

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 1

**Q1. Which of the following statements about the impact of the ban do you agree with?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Hiding tobacco products from view in shops would, on balance, have no effect on the appeal of tobacco products to young people	1280 63%	602 60%	678 65%	130 53%	186 57%	246 64%	232 67%	200 65%	286 67%	314 57%	363 61%	291 68%	312 67%	309 60%	356 66%	329 64%	171 58%	115 65%
Hiding tobacco products from view in shops would, on balance, make them less appealing to young people	442 22%	237 24%	206 20%	72 29%	77 24%	90 23%	62 18%	61 20%	80 19%	134 24%	144 24%	61 14%	104 22%	129 25%	95 18%	116 23%	73 25%	30 17%
Hiding tobacco products from view in shops would, on balance, make them more appealing to young people	314 15%	159 16%	155 15%	42 17%	63 19%	51 13%	52 15%	45 15%	61 14%	102 19%	83 14%	75 18%	53 11%	80 15%	86 16%	66 13%	50 17%	32 18%

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Table 1

**Q1. Which of the following statements about the impact of the ban do you agree with?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Hiding tobacco products from view in shops would, on balance, have no effect on the appeal of tobacco products to young people	1280 63%	115 65%	48 52%	165 69%	116 65%	120 64%	63 59%	125 66%	155 61%	154 59%	108 58%	111 70%
Hiding tobacco products from view in shops would, on balance, make them less appealing to young people	442 22%	30 17%	29 31%	53 22%	34 19%	34 18%	27 25%	36 19%	58 23%	71 27%	45 24%	25 16%
Hiding tobacco products from view in shops would, on balance, make them more appealing to young people	314 15%	32 18%	16 17%	21 9%	29 16%	34 18%	17 16%	30 16%	43 17%	37 14%	32 17%	22 14%

## Tobacco Survey

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Table 2

**Q2. Do you support or oppose requiring retailers to hide tobacco products?****Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
NET: Support	655 32%	345 35%	310 30%	99 40%	124 38%	119 31%	101 29%	85 28%	126 30%	214 39%	201 34%	113 26%	127 27%	188 36%	165 31%	143 28%	107 37%	52 29%
Strongly support	(5) 268 13%	145 15%	123 12%	43 18%	42 13%	60 15%	35 10%	40 13%	49 11%	89 16%	79 13%	46 11%	54 11%	71 14%	67 12%	62 12%	47 16%	22 13%
Support	(4) 386 19%	200 20%	187 18%	56 23%	82 25%	59 15%	66 19%	45 15%	77 18%	125 23%	121 21%	67 16%	73 16%	117 23%	98 18%	81 16%	60 20%	30 17%
Neither support or oppose	(3) 724 36%	327 33%	397 38%	78 32%	104 32%	156 40%	125 36%	94 31%	168 39%	175 32%	216 37%	165 38%	169 36%	178 34%	191 36%	189 37%	102 35%	64 36%
Oppose	(2) 256 13%	132 13%	125 12%	28 11%	41 12%	30 8%	45 13%	57 19%	56 13%	65 12%	71 12%	58 14%	61 13%	61 12%	73 14%	64 13%	33 11%	25 14%
Strongly oppose	(1) 194 10%	112 11%	82 8%	12 5%	25 8%	41 11%	37 11%	42 14%	37 9%	58 11%	45 8%	40 9%	51 11%	49 9%	57 11%	43 8%	29 10%	16 9%
NET: Oppose	450 22%	244 24%	206 20%	40 16%	65 20%	71 18%	82 24%	99 32%	93 22%	123 22%	116 20%	98 23%	112 24%	109 21%	130 24%	108 21%	63 21%	41 23%
No opinion	187 9%	78 8%	109 11%	22 9%	30 9%	35 9%	35 10%	26 9%	39 9%	31 6%	51 9%	48 11%	57 12%	36 7%	48 9%	63 12%	20 7%	19 11%
Don't know	20 1%	4 *	16 1%	5 2%	2 1%	5 1%	4 1%	2 1%	1 *	6 1%	7 1%	3 1%	4 1%	7 1%	4 1%	8 2%	1 *	1 *
Mean	3.15	3.15	3.16	3.41	3.26	3.19	3.06	2.94	3.12	3.24	3.22	3.06	3.04	3.21	3.09	3.12	3.23	3.11
Standard deviation	1.16	1.21	1.10	1.11	1.13	1.18	1.14	1.24	1.11	1.21	1.12	1.12	1.16	1.16	1.17	1.13	1.19	1.15
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.07	0.05	0.04	0.05	0.07	0.06	0.05	0.05	0.05	0.08	0.09

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Table 2

**Q2. Do you support or oppose requiring retailers to hide tobacco products?****Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
NET: Support	655 32%	52 29%	32 34%	73 31%	38 21%	55 29%	46 42%	63 33%	79 31%	109 42%	62 33%	47 30%
Strongly support	(5) 268 13%	22 13%	14 16%	31 13%	17 9%	20 11%	20 19%	24 13%	32 13%	38 15%	27 14%	22 14%
Support	(4) 386 19%	30 17%	17 19%	43 18%	21 12%	35 19%	25 23%	38 20%	47 18%	70 27%	35 19%	24 15%
Neither support or oppose	(3) 724 36%	64 36%	38 41%	81 34%	70 39%	73 39%	29 27%	61 32%	89 35%	90 34%	73 40%	57 36%
Oppose	(2) 256 13%	25 14%	8 9%	34 14%	22 12%	23 12%	15 14%	33 17%	32 12%	29 11%	18 10%	17 11%
Strongly oppose	(1) 194 10%	16 9%	2 2%	17 7%	24 13%	24 13%	14 13%	12 6%	29 11%	19 7%	15 8%	20 13%
NET: Oppose	450 22%	41 23%	10 11%	51 22%	46 25%	47 25%	30 27%	46 24%	61 24%	48 18%	33 18%	38 24%
No opinion	187 9%	19 11%	11 12%	31 13%	21 12%	13 7%	3 3%	20 10%	25 10%	11 4%	18 10%	15 9%
Don't know	20 1%	1 *	1 1%	2 1%	5 3%	- -	1 1%	2 1%	3 1%	4 1%	- -	2 1%
Mean	3.15	3.11	3.42	3.17	2.90	3.03	3.21	3.17	3.09	3.32	3.24	3.08
Standard deviation	1.16	1.15	0.99	1.13	1.16	1.16	1.30	1.13	1.19	1.11	1.12	1.23
Standard error	0.03	0.09	0.11	0.08	0.10	0.09	0.14	0.09	0.08	0.07	0.09	0.10

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### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 3

**Q3. Some people have also said that if tobacco products were hidden from view it would make it easier for rogue retailers to sell smuggled tobacco without being detected, though other people have disputed this. How much do you agree or disagree with the following statement? Hiding tobacco products from view in shops would make it easier for traders to sell illegal product while avoiding detection.**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
NET: Agree	1014 50%	494 50%	520 50%	124 51%	167 51%	188 49%	171 49%	165 54%	199 47%	268 49%	296 50%	218 51%	232 50%	251 48%	255 47%	271 53%	147 50%	90 51%
Strongly agree	(4) 252 12%	127 13%	125 12%	30 12%	44 14%	36 9%	48 14%	53 17%	41 10%	64 12%	69 12%	55 13%	64 14%	56 11%	66 12%	70 14%	47 16%	13 7%
Agree	(3) 762 37%	367 37%	395 38%	95 39%	122 38%	153 39%	123 36%	112 37%	158 37%	204 37%	227 38%	162 38%	169 36%	195 38%	189 35%	201 39%	100 34%	77 44%
Disagree	(2) 341 17%	196 20%	145 14%	47 19%	64 20%	69 18%	59 17%	40 13%	62 14%	103 19%	100 17%	62 15%	76 16%	97 19%	95 18%	73 14%	54 18%	22 13%
Strongly disagree	(1) 87 4%	50 5%	37 4%	6 2%	17 5%	20 5%	21 6%	9 3%	14 3%	25 4%	26 4%	17 4%	21 4%	24 5%	29 5%	22 4%	7 2%	5 3%
NET: Disagree	428 21%	246 25%	183 18%	53 22%	81 25%	89 23%	80 23%	49 16%	76 18%	127 23%	126 21%	79 19%	96 21%	121 23%	124 23%	95 19%	61 21%	28 16%
No opinion	389 19%	177 18%	212 20%	40 16%	44 13%	72 19%	71 20%	64 21%	97 23%	94 17%	117 20%	82 19%	96 21%	87 17%	105 20%	99 19%	54 18%	45 25%
Don't know	204 10%	80 8%	124 12%	27 11%	34 10%	37 10%	25 7%	27 9%	55 13%	60 11%	51 9%	49 11%	44 9%	59 11%	53 10%	46 9%	32 11%	14 8%
Mean	2.82	2.77	2.86	2.84	2.78	2.73	2.79	2.98	2.82	2.78	2.81	2.86	2.84	2.76	2.77	2.87	2.90	2.83
Standard deviation	0.79	0.81	0.76	0.74	0.82	0.78	0.85	0.78	0.74	0.79	0.78	0.78	0.81	0.78	0.83	0.78	0.78	0.67
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.06

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Table 3

**Q3. Some people have also said that if tobacco products were hidden from view it would make it easier for rogue retailers to sell smuggled tobacco without being detected, though other people have disputed this. How much do you agree or disagree with the following statement? Hiding tobacco products from view in shops would make it easier for traders to sell illegal product while avoiding detection.**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	1014 50%	90 51%	45 49%	114 48%	112 63%	104 55%	55 51%	80 42%	129 50%	122 47%	92 50%	71 45%
Strongly agree	(4) 252 12%	13 7%	12 13%	29 12%	30 17%	23 12%	14 13%	21 11%	24 9%	32 12%	33 18%	22 14%
Agree	(3) 762 37%	77 44%	33 36%	86 36%	83 46%	81 43%	40 37%	59 31%	104 41%	90 35%	59 32%	49 31%
Disagree	(2) 341 17%	22 13%	12 13%	37 15%	24 13%	28 15%	12 11%	39 20%	44 17%	53 20%	42 23%	28 18%
Strongly disagree	(1) 87 4%	5 3%	6 6%	9 4%	7 4%	10 5%	3 3%	10 5%	14 6%	10 4%	4 2%	9 6%
NET: Disagree	428 21%	28 16%	18 20%	45 19%	31 17%	38 20%	15 14%	49 26%	58 23%	63 24%	46 25%	37 24%
No opinion	389 19%	45 25%	16 17%	59 25%	24 13%	34 18%	21 20%	36 19%	41 16%	45 17%	33 18%	35 22%
Don't know	204 10%	14 8%	14 15%	20 9%	12 7%	12 6%	17 16%	26 14%	28 11%	31 12%	15 8%	15 9%
Mean	2.82	2.83	2.81	2.84	2.94	2.82	2.95	2.71	2.74	2.78	2.87	2.77
Standard deviation	0.79	0.67	0.85	0.78	0.76	0.78	0.74	0.83	0.78	0.79	0.80	0.87
Standard error	0.02	0.06	0.10	0.06	0.06	0.06	0.10	0.08	0.06	0.06	0.07	0.08

