

Cigarette Packaging Survey ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 1

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Summary

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

		Issues			
		Drug use	Smoking	Binge drinking	Bullying
Unweighted base		2472	2472	2472	2472
Weighted base		2472	2472	2472	2472
Most serious	(1)	1056 43%	158 6%	683 28%	575 23%
2nd most serious	(2)	731 30%	349 14%	961 39%	432 17%
3rd most serious	(3)	436 18%	735 30%	571 23%	730 30%
Least serious	(4)	249 10%	1230 50%	257 10%	736 30%
Mean		1.95	3.23	2.16	2.66
Standard deviation		1.00	0.92	0.95	1.13
Standard error		0.02	0.02	0.02	0.02

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Table 2

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Drug use

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern London	South East	South West	Public	Private		
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most serious	(1) 1056	556	501	95	145	179	188	169	280	269	319	210	259	108	48	127	84	96	72	57	94	127	142	103	112	438	
		43%	46%	40%	32%	37%	38%	45%	46%	54%	40%	44%	40%	46%	50%	43%	44%	39%	42%	38%	43%	40%	41%	45%	46%	34%	41%
2nd most serious	(2) 731	339	391	106	115	137	131	114	129	200	205	170	157	65	32	89	72	64	49	33	77	93	101	56	107	301	
		30%	28%	31%	36%	29%	29%	31%	31%	25%	30%	29%	33%	28%	30%	28%	31%	33%	28%	26%	25%	33%	30%	32%	25%	33%	29%
3rd most serious	(3) 436	214	222	64	78	88	69	65	71	124	124	89	98	30	20	45	49	48	47	23	35	48	46	45	64	210	
		18%	18%	18%	22%	20%	19%	16%	18%	14%	19%	17%	17%	14%	18%	16%	23%	21%	24%	18%	15%	15%	15%	20%	20%	20%	
Least serious	(4) 249	102	147	32	57	66	33	22	40	75	69	50	55	12	13	29	13	21	24	18	25	43	29	22	43	108	
		10%	8%	12%	11%	14%	14%	8%	6%	8%	11%	10%	10%	10%	5%	11%	10%	6%	9%	12%	14%	11%	14%	9%	10%	13%	10%
Mean	1.95	1.89	2.01	2.11	2.12	2.09	1.87	1.84	1.75	2.01	1.92	1.96	1.91	1.74	1.97	1.92	1.95	1.98	2.12	2.02	1.97	2.02	1.88	1.94	2.12	1.99	
Standard deviation	1.00	0.98	1.02	0.98	1.06	1.06	0.95	0.92	0.96	1.02	1.00	0.98	1.00	0.89	1.03	0.99	0.92	1.00	1.05	1.08	1.00	1.06	0.97	1.02	1.03	1.01	
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.10	0.06	0.07	0.07	0.08	0.11	0.07	0.06	0.05	0.06	0.06	0.03	

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Table 2

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Drug use

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most serious	(1) 1056 43%	566 44%	250 41%	198 43%	52 34%	316 46%	488 42%	37 33%	1020 43%	387 41%	670 44%
2nd most serious	(2) 731 30%	385 30%	179 30%	137 30%	43 28%	206 30%	342 29%	32 29%	699 30%	293 31%	438 29%
3rd most serious	(3) 436 18%	218 17%	119 20%	80 17%	39 26%	99 15%	216 18%	20 18%	415 18%	163 17%	272 18%
Least serious	(4) 249 10%	119 9%	59 10%	42 9%	18 12%	60 9%	127 11%	21 19%	228 10%	101 11%	148 10%
Mean	1.95	1.92	1.98	1.92	2.15	1.86	1.98	2.24	1.94	1.98	1.93
Standard deviation	1.00	0.99	1.00	0.99	1.03	0.97	1.02	1.11	0.99	1.00	1.00
Standard error	0.02	0.03	0.04	0.05	0.09	0.04	0.03	0.11	0.02	0.03	0.03

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Absolutes/col percents

Table 3

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Smoking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern London	South East	South West	Public	Private		
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most serious	(1)	158 6%	102 8%	56 4%	17 6%	20 5%	27 6%	27 6%	16 4%	51 10%	53 8%	41 6%	32 6%	32 6%	12 6%	10 9%	14 5%	15 7%	14 6%	17 9%	7 6%	18 8%	26 8%	15 5%	11 5%	25 8%	68 6%
2nd most serious	(2)	349 14%	200 17%	149 12%	38 13%	48 12%	70 15%	43 10%	65 18%	85 16%	112 17%	107 15%	58 11%	72 13%	27 12%	12 11%	44 15%	31 14%	23 10%	25 13%	24 18%	37 16%	44 14%	47 15%	34 15%	54 17%	150 14%
3rd most serious	(3)	735 30%	378 31%	357 28%	74 25%	124 31%	139 30%	120 29%	111 30%	167 32%	200 30%	217 30%	148 28%	171 30%	55 26%	41 36%	86 30%	63 29%	72 31%	42 22%	32 25%	80 35%	90 29%	105 33%	69 31%	90 27%	306 29%
Least serious	(4)	1230 50%	531 44%	699 55%	167 56%	203 51%	235 50%	230 55%	179 48%	216 42%	303 45%	352 49%	282 54%	293 51%	120 56%	49 44%	147 51%	109 50%	119 52%	108 56%	67 51%	97 42%	151 48%	151 47%	112 50%	158 48%	533 50%
Mean		3.23	3.11	3.35	3.32	3.29	3.24	3.32	3.22	3.06	3.13	3.23	3.31	3.27	3.32	3.15	3.26	3.22	3.29	3.26	3.22	3.11	3.18	3.23	3.25	3.17	3.23
Standard deviation		0.92	0.96	0.85	0.91	0.87	0.91	0.90	0.88	0.98	0.96	0.90	0.90	0.89	0.90	0.94	0.88	0.93	0.89	0.99	0.94	0.94	0.96	0.87	0.88	0.96	0.92
Standard error		0.02	0.03	0.02	0.07	0.04	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.07	0.06	0.08	0.09	0.06	0.06	0.04	0.06	0.05	0.03

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Table 3

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Smoking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most serious	(1) 158 6%	61 5%	34 6%	21 5%	12 8%	27 4%	95 8%	18 16%	140 6%	58 6%	100 7%
2nd most serious	(2) 349 14%	151 12%	63 10%	38 8%	24 16%	89 13%	197 17%	19 17%	330 14%	120 13%	229 15%
3rd most serious	(3) 735 30%	391 30%	157 26%	120 26%	37 25%	234 34%	340 29%	37 34%	698 30%	273 29%	463 30%
Least serious	(4) 1230 50%	686 53%	354 58%	277 61%	77 51%	331 49%	541 46%	37 33%	1193 51%	494 52%	736 48%
Mean	3.23	3.32	3.37	3.43	3.19	3.28	3.13	2.84	3.25	3.27	3.20
Standard deviation	0.92	0.86	0.88	0.83	0.98	0.84	0.97	1.06	0.91	0.91	0.92
Standard error	0.02	0.02	0.04	0.04	0.08	0.03	0.03	0.10	0.02	0.03	0.02

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Table 4

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Binge drinking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector					
	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	East-ern London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Most serious	(1) 683	301	382	71	92	141	122	126	130	205	196	147	135	63	25	91	60	63	53	30	67	72	95	64	112	283
	28%	25%	30%	24%	23%	30%	29%	34%	25%	31%	27%	28%	24%	29%	22%	31%	27%	28%	28%	23%	29%	23%	30%	28%	34%	27%
2nd most serious	(2) 961	467	494	110	143	175	164	140	229	237	289	198	237	96	39	110	67	95	79	61	87	115	119	92	112	413
	39%	39%	39%	37%	36%	37%	39%	38%	44%	36%	40%	38%	42%	45%	35%	38%	31%	42%	41%	47%	37%	37%	38%	41%	34%	39%
3rd most serious	(3) 571	287	283	81	109	104	92	74	111	155	162	119	135	45	30	64	61	48	44	24	53	85	69	47	66	249
	23%	24%	22%	27%	27%	22%	22%	20%	21%	23%	23%	23%	24%	21%	27%	22%	28%	21%	23%	18%	23%	27%	22%	21%	20%	24%
Least serious	(4) 257	156	101	34	53	49	42	31	49	71	70	55	62	10	18	25	31	22	16	16	24	39	34	22	37	112
	10%	13%	8%	12%	13%	10%	10%	8%	9%	11%	10%	11%	11%	5%	16%	8%	14%	10%	8%	12%	11%	13%	11%	10%	11%	11%
Mean	2.16	2.25	2.08	2.26	2.31	2.13	2.13	2.02	2.15	2.14	2.15	2.16	2.22	2.01	2.36	2.08	2.29	2.13	2.12	2.19	2.15	2.29	2.13	2.12	2.09	2.18
Standard deviation	0.95	0.97	0.92	0.95	0.97	0.96	0.94	0.93	0.91	0.97	0.93	0.96	0.93	0.83	1.00	0.93	1.02	0.93	0.91	0.93	0.96	0.96	0.97	0.94	0.99	0.95
Standard error	0.02	0.03	0.03	0.08	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.07	0.06	0.07	0.09	0.06	0.06	0.05	0.06	0.05	0.03

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Table 4

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Binge drinking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most serious	(1) 683 28%	356 28%	157 26%	115 25%	42 27%	199 29%	326 28%	37 33%	647 27%	239 25%	444 29%
2nd most serious	(2) 961 39%	528 41%	261 43%	205 45%	56 37%	267 39%	428 37%	42 38%	919 39%	347 37%	614 40%
3rd most serious	(3) 571 23%	280 22%	138 23%	103 22%	35 23%	142 21%	287 24%	21 19%	550 23%	234 25%	337 22%
Least serious	(4) 257 10%	125 10%	52 9%	34 7%	19 12%	73 11%	131 11%	11 10%	246 10%	124 13%	133 9%
Mean	2.16	2.14	2.14	2.12	2.20	2.13	2.19	2.06	2.17	2.26	2.10
Standard deviation	0.95	0.93	0.90	0.87	0.98	0.96	0.97	0.96	0.95	0.98	0.92
Standard error	0.02	0.03	0.04	0.04	0.08	0.04	0.03	0.09	0.02	0.03	0.02

