

SURVEY OF YOUNG PEOPLE SMOKING EXECUTIVE SUMMARY

Populus interviewed 1,001 adults aged 18+ by telephone between 18th and 20th September 2009. Interviews were conducted across the country and the results have been weighted to be representative of all adults. Populus is a member of the British Polling Council and abides by its rules. For more information go to www.populus.co.uk.

Summary

1. How effective do you think the following measures would be in discouraging young people from smoking?

Make retailers ask for proof of age	NET: Effective	72%
	Very effective (4)	38%
	Fairly effective (3)	34%
	Not very effective (2)	16%
	No effect at all (1)	12%
	NET: Not effective	28%
	Don't know	1%
	<i>Mean</i>	<i>2.98</i>
Impose a fine on retailers who sell to the underage	NET: Effective	68%
	Very effective (4)	39%
	Fairly effective (3)	29%
	Not very effective (2)	17%
	No effect at all (1)	14%
	NET: Not effective	32%
	Don't know	1%
	<i>Mean</i>	<i>2.93</i>
Undertake public health campaign on dangers of smoking	NET: Effective	61%
	Very effective (4)	22%
	Fairly effective (3)	39%
	Not very effective (2)	23%
	No effect at all (1)	15%
	NET: Not effective	38%
	Don't know	1%
	<i>Mean</i>	<i>2.69</i>
Make it illegal for adults to buy cigarettes for young people	NET: Effective	59%
	Very effective (4)	33%
	Fairly effective (3)	25%
	Not very effective (2)	20%
	No effect at all (1)	21%
	NET: Not effective	41%
	Don't know	1%
	<i>Mean</i>	<i>2.72</i>

Celebrity endorsement against smoking	NET: Effective	59%
	Very effective (4)	21%
	Fairly effective (3)	37%
	Not very effective (2)	22%
	No effect at all (1)	18%
	NET: Not effective	40%
	Don't know	1%
	<i>Mean</i>	<i>2.62</i>
Banning vending machines	NET: Effective	56%
	Very effective (4)	28%
	Fairly effective (3)	28%
	Not very effective (2)	20%
	No effect at all (1)	22%
	NET: Not effective	42%
	Don't know	1%
	<i>Mean</i>	<i>2.63</i>
Ban the display of tobacco products in shops	NET: Effective	53%
	Very effective (4)	21%
	Fairly effective (3)	32%
	Not very effective (2)	22%
	No effect at all (1)	24%
	NET: Not effective	46%
	Don't know	*
	<i>Mean</i>	<i>2.51</i>
Crack down on the black market in cigarettes	NET: Effective	51%
	Very effective (4)	25%
	Fairly effective (3)	27%
	Not very effective (2)	24%
	No effect at all (1)	22%
	NET: Not effective	46%
	Don't know	2%
	<i>Mean</i>	<i>2.56</i>

All eight initiatives have a majority of respondents who believe they will be effective. The initiatives thought likely to be most effective were making retailers ask for proof of age (72%) and imposing fines on retailers who sell to underage smokers (68%). Three-fifths (61%) thought that a public health campaign on the dangers of smoking would be effective, and 59% thought making it illegal to buy cigarettes for young people would work. Banning vending machines (56%), the display of tobacco products in shops (53%) and a crack down on the black market in cigarettes were regarded as the least effective (51%) measures.

2. Retailers are concerned that if they were required to hide tobacco products out of sight this would blur the distinction between legal and smuggled cigarettes, making it easier for unscrupulous shopkeepers to mix smuggled tobacco with legitimate product, thereby increasing the black market. To what extent do you agree or disagree that a display ban on tobacco products would in this way risk increasing the black market?

NET: Agree	61%
Strongly agree (4)	24%
Agree (3)	36%
Disagree (2)	25%
Strongly Disagree (1)	12%
NET: Disagree	37%
Don't know	3%
<i>Mean</i>	<i>2.76</i>

Three-fifths (61%) of people agree that a display ban on tobacco products would risk increasing the black market in cigarettes.

3. Do you think that each of the following would or would not be a negative consequence of implementing a complete ban on the display of tobacco in shops?

Put small shops out of business	NET: Negative	71%
	Serious negative consequence	36%
	Slight negative consequence	36%
	Not a negative consequence at all	27%
	Don't know	1%
Make tobacco more appealing to young people	NET: Negative	69%
	Serious negative consequence	40%
	Slight negative consequence	28%
	Not a negative consequence at all	29%
	Don't know	2%
Increase retailers' costs	NET: Negative	66%
	Serious negative consequence	22%
	Slight negative consequence	45%
	Not a negative consequence at all	30%
	Don't know	3%

At least two-thirds of people think each of these consequences would be negative. Putting shops out of business is the most negatively received, with 71% saying they think this would be a bad consequence of a ban on displaying tobacco.

4. Do you agree or disagree with the argument that a tobacco display ban in shops would reduce the amount that people smoke?

NET: Agree	40%
Strongly agree (4)	18%
Agree (3)	23%
Disagree (2)	30%
Strongly Disagree (1)	29%
NET: Disagree	59%
Don't know	1%
<i>Mean</i>	<i>2.3</i>

5. Do you agree or disagree that a tobacco display ban in shops would stop those UNDER the legal age of 18 from starting to smoke?

NET: Agree	36%
Strongly agree (4)	15%
Agree (3)	20%
Disagree (2)	32%
Strongly Disagree (1)	31%
NET: Disagree	64%
Don't know	*
<i>Mean</i>	<i>2.2</i>

Three-fifths (59%) of people disagree with the argument that a tobacco display ban in shops would reduce the amount that people smoke. Two-thirds (64%) disagree that a display ban would stop those under the legal age from starting to smoke.

6. Where do you think those who smoke UNDER the legal age of 18 obtain their tobacco products?

Friends, parents or other family members (e.g. brothers, sisters, uncles and aunts)	82%
Cornershops / newsagents	65%
Illegal traders in pubs and street markets	42%
Schools	32%
Supermarkets	26%
Ice cream vans	12%
Other	9%
Don't know	2%

Eight-in-ten (82%) people think friends, parents or other family members provide tobacco to underage smokers, more than any other method. Two-thirds (65%) think that underage smokers obtain tobacco from cornerships or newsagents.

7. If you regularly buy a newspaper and you get it from your local corner shop, where would you go, if your local corner shop were to close?

Get the paper from another corner shop	19%
Get the paper from a bigger shop (such as a supermarket)	17%
Not applicable, as I currently buy my paper from an alternative outlet (such as petrol station or supermarket)	11%
I wouldn't bother buying a paper	6%
Get the paper from a bigger shop (such as a supermarket) but less frequently	5%
I do not regularly buy a paper	41%
Don't know	*

Two-fifths (41%) of people do not buy a paper regularly. One-fifth (19%) of people would go to another corner shop if their local one close, and 17% would go to a bigger shop instead.