be permitted throughout Martin Place.	38%	20%	56%
Prefer smoking to be prohibited throughout all outdoor public areas (not just in Martin Place)	22%	40%	4%
Prefer smoking to be prohibited throughout Martin Place	11%	19%	4%
Prefer smoking to be prohibited in sections/areas of Martin Place	10%	8%	13%
Prefer smoking to be prohibited at certain times in Martin Place	1%	3%	2%

Table Two – Attitude to smoking in Martin Place

Preference for smoking controls	% Total Respondents	Non-Smokers	Smokers
The presence of smoking deters me from visiting Martin Place	7%	12%	1%
Presence of smoking mars my enjoyment whilst visiting Martin Place	29%	53%	4%

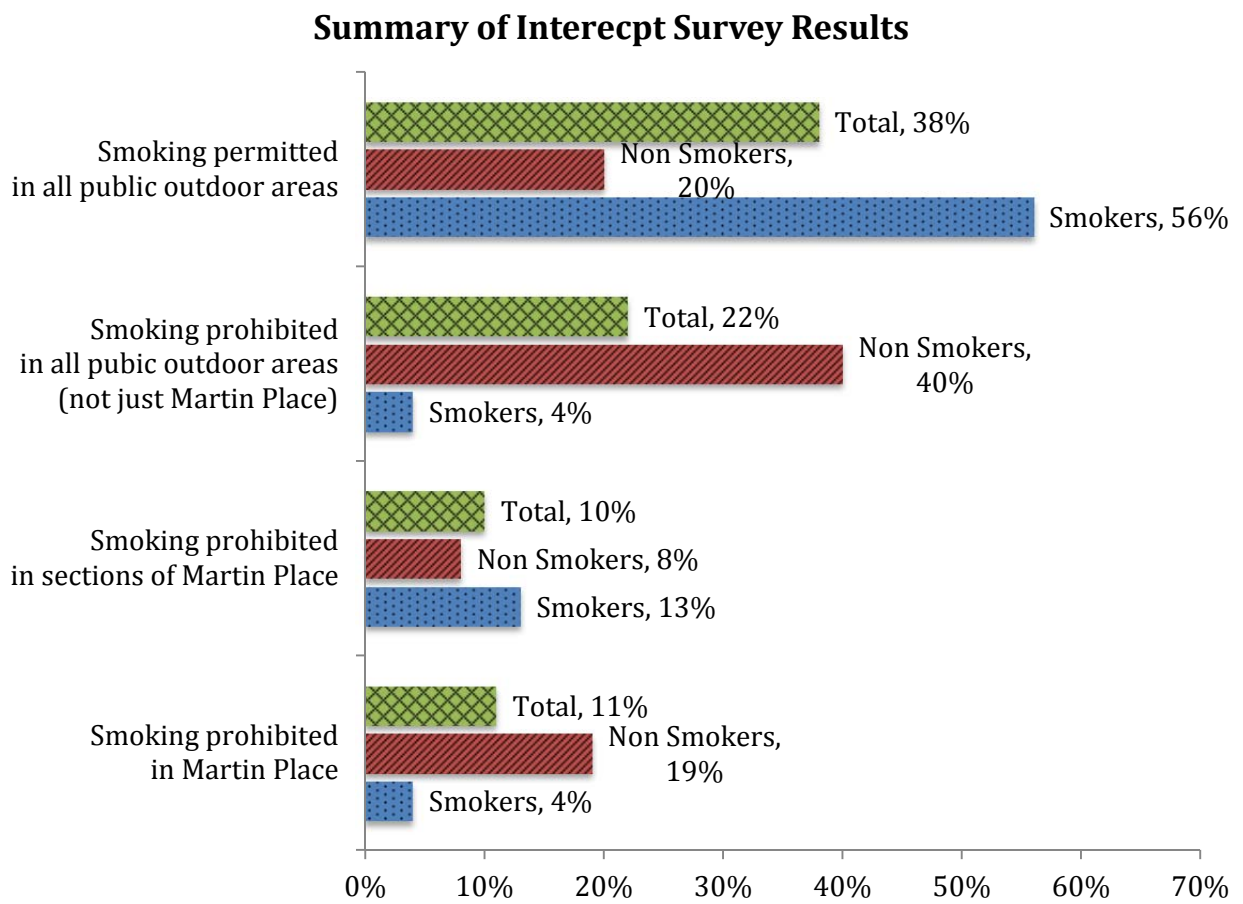
Table Three – Predicted response of smokers to a smoking prohibition in Martin Place

