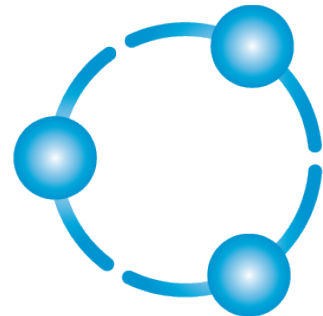


Cost of Smoking Report

Prepared for:
Hausmann Communications
August 2010





1. Methodology



Methodology

- ▶ This study comprised two components. One of these was administered among a representative sample of adults aged 18-64 years and the other was conducted among a sample of smokers. In both cases the respondents were randomly selected from members of a permission based panel.
- ▶ Both components were administered online between 16 June and 23 August 2010.
- ▶ The representative sample comprises 1,004 respondents aged 18-64 years and in the smokers sample there are 1,258 current smokers. In both cases these are distributed throughout Australia including both capital city and non-capital city areas.
- ▶ Galaxy Research designed the questionnaires for the two components, copies of which have been included in this report.
- ▶ The questionnaire was transferred into Quest format in order to be hosted online. For each question the respondent had to click on the response which represented their answer.
- ▶ Following the completion of interviewing, the data was weighted by age, gender, region and smoking status to reflect the latest population estimates.



2. Main Findings



Main Findings

- ▶ The majority of smokers (79%) consider themselves 'regular smokers', lighting up an average of 19 cigarettes per day. That's more than one cigarette per waking hour. The remaining 21% are social smokers who generally smoke around 6 cigarettes per day.
- ▶ The average Australian smoker has been puffing away for around 19 years.
- ▶ The increase in cigarette tax provided smokers a good reason to give up the habit and around 300,000 did quit in the two months after the cigarette price hike in April. Of the remaining smokers, 79% have considered quitting since the hike in cigarette tax, with 32% trying to quit but failing and 47% getting no further than thinking about it.
- ▶ Around 1.2 million smokers took steps to quit smoking in the two months after the introduction of the tax increase. These smokers tried a number of methods to kick the habit, with 70% going cold turkey and 35% using nicotine replacement therapy. Many smokers also spoke to their doctor (18%) or used prescription medication (15%) to try to quit smoking.
- ▶ Regular smokers have been more likely to reach for assistance to quit smoking since the price increase. Nicotine replacement therapy has been a popular method to quit smoking among regular smokers (45%) and long term smokers (39%).
- ▶ Light smokers are much more likely to attempt to quit by going cold turkey (85%).



Main Findings... *continued*

- ▶ While the price hike helped convince some of those that successfully stopped smoking that it pays to quit, the most influential reason was the health concerns associated with continued smoking.
- ▶ Of those that continue to smoke 40% are intending to quit. However, this still leaves 36% with no intention to quit and a further 24% that remain undecided on whether they will quit or not.
- ▶ Social smokers (51%) and those that have taken up the habit in the last 5 years (51%) are more inclined to quit smoking due to the price increase.
- ▶ Among smokers who intend to quit as a result of the price increase, the majority (69%) say they will do so within 3 months, with half of those (34%) intending to quit within the month. The remaining 30% of smokers intend to quit within 6-12 months.
- ▶ Almost one in three smokers (29%) had tried to quit in the three months before the price increase, with light smokers (37%) more likely to try to quit than heavy smokers (22%).
- ▶ Smokers have felt the financial impact of the Government's cigarette tax hike, with expenditure on cigarettes for the average smoker rising from \$51 per week to \$57 per week. This represents an increase of 12% overnight.
- ▶ Understandably, the tax has hit heavy smokers the hardest, with the average heavy smoker now spending \$84 per week on cigarettes.



Main Findings... *continued*

- ▶ Despite the financial incentive to cut back or quit cigarettes, only 29% of those that continue to smoke are smoking fewer in response to the price increase. Light smokers (41%) are more likely to be smoking fewer cigarettes than heavy smokers (19%).
- ▶ \$20 represents an important psychological barrier that will prompt more than half of all smokers (53%) to try to quit. As many as 68% would try and quit if the price hit \$25 per pack. However, 16% of smokers say that they would not try to quit at any price.
- ▶ While financial pressure acts as an incentive to quit, most smokers will cut back in other areas if they are under financial pressure. There are many alternative areas that smokers would prefer to cut back on rather than cigarettes and these include socialising or eating out (32%), entertainment (19%) and clothing/accessories (16%).
- ▶ Even though they would have the most to gain by cutting back, heavy smokers (18%) are less likely to cut back on their cigarette expenditure than light smokers (31%) when under financial pressure.
- ▶ Many smokers have been put under pressure to quit smoking by family and friends following the increase in cigarette prices. Those most likely to put smokers under pressure are partners/spouses (25%), other family members (26%), friends (17%) and work colleagues (12%).
- ▶ Most smokers are willing to seek advice on how to quit smoking. The most widely used sources of advice are doctors (58%), pharmacists (31%) and ex-smokers (22%).



Main Findings... *continued*

- ▶ While husbands and wives may not be shy in expressing their views about their partners' smoking, these are typically not the people that smokers turn to for advice.
- ▶ As many as 20% of smokers don't feel there is anyone they would turn to for advice.
- ▶ The majority of smokers (67%) were shocked by the quick decision and implementation of the Government's cigarette tax increase.
- ▶ As many as 1 in 5 smokers (20%) responded by stocking up on cigarettes when they heard about the price increase. On average these smokers bought around 4 weeks supply in advance.
- ▶ For the average smoker the typical weekly grocery bill is around \$127.
- ▶ The majority of smokers (55%) would go to their GP for Nicotine Replacement Therapy patches if they could be prescribed at a cost of \$70 for a 10 week course. Importantly, this solution to help quit smoking is popular among both medium and heavy smokers, groups that have shown a reluctance to respond to price increase alone.



3. Questionnaires

GALAXY RESEARCH

GALAXY JOB NO. 100625
To be fielded no later than
Friday, 18 June 2010

QUESTIONNAIRE NO: _____

Thank you for agreeing to participate in this survey. Please answer the following questions to see if you fall into the category of respondent we need to interview. You will need to provide a response for EVERY question to proceed with the interview

Please be assured of complete confidentiality. Galaxy Research is bound by the Market Research Society Privacy Principles.

During the survey, please do not use your browser's **FORWARD** and **BACK** buttons. Instead, please always use the buttons below to move backward and forward through the survey.

Your honesty is valuable and really appreciated.

Galaxy Research appreciates that most people give honest answers in our surveys and we want to keep it that way. We encourage truthful answers by making our surveys easy to understand, easy to complete and short enough to keep you going.

There has however been some recent evidence of inconsistent and even falsified information through on-line surveys. To this end we again encourage you:

1. To fill in all surveys invitations to you, yourself
2. To read and follow all survey instructions and questions
3. To give due consideration to all your answers, and of course,
4. To always give honest and truthful answers

Galaxy Research monitors closely the data collected by participants in its panel surveys and has taken steps (data range checks, registration verifications, question validations, time taken to complete etc) to detect any suspicious data.

Participant ID's suspected of providing dishonest or false information in our surveys will be forwarded to the panel provider and may not be rewarded or even excluded from future invitations.

We understand that you are most likely always honest and therefore we say thanks again and please keep responding to our surveys.

SECTION A – ALL RESPONDENTS

A1. Where do you live in Australia?

NSW - Sydney	01	Queensland - Brisbane	07
NSW – Other.....	02	Queensland – Other	08
ACT	03	South Australia - Adelaide.....	09
Victoria - Melbourne	04	South Australia – Other	10
Victoria – Other	05	Western Australia - Perth	11
Tasmania	06	Western Australia – Other	12
		Elsewhere in Australia.....	13

A2. How old are you?

17 years or under	01	45-49 years.....	07
18-24 years	02	50-54 years.....	08
25-29 years	03	55-59 years.....	09
30-34 years	04	60-64 years.....	10
35-39 years	05	65-69 years.....	11
40-44 years	06	70+ years.....	12



ASK IF AGED 18-64 YEARS IE CODE 02-10 IN A2. CODE 01, 11-12 TERMINATE WITH THANKS

- A3. And are you male or female? Male1
Female2
- A4. Thinking about smoking cigarettes. Which one of these best describes you? SR
A regular smoker1 * A5
An occasional or social smoker2 * *
A non-smoker3 # #
None of the above4 # Term

ASK IF SMOKER IE CODE 1-2 IN A4. CODE 3-4 TERMINATE WITH THANKS

- A5. How long have you been smoking for? SR
Less than 3 years1
3-5 years2
6-10 years3
11-20 years4
21-30 years5
More than 30 years6
- A6. On average, how many cigarettes do you smoke per day? SR
10 or less1
11-202
21-303
31-404
More than 405
Don't know6

SECTION B – ASK ALL SMOKERS IE CODE 1-2 IN A4

- B1. Since the increase in cigarette prices in April, which of the following have you done? SR
Tried to quit but failed1 * B2
Thought about quitting2 # #
Neither of the above3 # B3
- Please select one option only**

ASK IF TRIED TO QUIT IE CODE 1 IN B1. CODE 2-3 GO TO B3

- B2. What method have you used to quit since the price rise in April?
Please select all that apply

- MR
Cold turkey1
Nicotine Replacement
Therapy such as Nicorette or Nicabate2
Spoken to your doctor3
Prescription medication4
Other method (Please specify)5
None of the above.....6

ASK ALL SMOKERS IE CODE 1-2 IN A4

- B3. Are you intending to quit as a result of price increase?

- Yes1 * B4
No2 # #
Don't know3 # B5

ASK IF INTEND TO QUIT IE CODE 1 IN B3. CODE 2-3 GO TO B5

- B4. When do you intend to quit?

- SR
Within the month1
Within three months2
Within six months3
Within a year4
None of the above5

Please select one option only

ASK ALL SMOKERS IE CODE 1-2 IN A4

B5. Did you try to quit smoking in the three months before the price increase?

- Yes 1
- No 2

B6. How much money were you spending per week on cigarettes **prior** to the price increase?

Please select one option only

- SR
- Less than \$20 1
- \$20-\$29 2
- \$30-\$39 3
- \$40-\$59 4
- \$60-\$79 5
- \$80-\$99 6
- More than \$100 7

B7. Since the price increase, are you smoking more, just the same or fewer cigarettes?

Please select one option only

- SR
- More 1
- Just the same 2
- Fewer 3

B8. How much money are you spending per week on cigarettes **since** the price increase?

Please select one option only

- SR
- Less than \$20 1
- \$20-\$29 2
- \$30-\$39 3
- \$40-\$59 4
- \$60-\$79 5
- \$80-\$99 6
- More than \$100 7

B9. If there was any further increase in the cost of a pack of 20 cigarettes, at what price point would you try and quit?

Please select one option only

- SR
- \$20 1
- \$25 2
- \$30 3
- \$35 4
- \$40 5
- More than \$40 6
- Wouldn't try to quit at any price 7

B10. Have any of these people put you under pressure to quit as a result of the increase in cigarette prices?

Please select all that apply

- MR
- Partner/ Spouse 1
- Other family members 2
- Friends 3
- Work colleagues 4
- Other (Please specify) 5

B11. Who would you turn to for advice on how to quit smoking?

Please select all that apply

- None of the above 6
- MR
- Partner/ Spouse 1
- Other family member 2
- A friend 3
- A work colleague 4
- Doctor 5
- Pharmacist 6
- Ex-smoker 7
- Other (Please specify) 8

B12. Were you shocked by the quick decision and implementation of the price increase?

- Yes 1
- No 2
- Don't Know 3

B13. Did you stock up on cigarettes when you heard about the price increase?

- Yes 1 * B14
- No 2 # #
- Don't know 3 # B15

ASK IF STOCKED UP ON CIGARETTES IE CODE 1 IN B13. CODE 2-3 GO TO B15

B14. How many weeks' supply did you purchase?

- 1-2 weeks 1 ^{SR}
- 3-4 weeks 2
- 5-6 weeks 3
- 7-8 weeks 4
- More than 8 weeks 5
- None of the above 6

Please select one option only

ASK ALL SMOKERS IE CODE 1-2 IN A4

B15. In times of financial stress, which **one** of these would you choose to cut back on?

- Clothing/ Accessories 1 ^{SR}
- Entertainment 2
- Smoking 3
- Socialising/ Eating Out 4
- Something else 5
- (Please specify) _____
- None of the above 6

Please select one option only

B16. How much is your average weekly grocery bill?

- Less than \$50 1 ^{SR}
- \$50-\$69 2
- \$70-\$99 3
- \$100-\$149 4
- \$150-\$200 5
- More than \$200 6
- Don't know 7

Please select one option only

B17. If Nicotine Replacement Therapy patches (such as Nicabate) could be prescribed by your GP and cost you \$70 for a 10 week course, how likely would you be to go to your GP and ask for them?

- Extremely likely 1 ^{SR}
- Somewhat likely 2
- Neither
likely nor unlikely 3
- Somewhat unlikely 4
- Extremely unlikely 5

Please select one option only

SECTION C – ASK ALL SMOKERS IE CODE 1-2 IN A4

C1. Finally, a few questions to ensure that we have interviewed a good cross-section of people. Do you work full time, part time or not at all?

- Full time 1
- Part time 2
- Not at all 3

C2. In total, including yourself, how many adults aged 18 years and over live in your household?

C3. And how many children aged 17 years or younger?

C4. Which of these best describes your current marital status?

