

Smokers Panel Results – September 2010

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

QA1 - What do you understand to be the minimum age at which a person can legally buy tobacco from a shop?

		Frequency	Percent
Valid	1 16	306	30.6
	2 17	15	1.5
	3 18	623	62.3
	4 19	4	0.4
	5 20	2	0.2
	6 21	40	4.0
	7 Don't know	10	1.0
	Total	1,000	100.0

QA2 - Are you aware that retailers ask young customers, who want to purchase tobacco products, for proof of age at the counter?

		Frequency	Percent
Valid	1 Yes	961	96.1
	2 No	39	3.9
	Total	1,000	100.0

QA3 - Which of the following do you consider to be the main outlet where underage persons acquire tobacco products? Please select only one option.

		Frequency	Percent
Valid	1 Small shops	334	33.4
	2 Supermarkets	54	5.4
	3 Vending machines	93	9.3
	4 Friends and family	144	14.4
	5 Asking adults to buy tobacco for them (proxy purchasing)	270	27.0
	6 Black market (e.g. internet, pubs, street markets, car boot sales)	68	6.8
	7 Don't know	37	3.7
	Total	1,000	100.0

QB4 - Which of the following proof of age schemes and campaigns are you aware of? Please select all that apply.

		Frequency	Percent
Valid	1 Citizen Card	380	21.3
	2 No ID, No Sale	530	29.8
	3 Young Scot	66	3.7
	4 Validate	116	6.5
	5 Prove it!	428	24.0
	6 ProofGB	64	3.6
	7 None of these	197	11.1
	Total	1,781	100.0

QB5 - Do you think that it is right that the tobacco industry helps to support CitizenCard?

		Frequency	Percent
Valid	1 Yes	732	73.2
	2 No	44	4.4
	3 Doesn't matter	125	12.5
	4 Don't know	99	9.9
	Total	1,000	100.0

QB6 - How important do you think is the following group to raise awareness of the need for proof of age for Tobacco sales? 1. Tobacco Manufacturers

		Frequency	Percent
Valid	1 Very unimportant	12	1.2
	2 Unimportant	10	1.0
	3 Neither important nor unimportant	96	9.6
	4 Important	199	19.9
	5 Very important	677	67.7
	6 Don't know	6	0.6
	Total	1,000	100.0

QB6 - How important do you think is the following group to raise awareness of the need for proof of age for Tobacco sales? 2. Retailers

		Frequency	Percent
Valid	1 Very unimportant	8	0.8
	2 Unimportant	9	0.9
	3 Neither important nor unimportant	54	5.4
	4 Important	182	18.2
	5 Very important	740	74.0
	6 Don't know	7	0.7
	Total	1,000	100.0

QB6 - How important do you think is the following group to raise awareness of the need for proof of age for Tobacco sales? 3. Local councils

		Frequency	Percent
Valid	1 Very unimportant	15	1.5
	2 Unimportant	26	2.6
	3 Neither important nor unimportant	133	13.3
	4 Important	256	25.6
	5 Very important	563	56.3
	6 Don't know	7	0.7
	Total	1,000	100.0

QB6 - How important do you think is the following group to raise awareness of the need for proof of age for Tobacco sales? 4. Trading Standards

		Frequency	Percent
Valid	1 Very unimportant	11	1.1
	2 Unimportant	20	2.0
	3 Neither important nor unimportant	107	10.7
	4 Important	227	22.7
	5 Very important	628	62.8
	6 Don't know	7	0.7
	Total	1,000	100.0

QB6 - How important do you think is the following group to raise awareness of the need for proof of age for Tobacco sales? 5. The Government

		Frequency	Percent
Valid	1 Very unimportant	14	1.4
	2 Unimportant	15	1.5
	3 Neither important nor unimportant	84	8.4
	4 Important	212	21.2
	5 Very important	671	67.1
	6 Don't know	4	0.4
	Total	1,000	100.0

QB7 - How do you think the following group is doing in raising awareness of the need for proof of age for tobacco sales? 1. Tobacco manufacturers

		Frequency	Percent
Valid	1 Very poorly	85	8.5
	2 Poorly	178	17.8
	3 Neither well or poorly	345	34.5
	4 Well	186	18.6
	5 Very well	121	12.1
	6 Don't know	85	8.5
	Total	1,000	100.0

