

Outdoor smoking and footpath trading: Community perceptions research

City of Monash

March 2021

JWS RESEARCH

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Background, objectives and methodology



Background and objectives

The City of Monash is considering making changes to the law allowing outdoor smoking and to the Footpath Trading and Access Policy.

- The proposed new law on outdoor smoke-free areas would enable Council to designate smoke-free areas such as particular parks or streets.
- Under the proposed new Footpath Trading and Access Policy, where an outdoor trading area is in a public area, the trader would be required to make food available for consumption at all times. Smoking would not be allowed in these areas and they would be unable to be used as designated drinking areas.

As part of its commitment to engaging with residents and businesses in its planning and decision-making, Council requires research to understand the views of traders and the community.

The purpose of the research is to **understand residents' and traders' views on the proposed changes**.

Specifically, the research was designed to investigate:

- Overall support or opposition to the new law enabling Council to designate smoke-free areas
- Overall support or opposition to the change to the Footpath Trading and Access Policy
- Residents' anticipated likelihood to change their patronage of local businesses if smoke-free regulations are introduced
- Perceived impact to traders' business if smoke-free regulations are introduced.

Research methodology: Resident surveys

Quantitative
Telephone survey

n=400 residents of the City of Monash

- 5 minutes duration.
- Survey quotas on age and gender, and weighting applied at the analysis stage to actual age and gender proportions based on ABS census data.
- The maximum margin of error on the total sample of n=400 is +/-4.9% at the 95% confidence level.
- The City of Monash developed the questionnaire and commissioned JWS Research to administer the survey and conduct analysis and reporting.
- Fieldwork was conducted from 23rd – 27th February 2021.

Quantitative
Online survey

n=34 residents of the City of Monash

- The questionnaire was designed and administered by the City of Monash.
- Opt-in sampling method.
- Survey hosted on the City of Monash website and included a question to filter out respondents who indicated they had taken the survey previously.
- The City of Monash subsequently commissioned JWS Research to undertake analysis and reporting of the raw data.
- The maximum margin of error on the total sample of n=34 is +/-16.8% at the 95% confidence level. Results should be viewed as indicative only.
- Fieldwork was conducted from 18th February – 22nd March 2021.

The telephone research was conducted in compliance with AS-ISO 20252.
For the online research, analysis of data was conducted by JWS Research in compliance with AS-ISO 20252.

Research methodology: Trader surveys

Quantitative
Telephone survey

n=100 Traders of the City of Monash

- 5 minutes duration.
- List of contact details supplied by the City of Monash.
- The City of Monash developed the questionnaire and commissioned JWS Research to administer the survey and conduct analysis and reporting.
- The maximum margin of error on the total sample of n=100 is approximately +/-9.8% at the 95% confidence level. This is dependent on the total number of traders in the City of Monash.
- Fieldwork was conducted from 12th – 17th March 2021.

Quantitative
Online survey

n=8 traders of the City of Monash

- Based on the small number of responses, results should be viewed as indicative only.
- Survey was designed and administered by the City of Monash.
- Opt-in sampling method.
- Survey hosted on the City of Monash website and included a question to filter out any respondents who indicated they had taken the survey previously.
- The City of Monash subsequently commissioned JWS Research to undertake analysis and reporting of the raw data.
- Fieldwork was conducted from 18th February – 22nd March 2021.

The telephone research was conducted in compliance with AS-ISO 20252.
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Executive summary

Executive summary

Overall community support to change the law and the policy

Among residents of the City of Monash, there is a high level of support for the proposed smoke-free laws (87%). Support for change to the Footpath Trading and Access Policy is also high (79%).

- Smokers, who comprise just 12% of the community, are *significantly less likely* than average to support change to the smoke-free laws (71%) and the Footpath Trading and Access Policy (62%). That said, there remains majority support among smokers for these changes.

Around half of the community anticipates that if the law on outdoor smoking is changed and local street-based trading areas become smoke-free, they would be *more likely* to go for coffee or a drink (52%), go for a meal (51%) or attend events (49%). Less than half of the community (41%) expect that they would be more likely to visit shops or other businesses.

- For most of the remaining people, there would be *no change* to their patronage (4% or less claim they would be *less likely* to undertake each activity).
- The majority of smokers (upwards of three in five smokers) do not expect their habits to change if the proposed changes are implemented.

Traders support changes to law and policy

Among traders, support for the proposed changes to the outdoor smoking law is high (84%). Support for the change to the Footpath Trading and Access Policy is also high (79%).

Most traders do not anticipate the outdoor smoke-free law would affect their business

For the majority of traders (54%), smoking is already forbidden at outdoor seated areas where they operate. Most (53%) say the implementation of smoke-free dining would make no difference to their business.