- Never married 1
- Defacto or living together 2
- Married 3
- Separated, Divorced or Widowed 4

C5. Which one of the following categories best describes your total household income before tax?

- Under \$40,000 1
- \$40,000 - \$70,000 2
- \$71,000 - \$90,000 3
- More than \$90,000 4
- Prefer not to say 5

Those are all of the questions. Thank you for your time and participation.

GALAXY RESEARCH

GALAXY JOB NO. 100823
To be fielded no later than
Monday, 23 August 2010

QUESTIONNAIRE NO: _____

Thank you for agreeing to participate in this survey. Please answer the following questions to see if you fall into the category of respondent we need to interview. You will need to provide a response for EVERY question to proceed with the interview

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A1. Where do you live in Australia?

NSW - Sydney	01	Queensland - Brisbane	07
NSW – Other.....	02	Queensland – Other	08
ACT	03	South Australia - Adelaide.....	09
Victoria - Melbourne	04	South Australia – Other	10
Victoria – Other	05	Western Australia - Perth	11
Tasmania	06	Western Australia – Other	12
		Elsewhere in Australia.....	13

A2. How old are you?

17 years or under	01	45-49 years.....	07
18-24 years	02	50-54 years.....	08
25-29 years	03	55-59 years.....	09
30-34 years	04	60-64 years.....	10
35-39 years	05	65-69 years.....	11
40-44 years	06	70+ years.....	12



ASK IF AGED 18-64 YEARS IE CODE 02-10 IN A2. CODE 01, 11-12 TERMINATE WITH THANKS

A3. And are you male or female?

Male1
Female2

A4. Thinking about smoking cigarettes. Which one of these best describes you?

SR
A regular smoker1 # Term
An occasional or social smoker2 # #
A non-smoker – Quit in last 3 months3 * A5
A non-smoker –
Quit more than 3 months ago4 # #
A non-smoker – Never smoked5 # Term
None of the above6 # #

ASK IF QUIT IN LAST 3 MONTHS IE CODE 3 IN A4. CODE 1-2 OR 4-6 TERMINATE WITH THANKS

A5. Which one of these most influenced your decision to quit?
ROTATE 1-4

SR
Government tax/
Price hike introduced on 29 April1
Doctor's recommendation2
Health concerns3
Family pressure4
Some other reason (Please specify)5
_____ 6

Please select one option only

A6. How long after the price hike on 29 April did you stop smoking?

SR
The next day1
Within one week2
Within one month3
Within two months4
More recently5

Please select one option only

A7. How long had you been smoking before you quit?

SR
Less than 3 years1
3-5 years2
6-10 years3
11-20 years4
21-30 years5
More than 30 years6

Please select one option only

A8. On average, how many cigarettes were you smoking per day just before you quit?

SR
10 or less1
11-202
21-303
31-404
More than 405
Don't know6

Please select one option only

A9. What method did you use to quit after the price rise in April?

MR
Cold turkey1
Spoke to my doctor2
Nicotine Replacement
Therapy such as Nicorette or Nicabate3
Prescription medication4
Other method (Please specify)5

Please select all that apply

_____ 6
None of the above6

A10. How much money were you spending per week on cigarettes **prior** to the price increase?

Please select one option only

- SR
- Less than \$20 1
 - \$20-\$29 2
 - \$30-\$39 3
 - \$40-\$59 4
 - \$60-\$79 5
 - \$80-\$99 6
 - More than \$100 7

A11. Did any of these people put you under pressure to quit as a result of the increase in cigarette prices?

Please select all that apply

- MR
- Partner/ Spouse 1
 - Other family members 2
 - Friends 3
 - Work colleagues 4
 - Other (Please specify) 5
 - _____ None of the above 6

A12. Were you shocked by the quick decision and implementation of the price increase?

- Yes 1
- No 2
- Don't Know 3

SECTION B – ASK ALL QUALIFYING RESPONDENTS

B1. Finally, a few questions to ensure that we have interviewed a good cross-section of people. Do you work full time, part time or not at all?

- Full time 1
- Part time 2
- Not at all 3

B2. In total, including yourself, how many adults aged 18 years and over live in your household?

B3. And how many children aged 17 years or younger?

B4. Which of these best describes your current marital status?

- Never married 1
- Defacto or living together 2
- Married 3
- Separated, Divorced or Widowed 4

B5. Which one of the following categories best describes your total household income before tax?

- Under \$40,000 1
- \$40,000 - \$70,000 2
- \$71,000 - \$90,000 3
- More than \$90,000 4
- Prefer not to say 5

Those are all of the questions. Thank you for your time and participation.





4. Detailed Tabular Findings



Tables

▶ The tables of findings are set out such that they include the following details:

1 **BASE: Weight Sample (000s):**

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000s). The percentages in the table are based on these weighted figures.

2 **WEIGHTS:**

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender, area and smoking status.

3 **FILTERS (Where applicable):**

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

4 **RESPONDENTS:**

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50-64 years

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **CHILDREN AT HOME:**

- Children under 18 living in the household
- No children under 18 living in the household

→ **WORK STATUS:**

- Working full-time
- Working part-time
- Not working



Tables ... continued

→ **HOUSEHOLD INCOME:**

- Under \$40,000
- \$40,000-\$70,000
- \$71,000 plus

→ **LOCATION:**

- NSW / ACT
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia

→ **CAPITAL CITY:**

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia

→ **SMOKER:**

- Regular smoker
- Social (or occasional) smoker
- Quit in last 3 months



Tables ... continued

→ **SMOKER DURATION:**

- Up to 5 years
- 6-20 years
- More than 20 years

→ **TYPE OF SMOKER:**

- Light – 10 or less cigarettes per day
- Medium – 11-20 cigarettes per day
- Heavy – more than 20 cigarettes per day



All Adults

	Total	Sex		Age				State				Capital City		Smoking Status			
		Male	Female	18-24	25-34	35-49	50-64	NSW Vic/Tas	Qld	SA	WA	Yes	No	Smoker	Non-Smoker	Quit Last 3 Mths	
RESPONDENTS	1004	502	502	137	221	354	292	333	289	203	74	105	680	324	266	738	28
WGHT SAMPLE (000s)	13710	6791	6919	2067	2942	4829	3872	4777	3780	2726	1045	1382	8585	5125	2882	10828	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																	
SMOKER																	
A regular smoker	2056	1083	973	243	502	653	658	783	572	426	188	86	1219	836	2056		
	15%	16%	14%	12%	17%	14%	17%	16%	15%	16%	18%	6%	14%	16%	71%		
An occasional or social smoker	826	459	367	144	269	265	149	302	249	144	36	95	579	248	826		
	6%	7%	5%	7%	9%	5%	4%	6%	7%	5%	3%	7%	7%	5%	29%		
**SUBTOTALS	2882	1542	1340	387	771	917	806	1085	822	570	223	182	1798	1084	2882		
	21%	23%	19%	19%	26%	19%	21%	23%	22%	21%	21%	13%	21%	21%	100%		
NON-SMOKER																	
A non-smoker - Quit in last 3 months	373	205	168	58	145	124	46	80	185	60	17	32	267	106		373	373
	3%	3%	2%	3%	5%	3%	1%	2%	5%	2%	2%	2%	3%	2%		3%	100%
A non-smoker - Quit more than 3 months ago	3194	1593	1601	174	454	1364	1203	807	901	840	291	355	1927	1268		3194	
	23%	23%	23%	8%	15%	28%	31%	17%	24%	31%	28%	26%	22%	25%		30%	
A non-smoker - Never smoked	6379	2969	3410	1204	1399	2231	1545	2387	1671	1149	482	690	4044	2336		6379	
	47%	44%	49%	58%	48%	46%	40%	50%	44%	42%	46%	50%	47%	46%		59%	
None of the above	881	483	399	244	174	192	272	419	202	107	31	123	549	332		881	
	6%	7%	6%	12%	6%	4%	7%	9%	5%	4%	3%	9%	6%	6%		8%	
**SUBTOTALS	10828	5249	5579	1680	2171	3912	3066	3692	2958	2156	822	1200	6787	4041		10828	373
	79%	77%	81%	81%	74%	81%	79%	77%	78%	79%	79%	87%	79%	79%		100%	100%



GALAXY RESEARCH
TABLE 1 (CONT.)

Banner *BY* A4. Smoking status

	Sex		Age				State				Capital City		Smoking Status				
	Male	Female	18-24	25-34	35-49	50-64	NSW	Vic/Tas	Qld	SA	WA	Yes	No	Smoker	Non-Smoker	Quit Last 3 Mths	
RESPONDENTS	1004	502	502	137	221	354	292	333	289	203	74	105	680	324	266	738	28
WGHT SAMPLE (000s)	13710	6791	6919	2067	2942	4829	3872	4777	3780	2726	1045	1382	8585	5125	2882	10828	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																	
TOTALS	13710	6791	6919	2067	2942	4829	3872	4777	3780	2726	1045	1382	8585	5125	2882	10828	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 2

Banner *BY* A5. Greatest influence on decision to quit

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: (A4. Smoking status(A non-smoker - Quit in last 3 months))

	Sex		Age				State				Capital City		Smoking Status			
	Total	Male	Female	18-24	25-34	35-49	50-64	NSW Vic/Tas	Qld	SA	WA	Yes	No	Non-Smoker	Quit Last 3 Mths	
RESPONDENTS	28	15	13	4	10	10	4	6	14	5	1	2	21	7	28	28
WGHT SAMPLE (000s)	373	205	168	58	145	124	46	80	185	60	17	32	267	106	373	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A5. Greatest influence on decision to quit																
Government tax/ Price hike introduced on 29 April	79 21%	37 18%	42 25%		31 21%	37 30%	11 24%	39 49%	23 12%		17 100%		51 19%	28 27%	79 21%	79 21%
Doctor's recommendation	28 8%		28 17%		17 12%		11 25%		17 9%	11 19%			11 4%	17 16%	28 8%	28 8%
Health concerns	168 45%	120 59%	48 29%	46 79%	73 51%	49 40%		41 51%	95 51%	13 21%		20 62%	108 40%	61 57%	168 45%	168 45%
Family pressure	48 13%	36 17%	12 7%		24 16%	12 10%	12 26%		12 6%	24 40%		12 38%	48 18%		48 13%	48 13%
Other	25 7%		25 15%	12 21%		13 10%			25 14%				25 9%		25 7%	25 7%
None of the above	25 7%	12 6%	13 8%			13 10%	12 26%		13 7%	12 20%			25 9%		25 7%	25 7%
TOTALS	373 100%	205 100%	168 100%	58 100%	145 100%	124 100%	46 100%	80 100%	185 100%	60 100%	17 100%	32 100%	267 100%	106 100%	373 100%	373 100%



GALAXY RESEARCH
TABLE 3

Banner *BY* A6. How long after price hike on 29 April stopped smoking

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: (A4. Smoking status(A non-smoker - Quit in last 3 months))

	Sex		Age				State				Capital City		Smoking Status			
	Total	Male	Female	18-24	25-34	35-49	50-64	NSW Vic/Tas	Qld	SA	WA	Yes	No	Non-Smoker	Quit Last 3 Mths	
RESPONDENTS	28	15	13	4	10	10	4	6	14	5	1	2	21	7	28	28
WGHT SAMPLE (000s)	373	205	168	58	145	124	46	80	185	60	17	32	267	106	373	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A6. How long after price hike on 29 April stopped smoking																
The next day	50	25	25		13	37		13	37				37	13	50	50
	13%	12%	15%		9%	30%		16%	20%				14%	12%	13%	13%
Within one week	35		35			13	22		24	11			24	11	35	35
	9%		21%			10%	48%		13%	19%			9%	11%	9%	9%
Within one month	158	88	70	30	103	13	12	50	47	12	17	32	94	64	158	158
	42%	43%	42%	53%	71%	10%	26%	62%	26%	20%	100%	100%	35%	61%	42%	42%
Within two months	42	30	13		18	24		18	12	13			24	18	42	42
	11%	14%	7%		12%	20%		22%	6%	21%			9%	17%	11%	11%
More recently	88	63	25	27	12	37	12		64	24			88		88	88
	24%	31%	15%	47%	8%	30%	26%		35%	40%			33%		24%	24%
TOTALS	373	205	168	58	145	124	46	80	185	60	17	32	267	106	373	373
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%





Current Smokers Only

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. Impact of cigarette price increase in April on smoking																	
Tried to quit but failed	923 32%	550 36%	374 28%	53 21%	267 31%	348 33%	255 36%	568 34%	355 30%	416 36%	508 29%	493 33%	182 29%	248 32%	251 35%	251 38%	335 28%
Thought about quitting	1341 47%	707 46%	634 47%	138 54%	417 48%	483 46%	302 43%	772 46%	568 47%	540 47%	801 46%	684 46%	309 49%	348 45%	318 45%	284 43%	581 49%
Neither of the above	618 21%	285 19%	333 25%	66 26%	180 21%	225 21%	147 21%	345 20%	273 23%	196 17%	422 24%	303 20%	140 22%	175 23%	144 20%	123 19%	269 23%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%



GALAXY RESEARCH

TABLE 5 Standard Banner 2 *BY* B1. Impact of cigarette price increase in April on smoking

