

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 1

Q.1 Smoking in this question refers to all burnt tobacco products. It does NOT include e-cigarettes. Which of the following statements BEST applies to you?

Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
I have never smoked	1068 51%	533 52%	535 50%	162 70%	221 61%	154 46%	164 44%	159 51%	208 43%	343 60%	312 53%	200 47%	213 42%	79 45%	46 54%	115 49%	93 55%	98 55%	64 43%	54 53%	108 55%	140 51%	156 55%	85 47%	30 48%
I used to smoke, but have given up now	653 31%	323 32%	330 31%	30 13%	68 19%	103 31%	117 32%	107 35%	226 47%	161 28%	198 34%	138 33%	155 31%	57 32%	25 30%	72 31%	49 29%	54 30%	59 40%	34 33%	55 28%	75 27%	81 28%	71 39%	20 32%
I smoke, but I don't smoke every day	70 3%	44 4%	26 2%	19 8%	22 6%	14 4%	8 2%	3 1%	4 1%	25 4%	18 3%	17 4%	10 2%	6 3%	1 1%	8 3%	2 1%	7 4%	1 1%	1 1%	5 2%	23 8%	11 4%	3 2%	3 5%
I smoke every day	301 14%	120 12%	180 17%	21 9%	50 14%	64 19%	81 22%	41 13%	45 9%	41 7%	60 10%	68 16%	131 26%	35 20%	13 15%	38 16%	26 15%	21 12%	24 16%	12 12%	27 14%	37 13%	37 13%	21 12%	9 15%

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Table 1

Q.1 Smoking in this question refers to all burnt tobacco products. It does NOT include e-cigarettes. Which of the following statements BEST applies to you?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
I have never smoked	1068	195	455	84	3	1068	-	-	-	-
	51%	56%	53%	51%	9%	100%	-	-	-	-
I used to smoke, but have given up now	653	98	237	47	2	-	653	-	-	-
	31%	28%	28%	28%	7%	-	100%	-	-	-
I smoke, but I don't smoke every day	70	20	31	12	3	-	-	70	-	70
	3%	6%	4%	7%	10%	-	-	100%	-	19%
I smoke every day	301	33	138	23	22	-	-	-	301	301
	14%	10%	16%	14%	74%	-	-	-	100%	81%

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Table 2

Q.2 From 20th May 2020 it will be an offence for retailers in the UK to sell menthol cigarettes. Were you previously aware or unaware of the forthcoming ban on the sale of menthol cigarettes in the UK?

Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
I was aware of the ban	700	339	361	91	135	130	135	105	103	165	176	153	206	72	34	88	67	61	54	40	57	58	103	47	19
	33%	33%	34%	39%	37%	39%	37%	34%	21%	29%	30%	36%	41%	41%	40%	38%	39%	34%	37%	40%	29%	21%	36%	26%	30%
I was unaware of the ban	1391	681	710	141	226	204	235	204	381	405	412	272	302	105	51	145	104	119	94	61	138	216	181	134	44
	67%	67%	66%	61%	63%	61%	63%	66%	79%	71%	70%	64%	59%	59%	60%	62%	61%	66%	63%	60%	71%	79%	64%	74%	70%

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Table 2

Q.2 From 20th May 2020 it will be an offence for retailers in the UK to sell menthol cigarettes. Were you previously aware or unaware of the forthcoming ban on the sale of menthol cigarettes in the UK?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
I was aware of the ban	700 33%	113 33%	331 38%	77 47%	26 88%	244 23%	229 35%	29 42%	198 66%	227 61%
I was unaware of the ban	1391 67%	233 67%	529 62%	88 53%	4 12%	824 77%	424 65%	41 58%	103 34%	144 39%

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Absolutes/col percents

Table 3

Q.3 Do you think the ban on the sale of menthol cigarettes will increase, reduce or make no difference to smoking rates in the UK?

Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
It will increase smoking rates	63 3%	37 4%	26 2%	14 6%	9 2%	8 2%	15 4%	11 4%	6 1%	26 5%	11 2%	12 3%	14 3%	3 2%	2 2%	8 4%	2 1%	10 6%	6 4%	4 4%	2 1%	9 3%	11 4%	5 3%	1 1%
It will reduce smoking rates	325 16%	184 18%	140 13%	89 38%	80 22%	49 15%	40 11%	31 10%	37 8%	114 20%	90 15%	51 12%	70 14%	24 14%	10 12%	40 17%	23 14%	29 16%	17 12%	15 15%	28 14%	61 22%	43 15%	20 11%	12 20%
It will make no difference	1281 61%	614 60%	667 62%	91 39%	213 59%	212 63%	248 67%	212 69%	306 63%	308 54%	360 61%	291 68%	323 63%	120 68%	51 60%	142 61%	115 68%	102 57%	93 63%	64 63%	127 65%	152 56%	167 59%	109 61%	38 60%
Don't know	422 20%	185 18%	237 22%	38 17%	59 16%	66 20%	68 18%	56 18%	135 28%	123 21%	126 22%	71 17%	102 20%	29 16%	23 26%	43 18%	30 17%	39 22%	32 21%	18 18%	37 19%	51 19%	63 22%	46 25%	12 19%

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Table 3

Q.3 Do you think the ban on the sale of menthol cigarettes will increase, reduce or make no difference to smoking rates in the UK?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
It will increase smoking rates	63 3%	13 4%	28 3%	10 6%	1 3%	36 3%	13 2%	5 7%	10 3%	15 4%
It will reduce smoking rates	325 16%	58 17%	157 18%	52 31%	4 13%	166 16%	107 16%	20 28%	32 11%	51 14%
It will make no difference	1281 61%	208 60%	522 61%	82 49%	21 71%	578 54%	432 66%	35 50%	236 79%	271 73%
Don't know	422 20%	68 20%	153 18%	21 13%	4 12%	287 27%	102 16%	11 15%	23 8%	33 9%

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Table 4

Q.4 Do you think the ban on the sale of menthol cigarettes will increase or reduce illicit trade or will it make no difference?**Base: All respondents**

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
It will increase illicit trade	787 38%	402 39%	384 36%	109 47%	143 40%	129 38%	151 41%	110 35%	145 30%	224 39%	230 39%	164 39%	168 33%	72 41%	29 34%	97 41%	64 38%	60 33%	60 40%	38 38%	63 33%	107 39%	102 36%	67 37%	27 43%
It will reduce illicit trade	73 3%	32 3%	41 4%	22 9%	24 7%	8 3%	4 1%	2 1%	13 3%	24 4%	13 2%	16 4%	20 4%	5 3%	2 2%	6 2%	4 2%	9 5%	4 3%	4 4%	5 3%	18 7%	11 4%	3 2%	2 3%
It will make no difference	734 35%	386 38%	348 32%	56 24%	114 31%	126 38%	135 37%	114 37%	189 39%	197 35%	196 33%	150 35%	191 38%	66 37%	33 39%	75 32%	66 39%	60 33%	50 34%	39 39%	73 38%	96 35%	93 33%	60 33%	22 36%
Don't know	497 24%	200 20%	298 28%	46 20%	81 22%	71 21%	79 21%	84 27%	136 28%	125 22%	149 25%	94 22%	129 25%	34 19%	20 24%	56 24%	36 21%	52 29%	34 23%	20 20%	53 27%	52 19%	78 27%	51 28%	12 18%

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Table 4

Q.4 Do you think the ban on the sale of menthol cigarettes will increase or reduce illicit trade or will it make no difference?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
It will increase illicit trade	787 38%	137 39%	358 42%	79 48%	11 38%	356 33%	261 40%	27 39%	143 47%	170 46%
It will reduce illicit trade	73 3%	20 6%	28 3%	21 13%	3 9%	36 3%	17 3%	6 9%	13 4%	20 5%
It will make no difference	734 35%	108 31%	298 35%	55 33%	9 31%	353 33%	249 38%	22 32%	109 36%	131 35%
Don't know	497 24%	81 24%	177 21%	11 7%	7 22%	322 30%	126 19%	14 20%	36 12%	50 13%

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Table 5

Q.5 In your opinion, is the ban on menthol-flavoured cigarettes a reasonable or unreasonable restriction on adult consumer choice?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
A reasonable restriction on adult consumer choice	730 35%	397 39%	332 31%	136 59%	142 39%	110 33%	103 28%	109 35%	129 27%	246 43%	200 34%	132 31%	151 30%	68 39%	21 24%	77 33%	55 32%	53 29%	54 36%	38 37%	72 37%	117 43%	92 33%	63 35%	20 32%
An unreasonable restriction on adult consumer choice	791 38%	377 37%	415 39%	50 22%	133 37%	137 41%	184 50%	119 38%	169 35%	179 31%	215 37%	173 41%	223 44%	70 40%	39 46%	103 44%	70 41%	63 35%	64 44%	45 44%	66 34%	77 28%	106 37%	62 35%	26 41%
Don't know	570 27%	246 24%	324 30%	46 20%	86 24%	88 26%	83 22%	81 26%	186 38%	146 26%	172 29%	119 28%	134 26%	38 22%	25 30%	53 23%	45 26%	65 36%	30 20%	19 19%	57 29%	80 29%	86 30%	55 31%	17 27%

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Table 5

Q.5 In your opinion, is the ban on menthol-flavoured cigarettes a reasonable or unreasonable restriction on adult consumer choice?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
A reasonable restriction on adult consumer choice	730 35%	128 37%	310 36%	67 41%	4 14%	463 43%	201 31%	19 28%	45 15%	65 17%
An unreasonable restriction on adult consumer choice	791 38%	124 36%	334 39%	75 45%	24 81%	237 22%	303 46%	32 45%	220 73%	252 68%
Don't know	570 27%	94 27%	217 25%	23 14%	1 4%	368 34%	148 23%	19 27%	35 12%	54 15%

Cigarettes Survey

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Absolutes/col percents

Table 6

Q.6 To what extent do you agree or disagree that anti-tobacco regulations have gone far enough?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-eastern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
NET: Agree	761 36%	374 37%	387 36%	73 32%	110 30%	137 41%	162 44%	105 34%	173 36%	177 31%	194 33%	174 41%	215 42%	73 41%	34 40%	102 44%	54 32%	68 38%	54 36%	40 39%	66 34%	80 29%	94 33%	70 39%	27 43%
Strongly agree (+2)	311 15%	159 16%	152 14%	23 10%	39 11%	54 16%	72 19%	50 16%	73 15%	62 11%	73 12%	69 16%	108 21%	29 16%	12 14%	43 18%	23 13%	25 14%	22 15%	23 22%	29 15%	30 11%	38 13%	26 14%	11 18%
Slightly agree (+1)	450 22%	215 21%	235 22%	50 21%	72 20%	83 25%	90 24%	55 18%	101 21%	116 20%	121 21%	106 25%	108 21%	44 25%	22 26%	60 26%	31 18%	43 24%	32 22%	17 17%	37 19%	50 18%	56 20%	44 24%	16 26%
Neither agree nor disagree (0)	582 28%	266 26%	316 30%	62 27%	120 33%	89 27%	102 28%	75 24%	134 28%	145 25%	165 28%	128 30%	145 28%	36 20%	26 30%	65 28%	57 34%	52 29%	40 27%	28 27%	53 27%	78 29%	82 29%	49 27%	17 27%
Slightly disagree (-1)	385 18%	176 17%	210 20%	59 25%	72 20%	69 21%	55 15%	59 19%	71 15%	129 23%	136 23%	56 13%	65 13%	36 21%	17 20%	33 14%	25 15%	34 19%	29 20%	15 15%	35 18%	59 22%	56 20%	33 18%	13 21%
Strongly disagree (-2)	363 17%	205 20%	158 15%	38 16%	60 17%	39 12%	51 14%	70 23%	105 22%	120 21%	93 16%	66 16%	83 16%	32 18%	9 10%	34 14%	34 20%	27 15%	25 17%	18 18%	41 21%	56 21%	52 18%	29 16%	6 9%
NET: Disagree	748 36%	381 37%	367 34%	97 42%	132 36%	108 32%	106 29%	129 42%	176 36%	249 44%	229 39%	122 29%	148 29%	68 39%	26 30%	66 28%	59 35%	61 34%	54 37%	34 33%	76 39%	116 42%	108 38%	62 34%	19 30%
Mean	-0.02	-0.05	0.01	-0.16	-0.12	0.13	0.21	-0.14	-0.07	-0.23	-0.10	0.13	0.18	0.01	0.14	0.19	-0.09	0.03	-0.02	0.10	-0.11	-0.23	-0.10	0.03	0.22
Standard deviation	1.30	1.34	1.26	1.23	1.22	1.25	1.30	1.38	1.35	1.29	1.25	1.28	1.35	1.36	1.20	1.29	1.29	1.26	1.30	1.40	1.34	1.27	1.29	1.29	1.23
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.06	0.11	0.13	0.08	0.10	0.09	0.11	0.13	0.09	0.08	0.08	0.09	0.16

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Table 6

Q.6 To what extent do you agree or disagree that anti-tobacco regulations have gone far enough?**Base: All respondents**