Preference for smoking controls	%
Relocate to other areas within Martin Place (if smoking prohibited in sections/areas)	49%
Ignore prohibitions and continue to smoke in prohibited area	14%
Relocate to nearby areas adjacent to Martin Place	38%

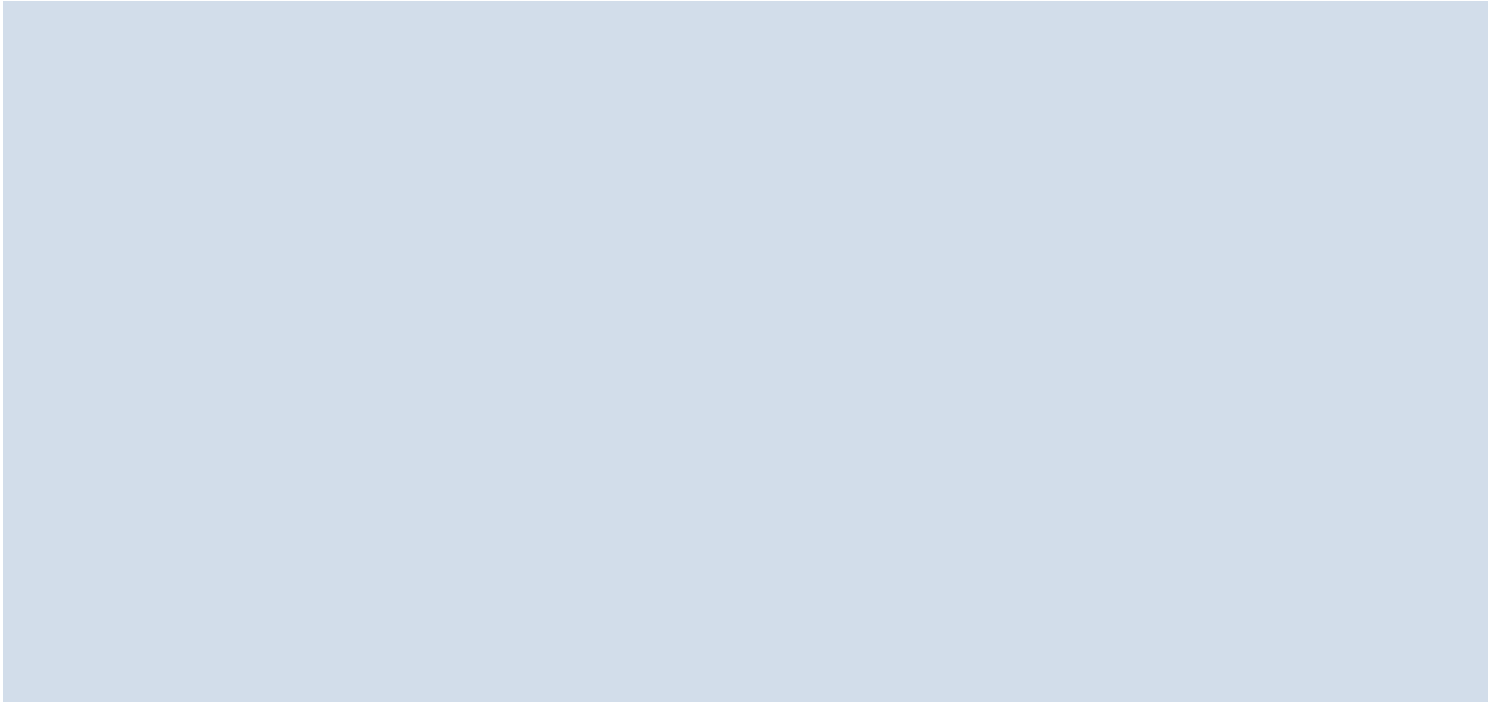
Table Four – Awareness of Smoking Regulations

