

Market research report for:



Smoking Survey of Young People
September 2007

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TSNW would like to thank the TSNW Under Age Sales Focus Group Representatives from across the region for their efforts in assisting with the co-ordination of this survey.

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EXECUTIVE SUMMARY AND CONCLUSIONS

Executive summary and conclusions (1)

Introduction:

- This report summarises the key findings of a repeat survey conducted amongst 14 to 17 year olds in the North West during April and May 2007.
- The main aim of this research was *“to identify how and where youngsters obtain cigarettes in order to effectively plan intelligence led campaigns”*

The Sample:

- In total 11,724 questionnaires were completed and returned to Ci from schools in 19 of the 22 local authority areas in the North West.
- As in 2005, the highest proportion of the sample came from Greater Manchester (53%); more specifically, Bolton, Wigan and Trafford.
- Although the split by gender was fairly even (51% male vs. 49% female), a slightly higher proportion (4%) of males completed questionnaires this time compared to 2005.
- In addition, a slightly higher proportion of 14 year olds completed the survey compared to 2005 (10%, cf. 2% in 2005).

Executive summary and conclusions (2)

Smoking:

- Over a fifth (22%) of 14 to 17 year olds surveyed claimed to smoke. Young females were more likely to say that they smoked than young males (26% female vs. 17% male).
- Nearly half of those 14 to 15 who said they smoke claimed to purchase cigarettes themselves from off licenses (49%) and /or from newsagents (44%).
- Younger smokers (14 to 15 year olds) were more likely to get cigarettes from older siblings or illegitimate street sellers (including neighbours, private houses, vans) than those who were legally able to purchase cigarettes.
- Overall the findings suggest that many 14 to 17 year olds who said they smoke have purchased cigarettes from illegitimate sources, particularly in Wigan and Knowsley.
- Over half of young smokers (57%) revealed that their parents smoke, suggesting a link.

Executive summary and conclusions (3)

Conclusions:

- **Smoking**

- 19% of 14 to 15 year olds surveyed said that they smoke, of which nearly half said that they buy cigarettes themselves from off licenses or newsagents, suggesting that it is fairly easy for under 16s to purchase cigarettes. Thus, it is suggested that retailers should be made aware of this and under cover test purchasing exercises should be implemented (or continued) with retailers being reminded of the penalties if they are found to be selling cigarettes to under 16s.
- Worryingly the research shows that many appear to be purchasing cigarettes from illegitimate sellers, suggesting a need for young people to be educated on the risks associated with doing this.
- The findings reveal that imported or fake cigarettes are available highlighting a need to raise awareness of the dangers and risks involved to young people and reinforcing the penalties and perhaps the consequences of selling to under 16s to illegitimate sellers.

INTRODUCTION

Background and objectives

Background:

- In 2005, Trading Standards North West (TSNW) commissioned Ci Research (Ci) to conduct a survey based on work previously conducted by Halton Consumer Protection – Trading Standards.
- The findings from the 2005 survey were used to help inform a strategy for dealing with the sale of alcohol to young people who are underage.
- Two years on, TSNW commissioned Ci to conduct a similar survey to monitor any changes in behaviour and to provide further insight into not only the sale of alcohol, but cigarettes as well.

Objectives:

- The primary objective of this research was to:

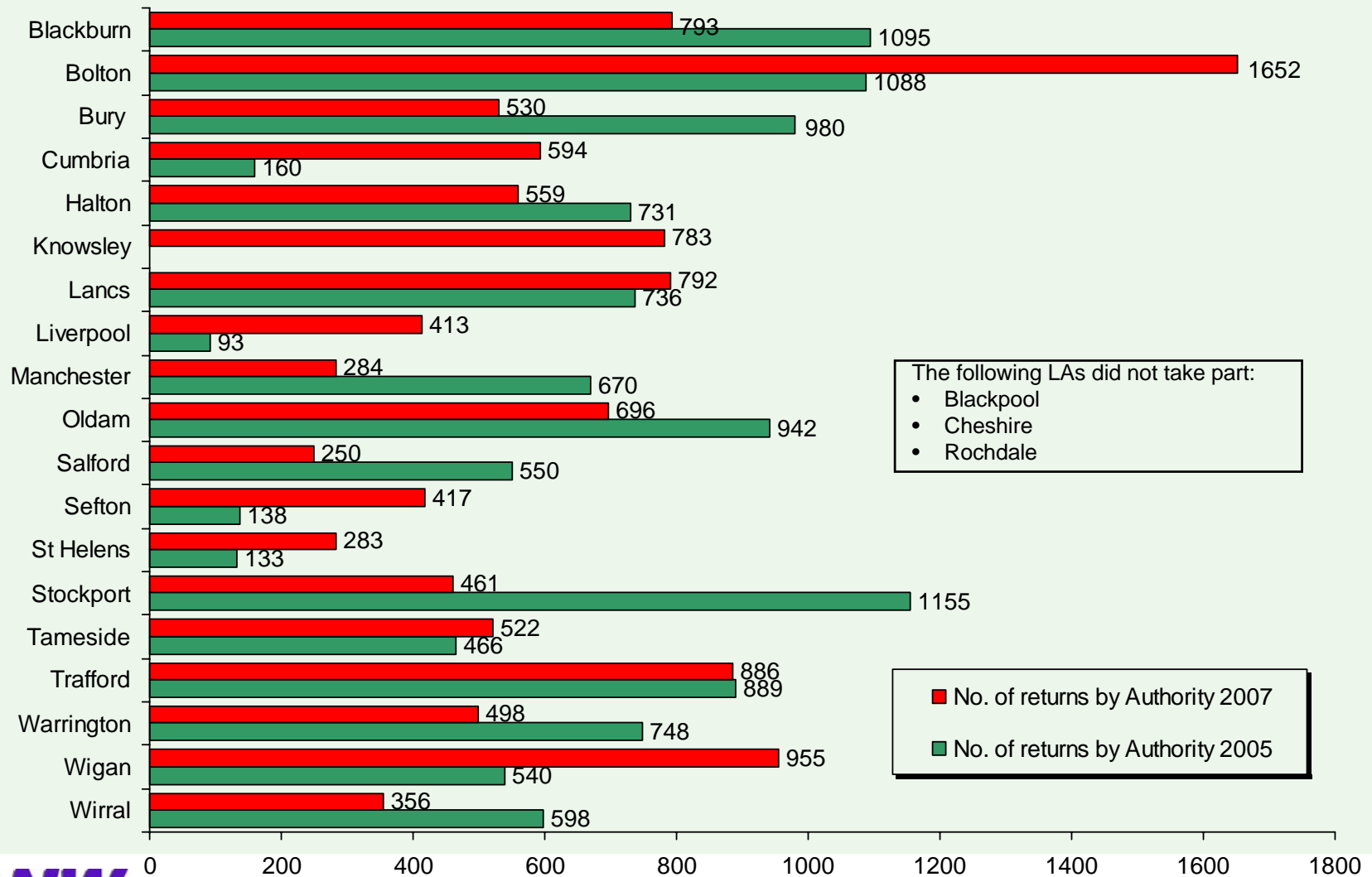
“Identify how and where youngsters obtain alcohol and cigarettes in order to effectively plan intelligence led campaigns.”