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
NET: Agree	761 36%	117 34%	317 37%	81 49%	21 72%	253 24%	260 40%	32 46%	215 72%	247 67%
Strongly agree (+2)	311 15%	40 12%	123 14%	33 20%	9 32%	60 6%	105 16%	14 20%	133 44%	147 40%
Slightly agree (+1)	450 22%	77 22%	194 23%	48 29%	12 41%	194 18%	156 24%	18 26%	82 27%	101 27%
Neither agree nor disagree (0)	582 28%	105 30%	233 27%	35 21%	6 21%	333 31%	168 26%	27 38%	54 18%	81 22%
Slightly disagree (-1)	385 18%	73 21%	168 20%	28 17%	2 7%	245 23%	110 17%	10 14%	21 7%	30 8%
Strongly disagree (-2)	363 17%	51 15%	143 17%	21 13%	- -	237 22%	114 17%	1 2%	11 4%	12 3%
NET: Disagree	748 36%	124 36%	311 36%	50 30%	2 7%	482 45%	224 34%	11 15%	32 10%	42 11%
Mean	-0.02	-0.05	-0.02	0.26	0.97	-0.38	0.04	0.50	1.02	0.92
Standard deviation	1.30	1.22	1.29	1.31	0.91	1.17	1.32	1.02	1.11	1.11
Standard error	0.03	0.06	0.04	0.10	0.18	0.04	0.05	0.13	0.07	0.06

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Table 7
Gender
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Male	1020	1020	-	137	200	139	171	142	232	348	278	200	194	95	38	113	89	97	78	55	89	134	124	81	28
	49%	100%	-	59%	55%	42%	46%	46%	48%	61%	47%	47%	38%	54%	44%	49%	52%	54%	52%	54%	46%	49%	44%	45%	45%
Female	1071	-	1071	96	162	195	199	167	252	223	309	224	314	81	48	120	81	84	70	47	106	140	160	100	35
	51%	-	100%	41%	45%	58%	54%	54%	52%	39%	53%	53%	62%	46%	56%	51%	48%	46%	48%	46%	54%	51%	56%	55%	55%

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Table 7
Gender
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Male	1020	154	500	97	17	533	323	44	120	164
	49%	45%	58%	59%	56%	50%	49%	63%	40%	44%
Female	1071	192	361	68	13	535	330	26	180	207
	51%	55%	42%	41%	44%	50%	51%	37%	60%	56%

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Table 8
Age
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
18-24	232	137	96	232	-	-	-	-	-	87	67	33	45	19	8	17	20	24	13	6	16	58	34	14	3
	11%	13%	9%	100%	-	-	-	-	-	15%	11%	8%	9%	11%	10%	7%	11%	14%	9%	6%	8%	21%	12%	8%	5%
25-34	361	200	162	-	361	-	-	-	-	137	91	80	53	29	18	42	27	32	25	15	32	66	42	23	11
	17%	20%	15%	-	100%	-	-	-	-	24%	16%	19%	10%	16%	21%	18%	16%	18%	17%	15%	16%	24%	15%	13%	17%
35-44	334	139	195	-	-	334	-	-	-	93	88	53	101	26	16	43	27	25	25	13	24	54	41	29	10
	16%	14%	18%	-	-	100%	-	-	-	16%	15%	12%	20%	15%	19%	18%	16%	14%	17%	13%	13%	20%	15%	16%	16%
45-54	370	171	199	-	-	-	370	-	-	76	108	88	98	36	11	49	30	38	26	25	35	30	45	29	15
	18%	17%	19%	-	-	-	100%	-	-	13%	18%	21%	19%	21%	13%	21%	17%	21%	17%	25%	18%	11%	16%	16%	24%
55-64	310	142	167	-	-	-	-	310	-	59	85	79	87	33	9	32	26	25	25	21	30	26	45	27	10
	15%	14%	16%	-	-	-	-	100%	-	10%	14%	19%	17%	19%	11%	14%	15%	14%	17%	21%	15%	10%	16%	15%	16%
65+	484	232	252	-	-	-	-	-	484	119	148	92	125	34	22	51	40	36	35	20	57	40	77	58	13
	23%	23%	24%	-	-	-	-	-	100%	21%	25%	22%	25%	19%	26%	22%	24%	20%	23%	20%	29%	14%	27%	32%	21%
NET: 18-34	594	336	257	232	361	-	-	-	-	224	158	113	98	47	26	59	47	56	38	21	48	124	76	37	14
	28%	33%	24%	100%	100%	-	-	-	-	39%	27%	27%	19%	27%	31%	25%	28%	31%	26%	21%	24%	45%	27%	21%	23%
NET: 35-54	704	310	394	-	-	334	370	-	-	168	196	141	199	62	27	91	57	63	51	39	60	84	86	59	25
	34%	30%	37%	-	-	100%	100%	-	-	30%	33%	33%	39%	35%	32%	39%	33%	35%	34%	38%	31%	31%	30%	33%	40%
NET: 55+	793	374	419	-	-	-	-	310	484	178	233	171	212	67	31	83	66	61	59	41	87	66	122	84	23
	38%	37%	39%	-	-	-	-	100%	100%	31%	40%	40%	42%	38%	37%	36%	39%	34%	40%	41%	45%	24%	43%	47%	37%
Average age	48.09	47.19	48.96	21.48	30.06	39.19	49.58	59.74	71.90	44.62	48.83	49.17	50.25	47.60	47.74	48.45	48.46	46.84	48.99	49.61	51.31	41.22	49.74	51.82	48.62

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 8
Age
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
18-24	232 11%	29 8%	100 12%	37 23%	1 4%	162 15%	30 5%	19 27%	21 7%	40 11%
25-34	361 17%	107 31%	214 25%	40 24%	12 41%	221 21%	68 10%	22 32%	50 17%	72 19%
35-44	334 16%	86 25%	175 20%	29 18%	6 20%	154 14%	103 16%	14 20%	64 21%	78 21%
45-54	370 18%	78 22%	197 23%	26 16%	8 28%	164 15%	117 18%	8 11%	81 27%	88 24%
55-64	310 15%	35 10%	114 13%	11 7%	1 5%	159 15%	107 16%	3 4%	41 14%	43 12%
65+	484 23%	13 4%	59 7%	21 13%	1 2%	208 19%	226 35%	4 6%	45 15%	49 13%
NET: 18-34	594 28%	135 39%	314 37%	77 47%	13 45%	383 36%	99 15%	41 59%	71 24%	112 30%
NET: 35-54	704 34%	164 47%	373 43%	56 34%	14 48%	318 30%	220 34%	22 31%	144 48%	166 45%
NET: 55+	793 38%	47 14%	174 20%	32 19%	2 7%	367 34%	334 51%	7 10%	85 28%	93 25%
Average age	48.09	40.20	42.05	40.12	39.39	45.59	54.30	35.36	46.50	44.40

