

**'Smokers – Attitudes, Behaviour & Cessation' Seminar**  
**4<sup>th</sup> March, 2003**



# *What Do Smokers Want?*

**Damian Loscher,**  
**Deputy Managing Director**

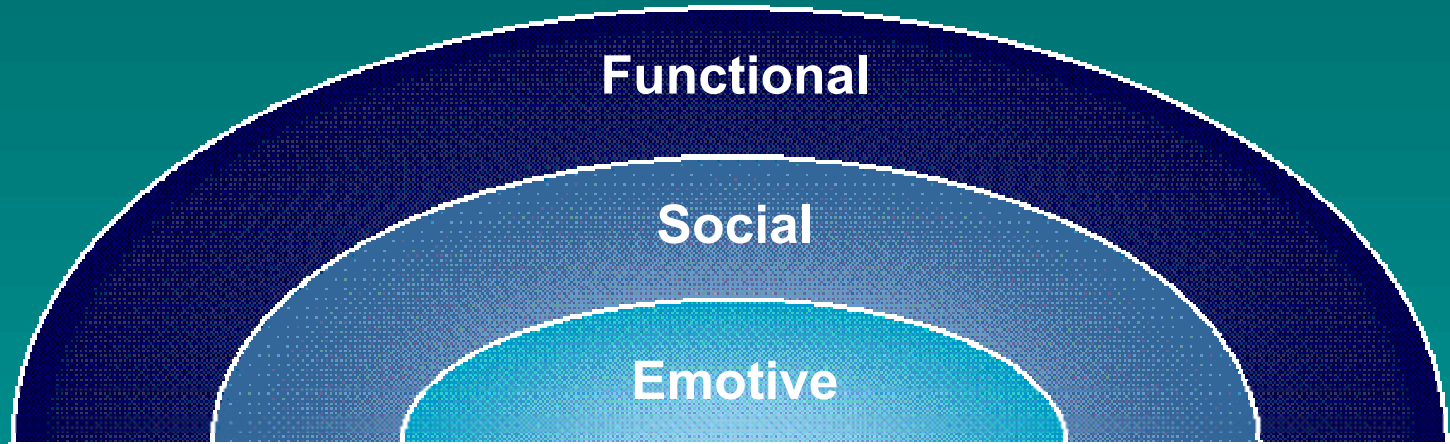




# *Smokers Want To Look And Feel A Certain Way*