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. Impact of cigarette price increase in April on smoking																
Tried to quit but failed	923 32%	242 30%	252 38%	215 35%	111 27%	103 26%	510 32%	413 33%	761 33%	162 27%	89 28%	393 30%	441 35%	272 30%	362 35%	289 32%
Thought about quitting	1341 47%	390 49%	303 45%	251 41%	204 50%	192 49%	772 48%	568 45%	1071 47%	270 45%	146 47%	647 50%	548 43%	422 46%	495 47%	413 46%
Neither of the above	618 21%	166 21%	117 17%	149 24%	91 22%	96 24%	332 21%	286 23%	455 20%	163 27%	78 25%	266 20%	274 22%	222 24%	191 18%	199 22%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



GALAXY RESEARCH
TABLE 6

Standard Banner 1 *BY* B2. Methods used to quit since price rise in April

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B1. Impact of cigarette price increase in April on smoking(Tried to quit but failed)

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	399	223	176	18	121	153	107	248	151	182	217	212	79	108	108	109	145
WGHT SAMPLE (000s)	923	550	374	53	267	348	255	568	355	416	508	493	182	248	251	251	335
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2. Methods used to quit since price rise in April																	
Cold turkey	624 68%	395 72%	229 61%	50 96%	203 76%	223 64%	147 58%	370 65%	253 71%	296 71%	328 65%	328 66%	126 69%	170 69%	173 69%	176 70%	216 64%
Spoke to doctor	190 21%	124 23%	66 18%	5 10%	37 14%	63 18%	84 33%	111 20%	80 22%	85 20%	105 21%	77 16%	45 25%	68 27%	75 30%	37 15%	62 19%
Nicotine Replacement Therapy such as Nicorette or Nicabate	379 41%	231 42%	148 40%	14 27%	101 38%	174 50%	90 35%	229 40%	150 42%	206 50%	172 34%	212 43%	60 33%	106 43%	106 42%	89 35%	148 44%
Prescription medication	158 17%	91 17%	67 18%		27 10%	60 17%	71 28%	82 14%	76 21%	59 14%	99 19%	46 9%	26 14%	85 34%	79 32%	25 10%	41 12%
Other	20 2%	10 2%	10 3%			14 4%	7 3%	14 2%	6 2%	8 2%	12 2%	11 2%	6 3%	3 1%	4 2%	5 2%	9 3%
None of the above	48 5%	28 5%	19 5%		19 7%	14 4%	15 6%	35 6%	13 4%	20 5%	27 5%	30 6%	10 5%	8 3%		18 7%	23 7%
TOTALS	1418 154%	879 160%	539 144%	70 133%	387 145%	547 157%	415 163%	840 148%	578 163%	675 162%	744 146%	705 143%	273 150%	441 178%	437 174%	350 139%	499 149%



GALAXY RESEARCH
TABLE 7

Standard Banner 2 *BY* B2. Methods used to quit since price rise in April

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B1. Impact of cigarette price increase in April on smoking(Tried to quit but failed)

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg -ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	399	85	103	96	59	56	239	160	329	70	38	175	186	118	158	123
WGHT SAMPLE (000s)	923	242	252	215	111	103	510	413	761	162	89	393	441	272	362	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2. Methods used to quit since price rise in April																
Cold turkey	624 68%	179 74%	164 65%	150 70%	70 63%	60 58%	326 64%	298 72%	488 64%	136 84%	68 77%	290 74%	265 60%	214 79%	237 65%	173 60%
Spoke to doctor	190 21%	47 19%	54 21%	45 21%	17 15%	27 27%	103 20%	88 21%	164 22%	27 16%	14 16%	57 15%	119 27%	41 15%	84 23%	65 23%
Nicotine Replacement Therapy such as Nicorette or Nicabate	379 41%	93 39%	125 50%	78 36%	38 35%	44 42%	218 43%	160 39%	342 45%	37 23%	30 34%	157 40%	191 43%	76 28%	174 48%	129 45%
Prescription medication	158 17%	36 15%	46 18%	38 18%	24 22%	15 14%	74 14%	84 20%	146 19%	12 7%	4 4%	47 12%	107 24%	24 9%	57 16%	77 27%
Other	20 2%	9 4%	4 2%	2 1%	3 3%	2 2%	15 3%	6 1%	16 2%	4 3%	4 4%	3 1%	14 3%	4 2%	9 2%	7 2%
None of the above	48 5%	10 4%	7 3%	7 3%	8 7%	16 15%	26 5%	22 5%	46 6%	2 1%	4 5%	26 7%	17 4%	17 6%	19 5%	12 4%
TOTALS	1418 154%	373 154%	401 159%	321 149%	161 145%	163 158%	761 149%	657 159%	1201 158%	218 134%	124 139%	581 148%	713 162%	376 138%	580 160%	463 160%



GALAXY RESEARCH
TABLE 8

Standard Banner 1 *BY* B3. Intending to quit as a result of price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3. Intending to quit as a result of price increase																	
Yes	1159	618	541	96	336	443	284	692	467	502	657	618	253	288	277	285	473
	40%	40%	40%	38%	39%	42%	40%	41%	39%	44%	38%	42%	40%	37%	39%	43%	40%
No	1029	561	467	117	344	349	220	591	438	375	654	550	197	281	237	208	463
	36%	36%	35%	46%	40%	33%	31%	35%	37%	33%	38%	37%	31%	36%	33%	32%	39%
Don't know	694	362	332	44	185	264	202	402	292	275	419	312	181	201	198	166	250
	24%	24%	25%	17%	21%	25%	29%	24%	24%	24%	24%	21%	29%	26%	28%	25%	21%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 9

Standard Banner 2 *BY* B3. Intending to quit as a result of price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3. Intending to quit as a result of price increase																
Yes	1159	344	267	223	179	146	665	494	855	304	159	523	477	393	407	356
	40%	43%	40%	36%	44%	37%	41%	39%	37%	51%	51%	40%	38%	43%	39%	39%
No	1029	277	240	238	120	154	587	441	829	200	123	498	408	347	394	284
	36%	35%	36%	39%	30%	39%	36%	35%	36%	34%	39%	38%	32%	38%	38%	32%
Don't know	694	176	165	155	107	91	362	332	604	90	31	285	378	175	247	262
	24%	22%	25%	25%	26%	23%	22%	26%	26%	15%	10%	22%	30%	19%	24%	29%
TOTALS	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 10 Standard Banner 1 *BY* B4. When intend to quit
 BASE: WGHT SAMPLE (000s)
 WEIGHTS: Age/Gender/Area/Smoking status
 FILTERS: B3. Intending to quit as a result of price increase(Yes)

	Total	Sex		Age				Marital Status		Children		Work Status				Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+	
RESPONDENTS	506	253	253	36	148	202	120	304	202	219	287	271	109	126	121	123	209	
WGHT SAMPLE (000s)	1159	618	541	96	336	443	284	692	467	502	657	618	253	288	277	285	473	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
B4. When intend to quit																		
Within the month	393	195	197	27	133	147	85	252	141	180	213	217	91	84	84	95	159	
	34%	32%	36%	28%	40%	33%	30%	36%	30%	36%	32%	35%	36%	29%	30%	33%	34%	
Within three months	405	230	175	24	113	165	103	234	171	191	215	220	93	93	109	87	186	
	35%	37%	32%	25%	34%	37%	36%	34%	37%	38%	33%	36%	37%	32%	39%	30%	39%	
Within six months	196	110	86	20	60	70	46	117	80	76	121	109	43	45	32	70	75	
	17%	18%	16%	20%	18%	16%	16%	17%	17%	15%	18%	18%	17%	15%	11%	25%	16%	
Within a year	150	72	78	25	27	52	46	81	68	49	101	62	27	61	49	30	46	
	13%	12%	14%	26%	8%	12%	16%	12%	15%	10%	15%	10%	11%	21%	18%	11%	10%	
None of the above	15	10	5		2	9	3	8	7	7	8	9		5	3	2	7	
	1%	2%	1%		1%	2%	1%	1%	2%	1%	1%	2%		2%	1%	1%	2%	
TOTALS	1159	618	541	96	336	443	284	692	467	502	657	618	253	288	277	285	473	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	



GALAXY RESEARCH

TABLE 11

Standard Banner 2 *BY* B4. When intend to quit

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B3. Intending to quit as a result of price increase(Yes)

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	506	124	111	98	95	78	313	193	377	129	70	228	208	172	181	152
WGHT SAMPLE (000s)	1159	344	267	223	179	146	665	494	855	304	159	523	477	393	407	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B4. When intend to quit																
Within the month	393 34%	110 32%	92 34%	72 32%	66 37%	53 36%	228 34%	165 33%	242 28%	151 50%	59 37%	189 36%	144 30%	179 45%	113 28%	101 29%
Within three months	405 35%	111 32%	106 40%	76 34%	67 37%	46 31%	253 38%	152 31%	309 36%	96 32%	58 36%	178 34%	169 35%	135 34%	161 40%	109 31%
Within six months	196 17%	77 22%	36 14%	42 19%	24 14%	16 11%	103 16%	93 19%	162 19%	34 11%	29 18%	89 17%	78 16%	39 10%	88 22%	70 20%
Within a year	150 13%	42 12%	28 11%	30 14%	21 12%	28 19%	72 11%	78 16%	132 15%	18 6%	11 7%	61 12%	78 16%	36 9%	40 10%	71 20%
None of the above	15 1%	5 1%	5 2%	2 1%		3 2%	9 1%	5 1%	10 1%	5 2%	2 2%	5 1%	8 2%	5 1%	5 1%	5 1%
TOTALS	1159 100%	344 100%	267 100%	223 100%	179 100%	146 100%	665 100%	494 100%	855 100%	304 100%	159 100%	523 100%	477 100%	393 100%	407 100%	356 100%



GALAXY RESEARCH

TABLE 12

Standard Banner 1 *BY* B5. Tried to quit smoking in the three months before price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B5. Tried to quit smoking in the three months before price increase																	
Yes	829	427	402	77	288	298	167	502	327	355	474	465	180	184	191	192	344
	29%	28%	30%	30%	33%	28%	24%	30%	27%	31%	27%	31%	28%	24%	27%	29%	29%
No	2053	1115	938	180	576	758	538	1183	870	796	1257	1015	451	587	522	467	842
	71%	72%	70%	70%	67%	72%	76%	70%	73%	69%	73%	69%	72%	76%	73%	71%	71%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 13

Standard Banner 2 *BY* B5. Tried to quit smoking in the three months before price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B5. Tried to quit smoking in the three months before price increase																
Yes	829	233	198	153	104	141	508	321	587	242	127	403	299	338	292	194
	29%	29%	29%	25%	26%	36%	31%	25%	26%	41%	41%	31%	24%	37%	28%	22%
No	2053	565	474	462	301	250	1106	946	1701	352	186	903	964	578	756	708
	71%	71%	71%	75%	74%	64%	69%	75%	74%	59%	59%	69%	76%	63%	72%	78%
TOTALS	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH
TABLE 14

Standard Banner 1 *BY* B6. Weekly amount of money spent on cigarettes prior to price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6. Weekly amount of money spent on cigarettes prior to price increase																	
Less than \$20 (10)	483 17%	258 17%	225 17%	82 32%	200 23%	130 12%	70 10%	264 16%	218 18%	168 15%	315 18%	279 19%	108 17%	96 12%	101 14%	80 12%	245 21%
\$20-\$29 (25)	389 13%	214 14%	175 13%	47 18%	156 18%	114 11%	71 10%	205 12%	184 15%	163 14%	226 13%	184 12%	94 15%	111 14%	125 18%	102 16%	134 11%
\$30-\$39 (35)	358 12%	221 14%	137 10%	40 16%	125 14%	120 11%	73 10%	233 14%	126 10%	160 14%	198 11%	195 13%	60 10%	103 13%	68 10%	97 15%	142 12%
\$40-\$59 (50)	489 17%	248 16%	241 18%	30 12%	163 19%	164 16%	133 19%	295 18%	194 16%	202 18%	287 17%	234 16%	111 18%	144 19%	120 17%	119 18%	190 16%
\$60-\$79 (70)	629 22%	320 21%	309 23%	52 20%	126 15%	259 25%	192 27%	376 22%	253 21%	245 21%	384 22%	339 23%	129 20%	161 21%	146 20%	137 21%	278 23%
\$80-\$99 (90)	352 12%	167 11%	184 14%	3 1%	74 9%	175 17%	100 14%	210 12%	142 12%	151 13%	200 12%	166 11%	85 13%	101 13%	99 14%	83 13%	131 11%
More than \$100 (110)	182 6%	113 7%	69 5%	3 1%	21 2%	94 9%	65 9%	102 6%	80 7%	62 5%	120 7%	84 6%	43 7%	55 7%	54 8%	40 6%	66 6%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%
MEANS	51.1	50.6	51.7	35.5	41.8	57.5	58.6	51.7	50.3	51.3	51.0	49.9	51.6	53.1	52.7	51.9	49.6