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
A	152 7%	93 9%	60 6%	27 11%	31 9%	21 6%	20 5%	13 4%	40 8%	152 27%	-	-	-	9 5%	5 6%	12 5%	10 6%	15 8%	9 6%	6 6%	10 5%	37 13%	26 9%	6 3%	7 12%
B	419 20%	255 25%	163 15%	60 26%	106 29%	71 21%	56 15%	45 15%	79 16%	419 73%	-	-	-	34 19%	20 23%	53 23%	28 16%	32 18%	25 17%	21 20%	39 20%	68 25%	49 17%	34 19%	16 25%
C1	587 28%	278 27%	309 29%	67 29%	91 25%	88 26%	108 29%	85 27%	148 31%	-	587 100%	-	-	56 31%	21 25%	59 25%	51 30%	50 28%	47 32%	29 29%	47 24%	81 30%	82 29%	48 27%	15 24%
C2	424 20%	200 20%	224 21%	33 14%	80 22%	53 16%	88 24%	79 25%	92 19%	-	-	424 100%	-	36 20%	17 20%	54 23%	39 23%	43 24%	33 22%	14 14%	48 25%	31 11%	57 20%	44 24%	8 13%
D	239 11%	101 10%	138 13%	23 10%	33 9%	54 16%	42 11%	40 13%	47 10%	-	-	-	239 47%	14 8%	14 16%	30 13%	23 14%	14 8%	20 14%	17 16%	26 13%	26 9%	28 10%	21 11%	6 10%
E	270 13%	93 9%	176 16%	22 9%	20 6%	46 14%	57 15%	47 15%	77 16%	-	-	-	270 53%	27 15%	8 10%	25 11%	19 11%	27 15%	14 9%	16 15%	24 12%	31 11%	42 15%	27 15%	11 17%
NET: AB	571 27%	348 34%	223 21%	87 38%	137 38%	93 28%	76 21%	59 19%	119 25%	571 100%	-	-	-	43 25%	25 29%	64 28%	38 22%	47 26%	34 23%	26 26%	49 25%	105 38%	75 26%	40 22%	23 36%
NET: ABC1	1158 55%	626 61%	532 50%	154 66%	228 63%	181 54%	184 50%	144 46%	267 55%	571 100%	587 100%	-	-	99 56%	46 54%	124 53%	89 52%	97 54%	81 55%	55 55%	97 50%	186 68%	157 55%	89 49%	38 60%
NET: C2DE	933 45%	394 39%	538 50%	78 34%	133 37%	154 46%	186 50%	166 54%	216 45%	-	-	424 100%	508 100%	77 44%	39 46%	110 47%	81 48%	83 46%	67 45%	46 45%	98 50%	88 32%	127 45%	92 51%	25 40%
NET: DE	508 24%	194 19%	314 29%	45 19%	53 15%	101 30%	98 27%	87 28%	125 26%	-	-	-	508 100%	42 24%	22 26%	55 24%	42 25%	40 22%	34 23%	32 32%	50 25%	56 21%	70 25%	47 26%	17 27%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
A	152 7%	25 7%	58 7%	20 12%	- -	87 8%	45 7%	8 11%	12 4%	20 5%
B	419 20%	107 31%	181 21%	46 28%	5 17%	256 24%	117 18%	17 25%	29 10%	46 12%
C1	587 28%	128 37%	263 31%	49 30%	6 20%	312 29%	198 30%	18 26%	60 20%	78 21%
C2	424 20%	58 17%	198 23%	21 13%	12 41%	200 19%	138 21%	17 25%	68 23%	86 23%
D	239 11%	26 8%	134 16%	15 9%	4 15%	116 11%	63 10%	5 7%	55 18%	60 16%
E	270 13%	1 *	26 3%	14 8%	2 7%	97 9%	92 14%	5 7%	76 25%	81 22%
NET: AB	571 27%	132 38%	238 28%	66 40%	5 17%	343 32%	161 25%	25 36%	41 14%	66 18%
NET: ABC1	1158 55%	260 75%	501 58%	115 70%	11 37%	655 61%	359 55%	43 61%	101 34%	144 39%
NET: C2DE	933 45%	86 25%	359 42%	50 30%	19 63%	413 39%	294 45%	27 39%	199 66%	226 61%
NET: DE	508 24%	27 8%	161 19%	29 18%	6 22%	213 20%	155 24%	10 14%	131 44%	141 38%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Scotland	176 8%	95 9%	81 8%	19 8%	29 8%	26 8%	36 10%	33 11%	34 7%	43 8%	56 9%	36 8%	42 8%	176 100%	-	-	-	-	-	-	-	-	-	-	-
North East	85 4%	38 4%	48 4%	8 4%	18 5%	16 5%	11 3%	9 3%	22 5%	25 4%	21 4%	17 4%	22 4%	-	85 100%	-	-	-	-	-	-	-	-	-	-
North West	233 11%	113 11%	120 11%	17 7%	42 12%	43 13%	49 13%	32 10%	51 11%	64 11%	59 10%	54 13%	55 11%	-	-	233 100%	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	170 8%	89 9%	81 8%	20 8%	27 8%	27 8%	30 8%	26 8%	40 8%	38 7%	51 9%	39 9%	42 8%	-	-	-	170 100%	-	-	-	-	-	-	-	-
West Midlands	180 9%	97 9%	84 8%	24 11%	32 9%	25 7%	38 10%	25 8%	36 7%	47 8%	50 9%	43 10%	40 8%	-	-	-	-	180 100%	-	-	-	-	-	-	-
East Midlands	148 7%	78 8%	70 7%	13 6%	25 7%	25 7%	26 7%	25 8%	35 7%	34 6%	47 8%	33 8%	34 7%	-	-	-	-	-	148 100%	-	-	-	-	-	-
Wales	101 5%	55 5%	47 4%	6 3%	15 4%	13 4%	25 7%	21 7%	20 4%	26 5%	29 5%	14 3%	32 6%	-	-	-	-	-	-	101 100%	-	-	-	-	-
Eastern	195 9%	89 9%	106 10%	16 7%	32 9%	24 7%	35 10%	30 10%	57 12%	49 9%	47 8%	48 11%	50 10%	-	-	-	-	-	-	-	195 100%	-	-	-	-
London	274 13%	134 13%	140 13%	58 25%	66 18%	54 16%	30 8%	26 9%	40 8%	105 18%	81 14%	31 7%	56 11%	-	-	-	-	-	-	-	-	274 100%	-	-	-
South East	284 14%	124 12%	160 15%	34 15%	42 12%	41 12%	45 12%	45 14%	77 16%	75 13%	82 14%	57 13%	70 14%	-	-	-	-	-	-	-	-	-	284 100%	-	-
South West	180 9%	81 8%	100 9%	14 6%	23 6%	29 9%	29 8%	27 9%	58 12%	40 7%	48 8%	44 10%	47 9%	-	-	-	-	-	-	-	-	-	-	180 100%	-
Northern Ireland	63 3%	28 3%	35 3%	3 1%	11 3%	10 3%	15 4%	10 3%	13 3%	23 4%	15 3%	8 2%	17 3%	-	-	-	-	-	-	-	-	-	-	-	63 100%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Scotland	176 8%	32 9%	72 8%	10 6%	5 17%	79 7%	57 9%	6 9%	35 12%	41 11%
North East	85 4%	18 5%	35 4%	4 2%	1 4%	46 4%	25 4%	1 1%	13 4%	14 4%
North West	233 11%	55 16%	88 10%	29 18%	1 3%	115 11%	72 11%	8 11%	38 13%	46 12%
Yorkshire & Humberside	170 8%	18 5%	76 9%	10 6%	4 15%	93 9%	49 8%	2 3%	26 9%	28 8%
West Midlands	180 9%	20 6%	82 10%	9 6%	1 4%	98 9%	54 8%	7 10%	21 7%	28 8%
East Midlands	148 7%	29 8%	60 7%	14 8%	5 17%	64 6%	59 9%	1 1%	24 8%	25 7%
Wales	101 5%	17 5%	37 4%	4 3%	1 3%	54 5%	34 5%	1 1%	12 4%	13 4%
Eastern	195 9%	27 8%	78 9%	11 6%	1 2%	108 10%	55 8%	5 7%	27 9%	32 9%
London	274 13%	54 16%	131 15%	41 25%	2 7%	140 13%	75 11%	23 32%	37 12%	59 16%
South East	284 14%	40 12%	117 14%	19 11%	4 13%	156 15%	81 12%	11 15%	37 12%	48 13%
South West	180 9%	23 7%	62 7%	9 6%	2 8%	85 8%	71 11%	3 5%	21 7%	25 7%
Northern Ireland	63 3%	13 4%	21 2%	5 3%	2 8%	30 3%	20 3%	3 5%	9 3%	13 3%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Yes	1307	681	626	155	272	200	227	175	278	431	397	249	230	104	53	151	103	117	83	66	117	202	173	92	45
		62%	67%	58%	67%	75%	60%	61%	57%	76%	68%	59%	45%	59%	62%	65%	60%	65%	56%	65%	60%	74%	61%	51%	72%
No	784	340	445	77	90	135	142	135	206	139	190	175	279	72	32	83	67	63	65	36	77	72	111	88	18
		38%	33%	42%	33%	25%	40%	39%	43%	24%	32%	41%	55%	41%	38%	35%	40%	35%	44%	35%	40%	26%	39%	49%	28%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Yes	1307 62%	253 73%	590 69%	126 76%	16 54%	696 65%	411 63%	49 71%	150 50%	200 54%
No	784 38%	93 27%	270 31%	39 24%	14 46%	371 35%	242 37%	21 29%	150 50%	171 46%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 12
Opinion Influencer
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Yes	165 8%	97 10%	68 6%	37 16%	40 11%	29 9%	26 7%	11 4%	21 4%	66 12%	49 8%	21 5%	29 6%	10 6%	4 5%	29 12%	10 6%	9 5%	14 9%	4 4%	11 6%	41 15%	19 7%	9 5%	5 7%
No	1926 92%	923 90%	1003 94%	195 84%	321 89%	305 91%	344 93%	298 96%	463 96%	505 88%	538 92%	404 95%	479 94%	166 94%	81 95%	204 88%	161 94%	171 95%	134 91%	97 96%	184 94%	233 85%	265 93%	171 95%	58 93%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 12
Opinion Influencer
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Yes	165 8%	51 15%	78 9%	165 100%	7 25%	84 8%	47 7%	12 17%	23 8%	35 9%
No	1926 92%	295 85%	783 91%	-	22 75%	984 92%	606 93%	58 83%	278 92%	336 91%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 13
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
NET: Homeowners	1355	702	653	117	183	190	229	222	413	443	401	295	216	106	61	148	104	123	110	64	134	140	189	129	46
	65%	69%	61%	50%	51%	57%	62%	72%	85%	78%	68%	69%	42%	60%	72%	64%	61%	68%	74%	63%	69%	51%	67%	71%	74%
Owned outright - without mortgage	755	396	360	54	47	32	81	155	386	227	221	162	146	58	32	76	62	64	57	41	79	72	108	81	27
	36%	39%	34%	23%	13%	10%	22%	50%	80%	40%	38%	38%	29%	33%	37%	33%	36%	36%	38%	40%	41%	26%	38%	45%	42%
Owned with a mortgage or loan	600	306	293	63	137	158	148	67	27	216	180	133	70	49	30	73	42	59	54	23	55	69	81	47	20
	29%	30%	27%	27%	38%	47%	40%	22%	6%	38%	31%	31%	14%	28%	35%	31%	25%	33%	36%	22%	28%	25%	29%	26%	31%
NET: Renters	702	299	403	101	169	140	137	86	70	117	178	126	281	67	23	82	63	53	36	35	60	125	93	50	15
	34%	29%	38%	43%	47%	42%	37%	28%	14%	20%	30%	30%	55%	38%	27%	35%	37%	29%	25%	34%	31%	46%	33%	28%	25%
NET: Rent from Council/ Housing Association	419	166	253	59	68	82	96	68	47	43	87	74	216	44	13	51	37	35	16	25	41	74	49	28	7
	20%	16%	24%	25%	19%	24%	26%	22%	10%	7%	15%	17%	42%	25%	15%	22%	22%	19%	11%	25%	21%	27%	17%	15%	12%
Rented from the council	272	105	167	37	48	51	64	42	29	25	58	53	136	38	8	31	29	15	8	17	31	51	29	13	2
	13%	10%	16%	16%	13%	15%	17%	14%	6%	4%	10%	13%	27%	21%	9%	13%	17%	8%	6%	17%	16%	18%	10%	7%	3%
Rented from a housing association	147	61	86	22	19	30	32	26	18	18	29	21	80	7	5	19	8	20	8	8	10	23	19	14	5
	7%	6%	8%	9%	5%	9%	9%	8%	4%	3%	5%	5%	16%	4%	6%	8%	5%	11%	6%	8%	5%	8%	7%	8%	8%
Rented from someone else	282	133	150	42	101	58	41	19	22	74	91	52	65	23	10	31	26	18	20	10	19	52	44	22	8
	14%	13%	14%	18%	28%	17%	11%	6%	5%	13%	16%	12%	13%	13%	12%	13%	15%	10%	13%	10%	10%	19%	16%	12%	13%
Rent free	34	20	14	15	9	4	4	1	1	11	8	4	11	3	1	3	3	5	1	3	1	9	2	2	1
	2%	2%	1%	6%	3%	1%	1%	*	*	2%	1%	1%	2%	2%	1%	1%	2%	3%	1%	3%	*	3%	1%	1%	1%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 13
Tenure
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
NET: Homeowners	1355	219	538	107	13	743	452	40	120	160
	65%	63%	63%	65%	43%	70%	69%	58%	40%	43%
Owned outright - without mortgage	755	74	205	52	5	401	278	16	60	76
	36%	21%	24%	31%	18%	38%	43%	23%	20%	21%
Owned with a mortgage or loan	600	146	334	55	7	342	174	24	60	84
	29%	42%	39%	34%	25%	32%	27%	34%	20%	23%
NET: Renters	702	120	309	57	17	300	196	27	178	205
	34%	35%	36%	34%	57%	28%	30%	39%	59%	55%
NET: Rent from Council/ Housing Association	419	59	157	32	11	151	127	16	125	141
	20%	17%	18%	20%	37%	14%	19%	23%	42%	38%
Rented from the council	272	41	103	19	6	93	80	11	88	99
	13%	12%	12%	12%	20%	9%	12%	16%	29%	27%
Rented from a housing association	147	17	54	13	5	59	47	5	37	42
	7%	5%	6%	8%	18%	6%	7%	7%	12%	11%
Rented from someone else	282	62	152	24	6	149	69	11	53	65
	14%	18%	18%	15%	20%	14%	11%	16%	18%	17%
Rent free	34	7	13	1	-	24	5	2	3	5
	2%	2%	2%	1%	-	2%	1%	3%	1%	1%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 14
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
No formal education	22 1%	12 1%	9 1%	4 2%	- -	7 2%	1 *	4 1%	6 1%	2 *	- -	11 3%	9 2%	1 *	3 3%	2 1%	3 2%	1 *	1 1%	- -	5 2%	4 1%	- -	1 *	1 2%
Primary	8 *	4 *	3 *	- -	2 1%	3 1%	- -	- -	3 1%	- -	- -	1 *	7 1%	- -	2 2%	- -	3 2%	- -	- -	- -	- -	- -	1 *	3 2%	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1079 52%	493 48%	586 55%	109 47%	132 37%	146 44%	216 58%	188 61%	288 59%	161 28%	278 47%	287 68%	353 69%	82 46%	37 44%	121 52%	89 52%	107 59%	81 54%	57 56%	124 64%	106 39%	163 58%	89 49%	23 36%
University degree or equivalent professional qualification, NVQ level 4, etc.	697 33%	361 35%	337 31%	66 29%	164 45%	130 39%	100 27%	94 30%	142 29%	258 45%	241 41%	102 24%	97 19%	66 38%	29 34%	78 34%	61 36%	56 31%	49 33%	37 36%	49 25%	107 39%	80 28%	58 32%	27 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	242 12%	122 12%	120 11%	20 9%	59 16%	48 14%	50 14%	24 8%	40 8%	134 23%	60 10%	17 4%	31 6%	23 13%	14 17%	29 13%	10 6%	12 6%	17 11%	8 8%	16 8%	50 18%	29 10%	24 14%	10 15%
Still in full time education	32 2%	20 2%	11 1%	31 13%	1 *	- -	- -	- -	- -	15 3%	5 1%	4 1%	7 1%	3 1%	- -	1 *	5 3%	5 3%	1 1%	- -	* *	4 2%	8 3%	4 2%	2 3%
Don't know	4 *	2 *	2 *	1 *	- -	- -	- -	- -	3 1%	- -	2 *	- -	2 *	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	- -
Prefer not to answer	8 *	6 1%	2 *	1 *	3 1%	1 *	2 *	- -	1 *	1 *	2 *	3 1%	2 *	2 1%	- -	1 *	- -	- -	- -	- -	1 *	1 *	2 1%	1 1%	- -

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 14
What is the highest educational level that you have achieved to date?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
No formal education	22 1%	-	5 1%	1 1%	-	9 1%	3 *	-	10 3%	10 3%
Primary	8 *	-	3 *	-	-	8 1%	-	-	-	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1079 52%	132 38%	400 47%	41 25%	16 53%	485 45%	362 55%	30 42%	203 67%	232 63%
University degree or equivalent professional qualification, NVQ level 4, etc.	697 33%	132 38%	341 40%	64 39%	9 30%	383 36%	221 34%	24 35%	70 23%	94 25%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	242 12%	81 23%	104 12%	56 34%	4 13%	154 14%	61 9%	12 17%	16 5%	28 8%
Still in full time education	32 2%	* *	4 *	- -	- -	26 2%	2 *	3 4%	1 *	3 1%
Don't know	4 *	-	1 *	1 1%	-	2 *	1 *	-	1 *	1 *
Prefer not to answer	8 *	1 *	3 *	2 1%	1 4%	2 *	3 1%	1 1%	1 *	2 *

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 15

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Yes - responsible for half or more of the items bought	1841 88%	827 81%	1014 95%	141 61%	330 91%	311 93%	341 92%	286 92%	433 90%	479 84%	525 89%	373 88%	464 91%	161 91%	76 90%	206 88%	146 86%	153 85%	135 91%	89 88%	174 90%	238 87%	244 86%	161 89%	57 90%
No - not responsible for most of the items bought	250 12%	194 19%	56 5%	92 39%	32 9%	24 7%	29 8%	24 8%	50 10%	91 16%	63 11%	51 12%	45 9%	15 9%	9 10%	27 12%	24 14%	27 15%	13 9%	12 12%	20 10%	36 13%	40 14%	20 11%	6 10%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 15

