



# City of Melbourne.

*Smoke Free Areas Community  
Engagement and Evaluation.*

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# 1. Executive summary.

## 1.1. Introduction

Colmar Brunton was approached by City of Melbourne to conduct research into expanding smoke-free areas to The Tan and Princes Park.

The objectives of this research were to:

- Identify views and attitudes of users and visitors in each of the proposed areas towards the specific area becoming smoke-free;
- Identify the potential impact that becoming smoke-free would have on the use of the area; and
- Identify current smoking activity in each of the two proposed areas and the impact of smoking on the surrounding area such as cigarette butt litter. The research involved n=595 intercept interviews of people at The Tan and Princes Park tracks. The research was conducted between 13 and 28 February 2016 across 12 x 5 hour interview shifts including a mix of weekdays and weekends at different times of the day. A total of n=797 were intercepted during the course of fieldwork, however n=202 declined to take in the study. This represents a 75% response rate among those who were intercepted during fieldwork. Please note: interviewers did not approach people who were running quickly, people wearing headphones or cycling past at high speeds.

This report presents the findings of this research.

## 1.2. Key findings

### Intercept Research

Findings from the intercept research found that the vast majority of visitors interviewed support the proposed introduction of a smoke-free area at The Tan and Princes Park. Eight in ten visitors to The Tan (81%) and three quarters (76%) of Princes Park visitors are in favour of the ban, with a further fifth holding a neutral opinion (18% at The Tan and 21% at Princes Park). Only a very small proportion of visitors to and users of the two locations rejected the idea of introducing smoke-free areas at these locations. This indicates very high positive support for the introduction of smoke-free areas to these locations.

The vast majority of people interviewed would not change their visitation either way if the smoke-free areas were implemented (91% Princes Park and 86% The Tan). Around one in ten (15% The Tan and 8% Princes Park) would be more likely to visit the area if it was smoke-free. Very few indicated they would go somewhere else if the areas were smoke-free, however smokers are slightly more likely to go elsewhere (8% at Princes Park vs. 1% overall).

**Table 1: Community Engagement Score card – Intercept Research**

	Total (n=595)	The Tan (n=292)	Princes Park (n=303)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	78%	81%	76%
Neutral opinion	19%	18%	21%
% who oppose the area becoming smoke-free	2%	1%	3%
Impact on visitation			
% agree will visit area more	10%	15%	8%
% agree would make no impact	89%	86%	91%
% agree will visit area less / go somewhere else	1%	0%	1%

Q5A. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a smoke-free area?

Q6. Would you be more likely or less likely to visit the area if it's smoke-free?

Very few of the people intercepted at each location were smokers, and during the observational shifts no one was witnessed to be smoking in the area. This is supported by the low counts of cigarette butts at the start and end of each interview shift. It can be concluded that The Tan and Princes Park running tracks are locations where smoking behaviour is low.

A fifth of all people interviewed at The Tan and Princes Park were aware of at least one smoke-free area in the City of Melbourne. QV Melbourne is the most commonly known smoke-free area.

## Online Research

Key findings from the online survey found that the majority of visitors to Princes Park and The Tan who provided feedback welcome the newly proposed smoke-free areas in both Princes Park and The Tan. This supports similar sentiment found during the intercept interviews with the general public. Four fifths of both individuals and organisations surveyed online believe it would be great if the Princes Park and The Tan running tracks became smoke-free (79% and 80% respectively). Only one in ten individuals and organisations believe the change would be really bad (11% and 10% respectively). This indicates overall support for the introduction of smoke-free areas at both locations.

The introduction of the smoke-free areas will not negatively impact visitation rates to the area, with nearly one half of all visitors (46%) reporting they will be much more likely to visit the area and a further one in six (16%) being 'more likely' to visit the area. This means the proposed change could have a positive impact on how often visitors use the spaces.

**Table 2: Community Engagement Score card – Online Research**

	Total (n=448)	The Tan (n=285)	Princes Park (n=163)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	83%	84%	81%
Neutral opinion	6%	6%	8%
% who oppose the area becoming smoke-free	11%	11%	11%
Impact on visitation			
% agree will visit area more	62%	61%	63%
% agree would make no impact	34%	34%	33%
% agree will visit area less / go somewhere else	4%	3%	5%

Q6. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a smoke-free area?

Q7. Would you be more likely or less likely to visit the area if it's smoke-free?

Base: total sample: (n=459), individual sample: (n=448)

Note: visitation only asked of individual responses

Despite the positive response to the potential smoke-free areas, only one third (34%) of individuals are aware of other smoke-free areas in the City of Melbourne and two fifths (42%) are not aware of any other smoke-free areas. This indicates there is an opportunity to further build awareness of the smoke-free locations across the City of Melbourne.

Supporting findings from the intercept research, the majority (93%) of people who participated in the community engagement online were non-smokers and further still nine in ten (89%) visit for the purposes of exercise, suggesting that these areas are infrequently visited by smokers to begin with.

### Social Media Summary

Overall, the facebook posts generated a large number of likes and comments, whilst generating shareability among the community. Views and opinions were polarised regarding whether the locations should be made smoke-free, with a similar proportion in support of the introduction of smoke-free areas as there were not in support. Themes can be grouped into five key areas including, supporting health and wellbeing, impact of passive smoke and risks associated with smoking, relevance of making these areas smoke-free, impact on smokers and freedom of choice, and the extension of more smoke-free locations through City of Melbourne.

### Domain Parklands Survey

There is overwhelming support for the introduction amongst people who took part in the Domain Parklands online survey (n=36). The vast majority (78%) who provided feedback were in support of making the Domain Parklands smoke-free. Very few were not in support of the proposal.

Similarly to the sentiment provided from the facebook comments, the main themes relating to the proposed introduction are making all Parklands smoke-free, not being exposed to second hand smoke and ensuring that a balance is reached between the needs of non-smokers and smokers.



### 1.3. Recommendations

It is recommended that Council introduce both locations as smoke-free, as it will not reduce visitor numbers and is an initiative with great support from the area's users.

With few smokers visiting both locations there is vast support for both The Tan and Princes Park tracks becoming the next smoke-free areas within Melbourne. No one surveyed in the area were there for the purpose of smoking with the majority there to exercise and for fitness reasons.

It is recommended that further communication is undertaken to build awareness of existing smoke-free locations in the City of Melbourne.

## 2. Introduction

Colmar Brunton was approached by City of Melbourne to conduct research into expanding smoke-free areas to The Tan running track and Princes Park track. This report presents the findings of this research.

### 2.1. Background

Smoking is a major cause of preventable death in Victoria and a leading cause of avoidable chronic illness, such as cancer and cardiovascular disease. Therefore it is a four-year priority of Council to protect the community from passive smoking by expanding smoke-free areas.

There are currently seven prescribed smoke-free areas in the City of Melbourne under the smoke-free areas project. These areas are; QV Melbourne, City Square (6am – 8pm), Goldsbrough Lane, Howey Place, Block Place, Equitable Place and The Causeway.

There are a number of other smoke-free areas in the municipality which are the result of State Government legislation (Tobacco Act 1987). These areas include children's playgrounds, childcare centres, public transport stops and certain building entrances.

The Smoke-Free Areas project commenced in 2013 with a smoke-free trial in The Causeway laneway. Positive feedback from community meant the area became permanently prescribed as smoke-free in May 2014. In 2014-15 six areas were proposed as smoke-free. The first round of consultation included Howey, Equitable and Block Place. These areas have been smoke-free since April 2015. The second round of consultation included QV Melbourne, City Square and Goldsbrough Lane. Since 1 October 2015, QV Melbourne and Goldsbrough Lane became smoke-free, while a 12-month daytime only ban is currently being trialled in City Square.

In August 2015, the State Government announced a commitment to ban smoking in outdoor dining areas by 1 August 2017. As a result, the focus of the smoke-free areas project will be on areas which do not predominantly feature outdoor dining.

In order to determine whether to proceed with expanding the number of smoke-free areas in public spaces in Melbourne, City of Melbourne needs to fully understand the views and attitudes of affected stakeholders, businesses and individuals as well as the broader community.

## 2.2. Research objectives

This research focuses on investigating attitudes of users of The Tan and Princes Park towards making these locations smoke-free and increasing awareness of existing smoke-free areas in the City of Melbourne. The key objectives of the smoke-free areas community consultation were to:

- Identify views and attitudes of users and visitors in each of the two proposed areas towards the specific area becoming smoke-free;
- Identify the potential impact that becoming smoke-free would have on the use of the area; and
- Identify current smoking activity in each of the two proposed areas and the impact of smoking on the surrounding area including cigarette butt litter.

Findings from this community consultation research will provide insight to support the creation of smoke-free areas for the two proposed locations.

## 3. Community engagement overview

An opportunity to seek preliminary community feedback on smoke-free areas arose during engagement for the Domain Parklands Master Plan in 2015. The Domain Parklands includes The Tan running track. The initial phase of community engagement on the master plan occurred from September to November 2015, with engagement activities including an online survey on Participate Melbourne. The online survey included two questions where respondents were able to provide feedback on smoke-free initiatives. Data relevant to the smoke-free areas project has been analysed and included in this report.

On February 10 2016, the City of Melbourne initiated a month-long engagement process on proposals to make The Tan and Princes Park running track smoke-free. A mixture of face-to-face and online engagement opportunities were offered to enable maximum feedback.

### 3.1. Fieldwork.

Colmar Brunton were employed by City of Melbourne to undertake on-site engagement at each location, in the form of pop ups primarily consisting of intercept surveys. These interviews are called intercepts because the interviewer actually "intercepts" respondents as they move about a given location and asks them to take part in the survey. Intercepts are often used when the population of interest is limited, respondents can be found within a specific location, and a strictly random sample of the general population is not required.

To increase the likelihood of engagement, twelve pop-ups were held at The Tan and Princes Park running tracks from 13 to 28 February 2016. Pairs of engagement consultants worked six shifts of five hours duration at each location to seek community feedback. This included early morning, day time, evening, weekday and weekend shifts. To heighten visibility, engagement officers wore City of Melbourne branded 'Breathe easy' t-shirts and erected tear drop banners. Members of the public could complete surveys on-site, view maps of the proposed smoke-free areas and discuss any questions with engagement officers. Pop ups were promoted on City of Melbourne's online community engagement platform, Participate Melbourne and via social media. Collateral was also handed out to passers-by, encouraging people to join the conversation by visiting Participate Melbourne.

Colmar Brunton conducted n=595 interviews across the two locations, using six x 5hr interview shifts per location. In addition to conducting intercepts, our experienced interviewers conducted observations in each location to observe current smoking behaviours including incidence of smoking and the impact of smoking on the surrounding area (i.e. placement of used cigarette butts).

The smoke-free areas project page appeared on Participate Melbourne throughout the period of engagement. Project subscribers were advised via email of the opportunity to participate in engagement. City of Melbourne Facebook posts also promoted Participate Melbourne by encouraging

viewers to visit the project page. Visitors to the page were able to complete surveys online, view maps of the proposed areas, see the pop up schedule and read frequently asked questions. Two online surveys were offered; a survey for individuals and a survey for organisations and businesses. The survey for individuals replicated the on-site intercept surveys, except for minor adjustments to make it relevant to the online environment. Similarly, the organisation and business survey reflected the individual survey, slightly adapted to make it relevant for the audience. In addition, a quick poll voting tool and forum page were offered as part of online activities, similar to previous rounds of engagement. However, there was no interaction with this medium, probably due to the conversational opportunity provided via social media.

Facebook posts were used as a way to promote the engagement opportunity, as well as provide a forum for discussion. Two similar posts were uploaded to the City of Melbourne's Facebook page on 9 and 10 February, one featuring a picture of The Tan and the other Princes Park. The posts ran for the duration of the engagement period, concluding on 9 March. As local government areas neighbouring Princes Park, the City of Yarra and City of Moreland were approached to assist with promoting the opportunity to residents in their municipality. Links to the Facebook posts were provided to the City of Moreland.

Over 265 letters and emails were distributed to event organisers and permit holders, land management agencies, sporting clubs and groups, hospitality businesses, transport and tourism operators, resident associations, neighbouring schools and colleges, community groups, Quit Victoria and highly impacted residents. Opportunities to discuss the proposals in depth were offered to highly impacted stakeholders. No stakeholder elected to take up this opportunity.

**Table 3: Summary of intercept fieldwork shifts**

Shift	Location	Date	Time	n=
Shift 1	The Tan – Linlithgow Ave/Southbank Blvd	Saturday 13 February	9am – 2pm	n=39
Shift 2	The Tan – Pillars of Wisdom	Tuesday 16 February	7.30am – 1.30pm	n=39
Shift 3	Princes Park – Eastern Side	Wednesday 17 February	4pm – 9pm	n=67
Shift 4	The Tan – Anderson St/Alexandra Ave	Thursday 18 February	2pm – 7pm	n=57
Shift 5	Princes Park – Royal Pde/Park St	Friday 19 February	7.30am – 12.30pm	n=44
Shift 6	The Tan – Gate D	Saturday 20 February	4pm – 9pm	n=47
Shift 7	Princes Park – Western Side, Southern Pavilion	Sunday 21 February	2pm – 7pm	n=61
Shift 8	Princes Park – Eastern Side, Garton St/Bowne Cr/Paterson St	Monday 22 February	10am – 3pm	n=44
Shift 9	Tan Track – Old Observatory	Tuesday 23 February	10am – 3pm	n=44
Shift 10	Princes Park – Western side, Northern Pavilion/Walker St	Friday 26 February	10am – 3pm	n=47
Shift 11	Princes Park – Western Side, Southern Pavilion	Saturday 27 February	10am – 3pm	n=39
Shift 12	Tan Track – Anderson St/Alexandra Ave	Sunday 28 February	2pm – 7pm	n=67



## 3.2. Interpreting Quantitative Findings

### Colour Coding by Location

Throughout the report, the two locations are consistently colour coded in tables and charts for easy identification. The colours are as follows:

■ Total      ■ The Tan      ■ Princes Park

For further details of the approach that was taken to the survey, please see Appendix A: Technical Notes. The quantitative questionnaire and observation guide can be seen in Appendix B.

## 3.3. Interpreting This Report

### Abbreviations

The following terms or abbreviations have been utilised throughout this report.

**Table 4: Abbreviations**

Term of abbreviation	Definition
CoM	City of Melbourne
The Tan	The Tan Running Track
Princes Park	Princes Park Running Track
CBD	Central Business District
Av	Average Number
SR	Single Response
MR	Multiple Response
OE	Open Ended Response
Smoker	Refers to someone who smokes regularly or occasionally

### Percentages and averages

Respondents who completed a survey but did not answer a particular question are excluded from the tabulation of results and calculation of statistics for that question.

Percentages are generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

### Tests of Statistical Significance

Tests for statistical significance have been conducted on particular subgroups of interest in this survey, including:

- Smokers (Low base size – caution is required when analysing this subgroup)
- Non-smokers

An exception reporting approach has been undertaken in that if no statistical significance is mentioned, there are none associated with these groups.

Tests have been undertaken at a 95% confidence level. If there is a statistically significant difference between the result for a particular group and the result for the wider population, we can be confident that this difference has not occurred by chance, rather that it reflects a genuine difference among that group compared to the wider population.

In tables and graphs, the figures with an upwards arrow (i.e. ↑) represent a proportion that is significantly higher than the subtotal of the other subgroups. Conversely, the figures with a downwards arrow (i.e. ↓) represent a proportion that is significantly lower than the subtotal of the other subgroups.

## Reliability

The margin of error associated the sample size n=595 is +/-4.0%. This means we can be 95% confident that the true result for a score of 50% in the population of interest lies between 46% and 54%.

Where sample sizes are low (less than n=30), these are marked by an asterix (\*\*) in this report. These results should be interpreted with caution.

## 4. Summary of key findings

### 4.1. Key findings from Intercept Research

Findings indicate that the vast majority of visitors interviewed support the proposed introduction of a smoke-free area at The Tan and Princes Park. Eight in ten visitors to The Tan (81%) and three quarters (76%) of Princes Park visitors are in favour of the ban, with a further fifth holding a neutral opinion (18% at The Tan and 21% at Princes Park). Only a very small proportion of visitors to and users of the two locations rejected the idea of introducing smoke-free areas at these locations.

The vast majority of people interviewed would not change their visitation either way if the smoke-free areas were implemented (91% Princes Park and 86% The Tan). Around one in ten (15% The Tan and 8% Princes Park) would be more likely to visit the area if it was smoke-free. Very few stated they would go somewhere else if the areas were smoke-free, however smokers are slightly more likely to go elsewhere, especially those visiting Princes Park (8% of smokers indicating they would be less likely to visit in the future).

**Table 5: Community Engagement Score card**

	Total (n=595)	The Tan (n=292)	Princes Park (n=303)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	78%	81%	76%
Neutral opinion	19%	18%	21%
% who oppose the area becoming smoke-free	2%	1%	3%
Impact on visitation			
% agree will visit area more	10%	15%	8%
% agree would make no impact	89%	86%	91%
% agree will visit area less / go somewhere else	1%	0%	1%

Q5A. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a smoke-free area?

Q6. Would you be more likely or less likely to visit the area if it's smoke-free?

Very few of the people interviewed at each location are smokers, and during the observational shifts no one was witnessed to be smoking in the area. This is supported by the low counts of cigarette butts at the start and end of each interview shifts. It can be concluded that The Tan and Princes Park running tracks are locations where smoking behaviour is low.

## 4.2. Key findings from Online Research

The majority of visitors to Princes Park and The Tan who provided feedback via the online survey welcome the newly proposed smoke-free areas in both Princes Park and The Tan. This supports similar sentiment found during the intercept interviews with the general public. Four fifths of both individuals and organisations surveyed online believe it would be great if the Princes Park and The Tan running tracks became smoke-free (79% and 80% respectively). Only one in ten individuals and organisations believe the change would be really bad (11% and 10% respectively). This indicates overall support for the introduction of smoke-free areas at both locations.

The introduction of the smoke-free areas will not negatively impact visitation rates to the area, with nearly one half of all visitors (46%) reporting they will be much more likely to visit the area and a further one in six (16%) being 'more likely' to visit the area. This means the proposed change could have a positive impact on how often visitors use the spaces.

**Table 6: Community Engagement Score card – Online survey**

	Total (n=448)	The Tan (n=285)	Princes Park (n=163)
Level of support for smoke-free area			
% in support of the area becoming smoke-free	83%	84%	81%
Neutral opinion	6%	6%	8%
% who oppose the area becoming smoke-free	11%	11%	11%
Impact on visitation			
% agree will visit area more	62%	61%	63%
% agree would make no impact	34%	34%	33%
% agree will visit area less / go somewhere else	4%	3%	5%

Q6. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a smoke-free area?

Q7. Would you be more likely or less likely to visit the area if it's smoke-free?

Base: total sample: (n=459), individual sample: (n=448)

Note: visitation only asked of individual responses

Despite the positive response to the potential smoke-free areas, only one third (34%) of individuals are aware of other smoke-free areas in the City of Melbourne and two fifths (42%) are not aware of any other smoke-free areas. This indicates there is an opportunity to further build awareness of the smoke-free locations across the City of Melbourne.

Supporting findings from the intercept research, the majority (93%) of people who participated in the community engagement online were non-smokers and further still nine in ten (89%) visit for the purposes of exercise, suggesting that these areas are infrequently visited by smokers to begin with.

### 4.3. Key findings from Social Media Activity (facebook posts)

Analysis of the two City of Melbourne facebook posts found that comments people made were evenly divided in their support and opposition to the introduction of smoke-free areas to The Tan and Princes Park tracks (supportive 38% and 39% respectively and not supportive 37% and 40% respectively). Many people both for and against were passionate about the proposed smoke-free areas and expressed their views about the issue strongly.

**Table 7: Social Media Sentiment**

Facebook Post A	%
Supportive	38%
Not supportive	37%
Neutral	12%
Irrelevant	13%

Facebook Post B	%
Supportive	39%
Not supportive	40%
Neutral	8%
Irrelevant	13%

Those who supported the proposal of making The Tan and Prices Park tracks smoke- free also supported making all parklands and the CBD smoke-free. Reasons given for this related to the associated health risk, desire for healthy lifestyles and not wanting to be exposed to second hand smoke.

Many people from both Facebook posts who do not support the introduction of smoke-free areas are concerned that the council is going too far, proclaiming it to be another example of the 'nanny state'. They believe that smoke-free areas infringe on their legal right to smoke and individuals need to take responsibility for their own actions such as smokers being mindful and non-smokers moving away from cigarette smoke. Further, some see it is a non-issue because of the difficulty of enforcing smoke-free areas.

A conversation also arose regarding whether smokers are using such spaces such as The Tan and Princes Park tracks as some had not seen smokers in the locations and believe the proposed introduction is not needed. This is supported though the intercept and online findings, where few visitors were smokers and very little cigarette litter was observed.

Other comments related to issues such as the pollution from traffic and homelessness should be a much higher priority than making these areas smoke-free, indicating there may be some questioning the worth of making these areas smoke-free. In addition, many people thought that the impact of pollution created by traffic and industry was more of an issue than the effects of short exposure to cigarette smoke.



## 4.4. Key findings from Domain Parklands

There is overwhelming support for the introduction amongst people who took part in the Domain Parklands online survey (n=36). The vast majority (78%) who provided feedback were in support of making the Domain Parklands smoke-free. Very few were not in support of the proposal.

Similar to the sentiment provided from the Facebook comments, the main themes relating to the proposed introduction are making all Parklands smoke-free, not being exposed to second hand smoke and ensuring that a balance is reached between the needs of non-smokers and smokers.

