

Smokers Panel Results – December 2010

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

Question 1. Where do you regularly / most often buy your tobacco products?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Corner shops/newsagents	321	32.1%	266	33.7%	143	32.6%	89	35.5%
2 Supermarkets	537	53.7%	436	55.3%	207	47.3%	124	49.4%
3 In the street	11	1.1%	8	1.0%	6	1.4%	3	1.2%
4 Markets or car boot sales	4	0.4%	2	0.3%	2	0.5%	0	0.0%
5 Vans (e.g. ice cream vans)	3	0.3%	3	0.4%	1	0.2%	1	0.4%
6 Workplace	5	0.5%	2	0.3%	4	0.9%	2	0.8%
7 Private houses (so-called 'fag houses')	3	0.3%	2	0.3%	2	0.5%	1	0.4%
8 From friends and family	38	3.8%	19	2.4%	29	6.6%	11	4.4%
9 Abroad	66	6.6%	43	5.4%	35	8.0%	13	5.2%
10 Other	9	0.9%	6	0.8%	6	1.4%	5	2.0%
11 Don't know	3	0.3%	2	0.3%	3	0.7%	2	0.8%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 2. How often do you buy tobacco from a supermarket?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Never	109	10.9%	82	10.4%	37	8.4%	12	4.8%
2 More than once a day	34	3.4%	32	4.1%	16	3.7%	15	6.0%
3 Once a day	89	8.9%	79	10.0%	35	8.0%	26	10.4%
4 Four or five times a week	86	8.6%	75	9.5%	27	6.2%	18	7.2%
5 Two or three times a week	162	16.2%	138	17.5%	66	15.1%	45	17.9%
6 Once a week	286	28.6%	216	27.4%	137	31.3%	74	29.5%
7 Once a fortnight	141	14.1%	100	12.7%	75	17.1%	40	15.9%
8 Other	61	6.1%	43	5.4%	32	7.3%	15	6.0%
9 Don't Know	32	3.2%	24	3.0%	13	3.0%	6	2.4%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 3a. On each occasion, you purchase tobacco from a supermarket, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 One pack of cigarettes	325	46.0%	325	46.0%	119	49.8%	119	49.8%
2 Two packs of cigarettes	169	23.9%	169	23.9%	67	28.0%	67	28.0%
3 Three or more packs of cigarettes	198	28.0%	198	28.0%	44	18.4%	44	18.4%
4 Don't know	15	2.1%	15	2.1%	9	3.8%	9	3.8%
Total	707	100.0%	707	100.0%	239	100.0%	239	100.0%

Question 3B. On each occasion, you purchase tobacco from a supermarket, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 One pack of Roll Your Own tobacco	311	77.6%	176	73.6%	311	77.6%	176	73.6%
2 Two packs of Roll Your Own tobacco	66	16.5%	43	18.0%	66	16.5%	43	18.0%
3 Three or more packs of Roll Your Own tobacco	15	3.7%	12	5.0%	15	3.7%	12	5.0%
4 Don't know	9	2.2%	8	3.3%	9	2.2%	8	3.3%
Total	401	100.0%	239	100.0%	401	100.0%	239	100.0%

Question 4. How often do you buy tobacco from a corner store / newsagent?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Never	236	23.6%	171	21.7%	84	19.2%	28	11.2%
2 More than once a day	21	2.1%	19	2.4%	8	1.8%	7	2.8%
3 Once a day	97	9.7%	91	11.5%	36	8.2%	30	12.0%
4 Four or five times a week	85	8.5%	71	9.0%	42	9.6%	28	11.2%
5 Two or three times a week	138	13.8%	115	14.6%	62	14.2%	41	16.3%
6 Once a week	150	15.0%	119	15.1%	73	16.7%	45	17.9%
7 Once a fortnight	129	12.9%	100	12.7%	61	13.9%	36	14.3%
8 Other	86	8.6%	62	7.9%	45	10.3%	24	9.6%
9 Don't know	58	5.8%	41	5.2%	27	6.2%	12	4.8%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 5a. On each occasion, you purchase tobacco from a corner store, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 One pack of cigarettes	461	74.6%	461	74.6%	165	74.0%	165	74.0%
2 Two packs of cigarettes	114	18.4%	114	18.4%	38	17.0%	38	17.0%
3 Three or more packs of cigarettes	22	3.6%	22	3.6%	6	2.7%	6	2.7%
4 Don't know	21	3.4%	21	3.4%	14	6.3%	14	6.3%
Total	618	100.0%	618	100.0%	223	100.0%	223	100.0%