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Yes - responsible for half or more of the items bought	1841 88%	316 91%	758 88%	152 92%	30 100%	922 86%	595 91%	54 78%	270 90%	324 87%
No - not responsible for most of the items bought	250 12%	30 9%	103 12%	13 8%	- -	146 14%	58 9%	16 22%	31 10%	46 13%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 16
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
No cars in the household	439 21%	198 19%	241 22%	62 27%	98 27%	86 26%	68 18%	62 20%	62 13%	90 16%	124 21%	45 11%	180 35%	37 21%	15 17%	50 21%	33 19%	27 15%	17 11%	13 12%	34 17%	128 47%	51 18%	28 16%	7 11%
NET: Any	1652 79%	822 81%	830 78%	170 73%	263 73%	248 74%	302 82%	247 80%	422 87%	481 84%	463 79%	380 89%	328 65%	139 79%	70 83%	183 79%	138 81%	153 85%	131 89%	89 88%	161 83%	146 53%	233 82%	152 84%	56 89%
1	848 41%	392 38%	456 43%	59 25%	125 35%	124 37%	133 36%	132 43%	275 57%	217 38%	239 41%	190 45%	203 40%	82 46%	43 51%	92 39%	70 41%	68 38%	69 47%	48 47%	70 36%	98 36%	106 37%	81 45%	21 33%
2	612 29%	328 32%	284 27%	64 28%	103 29%	106 32%	119 32%	95 31%	125 26%	191 33%	179 30%	152 36%	90 18%	38 22%	22 26%	69 30%	59 35%	68 38%	49 33%	26 26%	68 35%	35 13%	100 35%	52 29%	26 41%
3+	192 9%	102 10%	90 8%	46 20%	35 10%	18 5%	50 13%	21 7%	22 5%	74 13%	45 8%	38 9%	35 7%	19 11%	5 6%	22 10%	8 5%	16 9%	13 9%	15 15%	24 12%	13 5%	27 9%	19 11%	10 15%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 16
How many cars are there in your household?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
No cars in the household	439 21%	69 20%	160 19%	30 18%	10 33%	188 18%	131 20%	23 33%	97 32%	120 32%
NET: Any	1652 79%	277 80%	701 81%	135 82%	20 67%	880 82%	521 80%	47 67%	204 68%	251 68%
1	848 41%	126 36%	322 37%	62 37%	9 30%	411 39%	287 44%	22 32%	127 42%	150 40%
2	612 29%	123 36%	281 33%	58 35%	11 37%	338 32%	198 30%	18 25%	58 19%	76 20%
3+	192 9%	28 8%	97 11%	16 10%	- -	130 12%	36 6%	7 10%	18 6%	25 7%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 17
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
White	1896 91%	920 90%	976 91%	167 72%	308 85%	296 88%	348 94%	299 97%	479 99%	511 90%	529 90%	391 92%	464 91%	167 95%	81 95%	222 95%	159 93%	163 90%	141 95%	97 96%	184 95%	170 62%	270 95%	180 100%	61 98%
NET: BAME	171 8%	86 8%	85 8%	61 26%	41 11%	37 11%	17 5%	9 3%	5 1%	58 10%	49 8%	28 7%	35 7%	5 3%	4 4%	11 5%	10 6%	18 10%	6 4%	3 3%	10 5%	92 34%	12 4%	1 *	1 1%
Mixed	36 2%	16 2%	20 2%	16 7%	10 3%	6 2%	1 *	3 1%	-	7 1%	9 2%	4 1%	16 3%	2 1%	1 1%	1 *	1 1%	2 1%	2 1%	3 3%	6 3%	17 6%	2 1%	-	-
Asian	83 4%	45 4%	38 4%	26 11%	16 4%	24 7%	12 3%	2 1%	2 *	34 6%	23 4%	16 4%	10 2%	3 2%	3 3%	6 3%	3 2%	14 8%	3 2%	* *	-	44 16%	5 2%	-	1 1%
Black	34 2%	17 2%	17 2%	12 5%	9 3%	5 2%	2 *	4 1%	2 *	12 2%	5 1%	8 2%	9 2%	-	-	2 1%	4 2%	2 1%	1 *	-	2 1%	19 7%	4 1%	-	-
Chinese	9 *	2 *	7 1%	5 2%	3 1%	1 *	-	1 *	-	1 *	7 1%	1 *	-	-	-	1 *	1 *	-	-	-	1 *	6 2%	1 *	-	-
Other ethnic group	9 *	6 1%	3 *	2 1%	3 1%	1 *	3 1%	-	1 *	4 1%	5 1%	-	-	1 *	-	1 *	1 *	-	-	-	-	6 2%	-	1 *	-
Prefer not to answer	24 1%	14 1%	10 1%	4 2%	13 4%	1 *	5 1%	1 *	-	1 *	9 2%	5 1%	9 2%	4 2%	1 1%	1 *	1 1%	-	1 1%	1 1%	1 *	12 4%	2 1%	-	1 1%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 17
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
White	1896 91%	300 87%	768 89%	124 75%	24 83%	960 90%	620 95%	43 61%	274 91%	317 85%
NET: BAME	171 8%	40 11%	79 9%	33 20%	4 13%	99 9%	27 4%	22 32%	23 8%	45 12%
Mixed	36 2%	11 3%	16 2%	8 5%	- -	17 2%	8 1%	5 7%	6 2%	11 3%
Asian	83 4%	17 5%	37 4%	14 9%	3 9%	51 5%	8 1%	11 16%	12 4%	23 6%
Black	34 2%	7 2%	15 2%	9 5%	1 4%	20 2%	5 1%	4 5%	5 2%	9 2%
Chinese	9 *	1 *	7 1%	1 *	- -	4 *	3 *	2 3%	- -	2 1%
Other ethnic group	9 *	3 1%	4 *	2 1%	- -	6 1%	3 *	- -	- -	- -
Prefer not to answer	24 1%	7 2%	13 2%	8 5%	1 4%	9 1%	6 1%	5 7%	4 1%	9 2%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 18

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Christian	989 47%	482 47%	507 47%	70 30%	102 28%	123 37%	177 48%	182 59%	335 69%	253 44%	297 51%	187 44%	252 50%	83 47%	37 44%	122 52%	82 48%	94 52%	71 48%	39 38%	97 50%	106 39%	134 47%	85 47%	39 62%
NET: Other	116 6%	58 6%	57 5%	30 13%	20 5%	29 9%	23 6%	6 2%	9 2%	39 7%	30 5%	22 5%	25 5%	3 2%	3 3%	8 3%	6 4%	15 8%	8 5%	1 1%	5 3%	45 16%	11 4%	11 6%	-
Muslim	41 2%	25 2%	16 1%	13 6%	12 3%	9 3%	7 2%	1 *	-	13 2%	11 2%	9 2%	8 2%	-	-	5 2%	3 2%	7 4%	1 1%	-	1 *	23 8%	2 1%	-	-
Hindu	16 1%	7 1%	10 1%	4 2%	3 1%	6 2%	1 *	-	2 *	11 2%	3 1%	-	2 *	2 1%	1 1%	1 *	-	2 1%	1 1%	-	-	10 3%	1 *	-	-
Jewish	9 *	3 *	5 *	2 1%	-	2 1%	2 1%	1 *	2 *	5 1%	2 *	-	2 *	-	-	-	1 1%	-	-	-	1 *	4 1%	2 1%	1 1%	-
Sikh	8 *	5 *	3 *	4 2%	1 *	3 1%	1 *	-	-	1 *	3 *	2 1%	3 1%	-	1 1%	1 *	-	3 2%	-	-	-	3 1%	-	-	-
Buddhist	10 *	5 1%	5 *	2 1%	-	2 1%	4 1%	1 *	1 *	4 1%	2 *	1 *	3 1%	-	-	-	-	2 1%	1 1%	1 1%	1 1%	3 1%	2 1%	-	-
Other	31 1%	13 1%	18 2%	5 2%	4 1%	7 2%	8 2%	2 1%	4 1%	6 1%	9 2%	9 2%	7 1%	2 1%	1 1%	2 1%	2 1%	1 1%	5 3%	-	2 1%	2 1%	4 1%	10 5%	-
None	941 45%	455 45%	486 45%	122 53%	223 62%	178 53%	166 45%	117 38%	135 28%	266 47%	251 43%	205 48%	219 43%	84 48%	44 52%	103 44%	80 47%	70 39%	63 42%	62 61%	91 47%	109 40%	133 47%	82 45%	23 36%
Prefer not to say	45 2%	25 2%	20 2%	11 5%	16 4%	5 1%	4 1%	4 1%	5 1%	12 2%	9 2%	11 3%	13 3%	6 3%	1 2%	2 1%	2 1%	2 1%	6 4%	-	3 1%	15 5%	6 2%	2 1%	1 2%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 18
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Christian	989 47%	143 41%	376 44%	88 53%	13 43%	487 46%	337 52%	21 30%	144 48%	165 44%
NET: Other	116 6%	21 6%	46 5%	19 12%	1 3%	60 6%	29 4%	11 16%	15 5%	27 7%
Muslim	41 2%	6 2%	19 2%	6 4%	- -	26 2%	4 1%	4 6%	6 2%	10 3%
Hindu	16 1%	6 2%	6 1%	5 3%	1 3%	13 1%	2 *	2 2%	- -	2 *
Jewish	9 *	1 *	2 *	3 2%	- -	4 *	5 1%	- -	- -	- -
Sikh	8 *	2 *	4 *	2 1%	- -	2 *	3 *	3 4%	- -	3 1%
Buddhist	10 *	1 *	4 1%	2 1%	- -	3 *	3 *	1 2%	3 1%	4 1%
Other	31 1%	6 2%	11 1%	2 1%	- -	12 1%	12 2%	1 1%	6 2%	7 2%
None	941 45%	165 48%	420 49%	50 30%	15 50%	495 46%	275 42%	32 46%	139 46%	171 46%
Prefer not to say	45 2%	16 5%	18 2%	8 5%	1 4%	25 2%	12 2%	5 8%	3 1%	8 2%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 19
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
NET: Urban	1647	812	835	195	313	290	271	243	334	453	466	317	411	131	62	200	129	154	108	57	137	270	226	126	46
	79%	80%	78%	84%	87%	87%	73%	79%	69%	79%	79%	75%	81%	74%	73%	86%	76%	85%	73%	57%	70%	99%	80%	70%	74%
Urban - Population over 10,000	874	476	398	121	199	148	133	114	158	268	257	154	195	74	31	108	57	79	48	27	56	230	83	55	26
	42%	47%	37%	52%	55%	44%	36%	37%	33%	47%	44%	36%	38%	42%	36%	46%	34%	44%	32%	26%	29%	84%	29%	30%	41%
Town and Fringe	773	336	437	74	113	142	138	129	176	184	209	164	216	57	32	92	71	75	60	31	81	40	143	71	21
	37%	33%	41%	32%	31%	42%	37%	42%	36%	32%	36%	39%	42%	32%	37%	39%	42%	41%	41%	31%	42%	14%	50%	40%	33%
NET: Rural	444	208	236	37	49	44	99	66	149	118	121	107	98	45	23	33	42	26	40	44	58	4	58	54	16
	21%	20%	22%	16%	13%	13%	27%	21%	31%	21%	21%	25%	19%	26%	27%	14%	24%	15%	27%	43%	30%	1%	20%	30%	26%
Village	387	176	211	35	44	41	88	54	124	102	106	95	83	32	20	27	42	25	40	35	55	4	54	43	9
	19%	17%	20%	15%	12%	12%	24%	17%	26%	18%	18%	22%	16%	18%	24%	12%	24%	14%	27%	34%	28%	1%	19%	24%	15%
Hamlet & Isolated Dwelling	57	32	25	2	4	3	11	12	25	16	16	12	14	13	2	6	-	2	-	9	3	-	4	11	7
	3%	3%	2%	1%	1%	1%	3%	4%	5%	3%	3%	3%	3%	7%	3%	3%	-	1%	-	9%	2%	-	1%	6%	11%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 19
Which of the following best describes where you live?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
NET: Urban	1647	289	698	137	30	811	519	65	252	317
	79%	84%	81%	83%	100%	76%	79%	93%	84%	86%
Urban - Population over 10,000	874	165	400	90	22	430	259	52	133	185
	42%	48%	47%	55%	75%	40%	40%	74%	44%	50%
Town and Fringe	773	124	298	47	7	381	259	13	119	132
	37%	36%	35%	29%	25%	36%	40%	18%	40%	36%
NET: Rural	444	57	162	28	-	257	134	5	48	53
	21%	16%	19%	17%	-	24%	21%	7%	16%	14%
Village	387	54	137	26	-	224	112	5	46	52
	19%	16%	16%	15%	-	21%	17%	7%	15%	14%
Hamlet & Isolated Dwelling	57	3	26	2	-	33	22	-	2	2
	3%	1%	3%	1%	-	3%	3%	-	1%	1%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 20