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Table 5

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Bullying

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most serious	(1) 575	253	322	113	138	123	83	59	58	141	161	130	142	32	29	59	59	55	50	37	53	86	66	48	78	268	
		23%	21%	26%	38%	35%	26%	20%	16%	11%	21%	23%	25%	15%	26%	20%	27%	24%	26%	28%	23%	28%	21%	21%	24%	25%	
2nd most serious	(2) 432	205	227	42	90	89	83	52	76	119	117	94	103	26	28	47	49	46	39	13	30	59	50	44	53	192	
		17%	17%	18%	14%	23%	19%	20%	14%	15%	18%	16%	18%	12%	25%	16%	22%	20%	20%	10%	13%	19%	16%	20%	16%	18%	
3rd most serious	(3) 730	332	398	78	84	138	139	120	170	189	214	163	164	84	22	95	45	61	60	52	63	88	98	64	107	291	
		30%	27%	32%	26%	21%	29%	33%	32%	33%	28%	30%	31%	29%	39%	19%	33%	21%	26%	31%	39%	27%	28%	31%	28%	33%	28%
Least serious	(4) 736	421	314	63	83	120	116	139	214	218	225	132	160	73	33	90	65	66	44	30	85	78	103	69	89	305	
		30%	35%	25%	21%	21%	25%	28%	38%	41%	33%	31%	26%	28%	34%	29%	31%	30%	29%	23%	23%	37%	25%	33%	31%	27%	29%
Mean	2.66	2.76	2.56	2.31	2.29	2.54	2.68	2.92	3.04	2.73	2.70	2.57	2.60	2.92	2.51	2.74	2.53	2.60	2.51	2.57	2.77	2.50	2.75	2.69	2.63	2.60	
Standard deviation	1.13	1.14	1.12	1.19	1.15	1.13	1.08	1.07	1.00	1.13	1.14	1.12	1.14	1.03	1.17	1.10	1.18	1.14	1.11	1.13	1.17	1.14	1.12	1.12	1.12	1.15	
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.07	0.11	0.06	0.09	0.07	0.09	0.11	0.08	0.07	0.06	0.07	0.06	0.04	

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Table 5

Q.1 Please rank the following issues in order of how serious you think they are for young people (under-18s) today?

Bullying

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most serious	(1) 575 23%	306 24%	167 27%	121 27%	46 30%	139 20%	264 23%	20 18%	555 24%	261 28%	314 21%
2nd most serious	(2) 432 17%	224 17%	105 17%	77 17%	28 19%	119 17%	205 18%	18 16%	414 18%	184 19%	248 16%
3rd most serious	(3) 730 30%	400 31%	194 32%	154 34%	40 26%	206 30%	330 28%	32 29%	698 30%	274 29%	456 30%
Least serious	(4) 736 30%	358 28%	142 23%	104 23%	38 25%	217 32%	373 32%	41 37%	694 29%	225 24%	510 33%
Mean	2.66	2.63	2.51	2.53	2.46	2.73	2.69	2.86	2.65	2.49	2.76
Standard deviation	1.13	1.12	1.13	1.11	1.17	1.11	1.14	1.11	1.13	1.13	1.12
Standard error	0.02	0.03	0.05	0.05	0.10	0.04	0.03	0.11	0.02	0.04	0.03

Cigarette Packaging Survey

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Absolutes/col percents

Table 6

Q.2 How easy do you believe it is today for minors under the age of 18 to access cigarettes and other tobacco products?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age							Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
NET: Very/ quite easy	2208	1070	1138	266	335	404	367	339	496	602	649	454	503	191	108	266	197	200	165	121	204	277	281	199	295	916	
	89%	88%	90%	90%	85%	86%	87%	92%	96%	90%	91%	88%	88%	89%	96%	92%	90%	87%	86%	92%	88%	89%	88%	88%	90%	87%	
Very easy	(4)	1052	512	541	94	132	193	174	180	281	292	322	209	230	103	61	131	83	85	81	55	92	114	131	114	147	406
		43%	42%	43%	32%	33%	41%	41%	48%	54%	44%	45%	40%	40%	48%	55%	45%	38%	37%	42%	42%	40%	37%	41%	51%	45%	38%
Quite easy	(3)	1156	558	597	173	203	211	194	160	215	310	327	246	273	87	46	135	114	114	84	66	112	162	149	85	148	510
		47%	46%	47%	58%	51%	45%	46%	43%	41%	46%	46%	47%	48%	41%	41%	47%	52%	50%	43%	50%	48%	52%	47%	38%	45%	48%
Quite difficult	(2)	178	94	84	23	37	43	36	26	13	44	42	40	52	22	15	16	20	19	8	15	20	22	17	24	93	
		7%	8%	7%	8%	9%	9%	9%	7%	3%	7%	6%	8%	9%	10%	2%	5%	8%	9%	10%	6%	7%	7%	7%	7%	7%	9%
Very difficult	(1)	10	6	4	-	3	3	2	2	1	3	3	4	-	1	-	-	2	1	1	-	1	2	1	2	6	
		*	*	*	-	1%	1%	*	*	*	*	*	1%	-	*	-	-	1%	1%	*	1%	-	*	1%	*	*	1%
NET: Very/ quite difficult		188	100	88	23	41	46	38	27	14	46	45	52	23	2	15	19	22	20	9	15	21	24	17	26	99	
		8%	8%	7%	8%	10%	10%	9%	7%	3%	7%	6%	9%	9%	11%	2%	5%	9%	9%	11%	7%	7%	7%	7%	8%	8%	9%
Unsure		76	41	35	8	20	20	15	4	9	19	23	20	14	1	2	9	2	7	7	1	12	14	13	9	42	
		3%	3%	3%	3%	5%	4%	4%	1%	2%	3%	3%	4%	2%	*	2%	3%	1%	3%	4%	1%	5%	4%	4%	4%	2%	4%
Mean		3.36	3.35	3.37	3.25	3.23	3.32	3.33	3.41	3.52	3.37	3.40	3.32	3.32	3.37	3.54	3.41	3.29	3.28	3.32	3.35	3.35	3.31	3.35	3.44	3.37	3.30
Standard deviation		0.63	0.65	0.62	0.59	0.66	0.67	0.65	0.64	0.56	0.63	0.62	0.66	0.64	0.68	0.54	0.59	0.65	0.65	0.68	0.63	0.61	0.60	0.64	0.65	0.64	0.65
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.05	0.05	0.03	0.05	0.04	0.05	0.06	0.04	0.04	0.03	0.04	0.04	0.02	

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 6

Q.2 How easy do you believe it is today for minors under the age of 18 to access cigarettes and other tobacco products?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
NET: Very/ quite easy	2208 89%	1132 88%	511 84%	381 84%	130 86%	622 91%	1066 91%	105 95%	2103 89%	823 87%	1386 91%
Very easy	(4) 1052 43%	539 42%	219 36%	179 39%	40 26%	320 47%	511 44%	48 43%	1005 43%	369 39%	684 45%
Quite easy	(3) 1156 47%	594 46%	292 48%	202 44%	90 59%	302 44%	556 47%	58 52%	1098 47%	454 48%	702 46%
Quite difficult	(2) 178 7%	116 9%	75 12%	59 13%	16 10%	41 6%	61 5%	3 3%	175 7%	87 9%	91 6%
Very difficult	(1) 10 *	7 1%	5 1%	5 1%	- -	3 *	3 *	1 *	9 *	5 *	5 *
NET: Very/ quite difficult	188 8%	123 10%	79 13%	64 14%	16 10%	44 6%	63 5%	4 3%	184 8%	92 10%	96 6%
Unsure	76 3%	33 3%	18 3%	11 2%	6 4%	16 2%	43 4%	2 2%	74 3%	29 3%	47 3%
Mean	3.36	3.33	3.23	3.25	3.17	3.41	3.39	3.40	3.35	3.30	3.39
Standard deviation	0.63	0.66	0.69	0.72	0.60	0.62	0.60	0.58	0.64	0.66	0.62
Standard error	0.01	0.02	0.03	0.03	0.05	0.02	0.02	0.06	0.01	0.02	0.02

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 7

Q.3 Do you believe the UK has a problem with black market cigarettes? That is to say, cigarettes that are counterfeit or smuggled in from other countries.

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender		Age							Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
NET: Yes	1838	925	913	191	260	352	316	300	419	496	522	402	417	156	91	215	169	178	142	104	173	208	232	170	250	790
	74%	76%	72%	64%	66%	75%	75%	81%	81%	74%	73%	78%	73%	73%	81%	74%	78%	78%	74%	80%	75%	67%	73%	75%	76%	75%
Yes - definitely	891	485	407	74	115	164	168	156	214	238	244	214	196	83	52	104	83	87	66	51	76	103	102	84	120	386
	36%	40%	32%	25%	29%	35%	40%	42%	41%	36%	34%	41%	35%	39%	47%	36%	38%	38%	34%	39%	33%	33%	32%	37%	37%	37%
Yes	946	440	506	117	144	188	148	144	205	258	279	189	221	73	39	111	86	91	76	53	97	105	131	85	129	404
	38%	36%	40%	39%	37%	40%	35%	39%	39%	39%	39%	36%	39%	34%	35%	38%	39%	40%	40%	40%	42%	34%	41%	38%	40%	38%
No	186	121	66	21	43	45	37	13	27	45	64	37	41	19	7	24	20	7	11	8	18	29	23	20	28	89
	8%	10%	5%	7%	11%	10%	9%	4%	5%	7%	9%	7%	7%	9%	6%	8%	9%	3%	6%	6%	8%	9%	7%	9%	8%	8%
No - definitely	20	6	14	3	4	5	5	3	1	3	5	6	7	1	-	2	4	1	2	-	3	5	2	1	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	-	1%	2%	1%	1%	-	1%	2%	1%	*	1%	1%
NET: No	207	127	80	24	47	50	42	16	27	47	68	43	48	20	7	26	24	8	13	8	20	34	25	21	30	96
	8%	10%	6%	8%	12%	11%	10%	4%	5%	7%	10%	8%	8%	9%	6%	9%	11%	4%	7%	6%	9%	11%	8%	9%	9%	9%
Unsure	428	160	268	82	89	67	63	55	73	124	126	74	103	39	14	49	25	42	37	19	39	69	60	35	47	172
	17%	13%	21%	28%	22%	14%	15%	15%	14%	19%	18%	14%	18%	18%	13%	17%	11%	18%	20%	14%	17%	22%	19%	15%	14%	16%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 7