Methodology

- **15,000 questionnaires were issued to schools across the North West by various Trading Standards Services to be completed by pupils in year 10 and 11 (14 – 17 years old).**
- **A total of 11,724 questionnaires were returned to Ci.**
- **Of the 22 authorities in the North West, 19 returned completed questionnaires.**
- **Individual local authorities were responsible for the issuing and collection of questionnaires from schools.**
- **Pupils were requested to be honest when completing questionnaires and assured that all responses would be anonymous.**
- **Ci assumed responsibility for collating and verifying all the data and information provided to produce a final report summarising the key research findings.**

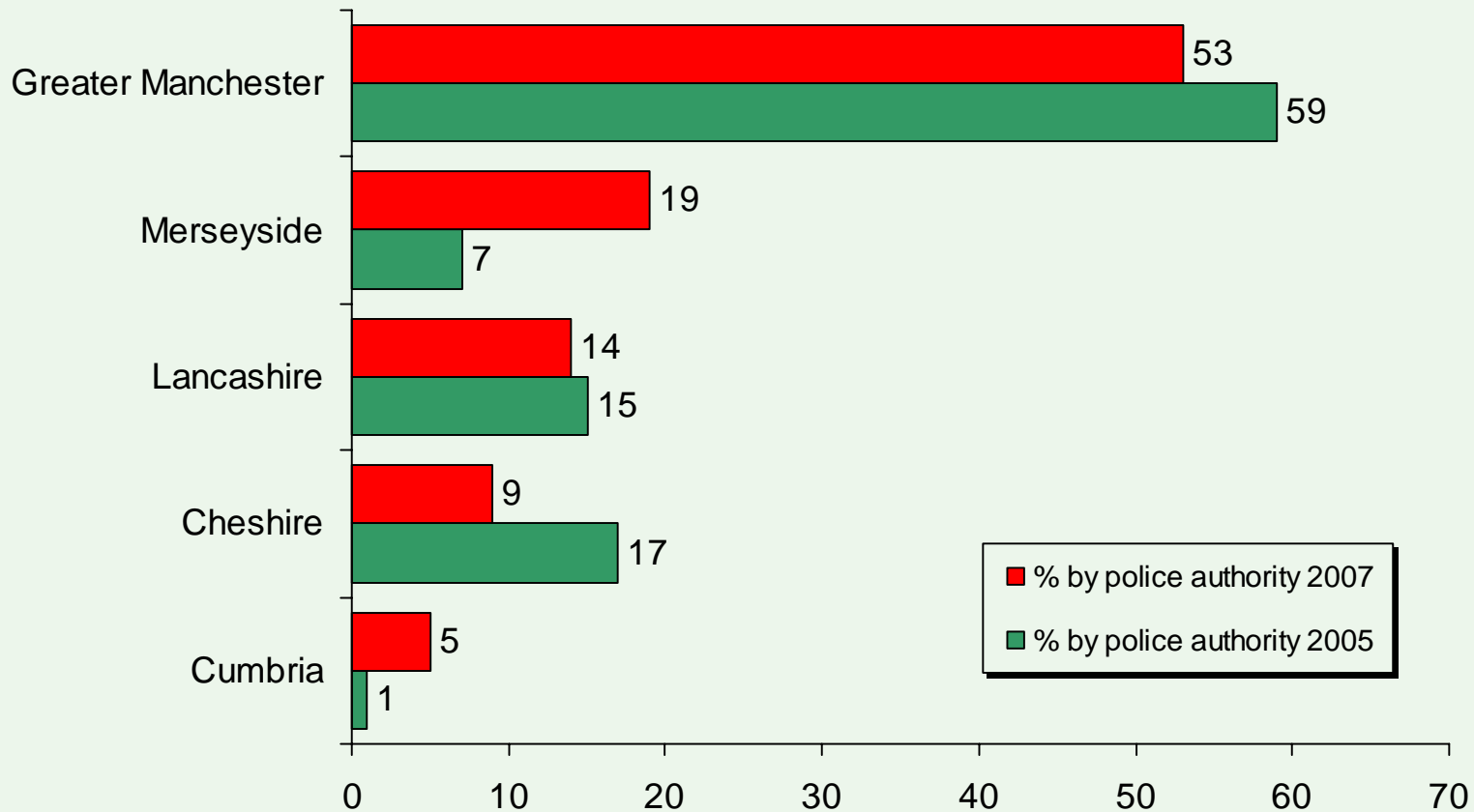
SAMPLE BREAKDOWN

Sample breakdown by local authority



Base for 2007: 11,724 respondents
 Base for 2005: 12,840 respondents

Sample breakdown by police authority

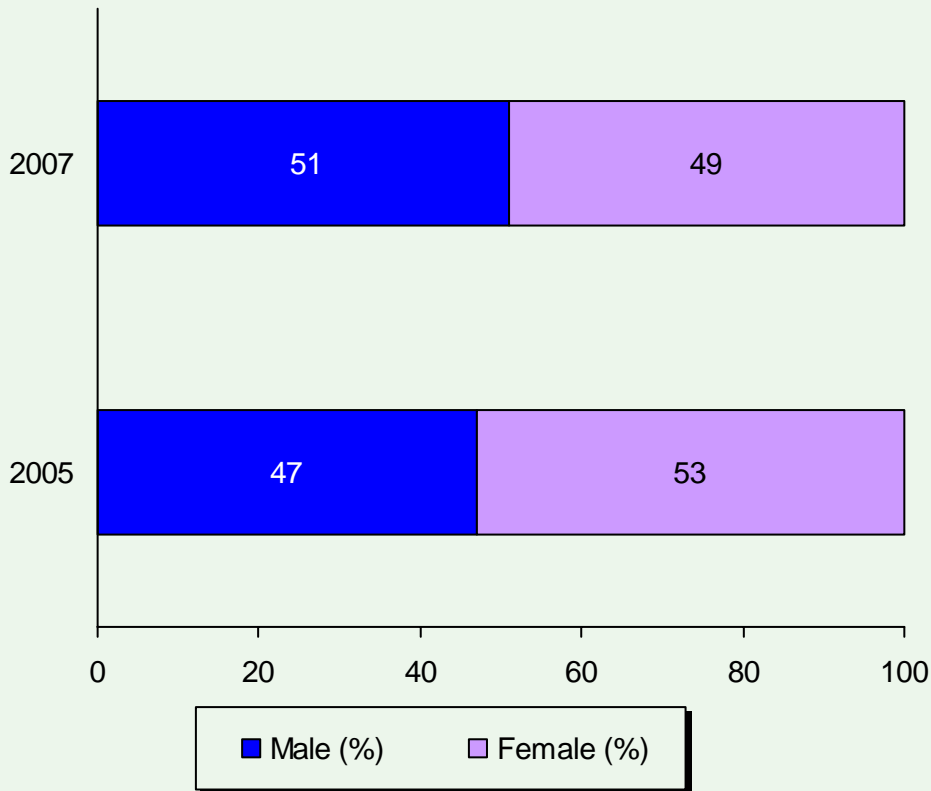


Base for 2007: 11,724 respondents

Base for 2005: 12,840 respondents

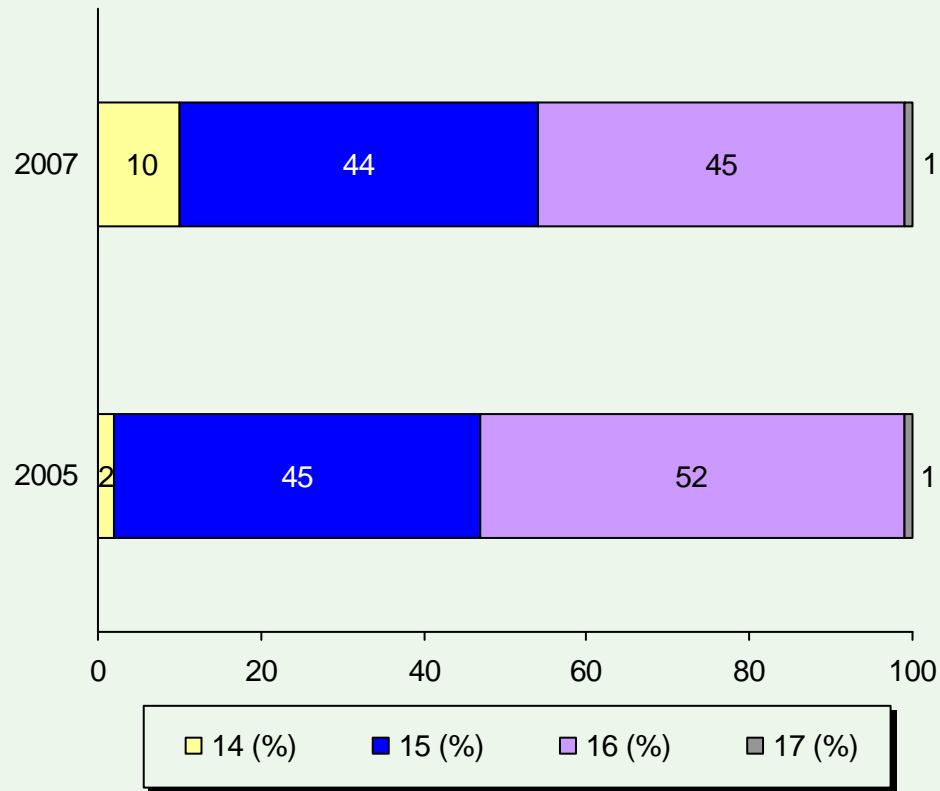
Sample breakdown by gender and age

Gender



Base for 2007: 11,116 respondents
Base for 2005: 12,726 respondents

Age

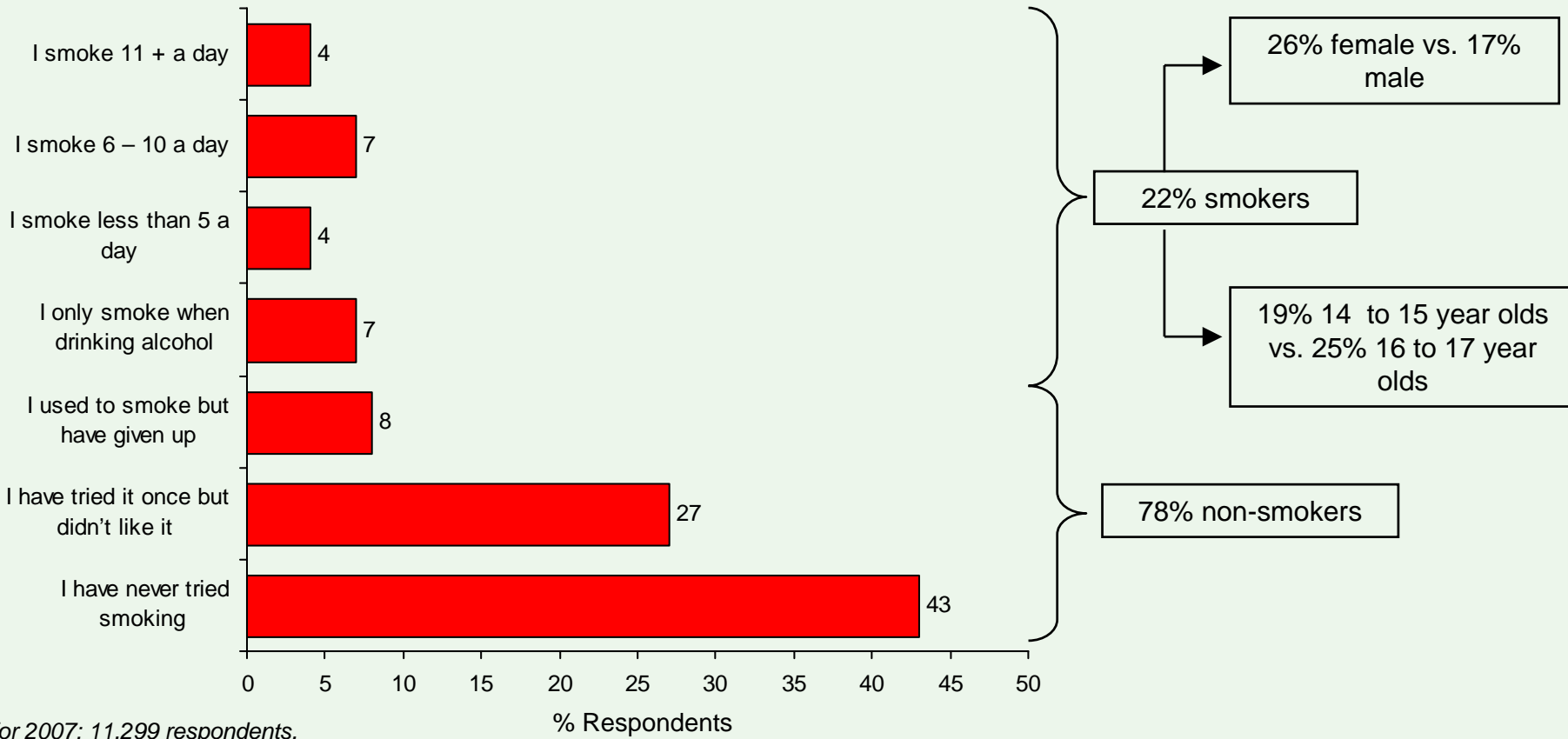


Base for 2007: 11,029 respondents
Base for 2005: 12,840 respondents

SMOKING HABITS

Over a fifth of 14 to 17 year olds surveyed (22%) stated that they smoke. The results indicated that young females were more likely to smoke than young males.