Preference for smoking controls	Total % Respondents	Non Smokers	Smokers
Are you aware that NSW has Smoking Regulations	69%	62%	76%
Aware that smoking is prohibited on a train platform/station	91%	89%	92%
Aware that smoking is prohibited within 5m of a bus stop	64%	61%	67%
Aware that smoking is prohibited within 4m of the entrance of shop, shopping centre and other public buildings	64%	68%	60%

Chart One – Summary of Intercept Results



## Monitoring of Smokers



## Intercept Survey

A 2 minute intercept survey with people at Martin Place, Sydney.

A total of 757 people were interviewed, 358 smokers and 399 non-smokers.

Data is split by smokers and non-smokers and is displayed by counts.

The maximum margin of error for a sample of n=358 is +/- 5.18% at the 95% confidence level.

The maximum margin of error for a sample of n=399 is +/- 4.91% at the 95% confidence level.

The intercept survey was conducted by Xyst.

Fieldwork for the intercept study was also conducted between the 9<sup>th</sup> and the 25<sup>th</sup> of October.

Total (n=2792)



From the 9 days of monitoring, a total of **2,792 smokers were monitored** in Martin Place.

## Time of Day

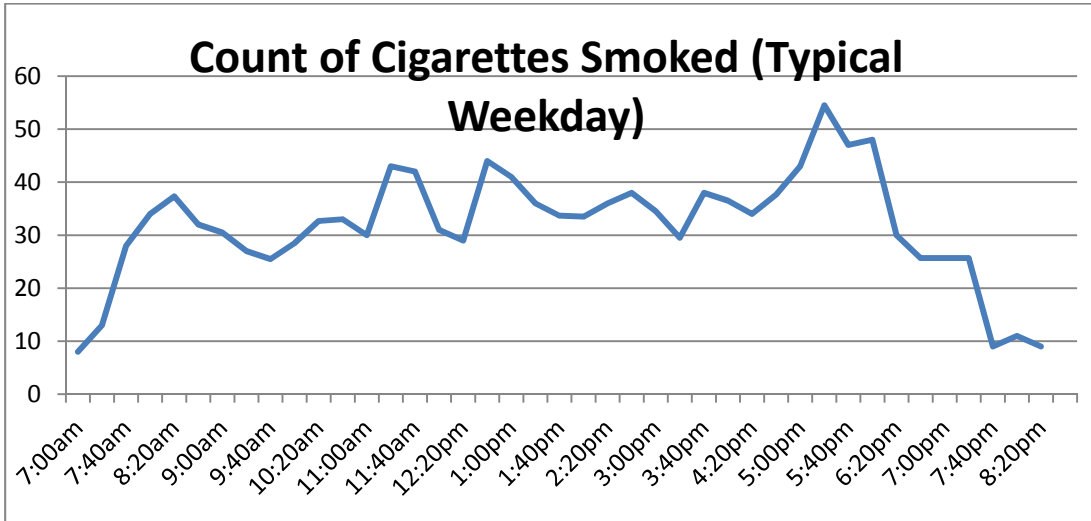




Estimate of Total Smokers - Weekday (n=2,539)

