

Tobacco Use in Ireland - Latest Facts & Figures

Presented By

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Smoking Is Endemic

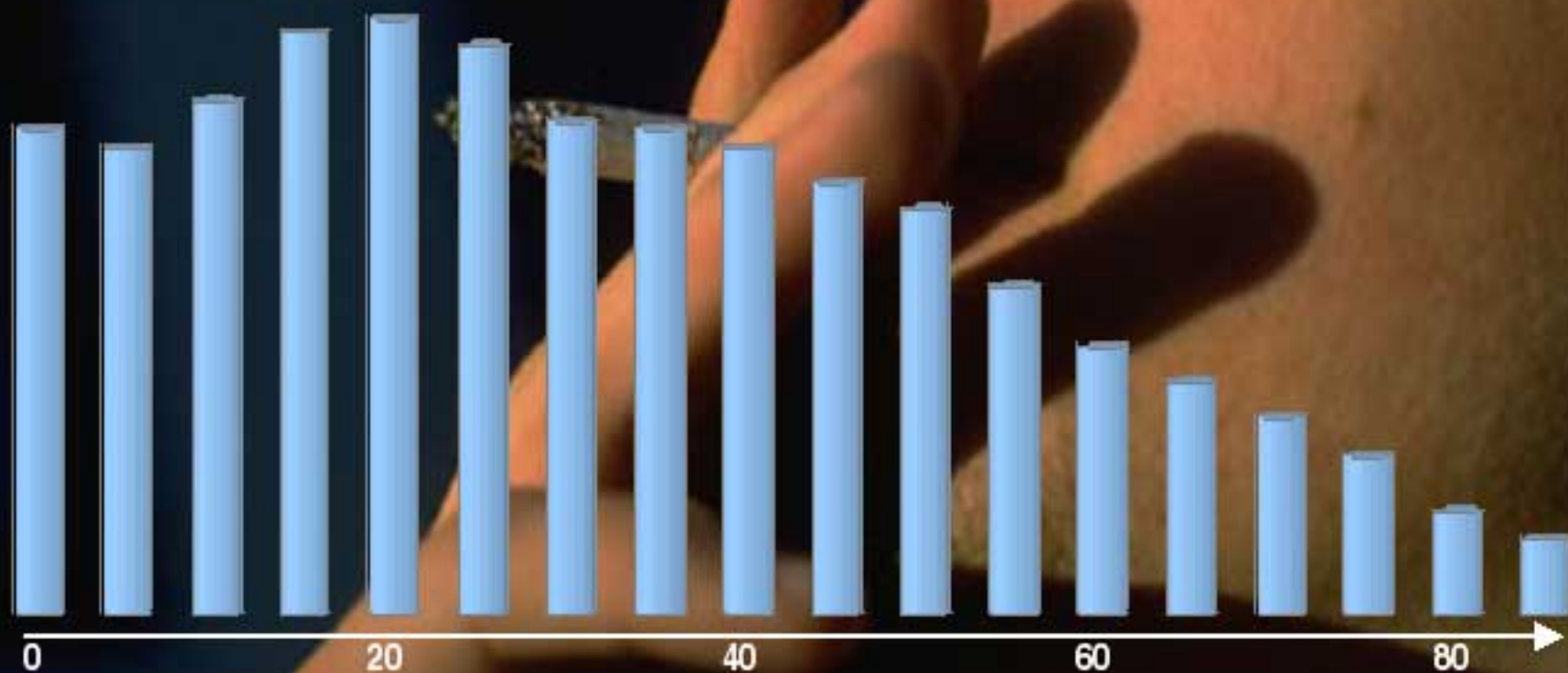


* 27% of 16-17 year olds smoke

* 42% of 18-24 year olds smoke

A Nation Of Young People

Irish Population Distribution



Source: CSO 2001 Update

How Do We Combat Underage Smoking?



Remove Attraction

- ✿ Close channels of communication
- ✿ Change attitudes
- ✿ Break the cycle

Prevent Access

- ✿ Price increase
- ✿ Ban smaller pack sizes
- ✿ Retail trade regulation

Consumer Research - Latest Facts & Figures



Why?

- * To inform

How?

- * Nationally representative in-home survey
- * Population 8 years and upwards **8+**
- * Sample of 8 to 17 years boosted **8-17**
- * Smokers **S** and non-smokers **N**



Remove Attraction
- Close Channels of Communication

Channels Remain Open

8-17

- * 18% aware of recent advertising
- * 29% aware of sports sponsorships by cigarette companies

Of the 10 most popular brands amongst young people,
6 are sports brands!