Q.3 Do you believe the UK has a problem with black market cigarettes? That is to say, cigarettes that are counterfeit or smuggled in from other countries.
Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
NET: Yes	1838 74%	965 75%	411 68%	317 69%	94 62%	554 81%	867 74%	88 79%	1750 74%	707 75%	1131 74%
Yes - definitely	891 36%	473 37%	205 34%	166 36%	39 26%	268 39%	416 35%	47 42%	845 36%	344 36%	547 36%
Yes	946 38%	492 38%	205 34%	151 33%	55 36%	286 42%	451 38%	41 37%	905 38%	363 38%	584 38%
No	186 8%	117 9%	78 13%	58 13%	20 13%	39 6%	67 6%	5 4%	182 8%	76 8%	111 7%
No - definitely	20 1%	16 1%	15 2%	15 3%	- -	1 *	4 *	1 1%	19 1%	11 1%	10 1%
NET: No	207 8%	133 10%	93 15%	73 16%	20 13%	40 6%	71 6%	6 5%	201 9%	86 9%	120 8%
Unsure	428 17%	191 15%	104 17%	66 15%	37 25%	87 13%	235 20%	18 16%	410 17%	150 16%	277 18%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 8

Q.4 Do you believe both adults and children under 18 have access to illegal or black market cigarettes?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender		Age							Social Grade				Region								Employment Sector				
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Yes	1848	955	893	203	288	359	322	279	397	484	556	397	412	152	94	221	173	165	145	101	176	222	224	175	262	801
	75%	79%	71%	68%	73%	76%	77%	75%	76%	72%	77%	77%	72%	71%	84%	76%	79%	72%	75%	77%	76%	71%	71%	78%	80%	76%
No	123	60	63	18	24	21	21	20	19	36	39	20	28	12	3	12	13	10	7	8	11	24	13	9	17	57
	5%	5%	5%	6%	6%	4%	5%	5%	4%	5%	5%	4%	5%	6%	3%	4%	6%	4%	4%	6%	5%	8%	4%	4%	5%	5%
Unsure	500	197	304	76	84	90	77	72	103	148	122	101	129	50	14	57	33	54	40	22	45	66	80	41	49	200
	20%	16%	24%	25%	21%	19%	18%	19%	20%	22%	17%	20%	23%	24%	13%	20%	15%	23%	21%	16%	19%	21%	25%	18%	15%	19%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 8

Q.4 Do you believe both adults and children under 18 have access to illegal or black market cigarettes?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Yes	1848 75%	974 76%	419 69%	309 68%	110 72%	555 81%	869 74%	93 84%	1755 74%	712 75%	1136 74%
No	123 5%	77 6%	57 9%	49 11%	7 5%	20 3%	46 4%	5 5%	118 5%	52 5%	72 5%
Unsure	500 20%	238 18%	132 22%	98 21%	34 23%	106 16%	257 22%	12 11%	488 21%	180 19%	320 21%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 9

Q.5 Have you read, seen, or heard anything recently about the government considering changes to cigarette packaging, which some have referred to as "plain packaging"?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender		Age							Social Grade				Region								Employment Sector				
	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	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Yes	1746	937	809	152	252	335	304	278	425	512	505	361	368	142	77	213	145	146	139	105	173	205	234	167	230	736
	71%	77%	64%	51%	64%	71%	72%	75%	82%	77%	70%	70%	65%	66%	69%	73%	67%	64%	72%	80%	75%	66%	74%	74%	70%	70%
No	587	219	369	121	123	114	91	69	70	126	177	127	157	60	31	64	54	66	39	22	51	89	67	45	86	259
	24%	18%	29%	41%	31%	24%	22%	19%	13%	19%	25%	24%	28%	28%	28%	22%	25%	29%	20%	17%	22%	29%	21%	20%	26%	25%
Unsure	139	56	83	24	20	21	26	24	24	29	35	31	44	13	4	13	19	16	15	4	8	18	16	13	11	62
	6%	5%	7%	8%	5%	4%	6%	6%	5%	4%	5%	6%	8%	6%	3%	4%	9%	7%	8%	3%	4%	6%	5%	6%	3%	6%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 9

Q.5 Have you read, seen, or heard anything recently about the government considering changes to cigarette packaging, which some have referred to as "plain packaging"?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Yes	1746 71%	970 75%	442 73%	330 72%	112 74%	528 78%	773 66%	97 88%	1649 70%	638 68%	1108 73%
No	587 24%	250 19%	129 21%	95 21%	35 23%	121 18%	332 28%	11 10%	576 24%	257 27%	330 22%
Unsure	139 6%	68 5%	36 6%	31 7%	5 3%	31 5%	67 6%	3 2%	136 6%	49 5%	90 6%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 10

Q.6-9 Please say whether you think plain packaging will or will not cause the following to happen?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
<u>Make it easier to produce counterfeit cigarettes because all packs will look the same</u>																											
Think will happen	2243	1077	1166	265	354	415	378	345	486	603	631	480	529	200	105	265	192	210	180	121	199	281	284	206	288	952	
	91%	89%	92%	89%	90%	88%	90%	93%	94%	90%	88%	92%	93%	93%	94%	91%	88%	92%	94%	92%	86%	90%	90%	91%	88%	90%	
Think will not happen	229	134	95	32	41	55	42	26	33	65	86	39	39	15	6	26	26	19	12	10	32	30	33	19	39	105	
	9%	11%	8%	11%	10%	12%	10%	7%	6%	10%	12%	8%	7%	7%	6%	9%	12%	8%	6%	8%	14%	10%	10%	9%	12%	10%	
<u>Lead to an increase in branded packs smuggled from abroad</u>																											
Think will happen	1873	883	990	214	288	346	306	299	421	482	544	398	450	165	88	234	159	168	147	94	172	246	234	167	247	788	
	76%	73%	79%	72%	73%	74%	73%	81%	81%	72%	76%	77%	79%	77%	78%	81%	73%	74%	76%	72%	74%	79%	74%	74%	76%	75%	
Think will not happen	599	329	270	83	108	124	115	72	98	186	173	122	119	50	24	56	59	61	45	37	60	65	84	59	80	269	
	24%	27%	21%	28%	27%	26%	27%	19%	19%	28%	24%	23%	21%	23%	22%	19%	27%	26%	24%	28%	26%	21%	26%	26%	24%	25%	
<u>Result in people bringing back more branded packs from their travels abroad</u>																											
Think will happen	1983	943	1040	234	305	370	325	310	439	527	567	426	463	182	88	239	184	175	155	101	188	244	252	175	260	825	
	80%	78%	82%	79%	77%	79%	77%	84%	85%	79%	79%	82%	81%	85%	79%	82%	84%	76%	81%	77%	81%	78%	79%	78%	79%	78%	
Think will not happen	489	268	221	62	91	100	95	61	80	140	150	93	105	33	23	51	34	54	37	30	43	67	65	50	67	232	
	20%	22%	18%	21%	23%	21%	23%	16%	15%	21%	21%	18%	19%	15%	21%	18%	16%	24%	19%	23%	19%	22%	21%	22%	21%	22%	
<u>Cause people to turn to the black market, where they can access cheap, branded packs</u>																											
Think will happen	1768	831	937	195	271	326	299	270	406	459	496	376	437	153	83	221	170	160	142	96	169	212	200	161	230	741	
	72%	69%	74%	66%	68%	69%	71%	73%	78%	69%	69%	72%	77%	71%	75%	76%	78%	70%	74%	74%	73%	68%	63%	71%	70%	70%	
Think will not happen	704	381	324	102	125	144	121	101	113	209	221	143	132	62	28	69	48	69	50	35	63	99	117	65	97	316	
	28%	31%	26%	34%	32%	31%	29%	27%	22%	31%	31%	28%	23%	29%	25%	24%	22%	30%	26%	26%	27%	32%	37%	29%	30%	30%	

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 10

Q.6-9 Please say whether you think plain packaging will or will not cause the following to happen?

Base: All respondents

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
<u>Make it easier to produce counterfeit cigarettes because all packs will look the same</u>											
Think will happen	2243 91%	1178 91%	552 91%	419 92%	133 88%	626 92%	1057 90%	92 83%	2151 91%	839 89%	1404 92%
Think will not happen	229 9%	110 9%	56 9%	37 8%	19 12%	55 8%	115 10%	19 17%	210 9%	105 11%	124 8%
<u>Lead to an increase in branded packs smuggled from abroad</u>											
Think will happen	1873 76%	1000 78%	478 79%	358 79%	120 79%	522 77%	866 74%	77 69%	1796 76%	710 75%	1163 76%
Think will not happen	599 24%	289 22%	130 21%	98 21%	32 21%	159 23%	306 26%	34 31%	565 24%	234 25%	365 24%
<u>Result in people bringing back more branded packs from their travels abroad</u>											
Think will happen	1983 80%	1051 82%	504 83%	377 83%	127 84%	546 80%	924 79%	78 70%	1906 81%	762 81%	1221 80%
Think will not happen	489 20%	238 18%	103 17%	79 17%	24 16%	135 20%	248 21%	33 30%	456 19%	182 19%	307 20%
<u>Cause people to turn to the black market, where they can access cheap, branded packs</u>											
Think will happen	1768 72%	947 74%	453 75%	351 77%	102 67%	494 73%	813 69%	63 57%	1705 72%	702 74%	1065 70%
Think will not happen	704 28%	341 26%	155 25%	105 23%	50 33%	187 27%	360 31%	48 43%	656 28%	241 26%	463 30%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 11

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future. Please rank them based on how effective you believe they would be in reducing under-age smoking?