Average number of smokers counted per 20 minute period: **31**

Minimum: 8 Maximum: 54

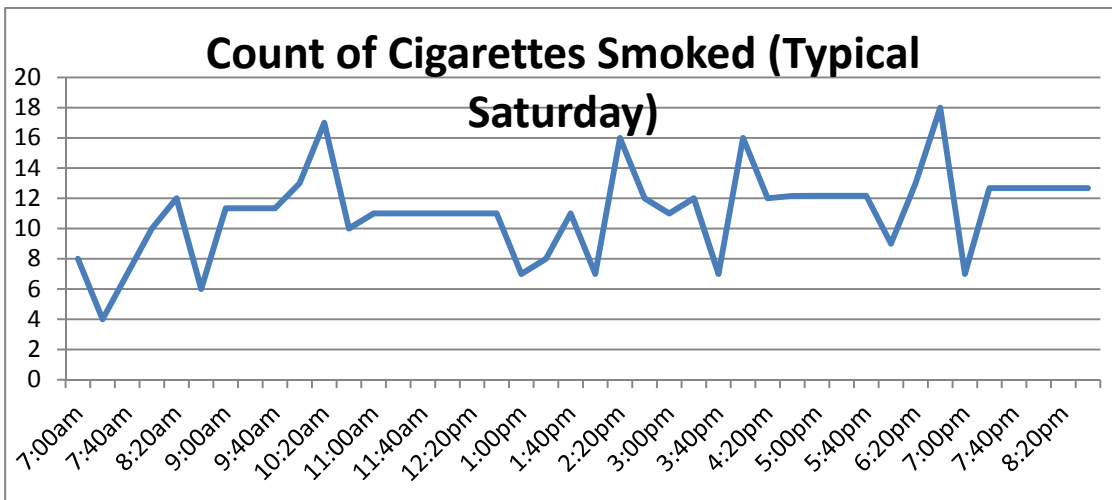


Based on the observational data, between the hours of 7:00am and 8:40pm the number of smokers on an average weekday is estimated to be **1,305**

Estimate of Total Smokers - Saturday (n=253)

Average number of smokers counted per 20 minute period: **11**

Minimum: 4 Maximum: 18



Based on the observational data, between the hours of 7:00am and 8:40pm the number of smokers on an average Saturday is estimated to be **465**

# Monitoring Study

# ATTACHMENT A

Location (Martin Pl, Sydney)

## George St - Pitt St

28% of smokers were monitored in this area

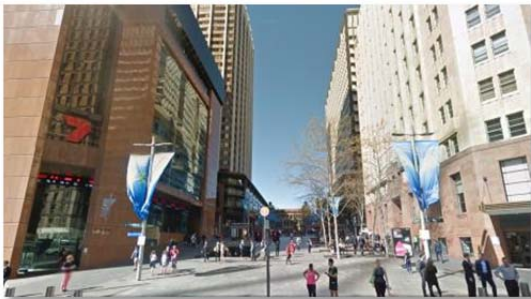


## Pitt St - Castlereagh St

26% of smokers were monitored in this area

## Castlereagh St – Elizabeth St

13% of smokers were monitored in this area

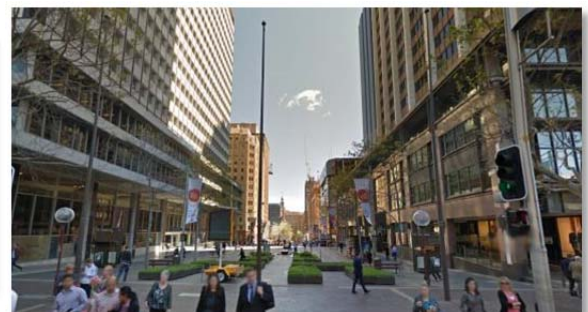


## Elizabeth St – Phillip St

10% of smokers were monitored in this area

## Phillip St – Macquarie St

23% smokers were monitored in this area



## Activity(n=2792)

Stationary / Standing	Walking Through	Seated / Eating / Dining
969	843	980

## Social Scene

**2,083** smokers were monitored in Martin Pl in **singles**.

**264** smokers were monitored in Martin Pl in **smoker groups**.

**445** smokers were monitored in Martin Pl in **mixed groups**.



## Total Sample Smokers and Non Smokers (n=757)

A total of **757 people** were interviewed in Martin Place, Sydney

**47%** of people were **smokers**,  
**53%** of people were **non-smokers**.

## Total Sample Smokers and Non Smokers (Weighted data, n=756)



### Gender

**52%** of people were **male**,  
**48%** of people were **female**.

### Age

### Primary Reason for being at Martin Place

Preference for Controlling Smoking

7% of people commented on having a designated area for smokers.