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 4

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
NET: Support	628	319	309	68	101	100	105	117	137	164	171	134	159	156	174	147	89	62
	31%	32%	30%	28%	31%	26%	30%	38%	32%	30%	29%	31%	34%	30%	32%	29%	30%	35%
I'd strongly support them not introducing the plan	(4) 230	126	105	20	30	45	36	55	44	61	63	47	60	53	64	53	38	23
	11%	13%	10%	8%	9%	12%	11%	18%	10%	11%	11%	11%	13%	10%	12%	10%	13%	13%
I'd support them not introducing the plan	(3) 398	193	204	47	71	55	68	63	93	103	109	87	99	103	110	94	51	40
	20%	19%	20%	19%	22%	14%	20%	21%	22%	19%	18%	20%	21%	20%	20%	18%	17%	22%
I'd oppose them not introducing the plan	(2) 205	132	73	25	39	42	31	24	43	74	67	24	39	64	48	49	32	13
	10%	13%	7%	10%	12%	11%	9%	8%	10%	13%	11%	6%	8%	12%	9%	10%	11%	7%
I'd strongly oppose them not introducing the plan	(1) 97	58	38	13	18	18	15	10	22	31	29	18	19	25	25	24	13	9
	5%	6%	4%	5%	6%	5%	4%	3%	5%	6%	5%	4%	4%	5%	5%	5%	5%	5%
NET: Oppose	301	190	111	38	58	60	46	34	66	105	96	42	58	89	73	73	45	21
	15%	19%	11%	16%	18%	16%	13%	11%	15%	19%	16%	10%	12%	17%	14%	14%	15%	12%
I would have no opinion either way	1029	459	571	128	149	213	176	148	216	252	304	240	233	251	273	265	151	89
	51%	46%	55%	52%	46%	55%	51%	48%	50%	46%	51%	56%	50%	49%	51%	52%	52%	50%
Don't know	77	30	47	10	19	14	19	6	9	28	19	12	18	21	18	26	8	5
	4%	3%	5%	4%	6%	4%	6%	2%	2%	5%	3%	3%	4%	4%	3%	5%	3%	3%
Mean	2.82	2.76	2.89	2.71	2.71	2.79	2.84	3.07	2.78	2.72	2.77	2.92	2.92	2.75	2.86	2.80	2.85	2.91
Standard deviation	0.92	0.95	0.88	0.92	0.90	0.98	0.91	0.89	0.91	0.94	0.93	0.90	0.89	0.91	0.92	0.93	0.95	0.92
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.07	0.07	0.06	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.09	0.10

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Absolutes/col percents

Table 4

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
NET: Support	628 31%	62 35%	16 18%	70 29%	61 34%	68 36%	37 34%	56 29%	86 34%	70 27%	52 28%	50 32%
I'd strongly support them not introducing the plan	(4) 230 11%	23 13%	2 2%	22 9%	28 16%	28 15%	19 18%	19 10%	31 12%	23 9%	19 10%	17 11%
I'd support them not introducing the plan	(3) 398 20%	40 22%	14 16%	47 20%	32 18%	40 21%	18 16%	36 19%	56 22%	47 18%	34 18%	33 21%
I'd oppose them not introducing the plan	(2) 205 10%	13 7%	10 10%	26 11%	14 8%	17 9%	12 11%	19 10%	28 11%	36 14%	20 11%	11 7%
I'd strongly oppose them not introducing the plan	(1) 97 5%	9 5%	4 4%	13 5%	7 4%	6 3%	2 2%	10 5%	15 6%	10 4%	11 6%	9 6%
NET: Oppose	301 15%	21 12%	14 15%	39 16%	20 11%	23 12%	14 13%	30 16%	43 17%	47 18%	31 17%	20 13%
I would have no opinion either way	1029 51%	89 50%	55 60%	120 50%	91 51%	90 48%	55 51%	99 52%	115 45%	136 52%	96 52%	84 53%
Don't know	77 4%	5 3%	7 8%	11 5%	8 4%	7 4%	2 2%	7 3%	12 5%	8 3%	6 3%	4 2%
Mean	2.82	2.91	2.48	2.73	3.02	2.99	3.05	2.76	2.79	2.70	2.73	2.82
Standard deviation	0.92	0.92	0.83	0.93	0.93	0.87	0.90	0.94	0.94	0.89	0.96	0.95
Standard error	0.03	0.10	0.14	0.09	0.11	0.09	0.14	0.10	0.08	0.08	0.11	0.12



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Absolutes/col percents

Table 5

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who support the proposal**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	691	369	322	103	136	122	109	86	135	302	178	76	135	213	171	145	99	63	
Weighted base	655	345	310	99	124	119	101	85	126	214	201	113	127	188	165	143	107	52	
NET: Support	62	31	30	16	15	9	5	9	8	18	22	12	10	21	22	6	7	4	
	9%	9%	10%	16%	12%	8%	5%	10%	6%	8%	11%	10%	8%	11%	14%	5%	7%	8%	
I'd strongly support them not introducing the plan	(4)	14	13	1	5	2	2	1	4	-	6	2	4	2	2	6	2	3	-
		2%	4%	*	5%	2%	2%	1%	5%	-	3%	1%	3%	1%	1%	4%	1%	3%	-
I'd support them not introducing the plan	(3)	48	19	29	11	13	7	4	5	8	11	20	8	9	19	16	5	4	4
		7%	5%	9%	11%	10%	6%	4%	6%	6%	5%	10%	7%	7%	10%	10%	3%	3%	8%
I'd oppose them not introducing the plan	(2)	184	117	67	24	36	33	27	22	42	69	61	19	35	62	42	39	30	11
		28%	34%	22%	24%	29%	28%	27%	26%	33%	32%	30%	17%	27%	33%	26%	27%	28%	21%
I'd strongly oppose them not introducing the plan	(1)	91	54	38	11	17	17	15	10	22	29	26	18	18	23	24	23	13	9
		14%	16%	12%	11%	14%	14%	14%	12%	17%	14%	13%	16%	14%	13%	14%	16%	12%	17%
NET: Oppose	275	171	105	35	53	50	42	32	63	98	87	37	53	85	66	62	43	20	
	42%	49%	34%	35%	43%	42%	41%	38%	50%	46%	43%	33%	41%	45%	40%	43%	40%	38%	
I would have no opinion either way	287	132	155	45	48	53	48	43	50	85	87	61	53	76	70	60	55	26	
	44%	38%	50%	45%	39%	45%	47%	51%	40%	40%	43%	54%	42%	41%	42%	42%	51%	50%	
Don't know	31	11	20	3	8	7	7	1	5	13	4	3	11	5	7	15	3	2	
	5%	3%	6%	3%	7%	6%	7%	1%	4%	6%	2%	3%	8%	3%	4%	10%	2%	4%	
Mean	1.95	1.95	1.95	2.20	1.99	1.90	1.81	2.06	1.81	1.96	1.98	1.94	1.91	2.00	2.06	1.79	1.96	1.82	
Standard deviation	0.76	0.78	0.73	0.91	0.75	0.73	0.66	0.87	0.62	0.76	0.71	0.92	0.72	0.70	0.86	0.69	0.78	0.73	
Standard error	0.04	0.05	0.06	0.12	0.09	0.09	0.09	0.13	0.07	0.06	0.07	0.16	0.09	0.06	0.09	0.08	0.11	0.13	

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 5

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who support the proposal**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	691	63	34	70	41	62	39	61	95	118	60	48
Weighted base	655	52	32	73	38	55	46	63	79	109	62	47
NET: Support	62 9%	4 8%	-	3 5%	3 8%	11 20%	3 7%	7 11%	7 9%	14 13%	4 6%	4 8%
I'd strongly support them not introducing the plan	(4) 14 2%	-	-	1 1%	1 3%	3 5%	2 5%	3 5%	2 3%	-	1 2%	-
I'd support them not introducing the plan	(3) 48 7%	4 8%	-	3 4%	2 5%	8 15%	1 2%	4 6%	5 7%	14 13%	3 5%	4 8%
I'd oppose them not introducing the plan	(2) 184 28%	11 21%	10 30%	23 31%	6 16%	15 27%	12 26%	18 29%	27 34%	35 32%	19 30%	10 21%
I'd strongly oppose them not introducing the plan	(1) 91 14%	9 17%	4 13%	13 18%	6 15%	6 11%	2 5%	9 14%	14 17%	10 9%	10 16%	9 20%
NET: Oppose	275 42%	20 38%	14 43%	36 49%	12 31%	21 37%	14 31%	27 43%	40 51%	45 41%	29 47%	19 41%
I would have no opinion either way	287 44%	26 50%	14 43%	28 38%	19 50%	20 36%	27 59%	26 42%	28 36%	48 44%	28 46%	23 50%
Don't know	31 5%	2 4%	4 14%	6 8%	4 11%	3 6%	1 3%	3 4%	3 4%	2 2%	1 2%	* 1%
Mean	1.95	1.82	1.70	1.77	1.91	2.26	2.19	2.05	1.91	2.07	1.83	1.76
Standard deviation	0.76	0.73	0.48	0.65	0.94	0.88	0.86	0.89	0.76	0.64	0.71	0.73
Standard error	0.04	0.13	0.12	0.10	0.24	0.15	0.22	0.15	0.10	0.08	0.13	0.17