Summary

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

		Initiatives					
		Plain packaging	Increased education in schools on the harm of smoking	Programmes designed to help kids cope with peer pressure	Enforcing tougher penalties against retailers who sell to under-18s	Introduction of penalties for adults who buy cigarettes on behalf of under-18s	Clamping down on illegal sources of cigarettes and people who sell them on the black market
Unweighted base		2472	2472	2472	2472	2472	2472
Weighted base		2472	2472	2472	2472	2472	2472
Most effective	(1)	75 3%	760 31%	276 11%	552 22%	362 15%	446 18%
2nd most effective	(2)	80 3%	394 16%	425 17%	622 25%	604 24%	347 14%
3rd most effective	(3)	114 5%	363 15%	347 14%	547 22%	604 24%	497 20%
4th most effective	(4)	229 9%	466 19%	508 21%	356 14%	483 20%	430 17%
5th most effective	(5)	385 16%	324 13%	656 27%	277 11%	306 12%	525 21%
Least effective	(6)	1589 64%	165 7%	261 11%	118 5%	113 5%	227 9%
Mean		5.24	2.88	3.66	2.81	3.04	3.37
Standard deviation		1.28	1.64	1.55	1.46	1.39	1.60
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 12

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Plain packaging

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	75 3%	35 3%	41 3%	22 8%	17 4%	12 3%	11 3%	5 1%	7 1%	26 4%	23 3%	16 3%	11 2%	6 3%	2 2%	4 2%	6 3%	6 3%	4 2%	4 3%	10 4%	7 2%	15 5%	12 6%	11 3%	43 4%
2nd most effective	(2)	80 3%	48 4%	32 3%	11 4%	22 5%	14 3%	11 3%	9 2%	13 2%	15 2%	25 4%	24 5%	16 3%	2 1%	5 5%	9 3%	6 3%	7 3%	8 4%	7 5%	7 3%	10 3%	11 3%	7 3%	8 2%	38 4%
3rd most effective	(3)	114 5%	69 6%	45 4%	16 6%	30 8%	21 4%	15 4%	11 3%	21 4%	35 5%	25 4%	33 6%	20 4%	9 4%	8 7%	15 5%	10 5%	17 7%	6 3%	7 6%	11 5%	13 4%	11 3%	6 3%	20 6%	48 5%
4th most effective	(4)	229 9%	118 10%	111 9%	59 20%	36 9%	32 7%	42 10%	26 7%	35 7%	63 9%	53 7%	51 10%	63 11%	21 10%	11 9%	28 10%	22 10%	18 8%	24 13%	9 7%	26 11%	31 10%	19 6%	19 9%	42 13%	78 7%
5th most effective	(5)	385 16%	197 16%	189 15%	26 9%	64 16%	78 17%	68 16%	72 19%	78 15%	112 17%	105 15%	89 17%	81 14%	38 18%	24 22%	42 15%	32 15%	37 16%	20 11%	14 11%	49 21%	40 13%	48 15%	40 18%	64 19%	161 15%
Least effective	(6)	1589 64%	745 62%	844 67%	161 54%	227 57%	312 66%	274 65%	248 67%	366 70%	417 63%	485 68%	307 59%	379 67%	139 65%	61 55%	191 66%	142 65%	143 63%	129 67%	90 68%	129 56%	210 67%	214 67%	141 62%	182 56%	689 65%
Mean		5.24	5.17	5.30	4.82	5.00	5.31	5.29	5.41	5.43	5.21	5.30	5.11	5.33	5.09	5.30	5.26	5.20	5.27	5.24	5.09	5.30	5.26	5.17	5.10	5.22	
Standard deviation		1.28	1.31	1.25	1.58	1.46	1.23	1.22	1.06	1.09	1.31	1.28	1.36	1.17	1.15	1.29	1.19	1.25	1.29	1.26	1.36	1.35	1.23	1.36	1.40	1.29	1.36
Standard error		0.03	0.04	0.03	0.13	0.08	0.05	0.06	0.05	0.05	0.04	0.05	0.07	0.05	0.08	0.12	0.07	0.09	0.08	0.10	0.13	0.09	0.07	0.09	0.07	0.04	

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 12

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Plain packaging

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 75 3%	37 3%	16 3%	9 2%	7 5%	21 3%	38 3%	20 18%	55 2%	32 3%	44 3%
2nd most effective	(2) 80 3%	45 4%	20 3%	16 3%	4 3%	25 4%	35 3%	17 16%	62 3%	34 4%	46 3%
3rd most effective	(3) 114 5%	55 4%	28 5%	18 4%	10 7%	27 4%	56 5%	16 14%	98 4%	55 6%	60 4%
4th most effective	(4) 229 9%	114 9%	60 10%	44 10%	16 10%	54 8%	115 10%	20 18%	209 9%	86 9%	143 9%
5th most effective	(5) 385 16%	185 14%	75 12%	49 11%	25 17%	111 16%	199 17%	26 23%	360 15%	147 16%	238 16%
Least effective	(6) 1589 64%	852 66%	409 67%	320 70%	89 58%	443 65%	730 62%	12 11%	1577 67%	591 63%	998 65%
Mean	5.24	5.27	5.28	5.34	5.07	5.26	5.21	3.45	5.32	5.18	5.28
Standard deviation	1.28	1.28	1.27	1.21	1.41	1.29	1.29	1.66	1.20	1.33	1.25
Standard error	0.03	0.04	0.05	0.06	0.12	0.05	0.04	0.16	0.02	0.04	0.03

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 13

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Increased education in schools on the harm of smoking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region								Employment Sector					
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	760	402	358	66	117	141	132	132	173	200	231	176	154	88	19	80	68	50	53	56	72	105	100	69	99	322
		31%	33%	28%	22%	29%	30%	31%	36%	33%	30%	32%	34%	27%	41%	17%	28%	31%	22%	28%	43%	31%	34%	32%	31%	30%	30%
2nd most effective	(2)	394	177	217	44	67	77	76	54	77	110	134	65	86	31	21	43	33	41	37	9	38	46	61	33	50	166
		16%	15%	17%	15%	17%	16%	18%	15%	15%	16%	19%	13%	15%	15%	19%	15%	18%	19%	7%	17%	15%	19%	15%	15%	16%	
3rd most effective	(3)	363	158	205	60	59	84	66	38	57	90	105	83	85	22	9	48	47	32	34	17	30	53	47	24	55	159
		15%	13%	16%	20%	15%	18%	16%	10%	11%	13%	15%	16%	15%	10%	8%	16%	21%	14%	18%	13%	13%	17%	15%	11%	17%	15%
4th most effective	(4)	466	242	224	57	64	75	72	75	123	118	124	94	131	31	32	64	25	46	22	24	48	59	54	60	46	214
		19%	20%	18%	19%	16%	16%	17%	20%	24%	18%	17%	18%	23%	14%	29%	22%	12%	20%	12%	19%	21%	19%	17%	27%	14%	20%
5th most effective	(5)	324	156	168	35	66	62	55	46	59	97	79	72	75	33	18	37	37	41	33	13	26	24	37	26	45	133
		13%	13%	13%	12%	17%	13%	13%	13%	11%	15%	11%	14%	13%	15%	16%	13%	17%	18%	17%	10%	11%	8%	12%	12%	14%	13%
Least effective	(6)	165	75	89	35	24	31	20	26	29	53	44	28	39	9	12	18	9	18	13	12	18	24	18	13	33	62
		7%	6%	7%	12%	6%	7%	5%	7%	6%	8%	6%	5%	7%	4%	11%	6%	4%	8%	7%	9%	8%	8%	6%	6%	10%	6%
Mean		2.88	2.83	2.92	3.19	2.92	2.86	2.77	2.80	2.82	2.94	2.75	2.82	3.01	2.61	3.39	2.97	2.81	3.18	2.92	2.73	2.88	2.75	2.75	2.91	2.96	2.86
Standard deviation		1.64	1.65	1.63	1.65	1.65	1.62	1.58	1.69	1.63	1.69	1.61	1.64	1.61	1.67	1.62	1.60	1.59	1.63	1.65	1.77	1.66	1.63	1.60	1.62	1.72	1.61
Standard error		0.03	0.05	0.05	0.13	0.08	0.07	0.07	0.09	0.07	0.05	0.07	0.09	0.07	0.12	0.15	0.09	0.12	0.11	0.13	0.17	0.11	0.10	0.08	0.10	0.09	0.05

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 13

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Increased education in schools on the harm of smoking

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 760 31%	399 31%	174 29%	131 29%	44 29%	225 33%	354 30%	31 28%	729 31%	287 30%	473 31%
2nd most effective	(2) 394 16%	222 17%	97 16%	69 15%	28 19%	124 18%	171 15%	27 25%	367 16%	172 18%	222 15%
3rd most effective	(3) 363 15%	203 16%	111 18%	93 20%	19 12%	91 13%	160 14%	16 15%	347 15%	153 16%	210 14%
4th most effective	(4) 466 19%	244 19%	111 18%	80 18%	31 21%	133 19%	221 19%	11 10%	455 19%	148 16%	318 21%
5th most effective	(5) 324 13%	152 12%	76 13%	61 13%	15 10%	76 11%	172 15%	8 7%	316 13%	122 13%	202 13%
Least effective	(6) 165 7%	70 5%	37 6%	23 5%	14 10%	32 5%	93 8%	17 15%	148 6%	62 7%	103 7%
Mean	2.88	2.80	2.88	2.87	2.93	2.72	2.97	2.90	2.87	2.82	2.91
Standard deviation	1.64	1.59	1.59	1.56	1.68	1.58	1.69	1.78	1.63	1.62	1.65
Standard error	0.03	0.04	0.07	0.07	0.14	0.06	0.05	0.17	0.03	0.05	0.04

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 14

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Programmes designed to help kids cope with peer pressure