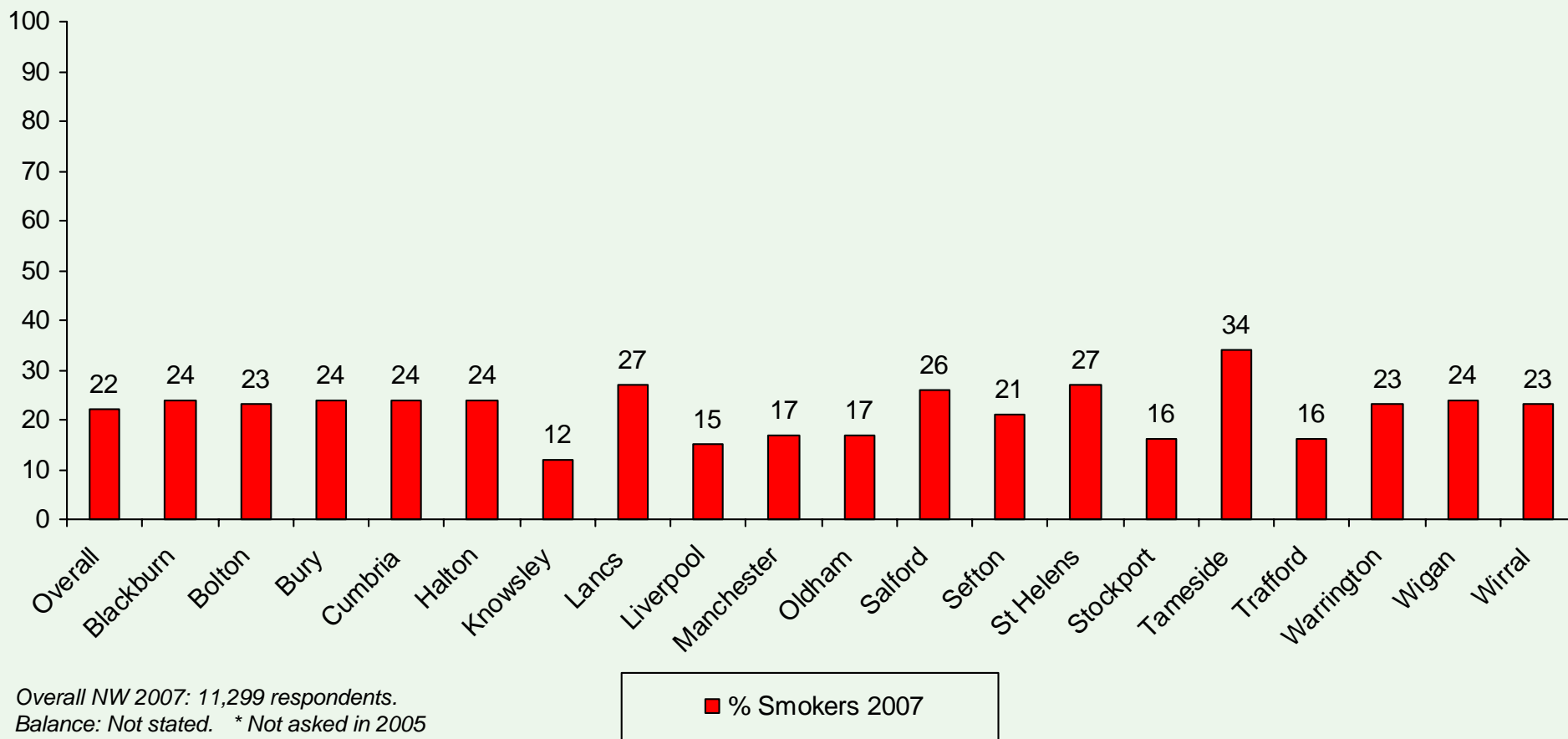
Which of the following, best describes you?*
Overall North West



Base for 2007: 11,299 respondents.
 Balance: Not stated. * Not asked in 2005

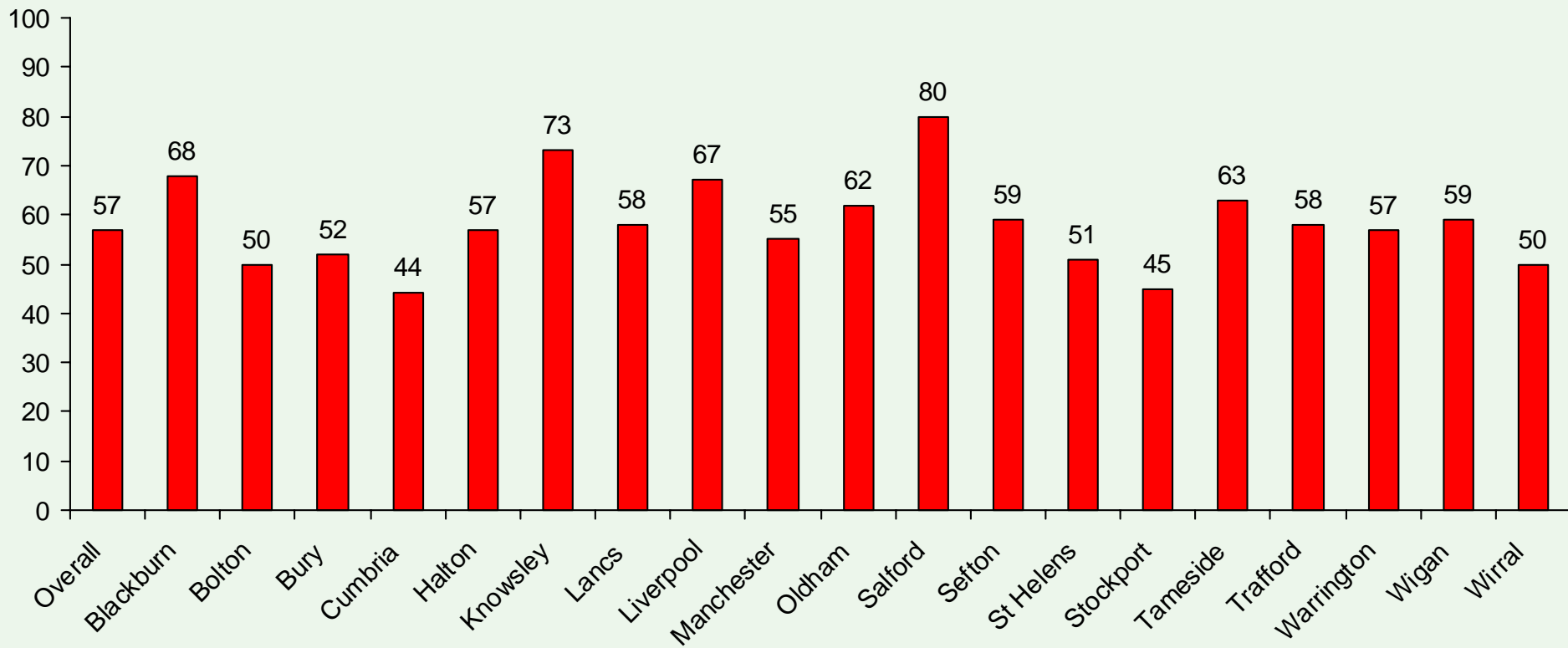
Smoking amongst 14 to 17 year olds in the North West appears to be significantly higher in Tameside, Lancashire and St Helens.

Do you smoke? *
Overall North West by Local Authority



Amongst those 14 to 17 year olds who smoked, 57% stated that they have a parent or guardian who also smokes.