Question 5b. On each occasion, you purchase tobacco from a corner store, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 One pack of Roll Your Own tobacco	296	83.6%	176	78.9%	296	83.6%	176	78.9%
2 Two packs of Roll Your Own tobacco	31	8.8%	24	10.8%	31	8.8%	24	10.8%
3 Three or more packs of Roll Your Own tobacco	8	2.3%	6	2.7%	8	2.3%	6	2.7%
4 Don't know	19	5.4%	17	7.6%	19	5.4%	17	7.6%
Total	354	100.0%	223	100.0%	354	100.0%	223	100.0%

Question 6. How often do you buy tobacco from "non-shop" sources – e.g. friends, in the street, from market stalls?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Never	687	68.7%	558	70.7%	242	55.3%	130	51.8%
2 More than once a day	21	2.1%	20	2.5%	12	2.7%	11	4.4%
3 Once a day	24	2.4%	21	2.7%	12	2.7%	10	4.0%
4 Four or five times a week	25	2.5%	23	2.9%	11	2.5%	10	4.0%
5 Two or three times a week	17	1.7%	16	2.0%	11	2.5%	10	4.0%
6 Once a week	42	4.2%	25	3.2%	36	8.2%	20	8.0%
7 Once a fortnight	60	6.0%	38	4.8%	42	9.6%	21	8.4%
8 Other	73	7.3%	51	6.5%	41	9.4%	21	8.4%
9 Don't Know	51	5.1%	37	4.7%	31	7.1%	18	7.2%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 7a. On each occasion, you purchase tobacco from a "non-shop" source, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Single sticks	30	13.0%	30	13.0%	18	14.9%	18	14.9%
2 One pack of cigarettes	77	33.3%	77	33.3%	43	35.5%	43	35.5%
3 Two packs of cigarettes	31	13.4%	31	13.4%	13	10.7%	13	10.7%
4 Three or more packs of cigarettes	58	25.1%	58	25.1%	27	22.3%	27	22.3%
5 Don't know	35	15.2%	35	15.2%	20	16.5%	20	16.5%
Total	231	100.0%	231	100.0%	121	100.0%	121	100.0%

Question 7b. On each occasion, you purchase tobacco from a 'non-shop' source, how much do you buy?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 One pack of Roll Your Own tobacco	64	32.7%	40	33.1%	64	32.7%	40	33.1%
2 Two packs of Roll Your Own tobacco	48	24.5%	37	30.6%	48	24.5%	37	30.6%
3 Three or more packs of Roll Your Own tobacco	54	27.6%	24	19.8%	54	27.6%	24	19.8%
4 Don't know	30	15.3%	20	16.5%	30	15.3%	20	16.5%
Total	196	100.0%	121	100.0%	196	100.0%	121	100.0%

Question 8. Do you have a favourite brand that you buy every time or are you motivated by price or special offers?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 I have my preferred brand and that is all I smoke	524	52.4%	406	51.5%	207	47.3%	101	40.2%
2 I have my preferred brand but I sometimes switch to other brands because of the price or special offers.	418	41.8%	337	42.7%	199	45.4%	126	50.2%
3 I don't have a preferred brand and I always make my selection because of the price or special offers.	50	5.0%	41	5.2%	27	6.2%	20	8.0%
4 Don't know	8	0.8%	5	0.6%	5	1.1%	4	1.6%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 9. Where do you most often get your tobacco from?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Bring it back from holiday	115	11.5%	83	10.5%	59	13.5%	31	12.4%
2 Buy it in a corner shop/ newsagent	321	32.1%	270	34.2%	142	32.4%	92	36.7%
3 Buy it in a supermarket	475	47.5%	385	48.8%	183	41.8%	108	43.0%
4 Buy it from a friend or family member	54	5.4%	26	3.3%	42	9.6%	14	5.6%
5 Other	35	3.5%	25	3.2%	12	2.7%	6	2.4%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 10. When you are buying tobacco or alcohol in a shop, have you ever been asked for ID?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 No, I have never been asked	711	71.1%	552	70.0%	296	67.6%	159	63.3%
2 Yes, I have been asked	289	28.9%	237	30.0%	142	32.4%	92	36.7%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 11. When you were asked for ID, how did you feel?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 I was flattered to be asked	47	16.3%	37	15.6%	25	17.6%	16	17.4%
2 I didn't mind being asked	132	45.7%	110	46.4%	57	40.1%	36	39.1%
3 I was quite annoyed being asked	79	27.3%	65	27.4%	47	33.1%	33	35.9%
4 I was very annoyed being asked	31	10.7%	25	10.5%	13	9.2%	7	7.6%
Total	289	100.0%	237	100.0%	142	100.0%	92	100.0%