Awareness of NSW Smoking Regulation

69% of people were **aware** that NSW has a **smoking regulation**.

31% of people were **not aware** of regulation.

Areas that Smoking is Not Permitted under NSW Law

n=251, Multiple responses allowed

Total Sample Smokers & Non Smokers (Weighted data, n=756)

**Presence of Smoking Detering People from Using Martin Place**

7% of people said **yes**, it deters them from using Martin Place.

**88%** said **no**.

5% said **don't know**.

**Presence of Smoking Marring Enjoyment of Martin Place**

29% of people said **yes**, it mars their enjoyment of Martin Place.

**67%** said **no**.

4% said **don't know**.



**Note:** The data for this section has been weighted so that the sample represents equal proportions of smokers and non-smokers to prevent bias.

## Smokers (n=358)

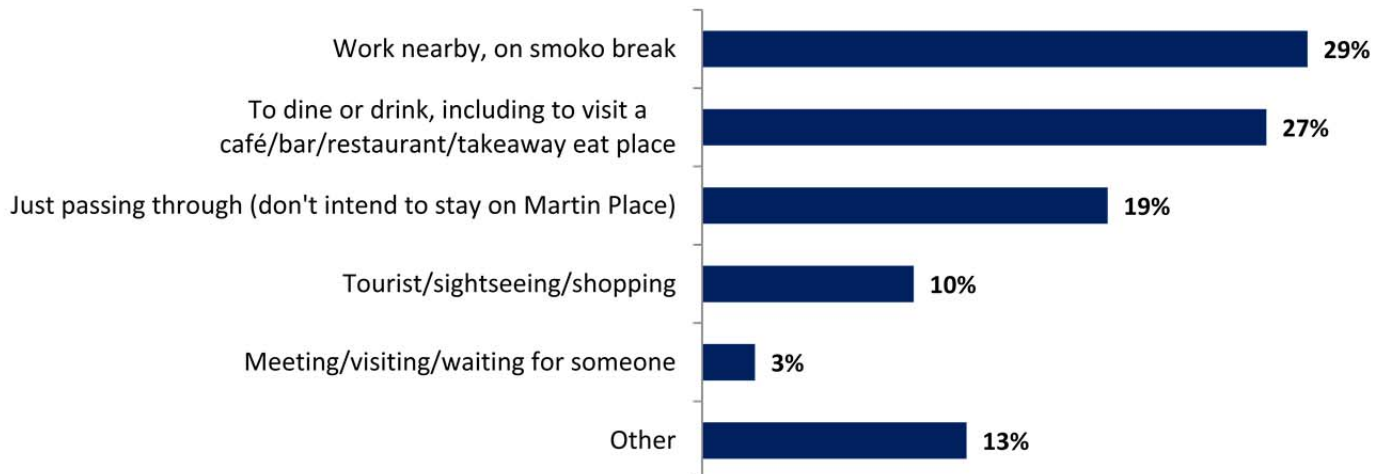


### Gender

59% of smokers were **male**,  
41% of smokers were **female**.

### Age

### Primary Reason for being at Martin Place



Smokers (n=358)

Number of Cigarettes Smoked in Martin Place One Day

**Median** number of cigarettes smoked: **3**

**Minimum** number of cigarettes smoked: **0**

**Maximum** number of cigarettes smoked: **50**



**Location of Smoking Activity**

Multiple responses allowed

**Preference for Controlling Smoking**

**8%** of smokers commented on having a **designated area for smokers.**



Smokers (n=358)

Behaviour Towards Prohibited Smoking in Martin Place



Awareness of NSW Smoking Regulation

76% of smokers were **aware** that NSW has a **smoking regulation**.  
24% of smokers were **not aware** of regulation.