## 5. Recommendations

It is recommended that Council introduce both locations as smoke-free, as it will not reduce visitor numbers and is an initiative with great support from the area's users.

With few smokers visiting both locations there is vast support for both The Tan and Princes Park becoming the next smoke-free areas within Melbourne. No one surveyed in the areas were there for the purpose of smoking, with the majority there to exercise and for fitness reasons.

Further communication is necessary to build awareness of existing smoke-free locations in the City of Melbourne.

## 6. Location Summaries – Intercept Research

### 6.1. The Tan

The Tan running track provides the public with an open space for exercise and relaxation. Surrounding the Royal Botanic Gardens, The Tan is located close to the city and is used and passed through by a great number of people on a daily basis either walking or running. The majority of visitors (93%) to The Tan have visited before, with only 7% visiting for the first time.

#### Profile of those interviewed at The Tan

- Almost two thirds (63%) of visitors were female;
- Almost four in ten (38%) are aged under forty;
- Most commonly visitors were from South Yarra (23%), Richmond (7%) and Prahran (5%);
- Few visitors were smokers, with only five percent regular or occasional smokers;
- The majority were visiting for exercise purposes (70%) or visiting for leisure purposes (38%); and
- Half (49%) visit at least once a week.

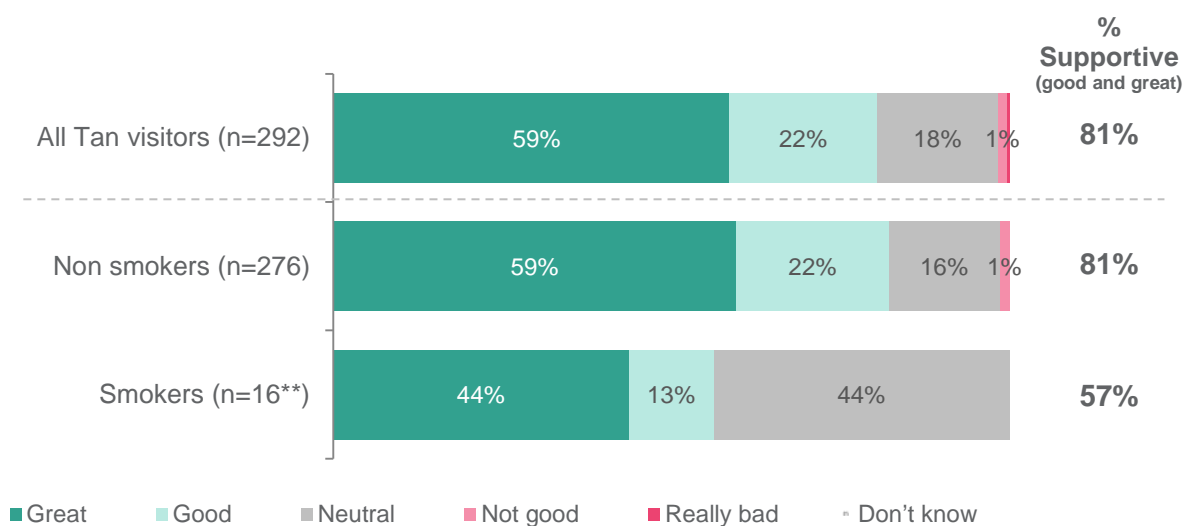
Few smokers (5%) were interviewed at The Tan, which could be a reflection of people using the area to exercise (70%), and for leisure and to enjoy the space (38%). This means that the vast majority of people using The Tan are non-smokers.

## Perceptions of The Tan becoming smoke-free

Six in ten (59%) visitors to The Tan believe that making the area smoke-free is a 'great idea', whilst another fifth (22%) believe it to be a 'good idea'. This indicates that the vast majority of people interviewed at The Tan are positive towards the proposed smoke-free area.

Though the base size is small for the number of smokers surveyed at The Tan, smokers are less positive (57% believe it is a great / good idea) towards the areas becoming smoke-free when compared to non-smokers (81% believe it is a great / good idea). However due to low base sizes, this difference is not statistically significant.

**Figure 1: Perception of The Tan becoming smoke-free**



Q5A. What is your overall view on making The Tan Track, with the buffer zone, a smoke-free area?

Base: All visitors to The Tan (n=292) Non-smokers (n=276) Smokers (n=16\*\*) \*\* LOW BASE SIZE FOR SMOKERS

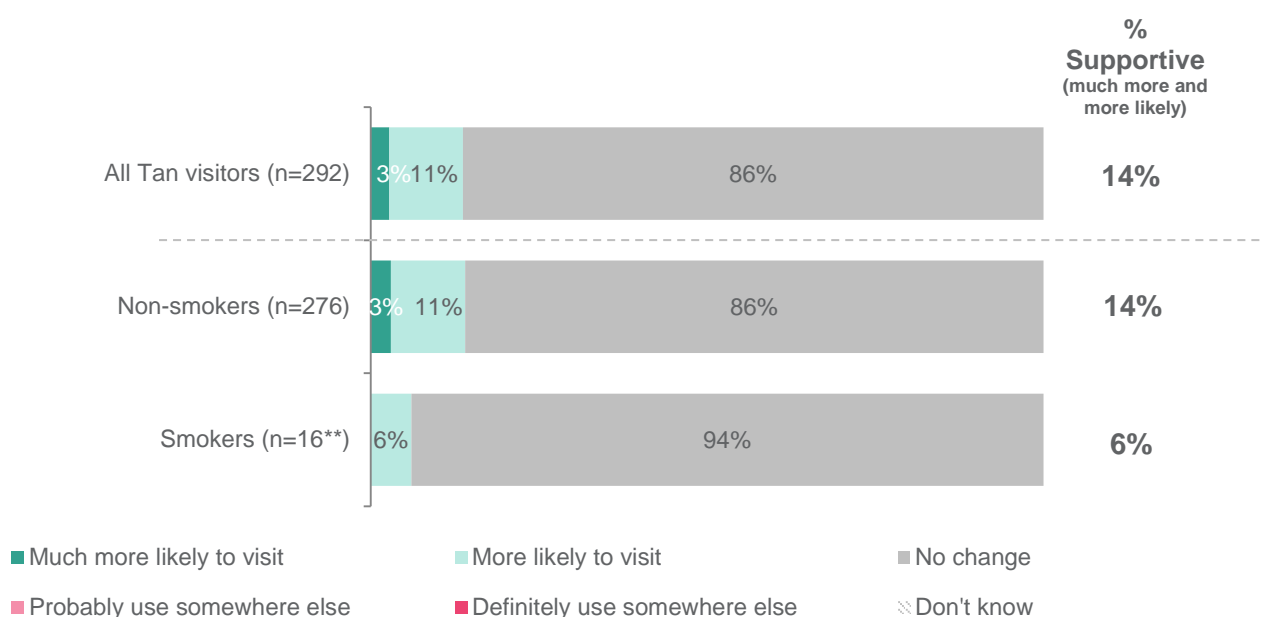
## Perceived impact of the proposed smoke-free areas on behaviour

The majority of visitors were neutral or in favour of The Tan becoming smoke-free. Overall one in ten (14%) believe they would be more likely to visit the area, whilst the vast majority (86%) believe the change would have no impact at all on their behaviour.

Those who are regular or occasional smokers (n=16\*\*) to The Tan also believe that the introduction of the smoke-free area would have no impact on whether they would visit the area.

Positively, no one would be less likely to visit if the smoke-free area was introduced at The Tan.

**Figure 2: Intended visitation if The Tan becomes smoke-free**



Q6. Would you be more likely or less likely to visit the area if it's smoke-free?

Base: Total sample (n=292) Non-smokers (n=276) Smokers (n=16\*\*) VERY LOW BASE SIZE INTERPRET WITH CARE



## Smoking activity at The Tan

Overall our observational analysis found little evidence of smoking at The Tan.

During each interview shift, three x 15 minute blocks of observations were completed by one interviewer within a prescribed 50sq metre area allocated at each location. During this time, observational data was collected on the number of cigarette butts in the area, the number of people observed to be smoking, whether there was the smell of smoke or any haze of smoke evident.

Across all six interviewing shifts, the cigarette butt litter was counted at the beginning and the end of each five hour shift. An average of 8.5 cigarette butts were counted at the beginning and an average of 10.3 cigarette butts were counted at the end of the shift. The difference between the start and finish of the shift was on average 1.3 butts.

Four out of six shifts resulted in no additional cigarette butts being counted at the interview locations in The Tan. This means there was no evidence of cigarette litter during the shift.

During the observational times during the shifts at The Tan no one was witnessed smoking, there was no smell of cigarette smoke or smoke haze.

**Table 8: Observations at The Tan**

Cigarette Litter	Av number at start of shift	Av number at end of shift
Within the prescribed 50 sq metre area	8.5	10.3
Presence of smokers	Av number per shift:	
People smoking in the area	0	
Pedestrians smoking as they pass by	0	
Presence of smoke	% of time points	
Smell of cigarette smoke was present at The Tan	0%	
Cigarette smoke haze was present at The Tan	0%	

## 6.2. Princes Park Track

Princes Park is located close to the CBD in Parkville and provides the public with open parklands for a range of activities. The Princes Park running and walking track provides a great number of people with a place to exercise. The majority of visitors (88%) to the Princes Park track have visited before, with only one in ten (12%) visiting for the first time.

### Profile of those interviewed at the Princes Park track

- Seven in ten (68%) of visitors to Princes Park were female;
- The vast majority (81%) were aged under forty;
- Visitors were most commonly from Brunswick/Brunswick West (21%), Carlton North (12%), Parkville (8%) and Coburg (5%);
- Few are smokers, with only eight percent regular or occasional smokers;
- The majority were visiting for exercise purposes (73%). However some were visiting for leisure purposes (28%) or to attend an event (18%); and
- Just over half (52%) visit at least once a week.

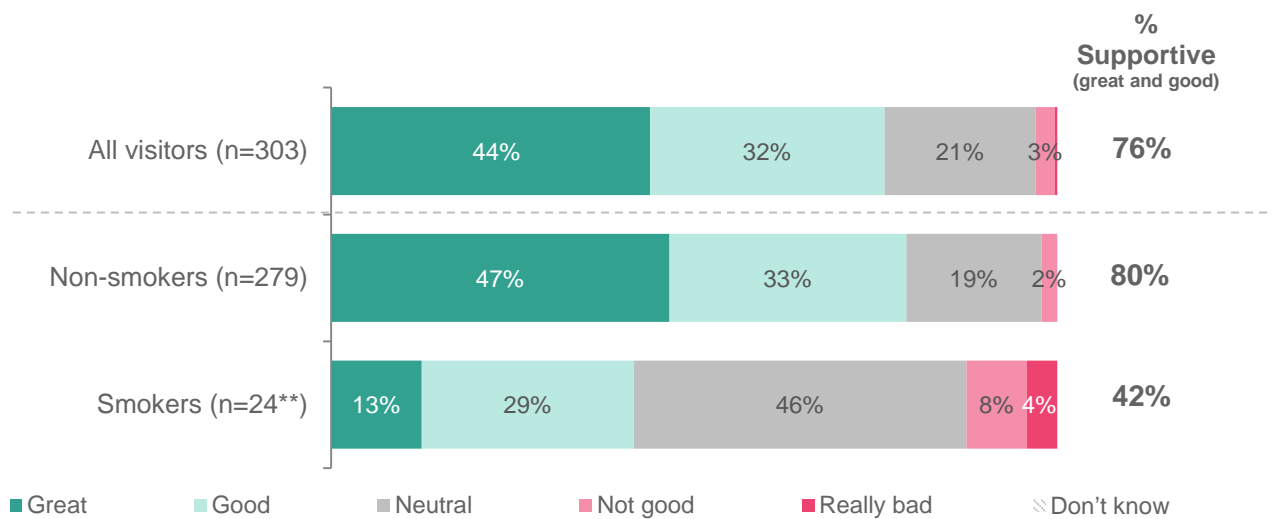
The vast majority of visitors using Princes Park are non-smokers, however slightly more smokers (8%) were interviewed at Princes Park when compared to The Tan (5%). This could be due to the nature of the environment and primary purpose as a place to exercise and relax. It is also worth considering that the Princes Park Track is used as a commuter route.

### Perceptions of Princes Park becoming smoke-free

Two fifths (44%) of visitors to Princes Park believe that making the Princes Park track a smoke-free area would be a 'great' idea and one third (32%) believe that it would be a 'good' idea. This means that the majority are positive towards making the area smoke-free.

Smokers are less positive about the proposed smoke-free introduction at the Princes Park track with two fifths (42%) believing it is a great / good idea, half (46%) holding a neutral opinion whilst only one in ten (12%) believe it is not good / bad idea. As few visitors to the area are smokers this group represents a small minority and low sample sizes exist.

**Figure 3: Perception of Princes Park becoming smoke-free**



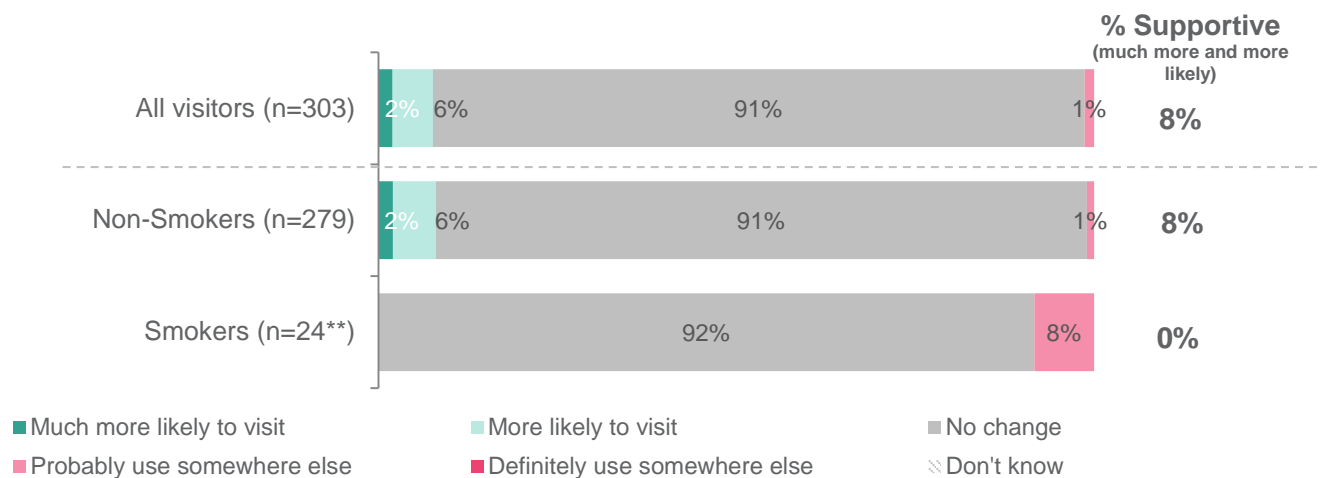
Q5A. What is your overall view on making Princes Park, with the buffer zone, a smoke-free area?  
Base: total sample (n=303) Non-smoker (n=279) Smoker (n=24\*\*) LOW BASE SIZE

## Perceived impact of proposed smoke-free area on behaviour

Nine in ten visitors to Princes Park track believe there would be no change on whether they would visit the area if it became smoke-free. Only a very small proportion of visitors (1%) indicate they would probably / definitely use somewhere else as a result of the introduction of a smoke-free area at Princes Park.

Findings are consistent across both smokers and non-smokers, however slightly more smokers (8%) would use elsewhere. Due to low sample sizes of this audience, the results do need to be interpreted with care.

**Figure 4: Intended visitation if Princes Park becomes smoke-free**



Q6. Would you be more likely or less likely to visit the area if it's smoke-free?  
Base: total sample (n=303) Non-smoker (n=279) Smoker (n=24\*\*) LOW BASE SIZE

## Smoking activity at Princes Park

During each interview shift, three x 15 minute blocks of observation were completed by one interviewer within a prescribed 50sq metre area allocated at each location. During this time, observational data was collected on the number of cigarette butts in the area, the number of people observed to be smoking, whether there was the smell of smoke or any smoke haze evident.

Across all six interviewing shifts, the cigarette butt litter was counted at the beginning and the end of each five hour shift. An average of 1.6 cigarette butts were counted at the beginning and an average of 2.1 cigarette butts were counted at the end of the shift. The difference between the start and finish of the shift was on average 0.6 butts.

Four out of six shifts found no additional cigarette butts being counted at Princes Park. This means there was no evidence of cigarette litter during the shift.

During the observational times during the shifts at Princes Park no one was witnessed smoking, there was no smell of cigarette smoke or smoke haze.

**Table 9: Observations at Princes Park**

Cigarette Litter	Av number at start of shift	Av number at end of shift
Within the prescribed 50 sq metre area	1.6	2.1
Presence of smokers	Av number per shift:	
People smoking in the area	0	
Pedestrians smoking as they pass by	0	
Presence of smoke	% of time points	
Smell of cigarette smoke was present at Princes Park	0%	
Cigarette smoke haze was present at Princes Park	0%	

# 7. Detailed Findings – Intercept Research

## 7.1. Visitors to the proposed smoke-free areas

The following table provides demographic detail of the people interviewed for this research. Overall there was a wide spread of ages consulted during the interviews and the age of people interviewed was consistent across locations.

Gender was relatively consistent across both locations. However, there was a significantly higher proportion of females (66%) compared with males (34%).

Half (51%) of those who participated in the research indicated they were regular visitors to the locations where they were intercepted and there were no significant differences by location between Princes Park (52%) and The Tan (49%).

Few people interviewed were smokers. There were slightly more smokers at Princes Park (8%) compared with The Tan (5%), however the vast majority of people using the public spaces were non-smokers.

**Table 10: Profile of intercept survey participants**

	Total (n=595)	The Tan (n=303)	Princes Park (n=292)
Age			
Under 18	1%	0%	0%
18 to 25	18%	19%	17%
26 to 30	17%	17%	17%
31 to 40	27%	25%	28%
41 to 50	15%	12%	18%
51 to 60	12%	13%	11%
61+	10%	12%	8%
Gender			
Male	34%	37%	32%
Female	66%	63%	68%



	Total (n=595)	The Tan (n=303)	Princes Park (n=292)
Visit frequency			
Regular visitor (visit at least once a week)	51%	49%	52%
Frequent visitor (every few weeks to every few months)	26%	30%	22%
Infrequent visitor (A few times a year to only once before)	14%	14%	14%
First time visitor (Never been before day of interview)	10%	7%	12%
Smoking Status			
Smoker	7%	5%	8%
Non-smoker	93%	95%	92%

Q9. How old are you? (SR)

Q10. *Record gender*

Q2. How often do you come to this area?

Q8. Are you a smoker?

Base: Total sample (n=595)

## 7.2. Reasons for visiting proposed smoke-free areas

The most common reason for being in either of the areas was for exercise, including walking, running and cycling, with seven in ten visiting either The Tan (70%) or Princes Park (73%) for this purpose.

Those visiting The Tan were more likely to be there for leisure and just enjoying the area (38% compared with only 23% for Princes Park). They were less likely to attend an event (2% compared with 11% of the total). Those who were interviewed at Princes Park were more likely to be passing through the area (12% compared with 9% of the total) or attending an event (18% compared to 11% of the total).

It is important to bear differences in reasons for visitation when interpreting the results, as the impact of introducing smoke-free areas may differ based on the main reasons for people being in the area.

**Table 11: Reasons for visiting the proposed smoke-free areas**

	Total (n=595)	The Tan (n=303)	Princes Park (n=292)
For exercise (walking / running / cycling etc.)	71%	70%	73%
For leisure/ just enjoying the space	30%	38%↑	23%↓
To attend an event	11%	2%↓	18%↑
Passing through the area	9%	6%	12%
To dine/ picnic/ drink/ meet people	5%	8%	2%
Sight seeing	3%	4%	2%
As part of organised sport/spectating	1%	0%	2%
Work in or near this area	1%	2%	1%
To have a cigarette	0%	1%	0%
Other	4%	3%	5%

\*\* Percentages sum to 99% or 101% due to rounding

Note: ↑ ↓ Significant differences compared to total

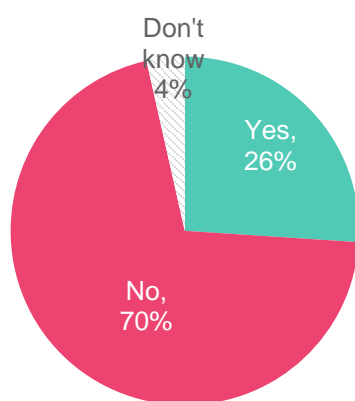
Q4. Which of the following best describes your reason for visiting this area today? (SR)

Base: Total Sample (n=595)

### 7.3. Awareness of existing smoke-free areas

A quarter (26%) of visitors to The Tan and Princes Park tracks are aware of the existing smoke-free areas in the City of Melbourne. This means that the majority (70%) of people are unaware of the current smoke-free locations in the City of Melbourne. This finding represents a slight increase in awareness levels compared with findings from the same question (75% unaware and 24% aware) in the *Expanding Smoke-Free Areas Phase Two Report* where visitors to QV Melbourne, Goldsbrough Lane and City Square were surveyed. It should be noted that the people who completed the intercept interview were not the same people who took part in the research in Phase II.

