

# Smokers Panel Results – May 2010

Online panel of 1000 adult 18+ smokers established by [Holden Pearmain](#) for the TMA. Survey conducted in May 2010

## SCREENER

S1 Do you smoke at all nowadays?  
(Please select one answer only)

- Yes ..... 1 -CONT  
No ..... 2 –SCREEN OUT

S2 Which of the following do you smoke at all nowadays? Please give us your best estimate.  
(Please select all that apply)

- Cigarettes ..... 1  
Roll your own cigarettes ..... 2  
Cigars..... 3  
Pipe ..... 4  
Other (specify) ..... 5

NB. ALL MUST SMOKE CIGARETTES (CODE 1) IN ORDER TO CONTINUE OTHERWISE SCREEN OUT

S3 And which of the following do you smoke more often nowadays?  
(Please select one answer only)

- Cigarettes ..... 1  
Roll your own cigarettes ..... 2  
Cigars..... 3  
Pipe ..... 4  
Other (specify) ..... 5

S4 How many cigarettes do you smoke on an average day?  
(Please select one answer only)

- None ..... 1 - CLOSE  
1-5 ..... 2  
6-10 ..... 3  
11-15 ..... 4  
16-20 ..... 5  
21-25 ..... 6  
More than 25 ..... 7  
Don't know ..... 8 – CLOSE

S5 Which of the following age groups do you fall into?  
*(Please select one answer only)*

		Please aim for the following quotas
17 or below	1	THANK AND CLOSE
18-24	2	23%
25-34	3	18%
35-44	4	14%
45-54	5	18%
55-64	6	14%
65-74	7	9%
75+	8	4%
Refused	9	THANK AND CLOSE

S6 Do you or does any family member or close friends work for the following types of companies?  
*(Please select all that apply)*

- Advertising agency 1 - CLOSE
- Public relations or sales promotion firm 2 - CLOSE
- A media company, such as radio, television, internet or magazine communications 3 - CLOSE
- Management, purchasing or distribution of tobacco products 4 - CLOSE
- Marketing or market research firm 5 - CLOSE
- Marketing or market research department within a company 6 - CLOSE
- None of these

Smoking in Public Places Survey – (pubs)

**1. A few years ago, smoking was banned in indoor public places. Do you think the ban:**

	Percent
1 Is too strict and should be relaxed	55.8
2 Is about right	38.0
3 Should be widened to include some outdoor areas too	5.6
4 Don't know	0.6
Total	100.0

**2. If you think the ban should be relaxed, would you like to see the ban lifted in:**

	Percent
1 Specially designated smoking rooms	57.5
2 All pubs and bars	33.0
3 Small pubs, bars	4.3
4 Restaurants	1.3
5 Members' clubs	2.7
6 Don't know	1.3
Total	100.0

**3. If you think the ban should be widened, would you like to see smoking banned [tick as many as apply]:**

	Percent
1 Near the doors and windows of pubs and bars	9.8
2 Near the doors and windows of restaurants	12.4
3 Near the doors and windows of clubs	8.0
4 Near the doors and windows of offices and other businesses	9.8
5 In children's playgrounds	18.2
6 Near children's playgrounds	12.7
7 In cars where children present	16.2
8 In any cars	4.0
9 In private homes	0.7
10 In parks or public beaches	5.2
11 In the street	3.2
Total	100.0

**4. Since the smoking ban, which of the following statements best reflects what you have noticed about the NUMBER of pubs in your area:**

	Percent
1 I have not noticed any pub closures in my area since the ban	21.2
2 I have noticed a few pub closures in my area since the ban	41.6
3 I have noticed many pub closures in my area since the ban	29.7
4 Don't know	7.6
Total	100.0

**5. Since the smoking ban, which of the following statements best reflects what you have noticed about the POPULARITY of pubs in your area:**

	Percent
1 I have noticed pubs in my area seem to be busier since the ban	3.0
2 I have noticed pubs in my area seem to be quieter since the ban	68.6
3 I have not noticed any change in the popularity of pubs in my area since the ban	19.9
4 Don't know	8.5
Total	100.0

**6. Which of these statements reflects your opinion on the ban on smoking in pubs?**

	Percent
1 I agree with the ban on smoking in pubs	36.5
2 I disagree with the ban on smoking in pubs	58.0
3 Don't know	5.5
Total	100.0

**7. How did the smoking ban affect the way you used pubs?**

	Percent
1 I still go to the pub as before	31.7
2 I still go to the pub, but less often than before	29.1
3 I still go to the pub, but for a shorter time than before	10.2
4 I no longer go to the pub	24.5
5 Don't know	4.5
Total	100.0

**8. How has the ban on smoking in pubs affected the way you smoke at home?**

	Percent
1 It hasn't made any difference to my smoking at home	75.7
2 I now smoke less at home than I did before the ban	9.1
3 I now smoke more at home than I did before the ban	13.0
4 Don't know	2.2
Total	100.0

**9. Has the smoking ban in pubs, bars and clubs led you to:**

	Percent
1 Only drink in the home	11.9
2 Reduce the overall amount of alcohol that you consume	5.5
3 Buy more alcohol from shops and off-licences	21.1
4 Buy less alcohol from pubs, bars and clubs	15.7
5 Increase the overall amount of alcohol that you consume	1.8
6 No effect	42.3
7 Don't know	1.6
Total	100.0

**10. Do you feel that the indoor smoking ban has**

	Percent
1 Increased your sense of being part of the local community	6.6
2 Decreased your sense of being part of the local community	42.4
3 Had no effect	46.6
4 Don't know	4.4
Total	100.0

**11. Would you be more or less likely to visit a pub, club, bar or restaurant if smoking were: 1. Permitted in a separate smoking room inside**

	Percent
1 More Likely	68.3
2 Less Likely	4.5
3 The Same	27.2
Total	100.0

**12. Would you be more or less likely to visit a pub, club, bar or restaurant if smoking were: 2. Permitted in a ventilated smoking area inside**

	Percent
1 More Likely	68.4
2 Less Likely	5.4
3 The Same	26.2
Total	100.0

**13a. Would the following changes affect how often you visit a pub? 1. A ban within 5 metres of any doorway or window**

	Percent
1 Yes, I would go more often	9.0
2 Yes, I would go less	45.4
3 No, I would go the same	32.3
4 Don't Know	13.3
Total	100.0

**13b. Would the following changes affect how often you visit a pub? 2. A ban in part of the venue's outdoor area or garden**

	Percent
1 Yes, I would go more often	7.7
2 Yes, I would go less	52.3
3 No, I would go the same	28.3
4 Don't Know	11.6
Total	100.0

**13c. Would the following changes affect how often you visit a pub? 3. A ban in all of the venue's outdoor area or garden**

	Percent
1 Yes, I would go more often	5.6
2 Yes, I would go less	62.9
3 No, I would go the same	20.8
4 Don't Know	10.8
Total	100.0