GALAXY RESEARCH
TABLE 15

Standard Banner 2 *BY* B6. Weekly amount of money spent on cigarettes prior to price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6. Weekly amount of money spent on cigarettes prior to price increase																
Less than \$20 (10)	483 17%	126 16%	119 18%	115 19%	58 14%	65 16%	296 18%	187 15%	166 7%	316 53%	96 31%	257 20%	130 10%	403 44%	51 5%	22 2%
\$20-\$29 (25)	389 13%	101 13%	100 15%	82 13%	59 15%	47 12%	247 15%	142 11%	294 13%	95 16%	82 26%	186 14%	120 10%	212 23%	133 13%	45 5%
\$30-\$39 (35)	358 12%	103 13%	95 14%	76 12%	39 10%	44 11%	205 13%	153 12%	276 12%	83 14%	46 15%	196 15%	116 9%	140 15%	172 16%	45 5%
\$40-\$59 (50)	489 17%	119 15%	129 19%	94 15%	89 22%	58 15%	258 16%	231 18%	437 19%	52 9%	47 15%	229 18%	213 17%	89 10%	299 29%	98 11%
\$60-\$79 (70)	629 22%	205 26%	122 18%	138 22%	92 23%	72 18%	338 21%	291 23%	596 26%	33 6%	34 11%	254 19%	341 27%	48 5%	273 26%	302 34%
\$80-\$99 (90)	352 12%	102 13%	70 10%	68 11%	43 11%	69 18%	186 12%	166 13%	340 15%	11 2%	4 1%	146 11%	201 16%	17 2%	96 9%	236 26%
More than \$100 (110)	182 6%	42 5%	37 5%	42 7%	25 6%	36 9%	85 5%	97 8%	178 8%	4 1%	5 1%	37 3%	141 11%	6 1%	23 2%	153 17%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%
MEANS	51.1	52.0	48.2	50.3	51.6	55.0	48.9	53.9	57.9	24.9	32.4	46.4	60.6	26.5	52.6	74.4



GALAXY RESEARCH

TABLE 16

Standard Banner 1 *BY* B7. Amount of smoking since price increase compared to before

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B7. Amount of smoking since price increase compared to before																	
More	133 5%	93 6%	40 3%	18 7%	59 7%	30 3%	27 4%	73 4%	60 5%	64 6%	69 4%	65 4%	25 4%	42 5%	21 3%	20 3%	81 7%
Just the same	1918 67%	1055 68%	864 64%	172 67%	593 69%	723 68%	431 61%	1121 67%	797 67%	782 68%	1136 66%	997 67%	434 69%	488 63%	468 66%	420 64%	804 68%
Fewer	831 29%	394 26%	436 33%	67 26%	213 25%	303 29%	247 35%	491 29%	340 28%	306 27%	525 30%	418 28%	171 27%	241 31%	223 31%	219 33%	301 25%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%



GALAXY RESEARCH

TABLE 17 Standard Banner 2 *BY* B7. Amount of smoking since price increase compared to before

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B7. Amount of smoking since price increase compared to before																
More	133 5%	54 7%	34 5%	18 3%	13 3%	13 3%	91 6%	41 3%	113 5%	20 3%	32 10%	64 5%	37 3%	35 4%	59 6%	39 4%
Just the same	1918 67%	511 64%	451 67%	422 69%	273 67%	260 67%	1038 64%	880 69%	1622 71%	296 50%	188 60%	905 69%	824 65%	503 55%	715 68%	689 76%
Fewer	831 29%	232 29%	187 28%	174 28%	119 29%	118 30%	485 30%	346 27%	553 24%	278 47%	93 30%	337 26%	401 32%	378 41%	274 26%	174 19%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



GALAXY RESEARCH
TABLE 18

Standard Banner 1 *BY* B8. Weekly amount of money spent on cigarettes since price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr- ied	Not Marr- ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K- \$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B8. Weekly amount of money spent on cigarettes since price increase																	
Less than \$20 (10)	469 16%	240 16%	230 17%	74 29%	199 23%	134 13%	63 9%	280 17%	189 16%	171 15%	298 17%	275 19%	107 17%	87 11%	92 13%	93 14%	233 20%
\$20-\$29 (25)	328 11%	205 13%	123 9%	52 20%	122 14%	96 9%	57 8%	177 11%	151 13%	136 12%	192 11%	162 11%	82 13%	84 11%	106 15%	72 11%	126 11%
\$30-\$39 (35)	344 12%	196 13%	148 11%	46 18%	113 13%	93 9%	92 13%	171 10%	173 14%	123 11%	221 13%	168 11%	70 11%	105 14%	100 14%	81 12%	121 10%
\$40-\$59 (50)	431 15%	236 15%	195 15%	24 9%	147 17%	155 15%	105 15%	269 16%	162 13%	167 14%	264 15%	225 15%	72 11%	135 17%	111 16%	101 15%	156 13%
\$60-\$79 (70)	423 15%	207 13%	216 16%	28 11%	100 12%	171 16%	124 18%	261 15%	162 14%	200 17%	223 13%	206 14%	97 15%	120 16%	88 12%	115 17%	169 14%
\$80-\$99 (90)	472 16%	239 16%	232 17%	27 11%	108 12%	193 18%	144 20%	272 16%	200 17%	185 16%	287 17%	254 17%	101 16%	117 15%	113 16%	104 16%	217 18%
More than \$100 (110)	416 14%	220 14%	195 15%	6 2%	76 9%	214 20%	120 17%	255 15%	161 13%	170 15%	245 14%	190 13%	102 16%	124 16%	104 15%	91 14%	163 14%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%
MEANS	57.0	56.0	58.1	38.6	47.8	64.0	64.4	57.8	55.8	58.3	56.1	55.5	57.4	59.5	56.6	57.9	56.4



GALAXY RESEARCH
TABLE 19

Standard Banner 2 *BY* B8. Weekly amount of money spent on cigarettes since price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B8. Weekly amount of money spent on cigarettes since price increase																
Less than \$20 (10)	469 16%	122 15%	116 17%	117 19%	47 12%	67 17%	291 18%	178 14%	120 5%	349 59%	95 30%	251 19%	123 10%	434 47%	17 2%	12 1%
\$20-\$29 (25)	328 11%	83 10%	89 13%	49 8%	55 14%	51 13%	205 13%	123 10%	224 10%	104 18%	79 25%	161 12%	89 7%	190 21%	100 10%	35 4%
\$30-\$39 (35)	344 12%	97 12%	78 12%	78 13%	60 15%	31 8%	194 12%	150 12%	264 12%	79 13%	55 18%	157 12%	131 10%	119 13%	173 17%	52 6%
\$40-\$59 (50)	431 15%	112 14%	119 18%	94 15%	63 15%	43 11%	240 15%	191 15%	388 17%	43 7%	28 9%	207 16%	196 15%	109 12%	244 23%	75 8%
\$60-\$79 (70)	423 15%	130 16%	97 14%	73 12%	77 19%	46 12%	218 13%	205 16%	412 18%	11 2%	24 8%	190 15%	209 17%	33 4%	258 25%	132 15%
\$80-\$99 (90)	472 16%	144 18%	93 14%	119 19%	45 11%	71 18%	273 17%	199 16%	467 20%	5 1%	22 7%	199 15%	251 20%	16 2%	172 16%	281 31%
More than \$100 (110)	416 14%	109 14%	80 12%	85 14%	59 15%	83 21%	194 12%	221 17%	413 18%	2 0%	10 3%	140 11%	265 21%	13 1%	84 8%	316 35%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%
MEANS	57.0	58.1	53.6	56.9	56.8	61.0	54.5	60.2	66.3	21.0	35.2	52.9	66.7	26.2	60.8	84.1



GALAXY RESEARCH
TABLE 20

Standard Banner 1 *BY* B9. Price point at which would try and quit, if any further increase in cost of a pack of 20 cigarettes

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B9. Price point at which would try and quit, if any further increase in cost of a pack of 20 cigarettes																	
\$20	1524 53%	777 50%	747 56%	107 42%	459 53%	582 55%	376 53%	897 53%	627 52%	629 55%	895 52%	782 53%	336 53%	406 53%	367 51%	358 54%	618 52%
\$25	423 15%	241 16%	182 14%	52 20%	111 13%	143 14%	116 17%	261 15%	162 14%	185 16%	239 14%	226 15%	102 16%	95 12%	109 15%	86 13%	182 15%
\$30	261 9%	147 10%	115 9%	34 13%	86 10%	79 7%	62 9%	132 8%	129 11%	88 8%	174 10%	152 10%	48 8%	62 8%	55 8%	70 11%	115 10%
\$35	56 2%	34 2%	22 2%	5 2%	26 3%	11 1%	14 2%	32 2%	24 2%	24 2%	32 2%	27 2%	13 2%	15 2%	9 1%	10 2%	31 3%
\$40	70 2%	53 3%	16 1%	9 4%	16 2%	29 3%	15 2%	48 3%	21 2%	28 2%	42 2%	50 3%	10 2%	10 1%	13 2%	19 3%	30 3%
More than \$40	101 3%	60 4%	41 3%	5 2%	24 3%	47 4%	25 3%	71 4%	30 2%	44 4%	57 3%	51 3%	12 2%	37 5%	27 4%	21 3%	45 4%
Wouldn't try to quit at any price	447 16%	230 15%	217 16%	44 17%	142 16%	165 16%	96 14%	243 14%	203 17%	154 13%	293 17%	192 13%	109 17%	146 19%	133 19%	94 14%	165 14%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%



GALAXY RESEARCH
TABLE 21

Standard Banner 2 *BY* B9. Price point at which would try and quit, if any further increase in cost of a pack of 20 cigarettes

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B9. Price point at which would try and quit, if any further increase in cost of a pack of 20 cigarettes																
\$20	1524 53%	425 53%	348 52%	319 52%	224 55%	208 53%	851 53%	673 53%	1154 50%	370 62%	146 47%	666 51%	712 56%	571 62%	520 50%	423 47%
\$25	423 15%	114 14%	127 19%	69 11%	62 15%	52 13%	231 14%	192 15%	349 15%	74 13%	64 20%	185 14%	174 14%	115 13%	140 13%	164 18%
\$30	261 9%	76 10%	49 7%	52 9%	36 9%	48 12%	156 10%	105 8%	199 9%	63 11%	47 15%	118 9%	96 8%	75 8%	119 11%	67 7%
\$35	56 2%	22 3%	16 2%	5 1%	6 1%	7 2%	44 3%	12 1%	47 2%	9 1%	14 4%	24 2%	18 1%	16 2%	24 2%	16 2%
\$40	70 2%	27 3%	18 3%	9 1%	8 2%	8 2%	43 3%	27 2%	64 3%	6 1%	6 2%	35 3%	28 2%	14 2%	34 3%	22 2%
More than \$40	101 3%	28 3%	19 3%	27 4%	15 4%	12 3%	71 4%	29 2%	79 3%	22 4%	12 4%	44 3%	45 4%	28 3%	44 4%	29 3%
Wouldn't try to quit at any price	447 16%	106 13%	93 14%	134 22%	56 14%	58 15%	218 13%	229 18%	397 17%	49 8%	23 7%	234 18%	189 15%	96 11%	168 16%	180 20%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



GALAXY RESEARCH
TABLE 22

Standard Banner 1 *BY* B10. People putting on pressure to quit as a result of increase in cigarette prices

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B10. People putting on pressure to quit as a result of increase in cigarette prices																	
Partner/ Spouse	718 25%	468 30%	250 19%	50 20%	251 29%	285 27%	131 19%	580 34%	138 12%	372 32%	346 20%	432 29%	152 24%	134 17%	130 18%	164 25%	348 29%
Other family members	761 26%	390 25%	371 28%	73 29%	211 24%	296 28%	181 26%	431 26%	330 28%	379 33%	382 22%	377 25%	206 33%	178 23%	198 28%	169 26%	303 26%
Friends	500 17%	283 18%	218 16%	58 22%	166 19%	161 15%	116 16%	242 14%	258 22%	216 19%	285 16%	282 19%	119 19%	99 13%	119 17%	114 17%	207 17%
Work colleagues	340 12%	195 13%	145 11%	27 10%	128 15%	127 12%	58 8%	217 13%	123 10%	149 13%	191 11%	272 18%	57 9%	11 1%	32 4%	87 13%	193 16%
Other	59 2%	33 2%	26 2%		12 1%	16 2%	31 4%	34 2%	25 2%	11 1%	48 3%	14 1%	24 4%	22 3%	17 2%	10 2%	20 2%
None of the above	1444 50%	719 47%	725 54%	136 53%	405 47%	504 48%	399 57%	785 47%	659 55%	468 41%	976 56%	684 46%	286 45%	473 61%	384 54%	319 48%	577 49%
TOTALS	3822 133%	2088 135%	1734 129%	344 134%	1173 136%	1389 131%	917 130%	2289 136%	1533 128%	1594 138%	2228 129%	2061 139%	843 134%	917 119%	879 123%	862 131%	1648 139%



GALAXY RESEARCH
TABLE 23

Standard Banner 2 *BY* B10. People putting on pressure to quit as a result of increase in cigarette prices

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B10. People putting on pressure to quit as a result of increase in cigarette prices																
Partner/ Spouse	718 25%	207 26%	201 30%	117 19%	94 23%	99 25%	465 29%	253 20%	515 23%	202 34%	114 36%	350 27%	254 20%	269 29%	266 25%	177 20%
Other family members	761 26%	206 26%	182 27%	156 25%	101 25%	118 30%	419 26%	342 27%	624 27%	137 23%	91 29%	341 26%	329 26%	205 22%	294 28%	253 28%
Friends	500 17%	134 17%	132 20%	99 16%	63 16%	72 18%	313 19%	188 15%	350 15%	150 25%	74 24%	238 18%	189 15%	186 20%	174 17%	138 15%
Work colleagues	340 12%	109 14%	97 14%	65 11%	29 7%	40 10%	201 12%	139 11%	261 11%	79 13%	31 10%	190 15%	119 9%	119 13%	127 12%	94 10%
Other	59 2%	18 2%	12 2%	9 1%	11 3%	9 2%	31 2%	28 2%	57 2%	2 0%		14 1%	45 4%	4 0%	18 2%	38 4%
None of the above	1444 50%	384 48%	280 42%	364 59%	217 53%	200 51%	749 46%	695 55%	1186 52%	258 43%	114 36%	637 49%	692 55%	444 48%	521 50%	474 53%
TOTALS	3822 133%	1058 133%	904 135%	809 131%	515 127%	537 137%	2177 135%	1645 130%	2993 131%	829 140%	424 135%	1769 135%	1628 129%	1226 134%	1400 134%	1173 130%