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	276 11%	128 11%	148 12%	39 13%	44 11%	44 9%	55 13%	39 11%	55 11%	74 11%	101 14%	42 8%	59 10%	18 8%	17 15%	28 10%	19 9%	28 12%	29 15%	7 5%	23 10%	39 13%	37 12%	31 14%	35 11%	130 12%
2nd most effective	(2)	425 17%	218 18%	207 16%	45 15%	62 16%	85 18%	82 20%	57 15%	93 18%	121 18%	121 17%	89 17%	94 16%	49 23%	6 6%	34 12%	37 17%	28 12%	26 13%	31 24%	43 18%	60 19%	65 20%	46 21%	53 16%	174 16%
3rd most effective	(3)	347 14%	167 14%	180 14%	33 11%	65 16%	68 15%	69 16%	47 13%	65 12%	99 15%	92 13%	74 14%	81 14%	29 13%	18 16%	50 17%	23 11%	41 18%	23 12%	14 11%	29 13%	49 16%	40 13%	31 14%	47 14%	161 15%
4th most effective	(4)	508 21%	239 20%	269 21%	42 14%	94 24%	97 21%	82 19%	92 25%	102 20%	140 21%	148 21%	94 18%	125 22%	42 19%	23 21%	59 20%	52 24%	48 21%	51 27%	25 19%	46 20%	60 19%	63 20%	39 17%	72 22%	201 19%
5th most effective	(5)	656 27%	313 26%	342 27%	105 35%	87 22%	126 27%	91 22%	94 25%	152 29%	164 25%	193 27%	145 28%	154 27%	53 25%	35 31%	86 30%	64 29%	52 23%	40 21%	46 35%	65 28%	84 27%	82 26%	48 21%	86 26%	270 26%
Least effective	(6)	261 11%	146 12%	115 9%	33 11%	44 11%	50 11%	41 10%	41 11%	52 10%	70 10%	61 8%	74 14%	56 10%	25 11%	12 11%	34 12%	23 11%	30 13%	23 12%	9 7%	26 11%	18 6%	30 9%	31 14%	33 10%	121 11%
Mean		3.66	3.68	3.63	3.77	3.63	3.69	3.47	3.72	3.69	3.61	3.55	3.83	3.69	3.63	3.80	3.83	3.81	3.69	3.61	3.75	3.71	3.46	3.56	3.54	3.68	3.63
Standard deviation		1.55	1.57	1.53	1.63	1.53	1.52	1.57	1.53	1.55	1.54	1.58	1.55	1.52	1.54	1.58	1.50	1.57	1.60	1.44	1.55	1.52	1.57	1.66	1.53	1.58	
Standard error		0.03	0.05	0.04	0.13	0.08	0.06	0.07	0.08	0.07	0.05	0.06	0.08	0.07	0.11	0.15	0.08	0.11	0.10	0.12	0.14	0.10	0.09	0.08	0.10	0.08	0.05

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 14

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Programmes designed to help kids cope with peer pressure

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 276 11%	159 12%	75 12%	51 11%	24 16%	84 12%	115 10%	17 15%	259 11%	115 12%	161 11%
2nd most effective	(2) 425 17%	230 18%	118 19%	92 20%	26 17%	112 16%	191 16%	12 11%	412 17%	160 17%	265 17%
3rd most effective	(3) 347 14%	175 14%	85 14%	67 15%	18 12%	90 13%	170 15%	17 15%	330 14%	133 14%	214 14%
4th most effective	(4) 508 21%	264 20%	133 22%	106 23%	28 18%	131 19%	241 21%	16 14%	492 21%	204 22%	304 20%
5th most effective	(5) 656 27%	331 26%	152 25%	110 24%	42 28%	179 26%	323 28%	22 20%	634 27%	235 25%	421 28%
Least effective	(6) 261 11%	129 10%	45 7%	31 7%	14 9%	85 12%	131 11%	27 25%	233 10%	97 10%	164 11%
Mean	3.66	3.59	3.50	3.49	3.53	3.68	3.73	3.87	3.65	3.61	3.69
Standard deviation	1.55	1.57	1.52	1.49	1.63	1.60	1.53	1.77	1.54	1.56	1.55
Standard error	0.03	0.04	0.06	0.07	0.14	0.06	0.05	0.17	0.03	0.05	0.04

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 15

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Enforcing tougher penalties against retailers who sell to under-18s

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	552	273	279	64	97	113	90	75	114	156	149	90	158	45	29	87	55	53	41	23	40	74	69	37	73	220
		22%	23%	22%	22%	25%	24%	21%	20%	22%	23%	21%	17%	28%	21%	26%	30%	25%	23%	21%	18%	17%	24%	22%	16%	22%	21%
2nd most effective	(2)	622	325	297	59	93	125	111	103	130	162	172	145	142	60	41	71	45	57	45	42	57	78	72	56	91	267
		25%	27%	24%	20%	24%	27%	26%	28%	25%	24%	24%	28%	25%	28%	36%	24%	20%	25%	23%	32%	24%	25%	23%	25%	28%	25%
3rd most effective	(3)	547	256	291	61	74	98	96	94	124	136	173	115	122	45	22	52	53	50	44	29	58	51	84	59	55	232
		22%	21%	23%	21%	19%	21%	23%	25%	24%	20%	24%	22%	22%	21%	19%	18%	24%	22%	23%	22%	25%	17%	26%	26%	17%	22%
4th most effective	(4)	356	187	169	50	43	72	62	53	76	114	102	76	64	30	12	32	35	38	29	21	29	42	61	27	47	167
		14%	15%	13%	17%	11%	15%	15%	14%	15%	17%	14%	15%	11%	14%	11%	11%	16%	17%	15%	16%	12%	14%	19%	12%	14%	16%
5th most effective	(5)	277	119	158	34	61	47	51	29	55	73	91	62	51	25	7	33	13	20	26	9	30	59	23	30	38	131
		11%	10%	13%	11%	15%	10%	12%	8%	11%	11%	13%	12%	9%	12%	7%	12%	6%	9%	13%	7%	13%	19%	7%	13%	12%	12%
Least effective	(6)	118	50	67	29	27	14	11	17	20	27	30	31	30	10	1	15	17	10	7	7	18	7	9	16	23	40
		5%	4%	5%	10%	7%	3%	3%	4%	4%	4%	4%	6%	5%	5%	1%	5%	8%	4%	4%	5%	8%	2%	3%	7%	7%	4%
Mean		2.81	2.76	2.87	3.06	2.89	2.70	2.78	2.75	2.79	2.80	2.86	2.94	2.65	2.82	2.38	2.65	2.81	2.75	2.86	2.80	3.04	2.86	2.77	3.03	2.86	2.85
Standard deviation		1.46	1.43	1.49	1.60	1.60	1.40	1.40	1.37	1.42	1.45	1.44	1.46	1.48	1.46	1.22	1.54	1.52	1.43	1.45	1.39	1.51	1.51	1.34	1.49	1.55	1.44
Standard error		0.03	0.04	0.04	0.13	0.08	0.06	0.06	0.07	0.06	0.05	0.06	0.08	0.06	0.11	0.11	0.09	0.11	0.09	0.11	0.14	0.10	0.09	0.07	0.09	0.09	0.05

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 15

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Enforcing tougher penalties against retailers who sell to under-18s

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 552 22%	297 23%	139 23%	107 23%	33 22%	157 23%	254 22%	15 14%	537 23%	214 23%	339 22%
2nd most effective	(2) 622 25%	320 25%	164 27%	122 27%	42 28%	156 23%	301 26%	17 15%	605 26%	241 26%	381 25%
3rd most effective	(3) 547 22%	288 22%	117 19%	90 20%	27 18%	171 25%	258 22%	18 16%	529 22%	191 20%	356 23%
4th most effective	(4) 356 14%	176 14%	92 15%	68 15%	24 16%	84 12%	178 15%	23 21%	333 14%	143 15%	213 14%
5th most effective	(5) 277 11%	152 12%	71 12%	52 11%	19 12%	81 12%	120 10%	30 27%	247 10%	111 12%	166 11%
Least effective	(6) 118 5%	55 4%	24 4%	17 4%	7 5%	31 5%	61 5%	8 7%	110 5%	44 5%	74 5%
Mean	2.81	2.79	2.78	2.75	2.85	2.81	2.82	3.53	2.78	2.82	2.81
Standard deviation	1.46	1.46	1.46	1.44	1.49	1.46	1.46	1.54	1.45	1.47	1.45
Standard error	0.03	0.04	0.06	0.07	0.12	0.05	0.04	0.15	0.03	0.05	0.04

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 16

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Introduction of penalties for adults who buy cigarettes on behalf of under-18s

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	362	153	209	52	66	71	54	50	69	102	95	81	84	27	22	48	26	53	22	17	35	33	44	34	48	154
		15%	13%	17%	18%	17%	15%	13%	14%	13%	15%	13%	16%	15%	13%	19%	16%	12%	23%	12%	13%	15%	11%	14%	15%	15%	15%
2nd most effective	(2)	604	275	329	92	96	97	82	94	142	160	173	125	145	37	32	84	62	51	48	16	54	89	76	57	74	250
		24%	23%	26%	31%	24%	21%	20%	25%	27%	24%	24%	24%	26%	17%	29%	29%	28%	22%	25%	13%	23%	29%	24%	25%	23%	24%
3rd most effective	(3)	604	330	274	53	96	103	104	102	146	163	185	107	149	69	26	59	43	51	50	38	61	79	71	58	85	254
		24%	27%	22%	18%	24%	22%	25%	28%	28%	24%	26%	21%	26%	32%	23%	20%	20%	22%	26%	29%	26%	25%	22%	26%	26%	24%
4th most effective	(4)	483	236	247	38	70	125	95	64	90	121	136	119	107	51	16	55	54	36	35	34	46	58	62	37	69	213
		20%	19%	20%	13%	18%	27%	23%	17%	17%	18%	19%	23%	19%	24%	14%	19%	25%	16%	18%	26%	20%	19%	19%	16%	21%	20%
5th most effective	(5)	306	153	152	47	44	51	61	44	58	87	88	65	65	22	10	34	25	28	31	18	19	34	54	31	38	133
		12%	13%	12%	16%	11%	11%	15%	12%	11%	13%	12%	12%	11%	10%	9%	12%	12%	12%	16%	14%	8%	11%	17%	14%	12%	13%
Least effective	(6)	113	65	48	14	23	22	24	16	15	34	39	21	18	8	6	12	8	10	6	7	17	19	11	9	13	53
		5%	5%	4%	5%	6%	5%	6%	4%	3%	5%	5%	4%	3%	4%	6%	4%	4%	4%	3%	6%	7%	6%	3%	4%	4%	5%
Mean		3.04	3.13	2.96	2.92	3.01	3.11	3.24	3.01	2.94	3.05	3.09	3.05	2.96	3.12	2.82	2.92	3.07	2.85	3.11	3.31	3.04	3.09	3.12	3.01	3.05	3.07
Standard deviation		1.39	1.38	1.40	1.48	1.44	1.39	1.41	1.36	1.29	1.42	1.39	1.40	1.33	1.29	1.44	1.40	1.34	1.47	1.35	1.38	1.42	1.37	1.41	1.39	1.36	1.40
Standard error		0.03	0.04	0.04	0.12	0.07	0.06	0.06	0.07	0.06	0.05	0.06	0.07	0.06	0.09	0.14	0.08	0.10	0.10	0.10	0.14	0.09	0.08	0.07	0.09	0.07	0.04