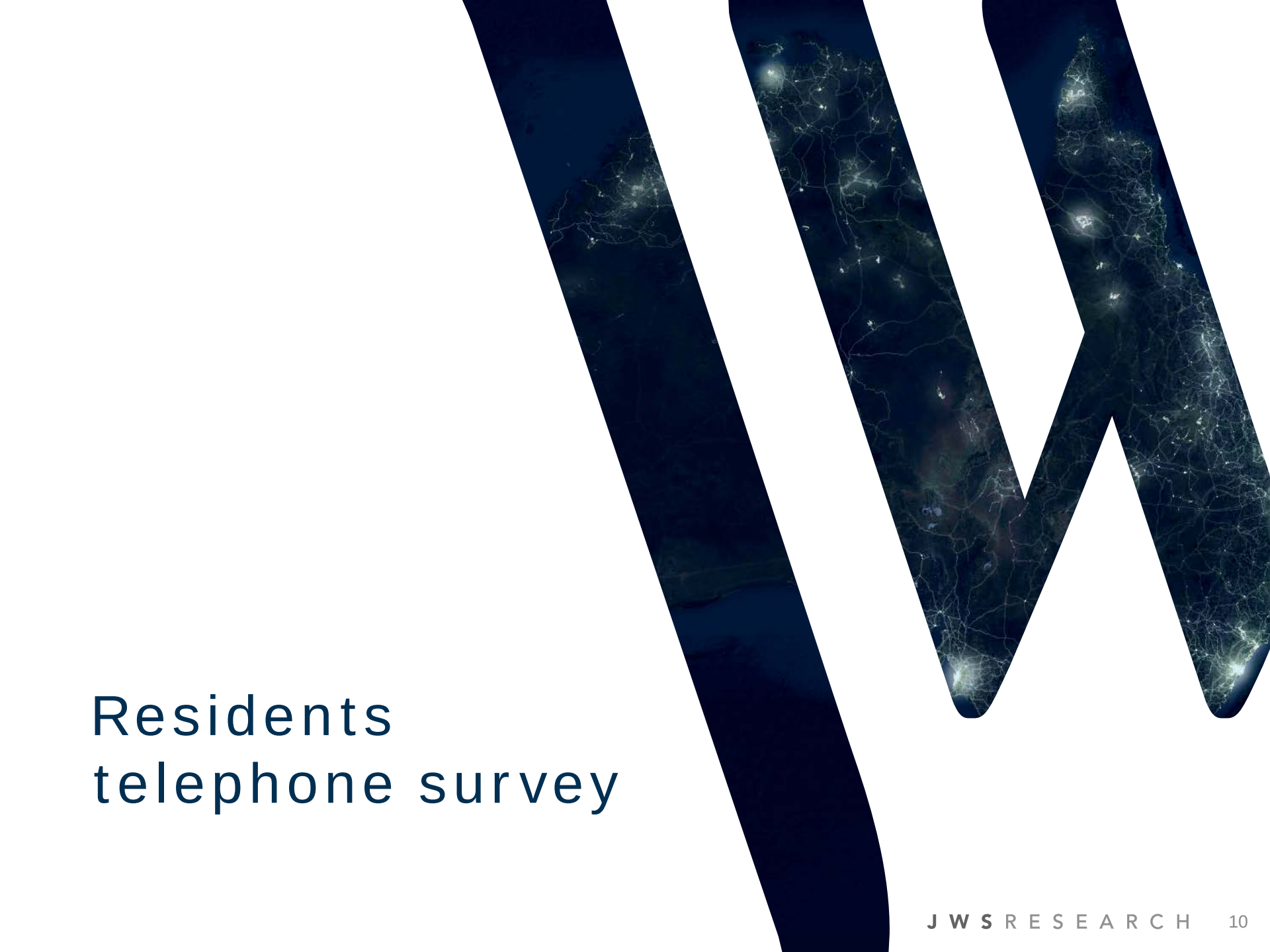
- Just under a quarter of traders (23%) say it would improve business. A similar number (24%) say it would be worse for their business.

Online (opt-in) survey findings are in line with the telephone surveys

The online surveys allow members of the community who wish to contribute their opinion the opportunity to do so. The findings here are broadly consistent with insights from the telephone surveys. There is majority support for changes to the Footpath Trading and Access Policy. The change has potential to increase patronage (or at least make no difference) to business.