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
NET: Working	1206 58%	654 64%	552 52%	129 55%	321 89%	261 78%	275 74%	149 48%	72 15%	371 65%	391 67%	257 61%	188 37%	104 59%	53 63%	144 62%	94 55%	102 56%	89 60%	53 53%	105 54%	185 68%	157 55%	85 47%	35 55%
NET: Employed	1063 51%	569 56%	493 46%	122 52%	297 82%	244 73%	222 60%	122 40%	56 12%	337 59%	341 58%	225 53%	159 31%	90 51%	48 57%	130 56%	83 49%	91 50%	77 52%	43 42%	91 47%	168 61%	137 48%	74 41%	31 49%
Working full time - working 30 hours per week or more	857 41%	520 51%	337 31%	94 41%	268 74%	196 59%	185 50%	84 27%	30 6%	301 53%	275 47%	171 40%	110 22%	66 38%	39 46%	105 45%	67 39%	74 41%	63 43%	37 36%	71 37%	136 50%	114 40%	58 32%	27 43%
Working part-time - working between 8 and 29 hours per week	205 10%	49 5%	156 15%	27 12%	29 8%	48 14%	37 10%	38 12%	26 5%	36 6%	66 11%	54 13%	50 10%	24 14%	9 10%	26 11%	16 10%	17 9%	14 9%	6 6%	20 10%	32 12%	23 8%	15 8%	4 6%
NET: Self-employed	144 7%	85 8%	59 6%	7 3%	24 7%	18 5%	53 14%	26 9%	16 3%	34 6%	50 8%	32 8%	29 6%	14 8%	5 6%	13 6%	11 7%	11 6%	12 8%	10 10%	14 7%	17 6%	20 7%	11 6%	4 6%
Self-employed - working 30 hours per week or more	96 5%	65 6%	31 3%	3 1%	18 5%	11 3%	41 11%	17 6%	6 1%	24 4%	32 5%	23 6%	17 3%	8 5%	3 4%	9 4%	9 5%	7 4%	10 7%	8 8%	10 5%	10 4%	12 4%	7 4%	2 4%
Self-employed - working between 8 and 29 hours per week	48 2%	20 2%	28 3%	4 2%	6 2%	7 2%	12 3%	9 3%	9 2%	10 2%	18 3%	8 2%	11 2%	5 3%	2 2%	4 2%	2 1%	4 2%	2 1%	3 3%	4 2%	7 3%	8 3%	4 2%	2 3%
NET: Not working	885 42%	366 36%	518 48%	103 45%	41 11%	73 22%	95 26%	161 52%	412 85%	200 35%	197 33%	168 39%	320 63%	73 41%	32 37%	90 38%	76 45%	79 44%	59 40%	48 47%	89 46%	89 32%	127 45%	96 53%	28 45%
Not working but seeking work or temporarily unemployed or sick	78 4%	42 4%	36 3%	8 4%	14 4%	18 6%	23 6%	14 5%	-	8 1%	10 2%	9 2%	50 10%	9 5%	1 1%	8 3%	9 5%	8 4%	5 3%	2 2%	5 3%	13 5%	10 4%	10 5%	-
Not working and not seeking work	124 6%	47 5%	77 7%	14 6%	5 1%	18 5%	31 8%	38 12%	18 4%	7 1%	7 1%	19 4%	91 18%	9 5%	6 7%	15 6%	11 6%	14 8%	4 2%	7 7%	15 8%	9 3%	16 6%	11 6%	8 12%
Student	86 4%	46 5%	40 4%	78 33%	5 1%	-	3 1%	1 *	-	38 7%	26 4%	11 3%	10 2%	7 4%	3 3%	7 3%	5 3%	10 5%	5 3%	4 4%	1 *	20 7%	17 6%	5 3%	3 5%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 20

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
 Base: All respondents

	Gender		Age						Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Retired on a state pension only	108 5%	25 2%	83 8%	-	-	-	1 *	-	107 22%	6 1%	10 2%	14 3%	77 15%	9 5%	3 4%	8 3%	8 4%	7 4%	10 7%	4 4%	14 7%	9 3%	25 9%	10 5%	1 2%
Retired with a private pension	356 17%	200 20%	156 15%	-	-	-	6 2%	70 23%	279 58%	130 23%	127 22%	72 17%	27 5%	28 16%	17 20%	38 16%	30 17%	29 16%	23 16%	22 21%	39 20%	26 9%	44 16%	46 26%	14 23%
House person, housewife, househusband, etc.	133 6%	6 1%	127 12%	4 2%	17 5%	36 11%	31 9%	37 12%	8 2%	10 2%	16 3%	42 10%	65 13%	12 7%	1 2%	14 6%	14 8%	11 6%	12 8%	10 10%	15 8%	12 5%	14 5%	14 8%	2 3%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 20
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
NET: Working	1206 58%	346 100%	860 100%	128 78%	23 76%	649 61%	335 51%	51 73%	171 57%	222 60%
NET: Employed	1063 51%	338 98%	724 84%	113 68%	23 76%	576 54%	288 44%	49 71%	148 49%	198 53%
Working full time - working 30 hours per week or more	857 41%	272 78%	586 68%	101 61%	19 66%	461 43%	230 35%	43 62%	123 41%	166 45%
Working part-time - working between 8 and 29 hours per week	205 10%	67 19%	138 16%	12 7%	3 10%	115 11%	58 9%	6 9%	26 9%	32 9%
NET: Self-employed	144 7%	8 2%	136 16%	15 9%	- -	73 7%	47 7%	2 3%	22 7%	24 7%
Self-employed - working 30 hours per week or more	96 5%	4 1%	92 11%	9 5%	- -	45 4%	31 5%	1 2%	18 6%	19 5%
Self-employed - working between 8 and 29 hours per week	48 2%	3 1%	44 5%	7 4%	- -	28 3%	15 2%	* 1%	4 1%	5 1%
NET: Not working	885 42%	-	-	37 22%	7 24%	418 39%	317 49%	19 27%	130 43%	149 40%
Not working but seeking work or temporarily unemployed or sick	78 4%	-	-	8 5%	-	31 3%	23 3%	4 6%	20 6%	24 6%
Not working and not seeking work	124 6%	-	-	4 2%	3 10%	59 6%	34 5%	2 2%	29 10%	31 8%
Student	86 4%	-	-	7 4%	-	65 6%	9 1%	7 11%	4 1%	11 3%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 20
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19), taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Employment Sector		Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking					
	Total	Public			Private	Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Retired on a state pension only	108 5%	-	-	2 1%	-	45 4%	48 7%	1 1%	14 5%	15 4%
Retired with a private pension	356 17%	-	-	11 7%	-	163 15%	171 26%	3 5%	19 6%	23 6%
House person, housewife, househusband, etc.	133 6%	-	-	5 3%	4 14%	55 5%	33 5%	1 1%	44 15%	45 12%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 21

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	399 19%	195 19%	204 19%	56 24%	100 28%	69 21%	95 26%	54 18%	24 5%	97 17%	120 20%	103 24%	79 16%	27 15%	19 22%	48 21%	35 20%	37 20%	28 19%	21 21%	37 19%	67 24%	45 16%	25 14%	12 19%
NET: Working	745 36%	419 41%	326 30%	65 28%	215 59%	186 56%	161 43%	84 27%	35 7%	274 48%	252 43%	136 32%	83 16%	63 36%	34 40%	92 39%	56 33%	57 32%	59 40%	28 28%	64 33%	115 42%	100 35%	56 31%	22 34%
NET: Employed	653 31%	358 35%	296 28%	57 25%	200 55%	173 52%	128 35%	69 22%	26 5%	243 43%	224 38%	118 28%	69 14%	56 32%	31 37%	82 35%	49 29%	50 28%	49 33%	23 22%	53 27%	107 39%	86 30%	48 27%	19 31%
Working full time - working 30 hours per week or more	537 26%	322 32%	215 20%	49 21%	179 49%	139 42%	108 29%	47 15%	15 3%	217 38%	181 31%	92 22%	47 9%	38 21%	26 31%	70 30%	38 22%	39 22%	42 28%	18 18%	43 22%	93 34%	73 26%	39 22%	18 29%
Working part-time - working between 8 and 29 hours per week	116 6%	35 3%	81 8%	8 4%	21 6%	34 10%	20 5%	21 7%	11 2%	26 5%	43 7%	25 6%	22 4%	18 10%	5 6%	12 5%	11 6%	11 6%	7 5%	5 5%	11 5%	14 5%	13 5%	9 5%	1 2%
NET: Self-employed	92 4%	61 6%	31 3%	8 3%	14 4%	13 4%	33 9%	15 5%	9 2%	31 5%	28 5%	19 4%	14 3%	7 4%	3 3%	10 4%	7 4%	7 4%	10 6%	5 5%	10 5%	8 3%	14 5%	8 4%	2 3%
Self-employed - working 30 hours per week or more	39 2%	34 3%	6 1%	3 1%	6 2%	7 2%	11 3%	8 3%	4 1%	17 3%	11 2%	6 2%	5 1%	3 2%	- -	3 1%	4 3%	4 2%	5 3%	3 3%	6 3%	2 1%	7 2%	3 1%	- -
Self-employed - working between 8 and 29 hours per week	53 3%	27 3%	25 2%	5 2%	8 2%	6 2%	21 6%	6 2%	6 1%	14 2%	18 3%	12 3%	9 2%	4 2%	3 3%	7 3%	3 2%	4 2%	5 3%	2 2%	5 2%	6 2%	7 3%	5 3%	2 3%
NET: Not working	947 45%	406 40%	541 50%	111 48%	46 13%	79 24%	114 31%	172 56%	424 88%	200 35%	216 37%	185 44%	346 68%	87 49%	33 38%	93 40%	80 47%	87 48%	61 41%	52 51%	94 48%	92 33%	139 49%	100 55%	29 47%
Not working but seeking work or temporarily unemployed or sick	111 5%	71 7%	41 4%	16 7%	17 5%	20 6%	35 10%	21 7%	2 *	12 2%	19 3%	22 5%	58 11%	19 11%	1 1%	10 4%	11 7%	10 6%	3 2%	2 2%	6 3%	14 5%	19 7%	14 8%	1 1%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 21

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender		Age						Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Not working and not seeking work	145 7%	55 5%	90 8%	13 6%	6 2%	22 7%	37 10%	43 14%	23 5%	6 1%	16 3%	25 6%	98 19%	11 6%	9 10%	16 7%	12 7%	17 9%	8 6%	10 10%	15 8%	9 3%	17 6%	13 7%	8 12%
Student	83 4%	45 4%	38 4%	76 33%	3 1%	-	3 1%	1 *	-	34 6%	26 5%	12 3%	10 2%	7 4%	2 2%	8 3%	5 3%	10 5%	5 3%	4 4%	1 *	18 7%	17 6%	4 2%	3 5%
Retired on a state pension only	110 5%	28 3%	82 8%	-	-	-	1 *	-	109 22%	6 1%	11 2%	14 3%	78 15%	9 5%	3 4%	8 3%	8 4%	7 4%	9 6%	4 4%	14 7%	9 3%	26 9%	10 6%	2 3%
Retired with a private pension	357 17%	202 20%	155 15%	-	-	-	7 2%	70 23%	280 58%	132 23%	127 22%	69 16%	29 6%	29 17%	17 20%	38 16%	30 17%	31 17%	23 15%	22 21%	40 21%	26 9%	43 15%	44 24%	14 23%
House person, housewife, househusband, etc.	141 7%	6 1%	136 13%	7 3%	20 6%	37 11%	30 8%	37 12%	10 2%	10 2%	17 3%	43 10%	72 14%	13 7%	1 1%	14 6%	14 8%	11 6%	12 8%	10 10%	18 9%	16 6%	16 6%	14 8%	2 3%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 21

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	399 19%	82 24%	317 37%	43 26%	8 28%	211 20%	106 16%	14 20%	68 23%	82 22%
NET: Working	745 36%	253 73%	478 56%	79 48%	13 44%	402 38%	212 32%	39 55%	93 31%	131 35%
NET: Employed	653 31%	250 72%	392 46%	69 41%	13 44%	353 33%	186 28%	36 51%	79 26%	115 31%
Working full time - working 30 hours per week or more	537 26%	212 61%	317 37%	54 32%	9 32%	287 27%	150 23%	34 48%	67 22%	101 27%
Working part-time - working between 8 and 29 hours per week	116 6%	38 11%	75 9%	15 9%	4 12%	66 6%	36 5%	2 3%	12 4%	14 4%
NET: Self-employed	92 4%	3 1%	85 10%	11 7%	- -	49 5%	26 4%	3 4%	14 5%	16 4%
Self-employed - working 30 hours per week or more	39 2%	2 *	36 4%	5 3%	- -	19 2%	15 2%	1 2%	4 1%	5 1%
Self-employed - working between 8 and 29 hours per week	53 3%	2 *	49 6%	5 3%	- -	30 3%	12 2%	1 2%	10 3%	11 3%
NET: Not working	947 45%	10 3%	66 8%	43 26%	8 28%	455 43%	334 51%	17 25%	140 47%	157 42%
Not working but seeking work or temporarily unemployed or sick	111 5%	8 2%	34 4%	8 5%	1 4%	55 5%	31 5%	4 6%	21 7%	25 7%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 21

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Not working and not seeking work	145 7%	1 *	21 2%	4 2%	3 10%	64 6%	47 7%	2 2%	32 11%	33 9%
Student	83 4%	-	2 *	7 5%	-	66 6%	7 1%	6 9%	4 1%	10 3%
Retired on a state pension only	110 5%	-	2 *	1 1%	-	47 4%	48 7%	1 1%	13 4%	14 4%
Retired with a private pension	357 17%	1 *	3 *	12 7%	-	167 16%	166 25%	3 5%	21 7%	25 7%
House person, housewife, househusband, etc.	141 7%	-	4 *	10 6%	4 14%	57 5%	35 5%	1 1%	49 16%	50 13%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 22