Do your parents smoke? *
Overall North West by Local Authority

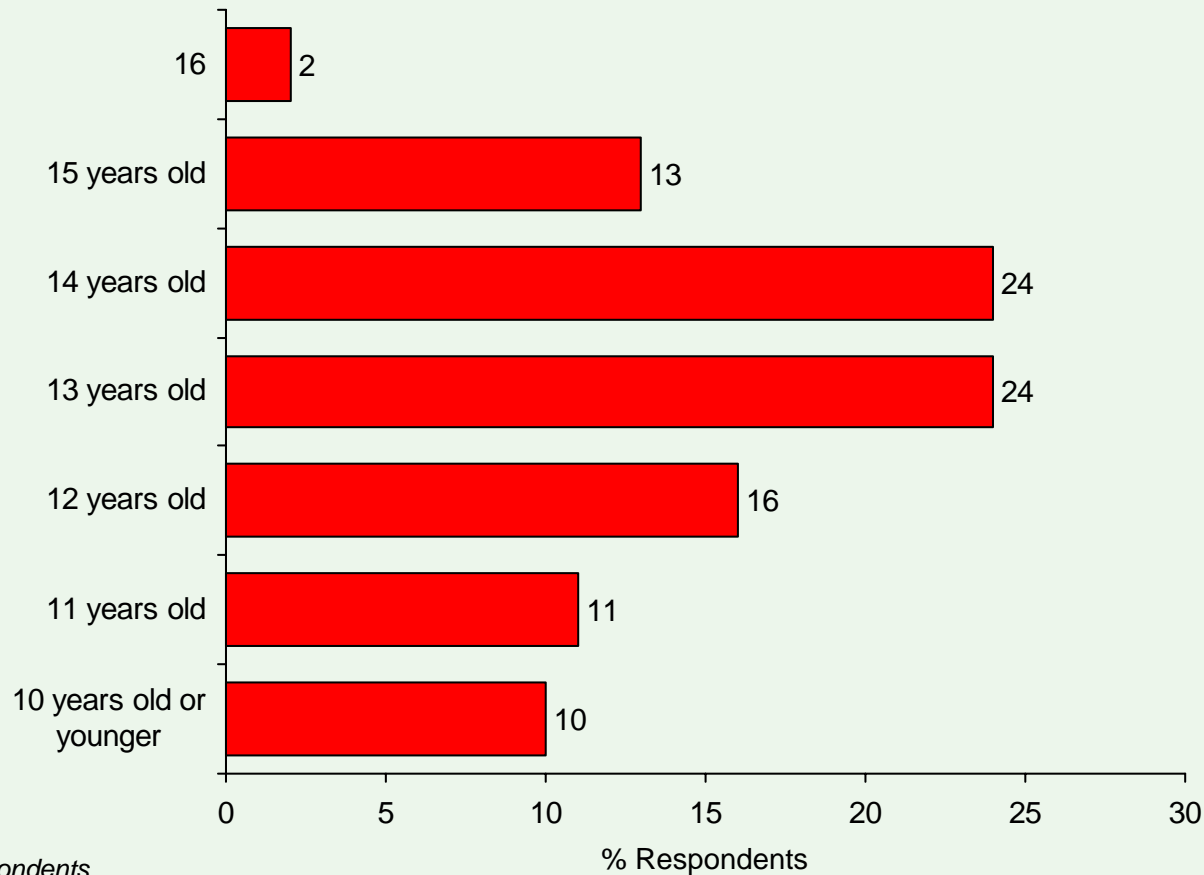


Overall NW 2007: 2,374 respondents.
Balance: Non-smokers/ Not stated. * Not asked in 2005

■ % Parent Smokers 2007

More than a third of 14 to 17 year olds who smoked (37%) claimed to have started at 12 years old or younger.

How old were you when you started smoking?*

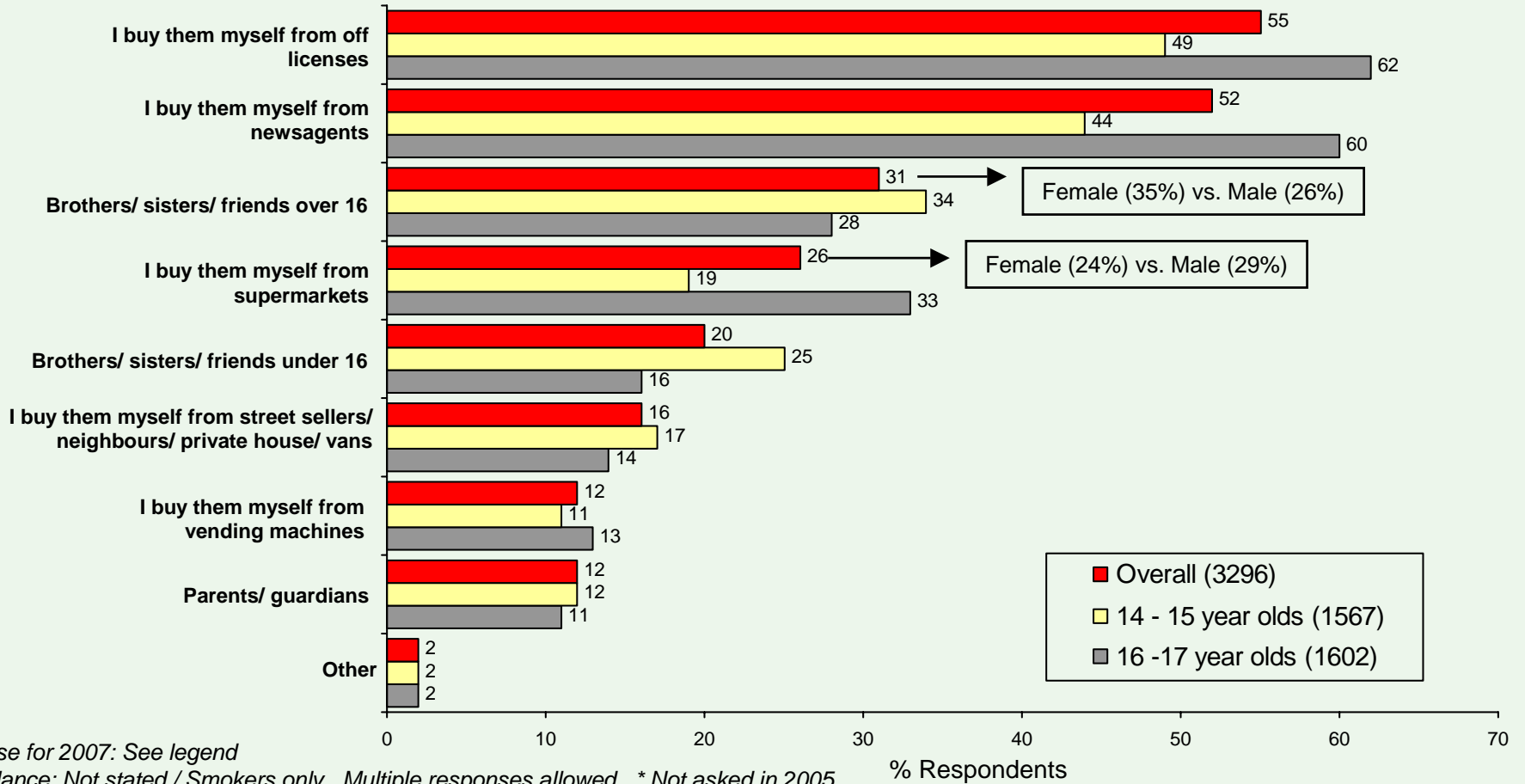


Total 2007: 3,016 respondents.

