



**Media release 27 April 2006**

**Nation-wide survey shows record numbers support  
smokefree pubs and bars**

Just 16 months out from the implementation of the smokefree environments legislation, 74 percent of New Zealanders declared support for a complete ban on smoking in pubs and bars. This is nearly double the increase in support from only 38 percent in April 2001.

The UMR Omnibus survey commissioned by ASH NZ and the Smokefree Coalition shows that while a complete ban on smoking in New Zealand restaurants remains strong and relatively unchanged at 80%, support for a ban on smoking in pubs and bars has increased significantly since the last Omnibus results in September 2005.

Support for smokefree bars has seen the greatest gains among smokers. Nearly half of all smokers (48%) say that they now support smokefree bars as compared to only 31% in September 2005.

Becky Freeman, Director, ASH NZ says, "These figures clearly show that people are enjoying the clean air inside smokefree pubs. The dark and smoky bar is a thing of the past – the future is clear."

She says the percentage of New Zealanders who prefer smokefree places only continues to increase with time.

Mark Peck, Director, Smokefree Coalition says, “These are really encouraging results. We expected that support would grow once people started experiencing smokefree bars.

“It’s good to see that even smokers are beginning to understand that clean air makes for a much better night out for everyone, and that a person’s right not to be exposed to cancer-causing smoke also needs to be respected.”

Respondents to the survey were also asked if they were in support of a tax increase on cigarettes. 64% of all respondents support a tax increase on cigarettes. A quarter of all smokers actually support a tax increase on cigarettes.

A complete copy of the UMR report can be viewed at the ASH website.

-Ends-

For more information, please contact  
Becky Freeman, Director, ASH.  
Phone: 09 5204575, Mobile: 64 21 733 444  
Email : [bfreeman@ash.org.nz](mailto:bfreeman@ash.org.nz)

or

Mark Peck, Director, Smokefree Coalition  
Phone: 04 472 0157, Mobile: 64 274 461 650  
Email: [director@sfc.org.nz](mailto:director@sfc.org.nz)

## **Background and summary**

### **■ Overall summary**

- While a complete ban on smoking in New Zealand restaurants remains strong and relatively unchanged, support for a ban on smoking in pubs

and bars has increased significantly since the last Omnibus results in September 2005.

#### ■ **Restaurants**

- 80% of respondents declared support for a complete ban on smoking in New Zealand restaurants (Unchanged on the September 2005 results). 16% opposed a complete ban with 2% unsure or volunteering conditional answers.

Support among smokers for a complete ban on smoking in New Zealand restaurants increased to 63% in March 2006 (which is up 11 points on September 2005 and slightly more than the previous high of 62% recorded in April 2005). 33% were opposed (down 10 points on September 2005), 2% were unsure and another 2% volunteered conditional answers. This compared with non-smokers where 85% (down 3 points) supported a complete ban and 10% (down 2 points) were opposed.

Females were more likely to support a ban on smoking in restaurants at 84% support compared to 76% support from males.

#### ■ **Pubs and Bars**

- Support for a complete ban on smoking in pubs and bars seemed to have reached a plateau last year, but in March 2006 increased 7 points to 74%. 23% opposed the ban in pubs and bars (down 4 points), 2% were unsure, and 3% volunteered conditional answers.

While support among smokers slipped in 2005 from 42% in April to 31% in September, it has strengthened considerably this year to 48%. This is the highest level of support among smokers since this monitors inception in April 2001.

Support for a complete ban on smoking in pubs and bars remains strong among non-smokers at 80% compared to 77% in September 2005.

Female respondents were more likely to support a complete ban at 77% compared to male respondents (70%).

#### ■ **Tax increase on cigarettes**

- 64% of respondents support a tax increase on cigarettes. 25% of smokers also support a tax increase on cigarettes which increases to 73% of non-smokers when they are asked the same question.