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 6

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who oppose the proposal**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	456	256	200	38	61	64	88	99	106	180	102	65	109	122	127	109	56	42
Weighted base	450	244	206	40	65	71	82	99	93	123	116	98	112	109	130	108	63	41
NET: Support	398	214	184	36	57	60	72	87	87	107	105	84	102	93	111	97	59	39
	88%	88%	89%	89%	87%	85%	88%	88%	93%	87%	90%	85%	92%	85%	86%	90%	94%	94%
I'd strongly support them not introducing the plan	(4) 200	108	92	15	24	38	32	50	42	51	55	43	51	47	54	46	32	21
	45%	45%	45%	37%	37%	53%	39%	50%	45%	41%	47%	44%	46%	43%	42%	43%	50%	51%
I'd support them not introducing the plan	(3) 197	105	92	21	33	22	40	37	45	56	50	40	51	45	57	51	27	18
	44%	43%	45%	52%	50%	31%	49%	37%	48%	45%	43%	41%	46%	42%	44%	47%	43%	43%
I'd oppose them not introducing the plan	(2) 8	5	3	1	1	3	1	2	-	2	-	3	3	-	1	4	1	1
	2%	2%	1%	3%	1%	4%	1%	2%	-	2%	-	3%	3%	-	1%	4%	2%	2%
I'd strongly oppose them not introducing the plan	(1) 4	4	-	1	1	1	1	-	1	1	2	-	1	1	2	1	1	-
	1%	2%	-	3%	1%	1%	1%	-	1%	1%	2%	-	1%	1%	1%	1%	1%	-
NET: Oppose	12	9	3	2	2	4	1	2	1	3	2	3	4	1	3	5	2	1
	3%	4%	1%	6%	2%	5%	1%	2%	1%	3%	2%	3%	3%	1%	2%	5%	3%	2%
I would have no opinion either way	38	19	20	2	6	6	9	10	6	12	10	12	5	15	14	6	2	1
	8%	8%	10%	5%	8%	9%	11%	10%	6%	10%	8%	12%	4%	14%	11%	5%	3%	4%
Don't know	2	2	-	-	2	1	-	-	-	1	-	-	1	1	2	-	-	-
	1%	1%	-	-	3%	1%	-	-	-	1%	-	-	1%	1%	1%	-	-	-
Mean	3.45	3.43	3.48	3.30	3.37	3.52	3.41	3.54	3.46	3.42	3.48	3.47	3.44	3.49	3.44	3.39	3.47	3.51
Standard deviation	0.59	0.63	0.53	0.68	0.59	0.66	0.56	0.55	0.56	0.59	0.60	0.56	0.59	0.55	0.60	0.62	0.61	0.55
Standard error	0.03	0.04	0.04	0.11	0.08	0.09	0.06	0.06	0.06	0.05	0.06	0.07	0.06	0.05	0.06	0.06	0.08	0.09

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 6

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who oppose the proposal**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	456	42	12	54	43	51	21	40	66	56	35	36
Weighted base	450	41	10	51	46	47	30	46	61	48	33	38
NET: Support	398 88%	39 94%	10 100%	49 96%	37 81%	42 90%	28 95%	35 77%	52 85%	41 85%	30 92%	34 91%
I'd strongly support them not introducing the plan	(4) 200 45%	21 51%	2 21%	19 38%	25 54%	25 53%	15 50%	13 28%	26 43%	21 44%	17 51%	17 45%
I'd support them not introducing the plan	(3) 197 44%	18 43%	8 79%	30 58%	12 27%	17 37%	13 45%	22 48%	25 42%	20 41%	14 42%	17 46%
I'd oppose them not introducing the plan	(2) 8 2%	1 2%	-	-	4 9%	-	-	1 3%	-	-	1 4%	-
I'd strongly oppose them not introducing the plan	(1) 4 1%	-	-	-	1 2%	-	-	2 4%	1 1%	-	1 3%	-
NET: Oppose	12 3%	1 2%	-	-	5 11%	-	-	3 7%	1 1%	-	2 6%	-
I would have no opinion either way	38 8%	1 4%	-	2 4%	4 8%	3 6%	1 5%	8 17%	8 13%	7 15%	1 2%	4 9%
Don't know	2 1%	-	-	-	-	2 3%	-	-	1 1%	-	-	-
Mean	3.45	3.51	3.21	3.39	3.44	3.59	3.53	3.22	3.47	3.51	3.43	3.50
Standard deviation	0.59	0.55	0.43	0.49	0.77	0.50	0.51	0.72	0.58	0.51	0.70	0.51
Standard error	0.03	0.09	0.12	0.07	0.13	0.07	0.11	0.12	0.08	0.07	0.12	0.09

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 7

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who neither support nor oppose the proposal**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	705	327	378	74	109	138	127	93	164	248	194	102	161	177	185	182	94	67	
Weighted base	724	327	397	78	104	156	125	94	168	175	216	165	169	178	191	189	102	64	
NET: Support	157	69	88	14	27	29	28	20	39	35	43	37	43	41	38	40	19	19	
	22%	21%	22%	18%	26%	18%	22%	21%	24%	20%	20%	22%	25%	23%	20%	21%	18%	29%	
I'd strongly support them not introducing the plan	(4)	13	4	8	-	2	4	4	-	2	2	4	-	6	3	3	3	2	2
		2%	1%	2%	-	2%	3%	3%	-	1%	1%	2%	-	4%	2%	2%	2%	2%	3%
I'd support them not introducing the plan	(3)	144	65	80	14	25	24	23	20	37	32	39	37	36	38	35	37	17	17
		20%	20%	20%	18%	24%	15%	19%	21%	22%	18%	18%	22%	21%	22%	18%	20%	17%	26%
I'd oppose them not introducing the plan	(2)	12	10	2	-	1	7	3	-	1	2	6	2	2	2	4	5	-	1
		2%	3%	1%	-	1%	4%	2%	-	1%	1%	3%	1%	1%	1%	2%	3%	-	1%
I'd strongly oppose them not introducing the plan	(1)	1	1	1	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-
		*	*	*	1%	1%	-	-	-	*	*	-	-	1%	-	-	-	-	-
NET: Oppose	14	11	3	1	2	7	3	-	1	3	7	2	2	4	4	5	-	1	
	2%	3%	1%	1%	2%	4%	2%	-	1%	2%	3%	1%	1%	2%	2%	3%	-	1%	
I would have no opinion either way	527	237	290	61	70	116	86	70	124	128	157	121	121	127	144	137	78	42	
	73%	72%	73%	77%	67%	74%	69%	75%	74%	73%	73%	74%	72%	71%	75%	72%	76%	66%	
Don't know	27	10	16	3	4	5	8	4	3	10	8	5	4	7	5	6	6	3	
	4%	3%	4%	4%	4%	3%	6%	4%	2%	6%	4%	3%	2%	4%	3%	3%	6%	4%	
Mean	2.99	2.91	3.05	2.90	2.99	2.94	3.04	3.00	3.01	2.97	2.93	2.95	3.10	2.95	2.98	2.96	3.09	3.05	
Standard deviation	0.42	0.46	0.38	0.45	0.45	0.56	0.49	0.00	0.30	0.43	0.52	0.22	0.42	0.49	0.41	0.44	0.30	0.37	
Standard error	0.03	0.05	0.04	0.13	0.09	0.10	0.09	0.00	0.05	0.06	0.07	0.05	0.07	0.07	0.06	0.07	0.07	0.08	

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 7

**Q4. How would you feel if the new government decided not to introduce the plan, so retailers did not have to hide their tobacco products?**

**Base: All respondents who neither support nor oppose the proposal**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	705	67	39	79	64	69	28	59	87	90	66	57
Weighted base	724	64	38	81	70	73	29	61	89	90	73	57
NET: Support	157 22%	19 29%	5 14%	16 20%	19 27%	15 20%	4 15%	12 20%	27 31%	14 16%	14 20%	11 20%
I'd strongly support them not introducing the plan	(4) 13 2%	2 3%	- -	2 3%	1 2%	- -	2 6%	3 5%	2 3%	1 1%	- -	- -
I'd support them not introducing the plan	(3) 144 20%	17 26%	5 14%	14 17%	18 26%	15 20%	3 9%	9 15%	25 28%	13 15%	14 20%	11 20%
I'd oppose them not introducing the plan	(2) 12 2%	1 1%	- -	2 3%	3 5%	2 3%	- -	- -	1 1%	1 1%	- -	1 2%
I'd strongly oppose them not introducing the plan	(1) 1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -
NET: Oppose	14 2%	1 1%	- -	2 3%	3 5%	2 3%	- -	- -	2 2%	2 2%	- -	1 2%
I would have no opinion either way	527 73%	42 66%	31 82%	59 73%	46 67%	54 73%	24 82%	46 77%	56 63%	71 79%	54 73%	44 76%
Don't know	27 4%	3 4%	1 4%	4 5%	1 1%	2 3%	1 2%	2 3%	3 4%	3 4%	5 7%	1 2%
Mean	2.99	3.05	3.00	3.01	2.91	2.85	3.40	3.25	2.99	2.88	3.00	2.89
Standard deviation	0.42	0.37	0.00	0.50	0.45	0.36	0.56	0.45	0.48	0.51	0.00	0.32
Standard error	0.03	0.08	0.00	0.12	0.10	0.09	0.28	0.13	0.09	0.13	0.00	0.09

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 8  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Yes	1262	623	639	173	202	235	200	187	265	417	370	265	210	339	296	344	173	111
	62%	62%	62%	71%	62%	61%	58%	61%	62%	76%	63%	62%	45%	65%	55%	67%	59%	63%
No	774	374	399	71	124	152	146	118	163	133	220	163	258	179	241	167	120	66
	38%	38%	38%	29%	38%	39%	42%	39%	38%	24%	37%	38%	55%	35%	45%	33%	41%	37%

**Tobacco Survey**  
**ONLINE Fieldwork : 4th - 6th June 2010**

Absolutes/col percents

Table 8  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Yes	1262 62%	111 63%	60 65%	170 71%	113 63%	112 59%	67 62%	101 53%	168 66%	170 65%	106 57%	84 53%
No	774 38%	66 37%	32 35%	69 29%	66 37%	77 41%	41 38%	90 47%	88 34%	91 35%	79 43%	74 47%



## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 9  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Single	531 26%	315 32%	216 21%	176 72%	131 40%	104 27%	65 19%	33 11%	22 5%	115 21%	207 35%	85 20%	124 27%	145 28%	152 28%	121 24%	66 22%	47 26%
Married or co-habiting (including civil partnership)	1279 63%	608 61%	671 65%	62 25%	190 58%	266 69%	239 69%	227 74%	295 69%	386 70%	311 53%	323 76%	258 55%	306 59%	337 63%	342 67%	185 63%	109 62%
Widowed, separated or divorced	211 10%	69 7%	142 14%	1 *	4 1%	13 3%	39 11%	44 14%	111 26%	43 8%	68 12%	19 4%	81 17%	64 12%	44 8%	45 9%	42 14%	16 9%
Refused	15 1%	6 1%	9 1%	6 2%	1 *	3 1%	4 1%	1 *	- -	5 1%	4 1%	- -	6 1%	3 1%	4 1%	2 *	1 *	5 3%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 9  
**Marital Status**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Single	531 26%	47 26%	18 19%	62 26%	41 23%	60 32%	21 19%	51 27%	84 33%	61 23%	45 24%	41 26%
Married or co-habiting (including civil partnership)	1279 63%	109 62%	63 69%	149 62%	130 72%	112 60%	70 64%	122 64%	133 52%	173 66%	115 62%	102 65%
Widowed, separated or divorced	211 10%	16 9%	11 12%	25 11%	9 5%	15 8%	17 15%	18 9%	37 14%	27 10%	25 14%	11 7%
Refused	15 1%	5 3%	-	2 1%	-	1 *	1 1%	-	3 1%	-	-	3 2%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 10  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Owned outright - without mortgage	672 33%	353 35%	319 31%	45 19%	49 15%	52 13%	93 27%	146 48%	287 67%	200 36%	187 32%	152 36%	133 28%	168 32%	181 34%	181 35%	108 37%	34 19%
Owned with a mortgage or loan	712 35%	351 35%	362 35%	69 28%	131 40%	216 56%	158 46%	86 28%	53 12%	252 46%	212 36%	161 38%	87 19%	174 34%	200 37%	168 33%	112 38%	59 33%
Rented from the council	265 13%	103 10%	162 16%	32 13%	29 9%	52 14%	56 16%	47 15%	49 11%	24 4%	52 9%	46 11%	143 30%	76 15%	63 12%	66 13%	20 7%	39 22%
Rented from a housing association	108 5%	49 5%	60 6%	15 6%	20 6%	25 6%	11 3%	16 5%	22 5%	10 2%	25 4%	27 6%	46 10%	33 6%	20 4%	25 5%	13 4%	16 9%
Rented from someone else	239 12%	117 12%	122 12%	65 26%	85 26%	36 9%	26 8%	11 3%	16 4%	52 9%	100 17%	32 8%	54 12%	57 11%	63 12%	62 12%	33 11%	25 14%
Rent free	40 2%	26 3%	14 1%	19 8%	12 4%	6 2%	2 1%	- -	1 *	11 2%	14 2%	9 2%	5 1%	9 2%	11 2%	9 2%	7 2%	4 2%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 10  
**Tenure**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Owned outright - without mortgage	672 33%	34 19%	39 42%	89 37%	53 30%	66 35%	40 37%	64 34%	88 34%	80 31%	69 37%	50 32%
Owned with a mortgage or loan	712 35%	59 33%	20 21%	74 31%	74 41%	77 41%	38 36%	73 38%	75 29%	99 38%	74 40%	49 31%
Rented from the council	265 13%	39 22%	18 19%	25 11%	23 13%	15 8%	11 10%	13 7%	41 16%	35 13%	10 5%	36 22%
Rented from a housing association	108 5%	16 9%	4 4%	15 6%	7 4%	8 4%	4 4%	8 4%	20 8%	13 5%	9 5%	5 3%
Rented from someone else	239 12%	25 14%	12 13%	31 13%	19 10%	20 11%	14 13%	28 15%	27 11%	29 11%	19 10%	14 9%
Rent free	40 2%	4 2%	-	5 2%	3 2%	3 2%	1 1%	4 2%	6 2%	4 1%	6 3%	4 3%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 11  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Under 16	731 36%	343 34%	388 37%	28 11%	50 15%	127 33%	137 40%	165 54%	225 53%	98 18%	150 25%	198 46%	285 61%	157 30%	201 37%	207 40%	100 34%	65 37%
17-18	410 20%	180 18%	229 22%	41 17%	69 21%	86 22%	86 25%	55 18%	72 17%	102 18%	143 24%	94 22%	71 15%	106 21%	117 22%	94 18%	62 21%	31 17%
19-24	604 30%	329 33%	275 26%	71 29%	159 49%	123 32%	97 28%	61 20%	93 22%	274 50%	192 32%	86 20%	52 11%	175 34%	138 26%	146 29%	89 30%	55 31%
25-34	78 4%	47 5%	31 3%	- -	18 5%	28 7%	6 2%	9 3%	18 4%	34 6%	24 4%	14 3%	7 1%	27 5%	21 4%	11 2%	11 4%	7 4%
35-44	12 1%	3 *	8 1%	- -	- -	3 1%	2 1%	4 1%	3 1%	3 1%	2 *	1 *	5 1%	1 *	3 *	4 1%	- -	3 2%
45-54	4 *	1 *	3 *	- -	- -	- -	1 *	2 1%	1 *	1 *	1 *	- -	2 *	- -	2 *	1 *	1 *	1 *
55-64	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	109 5%	52 5%	57 6%	92 38%	16 5%	- -	1 *	- -	- -	22 4%	58 10%	19 4%	10 2%	28 5%	30 6%	24 5%	17 6%	9 5%
Never had any full time education	7 *	- -	7 1%	- -	- -	2 1%	2 1%	- -	2 1%	- -	- -	2 1%	4 1%	2 *	- -	2 *	2 1%	- -
Don't know	35 2%	20 2%	15 1%	7 3%	8 2%	8 2%	4 1%	5 2%	3 1%	2 *	6 1%	6 1%	21 4%	6 1%	14 3%	9 2%	2 1%	4 2%
Refused	46 2%	22 2%	24 2%	6 2%	7 2%	11 3%	9 3%	4 1%	9 2%	14 2%	15 2%	7 2%	11 2%	13 3%	9 2%	13 2%	8 3%	2 1%
Mean	18.65	18.78	18.52	18.83	19.99	19.10	18.47	17.89	17.92	20.19	19.08	17.64	17.20	18.97	18.53	18.38	18.58	18.96
Standard deviation	3.87	3.70	4.02	2.33	2.96	3.75	3.80	4.35	4.34	3.58	3.77	2.85	4.33	3.55	4.17	3.88	3.49	4.31
Standard error	0.09	0.12	0.13	0.21	0.17	0.20	0.21	0.25	0.21	0.13	0.18	0.18	0.21	0.16	0.19	0.18	0.23	0.33

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 11  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Under 16	731 36%	65 37%	41 45%	101 42%	65 36%	66 35%	38 35%	66 35%	77 30%	80 31%	63 34%	69 44%
17-18	410 20%	31 17%	16 17%	34 14%	43 24%	40 21%	21 20%	49 26%	43 17%	63 24%	40 22%	28 18%
19-24	604 30%	55 31%	24 27%	76 32%	45 25%	56 30%	36 33%	45 24%	89 35%	86 33%	54 29%	38 24%
25-34	78 4%	7 4%	1 1%	3 1%	8 4%	7 4%	6 6%	8 4%	20 8%	7 3%	5 3%	6 4%
35-44	12 1%	3 2%	2 2%	1 1%	1 *	1 *	- -	- -	1 1%	- -	- -	2 1%
45-54	4 *	1 *	- -	- -	1 1%	- -	1 1%	2 1%	- -	- -	- -	- -
55-64	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	109 5%	9 5%	1 1%	13 5%	10 6%	11 6%	4 3%	13 7%	14 5%	15 6%	14 7%	7 4%
Never had any full time education	7 *	- -	2 2%	- -	- -	- -	- -	- -	2 1%	- -	2 1%	- -
Don't know	35 2%	4 2%	2 2%	3 1%	4 2%	3 2%	- -	4 2%	3 1%	3 1%	2 1%	6 4%
Refused	46 2%	2 1%	2 3%	9 4%	2 1%	5 3%	3 2%	2 1%	7 3%	7 3%	6 3%	2 1%
Mean	18.65	18.96	18.25	18.23	18.63	18.48	18.86	18.74	19.29	18.66	18.41	18.32
Standard deviation	3.87	4.31	4.28	3.19	4.47	3.39	3.91	4.89	3.88	3.17	3.19	4.11
Standard error	0.09	0.33	0.45	0.22	0.36	0.25	0.42	0.38	0.25	0.20	0.26	0.35

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 12

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Secondary school, high school, NVQ levels 1 to 3, etc.	1002 49%	453 45%	550 53%	95 39%	119 37%	193 50%	190 55%	176 58%	230 54%	154 28%	263 44%	269 63%	316 67%	231 45%	305 57%	256 50%	127 43%	83 47%
University degree or equivalent professional qualification, NVQ level 4, etc.	716 35%	379 38%	337 32%	74 30%	142 44%	152 39%	110 32%	92 30%	145 34%	265 48%	239 40%	120 28%	92 20%	186 36%	178 33%	175 34%	105 36%	72 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	173 8%	97 10%	76 7%	12 5%	52 16%	30 8%	32 9%	18 6%	29 7%	99 18%	48 8%	14 3%	12 2%	59 11%	31 6%	36 7%	35 12%	13 7%
Still in full time education	59 3%	26 3%	33 3%	55 22%	4 1%	- -	- -	- -	- -	17 3%	28 5%	10 2%	4 1%	15 3%	8 2%	17 3%	12 4%	5 3%
No formal education	38 2%	25 2%	14 1%	1 *	4 1%	2 1%	6 2%	11 4%	14 3%	4 1%	5 1%	9 2%	20 4%	10 2%	5 1%	12 2%	10 4%	2 1%
Refused	47 2%	19 2%	28 3%	8 3%	6 2%	9 2%	8 2%	8 2%	9 2%	10 2%	7 1%	5 1%	24 5%	15 3%	11 2%	15 3%	3 1%	3 2%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 12

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Secondary school, high school, NVQ levels 1 to 3, etc.	1002 49%	83 47%	46 50%	121 50%	89 50%	101 54%	49 45%	110 58%	111 44%	120 46%	79 42%	94 59%
University degree or equivalent professional qualification, NVQ level 4, etc.	716 35%	72 40%	31 34%	86 36%	58 32%	70 37%	39 36%	63 33%	94 37%	92 35%	67 36%	45 28%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	173 8%	13 7%	8 8%	13 5%	15 8%	9 5%	14 13%	10 5%	32 13%	26 10%	21 11%	12 8%
Still in full time education	59 3%	5 3%	* 1%	9 4%	7 4%	2 1%	2 2%	4 2%	5 2%	10 4%	10 6%	2 1%
No formal education	38 2%	2 1%	2 2%	2 1%	8 4%	2 1%	3 3%	2 1%	4 1%	7 3%	7 4%	1 *
Refused	47 2%	3 2%	5 5%	8 3%	2 1%	4 2%	1 1%	2 1%	9 3%	7 3%	2 1%	5 3%



## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 13

**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 Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Yes - half or more	1849	845	1004	172	300	364	323	295	395	484	529	397	439	460	483	471	270	166
	91%	85%	97%	71%	92%	94%	93%	97%	92%	88%	90%	93%	94%	89%	90%	92%	92%	94%
No - less than half	187	152	35	72	26	23	23	10	33	66	61	31	29	58	55	40	24	11
	9%	15%	3%	29%	8%	6%	7%	3%	8%	12%	10%	7%	6%	11%	10%	8%	8%	6%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 13

**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**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Yes - half or more	1849 91%	166 94%	89 96%	218 91%	165 92%	169 90%	102 94%	171 90%	224 88%	235 90%	168 91%	143 90%
No - less than half	187 9%	11 6%	3 4%	22 9%	14 8%	19 10%	6 6%	20 10%	32 12%	26 10%	17 9%	15 10%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 14  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
None	411 20%	180 18%	231 22%	50 21%	74 23%	71 18%	75 22%	59 19%	82 19%	55 10%	132 22%	46 11%	178 38%	129 25%	79 15%	124 24%	37 12%	43 24%
1	843 41%	413 41%	430 41%	72 29%	128 39%	170 44%	129 37%	132 43%	213 50%	213 39%	237 40%	188 44%	205 44%	196 38%	231 43%	206 40%	124 42%	86 49%
2	596 29%	294 29%	303 29%	65 26%	97 30%	127 33%	98 28%	100 33%	110 26%	226 41%	155 26%	148 35%	68 14%	140 27%	182 34%	143 28%	97 33%	35 20%
3+	185 9%	111 11%	74 7%	58 24%	27 8%	19 5%	43 12%	15 5%	23 5%	55 10%	66 11%	46 11%	18 4%	52 10%	46 9%	38 7%	36 12%	14 8%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 14