**Figure 5: Awareness of smoke-free areas in the City of Melbourne**



Q7A. Are you aware of existing smoke-free areas in the City of Melbourne?  
Base: Total Sample (n=595)

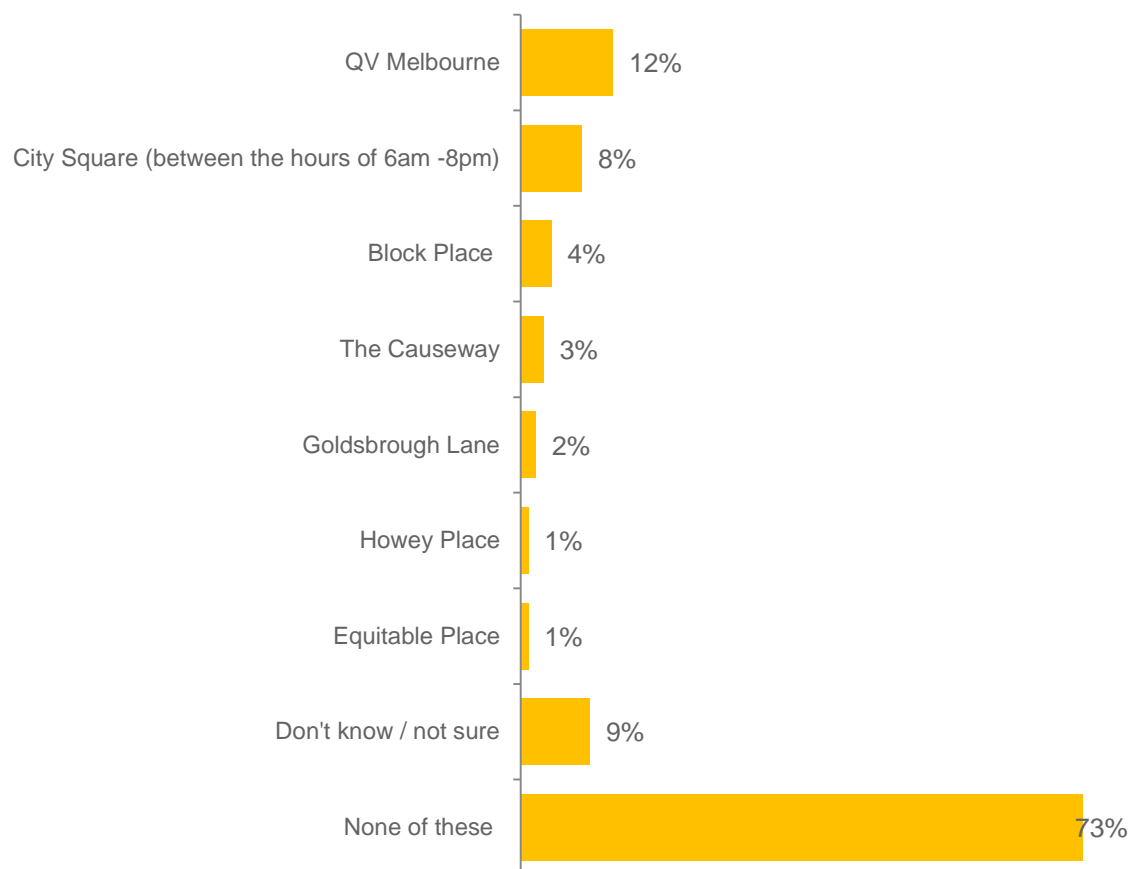
When prompted in more detail regarding the exact smoke-free locations, only a fifth (18%) could correctly recall one of City of Melbourne's smoke-free areas.

One in ten (12%) people are aware that QV Melbourne is smoke-free with around one in ten (8%) aware that City Square is smoke-free.

Other less commonly mentioned smoke-free areas included: Block Place (4%), The Causeway (3%), Goldsbrough Lane (2%), Howey Place (1%) and Equitable Place (1%).

Overall, these findings indicate very low levels of awareness of the seven existing smoke-free areas in the City of Melbourne.

**Figure 6: Awareness of smoke-free areas in the City of Melbourne**



Note: respondents were able to provide multiple locations, so percentages do not sum to 100%

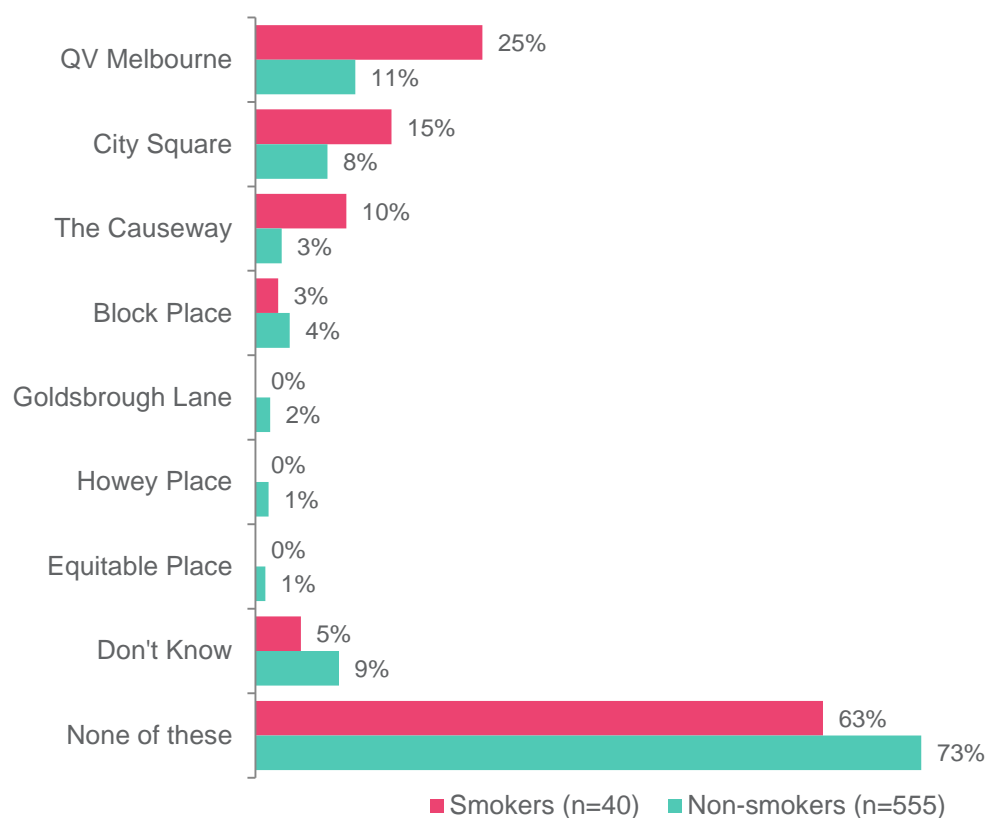
Q7B. There are currently seven smoke-free areas in the City of Melbourne, are you aware of any of the following? (MR)

Base: Total Sample (n=595)

However, smokers have a higher level of awareness of the QV Melbourne (25%), City Square (15%) and The Causeway smoke-free areas compared with non-smokers (QV Melbourne 11%, City Square 8% and The Causeway 3%). Yet as with non-smokers, the vast majority are not aware of any of the designated smoke-free areas in the City of Melbourne.

These findings highlight there is an opportunity for City of Melbourne to continue to promote the existence of smoke-free areas to both smokers and non-smokers.

**Figure 7: Awareness of smoke-free areas in the City of Melbourne by smoking status**



Note: respondents were able to provide multiple locations, so percentages do not sum to 100%  
 Q7B. There are currently seven smoke-free areas in the City of Melbourne, are you aware of any of the following? (MR  
 Base: Smokers (n=40) Non-smokers (n=555)

## 7.4. Attitudes towards introducing new smoke-free areas

Three fifths of people interviewed at The Tan (60%) believe it would be 'great' if the area became smoke-free. A further two in ten (22%) agreed that it would be a 'good' idea. Of those surveyed at Princes Park, just over four in ten (44%) thought it would be a 'great' idea whilst one third believed it would be 'good' if the location was made completely smoke-free. Overall visitors to The Tan are more positive towards the proposed smoke-free area introduction than visitors to Princes Park.

Only a small proportion of those interviewed at each location believe that the introduction of a smoke-free area would be not good / bad idea.

**Figure 8: Attitudes towards introducing the new smoke-free areas**



Q5A. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a Smoke-free area? (SR)  
Base: Total sample (n=595)

When prompted to provide reasons for their overall view, overwhelmingly a high level of support from non-smokers for introducing smoke-free areas to The Tan and Princes Park was recorded. People mainly use The Tan and Princes Park for exercise and leisure, and non-smokers and some smokers believe that smoking and the associated litter are at odds with how the areas are used. The following quotes illustrate some of the benefits of introducing smoke-free areas.

- “Butts everywhere. Health issues, they shouldn't smoke, no smoking should happen here.” (Female, non-smoker, The Tan)
- “Because people are generally here for exercising.” (Male, smoker, Princes Park)
- “It's the way everything is going, I suppose if people are doing fitness things it's not nice to go through clouds of smoke.” (Female, smoker, Princes Park)
- “It makes sense as it's an exercise area...shouldn't smoke around here anyway.” (Male, non-smoker, The Tan)

Some people thought that the smoke-free exclusion zone was not wide enough and needed to be increased while others wanted to see the entire City of Melbourne become smoke-free.

“I don’t know that 5 metres is enough, I think it needs more.” (Male, non-smoker, Princes Park)

“It’s nice to walk in a smoke-free area; the whole city should be smoke-free.” (Female, non-smoker, The Tan)

In contrast, while some people thought that making the area smoke-free was a good idea, they stated that smokers needed to smoke somewhere and introducing a smoke-free area that covered or was near a road was unnecessary.

“I think a total smoke-free is a great idea but the track and near the road is not necessary, they have to have somewhere to go.” (Female, non-smoker, Princes Park)

Health was a key concern for many who supported introducing smoke-free areas with some stating that the areas are primarily for exercise and did not want to be confronted with smoke as they were running or walking past smokers. Others were ex-smokers and believed that the introduction of smoke-free areas helped people to give up smoking.

“My mum died of lung cancer. I should be able to exercise without the dangers of passive smoking. I’m pro exercise. It’s a public space for all.” (Female, non-smoker, The Tan)

“Smoking should be kept away from children not a good example for children.” (Male, non-smoker, Princes Park)

“Because I find this a healthy area and I’m an ex-smoker and I want the message to get out it’s best to give up and having bans does help.” (Female, non-smoker, Princes Park)

“It’s pretty gross when you are being healthy and jogging you don’t need to send a message to children that it’s ok to smoke.” (Female, non-smoker, Princes Park)

Some people supported smoke-free because they were concerned about the effects of cigarette smoke on their own health whilst others were worried about the impact of smoke on children and pregnant women.

“I’m an asthmatic. This is an exercise area. I hate second hand smoke.” (Female, non-smoker, Princes Park)

“Especially around the playground is essential so that the children aren’t exposed to it but near the path isn’t a problem areas as people don’t congregate in that area.” (Female, non-smoker, Princes Park)

“I think you should keep smoking away from family areas.” (Female, smoker, The Tan)



However, some smokers and non-smokers did not believe that the proposed smoke-free areas were fair and believed that such bans were going too far. They thought that smokers were entitled to smoke in outdoor areas.

“Every individual here can smoke. It’s outdoors. More ashtrays and bins required, we need to cater for smokers not alienate them.” (Female, smoker, Princes Park)

“I’m not pro smoking but prohibiting it in an open space seems draconian.” (Female, non-smoker, The Tan)

“It’s a large area and it’s easy to get away from others to have a smoke.” (Male, smoker, Princes Park)

“Too many smoking bans already. It’s a public well vented area and should be allowed.” (Female, non-smoker, The Tan)

While others indicated that they had not seen smokers in the area and therefore did not see it as a place smokers would go to if they wanted to have a smoke.

“I don’t usually see anyone smoking, so I don’t see it as a place that smokers come to.” (Female, non-smoker, Princes Park)

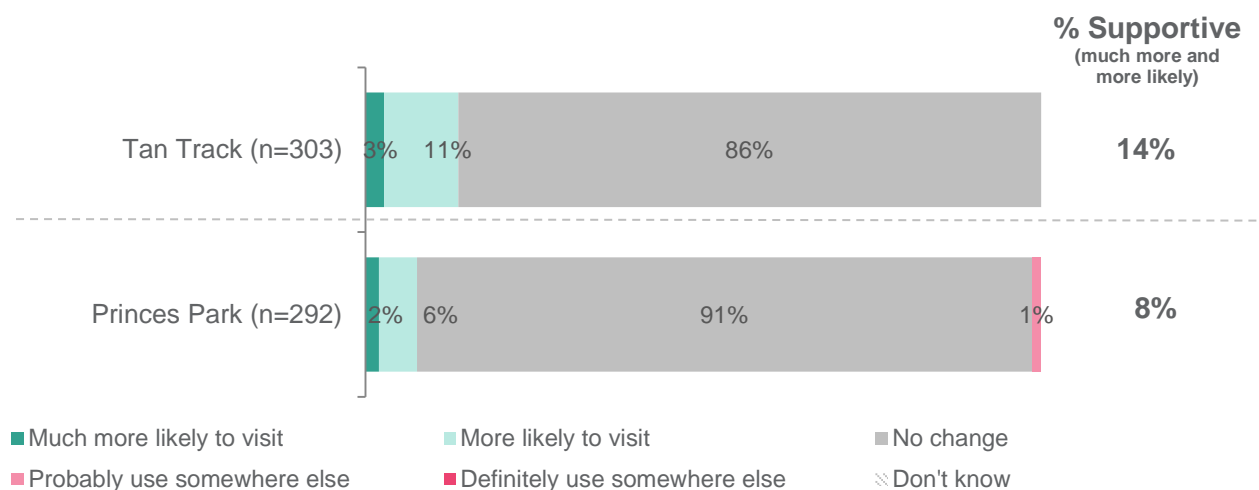
## 7.5. Intended visitation if each location becomes smoke-free

The vast majority of visitors to Princes Park (91%) and The Tan (86%) expect there to be no impact on their likelihood to visit the area if it became smoke-free. Approximately one in ten believe they would be more likely or much more likely to visit The Tan (15%) and Princes Park (8%) as a result of the area being made smoke-free. This indicates that the change to the area would have no change on behaviour or encourage a minority to visit more regularly.

Only one percent of those interviewed at Princes Park would probably use somewhere else if the location became smoke-free. The majority of those who indicated they would go elsewhere were smokers (8%) compared with non-smokers (1%).

Overall findings highlight limited disruption to the area with the introduction of the ban.

**Figure 9: Intended visitation if each location becomes smoke-free by location**



Q6. Would you be more likely or less likely to visit the area if it's smoke-free? (SR)

Base: Total sample (n=595)

## 7.6. General comments about smoke-free areas

At the end of the interview, people were given the opportunity to provide further comments about the proposed smoke-free areas at The Tan and Princes Park. Many of those interviewed expressed positive sentiment about the prospect of the areas becoming smoke-free and cited benefits such as enjoying the beauty of the environment, the impact on health and improving the visitor experience as some of the reasons for being in favour of the bans:

“The sooner the better, I love smoking but I don't do it because it's dangerous and unhealthy to others.” (Male, non-smoker, The Tan)

“Support it very much as I'm an asthmatic & do everything thing I can to avoid smoke fumes.” (Female, non-smoker, Princes Park)

However, other responses were neutral about the proposed smoke-free area and stated that as they hadn't seen anyone smoking there was little point in implementing the bans.

“It's never been an issue here. I haven't noticed any smokers here.” (Male, non-smoker, The Tan)

“I'm mindful of non-smokers and always move to an area where I can smoke without bothering others. It's not hard to do so it's not necessary to have bans it's better to educate smokers to respect others.” (Female, smoker, Princes Park)

Some expressed negative sentiments and felt that as smoking is legal; smokers have the right to have a cigarette in the areas.

“It's a large outdoor area so as smoking is legal it should be allowed.” (Female, non-smoker, The Tan)

“While it's legal I think they get treated [as] social pariahs.” (Male, non-smoker, The Tan)

Others were concerned about how the smoke-free area would be enforced in these areas and wanted to see the bans properly enforced to deter smokers from lighting up. Some people thought more signage promoting and informing visitors and users of the area that it was a smoke-free area was needed.

“I would like that it will be enforced if they bring in the bans.” (Male, non-smoker, The Tan)

“They should have more areas smoke-free more signage so people know.” (Male, smoker, The Tan)

“People don't know about the smoke-free areas because they're not promoted enough.”

Many people wanted to see more smoke-free areas extended in the City of Melbourne to include all parks, outside all buildings and around playgrounds.

“There should be more areas around the city smoke-free, hopefully this is a start of more to come (Female, non-smoker, Princes Park)

Some of those interviewed recognised that smokers need places to go to smoke and wanted this to be considered in any decision about making the two areas smoke-free.



*They need to have smoking places, they must have somewhere to go (Female, non-smoker, Princes Park)*

A number of people complained about the high number of tourist buses that drop visitors off at the Botanic gardens and smoke outside entrances, making it unpleasant for those passing by and leaving butts. These people wanted to see better signage and make the tour operators responsible for cleaning up the litter left behind.



*“They need to address the tourist bus stop areas; they step off the buses and smoke before and after visiting the gardens. Someone from the tourist agency should have someone here to clean up the butts (Male, non-smoker, The Tan)*

Q11. Do you have any further comments? (OE – CODED VERBATIM)

## 8. Detailed Findings – Online Research

In addition to Colmar Brunton's intercept survey at The Tan and Princes Park, this report will also integrate findings from the City of Melbourne's online community engagement platform, Participate Melbourne. Visitors to the site were able to complete an online survey to provide feedback on each location. It should also be noted that the online survey collected responses at an individual and organisation level. A brief overview of this sample's demographics is included below. A total of n=293 people provided feedback for The Tan and n=165 for Princes Park.

Just over a third (36%) of all visitors to either running track are aged between 31 to 41 years. Slightly more females responded to the online survey (55% vs. 44% at the total level) and this was consistent across the two locations. Two thirds (67%) were regular visitors to either location, a high proportion of people visiting daily to Princes Park (75%) when compared to The Tan (62%).

**Table 12: Profile of individual online survey participants**

	Total (n=495)	The Tan (n=293)	Princes Park (n=166)
Age			
18 to 25	10%	8%	12%
26 to 30	17%	16%	18%
31 to 40	36%	37%	34%
41 to 50	19%	19%	19%
51 to 60	11%	12%	9%
61-70	6%	7%	6%
71+	1%	0%	1%
Refused	0%	0%	1%
Gender			
Male	44%	48%	37%
Female	55%	51%	61%
Indeterminate/Intersex/Unspecified	2%	1%	2%

	Total (n=459)	The Tan (n=293)	Princes Park (n=166)
Visit frequency			
Regular visitor (visit at least once a week)	67%	62%	75%
Frequent visitor (every few weeks to every few months)	19%	21%	15%
Infrequent visitor (A few times a year to only once before)	10%	13%	5%
First time visitor (Never been before)	3%	3%	2%
Smoking Status			
Smoker	7%	5%	8%
Non-smoker	93%	95%	92%

Q10. How old are you? (SR)

Q11. *Record gender*

Q3. Q3a. How often do you come to this area?

Q9. Are you a smoker?

Base: Total individual sample (n=459)

The majority of people who provided feedback were individuals, a total of n=9 organisations provided feedback on The Tan and n=3 organisations for Princes Park. Nearly three fifths (58%) of organisations were sporting clubs or groups, as a result a majority (80%) of all organisations surveyed do not allow smoking on their work premises. However there are very low base sizes for the organisation sample and therefore results are indicative and care should be taken when analysing feedback at this level.

**Table 13: Profile of organisations who participated in the online survey**

	Total (n=12**)	The Tan (n=9**)	Princes Park (n=3**)
Organisation type			
Hospitality business owner/operator	8%	11%	0%
Entertainment business	8%	11%	0%
Land management agency	8%	11%	0%
Sporting club or group	58%	56%	67%
Event permit holder	17%	11%	33%
Allow smoking at work premises			
Yes	20%	29%	0%
No	80%	71%	100%

Q3. Organisation type (SR)

Q7. Are people allowed to smoke on your premises, or while taking part in the services, events or activities you offer?

Base: Total organisation sample (n=12\*\*)

\*\* Note: low base sizes at organisation level

## 8.1. Reasons for visiting proposed smoke-free areas

The majority of visitors to either running track were there to exercise (The Tan 89%; Princes Park 88%), with very few people visiting for other reasons such as passing through the area (5% total) or to meet/dine/eat with people (3% total).

**Table 14: Reasons for visiting the proposed smoke-free areas**

	Total (n=459)	The Tan (n=293)	Princes Park (n=166)
For exercise (walking / running / cycling etc.)	89%	89%	88%
Passing through the area	5%	5%	5%
To dine/ picnic/ drink/ meet people	3%	3%	2%
Work in or near this area	3%	2%	3%
As part of organised sport/spectating	1%	0%	1%

\*\* Percentages sum to 99% or 101% due to rounding

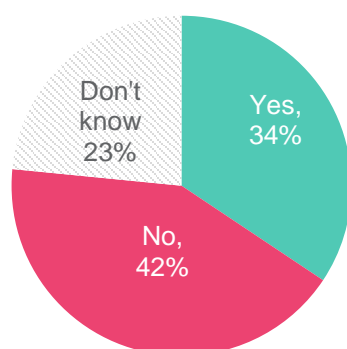
Q4. Which of the following best describes your primary reason for visiting this area? (SR)

Base: Total individual sample (n=459)

## 8.2. Awareness of existing smoke-free areas

A third (34%) of all individual visitors are aware of other smoke-free areas around the City of Melbourne, whilst two fifths (42%) are not aware of any other smoke-free areas.