Cigarette Packaging Survey ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 16

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Introduction of penalties for adults who buy cigarettes on behalf of under-18s

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 362 15%	153 12%	86 14%	70 15%	15 10%	68 10%	209 18%	16 14%	347 15%	144 15%	219 14%
2nd most effective	(2) 604 24%	301 23%	134 22%	105 23%	28 19%	168 25%	299 25%	21 19%	583 25%	197 21%	407 27%
3rd most effective	(3) 604 24%	312 24%	152 25%	111 24%	41 27%	160 24%	287 24%	28 25%	576 24%	224 24%	380 25%
4th most effective	(4) 483 20%	280 22%	119 20%	88 19%	30 20%	161 24%	201 17%	20 18%	462 20%	214 23%	269 18%
5th most effective	(5) 306 12%	173 13%	83 14%	63 14%	20 13%	90 13%	132 11%	14 12%	292 12%	118 13%	187 12%
Least effective	(6) 113 5%	69 5%	34 6%	18 4%	16 11%	34 5%	44 4%	12 11%	101 4%	47 5%	66 4%
Mean	3.04	3.17	3.14	3.05	3.40	3.21	2.90	3.29	3.03	3.11	3.00
Standard deviation	1.39	1.38	1.42	1.40	1.46	1.35	1.39	1.53	1.38	1.41	1.38
Standard error	0.03	0.04	0.06	0.07	0.12	0.05	0.04	0.15	0.03	0.04	0.04

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 17

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Clamping down on illegal sources of cigarettes and people who sell them on the black market

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector						
	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	East-ern	London	South East	South West	Public	Private	
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996	
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057	
Most effective	(1)	446	220	226	53	55	88	79	69	100	111	117	114	104	30	23	43	45	38	43	24	52	53	52	43	61	187
		18%	18%	18%	18%	14%	19%	19%	19%	17%	16%	22%	18%	14%	20%	15%	21%	17%	22%	18%	22%	17%	16%	19%	19%	18%	
2nd most effective	(2)	347	168	179	45	56	71	58	53	64	99	91	71	86	35	6	49	36	44	28	26	33	29	33	27	51	161
		14%	14%	14%	15%	14%	15%	14%	14%	12%	15%	13%	14%	15%	16%	5%	17%	16%	19%	15%	20%	14%	9%	11%	12%	16%	15%
3rd most effective	(3)	497	231	265	73	71	95	72	78	107	144	136	106	111	41	28	67	43	38	35	26	42	65	65	47	65	204
		20%	19%	21%	25%	18%	20%	17%	21%	21%	22%	19%	20%	19%	19%	25%	23%	20%	16%	18%	20%	18%	21%	21%	21%	20%	19%
4th most effective	(4)	430	190	241	50	89	68	68	61	93	112	155	85	79	41	18	53	29	41	31	18	37	61	59	43	50	184
		17%	16%	19%	17%	23%	15%	16%	16%	18%	17%	22%	16%	14%	19%	16%	18%	13%	18%	16%	14%	16%	20%	18%	19%	15%	17%
5th most effective	(5)	525	273	252	50	73	105	94	85	117	135	161	86	142	44	18	57	47	50	42	31	43	70	73	50	56	230
		21%	23%	20%	17%	19%	22%	22%	23%	23%	20%	22%	17%	25%	21%	16%	20%	21%	22%	22%	23%	19%	22%	23%	22%	17%	22%
Least effective	(6)	227	130	97	25	50	42	50	24	37	66	57	58	46	23	19	21	19	18	14	6	24	33	35	15	43	91
		9%	11%	8%	8%	13%	9%	12%	6%	7%	10%	8%	11%	8%	11%	17%	7%	9%	8%	7%	5%	10%	11%	11%	7%	13%	9%
Mean		3.37	3.43	3.32	3.25	3.55	3.33	3.45	3.30	3.34	3.39	3.45	3.25	3.37	3.49	3.53	3.33	3.24	3.33	3.23	3.18	3.25	3.53	3.54	3.34	3.36	3.36
Standard deviation		1.60	1.64	1.56	1.56	1.58	1.62	1.68	1.57	1.59	1.59	1.55	1.67	1.62	1.58	1.71	1.51	1.65	1.59	1.64	1.56	1.68	1.60	1.60	1.57	1.67	1.60
Standard error		0.03	0.05	0.04	0.12	0.08	0.07	0.08	0.08	0.07	0.05	0.06	0.09	0.07	0.12	0.16	0.08	0.12	0.10	0.13	0.15	0.11	0.10	0.08	0.10	0.09	0.05

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 17

Q.10 The following is a list of initiatives that have been introduced in the UK or might be introduced in the future.

Please rank them based on how effective you believe they would be in reducing under-age smoking?

Clamping down on illegal sources of cigarettes and people who sell them on the black market

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Most effective	(1) 446 18%	243 19%	117 19%	89 19%	29 19%	126 18%	202 17%	12 11%	434 18%	153 16%	293 19%
2nd most effective	(2) 347 14%	171 13%	75 12%	52 11%	23 15%	95 14%	175 15%	16 15%	331 14%	140 15%	207 14%
3rd most effective	(3) 497 20%	255 20%	113 19%	76 17%	37 24%	142 21%	241 21%	16 14%	481 20%	188 20%	309 20%
4th most effective	(4) 430 17%	211 16%	92 15%	70 15%	22 15%	119 17%	216 18%	20 18%	410 17%	149 16%	282 18%
5th most effective	(5) 525 21%	295 23%	151 25%	122 27%	29 19%	144 21%	226 19%	12 10%	513 22%	211 22%	314 21%
Least effective	(6) 227 9%	114 9%	59 10%	47 10%	11 8%	55 8%	112 10%	35 31%	192 8%	103 11%	124 8%
Mean	3.37	3.38	3.43	3.50	3.23	3.33	3.36	3.97	3.35	3.46	3.32
Standard deviation	1.60	1.62	1.65	1.67	1.57	1.59	1.59	1.76	1.59	1.62	1.59
Standard error	0.03	0.04	0.07	0.08	0.13	0.06	0.05	0.17	0.03	0.05	0.04

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 18

Q.11 Which would you say is more influential on minors who start smoking?**Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)**

	Gender		Age							Social Grade				Region								Employment Sector				
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Product features, such as the look of the pack	81 3%	47 4%	34 3%	11 4%	26 7%	17 4%	9 2%	9 3%	8 2%	29 4%	20 3%	20 4%	13 2%	3 1%	5 4%	15 5%	7 3%	9 4%	5 3%	3 2%	7 3%	17 6%	4 1%	6 3%	14 4%	41 4%
Social factors, such as peer pressure	2391 97%	1165 96%	1226 97%	286 96%	370 93%	452 96%	412 98%	361 97%	511 98%	639 96%	697 97%	499 96%	555 98%	212 99%	107 96%	276 95%	211 97%	220 96%	187 97%	128 98%	225 97%	294 94%	313 99%	219 97%	314 96%	1016 96%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 18

Q.11 Which would you say is more influential on minors who start smoking?**Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)**

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Product features, such as the look of the pack	81 3%	41 3%	25 4%	17 4%	7 5%	17 2%	37 3%	22 20%	59 2%	47 5%	34 2%
Social factors, such as peer pressure	2391 97%	1247 97%	583 96%	439 96%	144 95%	664 98%	1135 97%	89 80%	2302 98%	897 95%	1494 98%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 19

Q.12 Do you think plain packaging will stop under-18s from smoking?**Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)**

	Gender		Age							Social Grade				Region								Employment Sector				
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Yes	111	59	52	13	37	24	16	10	10	36	27	36	11	8	4	13	11	13	8	1	14	22	8	9	18	59
	4%	5%	4%	5%	9%	5%	4%	3%	2%	5%	4%	7%	2%	4%	4%	4%	5%	6%	4%	1%	6%	7%	2%	4%	6%	6%
No	2361	1152	1209	283	358	446	404	361	509	631	690	483	557	207	108	278	207	216	184	130	218	289	309	216	309	998
	96%	95%	96%	95%	91%	95%	96%	97%	98%	95%	96%	93%	98%	96%	96%	96%	95%	94%	96%	99%	94%	93%	98%	96%	94%	94%

Cigarette Packaging Survey ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 19

Q.12 Do you think plain packaging will stop under-18s from smoking?**Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)**

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Yes	111 4%	61 5%	28 5%	15 3%	14 9%	33 5%	50 4%	111 100%	- -	60 6%	51 3%
No	2361 96%	1228 95%	579 95%	442 97%	138 91%	648 95%	1122 96%	- -	2361 100%	884 94%	1477 97%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 20