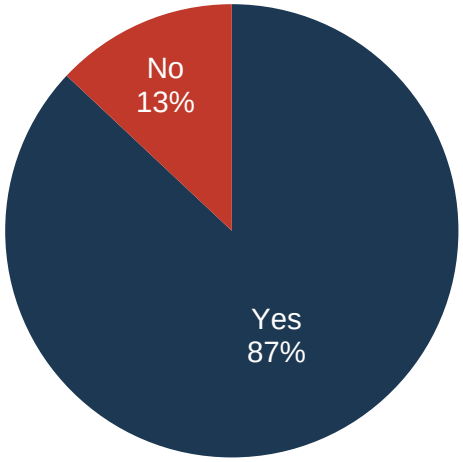
Detailed findings



Residents telephone survey

Widespread support among community for new law and change to the Footpath Trading and Access policy

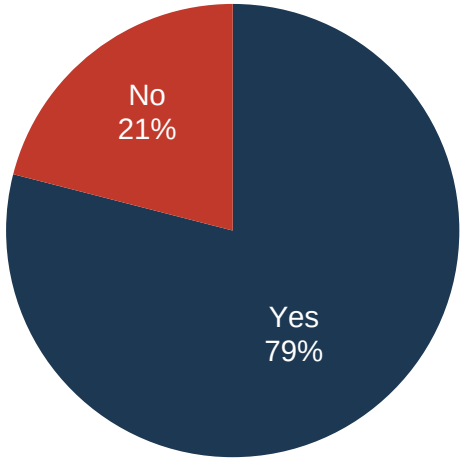
Support for proposed law on smoke-free areas



87% of residents support the proposed new local law on outdoor smoke-free areas.

Support is *significantly* lower among smokers: 71%

Support for proposed changes to Footpath Trading and Access Policy



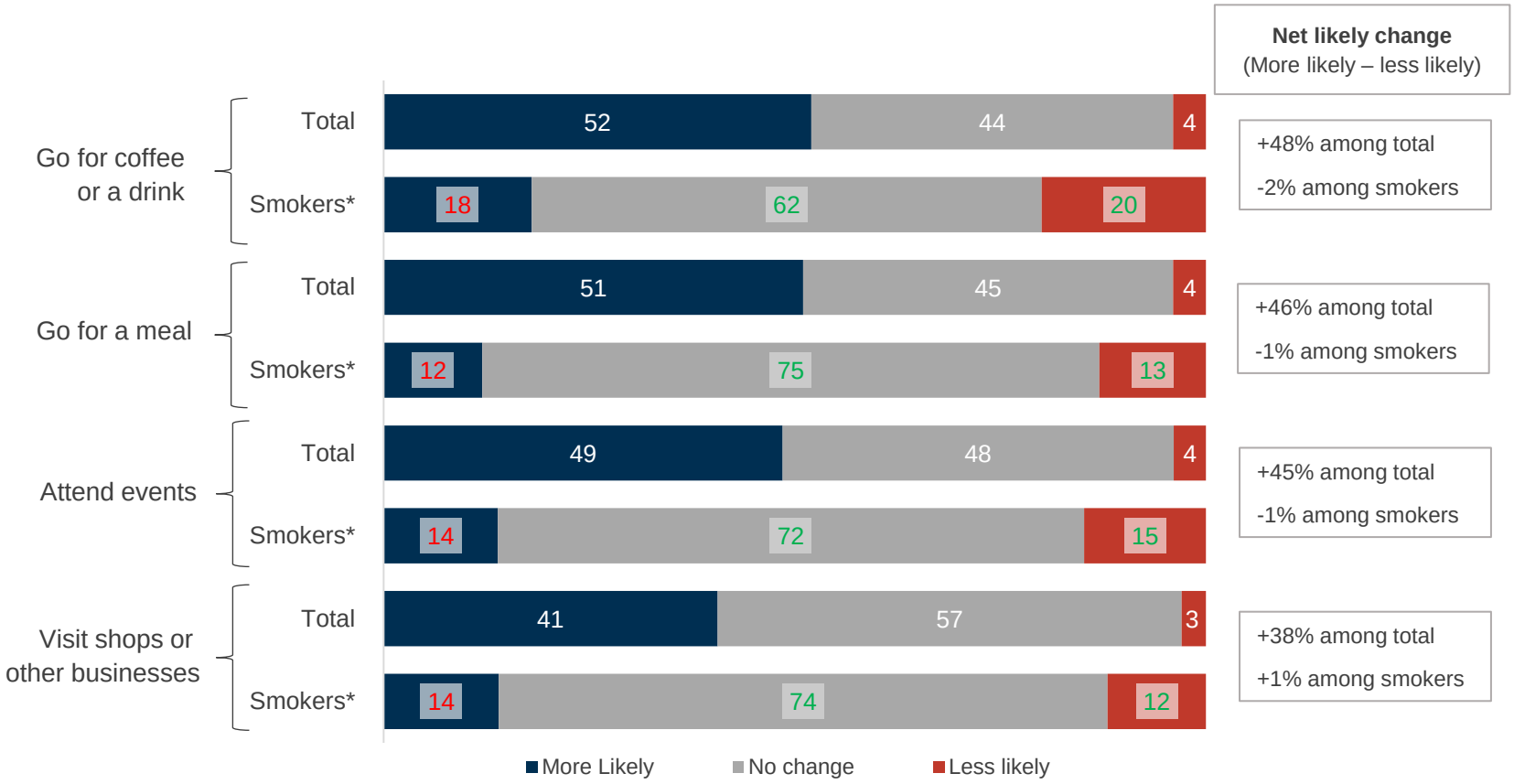
79% of residents support the proposed change to the Footpath Trading and Access Policy.