GALAXY RESEARCH
TABLE 24

Standard Banner 1 *BY* B11. Person would turn to for advice on how to quit smoking

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B11. Person would turn to for advice on how to quit smoking																	
Partner/ Spouse	420 15%	259 17%	161 12%	37 14%	157 18%	150 14%	76 11%	327 19%	94 8%	197 17%	223 13%	233 16%	79 13%	108 14%	91 13%	99 15%	195 16%
Other family members	297 10%	185 12%	112 8%	48 19%	126 15%	81 8%	42 6%	153 9%	144 12%	122 11%	175 10%	151 10%	80 13%	65 8%	65 9%	79 12%	125 11%
A friend	411 14%	244 16%	167 12%	75 29%	154 18%	105 10%	77 11%	192 11%	219 18%	155 13%	256 15%	232 16%	87 14%	92 12%	92 13%	92 14%	177 15%
A work colleague	121 4%	91 6%	30 2%	17 7%	41 5%	52 5%	11 2%	72 4%	49 4%	51 4%	69 4%	82 6%	24 4%	15 2%	24 3%	28 4%	61 5%
Doctor	1669 58%	857 56%	811 61%	111 43%	467 54%	638 60%	453 64%	988 59%	681 57%	653 57%	1015 59%	826 56%	389 62%	454 59%	425 60%	392 60%	681 57%
Pharmacist	884 31%	433 28%	451 34%	66 26%	249 29%	372 35%	196 28%	538 32%	346 29%	390 34%	493 29%	445 30%	209 33%	230 30%	192 27%	231 35%	384 32%
Ex-smoker	628 22%	326 21%	302 23%	75 29%	245 28%	187 18%	121 17%	325 19%	302 25%	221 19%	407 24%	333 22%	146 23%	149 19%	150 21%	141 21%	260 22%
Other	97 3%	35 2%	62 5%	7 3%	27 3%	41 4%	21 3%	72 4%	25 2%	46 4%	51 3%	47 3%	15 2%	35 5%	20 3%	7 1%	55 5%
None of the above	575 20%	314 20%	261 19%	60 23%	173 20%	211 20%	131 19%	325 19%	250 21%	208 18%	367 21%	313 21%	117 19%	145 19%	127 18%	111 17%	258 22%
TOTALS	5101 177%	2744 178%	2357 176%	495 193%	1640 190%	1837 174%	1129 160%	2991 177%	2110 176%	2045 178%	3056 177%	2662 180%	1145 182%	1294 168%	1185 166%	1182 180%	2195 185%



GALAXY RESEARCH
TABLE 25

Standard Banner 2 *BY* B11. Person would turn to for advice on how to quit smoking

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B11. Person would turn to for advice on how to quit smoking																
Partner/ Spouse	420 15%	123 15%	103 15%	70 11%	65 16%	60 15%	261 16%	159 13%	298 13%	122 21%	79 25%	198 15%	144 11%	165 18%	145 14%	108 12%
Other family members	297 10%	83 10%	86 13%	59 10%	39 10%	30 8%	183 11%	114 9%	207 9%	90 15%	65 21%	144 11%	88 7%	109 12%	101 10%	85 9%
A friend	411 14%	120 15%	111 17%	78 13%	53 13%	50 13%	263 16%	148 12%	303 13%	108 18%	66 21%	214 16%	131 10%	178 19%	140 13%	93 10%
A work colleague	121 4%	36 5%	40 6%	14 2%	15 4%	15 4%	66 4%	55 4%	86 4%	35 6%	12 4%	59 4%	50 4%	38 4%	41 4%	42 5%
Doctor	1669 58%	453 57%	407 61%	366 59%	228 56%	215 55%	858 53%	811 64%	1420 62%	249 42%	119 38%	707 54%	843 67%	390 43%	682 65%	590 65%
Pharmacist	884 31%	236 30%	248 37%	181 29%	105 26%	113 29%	461 29%	423 33%	751 33%	132 22%	71 23%	409 31%	404 32%	214 23%	357 34%	309 34%
Ex-smoker	628 22%	174 22%	170 25%	116 19%	76 19%	93 24%	360 22%	267 21%	489 21%	139 23%	77 25%	314 24%	236 19%	212 23%	230 22%	179 20%
Other	97 3%	26 3%	27 4%	16 3%	20 5%	8 2%	57 4%	40 3%	88 4%	9 2%	10 3%	39 3%	47 4%	22 2%	36 3%	39 4%
None of the above	575 20%	127 16%	118 18%	159 26%	87 21%	85 22%	352 22%	223 18%	411 18%	164 28%	58 19%	282 22%	235 19%	266 29%	164 16%	139 15%
TOTALS	5101 177%	1377 173%	1309 195%	1059 172%	688 169%	669 171%	2861 177%	2240 177%	4053 177%	1048 176%	557 178%	2365 181%	2178 172%	1594 174%	1896 181%	1584 176%



BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B12. Shocked by the quick decision and implementation of price increase																	
Yes	1918	986	932	168	549	718	482	1111	807	734	1184	946	421	552	501	459	756
	67%	64%	70%	65%	64%	68%	68%	66%	67%	64%	68%	64%	67%	72%	70%	70%	64%
No	880	508	371	81	285	303	211	528	351	378	502	491	190	199	189	185	394
	31%	33%	28%	31%	33%	29%	30%	31%	29%	33%	29%	33%	30%	26%	26%	28%	33%
Don't know	84	48	37	8	30	35	11	46	39	40	44	44	20	20	23	15	36
	3%	3%	3%	3%	4%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 27

Standard Banner 2 *BY* B12. Shocked by the quick decision and implementation of price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B12. Shocked by the quick decision and implementation of price increase																
Yes	1918 67%	540 68%	464 69%	398 65%	272 67%	245 62%	1043 65%	875 69%	1622 71%	296 50%	186 59%	838 64%	894 71%	486 53%	732 70%	689 76%
No	880 31%	235 29%	188 28%	209 34%	121 30%	127 32%	513 32%	367 29%	611 27%	269 45%	112 36%	429 33%	338 27%	401 44%	280 27%	193 21%
Don't know	84 3%	23 3%	20 3%	9 1%	13 3%	20 5%	59 4%	25 2%	55 2%	29 5%	15 5%	39 3%	30 2%	29 3%	36 3%	20 2%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B13. Stocked up on cigarettes when heard about price increase																	
Yes	567	324	242	80	199	194	95	323	244	241	326	313	150	104	106	139	262
	20%	21%	18%	31%	23%	18%	13%	19%	20%	21%	19%	21%	24%	13%	15%	21%	22%
No	2302	1210	1092	174	658	860	610	1357	945	903	1399	1159	476	667	607	520	912
	80%	78%	82%	68%	76%	81%	87%	81%	79%	78%	81%	78%	75%	87%	85%	79%	77%
Don't Know	13	8	5	3	7	3		6	8	8	5	8	5				11
	0%	1%	0%	1%	1%	0%		0%	1%	1%	0%	1%	1%				1%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH
TABLE 29

Standard Banner 2 *BY* B13. Stocked up on cigarettes when heard about price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B13. Stocked up on cigarettes when heard about price increase																
Yes	567	182	128	108	72	78	355	212	448	119	97	283	187	159	209	196
	20%	23%	19%	17%	18%	20%	22%	17%	20%	20%	31%	22%	15%	17%	20%	22%
No	2302	614	539	508	330	312	1247	1055	1830	472	214	1015	1073	751	833	704
	80%	77%	80%	83%	81%	80%	77%	83%	80%	79%	68%	78%	85%	82%	79%	78%
Don't Know	13	3	5		4	2	13		10	3	3	7	3	5	7	2
	0%	0%	1%		1%	0%	1%		0%	1%	1%	1%	0%	1%	1%	0%
TOTALS	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH
TABLE 30

Standard Banner 1 *BY* B14. Number of weeks' supply purchased

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B13. Stocked up on cigarettes when heard about price increase(Yes)

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	244	130	114	27	89	89	39	141	103	102	142	136	62	46	44	59	116
WGHT SAMPLE (000s)	567	324	242	80	199	194	95	323	244	241	326	313	150	104	106	139	262
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B14. Number of weeks' supply purchased																	
1-2 weeks (1.5)	213 38%	98 30%	115 48%	24 30%	78 39%	72 37%	39 41%	123 38%	90 37%	90 37%	123 38%	111 36%	65 43%	37 36%	46 43%	46 33%	100 38%
3-4 weeks (3.5)	201 35%	127 39%	74 30%	29 37%	69 35%	70 36%	32 34%	109 34%	92 38%	84 35%	117 36%	115 37%	40 27%	47 45%	32 30%	65 47%	88 34%
5-6 weeks (5.5)	65 11%	41 13%	24 10%	14 18%	17 8%	21 11%	12 13%	36 11%	28 12%	23 10%	41 13%	37 12%	25 16%	3 3%	4 4%	17 12%	29 11%
7-8 weeks (7.5)	36 6%	23 7%	12 5%	5 6%	19 10%	9 5%	2 3%	25 8%	10 4%	19 8%	17 5%	18 6%	8 6%	10 9%	11 11%	3 2%	17 7%
More than 8 weeks (9.5)	46 8%	35 11%	11 4%	7 9%	14 7%	21 11%	4 4%	25 8%	21 8%	22 9%	23 7%	26 8%	12 8%	7 7%	13 12%	4 3%	23 9%
None of the above	7 1%		7 3%		2 1%		5 5%	4 1%	2 1%	2 1%	4 1%	7 2%				2 2%	4 2%
TOTALS	567 100%	324 100%	242 100%	80 100%	199 100%	194 100%	95 100%	323 100%	244 100%	241 100%	326 100%	313 100%	150 100%	104 100%	106 100%	139 100%	262 100%
MEANS	3.7	4.1	3.2	4.0	3.7	3.8	3.3	3.7	3.7	3.8	3.6	3.7	3.7	3.6	3.9	3.4	3.8



GALAXY RESEARCH

TABLE 31

Standard Banner 2 *BY* B14. Number of weeks' supply purchased

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B13. Stocked up on cigarettes when heard about price increase(Yes)

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	244	65	52	46	39	42	165	79	194	50	38	124	82	67	91	85
WGHT SAMPLE (000s)	567	182	128	108	72	78	355	212	448	119	97	283	187	159	209	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B14. Number of weeks' supply purchased																
1-2 weeks (1.5)	213 38%	67 37%	51 40%	33 30%	37 52%	25 32%	132 37%	82 38%	183 41%	30 25%	29 30%	107 38%	77 41%	48 30%	75 36%	88 45%
3-4 weeks (3.5)	201 35%	63 34%	45 35%	39 36%	20 28%	35 45%	135 38%	66 31%	150 34%	51 43%	41 42%	95 33%	66 35%	69 43%	76 37%	56 28%
5-6 weeks (5.5)	65 11%	28 15%	13 10%	14 13%	2 2%	8 11%	35 10%	29 14%	50 11%	15 12%	7 8%	38 13%	20 10%	22 14%	27 13%	15 8%
7-8 weeks (7.5)	36 6%	15 8%	9 7%	4 4%	4 5%	3 4%	25 7%	10 5%	18 4%	18 15%	8 8%	24 8%	4 2%	10 6%	10 5%	15 8%
More than 8 weeks (9.5)	46 8%	7 4%	10 8%	14 13%	10 13%	6 7%	25 7%	20 10%	40 9%	6 5%	11 12%	16 6%	18 10%	11 7%	16 7%	19 10%
None of the above	7 1%	2 1%		4 4%			2 1%	4 2%	7 2%			5 2%	2 1%		4 2%	2 1%
TOTALS	567 100%	182 100%	128 100%	108 100%	72 100%	78 100%	355 100%	212 100%	448 100%	119 100%	97 100%	283 100%	187 100%	159 100%	209 100%	196 100%
MEANS	3.7	3.6	3.7	4.1	3.5	3.7	3.7	3.8	3.6	4.1	4.1	3.7	3.6	3.8	3.7	3.7



Standard Banner 1 *BY* B15. Items would cut back in times of financial stress

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B15. Items would cut back in times of financial stress																	
Clothing/ Accessories	461 16%	194 13%	267 20%	51 20%	166 19%	169 16%	76 11%	252 15%	210 18%	159 14%	302 17%	223 15%	136 22%	102 13%	77 11%	103 16%	219 18%
Entertainment	561 19%	364 24%	198 15%	51 20%	139 16%	208 20%	163 23%	330 20%	232 19%	245 21%	316 18%	316 21%	115 18%	131 17%	124 17%	143 22%	230 19%
Smoking	681 24%	353 23%	328 24%	58 23%	211 24%	235 22%	178 25%	421 25%	260 22%	289 25%	392 23%	351 24%	143 23%	187 24%	210 29%	148 22%	247 21%
Socialising/ Eating Out	908 32%	478 31%	430 32%	79 31%	267 31%	340 32%	221 31%	528 31%	380 32%	344 30%	564 33%	450 30%	191 30%	267 35%	223 31%	224 34%	372 31%
Other	63 2%	34 2%	28 2%	3 1%	14 2%	28 3%	17 2%	34 2%	29 2%	37 3%	25 1%	20 1%	19 3%	24 3%	22 3%	3 1%	22 2%
None of the above	208 7%	119 8%	88 7%	15 6%	68 8%	76 7%	50 7%	121 7%	87 7%	78 7%	130 7%	119 8%	28 4%	60 8%	58 8%	37 6%	96 8%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%