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	1314	690	624	131	354	288	270	186	85	443	462	218	191	103	58	156	103	114	95	63	119	181	174	111	37
Weighted base	1206	654	552	129	321	261	275	149	72	371	391	257	188	104	53	144	94	102	89	53	105	185	157	85	35
NET: Public Sector	346	154	192	29	107	86	78	35	13	132	128	58	27	32	18	55	18	20	29	17	27	54	40	23	13
	29%	24%	35%	22%	33%	33%	28%	23%	17%	36%	33%	23%	15%	30%	33%	38%	19%	19%	33%	31%	26%	29%	26%	27%	38%
A nationalised industry/state corporation	17	11	6	9	3	1	3	1	-	10	1	4	1	-	1	1	2	1	-	1	1	6	4	1	-
	1%	2%	1%	7%	1%	*	1%	1%	-	3%	*	2%	*	-	1%	1%	2%	1%	-	2%	1%	3%	2%	1%	-
Central government or civil service (including Courts service and Bank of England)	34	17	18	1	13	14	5	1	1	20	13	-	1	3	3	5	-	1	3	4	1	10	1	2	2
	3%	3%	3%	*	4%	5%	2%	*	1%	6%	3%	-	*	3%	5%	3%	-	1%	3%	8%	1%	5%	*	2%	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	123	56	67	8	44	24	25	16	6	45	45	24	9	10	6	22	7	8	13	9	10	15	13	7	4
	10%	9%	12%	6%	14%	9%	9%	10%	8%	12%	12%	9%	5%	10%	11%	15%	8%	8%	14%	16%	9%	8%	9%	8%	11%
A university, or other grant funded establishment (include opted-out schools)	42	20	22	1	12	11	11	5	3	23	17	2	-	6	1	5	4	2	5	-	3	6	8	1	1
	4%	3%	4%	1%	4%	4%	4%	3%	4%	6%	4%	1%	-	6%	2%	3%	4%	2%	5%	-	3%	3%	5%	1%	2%
A health authority or NHS Trust	92	31	61	6	22	26	27	9	2	27	40	14	11	8	8	19	4	4	5	1	6	13	10	7	6
	8%	5%	11%	5%	7%	10%	10%	6%	3%	7%	10%	6%	6%	8%	14%	13%	4%	4%	6%	1%	6%	7%	6%	9%	18%
The armed forces	3	3	-	1	-	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	1%	-	1%	-	-	-	-	*	1%	-	1%	-	-	-	-	2%	-	-	-	*	-	-
Other public sector occupation (Please specify as much detail as possible)	35	16	19	3	12	8	7	4	1	6	10	13	6	3	-	4	*	4	2	2	5	5	4	5	1
	3%	3%	3%	2%	4%	3%	2%	3%	1%	2%	2%	5%	3%	3%	-	3%	1%	4%	2%	3%	5%	3%	3%	6%	3%
NET: Private Sector	860	500	361	100	214	175	197	114	59	238	263	198	161	72	35	88	76	82	60	37	78	131	117	62	21
	71%	76%	65%	78%	67%	67%	72%	77%	83%	64%	67%	77%	85%	70%	67%	62%	81%	81%	67%	69%	74%	71%	74%	73%	62%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 22

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Weighted base	1206	654	552	129	321	261	275	149	72	371	391	257	188	104	53	144	94	102	89	53	105	185	157	85	35
A charity, voluntary organisation or trust	63 5%	19 3%	44 8%	5 4%	8 2%	20 7%	16 6%	10 7%	5 7%	12 3%	26 7%	9 4%	15 8%	7 7%	2 4%	4 3%	3 4%	9 9%	2 3%	4 7%	3 3%	16 8%	10 6%	3 4%	- -
Self-employed (Private sector)	146 12%	91 14%	56 10%	7 5%	27 8%	18 7%	46 17%	31 21%	17 23%	35 9%	49 12%	32 13%	31 16%	15 15%	5 9%	14 9%	12 12%	14 14%	11 12%	9 16%	11 11%	17 9%	24 15%	11 12%	5 14%
None of the above/ I work in the Private sector	651 54%	390 60%	261 47%	88 69%	180 56%	137 53%	135 49%	73 49%	38 53%	192 52%	188 48%	157 61%	114 61%	50 48%	28 53%	71 49%	61 65%	59 58%	47 53%	24 45%	64 61%	99 53%	83 53%	48 57%	17 48%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 22
Do you work in any of the following occupations?
Base: All respondents who work

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	1314	385	929	135	21	727	367	48	172	220
Weighted base	1206	346	860	128	23	649	335	51	171	222
NET: Public Sector	346	346	-	51	4	195	98	20	33	54
	29%	100%	-	40%	17%	30%	29%	40%	19%	24%
A nationalised industry/state corporation	17	17	-	6	1	9	5	1	2	2
	1%	5%	-	4%	2%	1%	2%	2%	1%	1%
Central government or civil service (including Courts service and Bank of England)	34	34	-	4	-	23	9	1	2	3
	3%	10%	-	3%	-	3%	3%	2%	1%	1%
Local government or council (including fire services, police and local authority controlled schools/colleges)	123	123	-	22	2	70	37	7	9	15
	10%	36%	-	17%	7%	11%	11%	13%	5%	7%
A university, or other grant funded establishment (include opted-out schools)	42	42	-	5	1	28	10	2	2	4
	4%	12%	-	4%	5%	4%	3%	4%	1%	2%
A health authority or NHS Trust	92	92	-	13	1	46	28	5	14	18
	8%	27%	-	10%	3%	7%	8%	9%	8%	8%
The armed forces	3	3	-	1	-	1	1	-	-	-
	*	1%	-	1%	-	*	*	-	-	-
Other public sector occupation (Please specify as much detail as possible)	35	35	-	-	-	18	6	5	5	11
	3%	10%	-	-	-	3%	2%	10%	3%	5%
NET: Private Sector	860	-	860	78	19	455	237	31	138	168
	71%	-	100%	60%	83%	70%	71%	60%	81%	76%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 22
Do you work in any of the following occupations?
Base: All respondents who work

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Weighted base	1206	346	860	128	23	649	335	51	171	222
A charity, voluntary organisation or trust	63 5%	-	63 7%	3 2%	1 3%	33 5%	21 6%	1 2%	8 5%	9 4%
Self-employed (Private sector)	146 12%	-	146 17%	15 12%	-	78 12%	46 14%	3 6%	19 11%	22 10%
None of the above/ I work in the Private sector	651 54%	-	651 76%	59 46%	18 80%	343 53%	171 51%	27 52%	110 65%	137 62%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 23

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age							Social Grade				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
No children aged 18 or under	1551 74%	795 78%	756 71%	207 89%	236 65%	117 35%	227 61%	286 92%	477 99%	421 74%	461 78%	288 68%	382 75%	124 70%	62 73%	162 69%	126 74%	124 69%	107 73%	76 75%	151 77%	212 77%	221 78%	139 77%	47 75%
NET: Yes	533 25%	219 21%	314 29%	23 10%	123 34%	217 65%	141 38%	23 8%	7 1%	147 26%	125 21%	134 32%	127 25%	50 28%	23 27%	71 31%	44 26%	55 30%	41 27%	26 25%	42 22%	61 22%	62 22%	41 23%	16 25%
NET: Any 5-18	427 20%	173 17%	255 24%	7 3%	75 21%	185 55%	131 35%	22 7%	7 1%	112 20%	99 17%	103 24%	113 22%	34 19%	22 25%	62 27%	39 23%	45 25%	37 25%	22 21%	34 17%	38 14%	50 17%	35 19%	11 18%
NET: Any 11-18	280 13%	101 10%	179 17%	6 3%	25 7%	111 33%	111 30%	20 7%	6 1%	69 12%	60 10%	71 17%	79 16%	24 13%	16 19%	43 18%	25 15%	25 14%	28 19%	16 16%	20 10%	21 8%	27 10%	25 14%	10 17%
Yes - children aged under 5 years old	186 9%	81 8%	106 10%	17 7%	79 22%	72 22%	16 4%	1 *	-	58 10%	45 8%	48 11%	36 7%	21 12%	3 4%	19 8%	14 8%	21 12%	12 8%	9 9%	12 6%	30 11%	28 10%	13 7%	6 10%
Yes - children aged 5 to 10 years old	219 10%	98 10%	120 11%	2 1%	62 17%	113 34%	39 11%	2 1%	1 *	60 11%	48 8%	51 12%	59 12%	16 9%	7 8%	28 12%	18 11%	31 17%	13 9%	11 11%	19 10%	22 8%	29 10%	17 9%	7 12%
Yes - children aged 11 to 15 years old	216 10%	78 8%	138 13%	5 2%	23 6%	99 30%	77 21%	10 3%	3 1%	47 8%	44 8%	59 14%	66 13%	16 9%	14 16%	35 15%	19 11%	23 13%	19 13%	14 14%	16 8%	13 5%	21 8%	17 9%	10 16%
Yes - children aged 16 to 18 years old	118 6%	37 4%	81 8%	3 1%	2 1%	43 13%	54 15%	11 4%	4 1%	31 5%	27 5%	25 6%	35 7%	9 5%	5 6%	15 6%	9 6%	11 6%	12 8%	8 8%	11 5%	13 5%	10 4%	9 5%	6 9%
Refused	7 *	6 1%	1 *	2 1%	3 1%	-	2 *	-	-	3 *	1 *	3 1%	-	2 1%	-	-	1 *	1 1%	-	-	2 1%	1 *	1 *	-	-

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 23
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
No children aged 18 or under	1551 74%	209 60%	577 67%	98 59%	14 49%	809 76%	483 74%	48 68%	212 70%	259 70%
NET: Yes	533 25%	136 39%	280 33%	65 40%	14 47%	253 24%	168 26%	22 32%	89 30%	111 30%
NET: Any 5-18	427 20%	110 32%	224 26%	48 29%	14 47%	186 17%	146 22%	17 25%	78 26%	95 26%
NET: Any 11-18	280 13%	71 21%	139 16%	35 21%	8 27%	119 11%	96 15%	7 10%	58 19%	65 17%
Yes - children aged under 5 years old	186 9%	49 14%	97 11%	30 18%	5 16%	105 10%	40 6%	11 15%	31 10%	42 11%
Yes - children aged 5 to 10 years old	219 10%	49 14%	123 14%	23 14%	8 26%	95 9%	76 12%	14 19%	34 11%	47 13%
Yes - children aged 11 to 15 years old	216 10%	54 15%	108 13%	27 16%	7 25%	86 8%	76 12%	7 10%	48 16%	55 15%
Yes - children aged 16 to 18 years old	118 6%	29 8%	55 6%	13 8%	2 7%	52 5%	39 6%	- -	27 9%	27 7%
Refused	7 *	1 *	4 *	2 1%	1 4%	6 1%	1 *	- -	- -	- -