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

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
None	411 20%	43 24%	21 23%	61 25%	42 24%	22 11%	17 15%	18 10%	89 35%	40 15%	20 11%	39 25%
1	843 41%	86 49%	44 47%	91 38%	71 39%	75 40%	47 44%	98 51%	98 38%	98 38%	77 41%	59 37%
2	596 29%	35 20%	24 26%	64 27%	55 31%	72 38%	34 31%	63 33%	52 20%	88 34%	63 34%	47 30%
3+	185 9%	14 8%	3 4%	23 9%	12 6%	20 11%	10 9%	12 6%	16 6%	36 14%	26 14%	14 9%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 15  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
White	1874	908	966	191	283	364	323	300	414	505	531	397	441	433	500	488	284	169
	92%	91%	93%	78%	87%	94%	93%	98%	97%	92%	90%	93%	94%	84%	93%	96%	97%	96%
NET: Non-white	134	75	59	45	38	20	18	4	9	36	49	27	22	78	28	16	8	4
	7%	7%	6%	19%	12%	5%	5%	1%	2%	7%	8%	6%	5%	15%	5%	3%	3%	2%
Mixed	26	12	14	13	6	1	4	-	1	7	9	7	3	15	2	6	2	1
	1%	1%	1%	5%	2%	*	1%	-	*	1%	2%	2%	1%	3%	*	1%	1%	1%
Asian or Asian British	51	33	18	17	15	8	6	3	2	17	13	12	8	32	13	5	1	1
	2%	3%	2%	7%	5%	2%	2%	1%	1%	3%	2%	3%	2%	6%	2%	1%	*	*
Black or Black British	21	11	10	6	6	4	2	-	3	2	10	4	6	13	7	2	-	-
	1%	1%	1%	2%	2%	1%	1%	-	1%	*	2%	1%	1%	3%	1%	*	-	-
Chinese	24	14	10	6	8	4	4	1	1	8	11	3	2	11	6	2	4	1
	1%	1%	1%	2%	3%	1%	1%	*	*	1%	2%	1%	*	2%	1%	*	1%	1%
Other ethnic group	12	4	8	4	1	1	2	1	2	2	5	1	3	7	-	3	1	1
	1%	*	1%	1%	*	*	1%	*	1%	*	1%	*	1%	1%	-	*	*	1%
Prefer not to say	27	14	13	8	5	3	5	1	5	8	11	3	5	6	9	6	2	3
	1%	1%	1%	3%	2%	1%	2%	*	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 15

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
White	1874 92%	169 96%	87 95%	232 97%	169 94%	172 91%	105 97%	181 95%	191 74%	242 93%	179 97%	148 93%
NET: Non-white	134 7%	4 2%	2 3%	7 3%	7 4%	13 7%	3 2%	8 4%	61 24%	17 7%	5 3%	7 4%
Mixed	26 1%	1 1%	2 3%	1 1%	2 1%	1 *	- -	1 *	10 4%	6 2%	2 1%	1 1%
Asian or Asian British	51 2%	1 *	- -	3 1%	2 1%	8 4%	- -	3 2%	28 11%	3 1%	1 1%	2 1%
Black or Black British	21 1%	- -	- -	2 1%	- -	4 2%	- -	3 2%	12 5%	1 *	- -	- -
Chinese	24 1%	1 1%	- -	1 1%	1 1%	1 1%	1 1%	1 *	7 3%	4 2%	2 1%	4 2%
Other ethnic group	12 1%	1 1%	- -	- -	3 1%	- -	1 1%	- -	4 1%	3 1%	- -	- -
Prefer not to say	27 1%	3 2%	3 3%	1 *	3 2%	3 2%	1 1%	2 1%	5 2%	2 1%	1 1%	4 2%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 16  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Working full time (30+ hrs a week)	896 44%	541 54%	355 34%	112 46%	221 68%	247 64%	199 58%	97 32%	20 5%	291 53%	311 53%	218 51%	76 16%	215 42%	244 45%	214 42%	146 50%	77 44%
Working part time (8-29 hrs a week)	244 12%	79 8%	166 16%	31 13%	37 11%	51 13%	53 15%	42 14%	30 7%	62 11%	81 14%	63 15%	38 8%	70 14%	72 13%	55 11%	27 9%	19 11%
Not working but seeking work or temporarily unemployed/sick	74 4%	47 5%	27 3%	11 4%	22 7%	19 5%	14 4%	8 3%	- -	3 1%	10 2%	5 1%	57 12%	18 3%	20 4%	24 5%	3 1%	9 5%
Not working/Not seeking work	77 4%	37 4%	40 4%	2 1%	7 2%	23 6%	24 7%	20 7%	- -	6 1%	11 2%	8 2%	52 11%	12 2%	16 3%	24 5%	12 4%	14 8%
Retired on state pension ONLY	179 9%	59 6%	120 12%	- -	- -	- -	1 *	40 13%	138 32%	11 2%	10 2%	13 3%	145 31%	42 8%	52 10%	44 9%	25 9%	15 9%
Retired with a private pension	309 15%	179 18%	130 13%	- -	1 *	- -	14 4%	58 19%	236 55%	129 23%	86 14%	64 15%	32 7%	91 18%	69 13%	80 16%	50 17%	20 11%
Student	97 5%	42 4%	54 5%	80 33%	11 3%	4 1%	2 1%	- -	- -	17 3%	58 10%	14 3%	8 2%	29 6%	24 4%	23 4%	15 5%	6 3%
House person/Housewife/ Househusband	160 8%	13 1%	147 14%	8 3%	27 8%	43 11%	38 11%	39 13%	4 1%	31 6%	26 4%	43 10%	61 13%	40 8%	39 7%	48 9%	16 6%	16 9%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 16

**Which of the following best describes your current working status?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Working full time (30+ hrs a week)	896 44%	77 44%	30 33%	93 39%	90 50%	93 49%	62 58%	84 44%	102 40%	112 43%	84 45%	67 43%
Working part time (8-29 hrs a week)	244 12%	19 11%	8 9%	30 13%	17 9%	20 11%	6 5%	35 18%	31 12%	40 15%	21 11%	18 11%
Not working but seeking work or temporarily unemployed/sick	74 4%	9 5%	3 4%	15 6%	5 3%	7 4%	1 1%	3 2%	8 3%	10 4%	3 1%	10 6%
Not working/Not seeking work	77 4%	14 8%	2 2%	15 6%	6 4%	5 2%	5 5%	5 3%	8 3%	4 2%	6 3%	6 4%
Retired on state pension ONLY	179 9%	15 9%	12 13%	21 9%	11 6%	20 11%	7 7%	14 7%	27 10%	15 6%	18 10%	18 11%
Retired with a private pension	309 15%	20 11%	24 26%	36 15%	20 11%	27 14%	16 14%	23 12%	50 20%	40 15%	34 18%	19 12%
Student	97 5%	6 3%	* 1%	12 5%	11 6%	9 5%	4 3%	8 4%	15 6%	14 5%	11 6%	7 4%
House person/Housewife/ Househusband	160 8%	16 9%	12 14%	17 7%	19 10%	8 4%	7 7%	18 10%	15 6%	26 10%	9 5%	13 8%



## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 17

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1097	606	491	127	264	279	253	122	52	476	334	172	115	296	299	255	150	97
Weighted base	1140	620	520	143	258	297	252	140	50	354	391	281	114	285	316	269	173	97
Owner manager or proprietor	110 10%	71 11%	39 8%	9 7%	15 6%	19 6%	26 10%	21 15%	19 39%	38 11%	31 8%	32 11%	10 8%	32 11%	32 10%	20 7%	23 13%	3 3%
Managing director or managing partner	11 1%	7 1%	4 1%	- -	3 1%	3 1%	3 1%	1 1%	1 2%	6 2%	2 1%	3 1%	- -	3 1%	2 1%	4 2%	1 1%	* *
Board level director or partner	8 1%	7 1%	1 *	- -	1 1%	- -	4 1%	1 1%	2 3%	4 1%	4 1%	- -	- -	6 2%	1 *	1 *	1 1%	- -
Director - not board level	4 *	3 1%	1 *	- -	2 1%	1 *	- -	1 1%	- -	4 1%	- -	- -	- -	1 *	1 *	- -	1 1%	1 1%
Senior management	45 4%	30 5%	15 3%	2 1%	8 3%	19 6%	13 5%	1 1%	1 3%	37 10%	4 1%	5 2%	- -	7 3%	13 4%	12 5%	9 5%	3 3%
Middle management	106 9%	61 10%	45 9%	3 2%	27 10%	25 8%	37 15%	13 9%	1 1%	62 18%	28 7%	13 5%	2 2%	35 12%	22 7%	23 8%	16 9%	10 10%
Management	118 10%	54 9%	65 12%	13 9%	28 11%	44 15%	20 8%	11 8%	2 4%	52 15%	44 11%	18 6%	5 4%	25 9%	34 11%	32 12%	22 12%	5 6%
Executive	42 4%	25 4%	17 3%	7 5%	14 6%	10 4%	6 2%	4 3%	- -	25 7%	11 3%	6 2%	- -	20 7%	10 3%	6 2%	3 2%	3 3%
Office worker, clerical or office junior	317 28%	135 22%	182 35%	44 31%	88 34%	86 29%	65 26%	27 20%	6 12%	69 20%	182 47%	53 19%	12 11%	74 26%	87 28%	72 27%	45 26%	38 39%
Unskilled manual worker	79 7%	42 7%	38 7%	15 11%	12 5%	17 6%	22 9%	13 9%	- -	7 2%	12 3%	16 6%	43 38%	14 5%	28 9%	20 7%	10 6%	9 9%
Skilled manual worker	154 13%	105 17%	48 9%	17 12%	33 13%	33 11%	34 13%	34 24%	3 6%	10 3%	16 4%	100 36%	27 24%	23 8%	47 15%	44 16%	29 17%	11 12%
Craftsman, tradesman, etc.	26 2%	21 3%	5 1%	- -	7 3%	16 5%	2 1%	- -	2 3%	5 1%	6 2%	13 5%	2 2%	4 1%	11 3%	4 1%	3 2%	5 5%
Support functions - e.g. cleaner, security guard, etc.	21 2%	13 2%	8 2%	9 6%	1 1%	2 1%	6 2%	2 1%	2 4%	4 1%	4 1%	8 3%	6 5%	9 3%	2 1%	8 3%	2 1%	- -
Other	98 9%	45 7%	53 10%	25 17%	16 6%	22 8%	14 6%	9 7%	11 22%	31 9%	45 12%	15 5%	7 6%	31 11%	27 9%	24 9%	8 4%	9 9%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 17