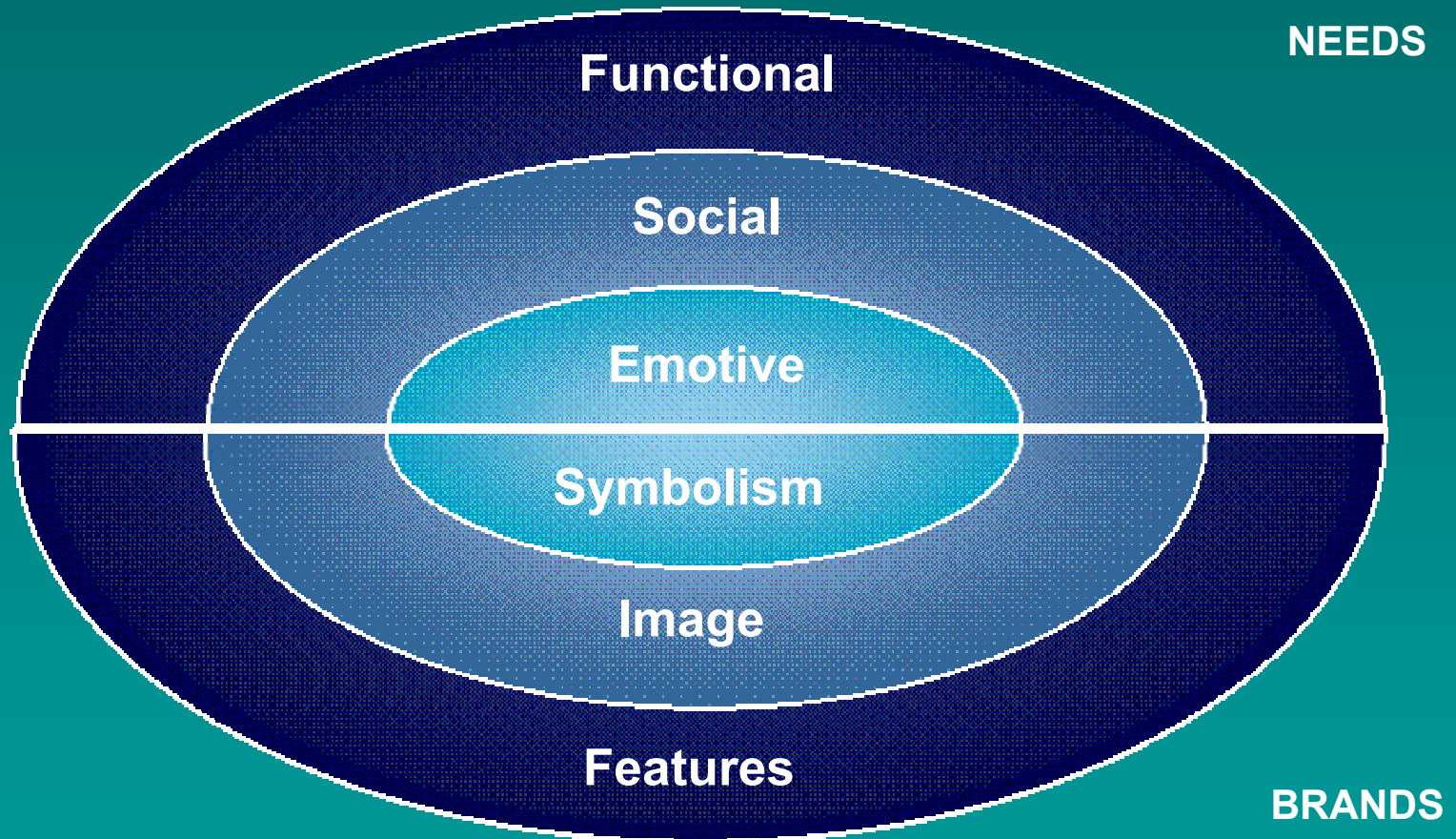


# *We All Have Needs*



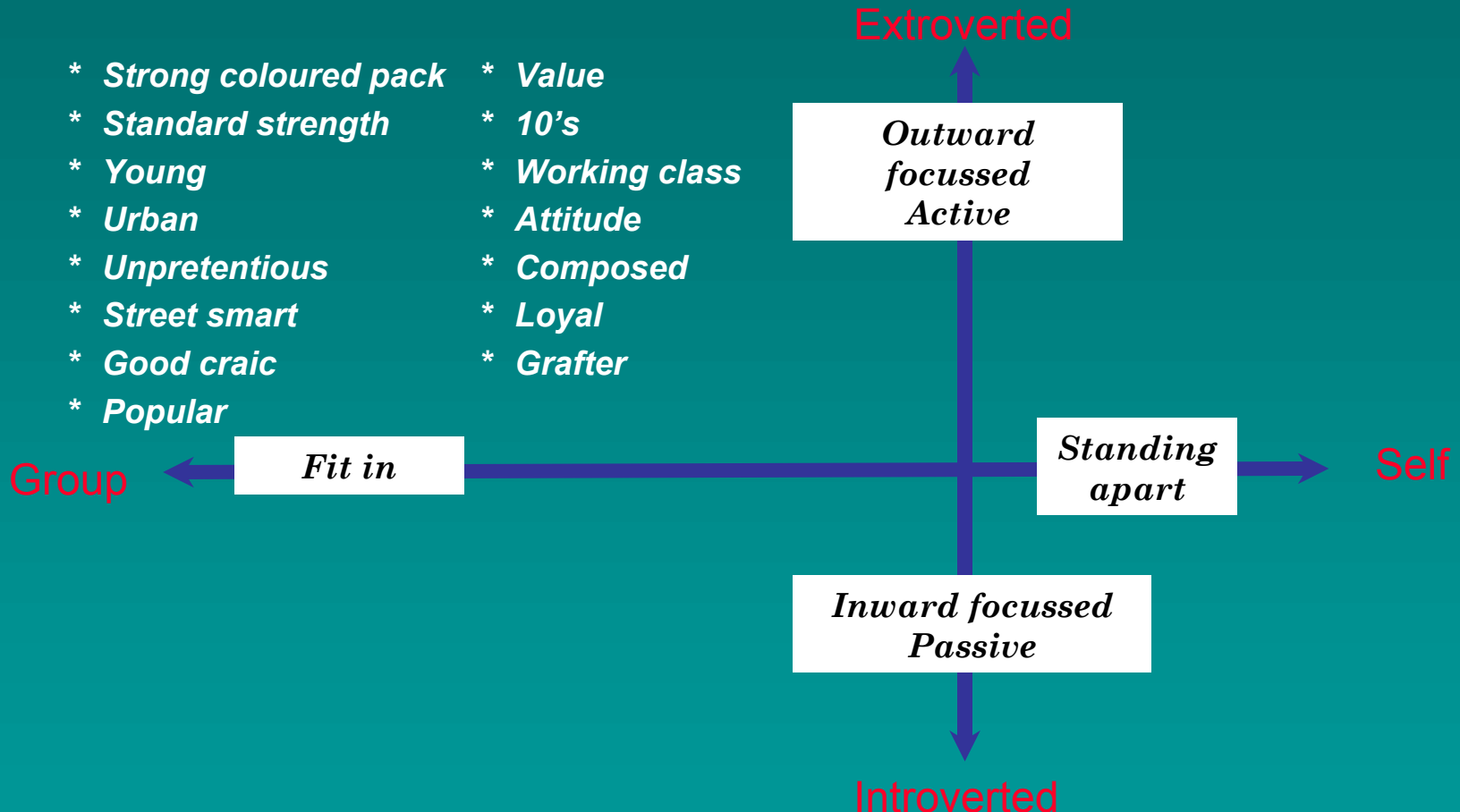


# *The Brands We Buy Are Consistent With These Needs*





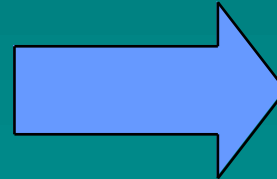
# Understanding Needs Is The Key To Brand Management