Q.13 Which best describes your experience with cigarettes and smoking - are you a regular smoker, an occasional smoker, a former smoker or a complete non-smoker?
Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Gender		Age							Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
NET: Ever smoked	1289	677	612	118	179	252	236	205	298	319	349	279	342	118	52	154	95	111	111	71	115	163	172	127	137	536
	52%	56%	49%	40%	45%	54%	56%	55%	57%	48%	49%	54%	60%	55%	47%	53%	44%	49%	58%	54%	50%	52%	54%	56%	42%	51%
NET: Current Smoker	608	288	320	83	115	143	126	75	66	121	150	148	189	58	17	70	52	58	54	33	52	99	66	48	51	298
	25%	24%	25%	28%	29%	30%	30%	20%	13%	18%	21%	28%	33%	27%	15%	24%	24%	25%	28%	25%	23%	32%	21%	21%	16%	28%
Regular smoker	456	201	255	48	80	111	97	63	58	81	106	113	155	49	12	45	41	45	38	28	40	68	52	38	33	205
	18%	17%	20%	16%	20%	24%	23%	17%	11%	12%	15%	22%	27%	23%	11%	16%	19%	20%	20%	21%	17%	22%	16%	17%	10%	19%
Occasional smoker	151	86	65	35	35	32	29	12	8	39	44	35	33	9	5	25	11	13	16	5	12	31	14	10	18	93
	6%	7%	5%	12%	9%	7%	7%	3%	2%	6%	6%	7%	6%	4%	4%	9%	5%	5%	8%	4%	5%	10%	4%	5%	6%	9%
Former smoker	681	389	292	35	64	109	111	130	232	198	199	131	153	60	35	84	43	53	57	38	63	64	106	78	85	238
	28%	32%	23%	12%	16%	23%	26%	35%	45%	30%	28%	25%	27%	28%	31%	29%	20%	23%	30%	29%	27%	21%	33%	35%	26%	23%
Complete non-smoker	1172	532	641	176	211	216	184	165	219	342	367	237	226	97	60	134	123	116	80	60	114	146	145	97	190	515
	47%	44%	51%	59%	53%	46%	44%	45%	42%	51%	51%	46%	40%	45%	53%	46%	56%	51%	42%	46%	49%	47%	46%	43%	58%	49%
Prefer not to say	11	3	8	3	5	2	-	*	1	6	1	3	1	-	-	2	-	2	1	-	2	2	-	2	1	6
	*	*	1%	1%	1%	*	-	*	*	1%	*	*	*	-	-	1%	-	1%	*	-	1%	1%	-	1%	*	1%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 20

Q.13 Which best describes your experience with cigarettes and smoking - are you a regular smoker, an occasional smoker, a former smoker or a complete non-smoker?

Base: All respondents (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
NET: Ever smoked	1289	1289	608	456	151	681	-	61	1228	522	766
	52%	100%	100%	100%	100%	100%	-	55%	52%	55%	50%
NET: Current Smoker	608	608	608	456	151	-	-	28	579	305	302
	25%	47%	100%	100%	100%	-	-	26%	25%	32%	20%
Regular smoker	456	456	456	456	-	-	-	15	442	222	234
	18%	35%	75%	100%	-	-	-	13%	19%	24%	15%
Occasional smoker	151	151	151	-	151	-	-	14	138	83	68
	6%	12%	25%	-	100%	-	-	12%	6%	9%	4%
Former smoker	681	681	-	-	-	681	-	33	648	217	464
	28%	53%	-	-	-	100%	-	29%	27%	23%	30%
Complete non-smoker	1172	-	-	-	-	-	1172	50	1122	416	756
	47%	-	-	-	-	-	100%	45%	48%	44%	49%
Prefer not to say	11	-	-	-	-	-	-	-	11	5	6
	*	-	-	-	-	-	-	-	*	1%	*

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 21

Q.14 Did you take up smoking before the age of 18?**Base: All respondents who have ever smoked (excluding those in relevant occupations/ with family in relevant occupations)**

	Gender		Age							Social Grade				Region								Employment Sector				
	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	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1311	676	635	63	174	299	269	205	301	484	301	204	322	112	51	177	87	116	95	52	119	142	214	146	148	518
Weighted base	1289	677	612	118	179	252	236	205	298	319	349	279	342	118	52	154	95	111	111	71	115	163	172	127	137	536
Yes	974	512	462	104	138	186	184	159	203	225	260	218	271	89	39	114	70	87	78	56	93	126	131	90	106	393
	76%	76%	75%	88%	77%	74%	78%	78%	68%	71%	74%	78%	79%	75%	76%	74%	73%	78%	71%	79%	81%	78%	77%	71%	78%	73%
No	296	156	141	11	41	64	48	43	90	88	82	59	67	28	13	40	21	21	32	15	22	35	37	32	30	133
	23%	23%	23%	9%	23%	25%	20%	21%	30%	28%	24%	21%	20%	24%	24%	26%	22%	19%	29%	21%	19%	21%	21%	26%	22%	25%
Don't remember	18	9	10	3	1	2	5	3	5	6	7	2	3	1	-	-	4	3	1	-	1	2	3	4	-	10
	1%	1%	2%	2%	*	1%	2%	2%	2%	2%	2%	1%	1%	1%	-	-	4%	3%	*	-	*	1%	2%	4%	-	2%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 21

Q.14 Did you take up smoking before the age of 18?**Base: All respondents who have ever smoked (excluding those in relevant occupations/ with family in relevant occupations)**

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	1311	1311	589	444	145	722	-	58	1253	559	752
Weighted base	1289	1289	608	456	151	681	-	61	1228	522	766
Yes	974 76%	974 76%	454 75%	348 76%	105 70%	520 76%	-	38 62%	936 76%	411 79%	563 73%
No	296 23%	296 23%	146 24%	103 23%	43 28%	150 22%	-	23 38%	273 22%	105 20%	191 25%
Don't remember	18 1%	18 1%	8 1%	5 1%	3 2%	11 2%	-	-	18 2%	6 1%	12 2%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 22

Q.15 Do you believe plain packaging would have stopped you from smoking for the first time?

Base: All respondents who took up smoking before the age of 18 (excluding those in relevant occupations/ with family in relevant occupations)

	Gender			Age						Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	980	511	469	56	130	215	210	164	205	341	226	157	256	87	40	128	61	90	69	40	92	105	168	100	110	380
Weighted base	974	512	462	104	138	186	184	159	203	225	260	218	271	89	39	114	70	87	78	56	93	126	131	90	106	393
Yes	30 3%	19 4%	11 2%	3 3%	8 5%	5 2%	9 5%	1 1%	4 2%	9 4%	9 4%	5 2%	6 2%	2 2%	1 2%	4 3%	1 2%	1 1%	3 3%	1 2%	3 3%	12 9%	2 1%	1 2%	9 8%	13 3%
No	944 97%	494 96%	451 98%	101 97%	130 95%	181 98%	176 95%	158 99%	199 98%	216 96%	250 96%	213 98%	265 98%	87 98%	39 98%	111 97%	69 98%	86 99%	76 97%	55 98%	90 97%	115 91%	130 99%	88 98%	97 92%	380 97%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 22

Q.15 Do you believe plain packaging would have stopped you from smoking for the first time?

Base: All respondents who took up smoking before the age of 18 (excluding those in relevant occupations/ with family in relevant occupations)

	Total	Smoking Status					Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s		
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	980	980	433	338	95	547	-	37	943	422	558
Weighted base	974	974	454	348	105	520	-	38	936	411	563
Yes	30 3%	30 3%	15 3%	5 1%	10 10%	14 3%	-	19 52%	10 1%	16 4%	13 2%
No	944 97%	944 97%	438 97%	343 99%	95 90%	506 97%	-	18 48%	926 99%	394 96%	550 98%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 23
Gender
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Male	1211	1211	-	95	175	230	225	217	269	389	329	245	248	110	54	136	99	111	99	64	119	146	158	116	156	613
	49%	100%	-	32%	44%	49%	54%	59%	52%	58%	46%	47%	44%	51%	48%	47%	45%	49%	51%	49%	51%	47%	50%	51%	48%	58%
Female	1261	-	1261	202	221	239	195	154	250	279	387	274	321	104	58	155	119	117	93	67	113	165	159	110	172	444
	51%	-	100%	68%	56%	51%	46%	41%	48%	42%	54%	53%	56%	49%	52%	53%	55%	51%	49%	51%	49%	53%	50%	49%	52%	42%

Cigarette Packaging Survey ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 23
Gender
Base: All respondents

	Total	Smoking Status					Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s		
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Male	1211 49%	677 53%	288 47%	201 44%	86 57%	389 57%	532 45%	59 53%	1152 49%	422 45%	789 52%
Female	1261 51%	612 47%	320 53%	255 56%	65 43%	292 43%	641 55%	52 47%	1209 51%	522 55%	739 48%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 24

Age**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	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	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
18-24	297	95	202	297	-	-	-	-	-	57	99	55	86	22	16	41	37	24	21	10	24	62	28	12	27	125
	12%	8%	16%	100%	-	-	-	-	-	8%	14%	11%	15%	10%	15%	14%	17%	10%	11%	7%	11%	20%	9%	5%	8%	12%
25-34	396	175	221	-	396	-	-	-	-	106	103	106	80	34	18	48	37	55	15	19	40	65	42	21	55	249
	16%	14%	18%	-	100%	-	-	-	-	16%	14%	20%	14%	16%	16%	17%	17%	24%	8%	15%	17%	21%	13%	9%	17%	24%
35-44	470	230	239	-	-	470	-	-	-	123	129	107	111	41	18	46	46	33	54	29	46	57	56	42	92	260
	19%	19%	19%	-	-	100%	-	-	-	18%	18%	21%	20%	19%	16%	16%	21%	15%	28%	22%	20%	18%	18%	19%	28%	25%
45-54	420	225	195	-	-	-	420	-	-	99	126	93	102	22	18	49	43	50	34	26	38	53	50	38	98	209
	17%	19%	15%	-	-	-	100%	-	-	15%	18%	18%	18%	10%	16%	17%	20%	22%	17%	20%	16%	17%	17%	17%	30%	20%
55-64	371	217	154	-	-	-	-	371	-	126	102	73	69	40	9	56	26	28	28	20	34	33	55	43	48	149
	15%	18%	12%	-	-	-	-	100%	-	19%	14%	14%	12%	19%	8%	19%	12%	12%	14%	15%	14%	11%	17%	19%	15%	14%
65+	519	269	250	-	-	-	-	-	519	158	158	84	119	56	32	51	29	38	41	27	49	40	86	69	8	64
	21%	22%	20%	-	-	-	-	-	100%	24%	22%	16%	21%	26%	29%	18%	14%	17%	21%	20%	21%	13%	27%	31%	2%	6%
Average age	46.89	49.09	44.78	21.68	30.18	39.87	49.51	59.41	69.34	48.93	46.96	45.06	46.10	48.76	47.18	46.26	43.29	44.98	47.90	48.41	46.71	41.90	49.85	52.41	43.09	41.78