Support is *significantly* lower among smokers: 62%

Significantly lower than the total at the 95% confidence interval.
R4. Council is considering a new local law on outdoor smoke-free areas. The new law will enable Council to prescribe smoke-free areas in the municipality, from time to time. For example, Council will have the power to prescribe a municipal place to be a smoke-free area, such as a particular park or street. Do you support this change?
R5. Council is also considering a change to the Footpath Trading and Access Policy. This change would mean that where an outdoor trading area is in a public area, Council will require a trader to make food available for consumption at all times. This means that smoking will not be allowed in these areas and they are unable to be used as designated drinking areas. Do you support this change?
Base: All residents (n=400)

Increased likelihood of patronage for smoke-free trading areas except among smokers

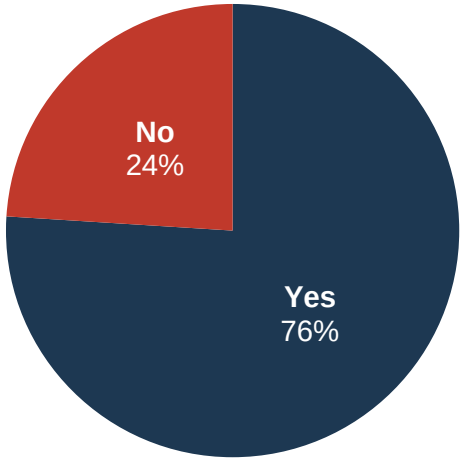
Change in likelihood of patronage if smoke-free laws introduced (%)



Significantly higher / lower than the total at the 95% confidence interval.
R6. If local street-based trading areas became smoke-free, how would this change what you do there? Would you be more or less likely to…?
Base: All residents (n=400), Smokers (n=41)
**Caution: small sample size (n<50)*

Majority of residents visit outdoor cafes on footpath areas

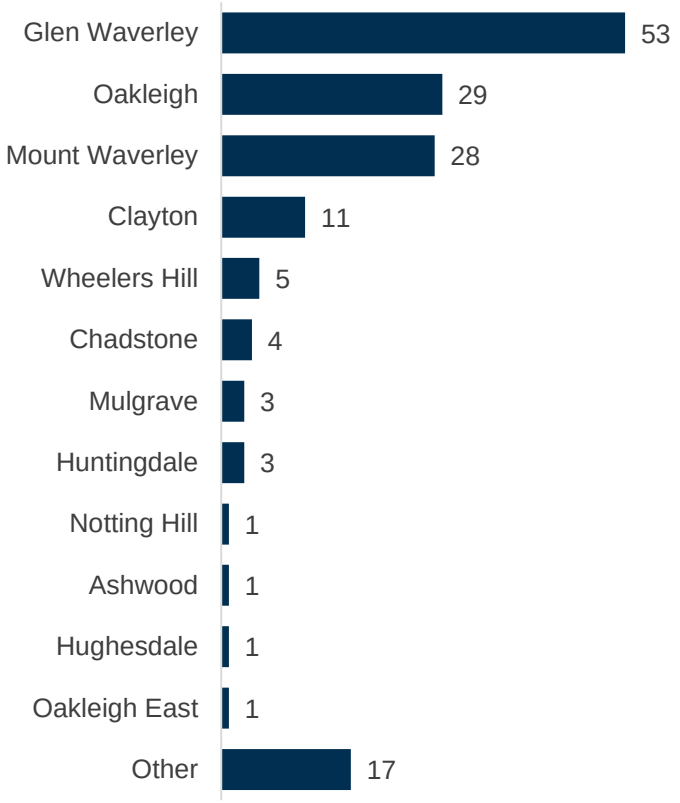
Ever visit outdoor cafés on footpath areas



76% of residents visit outdoor cafes on footpath areas.