Balance: Non-smokers/ Not stated. * Not asked in 2005

Nearly half of 14 to 15 year olds who smoked claimed to purchase cigarettes themselves from off licences (49%) and /or from newsagents (44%). 14 to 15 year olds are more likely to purchase from siblings or street sellers.

Where do you get your cigarettes from?*
Overall North West by Age

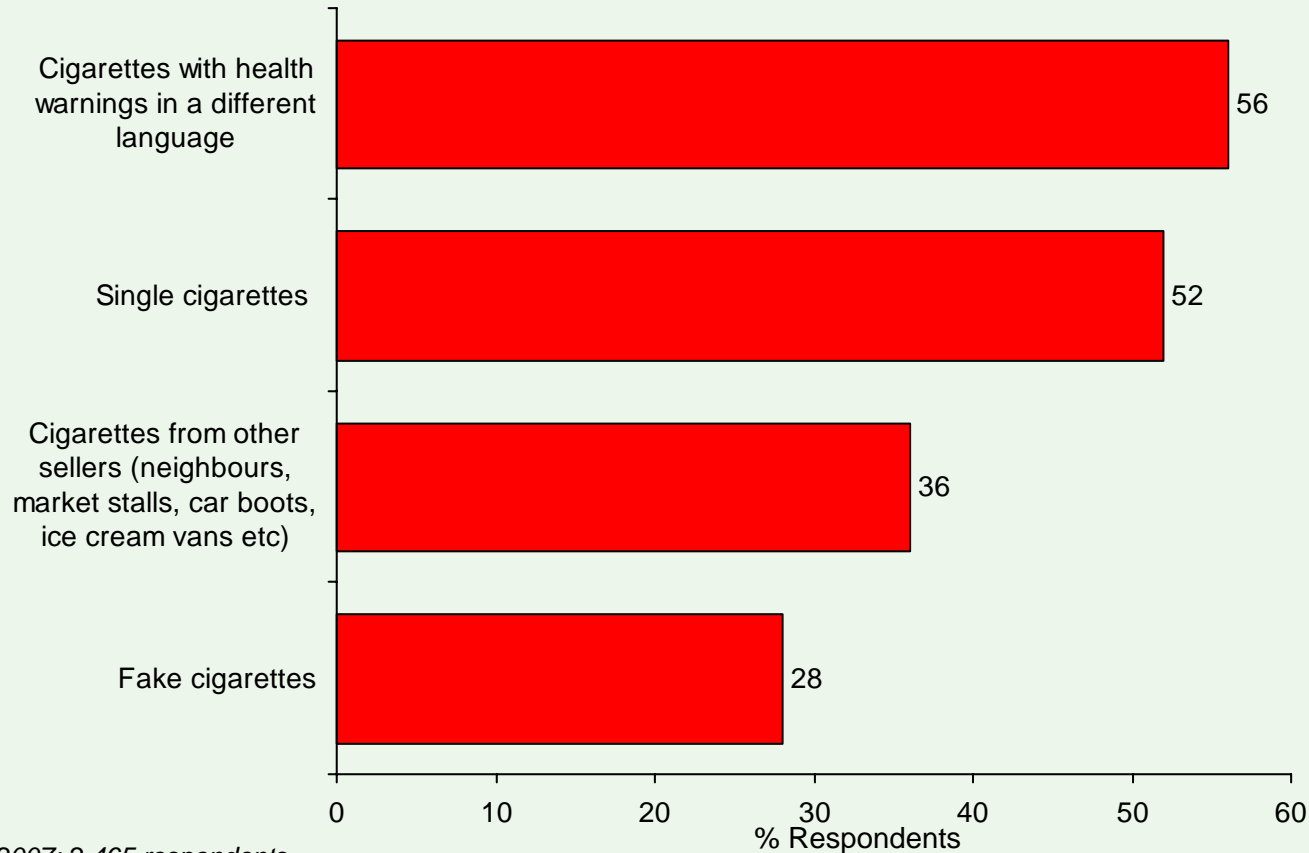


Base for 2007: See legend

Balance: Not stated / Smokers only. Multiple responses allowed. * Not asked in 2005

The research findings highlighted that many 14 to 17 year olds were purchasing either potentially illegal cigarettes or cigarettes from illegitimate sources.