# *How Brands Are Matched With Needs*

- \* *Strong coloured pack*
- \* *Standard strength*
- \* *Young*
- \* *Urban*
- \* *Unpretentious*
- \* *Street smart*
- \* *Good craic*
- \* *Popular*
- \* *Value*
- \* *10's*
- \* *Working class*
- \* *Attitude*
- \* *Composed*
- \* *Loyal*
- \* *Grafter*





# *Survey Research – Overview Of Methodology*

- \* **Nationally representative survey**
- \* **1,503 interviews – 344 interviews with smokers**
- \* **Republic of Ireland population 8+ years**
- \* **Face-to-face**
- \* **In-home**
- \* **Quota controlled by gender, age, social class & region**
- \* **Experienced MRBI interviewers**
- \* **Conducted August 2002**

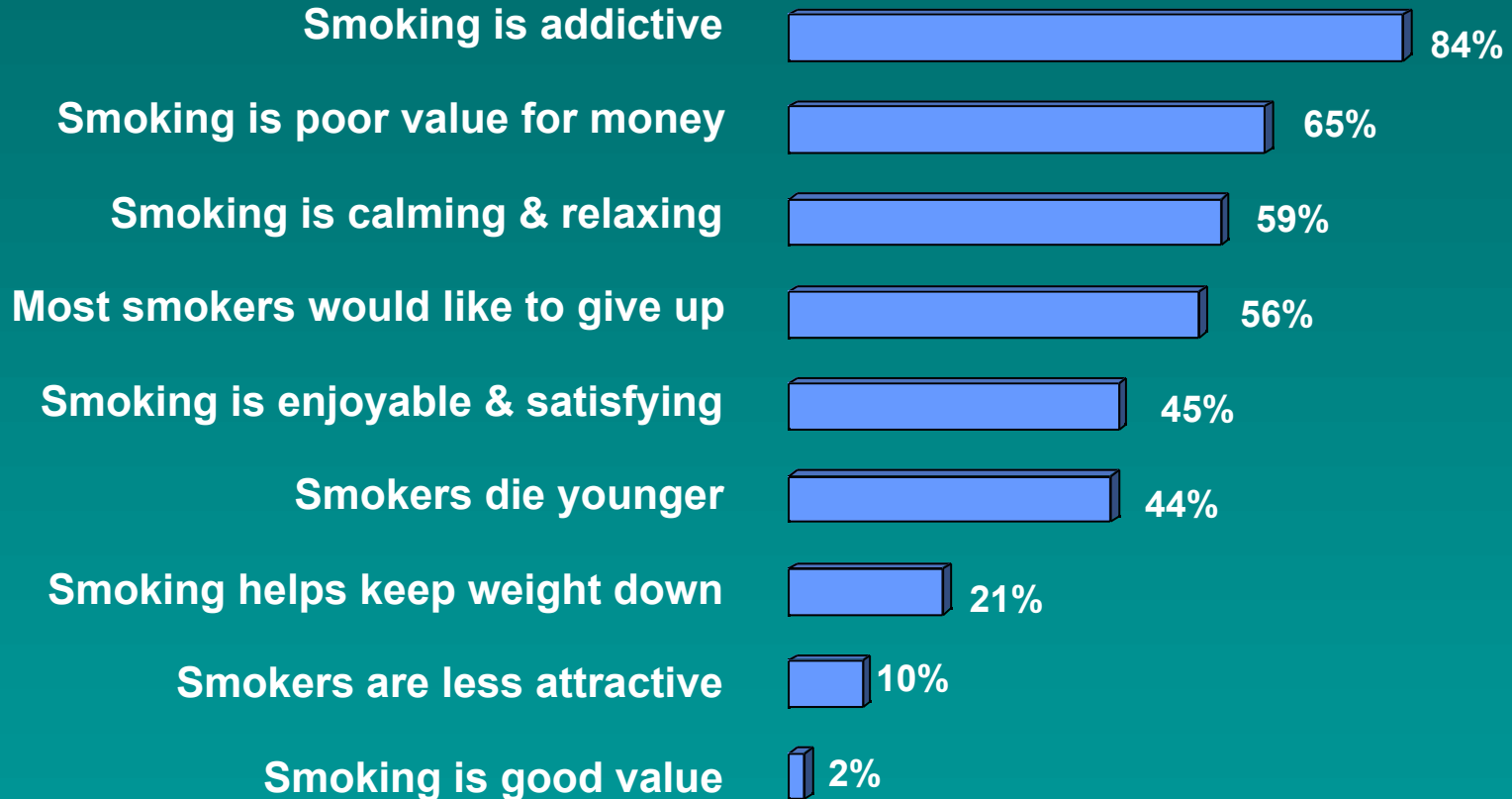


# *Smoking Is About Belonging*

- \* **19% of 8-17 year old non-smokers have a best friend that smokes**
- \* **88% of 8-17 year old smokers have a best friend that smokes**