**Figure 10: Awareness of smoke-free areas in the City of Melbourne to individuals**



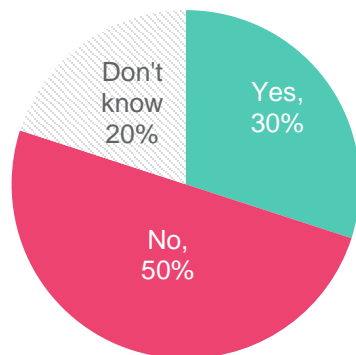
Q8. Are you aware of existing smoke-free areas in the City of Melbourne?

Base: Total individual sample (n=448)

A similar level of awareness exists among those responding on behalf of an organisation. Three in ten (30%) are aware of other smoke-free areas and half (50%) of those who took part in the online survey were not aware of any other smoke-free areas in the City of Melbourne. However when interpreting these results the low base size for the sample must always be considered.



**Figure 11: Awareness of smoke-free areas in the City of Melbourne to organisations**



Q8. Are you aware of existing smoke-free areas in the City of Melbourne?

Base: Total organisation sample (n=10\*\*)

\*\* Note: low base sizes at organisation level

## 8.3. Attitudes towards introducing new smoke-free areas

### 8.3.1. Individual level

The majority (79%) of visitors who took part in the online survey believe it would be great to have the two running tracks smoke-free, this proportion remains consistent across locations. Only one in ten (11%) of those surveyed believe it would be really bad for the area to become smoke-free.

**Table 15: Individual attitudes of smoke-free areas in the City of Melbourne**

	Total (n=448)	The Tan (n=285)	Princes Park (n=163)
It would be great to have it smoke-free	79%	80%	77%
It would be good to have it smoke-free	4%	4%	4%
It doesn't bother me either way	6%	6%	8%
It would not be good if it's smoke-free	0%	0%	0%
It would be really bad if it's smoke-free	11%	11%	11%

\*\* Percentages sum to 99% or 101% due to rounding

Q6. What is your overall view on making this track with buffer zone a smoke-free area? (SR)

Base: Total individual sample (n=448)

## 6.4.2. Organisational level

Very similar attitudes are held by the organisations as the individuals, with the vast majority (80%) believing it would be great for the running tracks to become smoke-free and one in ten (10%) believing the new restrictions would be really bad. These results are however merely indicative due to the very low base size for the organisation sample.

**Table 16: Organisational attitudes of smoke-free areas in the City of Melbourne**

	Total (n=10**)	The Tan (n=7**)	Princes Park (n=3**)
It would be great to have it smoke-free	80%	71%	100%
It would be good to have it smoke-free	10%	14%	0%
It doesn't bother me either way	0%	0%	0%
It would not be good if it's smoke-free	0%	0%	0%
It would be really bad if it's smoke-free	10%	14%	0%

\*\* Percentages sum to 99% or 101% due to rounding

Q6. What is your overall view about making this track with buffer zone a smoke-free area?

Base: Total organisation sample (n=10)

\*\* Note: low base sizes at organisation level

## 8.4. Intended visitation if each location becomes smoke-free

Almost half (46%) of all visitors to either running track believe they would be much more likely to visit either should the space become a smoke-free area, this proportion remained consistent between both locations. One third (34%) of all visitors however do not believe the introduction of new smoke-free areas would change their visitation to either of the two locations. Very few (4%) believe they would go elsewhere as a result of either location being made smoke-free.

**Table 17: Behaviour change of visitors to smoke-free areas in the City of Melbourne**

	Total (n=448)	The Tan (n=285)	Princes Park (n=163)
I would be much more likely to visit this area	46%	47%	45%
I would be more likely to visit this area	16%	14%	18%
It wouldn't change my visitation either way	34%	34%	33%
I would probably use somewhere else	1%	1%	1%
I would definitely use somewhere else	3%	2%	4%

\*\* Percentages sum to 99% or 101% due to rounding

Q7. Would you be more likely or less likely to visit this area if it's smoke-free? (SR)

Base: Total individual sample (n=448)

## 8.5. General comments

When prompted to leave any final comments a number of varied responses were left. Commonly a number of people expressed desire for more areas in the City of Melbourne to become smoke-free;

- “Good initiative. There is too much smoking in public places, it's very unpleasant for non-smokers.” (Male, non-smoker, Princes Park)
- “Great idea and would love to see all sporting or outdoor leisure areas designated smoke-free.” (Male, non-smoker, The Tan)
- “A running track or any area primarily used for exercising/sport is no place for cigarette smoke.” (Female, non-smoker, The Tan)
- “Make all of Melbourne smoke-free!” (Female, smoker, Princes Park)

Some people however expressed concerns, claiming the new smoke-free areas measure to be over protective and some going as far as believing the rights of smokers are being infringed upon.

- “Stop harassing smokers.” (Female, non-smoker, The Tan)
- “I don't like it when people are walking and smoking as I don't like the smell but I also don't believe in segregating the community.” (Female, non-smoker, Princes Park)
- “A public park is a public park, let's not create rules, let's empower people to make better decisions and own up to their choices!!!” (Female, occasional-smoker, Princes Park)
- “Leave people alone and let them live the way they want.” (Female, non-smoker, Princes Park)

A handful of people also suggested that alternatives be provided for those who choose to smoke, with many citing examples from overseas.

- “Every outdoor area where people exercise needs to be smoke-free. IN fact every footpath needs to be EVERYWHERE and smoking 'rooms' set up for smokers like they have in Japan where they have a huge rate of smoking but they corral them into small areas.” (Male, non-smoker, Princes Park)
- “I would strongly suggest smoking areas for people who want to smoke. In Europe there are "boxes" for smokers which are similar to public toilets but they are all glass and have an exhaust fan that takes the cigarette smoke into a filtration system or up into the air above the non-smokers on the street.” (Female, non-smoker, Princes Park)
- “I would strongly suggest smoking areas for people who want to smoke. In Europe there are "boxes" for smokers which are similar to public toilets but they are all glass and have an exhaust fan that takes the cigarette smoke into a filtration system or up into the air above the non-smokers on the street.” (Female, non-smoker, Princes Park)

## 9. Detailed Findings – Facebook Post A

### 9.1 Review and summary

As part of the community engagement for introducing smoke-free areas at The Tan and Princes Park Running Tracks, the City of Melbourne invited people to take part on a conversation via a post created on its facebook page on February 10<sup>th</sup> 2016. The community was asked 'Do you use The Tan or Princes Park for exercise, for commuting to work or heading to an event? We want to know whether you think these running tracks should be made smoke-free. Join the conversation by visiting <http://www.participate.melbourne.vic.gov.au/smokefree> until 9 March.



This 10<sup>th</sup> February post generated 1,200 likes, 159 direct comments and 90 shares. People who posted on Facebook are almost equally divided about the idea of introducing smoke-free areas at The Tan and Princes Park Tracks. Four in ten (38%) support the introduction, however a similar proportion (37%) are not in support of these areas becoming smoke-free. One in ten (12%) comments were neutral in their sentiment towards the proposed changes and a further one in ten (13%) left irrelevant comments (13%). Many people regardless of whether or not they support the proposed introduction have strong views about smoke-free areas.

**Table 18: Sentiment towards introducing new smoke-free areas (Facebook Post A)**

	%
Supportive	38%
Not supportive	37%
Neutral	12%
Irrelevant	13%

Of those who do support smoke-free areas at these locations, one third (34%) want smoke-free areas introduced in all public outdoor locations throughout the City of Melbourne with some stating how unpleasant it is to inhale second hand smoke.



*"All public spaces should be smoke-free, finding too many people smoking directly outside of eateries lately." (Male)*



*"I think EVERY part of Melbourne should be smoke-free except your own home. I often walk behind people who smoke breathing in their foul air. Now, what if I had a spray can of something putrid that I felt was MY RIGHT to give a few bursts of in public whenever I chose. Causing those around me discomfort? Should I be allowed to go right ahead?" (Male)*

*"Everywhere should be smoke-free. Not just the smoke it's the butt litter." (Female)*

A similar proportion (38%) agreed that the nominated areas should be made smoke-free with some people questioning whether those who exercise would actually smoke. Some people believe that instead of creating smoke-free areas designated smoking areas should be created instead.



*"Why would you not make both places smoke-free?" (Female)*

*"Smoke free, but sports folk do not smoke surely?" (Male)*

*"Or create designated smoking areas so those who want to smoke can and those who don't want a whiff of it don't go near it." (Female)*

A fifth (19%) people who left a facebook comment were concerned about the impact of passive smoke on themselves and others and view the introduction of smoke-free areas at The Tan and Princes Park Tracks as a public health measure (19%). Some people believe the introduction will promote a healthy lifestyle whilst others believe that clean air is a right that needs to be protected.

*"MAKE IT NON SMOKING. LET'S ENCOURAGE HEALTHY LIFESTYLES!" (Female)*



*"Passive smoking is real health risk!!!! Everyone has the right to not have to breathe in this filthy waste product." (Female)*

*"Whether you have seen it [smoking] or not, still an issue and people's rights to clean air need to be both preserved and proactively protected." (Male)*

Many people who do not support the introduction of smoke-free areas believe that it is a 'stupid' idea, is going too far and consider that the 'nanny state' is interfering with yet another aspect of their lives (57%). They believe that smokers have the right to smoke in outdoor areas and suggest that people

move if they don't like the smoke. One in ten (10%) of those who do not support the initiative believe that the pollution from traffic and industry is much more of an issue than cigarette smoke whilst some people believe that they should be able to smoke outdoors as it is legal to smoke or other issues such as homelessness are more important issues for City of Melbourne to be addressing (4% respectively).



*"Smokers are hit with massive taxes. Subjectified to disgusting images on packaging and ridiculed constantly unlike any other legal drug. We also pay income taxes, road taxes, rates. And ohhhh yes PARKS TAX. We pay to have the right to be there. It's outdoors. I'm a smoker (clearly). I don't agree with smoking near a playground or in confined spaces but outdoors in a public park? Yes we should be allowed to smoke. We are a dying breed. And stats show less people are taking up the habit (thank heavens) but we have rights too. There are many things smokers would rather not be in the presence of. But do we whinge constantly? There are enough double standards around. Do we really need more?" (Female smoker)*



*"Ridiculous, the traffic fumes would be far worse for the joggers, it also sets a dangerous precedent. For god sake how far is the nanny state going to go?" (Male)*

*"Oh come on! It's banned so many places, just make it illegal already! The only reason it's not is the fortune they make on taxes." (Female)*

Few people (4%) believe that the introduction of smoke-free areas is a non-issue either because they have never seen smokers at the locations or they believe that enforcing the areas would be very difficult.



*"I think it would be difficult to enforce a cigarette free path, I don't think it is an issue. Smoke free zones in the park might be an idea. I've never noticed any smokers at the park although people probably do". (Female)*

*"I don't think smoking is really an issue on the tan. I have rarely seen somebody smoke, or even cigarette butts, on the tan... And I run the tan almost daily." (Male).*

Most commonly those who were neutral in their opinion towards the proposal believe at it was not needed as they had never seen smokers at the Tracks. Some believed that homelessness and that the pollution from traffic is more of a problem than cigarette smoke.

*"Never saw anyone smoking in 10 years of walking The Tan Track." (Female)*



*"Flinders and Swanston Streets littered with cigarette butts from squatting homeless people. Get them a home with abandon buildings / houses by doing them up." (Male)*

*"Smoke free? How about car fumes free!" (Female)*

One in ten people who gave feedback about the proposed smoke-free areas made off topic comments that were not relevant these ranged from general and personal statements to comments about parking fines and personal safety.



*"There are enough parks around Melbourne to justify not driving to it and paying for parking." (Male)*

*"All this healthy running contact with nature is giving so much good vibes and wellbeing." (Female)*

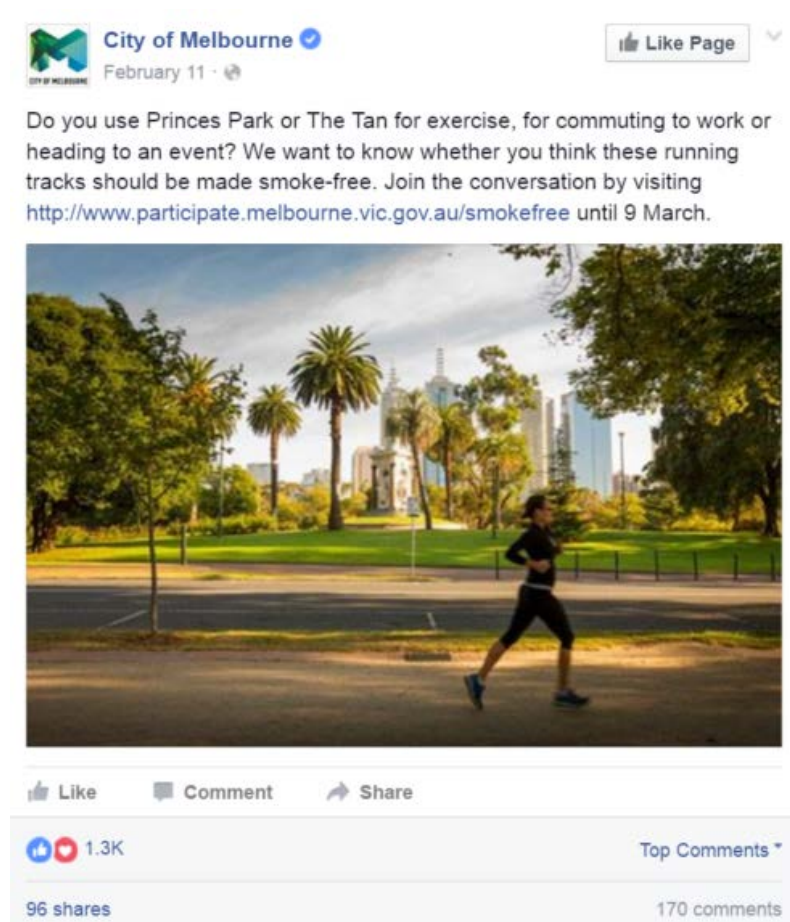
Overall, the facebook post generated a large number of likes and comments, whilst generating shareability among the community. Views and opinions were polarised regarding whether the locations should be made smoke-free, with a similar proportion in support of the introduction of smoke-free areas as there were not in support. Themes can be grouped into five key areas including, supporting health and wellbeing, impact of passive smoke and risks associated with smoking, relevance of making these areas smoke-free, impact on smokers and freedom of choice, and the extension of more smoke-free locations through City of Melbourne.



# 10. Detailed Findings – Facebook Post B

## 10.1 Review and summary

Following on from the first post made on February 10<sup>th</sup>, a second post was made by City of Melbourne on the facebook page on February 11<sup>th</sup> 2016. Community members were invited to join the conversation about the proposed new smoke-free areas at the Princes Park and The Tan.



Similarly to those who commented on the first facebook post, people were again almost equally divided about whether they supported the proposed smoke-free areas with four in ten either supportive or not supportive (39% and 40% retrospectively). Almost one in ten (8%) were neutral in their attitude whilst a similar proportion (13%) left off topic comments. There were 1,300 likes, 96 shares and 170 comments about the proposed changes with people on both sides of the debate passionate about what is being proposed for The Tan and Princes Park tracks. As with the previously discussed Facebook page, many people voiced their support or opposition with strong comments and replies.



**Table 19: Sentiment towards introducing new smoke-free areas (Facebook Post B)**

	%
Supportive	39%
Not supportive	40%
Neutral	8%
Irrelevant	13%

Two-thirds (63%) of people who support the proposed introduction of smoke-free areas believe areas that are used for exercise and relaxation should be free of smoke whilst one in ten (13%) believe that creating smoke-free areas will improve health for all.



*"How much better would it be if The Tan was smoke-free! No more coughing when running though some idiots smoke!" (Female)*

*"Surely it is worth pursuing any change, however small, that may lead to improved health outcomes for tan/track users and smokers alike?" (Male)*

Some people want all parks and the city to be smoke-free with some no longer visiting the city because of the amount of cigarette smoke with some concerned about the impact of passive smoking, on the health of people, particularly pregnant women and children.



*"Yes all parks in Melbourne should be smoke-free! As a reformed smoker I find it disgusting being out in the 'fresh' air and having smoke blown in my face! It makes me feel physically ill!" (Female)*

*"I don't even bother going into the city, anymore, the smoke makes me so sick and nobody appears to be enforcing the no-smoking bans. I have all but given up!" (Female)*



*"Try walking around CBD or sitting on a bench 1 day, I guarantee within 5 minutes you will be passive smoking and coughing.....". (Male)*

*"Yes !!! I can't believe we even have to discuss this. Pregnant women children and healthy non-smokers use these tracks all the time. Why should fit healthy people have to breathe second hand smoke from people who don't care about their health or the health of others around them!" (Female)*

Other issues that were mentioned by a few people include issues with enforcement, providing smokers with their own area to smoke and being careful about not marginalising or ostracising smokers.

*"Smoke free, yes, but no need to assault smokers." (Male)*

For people who are not supportive of the proposed introduction of smoke-free areas, one third (32%) believe that this is another example of the 'nanny state' going too far. A fifth (19%) believe that the council is infringing on their legal rights as citizens to smoke arguing that the onus is on people exercising to avoid smoke, individuals are responsible for their own choices and they have the same right as everyone else to use public spaces.



*"I run them. I live near them. I walk The Tan regularly. I am an ex-smoker and the smell of it now really turns my stomach. But I also think live and let live, if other people want to smoke*

*let them, really if someone passes me with a ciggy around the tan it's going to bother me for like 2seconds, really do I have so little to worry about in life that 2seconds of annoyance needs the local government to blanket ban others doing something legal that they choose to do? I don't think so. I really think if that's all you have to complain about in life you need to reassess how cushy your life is." (Male)*



*"Wow antismoking nanny state nonsense juxtaposed with a running track. Brilliant! Let us do stupid things to ourselves if we want, Ok?" (Male)*

*"No, it should not be smoke-free. Smokers pay more tax than non-smokers. They are entitled to use the facilities too." (Male)*

Some comments related to pollution caused by traffic is more of a problem than cigarette smoke. This is a theme that emerged across both facebook posts. There is also a sentiment that other issues are more important to address than smoking in outdoor public spaces.



*"Get over it == exhaust from cars and trucks are more harmful - People are amongst nature, trees absorb smoke, wind blows it away... not that many people to seriously worry about running through other people cold germs, other peoples BO can nearly make me throw up etc. GET A LIFE - stop trying to make everything illegal. === BAN SMOKING AND SALES OF CIGARETTES - before you take the rights of ordinary people's choices." (Female)*

Some comments mentioned that they have not seen smokers during their visits to the tracks and therefore believe that the introduction of smoke-free areas is unnecessary. This is supported by the intercept and online survey findings were no one was witness to be smoking or there as a reason to smoke when surveyed.



*"Never ever have I experienced anyone smoking while running The Tan ... pollution on the other hand ▯ LEAVE THE TAN AS IS!" (Female)*



*"The only place I see people smoking is tourists and tour bus drivers at the corner of Alexandra Avenue and Anderson St. I rarely see anyone else ever smoking around there and to be honest it's so not a big deal." (Male)*

A few people stated that they smoke while they exercise and that bringing in smoke-free areas would not change their habits. Some others consider that rather than gradually introducing smoke-free areas government should just make smoking illegal.



*"I do enjoy scoffing a ciggie on my jog, but I only use it a couple of times a week." (Male)*

*"You know what? WHY DOESN'T THE GOVERNMENT STOP SELLING CIGARETTES ALL TOGETHER! This will solve the problem!" (Female)*

Most people who are neutral in their opinion of introducing smoke-free areas at the Princes Park and The Tan believe that it is either not an issue or they are not interested in the topic as they do not believe that smokers are impacting their experience.



*"I'm not a smoker, never have been. I walk the tan sometimes but use Princess Park almost every week. I think that there are enough big open spaces for smokers that it wouldn't worry me." (Female)*

*"Never even occurred to me when running there in the past, as long as they don't litter, who cares. It must be like a second of smoke inhalation. Hold your breath." (Male)*

As with the previously described section, some people provided comments that were off topic, these ranged from general comments about Melbourne being the "best city in the world", personal comments to negative statements about joggers, the enforcement (or lack thereof) of dog laws and horses dung.



*"Best city in the world." (Male)*

*"There are signs at the beaches now saying no dogs between 7 -7 and people walk past them with dogs. No one polices them." (Female)*

*"I'm more concerned with the horse faeces that make a regular appearance. The Horse and Carriage operators are obliged to clean up after the horses but I see horse waste on The Tan every time I go for a run. On a track where tourists, families, toddlers and the elderly walk it's a total health hazard and a really bad look for Melbourne." (Female)*

Overall, this facebook post generated a large number of likes and comments, whilst generating shareability among the community. It also generated slighter more activity than the post made the previous day. Views and opinions were polarised regarding whether the locations should be made smoke-free, with a similar proportion in support of the introduction of smoke-free areas as there were not in support. Similarly to the 10<sup>th</sup> February post, themes can be grouped into five key areas including, supporting health and wellbeing, impact of passive smoke and risks associated with smoking, relevance of making these areas smoke-free, impact on smokers and freedom of choice, and the extension of more smoke-free locations through City of Melbourne. Some community members hold an opinion that pollution caused by traffic and other issues are more important than the introduction of smoke-free areas at these locations.