Have you ever bought...?*
Overall North West

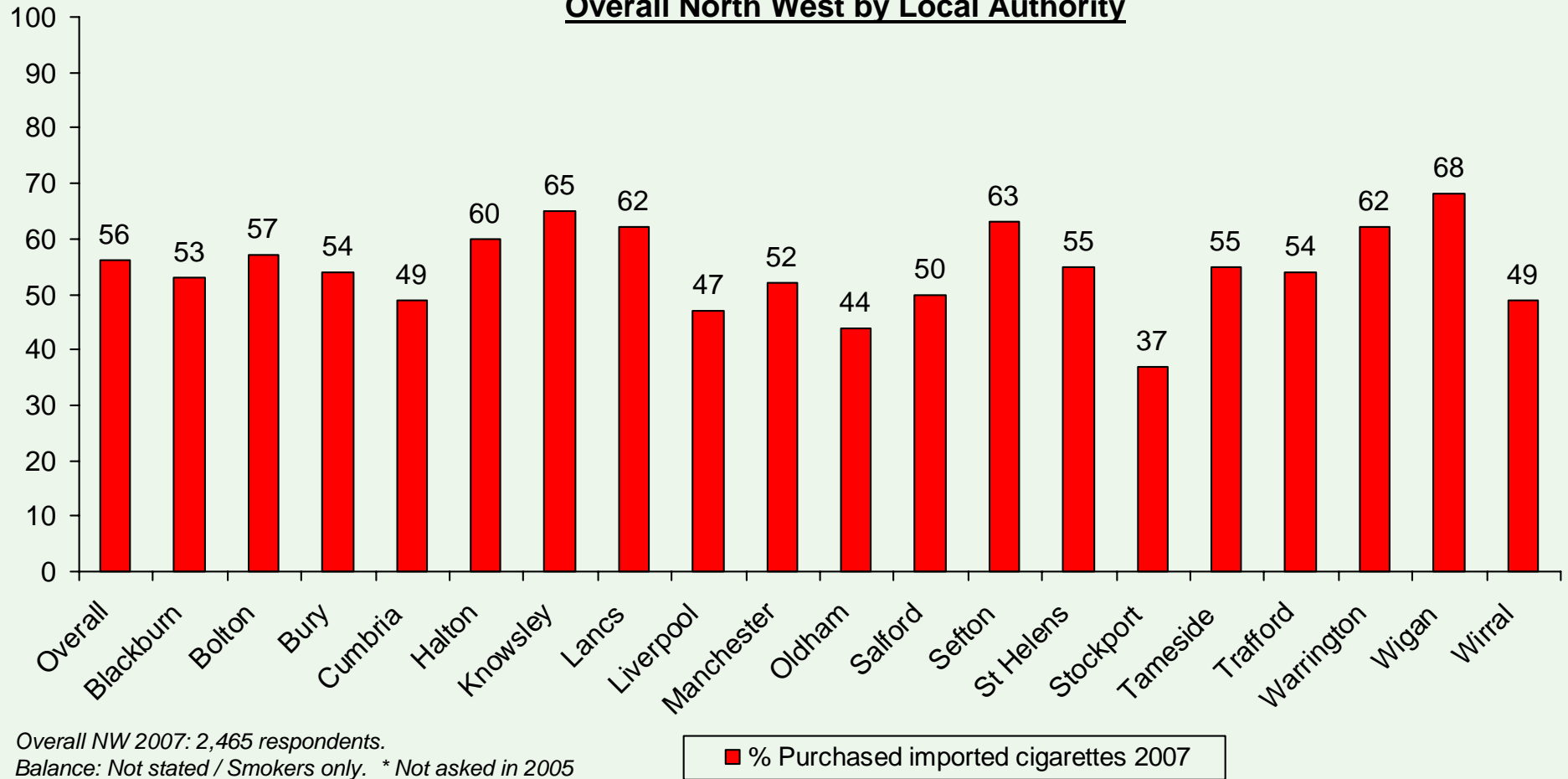


Base for 2007: 2,465 respondents.

Balance: Not stated / Smokers only. Multiple responses allowed. * Not asked in 2005

Over a half of 14 to 17 year olds who smoked (56%) indicated that they have purchased imported cigarettes - the highest proportions being in Wigan and Knowsley.

Have you ever bought...cigarettes with health warnings in a different language?*
Overall North West by Local Authority

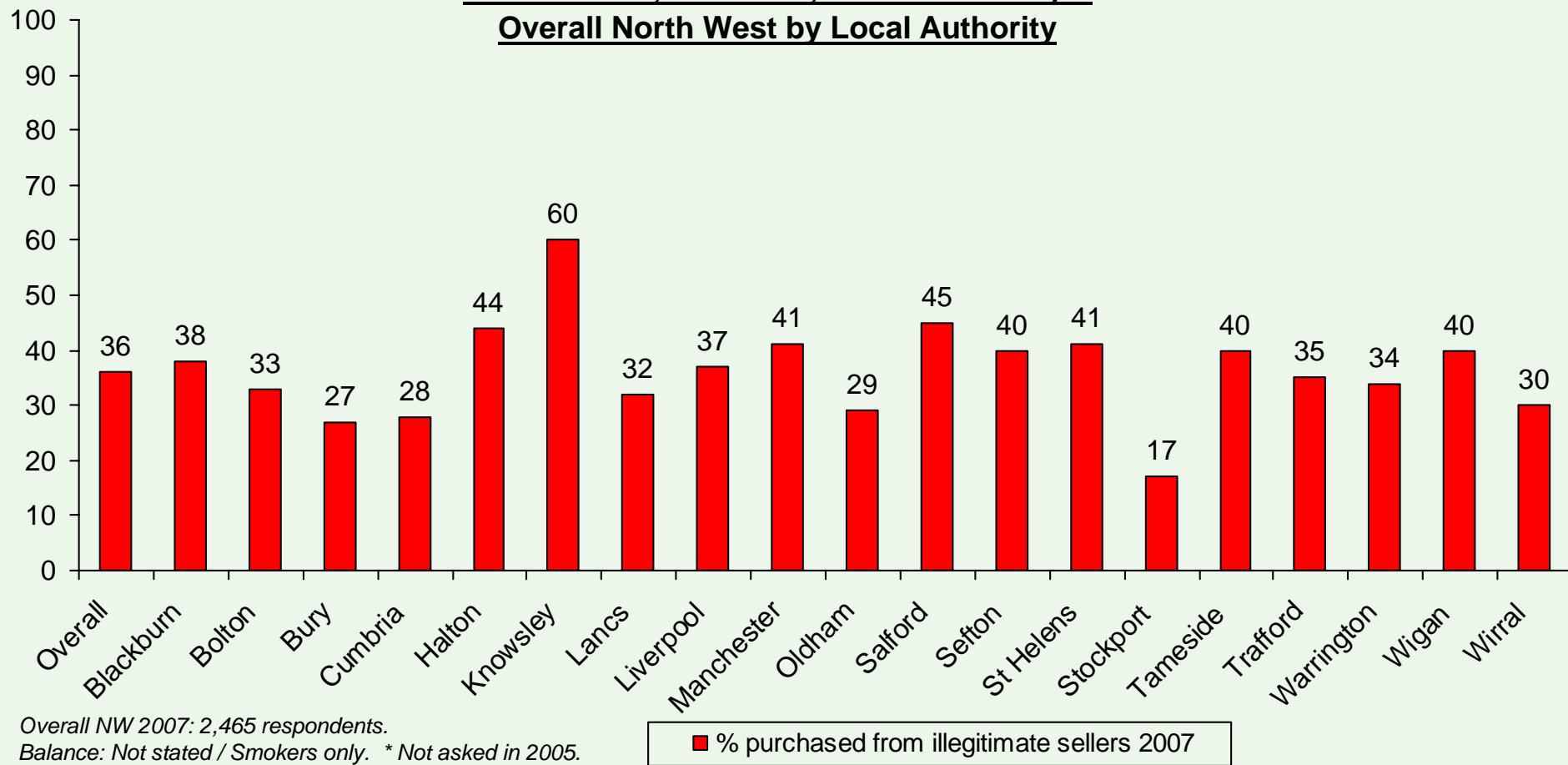


Overall NW 2007: 2,465 respondents.
 Balance: Not stated / Smokers only. * Not asked in 2005