Question 12. Did you have your ID with you?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Yes	229	79.2%	190	80.2%	110	77.5%	72	78.3%
2 No	60	20.8%	47	19.8%	32	22.5%	20	21.7%
Total	289	100.0%	237	100.0%	142	100.0%	92	100.0%

Question 13. If you didn't have any ID with you, were you refused the sale?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Yes	39	65.0%	29	61.7%	23	71.9%	13	65.0%
2 No	21	35.0%	18	38.3%	9	28.1%	7	35.0%
Total	60	100.0%	47	100.0%	32	100.0%	20	100.0%

Question 14. If you were refused the sale, how did you feel?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 I didn't mind	2	5.1%	2	6.9%	1	4.3%	1	7.7%
2 I was quite annoyed	5	12.8%	4	13.8%	4	17.4%	3	23.1%
3 I was very annoyed	32	82.1%	23	79.3%	18	78.3%	9	69.2%
Total	39	100.0%	29	100.0%	23	100.0%	13	100.0%

Question 15. Are you aware of smuggled / counterfeit tobacco products being sold in your local area? By smuggled / counterfeit we mean products typically sold at less than the full retail price because they are either fake or have been bought abroad.

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Yes	445	44.5%	344	43.6%	232	53.0%	139	55.4%
2 No	555	55.5%	445	56.4%	206	47.0%	112	44.6%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 16. If so, where have you seen the smuggled / counterfeit tobacco products sold?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
In the street	114	25.6%	93	27.0%	70	30.2%	51	36.7%
Markets or car boot sales	120	27.0%	99	28.8%	60	25.9%	40	28.8%
Pubs	182	40.9%	135	39.2%	109	47.0%	65	46.8%
Vans (e.g. Ice cream vans)	40	9.0%	35	10.2%	30	12.9%	25	18.0%
Private houses ('fag houses')	91	20.4%	73	21.2%	58	25.0%	40	28.8%
From friends and family	112	25.2%	83	24.1%	72	31.0%	44	31.7%
Schools	21	4.7%	20	5.8%	15	6.5%	14	10.1%
Corner shops/newsagents	67	15.1%	56	16.3%	35	15.1%	25	18.0%
Workplace	53	11.9%	37	10.8%	34	14.7%	19	13.7%
Other	12	2.7%	11	3.2%	3	1.3%	2	1.4%
Don't know	52	11.7%	39	11.3%	22	9.5%	11	7.9%
Total	445	100.0%	344	100.0%	232	100.0%	139	100.0%

Question 17. Have you reported the sale of smuggled / counterfeit tobacco to anyone in the past 12 months?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Yes	45	10.1%	40	11.6%	29	12.5%	25	18.0%
2 No	391	87.9%	296	86.0%	201	86.6%	112	80.6%
3 Don't Know	9	2.0%	8	2.3%	2	0.9%	2	1.4%
Total	445	100.0%	344	100.0%	232	100.0%	139	100.0%

Question 18. If you have reported the sale of smuggled / counterfeit tobacco in the past 12 months, who was it to?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Crimestoppers	15	33.3%	14	35.0%	10	34.5%	9	36.0%
HM Revenue & Customs	9	20.0%	7	17.5%	8	27.6%	7	28.0%
Police	33	73.3%	29	72.5%	24	82.8%	21	84.0%
Trading Standards	10	22.2%	9	22.5%	7	24.1%	7	28.0%
Local Council	7	15.6%	7	17.5%	5	17.2%	5	20.0%
The media	3	6.7%	3	7.5%	2	6.9%	2	8.0%
Other	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	1	2.2%	1	2.5%	1	3.4%	1	4.0%
Total	45	100.0%	40	100.0%	29	100.0%	25	100.0%

Question 19. If you have not reported the sale of smuggled / counterfeit to anyone, why was that?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 I didn't know who to tell	111	28.4%	94	31.8%	44	21.9%	28	25.0%
2 I was afraid to tell anyone in case I got in to trouble	76	19.4%	60	20.3%	47	23.4%	32	28.6%
3 Other	125	32.0%	83	28.0%	67	33.3%	28	25.0%
4 Don't know	79	20.2%	59	19.9%	43	21.4%	24	21.4%
Total	391	100.0%	296	100.0%	201	100.0%	112	100.0%