GALAXY RESEARCH
TABLE 33

Standard Banner 2 *BY* B15. Items would cut back in times of financial stress

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B15. Items would cut back in times of financial stress																
Clothing/ Accessories	461 16%	114 14%	109 16%	103 17%	59 15%	76 19%	299 19%	163 13%	375 16%	86 15%	65 21%	233 18%	163 13%	172 19%	138 13%	149 17%
Entertainment	561 19%	156 19%	107 16%	138 23%	89 22%	72 18%	318 20%	243 19%	465 20%	96 16%	52 17%	211 16%	298 24%	140 15%	224 21%	193 21%
Smoking	681 24%	177 22%	210 31%	113 18%	100 25%	81 21%	364 23%	317 25%	472 21%	209 35%	95 30%	328 25%	257 20%	288 31%	227 22%	162 18%
Socialising/ Eating Out	908 32%	281 35%	174 26%	210 34%	122 30%	121 31%	483 30%	425 34%	753 33%	155 26%	81 26%	409 31%	418 33%	240 26%	356 34%	307 34%
Other	63 2%	19 2%	15 2%	9 1%	6 1%	14 4%	29 2%	34 3%	57 2%	6 1%	5 2%	24 2%	34 3%	12 1%	22 2%	29 3%
None of the above	208 7%	51 6%	57 9%	42 7%	30 7%	28 7%	123 8%	85 7%	166 7%	42 7%	14 5%	100 8%	94 7%	64 7%	80 8%	61 7%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



GALAXY RESEARCH

TABLE 34

Standard Banner 1 *BY* B16. Average weekly grocery bill

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B16. Average weekly grocery bill																	
Less than \$50 (25)	136 5%	81 5%	54 4%	26 10%	46 5%	26 2%	38 5%	33 2%	103 9%	30 3%	106 6%	52 4%	25 4%	58 8%	72 10%	28 4%	29 2%
\$50-\$69 (60)	346 12%	197 13%	149 11%	49 19%	124 14%	84 8%	90 13%	93 6%	253 21%	72 6%	274 16%	159 11%	98 16%	88 11%	126 18%	95 14%	97 8%
\$70-\$99 (85)	513 18%	261 17%	251 19%	61 24%	186 22%	155 15%	110 16%	235 14%	278 23%	134 12%	378 22%	255 17%	121 19%	137 18%	171 24%	136 21%	158 13%
\$100-\$149 (125)	912 32%	471 31%	441 33%	80 31%	279 32%	316 30%	238 34%	591 35%	321 27%	344 30%	568 33%	478 32%	180 29%	253 33%	218 31%	208 32%	391 33%
\$150-\$200 (175)	565 20%	293 19%	272 20%	9 4%	149 17%	256 24%	152 22%	428 25%	137 11%	310 27%	255 15%	312 21%	133 21%	121 16%	93 13%	105 16%	290 24%
More than \$200 (225)	337 12%	179 12%	158 12%	15 6%	61 7%	197 19%	64 9%	279 17%	58 5%	242 21%	95 5%	194 13%	48 8%	95 12%	27 4%	76 11%	202 17%
Don't know	74 3%	59 4%	15 1%	16 6%	20 2%	24 2%	14 2%	26 2%	47 4%	20 2%	54 3%	30 2%	25 4%	18 2%	6 1%	11 2%	19 2%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%
MEANS	126.9	125.8	128.2	98.7	117.2	142.7	125.0	143.4	103.1	148.6	112.3	131.4	121.2	123.0	103.8	122.5	141.4



GALAXY RESEARCH
TABLE 35

Standard Banner 2 *BY* B16. Average weekly grocery bill

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B16. Average weekly grocery bill																
Less than \$50 (25)	136 5%	39 5%	25 4%	35 6%	21 5%	16 4%	91 6%	44 3%	110 5%	25 4%	30 10%	55 4%	51 4%	60 7%	31 3%	45 5%
\$50-\$69 (60)	346 12%	104 13%	90 13%	56 9%	47 12%	49 13%	191 12%	155 12%	265 12%	81 14%	60 19%	163 12%	123 10%	107 12%	137 13%	98 11%
\$70-\$99 (85)	513 18%	155 19%	124 18%	107 17%	58 14%	70 18%	334 21%	179 14%	377 16%	136 23%	78 25%	251 19%	184 15%	210 23%	159 15%	141 16%
\$100-\$149 (125)	912 32%	253 32%	194 29%	204 33%	150 37%	111 28%	467 29%	445 35%	708 31%	204 34%	79 25%	429 33%	403 32%	316 35%	348 33%	245 27%
\$150-\$200 (175)	565 20%	123 15%	143 21%	135 22%	82 20%	83 21%	322 20%	244 19%	465 20%	100 17%	39 13%	234 18%	292 23%	139 15%	225 21%	202 22%
More than \$200 (225)	337 12%	105 13%	74 11%	69 11%	34 8%	54 14%	176 11%	161 13%	295 13%	41 7%	19 6%	135 10%	183 15%	68 7%	116 11%	148 16%
Don't know	74 3%	19 2%	22 3%	10 2%	14 3%	9 2%	33 2%	40 3%	67 3%	7 1%	8 3%	39 3%	27 2%	16 2%	32 3%	24 3%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%
MEANS	126.9	124.7	127.0	128.8	125.2	130.3	124.2	130.4	129.2	118.1	104.7	124.3	135.1	116.6	129.4	134.6



GALAXY RESEARCH
TABLE 36

Standard Banner 1

BY B17. Likelihood to ask GP for Nicotine Replacement Therapy patches, if could be prescribed by GP and cost \$70 for a 10 week course
BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B17. Likelihood to ask GP for Nicotine Replacement Therapy patches, if could be prescribed by GP and cost \$70 for a 10 week course																	
TOTAL LIKELY																	
Extremely likely	660	303	357	37	185	253	186	397	263	282	378	340	147	173	144	194	268
	23%	20%	27%	14%	21%	24%	26%	24%	22%	24%	22%	23%	23%	22%	20%	30%	23%
Somewhat likely	934	533	401	76	300	355	202	569	364	415	518	523	192	219	214	195	422
	32%	35%	30%	30%	35%	34%	29%	34%	30%	36%	30%	35%	30%	28%	30%	30%	36%
**SUBTOTALS	1594	836	758	113	485	608	388	966	627	697	896	863	339	391	358	389	690
	55%	54%	57%	44%	56%	58%	55%	57%	52%	61%	52%	58%	54%	51%	50%	59%	58%
Neither likely nor unlikely																	
	609	382	227	62	173	222	152	343	266	217	392	298	136	175	174	142	212
	21%	25%	17%	24%	20%	21%	22%	20%	22%	19%	23%	20%	22%	23%	24%	22%	18%
TOTAL UNLIKELY																	
Somewhat unlikely	286	146	140	52	91	87	55	134	153	113	173	145	75	66	77	61	111
	10%	9%	10%	20%	11%	8%	8%	8%	13%	10%	10%	10%	12%	9%	11%	9%	9%
Extremely unlikely	393	178	215	30	115	139	109	242	151	124	269	175	80	138	105	66	173
	14%	12%	16%	12%	13%	13%	16%	14%	13%	11%	16%	12%	13%	18%	15%	10%	15%
**SUBTOTALS	679	324	355	82	206	226	165	375	304	237	442	320	155	204	181	127	284
	24%	21%	26%	32%	24%	21%	23%	22%	25%	21%	26%	22%	25%	26%	25%	19%	24%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH
TABLE 37

Standard Banner 2

BY B17. Likelihood to ask GP for Nicotine Replacement Therapy patches, if could be prescribed by GP and cost \$70 for a 10 week course
BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg -ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B17. Likelihood to ask GP for Nicotine Replacement Therapy patches, if could be prescribed by GP and cost \$70 for a 10 week course																
TOTAL LIKELY																
Extremely likely	660 23%	169 21%	169 25%	111 18%	118 29%	93 24%	392 24%	268 21%	548 24%	112 19%	73 23%	254 19%	333 26%	181 20%	233 22%	242 27%
Somewhat likely	934 32%	246 31%	229 34%	214 35%	114 28%	130 33%	535 33%	399 31%	778 34%	156 26%	94 30%	458 35%	382 30%	237 26%	399 38%	292 32%
**SUBTOTALS	1594 55%	416 52%	398 59%	325 53%	232 57%	223 57%	927 57%	667 53%	1326 58%	268 45%	167 53%	712 55%	715 57%	418 46%	632 60%	535 59%
Neither likely nor unlikely	609 21%	148 19%	143 21%	143 23%	84 21%	91 23%	328 20%	281 22%	469 20%	140 24%	78 25%	263 20%	268 21%	222 24%	205 20%	176 20%
TOTAL UNLIKELY																
Somewhat unlikely	286 10%	118 15%	60 9%	43 7%	33 8%	32 8%	149 9%	137 11%	215 9%	71 12%	27 9%	153 12%	106 8%	112 12%	108 10%	64 7%
Extremely unlikely	393 14%	116 15%	71 11%	104 17%	57 14%	45 11%	210 13%	183 14%	277 12%	116 19%	40 13%	178 14%	175 14%	164 18%	102 10%	127 14%
**SUBTOTALS	679 24%	234 29%	131 19%	148 24%	90 22%	77 20%	359 22%	320 25%	493 22%	186 31%	68 22%	331 25%	281 22%	275 30%	210 20%	191 21%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%



	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																	
A regular smoker	2288	1229	1059	162	609	881	636	1310	978	924	1364	1111	497	680	610	536	870
	79%	80%	79%	63%	70%	83%	90%	78%	82%	80%	79%	75%	79%	88%	86%	81%	73%
An occasional or social smoker	594	313	281	95	256	176	68	375	219	227	367	369	134	91	103	122	315
	21%	20%	21%	37%	30%	17%	10%	22%	18%	20%	21%	25%	21%	12%	14%	19%	27%
TOTALS	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH

TABLE 39

Standard Banner 2 *BY* A4. Smoking status

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																
A regular smoker	2288	623	554	483	339	290	1246	1042	2288		146	1007	1135	373	1005	895
	79%	78%	82%	78%	83%	74%	77%	82%	100%		47%	77%	90%	41%	96%	99%
An occasional or social smoker	594	175	118	133	67	102	368	226		594	167	299	128	542	43	7
	21%	22%	18%	22%	17%	26%	23%	18%	100%		53%	23%	10%	59%	4%	1%
TOTALS	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



GALAXY RESEARCH
TABLE 40

Standard Banner 1 *BY* A5. Length of time been smoking for

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A5. Length of time been smoking for																	
Less than 3 years (1.5)	120 4%	65 4%	55 4%	65 25%	37 4%	11 1%	8 1%	57 3%	63 5%	46 4%	74 4%	59 4%	37 6%	24 3%	25 4%	32 5%	50 4%
3-5 years (4)	193 7%	126 8%	67 5%	61 24%	96 11%	27 3%	9 1%	90 5%	103 9%	71 6%	122 7%	106 7%	57 9%	31 4%	42 6%	56 9%	82 7%
6-10 years (8)	473 16%	243 16%	230 17%	124 48%	266 31%	65 6%	18 2%	253 15%	220 18%	200 17%	273 16%	314 21%	100 16%	59 8%	60 8%	107 16%	244 21%
11-20 years (15)	833 29%	416 27%	417 31%	7 3%	451 52%	344 33%	31 4%	497 30%	336 28%	392 34%	441 26%	445 30%	157 25%	231 30%	184 26%	168 25%	372 31%
21-30 years (25)	648 22%	343 22%	305 23%		15 2%	467 44%	166 24%	420 25%	228 19%	287 25%	361 21%	344 23%	137 22%	167 22%	170 24%	149 23%	263 22%
More than 30 years (35)	615 21%	349 23%	266 20%			142 13%	473 67%	369 22%	246 21%	156 14%	459 27%	213 14%	142 22%	260 34%	232 33%	147 22%	175 15%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%
MEANS	19.1	19.2	18.9	5.6	11.2	21.3	30.3	19.8	18.1	17.8	19.9	17.4	18.8	22.5	22.2	19.0	17.4



GALAXY RESEARCH

TABLE 41 Standard Banner 2 *BY* A5. Length of time been smoking for

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A5. Length of time been smoking for																
Less than 3 years (1.5)	120 4%	31 4%	33 5%	17 3%	19 5%	21 5%	84 5%	36 3%	51 2%	69 12%	120 38%			96 11%	15 1%	9 1%
3-5 years (4)	193 7%	65 8%	45 7%	35 6%	22 5%	27 7%	146 9%	47 4%	95 4%	98 17%	193 62%			105 11%	75 7%	12 1%
6-10 years (8)	473 16%	138 17%	118 18%	103 17%	49 12%	65 17%	304 19%	169 13%	328 14%	145 24%		473 36%		226 25%	196 19%	48 5%
11-20 years (15)	833 29%	234 29%	207 31%	174 28%	118 29%	100 26%	468 29%	365 29%	679 30%	154 26%		833 64%		269 29%	323 31%	238 26%
21-30 years (25)	648 22%	177 22%	138 21%	139 23%	109 27%	85 22%	327 20%	321 25%	569 25%	79 13%			648 51%	144 16%	248 24%	251 28%
More than 30 years (35)	615 21%	153 19%	132 20%	147 24%	90 22%	94 24%	286 18%	328 26%	566 25%	49 8%			615 49%	75 8%	192 18%	343 38%
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%
MEANS	19.1	18.4	18.4	19.9	20.1	19.4	17.6	21.0	20.7	12.9	3.0	12.5	29.9	13.8	18.7	24.7