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 24
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Anglia	218 10%	98 10%	120 11%	21 9%	38 10%	26 8%	39 10%	33 11%	61 13%	55 10%	56 10%	50 12%	57 11%	-	-	-	-	2 1%	26 18%	-	172 89%	1 *	17 6%	-	-
Border	23 1%	13 1%	10 1%	-	1 *	4 1%	12 3%	2 1%	4 1%	4 1%	5 1%	11 3%	3 1%	9 5%	-	14 6%	-	-	-	-	-	-	-	-	-
Central	264 13%	144 14%	121 11%	28 12%	49 13%	39 12%	53 14%	40 13%	56 11%	67 12%	77 13%	64 15%	56 11%	1 *	-	2 1%	-	162 90%	90 61%	-	1 *	1 1%	6 2%	1 1%	-
Granada	217 10%	106 10%	110 10%	15 6%	39 11%	39 12%	45 12%	31 10%	48 10%	60 10%	55 9%	49 12%	53 10%	-	-	214 92%	-	1 *	2 1%	-	-	-	-	-	-
London	355 17%	170 17%	185 17%	68 29%	77 21%	68 20%	43 12%	41 13%	57 12%	133 23%	107 18%	45 11%	70 14%	1 *	-	2 1%	-	-	1 1%	-	18 9%	272 99%	60 21%	1 *	-
Meridian	221 11%	102 10%	119 11%	19 8%	31 9%	36 11%	37 10%	32 10%	67 14%	54 9%	57 10%	53 12%	57 11%	-	-	-	-	1 1%	3 2%	-	2 1%	-	198 70%	17 9%	-
STV	166 8%	87 9%	79 7%	18 8%	29 8%	24 7%	30 8%	32 10%	33 7%	41 7%	55 9%	29 7%	42 8%	166 94%	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	84 4%	38 4%	46 4%	8 4%	18 5%	14 4%	12 3%	9 3%	22 5%	27 5%	21 4%	16 4%	20 4%	-	82 96%	-	2 1%	-	-	-	1 *	-	-	-	-
Wales	101 5%	54 5%	47 4%	6 3%	15 4%	13 4%	25 7%	21 7%	19 4%	26 4%	29 5%	14 3%	32 6%	-	-	-	-	-	101 99%	-	-	-	-	-	-
West	67 3%	33 3%	34 3%	12 5%	9 2%	4 1%	9 2%	8 2%	26 5%	17 3%	21 4%	14 3%	15 3%	-	-	1 1%	-	14 8%	-	1 1%	-	-	1 *	49 27%	-
Westcountry	111 5%	45 4%	66 6%	10 4%	14 4%	23 7%	16 4%	16 5%	30 6%	25 4%	30 5%	28 7%	28 6%	-	-	-	-	-	-	-	-	-	-	111 62%	-
Yorkshire	200 10%	100 10%	99 9%	21 9%	31 8%	33 10%	34 9%	34 11%	47 10%	40 7%	60 10%	43 10%	56 11%	-	3 4%	-	169 99%	-	27 18%	-	1 *	-	-	-	-
UTV	66 3%	31 3%	35 3%	6 3%	11 3%	10 3%	15 4%	10 3%	13 3%	23 4%	15 3%	8 2%	20 4%	-	-	-	-	-	-	-	-	-	3 1%	1 *	63 100%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 24
Which of the following ITV regions do you live in?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Anglia	218 10%	31 9%	88 10%	14 9%	1 2%	118 11%	67 10%	6 9%	26 9%	32 9%
Border	23 1%	1 *	12 1%	-	1 3%	7 1%	12 2%	-	5 2%	5 1%
Central	264 13%	38 11%	116 13%	17 10%	5 18%	141 13%	82 13%	4 6%	37 12%	41 11%
Granada	217 10%	53 15%	81 9%	26 16%	1 3%	107 10%	66 10%	8 11%	35 12%	43 12%
London	355 17%	70 20%	162 19%	47 28%	3 10%	179 17%	99 15%	24 35%	53 18%	77 21%
Meridian	221 11%	27 8%	98 11%	16 10%	4 13%	121 11%	65 10%	8 12%	26 9%	35 9%
STV	166 8%	31 9%	66 8%	10 6%	4 14%	75 7%	52 8%	6 9%	32 11%	38 10%
Tyne Tees	84 4%	16 5%	35 4%	4 2%	1 4%	44 4%	25 4%	1 1%	14 5%	15 4%
Wales	101 5%	17 5%	37 4%	4 3%	1 3%	53 5%	34 5%	1 1%	12 4%	13 4%
West	67 3%	10 3%	20 2%	7 4%	1 3%	33 3%	22 3%	4 6%	6 2%	11 3%
Westcountry	111 5%	14 4%	36 4%	3 2%	1 3%	50 5%	46 7%	2 2%	13 4%	15 4%
Yorkshire	200 10%	24 7%	88 10%	13 8%	5 17%	105 10%	62 9%	2 3%	31 10%	33 9%
UTV	66 3%	13 4%	22 3%	5 3%	2 8%	33 3%	21 3%	3 5%	9 3%	13 3%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 25
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Single	550 26%	310 30%	240 22%	178 77%	133 37%	83 25%	79 21%	51 16%	26 5%	156 27%	165 28%	77 18%	153 30%	47 27%	22 26%	59 25%	45 26%	41 23%	24 16%	20 20%	41 21%	117 43%	77 27%	40 22%	16 25%
NET: Married/ Civil partnership/ co habiting	1256 60%	621 61%	635 59%	48 21%	217 60%	230 69%	236 64%	199 64%	326 67%	358 63%	345 59%	307 72%	246 48%	109 62%	54 64%	143 61%	99 58%	116 64%	106 72%	66 65%	129 66%	121 44%	167 59%	108 60%	39 62%
Married	895 43%	448 44%	448 42%	6 3%	105 29%	156 47%	173 47%	157 51%	298 62%	260 46%	244 41%	225 53%	167 33%	74 42%	33 39%	94 40%	67 39%	83 46%	69 47%	47 46%	102 53%	86 31%	127 45%	82 45%	31 50%
Civil Partnership	23 1%	11 1%	11 1%	8 3%	6 2%	3 1%	1 *	4 1%	1 *	10 2%	4 1%	2 *	7 1%	- -	3 3%	6 2%	1 *	3 2%	1 1%	1 1%	3 1%	3 1%	2 1%	1 1%	- -
Co Habiting	338 16%	162 16%	176 16%	34 15%	106 29%	71 21%	62 17%	38 12%	28 6%	89 16%	97 17%	81 19%	72 14%	36 20%	19 22%	43 18%	31 18%	29 16%	36 24%	18 18%	24 12%	32 12%	38 13%	25 14%	8 12%
NET: Widowed/ separated/ divorced	271 13%	82 8%	189 18%	1 *	7 2%	19 6%	53 14%	59 19%	131 27%	49 9%	78 13%	38 9%	106 21%	17 9%	8 10%	32 14%	27 16%	23 13%	18 12%	14 13%	23 12%	31 11%	39 14%	32 18%	8 13%
Widowed	86 4%	27 3%	59 5%	- -	- -	2 1%	2 *	14 5%	68 14%	15 3%	27 5%	14 3%	30 6%	2 1%	4 4%	10 4%	7 4%	7 4%	8 5%	3 3%	8 4%	11 4%	11 4%	15 8%	1 2%
Separated	38 2%	11 1%	27 3%	1 *	3 1%	9 3%	13 4%	9 3%	2 *	5 1%	15 2%	2 1%	16 3%	- -	2 2%	6 2%	3 2%	3 2%	2 1%	3 3%	3 1%	7 2%	3 1%	4 2%	3 5%
Divorced	147 7%	44 4%	104 10%	- -	4 1%	8 2%	38 10%	36 12%	61 13%	30 5%	36 6%	22 5%	60 12%	15 8%	3 3%	16 7%	17 10%	13 7%	8 5%	8 8%	12 6%	13 5%	25 9%	13 7%	4 6%
Prefer not to answer	14 1%	8 1%	6 1%	5 2%	5 1%	2 1%	2 *	- -	- -	7 1%	* *	3 1%	4 1%	4 2%	1 1%	- -	- -	* *	- -	1 1%	1 1%	5 2%	1 *	- -	- -

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 25
Marital Status
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Single	550 26%	91 26%	255 30%	50 31%	8 26%	307 29%	114 17%	33 48%	95 32%	129 35%
NET: Married/ Civil partnership/ co habiting	1256 60%	221 64%	528 61%	97 59%	19 65%	635 59%	431 66%	30 44%	160 53%	190 51%
Married	895 43%	147 42%	344 40%	67 41%	9 30%	453 42%	331 51%	24 35%	87 29%	111 30%
Civil Partnership	23 1%	2 1%	13 2%	4 2%	- -	10 1%	5 1%	2 4%	5 2%	7 2%
Co Habiting	338 16%	72 21%	171 20%	26 16%	10 35%	171 16%	95 15%	4 5%	68 23%	72 19%
NET: Widowed/ separated/ divorced	271 13%	31 9%	71 8%	13 8%	2 6%	118 11%	103 16%	5 7%	45 15%	50 13%
Widowed	86 4%	3 1%	15 2%	5 3%	- -	43 4%	35 5%	1 1%	8 2%	8 2%
Separated	38 2%	11 3%	11 1%	3 2%	- -	16 1%	12 2%	2 3%	7 2%	10 3%
Divorced	147 7%	17 5%	44 5%	4 2%	2 6%	60 6%	56 9%	2 3%	30 10%	32 9%
Prefer not to answer	14 1%	3 1%	7 1%	5 3%	1 4%	8 1%	5 1%	1 1%	1 *	1 *

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 26
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Glasgow	82 4%	46 4%	37 3%	6 3%	13 4%	13 4%	17 5%	19 6%	13 3%	11 2%	29 5%	19 4%	24 5%	82 46%	-	-	*	-	-	-	-	-	-	-	-
Edinburgh	75 4%	44 4%	32 3%	12 5%	12 3%	8 3%	13 4%	11 4%	18 4%	28 5%	22 4%	11 3%	15 3%	75 43%	-	-	-	-	-	-	-	-	-	-	-
Newcastle	91 4%	41 4%	51 5%	9 4%	19 5%	16 5%	15 4%	9 3%	24 5%	24 4%	21 5%	23 5%	-	81 95%	9 4%	-	-	1 1%	-	1 *	-	-	-	-	-
Leeds	89 4%	52 5%	37 3%	13 6%	14 4%	15 4%	14 4%	9 3%	24 5%	22 4%	21 5%	19 4%	-	2 2%	1 1%	86 50%	-	-	-	-	-	-	-	-	-
Hull	41 2%	18 2%	23 2%	3 1%	5 1%	6 2%	7 2%	12 4%	9 2%	6 1%	13 2%	10 2%	12 2%	-	3 3%	-	33 19%	-	5 3%	-	1 1%	-	-	-	-
Sheffield	59 3%	27 3%	32 3%	5 2%	11 3%	11 3%	10 3%	10 3%	12 2%	12 2%	14 3%	13 3%	21 4%	-	-	-	45 26%	-	14 9%	-	-	-	-	-	-
Manchester	161 8%	78 8%	83 8%	9 4%	30 8%	30 9%	35 9%	20 6%	37 8%	45 8%	41 7%	32 8%	42 8%	-	-	150 64%	-	9 5%	1 1%	2 2%	-	-	-	-	-
Liverpool	76 4%	37 4%	40 4%	8 4%	16 4%	8 2%	15 4%	16 5%	13 3%	19 3%	20 3%	23 5%	14 3%	-	-	64 27%	-	-	-	12 12%	-	-	-	-	-
Nottingham	93 4%	51 5%	42 4%	7 3%	23 6%	17 5%	15 4%	11 4%	19 4%	21 4%	29 5%	21 5%	23 4%	-	-	1 *	1 *	1 1%	86 58%	-	4 2%	-	1 *	-	-
Birmingham	162 8%	87 9%	74 7%	23 10%	26 7%	26 8%	35 9%	24 8%	27 6%	39 7%	47 8%	38 9%	37 7%	-	-	-	-	152 84%	7 5%	3 3%	-	-	-	-	-
Norwich	87 4%	34 3%	53 5%	5 2%	15 4%	7 2%	20 5%	15 5%	25 5%	20 3%	24 4%	27 6%	16 3%	-	-	-	-	-	-	86 44%	-	2 1%	-	-	-
Milton Keynes	53 3%	28 3%	25 2%	4 2%	11 3%	6 2%	10 3%	11 4%	10 2%	22 4%	13 2%	7 2%	11 2%	-	-	-	-	1 1%	24 16%	-	15 8%	-	12 4%	-	-
Brighton	64 3%	25 2%	39 4%	4 2%	12 3%	11 3%	11 3%	9 3%	17 4%	15 3%	15 3%	14 3%	20 4%	-	-	-	-	-	-	-	-	-	64 22%	-	-

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 26

Which of the following cities do you live in, or nearest to?**Base: All respondents**

	Gender			Age						Social Grade				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	North-ern Ireland
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Oxford	22 1%	9 1%	14 1%	2 1%	5 2%	5 1%	4 1%	3 1%	4 1%	11 2%	6 1%	3 1%	2 *	-	-	1 *	-	2 1%	-	-	-	-	18 6%	2 1%	-
London	464 22%	229 22%	235 22%	90 39%	89 25%	83 25%	59 16%	53 17%	90 19%	159 28%	136 23%	65 15%	105 21%	1 *	-	-	-	-	-	-	72 37%	274 100%	118 42%	-	-
Southampton	76 4%	36 4%	40 4%	7 3%	11 3%	13 4%	10 3%	10 3%	26 5%	15 3%	22 4%	19 4%	20 4%	-	-	-	-	-	-	-	-	-	55 19%	22 12%	-
Bristol	94 4%	44 4%	50 5%	11 5%	6 2%	13 4%	19 5%	14 5%	31 6%	22 4%	24 4%	25 6%	23 5%	-	-	-	-	2 1%	-	3 3%	-	-	-	89 49%	-
Plymouth	59 3%	24 2%	35 3%	2 1%	10 3%	11 3%	6 2%	10 3%	21 4%	13 2%	13 2%	16 4%	18 4%	-	-	-	-	-	-	-	-	-	-	59 33%	-
Cardiff	74 4%	38 4%	36 3%	4 2%	14 4%	11 3%	21 6%	12 4%	13 3%	20 3%	23 4%	11 3%	21 4%	-	-	-	-	-	-	72 71%	-	-	-	2 1%	-
Belfast	63 3%	28 3%	35 3%	3 1%	11 3%	10 3%	15 4%	10 3%	13 3%	23 4%	15 3%	8 2%	17 3%	-	-	-	-	-	-	-	-	-	-	-	63 100%
None of these	104 5%	44 4%	60 6%	3 1%	8 2%	16 5%	19 5%	22 7%	35 7%	26 5%	28 5%	23 5%	26 5%	19 11%	-	8 3%	6 3%	14 7%	10 7%	9 9%	17 9%	-	15 5%	8 4%	-

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 26
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Glasgow	82 4%	12 3%	36 4%	4 2%	1 4%	30 3%	25 4%	4 6%	23 8%	27 7%
Edinburgh	75 4%	16 5%	29 3%	7 4%	3 11%	43 4%	26 4%	2 2%	5 2%	7 2%
Newcastle	91 4%	18 5%	39 4%	5 3%	- -	48 4%	28 4%	1 1%	15 5%	16 4%
Leeds	89 4%	14 4%	40 5%	5 3%	1 4%	47 4%	28 4%	1 1%	13 4%	13 4%
Hull	41 2%	4 1%	20 2%	2 1%	- -	25 2%	12 2%	- -	5 2%	5 1%
Sheffield	59 3%	5 1%	26 3%	6 3%	4 15%	28 3%	17 3%	1 2%	13 4%	14 4%
Manchester	161 8%	36 11%	66 8%	23 14%	1 3%	74 7%	51 8%	6 9%	30 10%	36 10%
Liverpool	76 4%	18 5%	26 3%	5 3%	- -	43 4%	20 3%	3 4%	10 3%	13 3%
Nottingham	93 4%	23 7%	39 5%	8 5%	5 17%	47 4%	30 5%	1 1%	15 5%	16 4%
Birmingham	162 8%	19 6%	74 9%	9 6%	4 4%	82 8%	54 8%	7 10%	19 6%	26 7%
Norwich	87 4%	14 4%	32 4%	3 2%	- -	48 5%	26 4%	2 3%	11 4%	13 4%
Milton Keynes	53 3%	8 2%	20 2%	2 1%	- -	28 3%	16 3%	1 2%	7 2%	8 2%
Brighton	64 3%	3 1%	29 3%	4 2%	- -	29 3%	22 3%	1 1%	13 4%	13 4%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 26
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Oxford	22 1%	6 2%	8 1%	5 3%	1 5%	15 1%	5 1%	1 1%	1 *	2 1%
London	464 22%	84 24%	202 24%	55 34%	3 12%	234 22%	130 20%	33 47%	67 22%	100 27%
Southampton	76 4%	12 4%	34 4%	5 3%	2 8%	52 5%	19 3%	1 1%	5 2%	6 2%
Bristol	94 4%	12 3%	31 4%	6 4%	1 3%	51 5%	30 5%	2 2%	12 4%	13 4%
Plymouth	59 3%	7 2%	15 2%	1 1%	1 3%	20 2%	31 5%	1 1%	7 2%	8 2%
Cardiff	74 4%	15 4%	30 3%	3 2%	1 3%	40 4%	26 4%	- -	9 3%	9 2%
Belfast	63 3%	13 4%	21 2%	5 3%	2 8%	30 3%	20 3%	3 5%	9 3%	13 3%
None of these	104 5%	7 2%	42 5%	2 1%	1 2%	54 5%	35 5%	- -	15 5%	15 4%