Significantly higher among people aged 40-59 years: 87%

Areas visited
(% among those who ever visit)
(Multiple response allowed)



Significantly higher than the total at the 95% confidence interval.
R7. Do you ever visit outdoor cafes on footpath areas in the City of Monash?
R8. Which areas do you visit for outdoor cafes?
Base: All residents (n=400)

Telephone survey resident sample demographics: Weighted

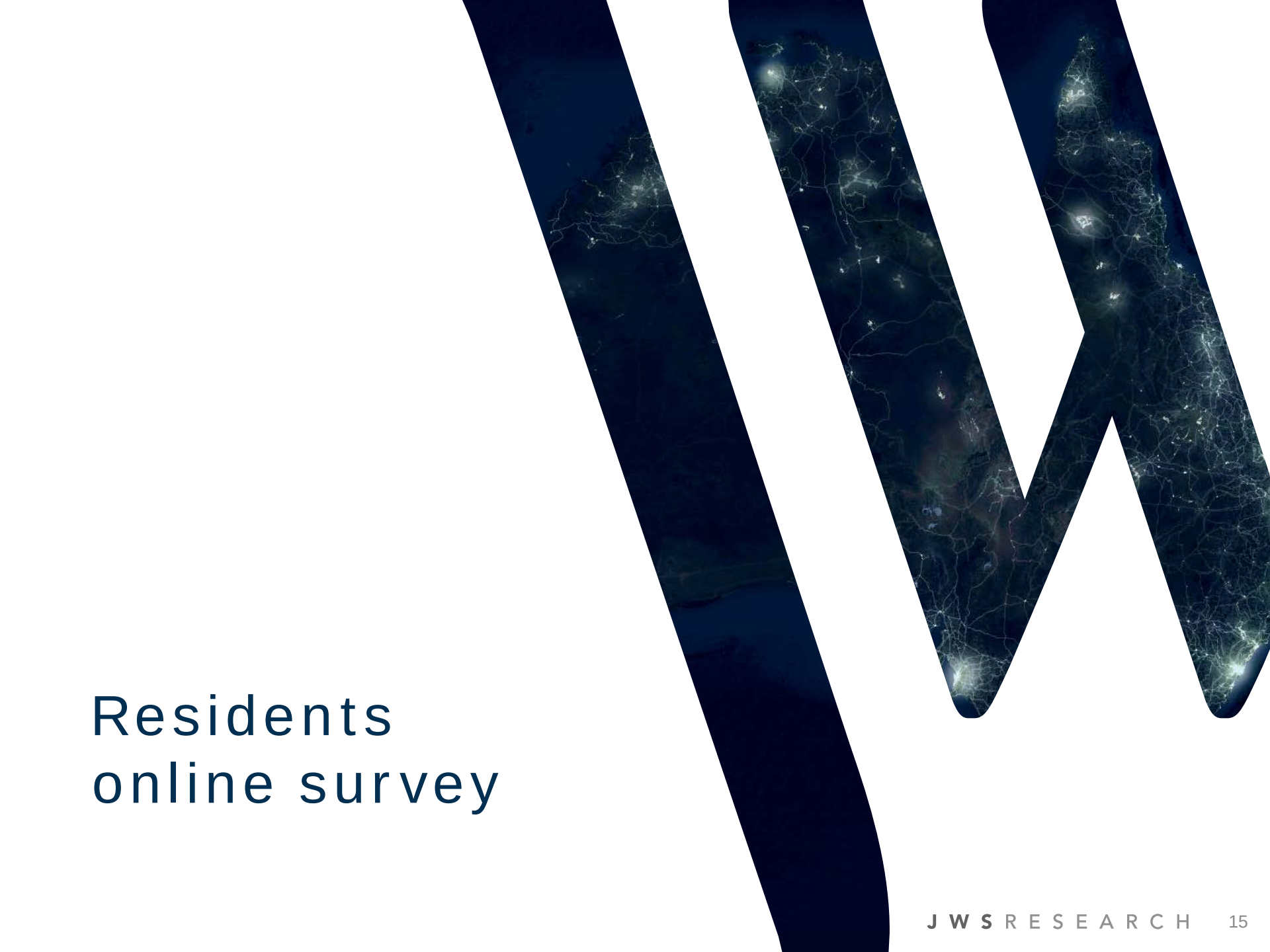
Gender	%
Male	49
Female	51

Smoker status	%
Yes	12
No	88

Age	%
18-39 years	43
40-59 years	30
60+ years	27

The data set has been weighted to reflect the demographic makeup (by gender and age) of the City of Monash population.