GALAXY RESEARCH
TABLE 42

Standard Banner 1 *BY* A6. Average number of cigarettes per day

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1258	628	630	95	390	475	298	740	518	500	758	647	275	336	307	288	522
WGHT SAMPLE (000s)	2882	1542	1340	257	864	1056	705	1685	1197	1152	1730	1480	631	771	713	658	1186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A6. Average number of cigarettes per day																	
10 or less (5)	916 32%	482 31%	434 32%	143 56%	382 44%	273 26%	118 17%	546 32%	370 31%	344 30%	572 33%	527 36%	201 32%	188 24%	173 24%	190 29%	464 39%
11-20 (15)	1048 36%	548 36%	500 37%	79 31%	344 40%	395 37%	230 33%	607 36%	441 37%	438 38%	610 35%	598 40%	186 29%	264 34%	248 35%	259 39%	410 35%
21-30 (25)	635 22%	350 23%	285 21%	27 11%	112 13%	279 26%	216 31%	362 21%	273 23%	254 22%	381 22%	259 17%	167 26%	209 27%	182 26%	161 24%	216 18%
31-40 (35)	215 7%	118 8%	96 7%	5 2%	12 1%	97 9%	101 14%	138 8%	76 6%	87 8%	128 7%	80 5%	55 9%	80 10%	77 11%	41 6%	77 7%
More than 40 (45)	52 2%	36 2%	16 1%	3 1%	9 1%	10 1%	31 4%	21 1%	32 3%	21 2%	32 2%	15 1%	19 3%	19 2%	25 3%	5 1%	14 1%
Don't know	17 1%	8 1%	9 1%		6 1%	2 0%	8 1%	11 1%	6 0%	9 1%	8 0%	2 0%	3 0%	12 2%	8 1%	2 0%	4 0%
TOTALS	2882 100%	1542 100%	1340 100%	257 100%	864 100%	1056 100%	705 100%	1685 100%	1197 100%	1152 100%	1730 100%	1480 100%	631 100%	771 100%	713 100%	658 100%	1186 100%
MEANS	16.1	16.4	15.7	11.2	12.4	17.2	20.6	15.9	16.3	16.3	15.9	14.6	17.1	18.1	18.4	16.1	14.6



GALAXY RESEARCH
TABLE 43

Standard Banner 2 *BY* A6. Average number of cigarettes per day

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking		Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1258	286	277	271	215	209	767	491	996	262	134	574	550	404	459	388
WGHT SAMPLE (000s)	2882	798	672	615	406	392	1615	1267	2288	594	313	1306	1263	916	1048	902
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A6. Average number of cigarettes per day																
10 or less (5)	916 32%	252 32%	214 32%	192 31%	112 27%	145 37%	571 35%	344 27%	373 16%	542 91%	201 64%	496 38%	219 17%	916 100%		
11-20 (15)	1048 36%	294 37%	268 40%	178 29%	171 42%	136 35%	594 37%	454 36%	1005 44%	43 7%	90 29%	519 40%	439 35%		1048 100%	
21-30 (25)	635 22%	174 22%	134 20%	171 28%	82 20%	74 19%	338 21%	297 23%	632 28%	2 0%	18 6%	237 18%	379 30%			635 70%
31-40 (35)	215 7%	59 7%	42 6%	60 10%	32 8%	22 6%	81 5%	134 11%	210 9%	5 1%	2 1%	38 3%	174 14%			215 24%
More than 40 (45)	52 2%	16 2%	6 1%	11 2%	7 2%	12 3%	25 2%	28 2%	52 2%			11 1%	41 3%			52 6%
Don't know	17 1%	2 0%	8 1%	3 0%	2 1%	2 0%	6 0%	10 1%	14 1%	2 0%	2 1%	4 0%	10 1%			
TOTALS	2882 100%	798 100%	672 100%	615 100%	406 100%	392 100%	1615 100%	1267 100%	2288 100%	594 100%	313 100%	1306 100%	1263 100%	916 100%	1048 100%	902 100%
MEANS	16.1	16.1	15.3	17.2	16.4	15.2	15.0	17.4	18.7	6.0	9.3	13.9	20.0	5.0	15.0	28.5





Smokers and Quitters

Standard Banner 1 *BY* B2. Methods used to quit since price rise in April

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B1. Impact of cigarette price increase in April on smoking(Tried to quit but failed) *OR* A4. Smoking status(A non-smoker - Quit in last 3 months)

	Total	Sex		Age				Marital Status		Children		Work Status				Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+	
RESPONDENTS	420	233	187	20	130	160	110	262	158	193	227	222	85	113	111	111	158	
WGHT SAMPLE (000s)	1204	695	509	87	387	438	291	751	452	556	648	633	260	311	289	277	508	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
B2. Methods used to quit since price rise in April																		
Cold turkey	837	488	349	85	308	274	171	487	350	383	454	416	189	233	211	202	335	
	70%	70%	69%	97%	80%	63%	59%	65%	77%	69%	70%	66%	72%	75%	73%	73%	66%	
Spoke to doctor	219	137	82	5	53	63	97	139	80	113	105	90	61	68	75	37	91	
	18%	20%	16%	6%	14%	14%	33%	18%	18%	20%	16%	14%	23%	22%	26%	13%	18%	
Nicotine Replacement Therapy such as Nicorette or Nicabate	416	243	173	14	126	186	90	267	150	244	172	225	85	106	106	89	186	
	35%	35%	34%	16%	32%	42%	31%	35%	33%	44%	27%	35%	33%	34%	37%	32%	37%	
Prescription medication	183	116	67		27	72	84	107	76	84	99	71	26	85	79	25	66	
	15%	17%	13%		7%	16%	29%	14%	17%	15%	15%	11%	10%	27%	27%	9%	13%	
Other	20	10	10			14	7	14	6	8	12	11	6	3	4	5	9	
	2%	1%	2%			3%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	
None of the above	61	42	19		19	28	15	49	13	20	41	43	10	8		18	23	
	5%	6%	4%		5%	6%	5%	6%	3%	4%	6%	7%	4%	3%		6%	5%	
TOTALS	1737	1037	700	104	532	637	463	1062	675	853	884	857	376	503	475	376	710	
	144%	149%	137%	120%	137%	145%	159%	141%	149%	153%	136%	135%	145%	162%	165%	136%	140%	



GALAXY RESEARCH
TABLE 45

Standard Banner 2 *BY* B2. Methods used to quit since price rise in April

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

FILTERS: B1. Impact of cigarette price increase in April on smoking(Tried to quit but failed) *OR* A4. Smoking status(A non-smoker - Quit in last 3 months)

	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	420	91	112	99	60	58	253	167	329	70	21	45	185	190	126	166	128
WGHT SAMPLE (000s)	1204	324	377	252	123	128	697	507	761	162	280	189	524	491	383	467	353
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2. Methods used to quit since price rise in April																	
Cold turkey	837	248	249	174	83	84	461	376	488	136	214	168	393	277	326	315	197
	70%	76%	66%	69%	67%	66%	66%	74%	64%	84%	76%	89%	75%	56%	85%	67%	56%
Spoke to doctor	219	47	69	58	17	27	116	103	164	27	28	14	73	132	41	84	94
	18%	14%	18%	23%	14%	22%	17%	20%	22%	16%	10%	7%	14%	27%	11%	18%	26%
Nicotine Replacement Therapy such as Nicorette or Nicabate	416	93	153	78	38	53	240	176	342	37	38	30	195	191	76	196	144
	35%	29%	41%	31%	31%	42%	35%	35%	45%	23%	13%	16%	37%	39%	20%	42%	41%
Prescription medication	183	36	58	50	24	15	99	84	146	12	25	4	47	132	24	57	102
	15%	11%	15%	20%	20%	11%	14%	17%	19%	7%	9%	2%	9%	27%	6%	12%	29%
Other	20	9	4	2	3	2	15	6	16	4		4	3	14	4	9	7
	2%	3%	1%	1%	3%	1%	2%	1%	2%	3%		2%	0%	3%	1%	2%	2%
None of the above	61	24	7	7	8	16	39	22	46	2	14	4	26	31	17	33	12
	5%	7%	2%	3%	6%	12%	6%	4%	6%	1%	5%	2%	5%	6%	4%	7%	3%
TOTALS	1737	455	541	370	173	197	970	767	1201	218	318	224	736	777	487	694	556
	144%	140%	144%	147%	141%	154%	139%	151%	158%	134%	113%	119%	141%	158%	127%	149%	157%



GALAXY RESEARCH
TABLE 46

Standard Banner 1 *BY* B6. Weekly amount of money spent on cigarettes prior to price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6. Weekly amount of money spent on cigarettes prior to price increase																	
Less than \$20 (10)	526 17%	292 17%	235 16%	116 40%	210 21%	130 11%	70 10%	264 14%	262 20%	168 13%	358 19%	296 18%	135 19%	96 11%	101 13%	80 12%	271 20%
\$20-\$29 (25)	416 13%	228 14%	188 13%	47 16%	156 16%	141 12%	71 10%	232 12%	184 14%	177 14%	239 13%	197 12%	108 15%	111 13%	125 17%	102 15%	161 12%
\$30-\$39 (35)	455 14%	267 16%	188 13%	40 14%	198 20%	132 12%	85 11%	288 15%	166 13%	187 14%	268 14%	253 16%	60 8%	141 17%	81 11%	123 18%	186 14%
\$40-\$59 (50)	541 17%	274 16%	267 18%	30 10%	175 18%	191 17%	146 20%	334 18%	207 16%	240 19%	300 16%	260 16%	124 17%	157 19%	133 18%	119 17%	216 16%
\$60-\$79 (70)	653 21%	332 20%	321 22%	52 18%	126 13%	272 24%	204 27%	401 21%	253 20%	269 21%	384 21%	351 22%	129 18%	173 21%	158 21%	137 20%	290 21%
\$80-\$99 (90)	377 12%	167 10%	209 14%	3 1%	99 10%	175 15%	100 14%	235 13%	142 11%	176 14%	200 11%	166 10%	110 16%	101 12%	99 13%	83 12%	156 11%
More than \$100 (110)	195 6%	126 7%	69 5%	3 1%	21 2%	106 9%	65 9%	114 6%	80 6%	75 6%	120 6%	97 6%	43 6%	55 7%	54 7%	40 6%	79 6%
TOTALS	3162 100%	1687 100%	1476 100%	291 100%	984 100%	1146 100%	741 100%	1869 100%	1294 100%	1292 100%	1871 100%	1620 100%	709 100%	833 100%	751 100%	685 100%	1358 100%
MEANS	50.5	49.7	51.4	32.5	42.3	57.1	58.3	51.9	48.4	52.3	49.2	49.3	50.9	52.4	52.6	51.2	49.3



GALAXY RESEARCH
TABLE 47

Standard Banner 2 *BY* B6. Weekly amount of money spent on cigarettes prior to price increase

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B6. Weekly amount of money spent on cigarettes prior to price increase																	
Less than \$20 (10)	526 17%	135 15%	153 19%	115 18%	58 14%	65 16%	330 18%	197 14%	166 7%	316 53%	44 16%	140 34%	257 18%	130 10%	447 43%	51 4%	22 2%
\$20-\$29 (25)	416 13%	115 13%	113 14%	82 13%	59 14%	47 11%	274 15%	142 10%	294 13%	95 16%	27 9%	82 20%	213 15%	120 9%	238 23%	133 12%	45 5%
\$30-\$39 (35)	455 14%	149 17%	107 13%	100 15%	39 9%	59 14%	257 14%	198 15%	276 12%	83 14%	97 34%	90 22%	237 17%	128 10%	182 18%	216 19%	57 6%
\$40-\$59 (50)	541 17%	133 15%	142 18%	106 16%	101 24%	58 14%	297 17%	244 18%	437 19%	52 9%	52 18%	47 11%	254 18%	240 18%	89 9%	339 29%	111 11%
\$60-\$79 (70)	653 21%	205 23%	146 18%	138 21%	92 22%	72 17%	350 19%	303 22%	596 26%	33 6%	24 9%	45 11%	267 19%	341 26%	48 5%	286 25%	314 33%
\$80-\$99 (90)	377 12%	102 12%	86 11%	68 10%	43 10%	79 19%	195 11%	181 13%	340 15%	11 2%	25 9%	4 1%	172 12%	201 15%	17 2%	106 9%	252 26%
More than \$100 (110)	195 6%	42 5%	49 6%	42 6%	25 6%	36 9%	98 5%	97 7%	178 8%	4 1%	12 4%	5 1%	37 3%	153 12%	6 1%	23 2%	166 17%
TOTALS	3162 100%	880 100%	796 100%	652 100%	418 100%	416 100%	1801 100%	1361 100%	2288 100%	594 100%	280 100%	413 100%	1436 100%	1313 100%	1027 100%	1153 100%	966 100%
MEANS	50.5	50.2	48.4	49.7	51.6	55.1	48.2	53.5	57.9	24.9	44.2	31.4	46.7	60.6	26.1	52.3	74.3



GALAXY RESEARCH
TABLE 48

Standard Banner 1 *BY* B10. People putting on pressure to quit as a result of increase in cigarette prices