Question 20. Who do you think benefits from selling smuggled / counterfeit tobacco products?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Organised criminals selling illicit tobacco products, drugs and other counterfeit products	595	59.5%	478	60.6%	225	51.4%	125	49.8%
Street sellers working on behalf of criminal gangs	439	43.9%	362	45.9%	176	40.2%	109	43.4%
Family and friends	155	15.5%	127	16.1%	77	17.6%	50	19.9%
Shopkeepers	116	11.6%	96	12.2%	52	11.9%	37	14.7%
Smokers	338	33.8%	255	32.3%	177	40.4%	104	41.4%
Other	13	1.3%	9	1.1%	8	1.8%	4	1.6%
Don't know	135	13.5%	99	12.5%	66	15.1%	32	12.7%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 21. Why do you think smokers buy smuggled / counterfeit tobacco products?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
They want to save money	801	80.1%	635	80.5%	338	77.2%	191	76.1%
They do not want to pay tax	421	42.1%	338	42.8%	190	43.4%	119	47.4%
It can be convenient to buy illicit tobacco products	149	14.9%	117	14.8%	80	18.3%	50	19.9%
They have no problem with buying illicit products	274	27.4%	218	27.6%	123	28.1%	75	29.9%
They prefer taste of tobacco products abroad	43	4.3%	34	4.3%	23	5.3%	16	6.4%
It funds family and friends who buy and sell tobacco products	103	10.3%	83	10.5%	54	12.3%	36	14.3%
Other	8	0.8%	3	0.4%	6	1.4%	2	0.8%
Don't know	55	5.5%	39	4.9%	30	6.8%	15	6.0%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 22. If you have ever bought tobacco from street sellers, vans or car boot sales, how would you describe the products being offered?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Genuine UK brands	202	20.2%	156	19.8%	116	26.5%	74	29.5%
2 Counterfeit brands	159	15.9%	130	16.5%	75	17.1%	50	19.9%
3 Non UK brands (brands that you would not typically find in a UK retailer)	43	4.3%	36	4.6%	16	3.7%	9	3.6%
4 Don't know	524	52.4%	412	52.2%	206	47.0%	106	42.2%
5 Other	72	7.2%	55	7.0%	25	5.7%	12	4.8%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 23. During this period of economic uncertainty, are you more likely to consider purchasing tobacco from somewhere other than a shop?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 More likely	213	21.3%	159	20.2%	120	27.4%	68	27.1%
2 The same	227	22.7%	170	21.5%	122	27.9%	71	28.3%
3 Less likely	45	4.5%	38	4.8%	14	3.2%	8	3.2%
4 Not at all	426	42.6%	351	44.5%	139	31.7%	79	31.5%
5 Don't know	89	8.9%	71	9.0%	43	9.8%	25	10.0%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 24. How concerned are you about the issue of tobacco smuggling?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very concerned	111	11.1%	93	11.8%	47	10.7%	31	12.4%
2 Fairly concerned	171	17.1%	147	18.6%	70	16.0%	51	20.3%
3 Slightly concerned	195	19.5%	142	18.0%	82	18.7%	38	15.1%
4 Not concerned at all	454	45.4%	354	44.9%	207	47.3%	114	45.4%
5 Don't know	69	6.9%	53	6.7%	32	7.3%	17	6.8%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 25. Do you think tobacco smuggling will increase or decrease over the next twelve months?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 I think it will increase	610	61.0%	481	61.0%	260	59.4%	145	57.8%
2 I think it will decrease	62	6.2%	50	6.3%	33	7.5%	23	9.2%
3 I think it will stay the same	180	18.0%	140	17.7%	79	18.0%	44	17.5%
4 Don't know	148	14.8%	118	15.0%	66	15.1%	39	15.5%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 26. Why do you think smokers buy smuggled / counterfeit tobacco products?

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Price increases in the shops	506	83.0%	402	83.6%	209	80.4%	118	81.4%
VAT increase on 4 January 2011	518	84.9%	404	84.0%	225	86.5%	123	84.8%
The recession	403	66.1%	312	64.9%	172	66.2%	92	63.4%
Consumers will always look for a bargain	374	61.3%	291	60.5%	162	62.3%	86	59.3%
Tobacco products will remain cheaper in other countries	342	56.1%	261	54.3%	153	58.8%	80	55.2%
Government will not do enough to stop smuggling	128	21.0%	102	21.2%	52	20.0%	30	20.7%
Other	4	0.7%	2	0.4%	2	0.8%	0	0.0%
Don't know	5	0.8%	3	0.6%	4	1.5%	2	1.4%
Total	610	100.0%	481	100.0%	260	100.0%	145	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Prosecute more illicit traders (high street/ markets, vans, private houses or fag houses, car boot sales