QB7 - How do you think the following group is doing in raising awareness of the need for proof of age for tobacco sales? 2. Retailers

		Frequency	Percent
Valid	1 Very poorly	36	3.6
	2 Poorly	129	12.9
	3 Neither well or poorly	258	25.8
	4 Well	331	33.1
	5 Very well	175	17.5
	6 Don't know	71	7.1
	Total	1,000	100.0

QB7 - How do you think the following group is doing in raising awareness of the need for proof of age for tobacco sales? 3. Local councils

		Frequency	Percent
Valid	1 Very poorly	68	6.8
	2 Poorly	186	18.6
	3 Neither well or poorly	387	38.7
	4 Well	170	17.0
	5 Very well	88	8.8
	6 Don't know	101	10.1
	Total	1,000	100.0

QB7 - How do you think the following group is doing in raising awareness of the need for proof of age for tobacco sales? 4. Trading Standards

		Frequency	Percent
Valid	1 Very poorly	51	5.1
	2 Poorly	136	13.6
	3 Neither well or poorly	347	34.7
	4 Well	225	22.5
	5 Very well	137	13.7
	6 Don't know	104	10.4
	Total	1,000	100.0

QB7 - How do you think the following group is doing in raising awareness of the need for proof of age for tobacco sales? 5. The Government

		Frequency	Percent
Valid	1 Very poorly	71	7.1
	2 Poorly	158	15.8
	3 Neither well or poorly	339	33.9
	4 Well	211	21.1
	5 Very well	138	13.8
	6 Don't know	83	8.3
	Total	1,000	100.0

QB8 - Please indicate which group you consider to have the biggest responsibility for upholding the law on underage sales? Please select only one option.

		Frequency	Percent
Valid	1 The Government	130	13.0
	2 Local councils	24	2.4
	3 Trading Standards	43	4.3
	4 HMRC	11	1.1
	5 Tobacco manufacturers	68	6.8
	6 Retailers	537	53.7
	7 Individual customer	52	5.2
	8 Parents	132	13.2
	9 Other (Everyone/No one)	3	0.3
Total	1,000	100.0	

QB9a - How effective do you think the following measure is in stopping underage persons from starting to smoke or continuing to smoke? 1. Make it mandatory for retailers to ask for proof of age

		Frequency	Percent
Valid	1 No effect at all	50	5.0
	2 Not very effective	185	18.5
	3 Fairly effective	390	39.0
	4 Very effective	362	36.2
	6 Don't know	13	1.3
	Total	1,000	100.0

QB9b - How effective do you think the following measure is in stopping underage persons from starting to smoke or continuing to smoke? 2. Increase enforcement activities and impose more fines on retailers who sell to underage persons

		Frequency	Percent
Valid	1 No effect at all	50	5.0
	2 Not very effective	155	15.5
	3 Fairly effective	384	38.4
	4 Very effective	386	38.6
	6 Don't know	25	2.5
	Total	1,000	100.0

QB9c - How effective do you think the following measure is in stopping underage persons from starting to smoke or continuing to smoke? 3. Make it illegal for underage persons to buy cigarettes

		Frequency	Percent
Valid	1 No effect at all	114	11.4
	2 Not very effective	307	30.7
	3 Fairly effective	252	25.2
	4 Very effective	305	30.5
	6 Don't know	22	2.2
	Total	1,000	100.0

QB9d - How effective do you think the following measure is in stopping underage persons from starting to smoke or continuing to smoke? 4. Make is illegal for adults to buy cigarettes for underage persons (proxy purchasing)

		Frequency	Percent
Valid	1 No effect at all	111	11.1
	2 Not very effective	285	28.5
	3 Fairly effective	273	27.3
	4 Very effective	306	30.6
	6 Don't know	25	2.5
	Total	1,000	100.0

QB9e - How effective do you think the following measure is in stopping underage persons from starting to smoke or continuing to smoke? 5. Stop black market sales in the local area

		Frequency	Percent
Valid	1 No effect at all	175	17.5
	2 Not very effective	302	30.2
	3 Fairly effective	251	25.1
	4 Very effective	224	22.4
	6 Don't know	48	4.8
	Total	1,000	100.0