Areas that Smoking is Not Permitted under NSW Law

n=271, Multiple responses allowed

Presence of Smoking Deferring People from Using Martin Place

1% of smokers said **yes**, it defers them from using Martin Place.  
96% of smokers said **no**.  
3% of smokers said **don't know**.

Presence of Smoking Marring Enjoyment of Martin Place



4% of smokers said **yes**, it mars their enjoyment of Martin Place.  
94% said **no**.  
2% of smokers said **don't know**.

Non-Smokers (n=399)



**Gender**

45% of non-smokers were **male**,  
55% non-smokers were **female**.

**Age**

**Primary Reason for being at Martin Place**

Non-Smokers (n=399)

Preference for Controlling Smoking

6% of non-smokers commented on having a **designated area for smokers**.



Awareness of NSW Smoking Regulation

62% of non-smokers were **aware** that NSW has a **smoking regulation**.

38% of non-smokers were **not aware** of regulation.

Areas that Smoking is Not Permitted under NSW Law

n=248, Multiple responses allowed

Non-Smokers (n=399)

**Presence of Smoking Detering People from Using Martin Place**

12% of non-smokers said **yes**, it deters them from using Martin Place.

80% said **no**.

8% said **don't know**.

**Presence of Smoking Marring Enjoyment of Martin Place**

53% of non-smokers said **yes**, it mars their enjoyment of Martin Place.

40% said **no**.

7% said **don't know**.



## DRAFT INTERCEPT SURVEY QUESTIONS

Question	Response 1		Response 2	Response 3
	W/day	W/end		
Time of day	Morning			
	Lunchtime			
	Afternoon			
	Evening			
Gender	Male			
	Female			
Age	15-19			
	20-25			
	25-30			
	30-35			
	35-40			
	40-45			
	45-50			
	50-55			
	55-60			
	60-65			
	65-70			
	70-75			
	75-80			
	80-85			
85+				
Do you regard yourself as a smoker?	Yes			
	No			
What is your primary reason for being on Martin Place?	Work nearby, on smoko break			
	Just passing through (don't intend to stay on Martin Place)			
	Tourist/sightseeing/shopping			
	To dine or drink, including to visit a café/bar/restaurant/takeaway eat place			
	Other			
Approximately how many cigarettes will you smoke in Martin Place today?	Free Text			
Where are you likely to smoke when visiting Martin Place?	Walking through			
	Standing in open			
	Standing under cover/in doorway etc.			
	Sitting on the ground/steps			
	Sitting on benches in seating area			
	Next to litter bins/ash trays			
	All of the above			

Question	Response 1	Response 2	Response 3
In some cities local authorities have prohibited smoking in some pedestrian areas. What is your opinion? Would you prefer that smoking was prohibited in all or some areas of Martin Place?	Prohibited in all public outdoor places (not just Martin Place)		
	Prohibited throughout Martin Place		
	Prohibited in some areas of Martin Place	Where free text	
		w/day   w/end	
	Prohibited throughout Martin Place at certain times	Morning	
		Lunchtime	
		Afternoon	
	Evening	Where – Free Text	
	Prohibited in specific sections/stages of Martin Place		
	Permitted in all public outdoor areas		
If the local authority were to prohibit smoking in Martin Place how do you think this would influence your behaviour?	Go somewhere else to smoke	Street	
		Park	
		Other	
	Smoke somewhere else in Martin Place outside area signposted as prohibited		
	Ignore prohibition/non-smoking signage		
Are you aware that NSW has a smoking regulation?	Yes		
	No		
IF YES In which of the following areas is smoking not permitted under NSW law?	Within 4m of an entrance to a shopping centre or shop		
	Within 5m of a bus stop		
	Within a train station		
	On a public bench		
Does the presence of smoking deter you from using Martin Place?	Yes		
	No		
	Don't know		
Does the presence of smoking mar your enjoyment of Martin Place	Yes		
	No		
	Don't know		