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	255	25.5%	209	26.5%	101	23.1%	63	25.1%
2 Fairly effective	301	30.1%	245	31.1%	132	30.1%	89	35.5%
3 Not very effective	233	23.3%	182	23.1%	105	24.0%	56	22.3%
4 No effect at all	98	9.8%	70	8.9%	47	10.7%	20	8.0%
5 Don't know	113	11.3%	83	10.5%	53	12.1%	23	9.2%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Impose higher fines on retailers who sell illicit products

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	292	29.2%	240	30.4%	111	25.3%	68	27.1%
2 Fairly effective	331	33.1%	263	33.3%	155	35.4%	99	39.4%
3 Not very effective	183	18.3%	149	18.9%	79	18.0%	47	18.7%
4 No effect at all	89	8.9%	59	7.5%	44	10.0%	15	6.0%
5 Don't know	105	10.5%	78	9.9%	49	11.2%	22	8.8%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Educate consumers about the dangers of smoking illicit products

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	163	16.3%	137	17.4%	71	16.2%	48	19.1%
2 Fairly effective	226	22.6%	187	23.7%	93	21.2%	60	23.9%
3 Not very effective	313	31.3%	247	31.3%	131	29.9%	77	30.7%
4 No effect at all	201	20.1%	147	18.6%	97	22.1%	46	18.3%
5 Don't know	97	9.7%	71	9.0%	46	10.5%	20	8.0%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Warn consumers that buying and selling non-duty products is illegal

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	127	12.7%	108	13.7%	55	12.6%	37	14.7%
2 Fairly effective	186	18.6%	156	19.8%	75	17.1%	53	21.1%
3 Not very effective	321	32.1%	255	32.3%	134	30.6%	79	31.5%
4 No effect at all	267	26.7%	195	24.7%	127	29.0%	59	23.5%
5 Don't know	99	9.9%	75	9.5%	47	10.7%	23	9.2%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Reduce 'personal use' limits for shopping abroad (e.g. down to 200 cigarettes per person)

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	122	12.2%	100	12.7%	61	13.9%	42	16.7%
2 Fairly effective	180	18.0%	147	18.6%	83	18.9%	55	21.9%
3 Not very effective	292	29.2%	229	29.0%	128	29.2%	76	30.3%
4 No effect at all	288	28.8%	222	28.1%	116	26.5%	55	21.9%
5 Don't know	118	11.8%	91	11.5%	50	11.4%	23	9.2%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - HM Revenue & Customs, Trading Standards, tobacco industry, public health community and other relevant parties should join forces in tackling tobacco smuggling

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	201	20.1%	162	20.5%	77	17.6%	45	17.9%
2 Fairly effective	321	32.1%	257	32.6%	134	30.6%	81	32.3%
3 Not very effective	223	22.3%	172	21.8%	108	24.7%	61	24.3%
4 No effect at all	120	12.0%	96	12.2%	52	11.9%	30	12.0%
5 Don't know	135	13.5%	102	12.9%	67	15.3%	34	13.5%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - The Government launch a revised strategy to combat tobacco smuggling (collaboration between HM Treasury, HMRC, UKBA & tobacco industry)

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	186	18.6%	154	19.5%	72	16.4%	46	18.3%
2 Fairly effective	288	28.8%	226	28.6%	128	29.2%	79	31.5%
3 Not very effective	253	25.3%	199	25.2%	110	25.1%	60	23.9%
4 No effect at all	122	12.2%	91	11.5%	58	13.2%	28	11.2%
5 Don't know	151	15.1%	119	15.1%	70	16.0%	38	15.1%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%

Question 27. How effective do you think the following measures would be in tackling tobacco smuggling? - Other

	Total		Cigarette Smokers		RYO Smokers		Combined:CS+RYO	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Very effective	99	9.9%	87	11.0%	49	11.2%	38	15.1%
2 Fairly effective	108	10.8%	94	11.9%	50	11.4%	41	16.3%
3 Not very effective	130	13.0%	99	12.5%	64	14.6%	34	13.5%
4 No effect at all	80	8.0%	61	7.7%	35	8.0%	17	6.8%
5 Don't know	583	58.3%	448	56.8%	240	54.8%	121	48.2%
Total	1,000	100.0%	789	100.0%	438	100.0%	251	100.0%