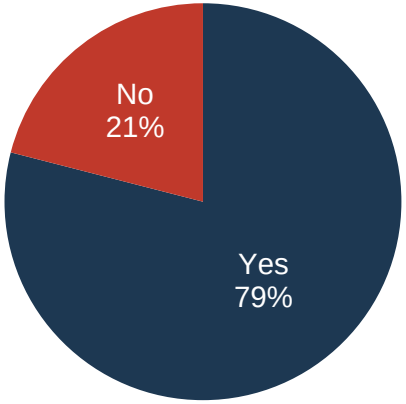
Questions: Age group, Gender, Do you smoke (tobacco, e-cigarettes, shisha)?
Base: All residents n=400



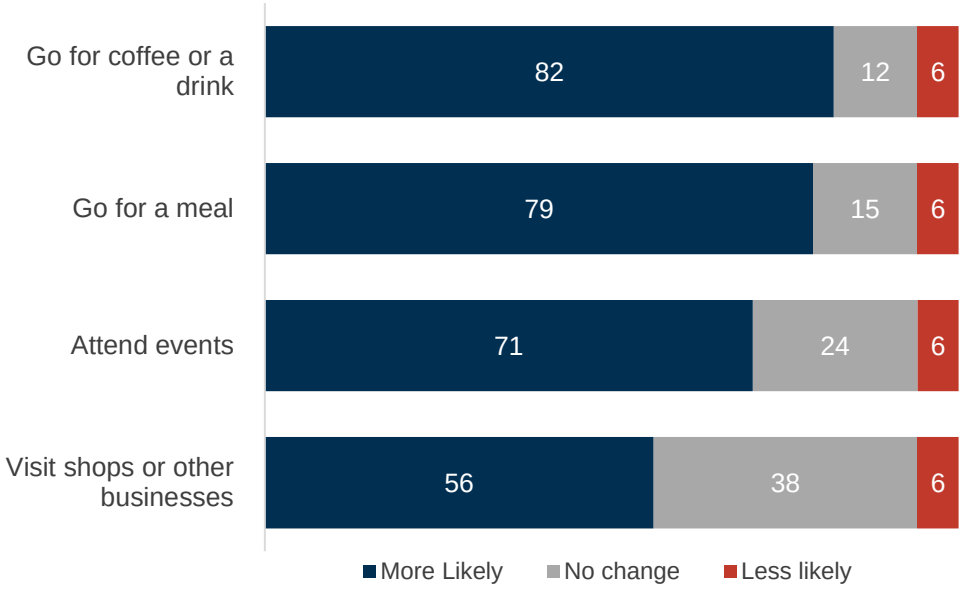
Residents online survey

Majority of residents who took online survey support the new Policy and expect it would increase their patronage

Support for change to Footpath Trading and Access Policy*



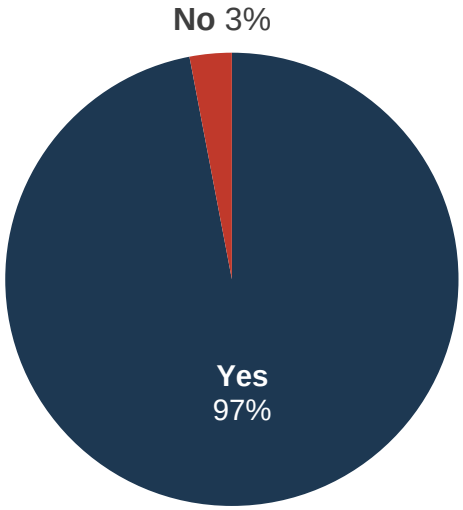
Change in likelihood of patronage if local areas become smoke-free* (%)



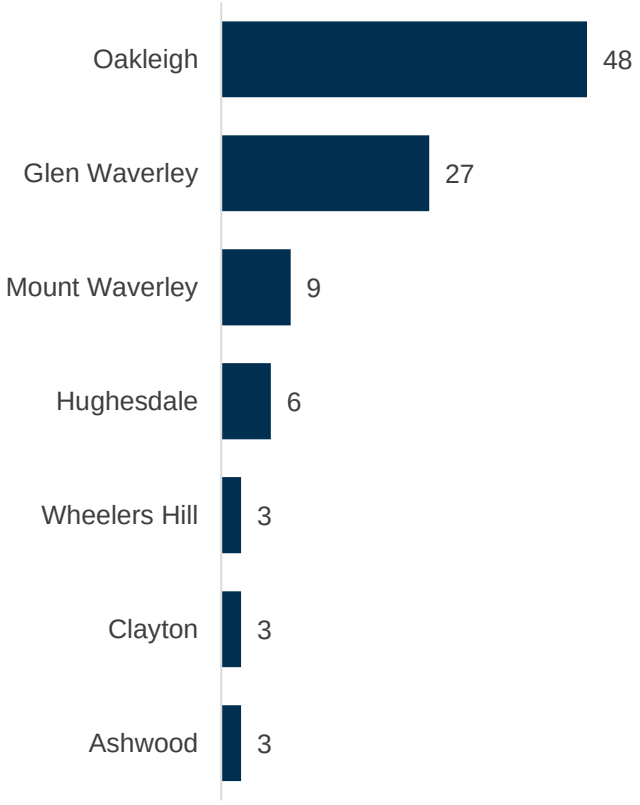
8. Monash Council is considering a change to the Footpath Trading and Access Policy. This change would mean that where an outdoor trading area is in a public area, Council will require a trader to make food available for consumption at all times. This means that smoking will not be allowed in these areas and they are unable to be used as designated drinking areas. Do you support this change?
10. If local street-based trading areas became smoke-free, how would this change what you do there? Would you be more or less likely to…?
Base: Residents and/or non-shop front business owners (online survey) (n=34)
**Caution: small sample size (n<50)*