■ % Purchased imported cigarettes 2007

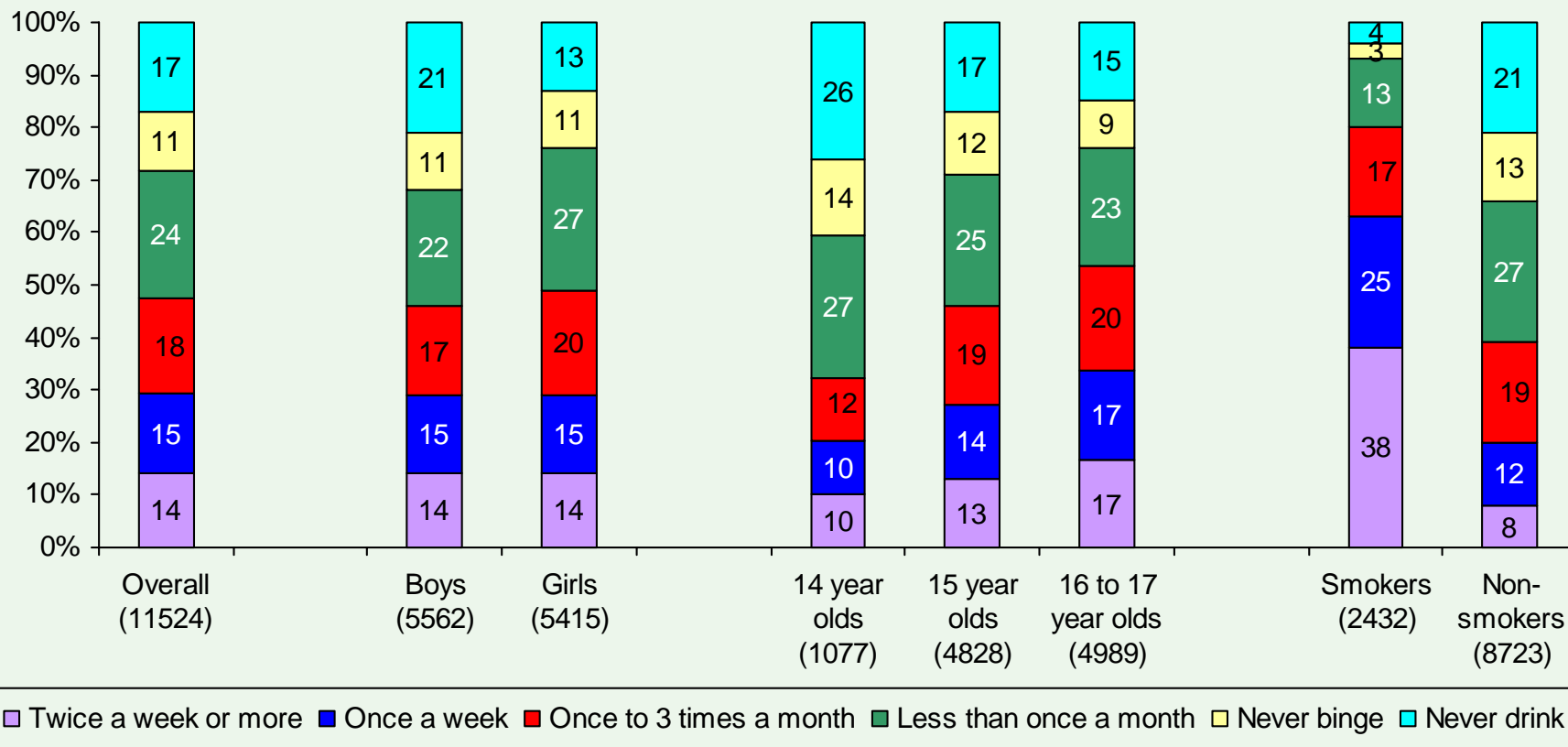
Over a third of smokers (36%) claimed to have bought cigarettes from illegitimate sellers. A significantly high proportion of young smokers in Knowsley claimed to have done this.

Have you ever bought...cigarettes from other sellers (ie. neighbours, market stalls, car boots, ice-cream vans)?*
Overall North West by Local Authority



Regular binge drinking (i.e. drinking more than five drinks at least once a week) appeared to be more of an issue amongst young smokers (63%) and 16 to 17 years olds (34%).

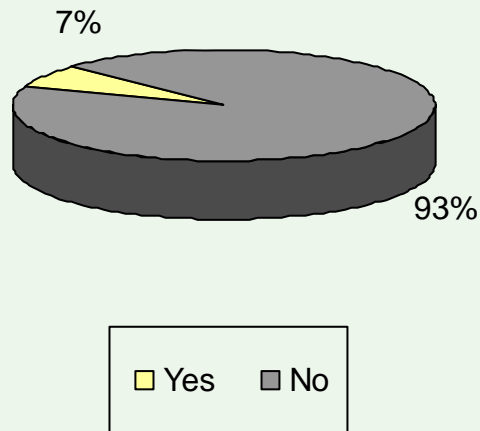
How often would you say you drink five or more alcoholic drinks on one occasion?*
Overall North West by Gender, Age and Smokers 2007



Base for 2007: See chart
 Balance: Not stated; * Not asked in 2005

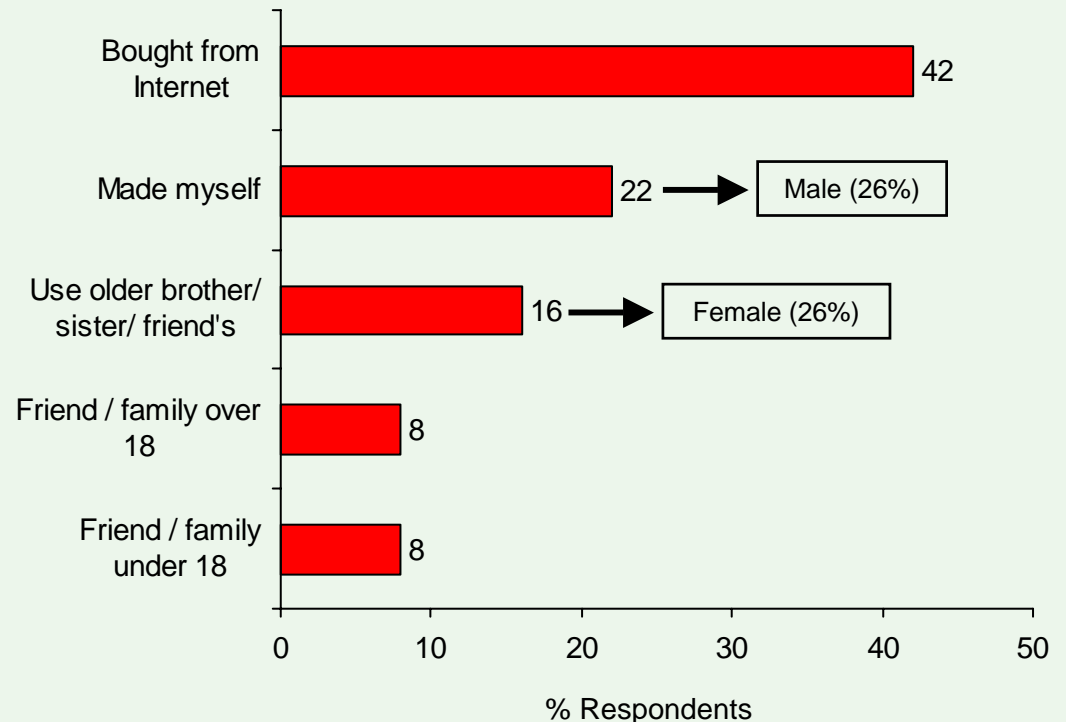
7% of 14 to 17 year olds across the North West claimed to have fake ID. Of these, 42% claimed to have bought it off the Internet. Young males are more likely to make ID themselves, whilst young females are more likely to use old sisters / friends.

Do you have fake ID?*
Overall North West 2007



Base for 2007: 9,290 respondents.
Balance: NR; * Not asked in 2005

Where did you get it from?*
Overall North West 2007



Base for 2007: 575 respondents.
Balance: Don't have fake ID / NR. * Not asked in 2005

The End

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