Communication Drives Image

8-17

Applies to Benson & Hedges





**Remove Attraction
- Change Attitudes**

Anti-smoking Advertising Most Salient

8-17

Awareness Of
Recent Cigarette
Brand Or Company
Advertising

18%



Awareness Of
Sport Or Event
Sponsorship By
Cigarette Companies

29%



Awareness
Of Recent
Anti-smoking
Advertising

43%



Smoking Perceived To Be Becoming More Popular

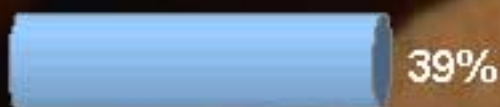
8-17

Agree a lot or a little with statement

Smoking is becoming more popular



Smokers tend to be very sociable, outgoing people

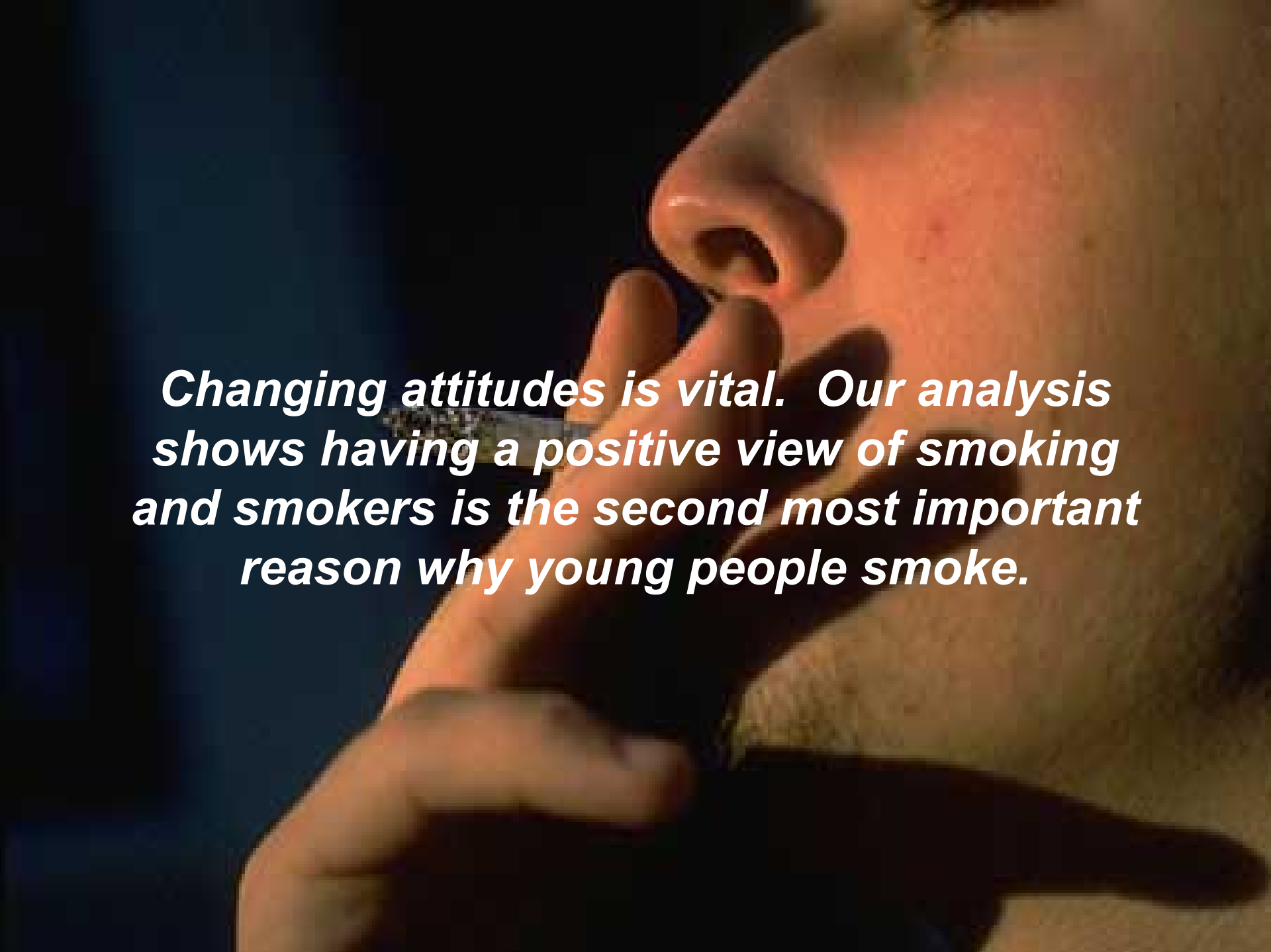


Smokers tend to be fashionable & style conscious



Smoking is calming & relaxing





Changing attitudes is vital. Our analysis shows having a positive view of smoking and smokers is the second most important reason why young people smoke.