Almost all residents visit outdoor cafes on footpath areas

Ever visit outdoor cafés on footpath areas*



Areas visited*
(% among those who ever visit)



4. Do you ever visit outdoor cafes on footpath areas in the City of Monash?
Base: Residents and/or non-trading business owners (online survey) (n=34)
6. Which areas do you visit for outdoor cafes?
Base: Residents and/or non-shop front business owners (online survey) (n=33)
**Caution: small sample size (n<50)*

Online survey resident sample demographics: Unweighted

Gender	%
Male	47
Female	50
No answer	3

Smoker status	%
Yes	3
No	94
No answer	3

Age	%
18-39 years	29
40-59 years	47
60+ years	21
No answer	3

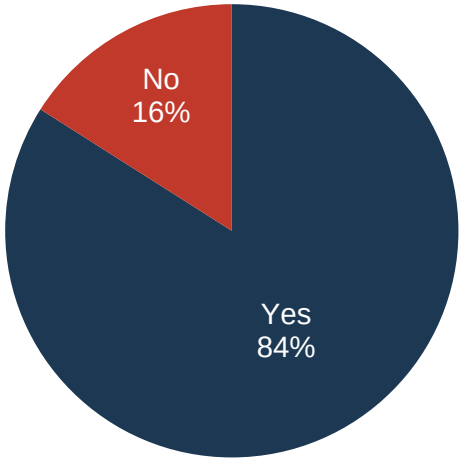
Base: Residents and/or non-shop front business owners (online survey) (n=34)
**Caution: small sample size (n<50)*



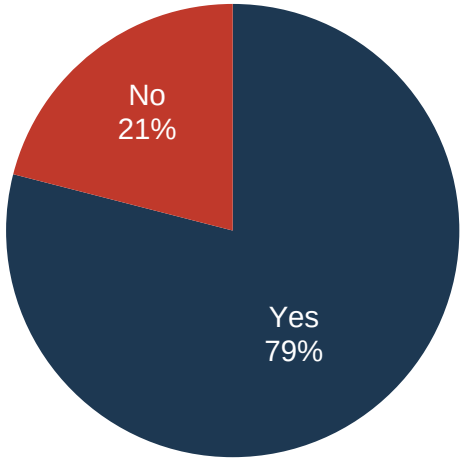
Traders telephone survey

Widespread support among traders for new law and change to the Footpath Trading and Access policy

Support for proposed law on smoke-free areas



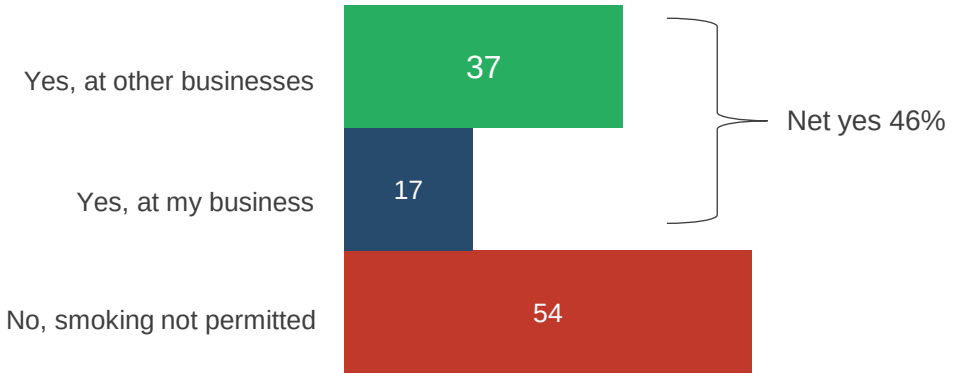
Support for proposed changes to Footpath Trading and Access Policy