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1097	97	40	115	100	110	53	111	141	155	97	78
Weighted base	1140	97	38	123	107	113	68	118	133	152	105	85
Owner manager or proprietor	110 10%	3 3%	2 5%	9 7%	9 9%	12 10%	6 9%	14 12%	11 8%	21 14%	17 16%	7 8%
Managing director or managing partner	11 1%	* *	- -	2 2%	2 2%	2 2%	- -	- -	3 3%	- -	1 1%	- -
Board level director or partner	8 1%	- -	- -	1 1%	- -	1 1%	- -	- -	3 2%	2 1%	1 1%	- -
Director - not board level	4 *	1 1%	- -	- -	- -	- -	1 2%	- -	1 1%	- -	- -	1 1%
Senior management	45 4%	3 3%	1 2%	6 5%	5 5%	6 5%	6 9%	5 4%	4 3%	4 2%	3 3%	3 4%
Middle management	106 9%	10 10%	2 4%	12 10%	9 9%	8 7%	3 5%	11 9%	16 12%	20 13%	13 12%	3 4%
Management	118 10%	5 6%	3 8%	12 10%	17 16%	13 12%	13 19%	11 9%	7 5%	18 12%	9 8%	10 12%
Executive	42 4%	3 3%	1 2%	3 2%	2 2%	5 5%	1 1%	4 3%	14 10%	7 4%	2 2%	1 1%
Office worker, clerical or office junior	317 28%	38 39%	10 27%	36 29%	26 24%	22 19%	16 24%	33 28%	28 21%	46 30%	29 28%	32 38%
Unskilled manual worker	79 7%	9 9%	2 5%	7 6%	10 10%	10 9%	3 5%	7 6%	8 6%	5 3%	7 6%	10 12%
Skilled manual worker	154 13%	11 12%	7 19%	19 15%	18 17%	20 17%	16 24%	16 14%	9 7%	14 9%	12 12%	11 12%
Craftsman, tradesman, etc.	26 2%	5 5%	1 2%	1 1%	2 2%	2 2%	- -	7 6%	2 1%	2 1%	3 3%	1 2%
Support functions - e.g. cleaner, security guard, etc.	21 2%	- -	1 3%	7 6%	- -	1 1%	- -	1 1%	6 5%	3 2%	2 2%	- -
Other	98 9%	9 9%	8 21%	9 8%	6 6%	11 10%	2 3%	10 9%	21 16%	10 7%	6 6%	6 7%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 18

**Do you have any children aged 18 or under?****Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
No	1524	768	756	207	209	183	221	283	420	399	467	289	368	407	386	376	232	123
	75%	77%	73%	85%	64%	47%	64%	93%	98%	73%	79%	68%	79%	79%	72%	74%	79%	70%
NET: Yes	499	223	276	33	114	201	123	21	6	146	122	136	94	108	147	130	61	54
	24%	22%	27%	13%	35%	52%	36%	7%	1%	27%	21%	32%	20%	21%	27%	26%	21%	30%
Yes: Aged under 5	188	68	120	28	79	65	14	1	1	51	45	48	44	54	49	43	22	20
	9%	7%	12%	12%	24%	17%	4%	*	*	9%	8%	11%	9%	10%	9%	8%	8%	11%
Yes: Aged 5-10	196	90	106	8	55	99	32	2	-	65	40	54	37	37	65	44	31	19
	10%	9%	10%	3%	17%	26%	9%	1%	-	12%	7%	13%	8%	7%	12%	9%	10%	11%
Yes: Aged 11-15	169	83	86	1	20	88	49	9	3	52	36	53	28	35	40	54	22	18
	8%	8%	8%	*	6%	23%	14%	3%	1%	9%	6%	12%	6%	7%	7%	11%	8%	10%
Yes: Aged 16-18	132	62	70	1	1	47	67	12	4	39	40	32	22	22	41	42	14	13
	6%	6%	7%	*	*	12%	19%	4%	1%	7%	7%	7%	5%	4%	8%	8%	5%	7%
Refused	14	7	7	4	3	3	2	1	1	5	1	2	6	3	5	5	1	-
	1%	1%	1%	2%	1%	1%	1%	*	*	1%	*	*	1%	1%	1%	1%	*	-

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 18

**Do you have any children aged 18 or under?****Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
No	1524 75%	123 70%	69 75%	188 79%	119 66%	143 76%	87 80%	130 68%	214 84%	192 74%	146 78%	113 71%
NET: Yes	499 24%	54 30%	23 25%	46 19%	61 34%	45 24%	21 20%	60 32%	41 16%	66 25%	39 21%	41 26%
Yes: Aged under 5	188 9%	20 11%	8 8%	14 6%	21 12%	17 9%	9 9%	18 9%	22 8%	32 12%	13 7%	14 9%
Yes: Aged 5-10	196 10%	19 11%	11 12%	15 6%	19 10%	20 11%	13 12%	29 15%	15 6%	22 8%	18 10%	16 10%
Yes: Aged 11-15	169 8%	18 10%	6 6%	23 10%	25 14%	11 6%	9 9%	18 9%	16 6%	19 7%	13 7%	12 7%
Yes: Aged 16-18	132 6%	13 7%	7 7%	19 8%	16 9%	14 7%	3 3%	19 10%	5 2%	18 7%	11 6%	8 5%
Refused	14 1%	- -	- -	5 2%	- -	- -	- -	1 1%	1 *	2 1%	1 *	4 3%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 19

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

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Up to £7000	(3.5) 5%	99 4%	59 6%	19 8%	16 5%	16 4%	20 6%	12 4%	15 4%	1 *	25 4%	6 1%	67 14%	19 4%	24 4%	34 7%	13 4%	9 5%
£7001-£14000	(10.5) 12%	254 11%	147 14%	19 8%	28 8%	30 8%	32 9%	46 15%	98 23%	21 4%	54 9%	26 6%	152 32%	59 11%	72 13%	61 12%	41 14%	20 11%
£14001-£21000	(17.5) 14%	293 15%	145 14%	30 12%	39 12%	43 11%	52 15%	53 17%	76 18%	39 7%	95 16%	69 16%	90 19%	64 12%	83 16%	74 14%	39 13%	34 19%
£21001-£28000	(24.5) 13%	255 12%	135 13%	29 12%	36 11%	42 11%	46 13%	39 13%	62 14%	54 10%	84 14%	83 19%	35 7%	53 10%	66 12%	60 12%	56 19%	21 12%
£28001-£34000	(31) 9%	192 9%	98 9%	21 9%	36 11%	38 10%	33 10%	34 11%	29 7%	60 11%	64 11%	51 12%	16 3%	44 9%	46 9%	52 10%	28 10%	22 12%
£34001-£41000	(37.5) 10%	196 10%	97 10%	18 7%	34 10%	50 13%	34 10%	25 8%	36 8%	70 13%	58 10%	55 13%	13 3%	59 11%	54 10%	45 9%	22 8%	15 9%
£41001-£48000	(44.5) 6%	127 7%	62 6%	8 3%	25 8%	39 10%	29 8%	11 3%	15 4%	47 9%	37 6%	32 8%	11 2%	37 7%	29 5%	32 6%	22 8%	6 4%
£48001-£55000	(51.5) 6%	113 7%	44 4%	11 5%	25 8%	33 8%	14 4%	21 7%	8 2%	48 9%	29 5%	31 7%	5 1%	28 5%	34 6%	26 5%	19 6%	6 3%
£55001-£62000	(58.5) 3%	55 3%	22 2%	12 5%	13 4%	7 2%	11 3%	5 2%	6 1%	37 7%	16 3%	1 *	1 *	19 4%	13 2%	12 2%	6 2%	5 3%
£62001-£69000	(65.5) 2%	42 2%	18 2%	4 2%	9 3%	14 4%	6 2%	3 1%	5 1%	26 5%	13 2%	3 1%	-	10 2%	7 1%	14 3%	8 3%	3 2%
£69001-£76000	(72.5) 2%	33 2%	12 1%	3 1%	6 2%	10 3%	7 2%	4 1%	3 1%	24 4%	8 1%	1 *	-	16 3%	6 1%	5 1%	5 2%	2 1%
£76001-£83000	(79.5) 1%	20 1%	11 1%	2 1%	3 1%	10 3%	4 1%	2 1%	-	11 2%	3 *	5 1%	1 *	6 1%	3 *	3 1%	2 1%	6 4%
£83001 or more	(86) 3%	57 5%	12 1%	7 3%	15 5%	14 4%	12 3%	6 2%	4 1%	40 7%	12 2%	4 1%	1 *	27 5%	15 3%	11 2%	3 1%	2 1%
Refused	301 15%	126 13%	175 17%	62 25%	40 12%	40 10%	45 13%	45 15%	69 16%	71 13%	93 16%	60 14%	76 16%	77 15%	85 16%	82 16%	30 10%	27 15%
Mean (£'000s)	31.10	33.70	28.47	30.89	35.20	36.64	31.94	28.35	23.86	44.21	30.72	30.79	15.88	35.12	29.96	29.62	29.63	29.60

Prepared by Populus



**Tobacco Survey**  
**ONLINE Fieldwork : 4th - 6th June 2010**

Absolutes/col percents

Table 19

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

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Standard deviation	19.98	21.23	18.27	20.87	21.14	20.96	20.33	18.25	15.64	21.14	18.44	15.08	11.73	22.13	19.27	19.23	17.99	19.59
Standard error	0.48	0.71	0.63	1.55	1.22	1.18	1.15	1.14	0.81	0.81	0.88	0.98	0.60	1.02	0.91	0.94	1.16	1.56