# Smokers See A Reason For Smoking





# *Smokers Want To Give Up*



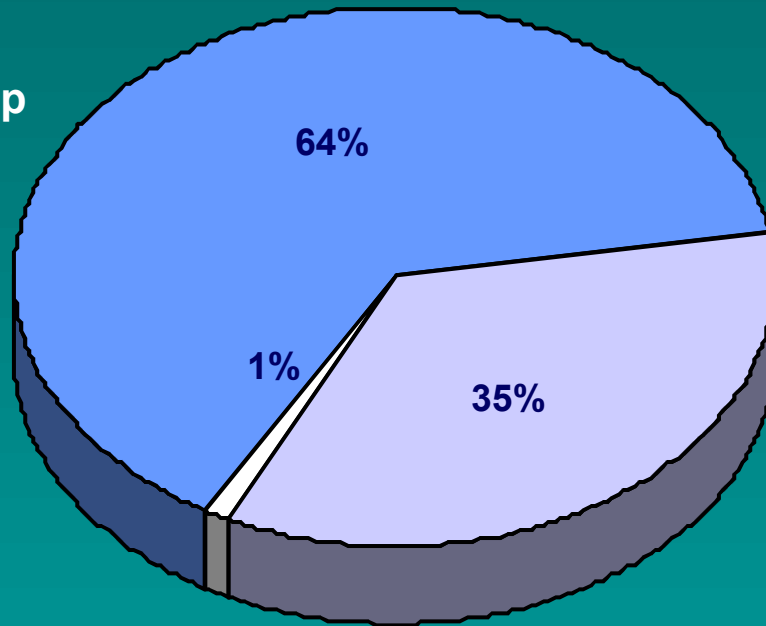
# *Why The Change?*

- \* **Changing lifestyles?**
- \* **Increased awareness of risks?**
- \* **Growing confidence in sense of self?**
- \* **Other routes to expressing identity?**
- \* **Family pressures?**