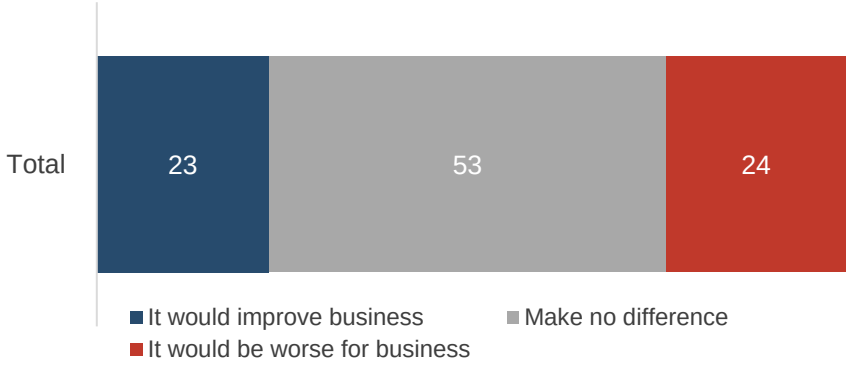
B3. This question is about a new local law on outdoor smoke-free areas. The new law will enable Council the prescribe smoke-free areas in the municipality, from time to time. For example, Council will have the power to prescribe a municipal place to be a smoke-free area, such as a particular park or street. Do you support this change?
B4. Monash Council is also considering a change to the Footpath Trading and Access Policy. Dedicating footpath trading areas for the sole purpose of consuming drinks and packaged snacks was never intended by Council. The change to this policy would mean that where an outdoor trading area is in a public area, Council will require a trader to make food available for consumption at all times. This means that smoking will not be allowed in these areas and they are unable to be used as designated drinking areas. Do you support this change?
Base: All traders (n=100)

Most traders do not anticipate changes to outdoor smoking laws would affect local business

Current outdoor smoking laws in area where businesses operates (%)



Anticipated impact of smoke-free dining on local business (%)



B5. Is smoking permitted in outdoor seated areas in the area where you operate?
B6. In your opinion, what would be the effect of smoke-free dining on local business?
Base: All traders (n=100)

Telephone survey trader sample: Unweighted

Business type	%
Hospitality	42
Hair & Beauty	7
Retail	27
Service	5
Other	19

Location	%
Ashwood	1
Chadstone	-
Clayton	8
Glen Waverley	26
Hughesdale	5
Huntingdale	4
Mount Waverley	27
Mulgrave	-
Notting Hill	-
Oakleigh	27
Oakleigh East	-
Wheelers Hill	2

Questions: B1 Can you please confirm the type of business you operate
B2. Where is your business located?
Base: All traders (n=100)



Traders online survey

Half of the traders who answered the online survey support the new law on smoke-free areas

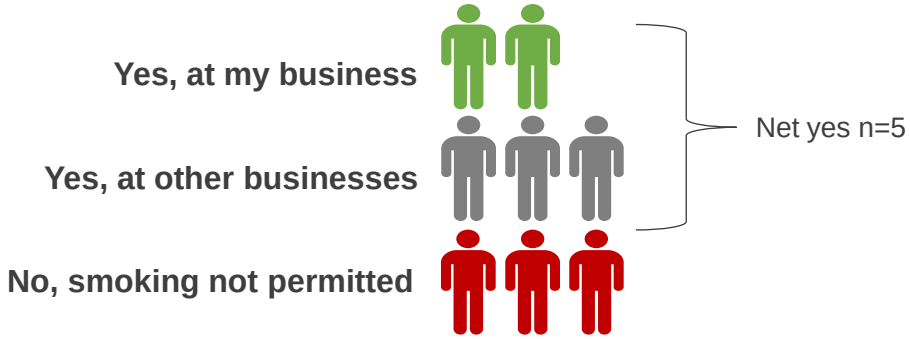
Support for proposed law on smoke-free areas* (n=8)



Anticipated impact of smoke-free dining on local business* (n=8)



Smoking permitted in outdoor seats in area of operation* (n=8)



7. Is smoking permitted in outdoor seated areas in the area where you operate?
8. Monash Council is considering a change to the Footpath Trading and Access Policy. This change would mean that where an outdoor trading area is in a public area, Council will require a trader to make food available for consumption at all times. This means that smoking will not be allowed in these areas and they are unable to be used as designated drinking areas. Do you support this change?
9. In your opinion, what would be the effect of smoke-free dining on local business?
Base: Traders (online survey) (n=8)
**Caution: small sample size (n<50)*

Online survey trader sample

Business type	No.*
Hospitality	2
Hair & Beauty	2
Retail	1
Service	1
Missing/Other	2

Location	No.*
Ashwood	-
Chadstone	-
Clayton	-
Glen Waverley	2
Hughesdale	-
Huntingdale	-
Mount Waverley	3
Mulgrave	-
Notting Hill	-
Oakleigh	3
Oakleigh East	-
Wheelers Hill	-

5. Which of the following best describes your business?
3. Where is your business located?
Base: Traders (online survey) (n=8)
**Caution: small sample size (n<50)*

THERE ARE OVER 200,000 PEOPLE IN THE CITY OF MONASH...

FIND OUT WHAT THEY'RE THINKING.



Contact us
03 8685 8555

Follow us
@JWSResearch

John Scales
Founder
jscales@jwsresearch.com

Mark Zuker
Managing Director
mzuker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

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