# 11. Detailed Findings – Domain Parklands Online

An opportunity to seek preliminary community feedback on smoke-free areas arose during engagement for the Domain Parklands Master Plan. A broader community engagement survey was conducted and within this survey some information was collected about smoke-free areas. A total of n=36 comments were made, which were then analysed to understand community sentiment and key themes. The Domain Parklands includes The Tan running track. The initial phase of community engagement on the master plan occurred from September to November 2015, with engagement activities including an online survey on Participate Melbourne.

People who took part in the online survey were asked two questions relevant to smoke-free areas;

- 1) If there was one thing you could change, what would it be? and
- 2) In recent years, we've heard several ideas about the future of Domain Parklands, including: ... designating some of the park to be smoke-free. What do you think about these ideas, and do you have any others?

The vast majority (78%) who provided feedback were in support of making the Domain Parklands smoke-free. Very few were not in support of the proposal.

While only three people who responded to the question 'If there was one thing you could change, what would it be?' all wanted the Domain Parklands to be smoke-free. One person thought that while a smoke-free park would be a great idea they were concerned about the cost of enforcing smoke-free areas and stated that it would be a waste of public money to do so.



*"A smoke-free garden would be fantastic, but the reality is that this is a very costly measure to enforce, and Council would be wasting public money trying to enforce it, particularly on the weekends." (Female worker & visitor)*

The majority of people surveyed are overwhelmingly positive and support the idea of introducing smoke-free areas to the Domain Parklands. Of these one third (35%) wanted the Parklands to be 100% smoke-free with some indicating that there is nowhere in the city of Melbourne where they are not confronted with second hand smoke or the sight of cigarette butts discarded on the ground.



*"All of the park should be smoke-free. There is virtually nowhere a non-smoker can go to breathe freely in the city. Can we at least make the green lungs of the city one such space? (This will be especially important if free wifi encourages many more people to use the parks)." (Female visitor).*



*"I do support a smoke-free park. We often see discarded cigarette butts on the ground. Many international visitors smoke and think nothing of discarding their butts - it could also be a fire risk." (Male visitor).*



*"Park should definitely be smoke-free and linkages to the river make a lot of sense (Female resident ratepayer worker & visitor)."*

Others who support introducing smoke-free areas want parts of the Parklands designated smoke-free with some acknowledging that there needs to be a balance as smokers need a place to smoke as well (12%) while a few people want all parklands in the City of Melbourne to be smoke-free.

*"Smoke free areas would be great." (Female worker & visitor).*



*"I thought all public spots were smoke-free (e.g. MCG). Your statement makes me realise that I am mistaken. As long as smoking is legal, smokers should have access to green spaces too. Therefore, I think smoke-free spots are good." (Male ratepayer & visitor).*



*"Love idea of smoke-free and a pedestrian bridge." (Female worker).*

Those who are neutral about the idea of designating some of the Domain Parklands smoke-free are either not interested; do not believe it is an issue as they have "not had problems with smokers" or think it is not relevant to them.

People who do not support the idea of making some of Domain Parklands smoke-free are primarily of the opinion that no change is needed as the gardens work well as they are and would lead to unnecessary costs presumably due to enforcing smoke-free areas. Further, some thought that smokers need a place to smoke and people can move if they don't like it.



*"Who is going to enforce the 'smoke-free'? It's hard enough to do now around playgrounds." (Female visitor).*

Some people provided feedback about other issues that they are interested in including building a pedestrian bridge and reducing the amount of traffic by closing a road. These comments were considered irrelevant for the smoke-free discussion of The Tan.

# 12. Appendix A: Technical notes

## 12.1. Research Approach

The research was split into two key stages:

1. scoping meeting with stakeholders; and
2. a quantitative study.

A scoping meeting was held with City of Melbourne on 12th January 2016. This scoping meeting involved a discussion of:

- the aims and objectives of the project;
- background to the topic; and
- methodology for the study.

During this scoping phase, key issues regarding the study were addressed and agreement about many aspects of the survey design and implementation was obtained. The scoping phase was invaluable to ensure that the survey collected information in a way that maximised its usefulness to City of Melbourne.

Consultations with key stakeholders were used to design a draft questionnaire. The research with stakeholders was invaluable to ensure that the survey collected as much information as possible that would help these staff in their role at City of Melbourne.

## 12.2. Quantitative Research Approach

An intercept interview approach was used to administer the survey. An intercept is one-on-one interview done in-person at a central location. These interviews are called intercepts because the interviewer actually "intercepts" respondents as they move about a given location and asks them to take part in the survey. Intercepts are often used when the population of interest is limited, respondents can be found within a specific location, and a strictly random sample of the general population is not required. The sample for the survey was a random selection of people at The Tan and Princes Park. The overall sample size for the survey was n=595 visitors across t.

The following sections discuss the quantitative survey methodology. For more detail about technical aspects of the study, see Appendix A.

### 12.2.1. Fieldwork

Fieldwork for the survey was conducted by an experienced fieldwork team, who are fully accredited with Interviewer Quality Control Accreditation and have undergone training set out by these standards. A briefing, including a practice interview, was held with all interviewers and the field supervisor prior to the commencement of interviewing.

Fieldwork for the survey was conducted between 13 and 28 February 2016. Respondents to the survey were intercepted at a variety of locations at The Tan and Princes Park.

The final response rate for the survey was  $n=595 / n=797 = 75\%$ . The average length of the survey was as 5 minutes

### 12.2.2. Tests of Statistical Significance and Reliability



The individuals who took part in this survey are only a sample of the total population of visitors and users of the proposed areas, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had have responded (true value).

We can however, predict the variation between the sample results and the 'true value' by assessing the size of the samples on which the results to each question are based, and the number of times a particular answer is given.

A total sample size of  $n=595$  yields a 95% confidence interval of  $\pm 4.0\%$ . This means that if 50% of the sample surveyed express a particular sentiment, we can be 95% confident that the true value would lie between 46.0% and 54.0%. For each of the locations surveyed, the 95% confidence intervals are as follows:

- The Tan with a sample size of  $n=292$  yields a confidence level of  $\pm 5.7\%$
- Princes Park with a sample size of  $n=303$  yields a confidence level of  $\pm 5.6\%$

Where sample sizes are low (less than  $n=30$ ), these results are marked by an asterisk (\*). These results may not reliably reflect the views of the population in each area.

Tests for statistical significance were conducted by comparing particular subgroups of interest. In tables and graphs, the figures with an upwards arrow (i.e. ) represent a proportion that is significantly higher than the comparison group(s). Conversely, the figures with a downwards arrow (i.e. ) represent a proportion that is significantly lower than the comparison group(s).

### Other Responses

Responses that did not fall into one of the existing response options for a question were "coded" (grouped into themes) into a new response option if mentioned by more than 5% of respondents. Any additional responses are included in the code 'other'.

### Analysis of Observations

Observational data was collected by one interviewer (three observations broken into three 15 minute blocks at the start, middle and end of the shift) to provide an understanding of how smoking impacts the proposed smoke-free locations. The results of these observations are recorded in the location summaries. The following information gives reference to how the data in these tables was calculated. **For cigarette litter:** one interviewer noted the number of cigarette butts they could see within their unique section of the area. These counts were taken at the start and end of the shift. The numbers within the data tables represent the average number of butts counted by the interviewer within a 50 metre area. A separate average is given for the start of the shift and the end of the shift.

**Presence of smokers:** The number of smokers, both in the area and walking past, were counted by interviewers in their unique area, at each hour of their shift (a total of 3 observational counts per interviewer, per shift were conducted). The figures in the tables represent the average number of people smoking, both in the area and passing by the area, across all observational time points.

**Presence of smoke:** Interviewers noted whether or not they could smell or see smoke in the area at any given time. These observations were made at the start of the shift, in the middle and at the end of the shift. The percentages shown in the tables represent the proportion of time points where smoke could be smelt or seen by one or more interviewers within the area.



# Appendix B: Survey Instruments

## 12.3. Quantitative Questionnaire – Intercept Interviews

### QMS FIELD REQUIRMENTS

**Project No.:** COM0008

**Project Name:** Smoke Free Areas Community Engagement

**Main Client Service Contact:** Chantelle Britt

**Client Service Project Leader:** Chantelle Britt

**Other Client Service Team Members:** Chantelle Britt, Kirstin Couper, Lara Mainka

**Issue Date:** 20<sup>th</sup> January 2016

### QMS BRIEFING NOTES

#### 1. Background Information

Smoking is a major cause of preventable death in Victoria and a leading cause of avoidable chronic illness, such as cancer and cardiovascular disease. Therefore it is a four-year priority of Council to protect the community from passive smoking by expanding smoke-free areas.

There are currently seven prescribed smoke-free areas in the City of Melbourne under the smoke-free areas project. These areas are; QV Melbourne, City Square (6am – 8pm), Goldsbrough Lane, Howey Place, Block Place, Equitable Place and The Causeway.

There are a number of other smoke-free areas in the municipality which are the result of State Government legislation (Tobacco Act 1987). These areas include children's playgrounds, childcare centres, public transport stops and certain building entrances.

The Smoke-Free Areas project commenced in 2013 with a smoke-free trial in The Causeway laneway. Positive feedback from community meant the area became permanently prescribed as smoke-free in May 2014. In 2014-15 six areas were proposed as smoke-free. The first round of consultation included Howey, Equitable and Block Place. These areas have been smoke-free since April 2015. The second round of consultation included QV Melbourne, City Square and Goldsbrough Lane. Since 1 October

2015, QV Melbourne and Goldsbrough Lane became smoke-free, while a 12-month daytime only ban is currently being trialled in City Square.

In August 2015, the State Government announced a commitment to ban smoking in outdoor dining areas by 1 August 2017. As a result, the focus of the smoke-free areas project will be on areas which do not predominantly feature outdoor dining.

City of Melbourne is now partnering with a suitably qualified and experience market research agency to undertake similar community consultation in three further areas in Melbourne (The Tan, Princes Park and Track Public Footpaths).

In order to determine whether to proceed with expanding the number of smoke-free areas in public spaces in Melbourne, City of Melbourne needs to fully understand the views and attitudes of affected stakeholders, businesses and individuals as well as the broader community.

## **2. Schedule/Timing**

Questionnaire approved by CoM	Friday 22 <sup>nd</sup> January 2016
Questionnaire scripting (including checking)	25 <sup>th</sup> – 29 <sup>th</sup> January 2016
Interviewer Briefing	10 <sup>th</sup> February 2016
Fieldwork Begins – The Tan & Princes Park	13 <sup>th</sup> February 2016
Fieldwork Completed – The Tan & Princes Park	28 <sup>th</sup> February 2016
Un-coded data file received	ASAP after fieldwork ends

## **3. Sample Size**

6 shifts x 5hrs at The Tan Running Track

6 shifts x 5hrs at Princes Park

## **4. Sample/Recruiting Specification**

None

## **5. Quota Instructions/Codes**

None

#### 6. Interview Length

5 minutes

#### 7. Incentive/Thank-You

None

#### 8. Other Specific Fieldwork Instructions

Each of the three fieldwork locations is **confidential** to the public until the dates listed below. Before these dates, please do not release the names of these locations to any individuals other than what is absolutely required to run this project. Anyone who is informed of these locations prior to the dates listed below must agree to keep this information absolutely confidential.

1. The Tan Running Track – w/c 10<sup>th</sup> February 2016
2. Princes Park – w/c 10<sup>th</sup> February 2016

Please distribute a flyer to people who don't have time to complete the survey on the spot (the flyer contains more information and a website where they can give feedback online).

#### 9. Questionnaire Instructions - Dealing with Overall Project Questions from Respondent

Protocol for answering questions pertaining to **CLIENT IDENTITY**:

"The client commissioning this study is City of Melbourne"

Protocol for answering questions pertaining to **RESEARCH SUBJECT**:

"This survey is about smoke-free areas."

#### 10. General Questionnaire Instructions

PLEASE FAMILIARISE YOURSELF WITH THE QUESTIONNAIRE AND THE CODE FRAME BEFORE YOU COMMENCE INTERVIEWING

## City of Melbourne – Intercept Questionnaire

### RECORD LOCATION:

1. The Tan Running Track
2. Princes Park Track

RECORD DAY: \_\_\_\_\_

RECORD DATE: \_\_\_\_\_

RECORD START TIME: \_\_\_\_\_

### INTRODUCTION:

Good morning/afternoon/evening. The City of Melbourne is engaging with the community on proposals to make The Tan and Princes Park running tracks smoke-free.

QS1. Would you like to participate in a short survey about making this running track smoke-free?

1. Yes
2. No

**IF YES AT QS1, CONTINUE WITH SURVEY**

**IF NO AT QS1, ASK QS2**

**IF REASON ALREADY GIVEN WITHOUT PROMPTING, CODE ACCORDINGLY**

QS2. Can I just ask why not? **READ OUT**

1. Don't have time
2. Just not interested
3. Don't like doing surveys
4. Not sure how the information will be used
5. Not sure can trust the interviewers/company
97. Other – **SPECIFY**
99. No reason given

If you would like to find out more information about making this area smoke-free or would like to complete the survey at another time, please go online for more information at <http://participate.melbourne.vic.gov.au/smokefree>.

**INTERVIEWER TO HAND OUT BUSINESS CARD.**

### ASK ALL

Q1. Have you been to the [INSERT LOCATION NAME] before?

1. No, this is the first time
2. Yes, been to this area before

**IF Q1=1, ASK Q2**

**IF Q1=2, SKIP TO Q3**

Q2. How often do you come to this area?

1. Daily
2. Couple of days per week
3. Once a week
4. Once every few weeks
5. Once a month
6. Once every few months
7. Once per year
8. Less often than once per year
98. Difficult to say/don't know

**ASK ALL**

Q3 What is the postcode where you live? (OE, NUMERIC)

95. Overseas  
96. Other – specify  
97. –Don't know – specify

**IF Q3=95,96,97, ASK 3A**

**ELSE, SKIP TO Q4**

Q3A So can you tell me the suburb and state where you live? (OE)

**ASK ALL**

Q4. Which of the following best describes your reason for visiting this area today? **(MC) READ OUT  
RANDOMISE ORDER DISPLAYED**

1. Passing through the area
2. For exercise (walking / running / cycling etc.)
3. For leisure/just enjoying the space
4. As part of organised sport/spectating
5. To have a cigarette
6. To dine/ picnic/ drink/ meet people
7. To attend an event
8. Work in or near this area
9. Sight seeing
97. Other - SPECIFY

I am now going to show you the proposed plan for making [INSERT LOCATION NAME] smoke-free.  
**SHOW MAP.** This map illustrates the area that is proposed to be smoke-free by City of Melbourne.  
This includes the track itself and a buffer zone either side.

**TAN**

As a general rule, the smoke-free area extends from the track to 3m within the parklands or to the adjoining Royal Botanic Gardens fence, across the track and out to the adjoining roadway (except for

Section B, Rotary Corner - please refer to map). The area known as the Pillars of Wisdom, with a 3m buffer zone is also proposed to be smoke-free.

### PRINCES PARK

As a general rule, the smoke-free area extends from the track to 5m within the parklands, across the track and out to the adjoining roadway. On Royal Parade this also includes the shared bitumen pathway. Fitness stations and a 5m buffer zone are also covered. Under existing State Government legislation, smoking is not permitted within 10m of children's playgrounds.

### ASK ALL

Q5A. What is your overall view on making [INSERT TRACK NAME] with the buffer zone a smoke-free area? **(SC) READ OUT**

5. It would be great to have it smoke-free
4. It would be good to have it smoke-free
3. It doesn't bother me either way
2. It would not be good if it's smoke-free
1. It would be really bad if it's smoke-free
98. Not sure

### ASK IF CODE 5,4,2 OR 1 SELECTED AT Q5A

Q5B. And why did you say that? **(OE)**

--

### ASK ALL

Q6. Would you be more likely or less likely to visit the area if it's smoke-free? **(SC) READ OUT**

5. I would be much more likely to visit this area
4. I would be more likely to visit this area
3. It wouldn't change my visitation either way
2. I would probably use somewhere else
1. I would definitely use somewhere else
98. Not sure

### ASK ALL

Q7A. Are you aware of existing smoke-free areas in the City of Melbourne? **(SC) READ OUT**

1. Yes – **SPECIFY**
2. No
98. Don't know

Q7B. There are currently seven smoke-free areas in the City of Melbourne, are you aware of any of the following? **(MC, RANDOMISE, READ OUT)**

### SHOW MAP

1. Howey Place
2. Block Place

3. Equitable Place
4. City Square (between the hours of 6am – 8pm)
5. Goldsbrough Lane
6. QV Melbourne
7. The Causeway
97. Don't know / not sure
98. None of these

**ASK ALL**

Q8. Are you a smoker? **READ OUT**

1. Yes
2. No
3. Occasionally
97. Other – **SPECIFY**

**ASK ALL**

Q9. How old are you? **(SC) READ OUT**

1. Under 14
2. 14 - 17
3. 18 - 25
4. 26 - 30
5. 31 - 40
6. 41 - 50
7. 51 - 60
8. 61 - 70
9. 71 or older
99. Refused

Q10. **RECORD GENDER (SC)**

1. Male
2. Female
3. Indeterminate/intersex/unspecified

**ASK ALL**

Q11. Do you have any further comments?

Thank you for finishing this survey.

ASK ALL

Q12 Would you like to receive updates about this smoke-free project via email? **(SC)**

1. Yes, my email address is \_\_\_\_\_
2. No

Q13. The City of Melbourne would like to conduct follow up evaluation on the smoke-free areas project. Do you agree to the City of Melbourne contacting you in future for research purposes? Your contact details will not be used for any other purposes, or shared with a third party.

1. Yes, I agree
  - i. Full name \_\_\_\_\_
  - ii. Email address [if not supplied above] \_\_\_\_\_
  - iii. Contact telephone number \_\_\_\_\_
2. No

FURTHER INFO IF REQUIRED: Your details will be retained for a maximum of two years before being deleted. They will only be accessible to City of Melbourne staff working on this evaluation project.

**RECORD FINISH TIME:** \_\_\_\_\_

A supervisor may check my work, just to make sure the interviews were completed well. Could I have your first name and a contact number for them to possibly do this?

**RECORD IF NOT COLLECTED IN Q13.**

**FIRST NAME:**

**PHONE NUMBER:**

**EMAIL ADDRESS:**



## 12.4. Observation Guide

### QMS FIELD REQUIREMENTS

**Project No.:** COM0008

**Project Name:** Smoke Free Areas Community Engagement

**Main Client Service Contact:** Chantelle Britt

**Client Service Project Leader:** Chantelle Britt

**Other Client Service Team Members:** Chantelle Britt, Kirstin Couper

**Issue Date:** 20<sup>th</sup> January 2015

### City of Melbourne – Observation Guide

#### RECORD LOCATION:

##### 1. The Tan

- ☐ Shift 1 – Linlithgow Av / Southbank Blvd
- ☐ Shift 2 – Pillars of Wisdom
- ☐ Shift 3 – Anderson St/Alexandra Ave
- ☐ Shift 4 – Gate D
- ☐ Shift 5 – Gate O (first 2.5 hours) Pillars of Wisdom (first 2.5 hours)
- ☐ Shift 5 – Anderson St/Alexandra Ave

##### 2. Princes Park

- ☐ Shift 1 – Not Lawn 3 (4 or 5)
- ☐ Shift 2 – Royal Pde/Park St
- ☐ Shift 3 – Western Side / Southern Pavilion
- ☐ Shift 4 – Eastern side / Garton St / Bowen Cr
- ☐ Shift 5 – Eastern Side
- ☐ Shift 6 – Western Side / Southern Pavilion

**RECORD DAY:** \_\_\_\_\_

**RECORD DATE:** \_\_\_\_\_

**RECORD START TIME:** \_\_\_\_\_

Record Weather Details for shift

<input type="checkbox"/> No rain	<input type="checkbox"/> Light rain	<input type="checkbox"/> Heavy rain
<input type="checkbox"/> No wind	<input type="checkbox"/> Light wind	<input type="checkbox"/> Heavy wind

Sketch Map of designated area and meterage (e.g. 50metres)

**MARK ON MAP WHERE BUTT LITTER IS ACCUMULATING**

**MARK ON MAP WHERE SMOKERS CONGREGATE**

Check litter within the area and record in below table:

	Time	Tally	Total Number
# Cigarette butts at START of shift			
# Cigarette butts at END of shift			