# Most Smokers Have Tried To Give Up

Have tried to give up



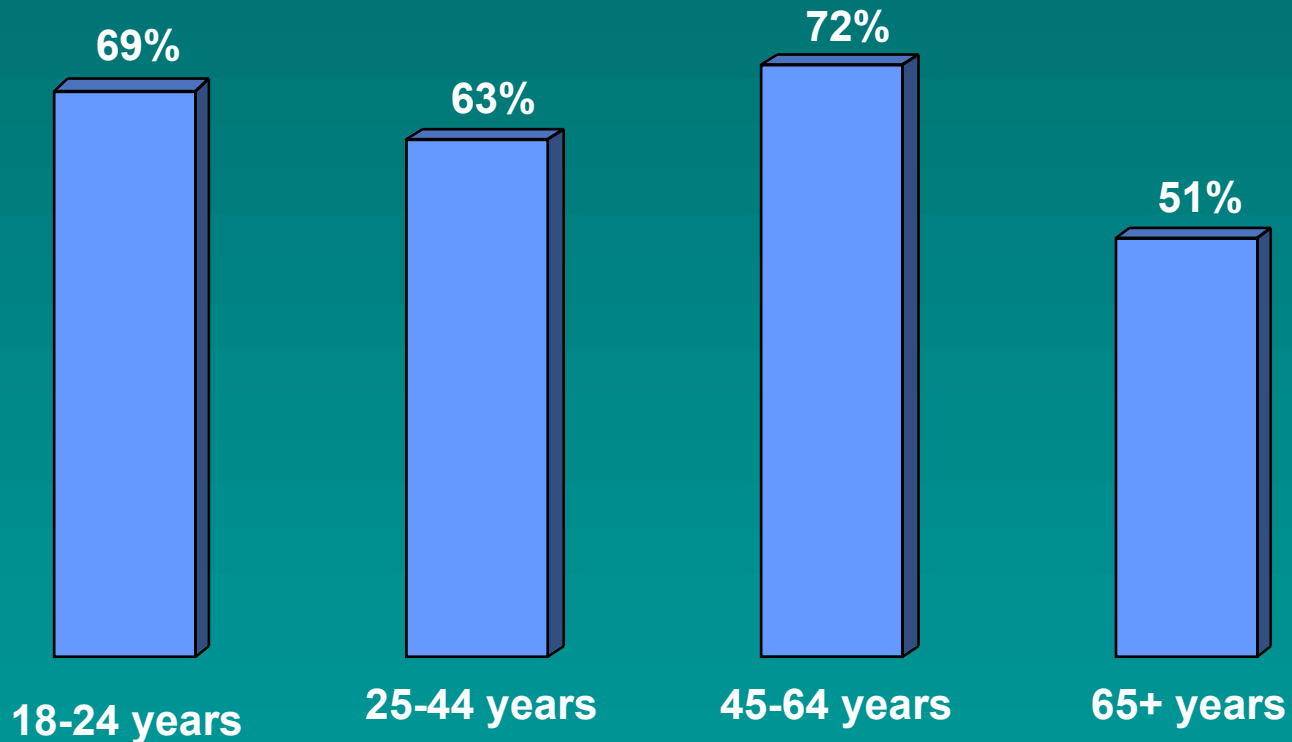
Not tried to give up

Don't know



# *Smokers Of All Ages Have Tried To Give Up*

## *HAVE TRIED TO GIVE UP*





# Most Smokers Have Tried More Than Once

*(Base: All Tried To Give Up)*

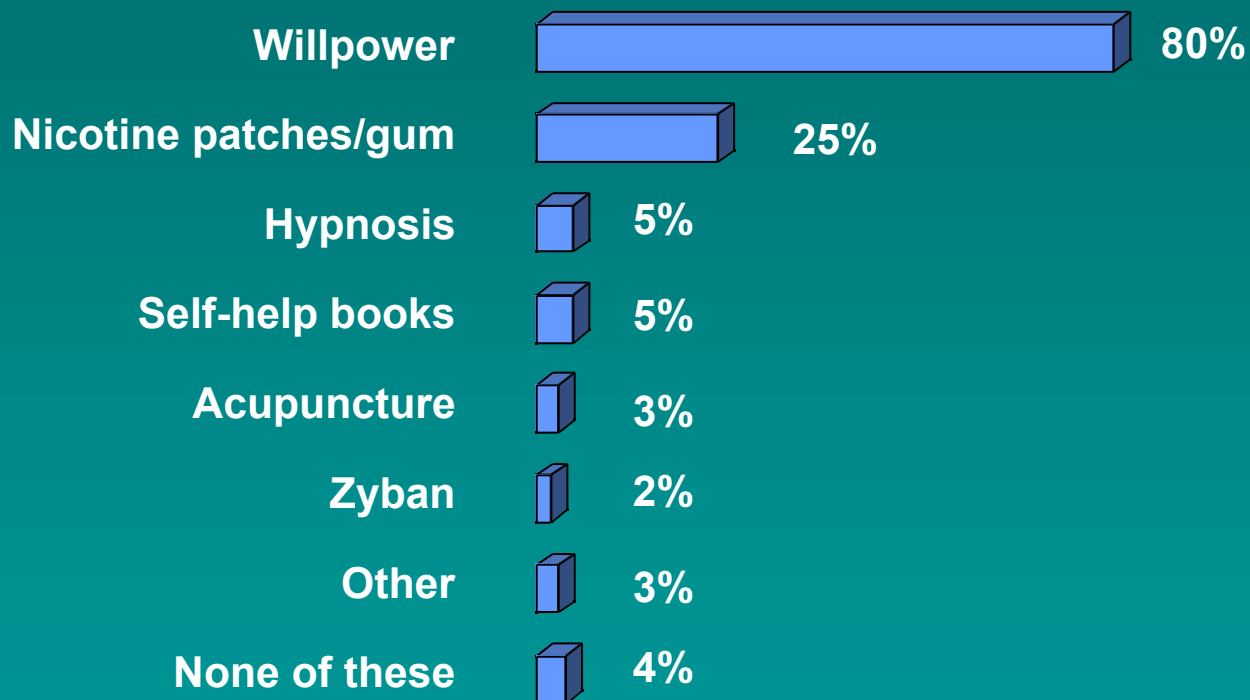




# Most Smokers Go It Alone

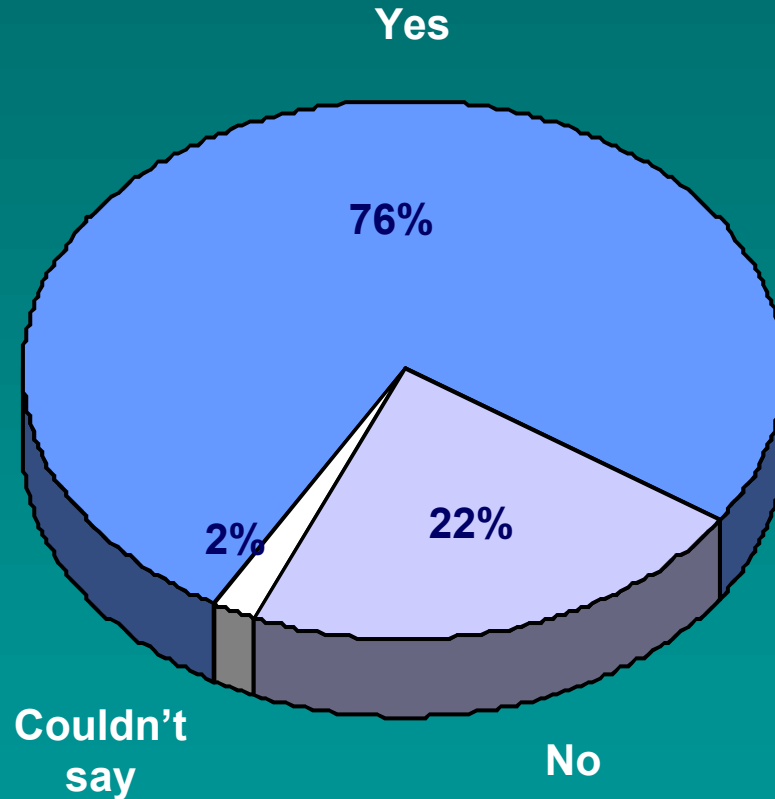
(Base: All Tried To Give Up)