**Remove Attraction
- Break The Cycle**

Peer Group Acceptance Is The Key Influencer

8-17

- * We asked each young person for the names of their three best friends.
- * We then asked, for each friend, if they smoked or not.
- * For young people that did not smoke, there was a 2 in 10 chance that one of their three best friends smoked.
- * For young people that smoked, the probability was 9 in 10!
- * Our analysis shows that peer group acceptance is the most important reason why young people smoke.



**Prevent Access
- Price Increase**

Young Smokers Can Afford To Feed Their Addiction

8-17

Average Spend In Past Week

£16



8-11 year olds

£37



12-15 year olds

£80



16-17 year olds

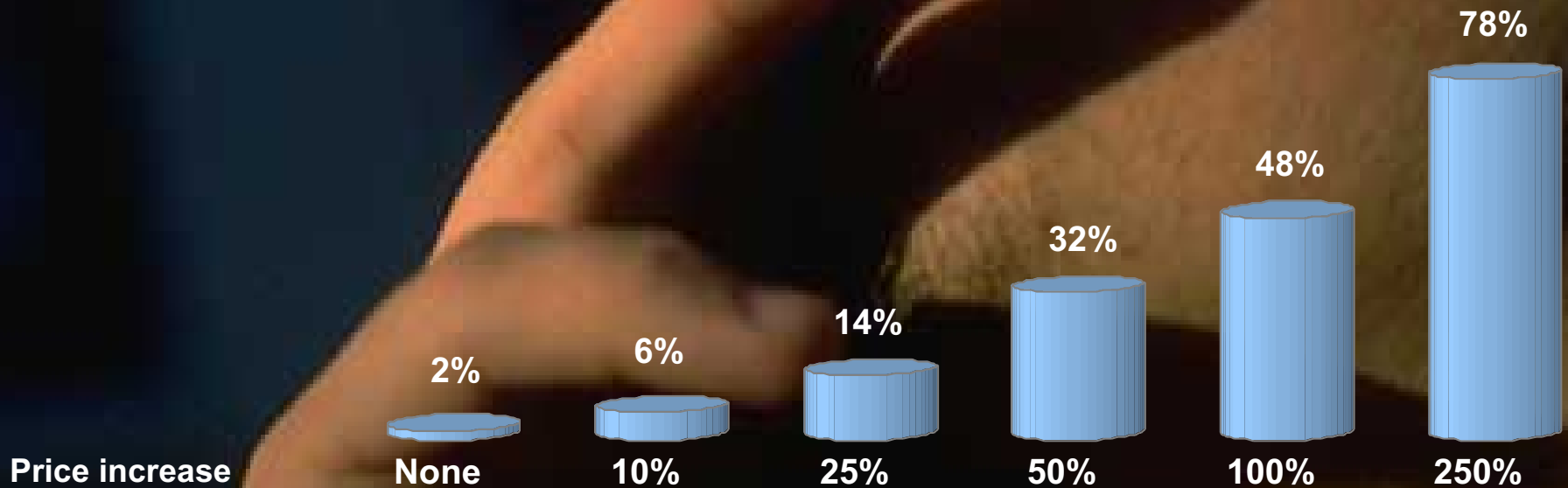
Note: Research Conducted During Summer Holidays

Significant Price Increase Required To Impact On Behaviour

8-17

S

Very Unlikely To Continue Smoking





Prevent Access
- Ban Smaller Pack Sizes

Younger Smokers Prefer Smaller Pack Sizes

Buy Packs Of 10 Most Often

S

8+

8-17

67%

26%



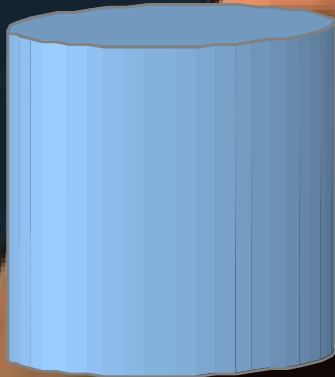
If Cigarettes Only Available In Packs Of 60, 10's Buyers Most Likely To Stop Smoking