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 24

Age**Base: All respondents**

	Total	Smoking Status					Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s		
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
18-24	297 12%	118 9%	83 14%	48 10%	35 23%	35 5%	176 15%	13 12%	283 12%	83 9%	213 14%
25-34	396 16%	179 14%	115 19%	80 18%	35 23%	64 9%	211 18%	37 34%	358 15%	218 23%	178 12%
35-44	470 19%	252 20%	143 23%	111 24%	32 21%	109 16%	216 18%	24 22%	446 19%	329 35%	141 9%
45-54	420 17%	236 18%	126 21%	97 21%	29 19%	111 16%	184 16%	16 14%	404 17%	231 24%	189 12%
55-64	371 15%	205 16%	75 12%	63 14%	12 8%	130 19%	165 14%	10 9%	361 15%	65 7%	306 20%
65+	519 21%	298 23%	66 11%	58 13%	8 5%	232 34%	219 19%	10 9%	509 22%	18 2%	501 33%
Average age	46.89	48.69	42.90	44.54	37.96	53.85	45.05	39.88	47.22	40.05	51.12

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 25
Social Grade
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	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	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
AB	667	389	279	57	106	123	99	126	158	667	-	-	-	59	24	70	48	66	65	31	66	83	100	56	124	296
	27%	32%	22%	19%	27%	26%	23%	34%	30%	100%	-	-	-	28%	22%	24%	22%	29%	34%	24%	29%	27%	31%	25%	38%	28%
C1	717	329	387	99	103	129	126	102	158	-	717	-	-	48	31	84	58	62	45	48	72	99	102	67	123	343
	29%	27%	31%	33%	26%	27%	30%	28%	30%	-	100%	-	-	22%	28%	29%	26%	27%	23%	37%	31%	32%	32%	30%	38%	32%
C2	519	245	274	55	106	107	93	73	84	-	-	519	-	52	18	60	62	39	28	30	52	62	57	60	57	268
	21%	20%	22%	19%	27%	23%	22%	20%	16%	-	-	100%	-	24%	16%	21%	29%	17%	14%	23%	23%	20%	18%	26%	17%	25%
DE	568	248	321	86	80	111	102	69	119	-	-	-	568	55	38	77	50	63	55	22	41	66	58	43	23	149
	23%	20%	25%	29%	20%	24%	24%	19%	23%	-	-	-	100%	26%	34%	26%	23%	27%	29%	17%	18%	21%	18%	19%	7%	14%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 25
Social Grade
Base: All respondents

	Total	Smoking Status					Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s		
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
AB	667 27%	319 25%	121 20%	81 18%	39 26%	198 29%	342 29%	36 33%	631 27%	257 27%	411 27%
C1	717 29%	349 27%	150 25%	106 23%	44 29%	199 29%	367 31%	27 24%	690 29%	237 25%	480 31%
C2	519 21%	279 22%	148 24%	113 25%	35 23%	131 19%	237 20%	36 32%	483 20%	206 22%	313 21%
DE	568 23%	342 26%	189 31%	155 34%	33 22%	153 22%	226 19%	11 10%	557 24%	244 26%	324 21%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 26
GO Region
Base: All respondents

	Gender		Age						Social Grade				Region							Employment Sector						
	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	Public	Private
Unweighted base	2472	1180	1292	158	378	576	479	377	504	992	590	354	536	187	113	326	188	234	170	102	228	280	390	254	332	996
Weighted base	2472	1211	1261	297	396	470	420	371	519	667	717	519	568	215	112	290	218	229	192	131	232	311	317	225	327	1057
Scotland	215	110	104	22	34	41	22	40	56	59	48	52	55	215	-	-	-	-	-	-	-	-	-	-	36	81
		9%	9%	8%	7%	9%	9%	5%	11%	11%	9%	7%	10%	10%	100%	-	-	-	-	-	-	-	-	-	11%	8%
North East	112	54	58	16	18	18	18	9	32	24	31	18	38	-	112	-	-	-	-	-	-	-	-	-	13	28
		5%	4%	5%	6%	5%	4%	4%	2%	6%	4%	4%	3%	7%	100%	-	-	-	-	-	-	-	-	-	4%	3%
North West	290	136	155	41	48	46	49	56	51	70	84	60	77	-	-	290	-	-	-	-	-	-	-	-	31	136
		12%	11%	12%	14%	12%	10%	12%	15%	10%	11%	12%	11%	13%	-	100%	-	-	-	-	-	-	-	-	9%	13%
Yorkshire & Humberside	218	99	119	37	37	46	43	26	29	48	58	62	50	-	-	-	218	-	-	-	-	-	-	-	41	88
		9%	8%	9%	12%	9%	10%	10%	7%	6%	7%	8%	12%	9%	-	-	100%	-	-	-	-	-	-	-	13%	8%
West Midlands	229	111	117	24	55	33	50	28	38	66	62	39	63	-	-	-	-	229	-	-	-	-	-	-	23	114
		9%	9%	9%	8%	14%	7%	12%	8%	7%	10%	9%	7%	11%	-	-	-	100%	-	-	-	-	-	-	7%	11%
East Midlands	192	99	93	21	15	54	34	28	41	65	45	28	55	-	-	-	-	-	192	-	-	-	-	-	18	89
		8%	8%	7%	7%	4%	12%	8%	7%	8%	10%	6%	5%	10%	-	-	-	-	100%	-	-	-	-	-	6%	8%
Wales	131	64	67	10	19	29	26	20	27	31	48	30	22	-	-	-	-	-	-	131	-	-	-	-	28	55
		5%	5%	5%	3%	5%	6%	6%	5%	5%	5%	7%	6%	4%	-	-	-	-	-	100%	-	-	-	-	8%	5%
Eastern	232	119	113	24	40	46	38	34	49	66	72	52	41	-	-	-	-	-	-	-	232	-	-	-	33	94
		9%	10%	9%	8%	10%	10%	9%	9%	10%	10%	10%	7%	-	-	-	-	-	-	-	100%	-	-	-	10%	9%
London	311	146	165	62	65	57	53	33	40	83	99	62	66	-	-	-	-	-	-	-	-	311	-	-	38	147
		13%	12%	13%	21%	17%	12%	13%	9%	8%	12%	14%	12%	12%	-	-	-	-	-	-	-	100%	-	-	12%	14%
South East	317	158	159	28	42	56	50	55	86	100	102	57	58	-	-	-	-	-	-	-	-	-	317	-	38	139
		13%	13%	13%	9%	11%	12%	12%	15%	17%	15%	14%	11%	10%	-	-	-	-	-	-	-	-	100%	-	11%	13%
South West	225	116	110	12	21	42	38	43	69	56	67	60	43	-	-	-	-	-	-	-	-	-	-	225	29	87
		9%	10%	9%	4%	5%	9%	9%	12%	13%	8%	9%	11%	8%	-	-	-	-	-	-	-	-	-	100%	9%	8%

Cigarette Packaging Survey

ONLINE Fieldwork : 4th-5th July 2012

Absolutes/col percents

Table 26
GO Region
Base: All respondents

	Total	Smoking Status						Q.12 Do you think plain packaging will stop under-18s from smoking?		Parents of Under 18s	
		NET: Ever smoked	NET: Current Smoker	Regular smoker	Occasional smoker	Former smoker	Complete non-smoker	Yes	No	Yes	No
Unweighted base	2472	1311	589	444	145	722	1147	110	2362	1030	1442
Weighted base	2472	1289	608	456	151	681	1172	111	2361	944	1528
Scotland	215 9%	118 9%	58 10%	49 11%	9 6%	60 9%	97 8%	8 7%	207 9%	73 8%	141 9%
North East	112 5%	52 4%	17 3%	12 3%	5 3%	35 5%	60 5%	4 4%	108 5%	43 5%	69 5%
North West	290 12%	154 12%	70 12%	45 10%	25 17%	84 12%	134 11%	13 11%	278 12%	107 11%	184 12%
Yorkshire & Humberside	218 9%	95 7%	52 9%	41 9%	11 8%	43 6%	123 10%	11 10%	207 9%	102 11%	116 8%
West Midlands	229 9%	111 9%	58 10%	45 10%	13 8%	53 8%	116 10%	13 12%	216 9%	89 9%	140 9%
East Midlands	192 8%	111 9%	54 9%	38 8%	16 10%	57 8%	80 7%	8 7%	184 8%	81 9%	111 7%
Wales	131 5%	71 5%	33 5%	28 6%	5 3%	38 6%	60 5%	1 1%	130 6%	54 6%	77 5%
Eastern	232 9%	115 9%	52 9%	40 9%	12 8%	63 9%	114 10%	14 12%	218 9%	94 10%	138 9%
London	311 13%	163 13%	99 16%	68 15%	31 21%	64 9%	146 12%	22 20%	289 12%	134 14%	177 12%
South East	317 13%	172 13%	66 11%	52 11%	14 9%	106 16%	145 12%	8 7%	309 13%	96 10%	221 14%
South West	225 9%	127 10%	48 8%	38 8%	10 7%	78 12%	97 8%	9 8%	216 9%	73 8%	153 10%