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 27

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62	
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	
Up to £7,000	(3.5) 3%	69 4%	37 3%	32 5%	11 3%	11 3%	11 3%	16 4%	14 5%	5 1%	1 *	10 2%	9 2%	50 10%	6 4%	3 3%	10 4%	2 1%	5 3%	2 2%	6 6%	9 5%	9 3%	9 3%	5 3%	2 3%
£7,001 to £14,000	(10.5) 10%	216 7%	76 7%	139 13%	22 9%	17 5%	29 9%	38 10%	46 15%	64 13%	16 3%	37 6%	33 8%	130 25%	21 12%	6 7%	17 7%	28 16%	26 14%	12 8%	13 13%	16 8%	21 8%	30 11%	16 9%	10 16%
£14,001 to £21,000	(17.5) 13%	267 10%	100 10%	168 16%	18 8%	32 9%	30 9%	51 14%	47 15%	90 19%	29 5%	80 14%	68 16%	90 18%	25 14%	9 11%	27 12%	21 12%	18 10%	26 17%	11 11%	28 14%	28 10%	30 11%	36 20%	7 12%
£21,001 to £28,000	(24.5) 13%	263 11%	113 11%	150 14%	30 13%	36 10%	38 11%	42 11%	45 14%	72 15%	57 10%	83 14%	62 15%	61 12%	19 11%	18 21%	29 12%	23 13%	27 15%	16 11%	8 8%	36 19%	28 10%	31 11%	22 12%	6 10%
£28,001 to £34,000	(31) 10%	201 8%	84 8%	117 11%	14 6%	41 11%	23 7%	25 7%	33 11%	65 14%	51 9%	69 12%	48 11%	32 6%	16 9%	8 9%	21 9%	21 12%	17 9%	18 12%	8 8%	19 10%	17 6%	35 12%	16 9%	5 8%
£34,001 to £41,000	(37.5) 11%	233 12%	126 12%	107 10%	16 7%	40 11%	38 11%	47 13%	34 11%	58 12%	89 16%	70 12%	47 11%	27 5%	20 11%	7 9%	30 13%	18 11%	29 16%	13 9%	14 14%	17 9%	24 9%	35 12%	19 11%	7 10%
£41,001 to £48,000	(44.5) 9%	195 10%	98 10%	97 9%	24 11%	42 12%	34 10%	35 10%	23 7%	36 7%	68 12%	64 11%	40 9%	24 5%	16 9%	9 10%	23 10%	12 7%	15 8%	16 11%	13 13%	20 10%	23 9%	24 8%	18 10%	6 9%
£48,001 to £55,000	(51.5) 7%	150 8%	85 8%	65 6%	18 8%	31 9%	26 8%	24 6%	28 9%	22 5%	55 10%	51 9%	32 8%	11 2%	11 7%	6 8%	21 9%	5 3%	6 3%	16 11%	7 7%	14 7%	24 9%	19 7%	12 7%	7 11%
£55,001 to £62,000	(58.5) 3%	68 4%	39 4%	29 3%	10 4%	21 6%	16 5%	7 2%	7 2%	6 1%	32 6%	19 3%	12 3%	4 1%	5 3%	4 4%	9 4%	7 4%	5 3%	5 4%	3 3%	6 3%	11 4%	7 2%	5 3%	2 4%
£62,001 to £69,000	(65.5) 3%	59 4%	43 4%	16 2%	8 4%	19 5%	12 3%	14 4%	3 1%	3 1%	26 4%	21 4%	10 2%	3 1%	5 3%	3 3%	8 3%	7 4%	4 2%	1 1%	3 3%	6 3%	6 2%	9 3%	3 2%	5 8%
£69,001 to £76,000	(72.5) 3%	57 4%	41 4%	15 1%	8 3%	12 3%	14 4%	15 4%	3 1%	5 1%	25 4%	14 2%	12 3%	5 1%	5 3%	4 4%	9 4%	6 3%	3 2%	3 2%	- -	5 2%	8 3%	9 3%	3 2%	3 5%
£76,001 to £83,000	(79.5) 2%	39 3%	27 3%	12 1%	7 3%	9 3%	11 3%	7 2%	2 1%	2 *	20 3%	11 2%	2 *	5 1%	3 1%	- -	1 1%	1 1%	4 2%	- -	5 5%	4 2%	12 4%	4 1%	4 2%	1 1%
£83,001 or more	(86) 4%	94 7%	72 7%	22 2%	19 8%	28 8%	25 7%	16 4%	1 *	4 1%	64 11%	19 3%	10 2%	1 *	8 4%	2 3%	5 2%	3 2%	5 3%	5 3%	2 2%	5 3%	33 12%	16 6%	6 4%	1 2%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 27

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age						Social Grade				Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
Prefer not to answer	181	79	102	27	22	26	32	23	51	37	39	39	65	16	7	22	16	17	15	9	10	28	26	13	1
		9%	8%	10%	12%	6%	8%	9%	7%	10%	7%	7%	9%	13%	9%	8%	9%	9%	10%	9%	5%	10%	9%	7%	2%
Average income (£000's)	35.65	40.31	31.12	40.27	42.43	40.92	35.81	29.02	28.65	47.48	36.71	33.93	21.58	34.71	35.19	35.68	32.56	33.15	34.24	34.32	33.85	43.12	36.37	33.52	36.33

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 27
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking					
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)	
Unweighted base	2091	385	929	169	27	1109	648	66	268	334	
Weighted base	2091	346	860	165	30	1068	653	70	301	370	
Up to £7,000	(3.5) 3%	69 1%	2 1%	13 4%	6 3%	1 3%	27 2%	17 3%	2 3%	23 8%	26 7%
£7,001 to £14,000	(10.5) 10%	216 10%	10 3%	53 6%	12 7%	3 7%	99 9%	62 10%	3 5%	52 17%	55 15%
£14,001 to £21,000	(17.5) 13%	267 13%	38 11%	76 9%	11 7%	6 21%	106 10%	96 15%	14 20%	52 17%	66 18%
£21,001 to £28,000	(24.5) 13%	263 13%	38 11%	109 13%	20 12%	2 7%	125 12%	94 14%	7 9%	37 12%	44 12%
£28,001 to £34,000	(31) 10%	201 10%	28 8%	85 10%	15 9%	2 8%	110 10%	52 8%	7 10%	32 11%	39 10%
£34,001 to £41,000	(37.5) 11%	233 11%	59 17%	95 11%	20 12%	2 6%	131 12%	75 11%	5 8%	22 7%	27 7%
£41,001 to £48,000	(44.5) 9%	195 9%	33 10%	91 11%	19 11%	7 23%	92 9%	74 11%	8 12%	20 7%	28 8%
£48,001 to £55,000	(51.5) 7%	150 7%	29 9%	86 10%	12 7%	1 4%	80 8%	50 8%	6 8%	14 5%	20 5%
£55,001 to £62,000	(58.5) 3%	68 3%	20 6%	37 4%	9 6%	1 3%	34 3%	17 3%	6 8%	11 4%	17 5%
£62,001 to £69,000	(65.5) 3%	59 3%	24 7%	28 3%	5 3%	1 3%	38 4%	14 2%	3 5%	5 2%	8 2%
£69,001 to £76,000	(72.5) 3%	57 3%	12 4%	34 4%	12 7%	- -	28 3%	22 3%	3 4%	4 1%	7 2%
£76,001 to £83,000	(79.5) 2%	39 2%	7 2%	27 3%	4 2%	- -	25 2%	8 1%	3 4%	3 1%	6 2%
£83,001 or more	(86) 4%	94 4%	19 5%	66 8%	12 7%	2 7%	59 5%	24 4%	1 2%	9 3%	11 3%

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 27

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Employment Sector		Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking					
	Total	Public			Private	Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Weighted base	2091	346	860	165	30	1068	653	70	301	370
Prefer not to answer	181	26	62	8	1	115	48	1	16	18
	9%	7%	7%	5%	4%	11%	7%	2%	5%	5%
Average income (£000's)	35.65	42.52	41.94	41.90	35.13	37.91	35.01	38.52	28.75	30.64

Cigarettes Survey

ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 28

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-eastern Ireland
Unweighted base	2091	1025	1066	223	390	344	341	344	449	655	663	331	442	162	89	236	166	179	146	114	205	247	280	205	62
Weighted base	2091	1020	1071	232	361	334	370	310	484	571	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63
NET: Yes	478 23%	197 19%	280 26%	48 21%	44 12%	62 19%	84 23%	108 35%	133 27%	84 15%	131 22%	95 22%	168 33%	43 24%	21 25%	52 22%	49 29%	43 24%	32 22%	26 26%	49 25%	31 11%	67 24%	51 28%	14 23%
Yes - physical condition	269 13%	102 10%	167 16%	7 3%	15 4%	30 9%	49 13%	69 22%	98 20%	49 9%	72 12%	52 12%	95 19%	22 13%	9 11%	32 14%	28 16%	27 15%	20 13%	14 14%	29 15%	13 5%	38 13%	29 16%	8 13%
Yes - mental condition	209 10%	92 9%	117 11%	37 16%	31 9%	43 13%	44 12%	41 13%	13 3%	38 7%	44 8%	40 10%	86 17%	17 9%	10 12%	16 7%	19 11%	22 12%	17 12%	7 7%	18 9%	12 4%	36 13%	27 15%	8 13%
Yes - disability	155 7%	62 6%	93 9%	13 6%	4 1%	16 5%	34 9%	40 13%	47 10%	17 3%	43 7%	35 8%	61 12%	18 10%	7 9%	14 6%	22 13%	12 6%	12 8%	14 14%	18 9%	10 4%	11 4%	14 8%	4 7%
Yes - other	19 1%	7 1%	11 1%	1 *	3 1%	9 3%	1 *	3 1%	2 *	3 1%	3 1%	1 *	11 2%	1 1%	2 2%	5 2%	1 1%	1 1%	-	-	3 1%	1 *	1 *	3 2%	-
No	1564 75%	804 79%	760 71%	176 76%	308 85%	266 80%	273 74%	192 62%	348 72%	482 85%	446 76%	319 75%	317 62%	127 72%	63 74%	179 77%	121 71%	131 73%	111 75%	72 71%	143 73%	234 86%	209 74%	125 69%	49 77%
Prefer not to say	49 2%	19 2%	30 3%	8 3%	10 3%	6 2%	13 4%	10 3%	3 1%	5 1%	11 2%	11 3%	23 5%	7 4%	1 1%	3 1%	1 1%	6 3%	5 3%	3 3%	3 1%	9 3%	8 3%	4 2%	-

Cigarettes Survey
ONLINE Fieldwork: 6th to 7th May 2020

Absolutes/col percents

Table 28

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Employment Sector			Opinion Influencer	Completed Menthol cigs survey	Q.1 Smoking				
	Total	Public	Private			Never smoked	Used to smoke	Smoke but not every day	Smoke every day	Smoker (Net)
Unweighted base	2091	385	929	169	27	1109	648	66	268	334
Weighted base	2091	346	860	165	30	1068	653	70	301	370
NET: Yes	478 23%	50 14%	117 14%	28 17%	8 27%	199 19%	171 26%	12 18%	96 32%	109 29%
Yes - physical condition	269 13%	20 6%	63 7%	14 8%	7 24%	94 9%	119 18%	5 7%	51 17%	56 15%
Yes - mental condition	209 10%	27 8%	60 7%	15 9%	7 22%	93 9%	60 9%	8 11%	48 16%	55 15%
Yes - disability	155 7%	8 2%	30 3%	4 3%	1 3%	65 6%	58 9%	3 4%	29 10%	32 9%
Yes - other	19 1%	3 1%	5 1%	1 1%	- -	11 1%	7 1%	1 1%	- -	1 *
No	1564 75%	289 83%	721 84%	124 75%	20 69%	848 79%	465 71%	56 81%	194 65%	251 68%
Prefer not to say	49 2%	7 2%	22 3%	12 7%	1 4%	21 2%	17 3%	1 1%	10 3%	11 3%