## AIDS AND APPROACHES USED





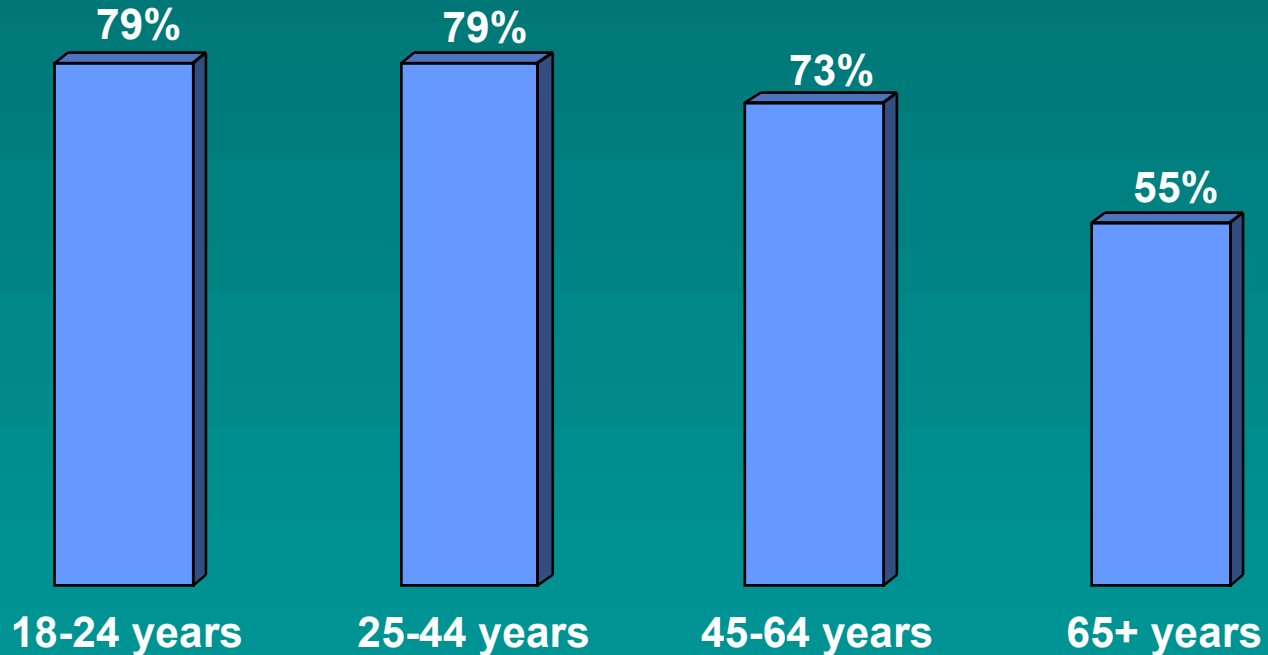
# *Most Smokers Want To Give Up*





# Smokers Of All Ages Want To Give Up

## WANT TO GIVE UP





# *Smokers Want To Be Healthier, Wealthier & Wiser*

*(Base: All Want To Give Up)*

## **REASONS FOR WANTING TO GIVE UP?**

	<b>%</b>
<b>Smoking is bad for my health</b>	<b>80</b>
<b>Too expensive/to save money</b>	<b>42</b>
<b>Bad habit</b>	<b>30</b>
<b>It's becoming unsociable to smoke</b>	<b>16</b>
<b>Nagging by partner</b>	<b>8</b>
<b>My doctor advised me to give up</b>	<b>8</b>
<b>I'm not allowed to smoke in the house</b>	<b>5</b>
<b>Smoking makes me less appealing to the opposite sex</b>	<b>1</b>