**TAKE PHOTOS OF ALL CIGARETTE BUTT LITTER**

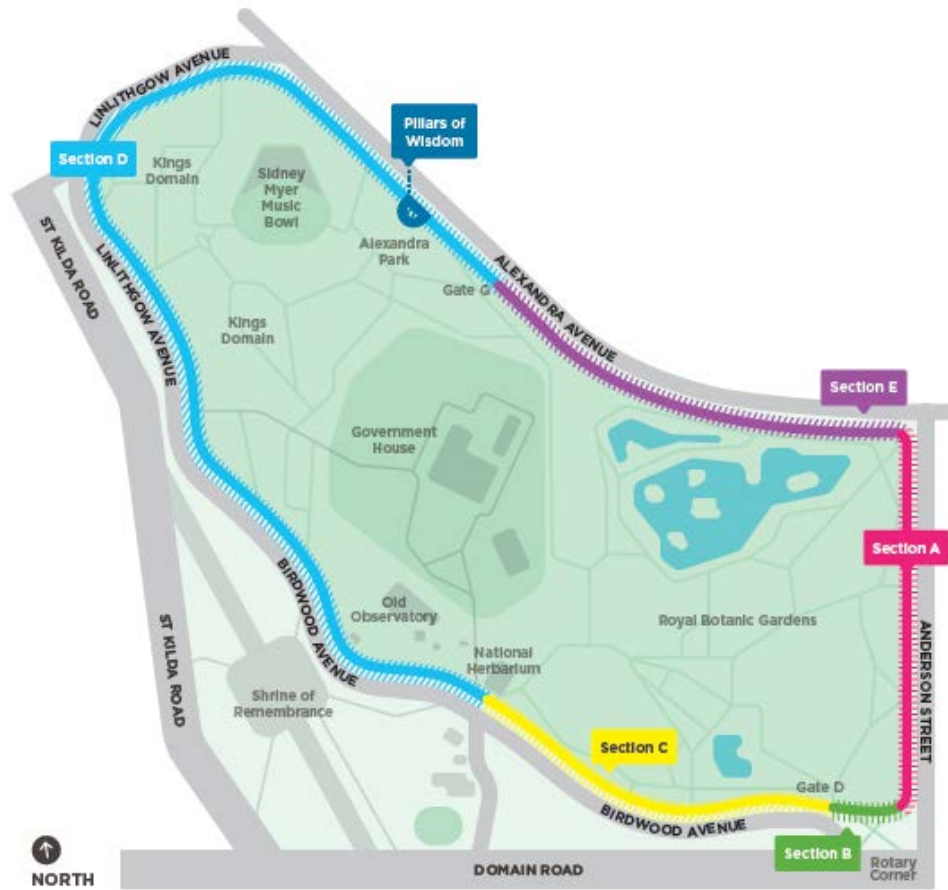
**WALK THE DESIGNATED AREA [50M LENGTH OF THE TRACK AND DESIGNATED SMOKE FREE AREA] ONCE PER HOUR AND RECORD OBSERVATIONS IN THE TABLE BELOW**

	15 minute time block 1	15 minute time block 2	15 Minute time block 3 (if time permits)
Time start			
Time end			
Record number of people smoking in the area			
Can/could you smell cigarette smoke at all?	Yes No	Yes No	Yes No
Any smoke haze evident?	Yes No	Yes No	Yes No

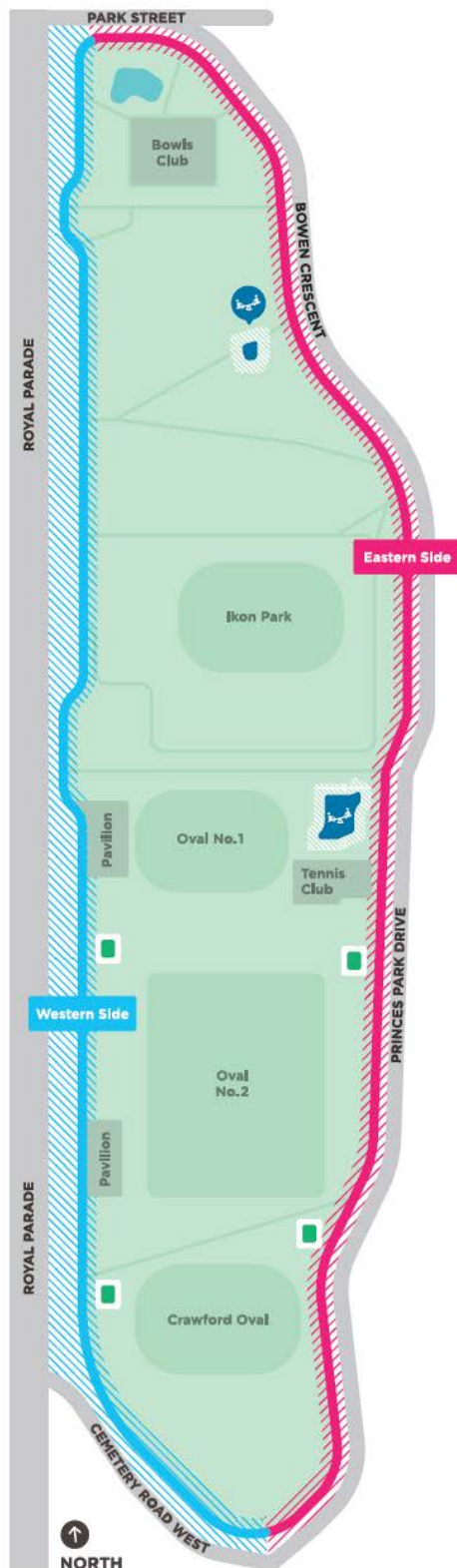
**RECORD SMOKERS IN THE AREA**

Observations	GROUP (1 = solo 2 = group (2-4) 3 = group 5+)	GENDER M = Male F = Female	AGE 1 = <18 2 = 19 – 30 3 = 31 -50 4 = 51+	Notes (e.g. littering etc.)
1				
2				
3				

## THE TAN RUNNING TRACK



## PRINCES PARK RUNNING TRACK



## 12.5. Quantitative Questionnaire – Online Survey

### Survey for Smoke Free Areas – Tracks

1. **Select your location;**
  - a. The Tan running track
  - b. Princes Park running track
2. **I am answering this survey**
  - a. On behalf of an organisation or business
  - b. As an individual

### 2A. Organisation survey

I am a;

- a. Hospitality business owner/ operator
- b. Tourism operator
- c. Entertainment business
- d. Land management agency
- e. Sporting club or group
- f. Event permit holder e.g. personal trainer
- g. Educational institution
- h. Other [please specify]

**What is the name of the organisation you represent?**

**What is your organisation's address?**

**What is your overall view about making this track with buffer zone a smoke free area? *Select one***

- a. It would be great to have it smoke-free
- b. It would be good to have it smoke-free
- c. It doesn't bother me either way
- d. It would not be good if it's smoke-free
- e. It would be really bad if it's smoke-free

**Please explain your answer**

**Are people allowed to smoke on your premises, or while taking part in the services, events or activities you offer?**

- a. Yes
- b. No
- c. Other\_\_\_\_\_

**Are you aware of existing smoke free areas in the City of Melbourne?**

- a. Yes
  - i. [please specify]
- b. No
- c. Don't know

**Do you have any further comments?**

**2B. Individual**

**Have you been to this area before?**

- a. No, I have not
- b. Yes, I have been to this area before

**If yes, how often would you come to this area?**

- a. Daily
- b. Couple of days per week
- c. Once a week
- d. Once every few weeks
- e. Once a month
- f. Once every few months
- g. Once per year
- h. Less often than once per year
- i. Difficult to say/don't know

**What is the postcode where you live?**

- a. \_\_\_\_\_
- b. I live overseas

**Which of the following best describes your primary reason for visiting this area?**

*Select one*

- a. Passing through the area
- b. For exercise (walking / running / cycling etc.)
- c. For leisure/to enjoy the space
- d. As part of organised sport/spectating
- e. To have a cigarette
- f. To dine/ picnic/ drink/ meet people
- g. To attend events
- h. Work in or near this area
- i. Sight seeing
- j. Other, please specify \_\_\_\_\_

**What is your overall view on making this track with buffer zone a smoke-free area?**

- 3. It would be great to have it smoke-free
- 4. It would be good to have it smoke-free
- 5. It doesn't bother me either way
- 6. It would not be good if it's smoke-free
- 7. It would be really bad if it's smoke-free

**Please explain your answer**

**Would you be more likely or less likely to visit this area if it's smoke-free?**

- a. I would be much more likely to visit this area
- b. I would be more likely to visit this area
- c. It wouldn't change my visitation either way
- d. I would probably use somewhere else
- e. I would definitely use somewhere else

**Are you aware of existing smoke-free areas in the City of Melbourne?**

- a. Yes
  - i. [Please specify]
- b. No
- c. Don't know

**Are you a smoker?**

- a. Yes
- b. No
- c. Occasionally

**How old are you?**

- a. Under 14
- b. 14-17
- c. 18-25
- d. 26-30
- e. 31-40,
- f. 41-50
- g. 51-60
- h. 61-70
- i. 71 or older
- j. Refused

**What is your gender?**

- a. Male
- b. Female
- c. Indeterminate/Intersex/Unspecified

**Do you have any further comments?**

# Appendix C: Response Rate

## 12.6. Participation in the research

The research involved n=595 intercept interviews of people at The Tan and Princes Park tracks. The research was conducted between 13 and 28 February 2016. A total of n=797 were intercepted during the course of fieldwork, however n=202 did not want to take part and therefore did not take part in the study. This represents a 75% response rate among those who were intercepted. Please note: interviewers did not approach people who were running with headphones in or cycling past at high speeds.

During each fieldwork shift the interviewers approached many people, requesting their participation in this research. Not everyone who was approached agreed to participate. The table below illustrates the reasons these people gave for declining the invitation to participate in this study.

**Table 20: Reason for declining to participate in this research**

	Total (n=202)	The Tan (n=112)	Princes Park (n=90)
Don't have time	54%	47%	62%
Just not interested	9%	10%	8%
Don't like doing surveys	1%	0%	1%
Other	5%	5%	6%
No reason given	32%	38%	23%

QS2. Can I just ask why not? (SR)

Base: Those who refused an invitation to participate in the research (n=202)



# Appendix D: Verbatim Comments

## 12.7. Verbatim Comments – Intercept

The final question of the intercept interview allowed respondents the opportunity to provide any further comments in relation to the proposed smoke-free areas, these comments are displayed below.

### The Tan

Comments from those interviewed at The Tan	Smoker	Gender
It's here for exercise only. Not good for me to breathe it in. Is a running track. not a smoking track	N	M
Health wise	N	M
because you come here to exercise and I am asthmatic	N	M
Smoking is bad for you. My mother had lung cancer.	N	M
I don't like the smell of smoke	N	M
because when you run past someone smoking its weird/it smells/people exercise here	N	M
they should ban smoking in all outdoor areas	N	M
I'm breathing toxins in. known cause of poor health	N	M
I hate walking near smokers. Not pleasant. Butts on ground not ideal. It's for exercising only here. it hate cigarettes	N	M
Health reasons. good for non-smokers in the area	N	M
as a non-smokers they should make a lot of outdoor areas non-smoking	N	M
when you're running you don't want smoke around	N	M
every time I go to doctor asks me if I smoke need to be more responsible less selfish and look after nature	N	M
I think the smell of smoke is intrusive on people who don't smoker	N	M
it makes sense as it's an exercise area shouldn't smoke around here anyway	N	M
what I've noticed normal lb runners don't smoke bus people smoke	N	M
I don't like the smell, don't want to breathe in others smoke when I've given up myself	N	M
it's a nice communal area go exercise counter intuitive to smoking	N	M
I work in cancer research so anything is good for me, to stop smoking	N	M
I think a lot of people are exercising smoking contradicts the issue	N	M
cleaner air for running	N	M
it kind of defies why people are here my mum died of lung cancer	N	M
it's a healthy environment we should promote it	N	M
I've never smoked in my life a filthy habit figs are not allowed to defecate so why should humans	N	M

Comments from those interviewed at The Tan	Smoker	Gender
people come here for exercising and they want the area to be as healthy	N	M
it's an exercise track smoking doesn't gel with that	N	M
so that people can exercise and catch up with friends without the smoke and the litter is not good	N	M
I think the people come here for exercise would prefer the fresh, less butts would be great	N	M
I think no smoking around here is good second hand smoke harmful	Y	M
I just saw a bloke smoking and I didn't like smell should be providing a healthy environment	N	M
people come here to exercise, I want my baby to be away from smoke	N	M
it's nice to have clean while you're running	N	M
health reasons it should all be smoke-free in Melbourne	N	M
its predominantly for people exercising so it makes sense	N	M
I hate smoke	N	M
If you get smoke over you whilst walking around The Tan its annoying because it will affect my health	N	M
everybody is exercising here smoking has nothing to do with exercising	N	M
it's a good proposal it has a balance between all users	N	M
it's disgusting you are running last thing you need	N	M
when you are exercising you don't want to see people smoking	N	M
makes it easier for everyone no second hand smoke	N	M
just part of the idea of giving up smoking out where people are being healthy	N	M
because its healthier for us non-smokers, so we aren't exposed to 2nd hand smoke	N	M
we you are out having fresh air you don't want smoke on to you	N	M
like today if someone is smoking nearby it's the passive smoking	N	M
Smoking should be banned everywhere inside the park as well. it's a place for enjoyment	N	M
smoking is unhealthy a waste of money it would be good to have no smoking	N	M
I don't smoke butts healthy part of the city any move in that direction is great	N	M
healthier more pleasant	N	M
we know that smoking is bad this is an exercise area	N	M
I can't remember ever seeing anyone smoking on The Tan	N	M
smokes not a problem at the moment	N	M
because people are running for fitness & others have their children with them and neither want to be walking through smoke	N	M
stop people killing themselves and others	N	M
it keeps it clear of smoke	N	M
there is not many people smoking here doing exercise	N	M
keep the air as clean as possible while you are exercising, it's the premium e running track in Victoria	N	M
not a place where you want to have people smoking	N	M

Comments from those interviewed at The Tan	Smoker	Gender
the tourist buses are a problem people want to exercise they don't want second hand smoke	N	M
for the non-smokers shouldn't have to inhale they need to be that way that's how it is America	N	M
I don't like the smoke butts a fitness track makes it harder	N	M
all smoke-free areas are good it is a health hazard	N	M
Because I'm a non-smoker and would love everyone to stop. for the people running its better for their health not to breathe it in	N	M
people are exercising not very fair for fit people	N	M
just not nice to breathe in the smoke	N	M
I don't like smoking	N	M
I'm a non-smoker and don't want to breathe smoke in	N	M
Its balancing what's good for everyone without banning the whole area	N	M
because it stinks and its bad for you	N	M
Its outdoors and smokers should be able to. It may also discouragement people from coming to this great place. Then they will just move on to others places anyway,	N	M
because the smoke doesn't help anybody, it unhealthy	N	M
I don't like passive smoking. butts are gross	N	M
passive smoking risks	N	M
most people don't smoke around here anyway, but people do have to have choices	N	M
I'm a mild asthmatic that wants to avoid all smoke, also it's not fair for children to be exposed to the smoke at all	N	M
It's obviously an exercise track. right thing to do here	Y	M
But it should be 10 metres, it's a stat wide gym area, people are being drugged by the chemicals in the smokes. without it being their choice	N	M
I think it's open enough not to bother others, the more you corral smokers the better, stop them affecting others health	N	M
because they don't need to be here they should smoke elsewhere, because people are here for health and exercising	N	M
I just think it shouldn't be in public spaces like thus, it's for people to enjoy the space and not be exposed to smoke	N	M
I think a lot of people use it for exercise and a lot of families use the area and they don't want to breathe it in	N	M
the amount of people here to exercise wouldn't want to breathe in smoke	N	M
never smoked, shouldn't have to risk your healthy by someone else's rubbish habit	N	M
I'm a doctor so I don't want smoking anywhere	N	M
Happy to have smoke-free everywhere. this area to promoting healthy lifestyle and it makes go against that message	N	M
for people walking about you don't want smoke fumes	N	M
I don't smoke & don't want to breathe in others smoke whilst I'm exercising	N	M

Comments from those interviewed at The Tan	Smoker	Gender
My mum died of lung cancer. Should be able to exercise without the dangers of passive smoking. I'm pro exercise. it's a public space for all	N	F
I hate smoking. I have a baby. I don't want to smell it.	N	F
Because people come here for exercise and don't want smoke in their face/its outdoors	N	F
Beautiful area/ people exercising to keep fit/ other places to smoke/	N	F
it's an exercise area/ its beautiful / smoking spoils it/	N	F
more places should be smoke-free	N	F
Effects of smoking on other people. Discomfort to others.	N	F
Most people are here for health reasons. Butt litter not good. its inconsiderate	N	F
Kids are here. It's an exercise area. Not a smoking area.	N	F
because it's bad for health/people exercise here	N	F
I'm in the health field and hate smoking	N	F
cos everyone exercises and it should be kept green and clean	N	F
don't know	N	F
Butts everywhere. Health issues. They shouldn't smoke. Exercise and health area. no smoking should happen here	N	F
I'm a non-smoker and it annoys me how smokers throw their butts everywhere	N	F
because it's a park and public space	N	F
it's bad for you cancer giving from passive smoking	N	F
a lot of people come here to exercise and with children and don't want to breath in smoke	N	F
we are trying to make Melbourne a clean environment	N	F
people just drop their butts and it's not nice when you are walking	Y	F
I dislike myself passively smoking	N	F
I'm not a smoker and fresh air what I like	N	F
it's meant to be a healthy site	N	F
we are here to exercise not have smoke around	Y	F
given the amount of people running around here, it makes sense that it an exercising area	N	F
there won't be any smoke to walk through, the area is for exercising	N	F
it should be smoke-free public area people trying to exercise	N	F
so people in general aren't exposed to smoke nicer environment	N	F
because I detest breathing in other people's smoke, especially near the tourist bus stops, people get off the bus and light up, so you walk through 20 people blowing smoke at you	N	F
when I am running I breath it in that's in	N	F
I would like a ban totally in the gardens; people can enjoy the space better and wouldn't throw their butts on the ground. which is better for the wildlife, birds and others won't eat them	N	F

Comments from those interviewed at The Tan	Smoker	Gender
I don't agree with smoking and people come here for fresh air and exercise and not to have the smell of smoke as you walk about	N	F
cause no one should smoke	N	F
because you have people exercising and families walking and the school	N	F
because it's disgusting and offensive to the people who are trying to enjoy the area	N	F
my granddaughter does lots of running around the tan the whole school does better no smoking	N	F
it can get really congested so you cannot get enough air quite intrusive	N	F
because people are here to exercise and get healthy, and I've chosen not to smoke so why should I inhale other smoke	N	F
I think you should keep smoking away from family areas	Y	F
I'm a very healthy and active person and when I come here I don't want to walk through smoke	N	F
fresh air for the kids and others	N	F
its main used for exercise so it would be better to be smoke-free	N	F
most people running around here don't want smoke it's not conducive	N	F
I don't people should smoke around people that are exercising	N	F
because I'm exposed to smoke that effect my health	N	F
you try and exercise with people smoking going past us annoying and unhealthy	N	F
my big problem is Chinese tourism buses they stand and smoke dropping butts everywhere	N	F
I don't want to inhale passive smoke	N	F
because we are all here to exercise and don't want to breathe in smoke	N	F
I think people think it already is because you rarely see anyone smoking	N	F
I don't notice people smoking around The Tan, but if I did run through cigarettes smoke I'd be real annoyed	N	F
don't usually see people smoking, but if I was exercising and got a lung full if air I'd be really annoyed	N	F
I can't stand the smoke and its really offensive	N	F
promoting heal and wellbeing	N	F
for the people walking not having the smoke in the face would be better	N	F
a great idea and need to do inside the park second hand smoke is terrible	N	F
for people's health people come here with families its needs to be smoke-free	N	F
I don't want the 2nd hand smoke in my face whilst I'm walking around enjoying the space	N	F
I don't like smoking its nicer for people	N	F
I don't like smoke in my face	N	F
I think that others shouldn't be exposed to others	N	F
it's a healthy area it should be smoke-free	N	F
I guess it's a place for families and people exercising	N	F

Comments from those interviewed at The Tan	Smoker	Gender
I work in a cancer centre so it would be good	N	F
because it's horrible to run through smoke, it's an area for fitness	N	F
I don't want to breathe in the smoke its unpleasant	N	F
because I don't like walking through smoke	N	F
Because I don't like the smoke having to walk through it. ,	N	F
Cause people who exercise have to breathe deeply and they are inhaling smoke. 2nd hand smoke which is worse	N	F
I'm not a smoker it's a clean nice area don't need butts around smell is bad this is a beautiful part of the city nice to keep it that way	N	F
I don't think they should smoke in such a healthy environment. and I hate seeing butts on the ground, which wildlife eat and others get washed out to sea	N	F
I've never come across anyone smoking, but I wouldn't want to	N	F
people shouldn't be smoking anywhere I'm pretty asthmatic cig smoke doesn't gel with me	N	F
because of the environment, better for the wildlife in the area	N	F
I hate smoking better for health environment	N	F
no need to smoke in a beautiful area like this	N	F
it's disgusting better for everyone's health and environment	N	F
better for the people exercising around The Tan, so they don't breathe in the smoke	N	F
I can't remember seeing anyone smoking but all for it	N	F
because people shouldn't be smoking to begin with in an exercising environment	N	F
I think if people are running for health they don't smoke around	N	F
because I think smoking should be banned entirely,, the reason to be exercising is to get healthy and to breathe in the smoke us disgusting, also the butts are pollution the waterways	N	F
I just think it's a beautiful open space and fresh air should be kept that way	N	F
I run here all the time and don't want to breathe in the smoke while I'm trying to get fit and healthy	N	F
I'm a non-smoker don't want to be bothered with smokers	N	F
healthy don't want to breath in other peoples smoke raises people's awareness	N	F
it's nice to walk in a smoke-free area the whole city should be smoke-free	N	F
I'm not pro smoking prohibiting in an open space seems draconian	N	F
Because there's lots if people exercising around the area. Also a lot of people just enjoying the space. so for these reasons their shouldn't be smoking allowed	N	F
I walk along here all the time and breathing peoples smoke it spoils my experience	N	F
while you're running you don't want to smell it	Y	F