Q. "If cigarettes could only be bought in packs of 60,
would you continue smoking, or would you stop?"

S

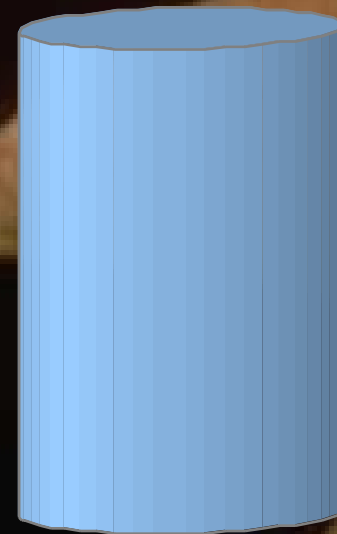
20's buyers

34%



10's buyers

64%





Prevent Access
- Retail Trade Regulation

Underage Buyers Not Being Asked For Identification

% of 12-15 year olds asked for identification last time purchased cigarettes



% of 8-11 year olds who have bought cigarettes for someone else

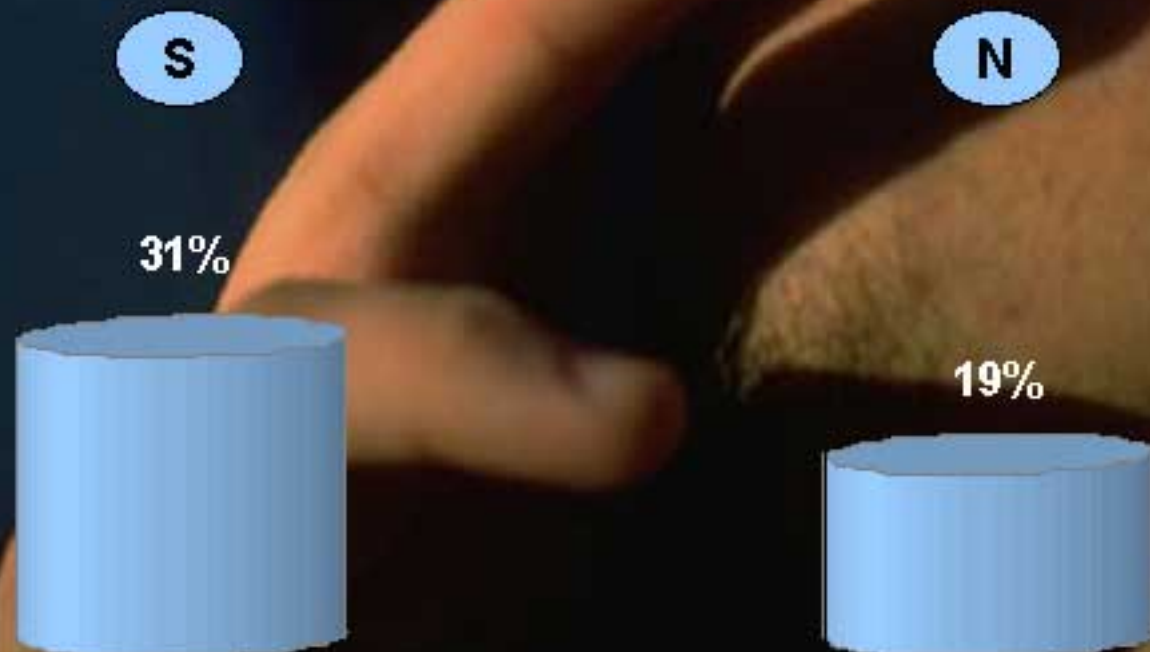




Is there an appetite amongst the general public for further Government action?

Only A Minority Think The Government Is Doing Enough

Is the Government doing enough to encourage young people not to start smoking?



Strong Support For Multifaceted Approach To Combating Underage Smoking

		S	N
Action on Communication	Ban all forms of advertising, including sports sponsorship	79%	88%
Action on Information	Double the amount of money allocated to anti-smoking advertising	74%	86%
Action on Price	Double the price of cigarettes overnight	45%	67%
Action on Pack Size	Ban the sale of cigarettes in packs of 20	54%	73%
Action on Retail Trade Regulation	Introduce licensing for tobacco products	84%	91%



***Widespread support for further
Government action on all fronts***

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