# *Smokers Support Restrictions on Smoking*

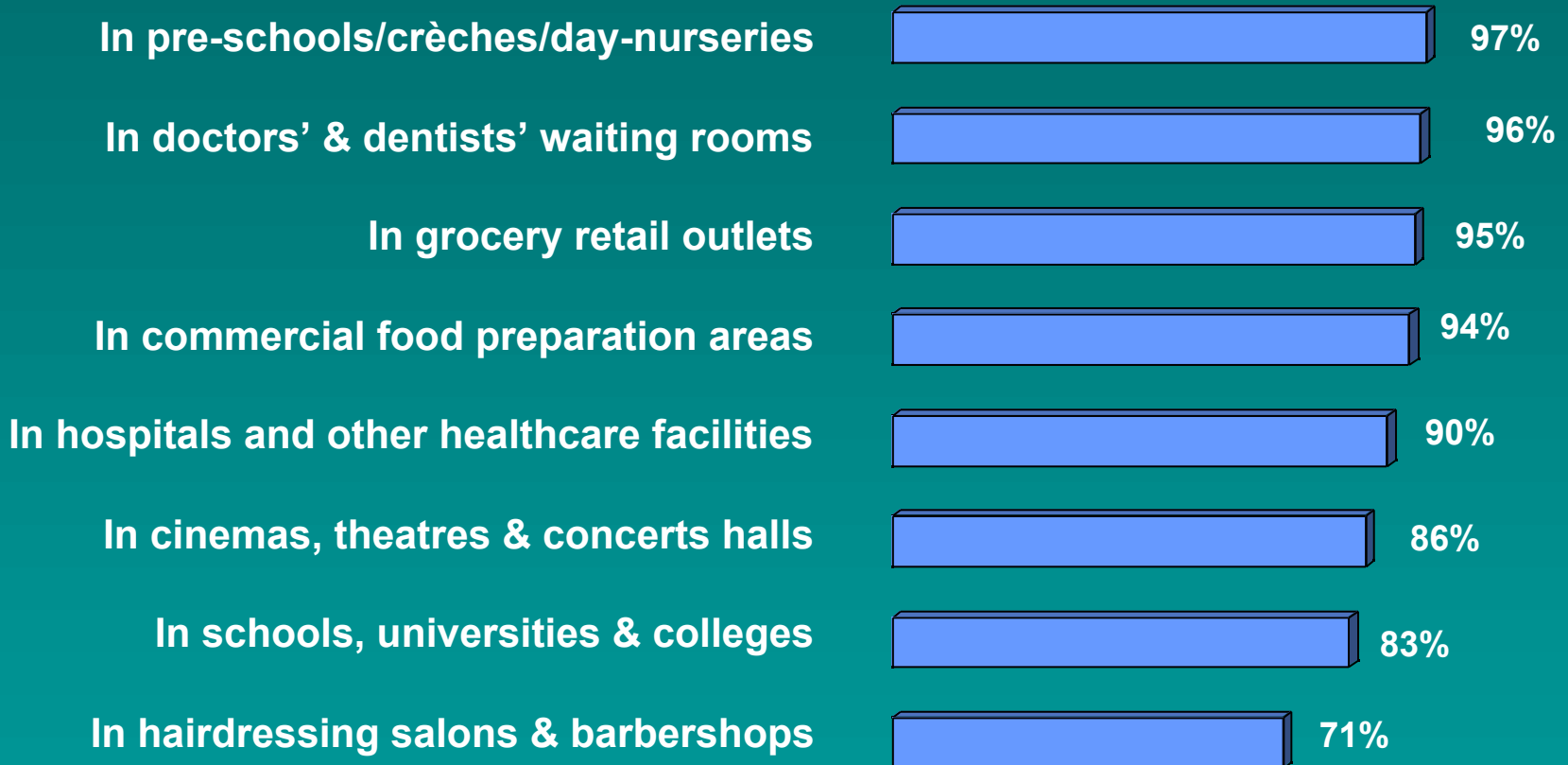


# Majority Support From Smokers For Most Control Initiatives



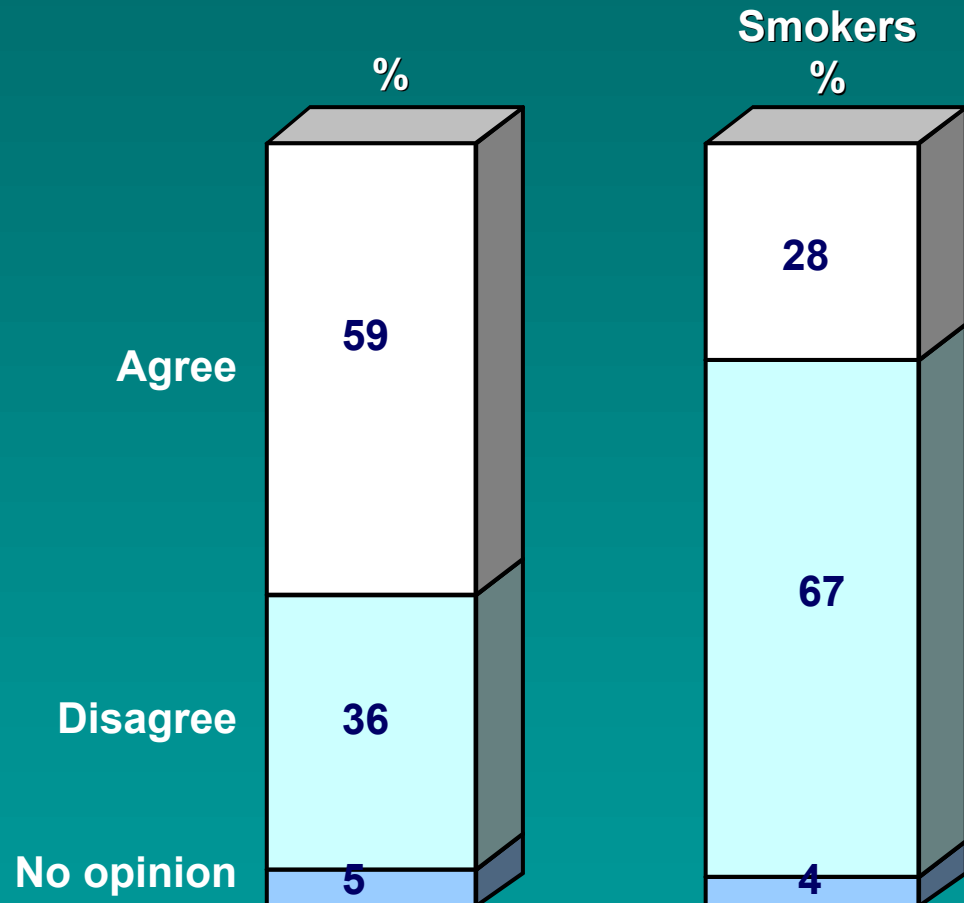


# Smokers Support Restrictions On Smoking





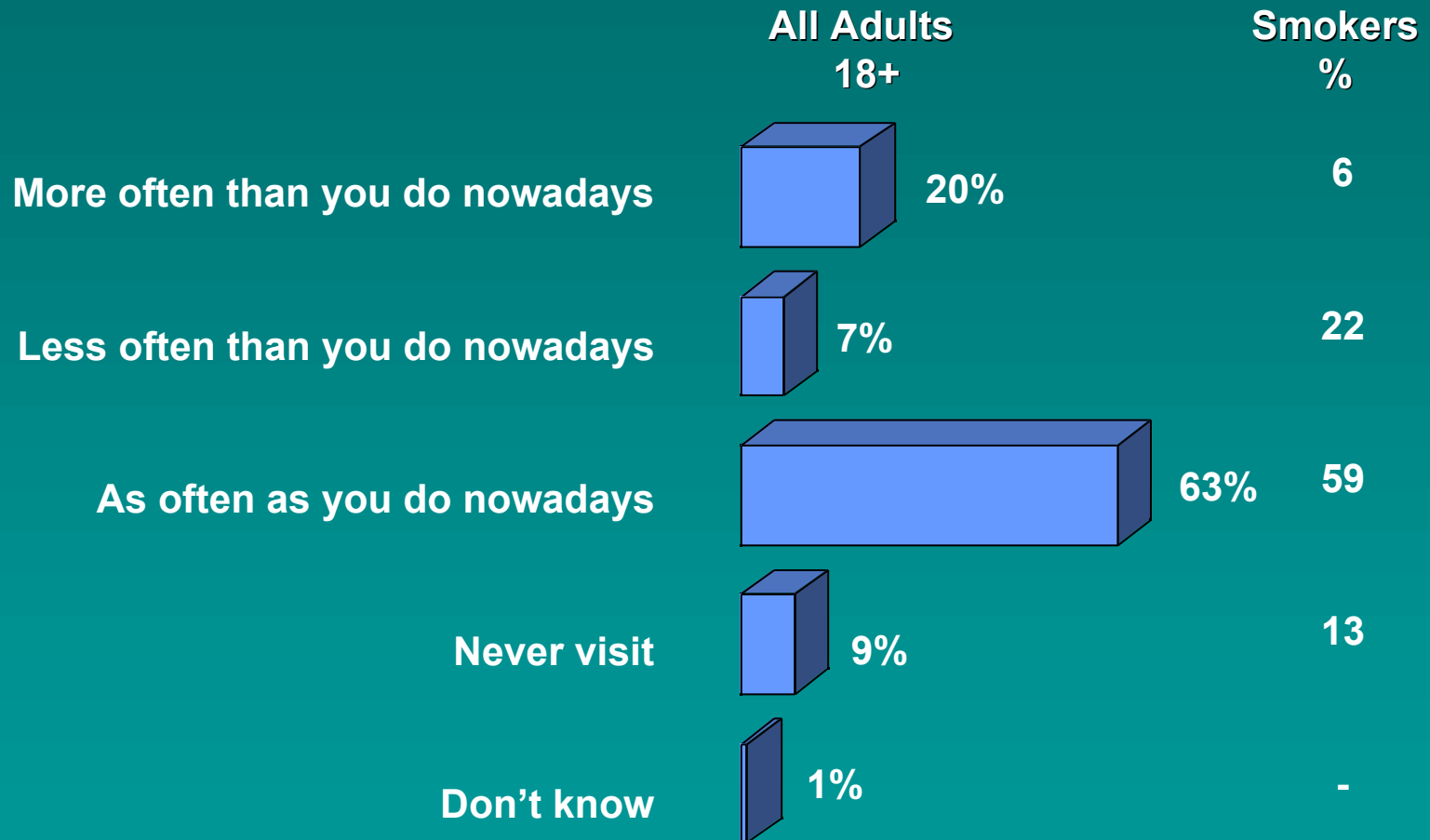
# Majority General Public Support For Smoking Ban in Pubs/Restaurants – Irish Times/MRBI Poll (Base: All Adults 18+: 1,000)





# Frequency Of Visiting Pubs/Bars To Eat Would Increase If Smoking Was Not Allowed - PhoneBus

(Base: All Adults 18+: 936)





# Frequency Of Visiting Pubs/Bars To Drink Would Hold Steady If Smoking Was Not Allowed - PhoneBus

(Base: All Adults 18+: 936)