Comments from those interviewed at The Tan	Smoker	Gender
I guess I'm walking around with a baby don't want smoke around and for exercising	N	F
because I don't want myself nor my children inhaling smoke	N	F
don't want to be around smokers, I want to have a healthy body	N	F
smoking is a thing of the past we are moving forward as a smoke-free society	N	F
any smoke-free smoke are is a good idea	N	F
it's a step towards having a healthier place to exercise	N	F
cause its yuk a lot of kids here on weekend it's an active area they don't together	N	F
we come here for fresh air NOT to inhale smoke	N	F
I've just lost a sister in law to lung cancer don't need to breathe in the smoke	N	F
because it's disgusting when people are exercising and the have to cope with smoke in their face	N	F
because most people are exercising and don't want to exposed to smoke	N	F
Because people are here to enjoy the fresh air, nature and for fitness. having smokers around spoils that environment	N	F
its where people exercise I haven't seen smoking around here	N	F
I know the whole point of this track is for health and its counterproductive	N	F
because I hate the smell of smoke, and its pollution	N	F
when I run it's nice to be able to breathe healthier for kids	N	F
The tan promotes health and smoke is counterproductive people are trying to get healthy. butts are pollution	N	F
It's an area used for exercising a healthy lifestyles. nobody here wants to be exposed to smoke	N	F
It's healthy for everyone. Cleaner breathing. families are here	N	F
You don't need any more evidence of how smoking is bad for your, so having bans will discourage smokers	N	F
Cigarettes smell. This is meant for health. It's disgusting. not the right place for smoking	N	F
because I don't like people smoking around	N	F
I don't like smoking. Passive. it's for people to exercise not for smoking here	N	F
just to have it smoke-free, better for my health and my babies	N	F
Exercising and don't need to be breathing in smoke.	N	F
I'm not a smoker and I don't enjoy the smoke in my airways	N	F
Everyone comes here for fitness. Not a smoker.	N	F
Lots of areas should be smoke-free. People coming here shouldn't have to breathe it in. social discouragement will help people quit	N	F
because I don't like passive smoking, nor the butt litter	N	F
I'm a non-smoker and don't want to run through smoke, its unhealthy	N	F
People smoke and when I'm running there is nothing worse than inhaling the smell. most people here are trying to invest in a healthy lifestyle	N	F



Comments from those interviewed at The Tan	Smoker	Gender
Fresh air. Health.	N	F
anything that will stop people smoking	N	F
when you are running its horrible when you get a mouthful of smoke	N	F
It's healthy in the park. and smoking is disgusting	N	F
I hate walking past smokers. Especially when you are running. People come here for fresh air. butts on the ground	N	F
we come to get fit and not be brought down by smokers	N	F
I hate smelling smoke while exercising. I want fresh air, not smoke	N	F
because I hate smoking I'm trying to be healthy and don't want to breathe smoke in	N	F
because I hate breathing in smoke while I'm exercising	N	F
because it's a place for exercising and we need fresh air not smoke	N	F
Can't stand smoking. Environmental reasons. less butts	N	F
because I hate smoking and when I'm exercising I don't want to breathe it in	N	F
Don't like smoke.	N	F
because it's an outdoor area that people enjoy for exercising	N	F
It affects me. I hate having secondary smoke. It's rude. it's a cup out as people come here to exercise and not smoke where people are trying to be healthy	N	F
I don't like smoking. I don't want to smell it.	N	F
because smoking is bad for you and I don't want it in my surroundings	N	F
just for health purposes, most are here for exercise	N	F
Too many smoking bans already. it's a public well vented area and should be allowed	N	F
because if your running and you are exposed to smoke it's not really conducive	N	F
A bunch of peoples smoke just around the corner. its gross	N	F
because everyone is here for exercising and don't want to breathe it in	Y	F
I think people come to exercise and not to smoke. it is a health area	Y	F
I'm a non-smoker and don't want it near me, for the cleanliness	N	F
It's an exercise area. Kid friendly. Overall cleanliness. the butts	N	F
More pleasant for exercising. Quite good for awareness.	N	F
fresh air, smoking gets caught in your throat when you're running	N	F
because it's a public area and used more for health and others shouldn't have to be exposed to it by others	N	F
Engaging the healthy environment that the tan represents.	N	F
I don't see many people smoking around here, I'm a casual smoker but I can recognize when not to smoke as it would be annoying to others	Y	F
I guess for everyone health, I have a breathing problem, so it would be better for me	N	F



## Princes Park

Comments from those interviewed at Princes Park	Smoker	Gender
it's an exercise or walking track don't need smoking	N	M
I'm not a smoker and this would help people to be healthy	N	M
I don't like having smoke around when I'm exercising	N	M
people are exercising	N	M
it should be smoke-free don't want to run past people smoking	N	M
just better for the environment, more people would come here	N	M
I'm a runner and smoking is bad around me when I running	N	M
I hate smoke, you don't want kids exposed to it, people exercising don't want to be exposed	N	M
I think you are out in the open area as long as you are aware of who is around	Y	M
I don't like smoking	N	M
good idea because it's a family area	N	M
I don't want to get cancer that's it	N	M
it's a sports park I suppose it would encourage people to not smoke	Y	M
the last thing you want is smoke in your face keep the tracks smoke free	N	M
because anything that encourages smoking bans is a great idea	N	M
smoking is not good problem with respiration	N	M
I would much rather people smoking outdoors instead of indoors smokers need to exercise too	N	M
smoking is a bad thing and anything to deter it is great	N	M
I think people need a way to give up the less place you can go the better	N	M
u am a non-smoker people can exercise without worrying about smoke	N	M
less smoking is better and it's a place for people to enjoy and exercise	N	M
nothing worse when you're going for a run or walk and you have to breathe in smoke	N	M
I think it's great for us smokers but it's a large place and there's plenty of room to keep away from others	N	M
fresh air is a good thing, don't want to some smoke when I'm exercising	N	M
It should be no smoking for the entire area, this is a place where people are trying to get fit	N	M
because of the healthy environment	Y	M
Any smoking ban that would have less people smoking is fantastic. ban smoking in all public places	N	M
smoking should be kept away from children not a good example for children	N	M
cause I find this a healthy area and I'm an ex-smoker and I want the message to get out its best to give up and having bans does help	N	M
come for exercise not to smell smoke	N	M
A lot of non-smokers here. puts people off exercising	N	M
For everyone's health and wellbeing. good for the environment too	N	M
it's an outside space, there's plenty of space to avoid the smoke if it bothers you	N	M
because its anti-social to smoke with children around	N	M

Comments from those interviewed at Princes Park	Smoker	Gender
I'm a teacher for health. it's not fair on the non-smokers	N	M
Cause it would clean the air and be healthier for others. many children are here today so it's better for them	N	M
Less litter around. less butts	Y	M
I hate smokers.	N	M
promote health and good image for the area	N	M
I don't like smoking around exercise areas	N	M
Generally unpleasant.	N	M
I don't like smoking. don't want to breathe it in	N	M
not large enough, should have the whole park smoke-free	N	M
I don't like smoke in the area where people are exercising	N	M
Should ban smoking in the park as well. but have the track smoke-free is a start	N	M
the track should be banned but should be allowed in the park	N	M
because we are walking here to get fit and don't want to smoke in our lungs, butts on the ground is pollution for the waterways	N	M
it makes sense, people here with the kids don't want them exposed	N	M
I think it's good to keep smoke and litter away from kids and exercise areas	N	M
because people are generally her for exercising	Y	M
I don't like breathing smoke nor the litter	N	M
I think people are using it for exercise and those people do not appreciate it lots of other places to smoke	N	M
there's nothing worse than getting a cloud of smoke in your face while your jogging	N	M
always good to have non smoking	N	M
as I'm a non-smoker it allows the non-smoker nicotine free environment	N	M
I don't know that 5mts is enough I think it needs more	N	M
because it's a very green environment and I don't want to breathe in smoke	N	M
I don't enjoy other people's smoke	N	M
people don't come to smoke here but it's nothing worse running near smokers	N	M
I'm an ex-smoker and hate the smoke going into your mouth	N	M
I'm an anti-smoker. It's clearly an area for exercise. this is a natural area	N	M
I don't want to smell it. the butts everywhere	N	M
people run and do exercise around the track and they don't want to have the smoke annoying them	N	M
It wouldn't be a big change, there's rarely anyone smoking around here. but I'm sure those here to exercise would be very happy so there's no chance they are exposed to smoke	Y	M
Most people use it for exercise and they don't want smoke around them. As long as it's still legal to smoke they must have somewhere to go , so I wouldn't be right to ban the entire park area	N	M
I'm of the view that people should be able to do what want and people smoking won't affect me even though I exercise here	N	M
a lot of kids come here don't want passive smoking plenty of areas to smoke	N	M

Comments from those interviewed at Princes Park	Smoker	Gender
excellent idea why would you want to breathe anything other than clean oxygen	N	M
its bureaucracy gone berserk I would guarantee you never see anyone smoking	N	M
I don't like cigarette smoke	N	M
because you need consistent uniform anti-smoking	N	M
a public space I don't particularly smoke I don't like the butts but stopping people smoking in public they should be allowed to	N	M
the less smoking the better its contradictory you are exercising here	N	M
just breathe fresh air instead of smoke would be better	N	F
people come to track to exercise don't need smoking in area	N	F
I think the park area total smoke-free is a great idea. But the track and near the road is not necessary. they have to have somewhere to go	N	F
everybody's health benefit particularly smokers	N	F
I don't smoke and when I come here I don't want to breathe in the smoke	N	F
I don't like passive smoking I don't smoke	N	F
Because especially around the playground is essential so that the children aren't exposed to it. but near the path isn't a problem area as people don't congregate in that area	N	F
there's a lot of people using the area for exercise and they wouldn't want the smoke	N	F
there are a lot of school groups that use the area	N	F
when you are running particularly don't want smokers especially with children around	N	F
not a smoker, but the less areas to smoke the better	N	F
just so if you walk or running around you wouldn't have to go through the smoke	N	F
smoking is bad for you and the less you promote it the less popular it will be	N	F
it's pretty gross when you are being healthy and jogging you don't need to send a message to children that its ok to smoke	N	F
I'm a non-smoker. better for the environment less butts	N	F
I don't like smoking better for the environment	N	F
you don't want to breathe in other people's smoke	N	F
when I run the smoke comes through and its annoying, not healthy for anyone	N	F
I guess encourages clean air in park area	N	F
its rubbish that you have to run through the smoke whilst getting fit	N	F
We are a non-smoking family; we don't want the smoke around us whilst enjoying the outdoor space. don't want the butts on the ground	N	F
it's a place to enjoy the outdoor space and shouldn't be spoilt by smoking	N	F
cause people shouldn't be exposed to smoke, especially children	N	F
people are exercising here	N	F
I'm a health professional and I wouldn't want smoking near children nor people trying to keep healthy by using this area	N	F
I think people use it for health reasons I don't think they should have to breath smoke	N	F
I don't usually see anyone smoking, so I don't see it as a place that smokers com to	N	F

Comments from those interviewed at Princes Park	Smoker	Gender
because I don't like getting caught in other people's smoke, when the area is for healthy reason	N	F
a lot of people use the area to run there is nothing worse every time I drive past there is always a lot of people here	N	F
because people are here to exercise and be fit	N	F
it's the way everything is going I suppose if people are doing fitness things not nice to go through clouds of smoke	Y	F
I like to keep myself healthy & I have kids that I encourage to be healthy so I don't want exposure to smoke	N	F
nothing is worse than smoke coming in your mouth can't stand smell	N	F
its disruptive to people who don't smoke, second hand smoke	N	F
I don't smoke and whenever I'm near someone who smokes its yuk there's enough other space if people want to smoke	N	F
anything smoke-free is fantastic	N	F
I walked past smokers who were coming the other way hate smell of it	N	F
I think its unhealthy annoying and I don't smoke	N	F
smoking is crap respect for other people community health	N	F
people are here to be healthy and they don't want smoke blown in their faces	N	F
I've never noticed smoking around here but I wouldn't want to breathe in the smoke whilst I'm exercising	N	F
It's visual. Good role model for kids. About health here. smoking doesn't go with health	N	F
I don't like the smoke near me, not healthy	N	F
I don't smoke. important to be able to breathe no smoke	N	F
there's children around all the time here and I don't want them exposed to smoke	N	F
I don't to inhale people's smoke	N	F
promote health around kids	N	F
There are a lot of families as well as people exercising and neither wants to be exposed to smoke. it spoils all the reasons for being in the area	N	F
It's an exercise track. not good for smoking here	N	F
I'm here to exercise. I'm a non-smoker. dint like to breath in smoke whilst walking	N	F
It's a kid's park as well. I don't want to smell it either.	N	F
Breathe easily. We come here for picnics and it gets really bad with smoking.	N	F
I don't want to smoke other people's cigarettes.	N	F
nob smokes around the track	N	F
because it's a way if promoting healthy living	N	F
So many people run. Keep this area and air clean. aesthetics as well	N	F
I'm a nurse so I can see the importance of smoke-free areas. It's an exercise area so its madness to be a smoking area	N	F
Coming come to have fresh air to exercise. Kids area here as well. good for the environment and the trees	N	F

Comments from those interviewed at Princes Park	Smoker	Gender
I don't want to smell it whilst out walking. I also have a baby and more aware of smoking	N	F
I hate the litter they leave. I don't like the smell either.	N	F
For people exercise they wouldn't like the smoke. I find my dog picks up the smoke butts and that bothers me a lot	Y	F
Because the last thing I want is smoke around me when I'm exercising	N	F
it's a large area and it's easy to get away from others to have a smoke	Y	F
you wouldn't have butts on the ground and wouldn't have to walk through smoke	N	F
Contribute to peoples overall health and fitness, reduces passive smoke. kids come here	N	F
I don't want to puff in their smoke	N	F
I exercise and it annoys me even though I smoke. the smell is bad when I jog	Y	F
with the wind it doesn't really matter, but where the track is close to the ovals that would be beneficial to not have the smoke around you	N	F
because when your outdoors people don't want smoke around	N	F
It promotes health. Kids are here. not fair for people trying to be fit	N	F
Because smoking is bad for everyone's health. I'm also a doctor	N	F
the littering of butts the worse problem for me, the pollution from them is what I hate more than the smoke itself	N	F
it's hypocritical for a park that's mainly used be people wanting to be healthy and fit	N	F
good for everyone's health and the environment	N	F
I hate the smell of smoke while trying to job.	N	F
It infringes on people's choices , smoking is not illegal	N	F
I run along here and prefer not to be bothered by smoke	N	F
Because it's a public space that children use, school children use it during their lunch and recess times from the local secondary school. Then at all times of the day people use the area for fitness	N	F
the track is used for fitness, smoking would be annoying for the type of people who use the area	N	F
Most people use this for health and exercise purposes. good for the environment	N	F
I want fresh air and not smoke.	N	F
the less smoke the better	N	F
when I run through smokers its yuk and affects my health	N	F
because I don't like smoking	N	F
because I don't like smoking and it goes against what people are here for	N	F
passive smoking is forced on people which is worse than smoking	N	F
for people using it for training it would be embraced, but it doesn't do much for the larger area for people here to enjoy the space	N	F
so people and families don't cop smoke	N	F
hate smoking, not pleasant to breathe in smoke as well	N	F

Comments from those interviewed at Princes Park	Smoker	Gender
because anything that prevents people from smoking is a step forward to having more smoke-free areas	N	F
It should be banned all over the park area, because apart from the people on the track there are a lot of people exercising throughout the park. there's also a lot of family groups around	N	F
I'm a non-smoker & don't want to breathe in the smoke while I'm exercising	N	F
I don't smoke and people exercise here	N	F
because you don't want to breathe in smoke while exercising or just here to enjoy the park, the fresh trees make this area a beautiful place to be in	N	F
I think it would be good when u are out walking smoking is not good	N	F
I'm a smoker but I don't want the smoke around me whilst exercising	Y	F
I think it should be for exercising and they can smoke elsewhere	N	F
we are here enjoying the outside and don't want smoke blowing in our face	N	F
I don't like people throwing the butts on the ground	N	F
I think nothing worse than walking along and getting a big waft of smoke	N	F
because I don't want my baby to breathe in smoke	N	F
because people in this area want to be healthy not breathing in smoke	N	F
cause I don't want to near 2nd hand smoke	N	F
Mainly used for fitness and young people with families enjoying the space and they don't want to be exposed to smoke. it spoils the benefit of the healthy environment they have chosen to be in	N	F
id happily have everywhere smoke-free all public places should be smoke-free	N	F
because a lot of people use the park for exercising and health benefits and don't want to breathe smoke	N	F
just mainly people dropping cigarettes butts and inhaling as you walk past	N	F
because it's nice to walk around without have smoke near my children	N	F
as soon as you smell that its toxic not good for you	N	F
because I would like my partner to stop smoking hard to run and smoke	N	F
Because I detest the smell of smoke And hate seeing butts on the ground. they are polluting the area as well as the waterways	N	F
because the pollution of the butts & the smell of the smoke makes it hard to breathe	N	F
Melbourne can be totally smoke-free as far as I'm concern	N	F
Park for exercising. Don't want smoke in my face.	N	F
A lot of kids here. I'm pregnant and I don't like the smell	N	F
I don't like smoking. the smell and health benefits	N	F
I run on the track and prefer not to have smoke around me when I'm running	N	F
there's not a lot of bins here for the butts, I'm also an asthmatic	N	F
because it's hard to breathe when you are running and you run through smoke	N	F
because it's not nice to inhale other people's smoke	N	F
Nothing worse than trying to exercise and you get smoke on you. I hate seeing butts on the ground as well	N	F
Smoking is gross. This is an exercise area. not a smoking area	Y	F

Comments from those interviewed at Princes Park	Smoker	Gender
because we come here for exercise not to breathe in smoke	N	F
because the less smoking the better, there's a lot of families around using the space who wouldn't want to be exposed to the smoke	N	F
cause this area is used for a running track	N	F
because there's a lot if patrons using the area for exercise and so it should be smoke-free	N	F
Cause I don't like cigarettes.	N	F
Because it's hard for smokers to find somewhere to smoke already and this is a large outdoor space. so it's very unlikely to affect anyone	N	F
I'm an asthmatic. This is an exercise area. hate second hand smoke	N	F
because I'm a non-smoker and don't want to walk through smoke inhaling 2nd hand smoke	N	F
Others peoples smoke is disgusting. Kids come here and also butts on the ground annoy me.	N	F
because its unhealthy And I don't want to breathe it in and don't want to see the butts on the ground, that's not good for the wildlife	N	F
nice to run in a smoke-free environment	N	F
smoking affects your breathing especially when your exercising	N	F
because less likely to have people sharing the smoke	N	F
for people like me who suffer with asthma it's very important for me to avoid smoke	N	F
smoking is bad for your health and we shouldn't be subjected to other people's smoke	N	F
because I bring my children to the area and people exercise in the area, none of which want to be exposed to smoke	N	F
I don't like passive smoking. Cleaner for the environment.	N	F
because when someone is smoking and your jog and you have to go through it its very unpleasant	N	F
Every individual here can smoke. In outdoors. More ashtrays and bins required we need to cater for smokers. not alienate them	Y	F
It's an area for active people to use and they would prefer not to walk, run or jog through smoke haze.	N	F
I think I've only noticed it occasionally but while people are exercising better to be smoke-free	N	F
it's not very pleasant when you are going for a run and contributes to litter	N	F
cos I don't want to restrict peoples movements	N	F
cause I'm a non-smoker there's a lot of families that come here don't want to smell the smoke	N	F
I don't smoke and wouldn't like second hand smoke	N	F
litter and because designated fitness circuit	N	F
we don't want smoke near us or children exercising is for track	N	F
I think there is enough smoking and dirty butts around it should be a family friendly area	N	F

Comments from those interviewed at Princes Park	Smoker	Gender
a lot of families and kids and exercisers come and that should be facilitated and smoking doesn't help that	N	F
It's good to be healthy	N	F
families and people exercising don't have to have passive smoking	N	F
don't like cigarette smoke	N	F
most people come here to exercise	N	F
because I think that you should be able to enjoy public amenities without dealing with other people's smoke	N	F
for the health aspect	N	F
health and wellbeing of community	N	F
smoking is disgusting and it kills people	N	F
it's a no-brainer for the health of everybody especially with kids around	N	F
I don't want to breathe in smoke when I'm walking-	N	F
I think if u are exercising you don't want smoke	N	F
I've never seen anyone smoking in all the time in coming	N	F
I loathe the habit of smoking I resent having cigarette smoking forced on me	N	F
I'm pregnant and just noticed someone smoking and I intend to walk my baby around here	N	F
just completely anti-smoking it doesn't go in line with exercising rubbish as well	N	F
I appreciate the right to be able to breathe clean air	N	F



## 12.8. Verbatim Comments – Online

The final question of the online questionnaire prompted respondents to provide any further comments in relation to the proposed smoke-free areas.