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 19

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

**Base: All respondents**

	Total	Region											
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157	
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158	
Up to £7000	(3.5) 5%	99 5%	9 5%	3 3%	21 9%	11 6%	8 4%	5 5%	8 4%	14 5%	5 2%	8 4%	8 5%
£7001-£14000	(10.5) 12%	254 12%	20 11%	8 8%	34 14%	20 11%	24 13%	15 14%	23 12%	38 15%	21 8%	26 14%	26 16%
£14001-£21000	(17.5) 14%	293 14%	34 19%	24 26%	29 12%	21 12%	28 15%	10 9%	29 15%	22 8%	42 16%	29 16%	27 17%
£21001-£28000	(24.5) 13%	255 13%	21 12%	16 17%	24 10%	20 11%	23 12%	23 21%	17 9%	28 11%	25 10%	33 18%	27 17%
£28001-£34000	(31) 9%	192 9%	22 12%	11 12%	20 8%	21 12%	13 7%	11 10%	20 11%	15 6%	29 11%	17 9%	13 8%
£34001-£41000	(37.5) 10%	196 10%	15 9%	9 9%	18 7%	19 11%	13 7%	8 8%	20 11%	25 10%	34 13%	14 8%	20 13%
£41001-£48000	(44.5) 6%	127 6%	6 4%	6 6%	15 6%	12 7%	15 8%	7 6%	9 5%	16 6%	21 8%	15 8%	5 3%
£48001-£55000	(51.5) 6%	113 6%	6 3%	3 3%	12 5%	12 7%	10 5%	11 11%	19 10%	14 6%	13 5%	7 4%	5 3%
£55001-£62000	(58.5) 3%	55 3%	5 3%	- -	9 4%	3 2%	7 4%	2 2%	5 2%	12 5%	7 3%	4 2%	2 1%
£62001-£69000	(65.5) 2%	42 2%	3 2%	2 2%	9 4%	4 2%	3 2%	3 2%	3 1%	4 2%	6 2%	6 3%	1 1%
£69001-£76000	(72.5) 2%	33 2%	2 1%	2 2%	3 1%	- -	2 1%	2 2%	3 2%	9 3%	7 3%	3 2%	1 *
£76001-£83000	(79.5) 1%	20 1%	6 4%	- -	2 1%	1 *	2 1%	1 1%	1 1%	3 1%	3 1%	1 *	- -
£83001 or more	(86) 3%	57 3%	2 1%	- -	6 2%	5 3%	4 2%	2 2%	7 4%	17 7%	10 4%	1 *	4 2%
Refused	301 15%	27 15%	11 11%	41 17%	31 17%	37 20%	8 7%	28 15%	39 15%	39 15%	23 12%	19 12%	
Mean (£'000s)	31.10	29.60	26.59	30.15	30.55	30.49	31.43	32.57	35.31	34.93	28.52	26.33	

**Tobacco Survey**  
**ONLINE Fieldwork : 4th - 6th June 2010**

Absolutes/col percents

Table 19

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

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Standard deviation	19.98	19.59	14.06	21.11	18.98	19.53	19.15	20.50	24.00	20.18	17.20	16.94
Standard error	0.48	1.56	1.53	1.52	1.58	1.54	2.08	1.65	1.58	1.29	1.38	1.45



## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 20  
**What was your age on your last birthday?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
18-24	244	120	124	244	-	-	-	-	-	47	102	62	33	71	65	57	32	19
	12%	12%	12%	100%	-	-	-	-	-	9%	17%	15%	7%	14%	12%	11%	11%	11%
25-34	326	162	164	-	326	-	-	-	-	111	107	62	46	72	89	76	46	42
	16%	16%	16%	-	100%	-	-	-	-	20%	18%	14%	10%	14%	17%	15%	16%	24%
35-44	387	204	182	-	-	387	-	-	-	108	113	95	70	92	117	101	42	35
	19%	20%	18%	-	-	100%	-	-	-	20%	19%	22%	15%	18%	22%	20%	14%	20%
45-54	346	174	172	-	-	-	346	-	-	88	101	72	85	77	96	96	43	34
	17%	17%	17%	-	-	-	100%	-	-	16%	17%	17%	18%	15%	18%	19%	14%	19%
55-64	305	114	192	-	-	-	-	305	-	66	72	73	94	71	66	86	61	21
	15%	11%	18%	-	-	-	-	100%	-	12%	12%	17%	20%	14%	12%	17%	21%	12%
65+	428	224	203	-	-	-	-	-	428	128	96	63	140	134	104	94	69	26
	21%	22%	20%	-	-	-	-	-	100%	23%	16%	15%	30%	26%	19%	18%	24%	15%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 20  
**What was your age on your last birthday?**  
**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
18-24	244 12%	19 11%	7 8%	29 12%	21 12%	19 10%	9 8%	23 12%	39 15%	33 13%	24 13%	23 15%
25-34	326 16%	42 24%	13 14%	27 11%	36 20%	33 17%	20 19%	35 19%	35 14%	37 14%	26 14%	21 13%
35-44	387 19%	35 20%	13 14%	48 20%	40 23%	38 20%	17 16%	44 23%	46 18%	45 17%	25 14%	35 22%
45-54	346 17%	34 19%	12 13%	53 22%	31 17%	32 17%	16 15%	38 20%	28 11%	49 19%	27 14%	26 16%
55-64	305 15%	21 12%	19 21%	36 15%	31 17%	22 12%	28 26%	20 10%	34 13%	38 14%	33 18%	25 16%
65+	428 21%	26 15%	28 30%	47 20%	19 11%	44 24%	18 17%	31 16%	74 29%	59 23%	51 27%	29 18%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 21  
**Gender**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Male	998	998	-	120	162	204	174	114	224	299	292	206	200	252	284	243	138	80
	49%	100%	-	49%	50%	53%	50%	37%	52%	54%	50%	48%	43%	49%	53%	48%	47%	45%
Female	1038	-	1038	124	164	182	172	192	203	251	298	221	268	265	254	267	155	97
	51%	-	100%	51%	50%	47%	50%	63%	48%	46%	50%	52%	57%	51%	47%	52%	53%	55%

**Tobacco Survey**  
**ONLINE Fieldwork : 4th - 6th June 2010**

Absolutes/col percents

Table 21  
**Gender**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Male	998 49%	80 45%	45 48%	122 51%	76 43%	107 57%	50 46%	99 52%	144 56%	108 41%	88 48%	78 49%
Female	1038 51%	97 55%	47 52%	117 49%	103 57%	81 43%	58 54%	92 48%	112 44%	153 59%	97 52%	81 51%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 22

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
ITV1 Anglia	173 8%	88 9%	84 8%	25 10%	38 12%	44 11%	26 8%	14 4%	26 6%	44 8%	45 8%	60 14%	23 5%	15 3%	157 29%	1 *	- -	- -
ITV1 Border	33 2%	12 1%	21 2%	6 2%	6 2%	6 2%	6 2%	7 2%	3 1%	5 1%	9 1%	14 3%	6 1%	2 *	3 *	11 2%	- -	17 10%
ITV1 Central	304 15%	169 17%	135 13%	38 15%	53 16%	65 17%	53 15%	34 11%	61 14%	74 13%	90 15%	62 15%	78 17%	13 3%	281 52%	4 1%	6 2%	- -
ITV1 Granada	238 12%	122 12%	116 11%	24 10%	25 8%	51 13%	53 15%	35 11%	50 12%	61 11%	59 10%	44 10%	73 16%	1 *	4 1%	222 43%	11 4%	- -
ITV1 London	358 18%	191 19%	168 16%	51 21%	50 15%	65 17%	45 13%	51 17%	96 22%	122 22%	113 19%	53 12%	71 15%	314 61%	41 8%	2 *	1 *	- -
ITV1 Meridian	189 9%	83 8%	105 10%	21 9%	17 5%	33 8%	42 12%	29 9%	48 11%	57 10%	57 10%	43 10%	32 7%	169 33%	5 1%	- -	15 5%	- -
ITV1 Tyne Tees	90 4%	42 4%	48 5%	7 3%	12 4%	12 3%	12 3%	19 6%	28 6%	28 5%	20 3%	14 3%	29 6%	- -	- -	90 18%	- -	- -
ITV1 Wales	101 5%	46 5%	55 5%	12 5%	20 6%	12 3%	15 4%	26 9%	15 3%	28 5%	25 4%	24 6%	24 5%	1 *	1 *	1 *	98 33%	- -
ITV1 West	80 4%	43 4%	37 4%	11 4%	10 3%	8 2%	15 4%	8 3%	29 7%	24 4%	29 5%	17 4%	11 2%	1 *	1 *	- -	78 27%	- -
ITV1 Westcountry	86 4%	30 3%	56 5%	9 4%	15 4%	15 4%	10 3%	21 7%	16 4%	20 4%	27 5%	21 5%	18 4%	2 *	- -	1 *	83 28%	- -
ITV1 Yorkshire	223 11%	98 10%	125 12%	26 11%	38 12%	43 11%	40 12%	44 15%	32 7%	52 10%	65 11%	51 12%	56 12%	- -	44 8%	179 35%	1 *	- -
STV	160 8%	73 7%	87 8%	15 6%	42 13%	33 9%	28 8%	18 6%	24 6%	34 6%	51 9%	26 6%	49 10%	- -	1 *	- -	- -	160 90%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 22  
Which of the following ITV regions do you live in?  
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
ITV1 Anglia	173 8%	-	-	1 *	-	-	-	139 73%	1 *	14 5%	-	19 12%
ITV1 Border	33 2%	17 10%	-	11 5%	-	1 1%	-	1 1%	1 *	2 1%	-	-
ITV1 Central	304 15%	-	1 1%	1 1%	2 1%	184 98%	-	4 2%	4 1%	10 4%	6 3%	93 59%
ITV1 Granada	238 12%	-	1 1%	221 92%	-	-	11 10%	-	-	1 *	-	4 2%
ITV1 London	358 18%	-	-	1 *	1 1%	-	-	39 20%	248 97%	65 25%	1 1%	2 1%
ITV1 Meridian	189 9%	-	-	-	-	-	-	4 2%	1 1%	168 64%	15 8%	1 *
ITV1 Tyne Tees	90 4%	-	90 98%	-	1 *	-	-	-	-	-	-	-
ITV1 Wales	101 5%	-	-	1 *	-	1 1%	97 90%	-	-	1 *	2 1%	-
ITV1 West	80 4%	-	-	-	-	1 1%	-	-	-	1 *	78 42%	-
ITV1 Westcountry	86 4%	-	-	1 *	-	-	-	-	1 *	1 *	83 45%	-
ITV1 Yorkshire	223 11%	-	1 1%	2 1%	176 98%	-	-	4 2%	-	-	1 *	40 25%
STV	160 8%	160 90%	-	-	-	1 *	-	-	-	-	-	-

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 23  
**Social class**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
AB	550	299	251	47	111	108	88	66	128	550	-	-	-	170	133	132	78	37
	27%	30%	24%	19%	34%	28%	26%	22%	30%	100%	-	-	-	33%	25%	26%	26%	21%
C1	590	292	298	102	107	113	101	72	96	-	590	-	-	165	150	140	81	54
	29%	29%	29%	42%	33%	29%	29%	24%	22%	-	100%	-	-	32%	28%	27%	27%	31%
C2	428	206	221	62	62	95	72	73	63	-	-	428	-	87	136	98	73	34
	21%	21%	21%	26%	19%	24%	21%	24%	15%	-	-	100%	-	17%	25%	19%	25%	19%
DE	468	200	268	33	46	70	85	94	140	-	-	-	468	95	119	140	63	52
	23%	20%	26%	13%	14%	18%	25%	31%	33%	-	-	-	100%	18%	22%	27%	21%	29%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 23  
**Social class**  
**Base: All respondents**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
AB	550 27%	37 21%	28 30%	61 25%	44 24%	51 27%	28 26%	49 26%	81 32%	89 34%	50 27%	33 21%
C1	590 29%	54 31%	20 21%	67 28%	54 30%	53 28%	24 22%	51 27%	82 32%	83 32%	57 31%	46 29%
C2	428 21%	34 19%	14 15%	41 17%	43 24%	42 22%	30 27%	56 29%	39 15%	48 18%	43 23%	38 24%
DE	468 23%	52 29%	31 33%	71 30%	39 22%	43 23%	27 25%	34 18%	54 21%	41 16%	36 19%	41 26%



## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 24  
GO Regions  
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Scotland	177	80	97	19	42	35	34	21	26	37	54	34	52	-	-	-	-	177
	9%	8%	9%	8%	13%	9%	10%	7%	6%	7%	9%	8%	11%	-	-	-	-	100%
North East	92	45	47	7	13	13	12	19	28	28	20	14	31	-	-	92	-	-
	5%	4%	5%	3%	4%	3%	3%	6%	6%	5%	3%	3%	7%	-	-	18%	-	-
North West	239	122	117	29	27	48	53	36	47	61	67	41	71	-	-	239	-	-
	12%	12%	11%	12%	8%	12%	15%	12%	11%	11%	11%	10%	15%	-	-	47%	-	-
Yorks & Humber	180	76	103	21	36	40	31	31	19	44	54	43	39	-	-	180	-	-
	9%	8%	10%	9%	11%	10%	9%	10%	5%	8%	9%	10%	8%	-	-	35%	-	-
West Midlands	188	107	81	19	33	38	32	22	44	51	53	42	43	-	188	-	-	-
	9%	11%	8%	8%	10%	10%	9%	7%	10%	9%	9%	10%	9%	-	35%	-	-	-
Wales	108	50	58	9	20	17	16	28	18	28	24	30	27	-	-	-	108	-
	5%	5%	6%	4%	6%	4%	5%	9%	4%	5%	4%	7%	6%	-	-	-	37%	-
Eastern	191	99	92	23	35	44	38	20	31	49	51	56	34	-	191	-	-	-
	9%	10%	9%	9%	11%	11%	11%	6%	7%	9%	9%	13%	7%	-	36%	-	-	-
London	256	144	112	39	35	46	28	34	74	81	82	39	54	256	-	-	-	-
	13%	14%	11%	16%	11%	12%	8%	11%	17%	15%	14%	9%	12%	50%	-	-	-	-
South East	261	108	153	33	37	45	49	38	59	89	83	48	41	261	-	-	-	-
	13%	11%	15%	13%	11%	12%	14%	12%	14%	16%	14%	11%	9%	50%	-	-	-	-
South West	186	88	97	24	26	25	27	33	51	50	57	43	36	-	-	-	186	-
	9%	9%	9%	10%	8%	6%	8%	11%	12%	9%	10%	10%	8%	-	-	-	63%	-
East Midlands	158	78	81	23	21	35	26	25	29	33	46	38	41	-	158	-	-	-
	8%	8%	8%	9%	6%	9%	7%	8%	7%	6%	8%	9%	9%	-	29%	-	-	-

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 24  
GO Regions  
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Scotland	177 9%	177 100%	-	-	-	-	-	-	-	-	-	-
North East	92 5%	-	92 100%	-	-	-	-	-	-	-	-	-
North West	239 12%	-	-	239 100%	-	-	-	-	-	-	-	-
Yorks & Humber	180 9%	-	-	-	180 100%	-	-	-	-	-	-	-
West Midlands	188 9%	-	-	-	-	188 100%	-	-	-	-	-	-
Wales	108 5%	-	-	-	-	-	108 100%	-	-	-	-	-
Eastern	191 9%	-	-	-	-	-	-	191 100%	-	-	-	-
London	256 13%	-	-	-	-	-	-	-	256 100%	-	-	-
South East	261 13%	-	-	-	-	-	-	-	-	261 100%	-	-
South West	186 9%	-	-	-	-	-	-	-	-	-	186 100%	-
East Midlands	158 8%	-	-	-	-	-	-	-	-	-	-	158 100%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 25  
**Nearest City:**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2036	1026	1010	238	336	355	358	305	444	778	523	278	457	551	532	497	268	188
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
Glasgow	79 4%	42 4%	38 4%	7 3%	19 6%	21 5%	14 4%	7 2%	11 3%	19 3%	26 4%	16 4%	18 4%	- -	1 *	- -	- -	79 45%
Edinburgh	75 4%	31 3%	44 4%	10 4%	17 5%	8 2%	15 4%	10 3%	13 3%	13 2%	24 4%	12 3%	26 6%	- -	- -	- -	- -	75 42%
Newcastle	92 5%	42 4%	50 5%	7 3%	13 4%	13 3%	11 3%	21 7%	26 6%	27 5%	23 4%	14 3%	27 6%	- -	- -	91 18%	- -	1 *
Leeds	86 4%	40 4%	46 4%	8 3%	13 4%	25 6%	17 5%	12 4%	11 3%	28 5%	22 4%	20 5%	17 4%	- -	1 *	84 17%	1 *	- -
Hull	34 2%	10 1%	24 2%	4 2%	3 1%	4 1%	6 2%	11 4%	6 1%	5 1%	19 3%	6 1%	5 1%	- -	4 1%	30 6%	- -	- -
Sheffield	74 4%	36 4%	38 4%	12 5%	19 6%	8 2%	11 3%	16 5%	8 2%	15 3%	20 3%	16 4%	22 5%	- -	21 4%	53 10%	- -	- -
Manchester	174 9%	92 9%	82 8%	18 7%	22 7%	40 10%	32 9%	28 9%	35 8%	47 9%	45 8%	33 8%	49 10%	* *	12 2%	161 32%	- -	- -
Liverpool	67 3%	34 3%	33 3%	9 4%	6 2%	11 3%	18 5%	9 3%	14 3%	20 4%	15 2%	13 3%	20 4%	1 *	- -	52 10%	15 5%	- -
Nottingham	88 4%	42 4%	46 4%	12 5%	16 5%	20 5%	14 4%	9 3%	18 4%	16 3%	29 5%	23 5%	21 4%	- -	88 16%	- -	- -	- -
Birmingham	174 9%	101 10%	74 7%	22 9%	33 10%	36 9%	30 9%	17 6%	37 9%	43 8%	48 8%	40 9%	44 9%	1 *	171 32%	1 *	1 *	- -
Norwich	51 3%	25 2%	27 3%	6 3%	10 3%	19 5%	9 3%	3 1%	4 1%	14 3%	11 2%	18 4%	8 2%	1 *	49 9%	1 *	- -	- -
Milton Keynes	55 3%	26 3%	30 3%	14 6%	12 4%	8 2%	7 2%	7 2%	7 2%	17 3%	16 3%	17 4%	6 1%	14 3%	41 8%	- -	- -	- -
Brighton	46 2%	19 2%	26 3%	5 2%	5 2%	10 2%	6 2%	6 2%	15 3%	11 2%	14 2%	14 3%	7 2%	46 9%	- -	- -	- -	- -
Oxford	27 1%	15 1%	13 1%	1 *	4 1%	1 *	8 2%	1 *	13 3%	9 2%	10 2%	1 *	7 1%	22 4%	2 *	- -	4 1%	- -

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 25  
**Nearest City:**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2036	998	1038	244	326	387	346	305	428	550	590	428	468	517	537	511	294	177
London	418 21%	220 22%	198 19%	62 25%	62 19%	77 20%	63 18%	51 17%	104 24%	138 25%	139 23%	61 14%	81 17%	343 66%	71 13%	3 1%	1 *	-
Southampton	76 4%	34 3%	42 4%	5 2%	6 2%	14 4%	17 5%	14 5%	21 5%	25 4%	19 3%	20 5%	13 3%	60 12%	-	-	16 5%	-
Bristol	86 4%	47 5%	39 4%	13 5%	14 4%	12 3%	12 4%	9 3%	26 6%	28 5%	25 4%	18 4%	15 3%	1 *	-	-	85 29%	-
Plymouth	64 3%	22 2%	42 4%	5 2%	9 3%	12 3%	9 3%	17 6%	11 3%	13 2%	22 4%	15 4%	14 3%	-	-	-	64 22%	-
Cardiff	76 4%	38 4%	38 4%	9 4%	17 5%	10 3%	10 3%	20 6%	9 2%	22 4%	21 4%	16 4%	17 4%	1 *	2 *	-	73 25%	-
None of these	193 9%	81 8%	112 11%	16 6%	26 8%	39 10%	37 11%	37 12%	37 9%	41 7%	44 8%	57 13%	52 11%	28 5%	75 14%	35 7%	34 11%	23 13%

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 25  
**Nearest City:**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2036	188	96	232	169	196	92	179	271	280	176	157
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
Glasgow	79 4%	79 45%	-	-	-	1 *	-	-	-	-	-	-
Edinburgh	75 4%	75 42%	-	-	-	-	-	-	-	-	-	-
Newcastle	92 5%	1 *	83 91%	7 3%	1 *	-	-	-	-	-	-	-
Leeds	86 4%	-	3 3%	-	81 45%	-	-	-	-	-	1 *	1 1%
Hull	34 2%	-	-	2 1%	28 15%	-	-	-	-	-	-	4 3%
Sheffield	74 4%	-	-	-	53 29%	-	-	-	-	-	-	21 13%
Manchester	174 9%	-	2 2%	160 67%	-	8 4%	-	1 1%	-	* *	-	3 2%
Liverpool	67 3%	-	-	52 22%	-	-	15 14%	-	-	1 *	-	-
Nottingham	88 4%	-	-	-	-	1 1%	-	7 3%	-	-	-	80 51%
Birmingham	174 9%	-	-	1 1%	-	162 86%	-	-	-	1 *	1 1%	9 6%
Norwich	51 3%	-	-	1 *	-	-	-	48 25%	1 *	1 *	-	1 1%
Milton Keynes	55 3%	-	-	-	-	-	-	29 15%	-	14 5%	-	12 8%
Brighton	46 2%	-	-	-	-	-	-	-	-	46 17%	-	-
Oxford	27 1%	-	-	-	-	1 *	-	-	1 *	21 8%	4 2%	1 *

## Tobacco Survey

### ONLINE Fieldwork : 4th - 6th June 2010

Absolutes/col percents

Table 25  
**Nearest City:**  
**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2036	177	92	239	180	188	108	191	256	261	186	158
London	418 21%	- -	- -	1 *	2 1%	- -	- -	70 37%	252 99%	91 35%	1 1%	1 1%
Southampton	76 4%	- -	- -	- -	- -	- -	- -	- -	2 1%	58 22%	16 9%	- -
Bristol	86 4%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	85 46%	- -
Plymouth	64 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 34%	- -
Cardiff	76 4%	- -	- -	- -	- -	2 1%	72 67%	- -	- -	1 *	1 *	- -
None of these	193 9%	23 13%	4 4%	15 6%	15 8%	14 7%	21 20%	37 19%	- -	28 11%	12 7%	24 15%