### The Tan

Comments left by individuals those who visited The Tan	Smoker	Gender
Cigarette smoke always stands out to any interstate or international visitors we have who have come from places where there are greater smoke-free zones.	N	F
I think this is a great initiative.	N	F
I would prefer to see all outdoor eating areas made smoke-free - this is much more important.	N	F
I would LOVE to see all pubs, bars and restaurants (including outdoors) smoke-free and feel this should take precedence over The Tan.	N	F
I 100% support smoke-free areas in the city especially around areas where people exercise. The city needs more smoke-free areas. I live and work in the city and I am turned off going out due to the smoke.	N	F
The sooner Melbourne City council introduces laws as Brisbane has done to ban smoking even outside seating at restaurants the better. I too want to enjoy a meal outside.	N	F
see above - everywhere needs to be smoke-free !	N	F
More areas need to be made smoke-free. Non-smokers are being negatively impacted by outdoor smoking, especially with office workers smoking in the streets and people smoking at outdoor dining/drinking areas.	N	F
I want the entire City of Melbourne to smoke-free, and I want it to be enforced PARTICULARLY AT TRAM/BUS STOPS etc.	N	F
Make the city smoke-free too!	N	F
Please make the path around Fitzroy Gardens smoke-free as well. It is also a popular running location and frequented by patients from neighbouring hospitals.	N	F
100% smoke-free is the only way to guarantee public health.	N	F
Please ban smoking at all family events e.g. New Year's Eve, Moomba etc. Please also enforce the no smoking rules at outdoor cafes and in undercover areas - no one seems to enforce the no smoking laws in these places and we therefore avoid these places with our children.	N	F
A running track or any area primarily used for exercising/sport is no place for cigarette smoke.	N	F
Great idea.	N	F
Let them smoke. Kills them not me. They'll just try another drug. We're not nuns after all	N	F
There are bigger pollution issues affecting our lungs in this city than smokers. We should be looking at car free zones or tolls for cars in the CBD like London, rather than being a nanny state and telling people they can't do something that is still considered legal and creates revenue via taxes. Please spend your time doing something useful and of benefit to everyone in Melbourne. Smokers are the least of our worries in regards to the environment.	N	F
All outdoor public areas should be smoke-free and particularly those whose primary use relates to health and fitness	N	F
I fully support smoke-free public areas - and also smoke-free dining areas	N	F
I really, really dislike smoking and tobacco marketers, and the harm it creates, but this is a silly pointless idea that just gets people's backs up, without helping improve quit rates.	N	F

I'm impressed that you are considering this.	N	F
The number of people exercising at this location makes this step so important. Smoke can greatly impact other people and it is not fair to those who are trying to live a healthy lifestyle to be impacted by these people	N	F
I do not have a vendetta against smokers, however they do tend to be quite inconsiderate. I would not focus as much on wide open areas, as on the outside areas of cafes and restaurants. I love to eat outside but inevitably get to enjoy my food with a side of cigarette smoke.	N	F
Sick of stepping on horse poo when out running at the tan. Carriage operators just let the horses poo there and don't pick it up. It's a major health hazard.	N	F
All parks and gardens should be smoke-free	N	F
There are much more important things that require our immediate attention than smoking in public. I live in Europe and I am shocked every time I return at the demonisation of smoking. My partner is a smoker so I am effected laterally by all these absurd smoking rules. I feel like telling Melbourne to just get over it! Surely you all have bigger fish to fry.	N	F
I would like to see smoking banned in all public places in Melbourne. I would spend more time in public places and spend substantially more time and money at businesses including outdoor bars and outdoor restaurants if smoking was banned. I hate smoking, and other people being permitted to smoke in public places negatively impacts my quality of life. I live in the City of Melbourne, it's my local council and I feel unwelcome where smokers are present.	N	F
Not at this stage - but I would like both areas to be smoke-free - not just one	N	F
Remove cigarettes and make tobacco companies change their ingredients to healthier options. Smoking is disgusting and affects us all.	N	F
I feel sorry for smokers, and I agree that if they smoke, they should be able to, but those of us who don't smoke should not be forced to ingest the results. Just as I have generally had to avoid public areas for most of my life, smokers have the habit, the smoke is difficult to contain, so we need to swap places. Smokers should be the ones who isolate themselves, not those of us whose breathing is impaired because of them, and who have never had access to fresh air in public places.	N	F
Please don't do this, there are so many more important issues for city of Melbourne, this is further fascist thinking and removing Australian s freedom of choice, which is really being challenged by governments, council, authorities like yourselves. We are over regulated. You are not our parents. <a href="http://www.dailytelegraph.com.au/rendezview/welcome-to-australia-the-worlds-most-overregulated-nanny-state/news-story/49aa0a414ae87b9ef54e85b40af36b47?nk=92653e2679a722cc553ce4eac0a537fd-1456364174">http://www.dailytelegraph.com.au/rendezview/welcome-to-australia-the-worlds-most-overregulated-nanny-state/news-story/49aa0a414ae87b9ef54e85b40af36b47?nk=92653e2679a722cc553ce4eac0a537fd-1456364174</a>	N	F
Yes, it's not just about the smoke, it's the cigarette butts, they make the environment so dirty!! Maybe it would save some money if the council had less cleaning to do because there are less butts? It would be great if we had a MUCH bigger smoke-free zone around all hospitals and health precincts. It is so unpleasant to walk through the smokers as well as see all the litter they create. Particularly around health areas where non-smokers also need to walk to get inside/past these places. It is not pretty and it doesn't set a good example. How about having designated smoking area (e.g. in a room - like some overseas airports have). Clearly smokers can't read as they often smoke under/next to non-smoking signs (e.g. under the Alfred Hospital helipad in Commercial Road at the bus stop is, there are some no smoking signs, but heaps of people smoke there.) thank you for listening. I am just trying to do my bit to help our community and make it a better place for all!	N	F
Totally against smokers impacting on my health	N	F
The tourists from the tour buses always smoke on the Anderson St hill which is when I (and most other tan users) are exerting themselves physically and inhaling smoke is completely disgusting and compromising as a runner.	N	F

It's a great move. And it's time we did MORE...how about bringing Victoria into line with other states re smoking in eating areas? Also, if the government wants a revenue raiser, how about enforcing the existing laws with one the spot fines and the enforcement officers to go collect those fines? Car parks, public transport, and hospitals would net a lot of fines. If there is no enforcement, you will never change resistant behaviour as it will always be normal to flout the laws. In the meantime, those who ask to have those laws upheld are subject to abuse or classed as 'difficult'. This is a key step in demoralising smoking behaviour.	N	F
Smoke free zones should also be extended to include within 10m of any establishment where food is served, like in Qld. Nothing worse than eating outside at cafes and restaurants with smokers puffing in your face!	N	F
Smoke kills	N	F
Surely there are other more important projects within the City of Melbourne than this.	N	F
The Melbourne CBD and immediate surrounds is one of the most important places in the world for me personally, professionally, culturally, spiritually... However, almost entirely on account of air pollution—primarily from smokers—I am prevented from entering such spaces all but rarely. (Thankfully the expansion of public transport smoking bans has made the journey, at least, much more plausible and safer.) With an array of serious health conditions critically aggravated by cigarette smoke, I—like many—am forced to the absolute fringes of public participation, through the completely unnecessary actions of others. The non-consensual imposition of passive smoking, even at some distance and for very brief bursts, is immediately threatening to my life, typically resulting in serious medical emergency (not to mention psychological trauma) from which it takes hours, days, weeks, or even months for my body to recover. (The outcome has been close to fatal on numerous occasions).	N	I
As the governing body, I believe the City of Melbourne has a responsibility to promote the city in its best light which includes clean air and water. Cigarettes cause unsightly garbage and poor health implications to those who choose not to smoke (adults and children) Knowing what we know about smoking I don't see how any other choice is possible? We have alcohol bans in place so why wouldn't stop the unsociable behaviour of having passive smoking thrust upon others?	N	M
I'm all for the reclamation of public space for smoke-free activities, but this does need to be tempered against the need to accommodate the needs of people who smoke who are limited in their alternatives. For example, I walk past the Alfred Hospital every day, and it's rare for that walk to be smoke-free, but I don't raise an objection to that because I know that the people who smoke there do so out of necessity. We should move forward with more smoke-free spaces, but temper that with the needs of those who are smokers, and whose options are limited by personal circumstances. It's not like being poor, or even homeless, precludes one from being a smoker.	N	M
smoke-free areas are great but they need to be enforced and people fined. Tram inspectors should have the right to book people at tram stops as that is still a issue.	N	M
I would ban smoking in all outside areas including residential balconies in high rise buildings.	N	M
The City was founded by people who believed in the Enlightenment; who believed freedom and rights are not the privilege of a minority. Attacking the weak and vulnerable is part of the Stalinist times we live in, but Government bodies acting in this manner shows they are now staffed by 22 year old temporary uneducated contractors, who have not inherited any understanding of the Enlightenment.	N	M
This is a joke. Visit the area and smell the diesel fumes before you worry about a few smokers. Religious zealots should not be using their Government position to punish people.	N	M
As a former resident of Melbourne and occasional visitor, this is an excellent area to make smoke-free (although I would imagine it could be hard to enforce). When I was living in the area I used to walk/run around the tan track around every week or two. It would be a great thing for Melbourne and a great example for other cities looking for inspiration to create more smoke-free areas.	N	M

While it would be great to have The Tan smoke-free we don't often see people smoking on it.	N	M
Let us extend this program to include the public realm including City Streets, smokers use the street to smoke as smoking cannot take place in building workplaces, so we see a very large number of smokers on the footpath smoking at lunchtime which is when non-smokers come out of the office to enjoy a walk and or hunt and gather for lunch. I encounter smokers walking to and from the train station as smokers attempt to catch that last gasp of nicotine before disappearing inside. Please #stopthesmokes	N	M
go for it! Please also ban smoking in outdoors areas of cafes/restaurants	N	M
I imagine there would be greater community health benefits from encouraging physical activity rather than harassing smokers in areas they are unlikely to be and adding to the visual pollution of yet more signage. Do we need more rules? And will you employ more local laws officers to police this?	N	M
You have an error in question 6. Only one negative option	N	M
There is no way in the world that anyone is harmed by a little bit of cigarette smoke in the context of the tan track. Get a grip and recalibrate your outrage-ometer.	N	M
Surely the city of Melbourne has much better and more important things to focus on than trying to control what people do like this that hurts no-one. It's open air for Pete's sake.	N	M
Smoking has become such antisocial behaviour. Visiting other Australian cities such as Sydney, Gold Coast and Brisbane it is noticeable how fewer people are smoking in public areas. Use of outdoor dining and parks is a more enjoyable experience.	N	M
many outdoor area in Victoria are not smoke-free and this is detrimental people who do not wish to inhale cigarette smoke	N	M
As above, I think it's time we made real changes. Make the entire park completely smoke-free. Let's have a space where not only can we run/walk without smoke, but a place where we can take our kids, play some cricket and be active without having to passively inhale smoke. Why is this so hard? It would also encourage smokers to think even harder about quitting.	N	M
Great initiative. Can you please do the footpaths throughout the city as well?	N	M
I think other mechanisms like duties and education are more effective at reducing smoking.	N	M
Thank you for considering to make smoke-free areas around The Tan - PLEASE MAKE IT HAPPEN!	N	M
All public spaces (including laneways, blocks & parks) MUST become smoke-free.	N	M
I figure non-smoking areas are inevitable, but is it really going to make a difference to people quitting? I doubt it.	N	M
I suggest banning smoking for the whole width of Anderson Street, Domain Road and Alexandra Avenue (down to the river)	N	M
q7, should also have: Would you enjoy your visits more if the area was smoke-free.	N	M
It's time smoking was banned for good	N	M
These initiatives are great	N	M
No	N	M
There are plenty of other places for smokers to go. Don't have much hope that a smoke ban will actually be enforced.	N	M
Let common sense prevail, let people be people and enjoy the public space the way they choose.	N	M
Protect the UFO sites and make all open space smoke-free	N	M
No	N	M
Stop persecuting smokers	N	M
never smoked. suggest picking on certain minorities smacks of some sort of "ism" If you ban things, taken to its logical conclusion, it ends in injustice for all, unless one is	N	M

perfect, & no one is.		
There are 310+ carcinogenic poisons in every cigarette. The more protection against such toxins the better!	N	M
Really unimpressed with bias built into this "survey".	N	M
Cigarette sales should be banned and smoking made illegal in public.	N	M
I wish smoking was banned everywhere... I wish no one smoked... My father died from a smoking related illness which was long and slow and painful... I wish smoking never existed, it brings absolutely nothing good, only bad.	N	M
Smoking whilst walking around on the street should be banned in the entire city of Melbourne. Footpaths and areas for public movement need to provide a right to safety & cleanliness, these areas need also provide a right to a healthy amenity for everyone. This is the case for public buildings, public infrastructure & public transport so why not include public parks and footpaths	N	M
This whole smoking thing has gotten out of hand. It's crazy. I can understand pubs, bars and restaurants, should be divided into smoking and non-smoking sections, but public spaces? Has he world gone mad? Have people lost their minds. Smoking is a tiny pet of the hazards when being in the city. Pollution and background asbestos are far larger hazards. At the end of the day we are all human and if we can't respect each other's right to partake in exercise or smoking or whatever fitness craze or vice you choose then I'm afraid we as a species have drifted so far from human decency, respect and just letting people be than I thought we had. My god, just let people do what they choose to do, either way.	N	M
This is an overreaction.	N	M
Good luck	N	M
I've never seen anyone smoking while on the tan. Efforts could be better spent enforcing the City Square smoke-free zone.	N	M
Smoking should be banned in all public places as my human right to cleaner air is more important than smokers' rights	N	M
Make more communal areas such as Queensbridge Square which has food functions smoke-free	N	M
How will this be Policed ?	N	M
Don't destroy this beautiful city. We have become the laughing stock of the world. I'd appreciate more security presence on the track which makes women feel safer using it. Now that would be useful	Y	F
I think it is only fair to have an area that's clearly for wellness designated as smoke-free. It really puts me off when I get a huge wife of smoke in my face when I'm trying to run.	Y	F
Stop harassing smokers	Y	F
Great idea and would love to see all sporting or outdoor leisure areas designated smoke-free.	Y	M
There is no value to this proposal. It would be better to have smoke-free areas in parts of parks where people and their kids gather.	Y	M
It is a good initiative, and I understand the reluctance to introduce a wide-spread smoke-free area, but I have cited some examples where it works. The current piece-meal approach is confusing and sends a mixed message. We do not tolerate smoking in workplaces, but we allow it in public places where children and vulnerable people are permitted. (Maybe if smoking was permitted, then we should ban children and at-risk people from entering the park, or the Hoddle Grid area.) Smoking and health are mutually exclusive options. Unlike other vices, no amount of smoke is good for you.	Y	M
I think this is unnecessary. In both The Tan and Princess Park. It's also not really enforceable is it?!	Y	M
It must be smoke-free and communicated effectively especially to tourists	Y	M



test	Y	-
I live just around the corner from The Tan Track and visit it 3-4 times per week, often to walk to the city or walk/jog around the loop. It would greatly increase the amenity of the area, especially for those exercising, for it to be smoke-free.	Y	F
Stop making decisions for everyone, it is a choice for everyone to smoke or not. People who are using this space purely for exercise cannot dictate to others. Melbourne, Victoria is NOT a dictatorship.	Y	F
It's not a superb way to spend your time-but I think the anti-smoking laws have gone far enough. Not allowed in restaurants; not allowed in bars; not allowed in certain outdoor areas; give us a little break, please.	Y	M

#### Comments left by organisations related to The Tan

We would like the City of Melbourne to consider including the city rowing precinct in the smoke-free
I am aware of them in general terms rather than specific locations.

## Princes Park

Comments left by individuals related to Princes Park	Smoker	Gender
Again, I would prefer the city of Melbourne focus on places where food is consumed like outdoor spaces of cafes and restaurants. Wide open spaces like parks are not such an issue for me.	N	F
All outdoor smoking banned from restaurants in Lygon Street Carlton. In fact ban all outdoor smoking in the city of Melbourne	N	M
All public areas should be smoke-free. Smokers shouldn't have any rights when they are forcing the rest of us to have to breath in their disgusting putrid smoke. It's time all councils got tough & banned it altogether.	N	F
Cigarette butt litter is a huge problem. The city should do more to address it.	N	F
Do something more constructive and solve real community problems.	N	I
Every outdoor area where people exercise needs to be smoke-free. IN fact every footpath needs to be EVERYWHERE and smoking 'rooms' set up for smokers like they have in Japan where they have a huge rate of smoking but they corral them into small areas. You breathe in less second hand smoke in Japan than on Melbourne streets. We are soooo behind.	N	M
Good initiative. There is too much smoking in public places, it's very unpleasant for non-smokers.	N	M
Good luck in trying to police it.	N	F
Great idea and fully support.	N	-
Great initiative!	N	F
I adore this park and would love for it to be smoke-free	N	F
I applaud the City of Melbourne improving the air quality for the community.	N	M
I don't see any great need for this restriction and am unsure how it would be enforced	N	M
I don't smoke but if this area was made smoke-free I would go out of my way to smoke there. What kind of nanny state crap is this? Leave the poor bastards alone. Making an area as large as princess park non-smoking would constitute an act of class warfare against smokers.	N	M
I know that there must be some places that smokers can go to smoke, but in and around exercising people who must passively breathe in their smoke, is not one of	N	F

those places.		
I LOVE PRINCES PARK!	N	M
I moved to Melbourne from Perth six years ago and was amazed to find that Victoria is 20 years behind W.A. in basic health matters. So far, little has changed here.	N	M
I think it's better to stick to outright bans in areas where it truly affects other people AND can be policed/monitored	N	F
I would strongly suggest smoking areas for people who want to smoke. In Europe there are "boxes" for smokers which are similar to public toilets but they are all glass and have an exhaust fan that takes the cigarette smoke into a filtration system or up into the air above the non-smokers on the street. Unfortunately for me the constant contact with smokers has left me with damage to my throat and lungs this is ENTIRELY due to my contact with people in the streets of Melbourne.	N	F
I'd like to see a) all tram stops are smoke-free; b) Smoking should be banned while walking in streets.	N	F
I'm a rabid anti-smoking nurse, but this is ridiculous.	N	F
It just seems to be one more silly rule which somebody is supposedly going to have to 'police'. What will happen to people caught smoking? Will they be fined? Will they have to go to court if they refuse to pay a fine? What a waste of time and money!	N	F
It would be a benefit to have more lighting along the park st track (many people run along it from Merri Creek) and around certain areas of the track. It feels unsafe at night.	N	F
keep creating more green spaces, more smoke-free spaces	N	F
Leave people alone and let the live the way they want.	N	F
Love the idea. Would make a more liveable city with more smoke-free zones	N	F
Make all of Melbourne smoke-free!	N	F
Make more smoke-free areas. Particularly out door eating areas. We should not have to put up with smoke from other people. I choose not to smoke, I should not have to suffer through the smoke of others.	N	F
Melbourne is so far behind Perth & Canberra (where I have lived previously) in regards to banning outdoor smoking, especially near eating venues, outdoor events & large public spaces where people congregate, e.g. Federation Square. Waiting two years for businesses to get used to the idea/prepare for the change, is too much time and should be brought into law as soon as possible.	N	F
More lighting on the Princess St side because during winter it goes dark by 6 and i don't want to be attacked if on my own. I feel safe on cemetery road. Those lights must be solar. Can you put the same on the other side.	N	F
More smoke-free areas!	N	M
More smoke-free zone in Melbourne please. With less than 14% of the population smoking, it seems absurd that they're allowed to smoke in public areas. We also need to address the fact that business won't be affected by no smoking zones, in fact I can assure you that more people will utilise these spaces and cafes etc. please catch up to Queensland	N	M
More water taps please	N	M
no	N	M
Nope	N	F
On another topic concerning Princes Park, there are bicyclists who travel at speeds which are too fast for the gravel and bitumen walks around the park. This poses a threat to the people (particularly the very young and elderly) who use the paths. Thanks.	N	F
please make the whole of princes park smoke-free not just the running track, but all children's playgrounds and relaxing areas	N	M
Please spend money on other things! A public park is a public park, let's not create rules, let's empower people to make better decisions and own up to their choices!!!	N	F

Smoking costs our society a lot of money. To put this into perspective, a recent Dutch study showed that in the Netherlands 25% of people smoke and that smoking costs EUR2000 per person per year or 21-43 billion as a nation. These figures includes both negative (lost years of life, lower quality of life for smokers, production loss, care for sick smokers, etc.) and positive cost effects (enjoyment of smoking, cost savings due to people dying young). I would like for my children to be raised in a smoke-free environment.	N	M
Smoking is for the enjoyment of one person (smoker) but has negative impact on those people around them. Banning smoking around places where people are focused on fitness is great idea. I support it whole heartedly.	N	M
Thank you for this survey.	N	M
Thanks for doing this survey. I don't see too many people smoking around the park but making it clear that it's unacceptable would be great.	N	M
the more smoke-free areas the better	N	M
The more smoke-free areas, the better.	N	M
These areas are mainly for exercise purposes and definitely should be smoke-free.	N	F
Would be a great initiative for this to go ahead.	N	F
Yes. I am a cyclist, I ride into the CBD daily, down Elizabeth Street. As soon as I arrive at the corner of La Trobe St and Elizabeth, there is a whole block of smokers congregating at the front of the building that occupies La Trobe to Little Lonsdale. There are SO MANY smokers that as I cycle past, my open, pumping lungs absorb so much nicotine and smoke. It's disgusting. These are the areas and issues you should be dealing with, not the odd smoker in our park. There's a serious cloud of smoke over this area that is completely overlooked.	N	M
Allow a legal activity to occur. Spend your efforts doing something more important, please. :-)	Y	M
Just get on with making COM a smoke-free zone.	Y	M
For the record I don't like it when people are walking and smoking as I don't like the smell but I also don't believe in segregating the community the way this anti-smoking campaign in the city of Melbourne is going. I've always seen Melbourne as an International city not a nanny city. Please keep it real!	Y	F
this is just pathetic. smoke-free outdoors. seriously! we should start banning fat people from entering buses then if we are going to make parks smoke-free	Y	M
what's next the esplanade from Port Melbourne to Mordialloc? what nonsense	Y	M

#### Comments left by organisations related to Princes Park

The University has even gone further to make its entire campus smoke-free