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B10. People putting on pressure to quit as a result of increase in cigarette prices																	
Partner/ Spouse	797	525	271	50	278	324	144	659	138	420	377	475	176	146	130	164	414
	25%	31%	18%	17%	28%	28%	19%	35%	11%	33%	20%	29%	25%	17%	17%	24%	30%
Other family members	818	404	414	73	230	322	193	478	340	414	404	389	239	190	198	180	348
	26%	24%	28%	25%	23%	28%	26%	26%	26%	32%	22%	24%	34%	23%	26%	26%	26%
Friends	578	309	269	58	205	187	128	296	282	257	321	321	157	99	119	125	273
	18%	18%	18%	20%	21%	16%	17%	16%	22%	20%	17%	20%	22%	12%	16%	18%	20%
Work colleagues	353	195	157	27	141	127	58	217	135	149	203	272	57	24	32	87	193
	11%	12%	11%	9%	14%	11%	8%	12%	10%	12%	11%	17%	8%	3%	4%	13%	14%
Other	59	33	26		12	16	31	34	25	11	48	14	24	22	17	10	20
	2%	2%	2%		1%	1%	4%	2%	2%	1%	3%	1%	3%	3%	2%	1%	1%
None of the above	1569	794	775	170	446	542	411	850	719	532	1037	741	316	511	422	334	632
	50%	47%	53%	58%	45%	47%	55%	45%	56%	41%	55%	46%	45%	61%	56%	49%	47%
TOTALS	4173	2260	1913	378	1312	1518	965	2534	1639	1783	2389	2213	968	992	917	900	1879
	132%	134%	130%	130%	133%	132%	130%	136%	127%	138%	128%	137%	137%	119%	122%	131%	138%



BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B10. People putting on pressure to quit as a result of increase in cigarette prices																	
Partner/ Spouse	797	251	201	142	94	108	526	270	515	202	79	143	373	280	295	307	190
	25%	29%	25%	22%	23%	26%	29%	20%	23%	34%	28%	35%	26%	21%	29%	27%	20%
Other family members	818	229	182	179	101	127	466	352	624	137	57	113	364	341	240	304	264
	26%	26%	23%	28%	24%	31%	26%	26%	27%	23%	20%	27%	25%	26%	23%	26%	27%
Friends	578	172	160	111	63	72	365	213	350	150	78	98	279	200	224	187	165
	18%	20%	20%	17%	15%	17%	20%	16%	15%	25%	28%	24%	19%	15%	22%	16%	17%
Work colleagues	353	109	110	65	29	40	201	152	261	79	12	31	202	119	119	140	94
	11%	12%	14%	10%	7%	10%	11%	11%	11%	13%	4%	8%	14%	9%	12%	12%	10%
Other	59	18	12	9	11	9	31	28	57	2			14	45	4	18	38
	2%	2%	1%	1%	3%	2%	2%	2%	2%	0%			1%	3%	0%	2%	4%
None of the above	1569	398	364	364	229	215	835	734	1186	258	125	160	704	705	506	560	499
	50%	45%	46%	56%	55%	52%	46%	54%	52%	43%	45%	39%	49%	54%	49%	49%	52%
TOTALS	4173	1177	1028	869	528	570	2425	1748	2993	829	351	545	1937	1691	1387	1515	1249
	132%	134%	129%	133%	126%	137%	135%	128%	131%	140%	125%	132%	135%	129%	135%	131%	129%



	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B12. Shocked by the quick decision and implementation of price increase																	
Yes	2110	1067	1043	168	627	796	519	1249	860	846	1264	1039	457	614	539	485	857
	67%	63%	71%	58%	64%	69%	70%	67%	67%	65%	68%	64%	64%	74%	72%	71%	63%
No	969	572	396	115	327	315	211	574	395	406	563	538	232	199	189	185	466
	31%	34%	27%	39%	33%	28%	29%	31%	31%	31%	30%	33%	33%	24%	25%	27%	34%
Don't know	84	48	37	8	30	35	11	46	39	40	44	44	20	20	23	15	36
	3%	3%	2%	3%	3%	3%	1%	2%	3%	3%	2%	3%	3%	2%	3%	2%	3%
TOTALS	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B12. Shocked by the quick decision and implementation of price increase																	
Yes	2110 67%	596 68%	527 66%	434 67%	284 68%	269 65%	1183 66%	927 68%	1622 71%	296 50%	192 68%	224 54%	941 65%	945 72%	554 54%	807 70%	738 76%
No	969 31%	261 30%	250 31%	209 32%	121 29%	127 31%	559 31%	409 30%	611 27%	269 45%	89 32%	173 42%	457 32%	338 26%	445 43%	310 27%	208 22%
Don't know	84 3%	23 3%	20 2%	9 1%	13 3%	20 5%	59 3%	25 2%	55 2%	29 5%		15 4%	39 3%	30 2%	29 3%	36 3%	20 2%
TOTALS	3162 100%	880 100%	796 100%	652 100%	418 100%	416 100%	1801 100%	1361 100%	2288 100%	594 100%	280 100%	413 100%	1436 100%	1313 100%	1027 100%	1153 100%	966 100%



	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																	
A regular smoker	2288	1229	1059	162	609	881	636	1310	978	924	1364	1111	497	680	610	536	870
	72%	73%	72%	56%	62%	77%	86%	70%	76%	72%	73%	69%	70%	82%	81%	78%	64%
An occasional or social smoker	594	313	281	95	256	176	68	375	219	227	367	369	134	91	103	122	315
	19%	19%	19%	33%	26%	15%	9%	20%	17%	18%	20%	23%	19%	11%	14%	18%	23%
A non-smoker - Quit in last 3 months	280	145	136	34	120	90	36	184	97	140	140	140	78	63	38	26	173
	9%	9%	9%	12%	12%	8%	5%	10%	7%	11%	7%	9%	11%	8%	5%	4%	13%
TOTALS	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy	
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A4. Smoking status																	
A regular smoker	2288	623	554	483	339	290	1246	1042	2288			146	1007	1135	373	1005	895
	72%	71%	70%	74%	81%	70%	69%	77%	100%			35%	70%	86%	36%	87%	93%
An occasional or social smoker	594	175	118	133	67	102	368	226		594		167	299	128	542	43	7
	19%	20%	15%	20%	16%	24%	20%	17%		100%		41%	21%	10%	53%	4%	1%
A non-smoker - Quit in last 3 months	280	83	125	36	13	24	187	94			280	100	130	51	112	105	64
	9%	9%	16%	6%	3%	6%	10%	7%			100%	24%	9%	4%	11%	9%	7%
TOTALS	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH
TABLE 54

Standard Banner 1 *BY* A5. Length of time been smoking for

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Sex		Age				Marital Status		Children		Work Status			Household Income			
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K-\$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A5. Length of time been smoking for																	
Less than 3 years (1.5)	137 4%	83 5%	55 4%	65 22%	54 5%	11 1%	8 1%	74 4%	63 5%	46 4%	92 5%	76 5%	37 5%	24 3%	25 3%	32 5%	67 5%
3-5 years (4)	275 9%	160 9%	116 8%	95 33%	120 12%	39 3%	21 3%	114 6%	162 13%	95 7%	180 10%	137 8%	83 12%	55 7%	54 7%	56 8%	136 10%
6-10 years (8)	524 17%	256 15%	268 18%	124 43%	317 32%	65 6%	18 2%	278 15%	246 19%	225 17%	299 16%	314 19%	125 18%	85 10%	74 10%	107 16%	269 20%
11-20 years (15)	912 29%	456 27%	456 31%	7 2%	478 49%	396 35%	31 4%	564 30%	348 27%	458 35%	454 24%	485 30%	184 26%	243 29%	196 26%	182 27%	424 31%
21-30 years (25)	674 21%	370 22%	305 21%		15 2%	493 43%	166 22%	446 24%	228 18%	300 23%	374 20%	370 23%	137 19%	167 20%	170 23%	149 22%	275 20%
More than 30 years (35)	639 20%	362 21%	277 19%			142 12%	497 67%	393 21%	246 19%	168 13%	471 25%	238 15%	142 20%	260 31%	232 31%	158 23%	187 14%
TOTALS	3162 100%	1687 100%	1476 100%	291 100%	984 100%	1146 100%	741 100%	1869 100%	1294 100%	1292 100%	1871 100%	1620 100%	709 100%	833 100%	751 100%	685 100%	1358 100%
MEANS	18.5	18.7	18.2	5.4	10.8	20.9	30.0	19.3	17.2	17.4	19.2	17.3	17.7	21.4	21.5	19.2	16.6



	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A5. Length of time been smoking for																	
Less than 3 years (1.5)	137 4%	48 5%	33 4%	17 3%	19 4%	21 5%	84 5%	54 4%	51 2%	69 12%	17 6%	137 33%			96 9%	32 3%	9 1%
3-5 years (4)	275 9%	89 10%	91 11%	47 7%	22 5%	27 6%	207 11%	69 5%	95 4%	98 17%	82 29%	275 67%			175 17%	75 6%	24 2%
6-10 years (8)	524 17%	152 17%	146 18%	103 16%	49 12%	74 18%	327 18%	197 14%	328 14%	145 24%	51 18%		524 37%		226 22%	232 20%	64 7%
11-20 years (15)	912 29%	247 28%	245 31%	174 27%	131 31%	115 28%	520 29%	392 29%	679 30%	154 26%	79 28%		912 63%		310 30%	361 31%	238 25%
21-30 years (25)	674 21%	191 22%	150 19%	139 21%	109 26%	85 20%	353 20%	321 24%	569 25%	79 13%	26 9%			674 51%	144 14%	261 23%	264 27%
More than 30 years (35)	639 20%	153 17%	132 17%	171 26%	90 21%	94 23%	311 17%	328 24%	566 25%	49 8%	24 9%			639 49%	75 7%	192 17%	367 38%
TOTALS	3162 100%	880 100%	796 100%	652 100%	418 100%	416 100%	1801 100%	1361 100%	2288 100%	594 100%	280 100%	413 100%	1436 100%	1313 100%	1027 100%	1153 100%	966 100%
MEANS	18.5	17.6	17.1	20.1	19.9	18.9	17.3	20.1	20.7	12.9	12.3	3.2	12.4	29.9	13.2	18.1	24.5



	Total	Sex		Age				Marital Status		Children		Work Status			Household Income		
		Male	Female	18-24	25-34	35-49	50-64	Marr- ied	Not Marr- ied	Yes	No	Full Time	Part Time	Not Working	< \$40K	\$40K- \$70K	\$71K+
RESPONDENTS	1279	638	641	97	399	482	301	754	525	511	768	657	281	341	310	290	535
WGHT SAMPLE (000s)	3162	1687	1476	291	984	1146	741	1869	1294	1292	1871	1620	709	833	751	685	1358
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A6. Average number of cigarettes per day																	
10 or less (5)	1027 32%	544 32%	483 33%	177 61%	421 43%	311 27%	118 16%	599 32%	428 33%	384 30%	643 34%	586 36%	242 34%	200 24%	173 23%	204 30%	544 40%
11-20 (15)	1153 36%	606 36%	547 37%	79 27%	409 42%	434 38%	230 31%	674 36%	479 37%	485 38%	668 36%	642 40%	209 29%	302 36%	274 37%	259 38%	462 34%
21-30 (25)	671 21%	362 21%	309 21%	27 9%	112 11%	279 24%	253 34%	398 21%	273 21%	278 22%	393 21%	283 17%	167 24%	221 27%	194 26%	173 25%	229 17%
31-40 (35)	242 8%	131 8%	112 8%	5 2%	27 3%	109 10%	101 14%	166 9%	76 6%	114 9%	128 7%	92 6%	70 10%	80 10%	77 10%	41 6%	105 8%
More than 40 (45)	52 2%	36 2%	16 1%	3 1%	9 1%	10 1%	31 4%	21 1%	32 2%	21 2%	32 2%	15 1%	19 3%	19 2%	25 3%	5 1%	14 1%
Don't know	17 1%	8 0%	9 1%		6 1%	2 0%	8 1%	11 1%	6 0%	9 1%	8 0%	2 0%	3 0%	12 1%	8 1%	2 0%	4 0%
TOTALS	3162 100%	1687 100%	1476 100%	291 100%	984 100%	1146 100%	741 100%	1869 100%	1294 100%	1292 100%	1871 100%	1620 100%	709 100%	833 100%	751 100%	685 100%	1358 100%
MEANS	15.9	16.1	15.7	10.5	12.7	16.9	20.8	16.0	15.7	16.4	15.5	14.5	16.7	17.9	18.3	16.0	14.5



GALAXY RESEARCH
TABLE 57

Standard Banner 2 *BY* A6. Average number of cigarettes per day

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Gender/Area/Smoking status

	Total	State				Capital City		Smoking			Smoker Duration			Type			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	Reg-ular	Social	Quit Last 3 Mths	Up To 5 yrs	6-20 yrs	20+ yrs	Light	Medium	Heavy
RESPONDENTS	1279	292	286	274	216	211	781	498	996	262	21	141	584	554	412	467	393
WGHT SAMPLE (000s)	3162	880	796	652	418	416	1801	1361	2288	594	280	413	1436	1313	1027	1153	966
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A6. Average number of cigarettes per day																	
10 or less (5)	1027 32%	290 33%	261 33%	204 31%	112 27%	160 38%	659 37%	369 27%	373 16%	542 91%	112 40%	271 66%	537 37%	219 17%	1027 100%		
11-20 (15)	1153 36%	339 39%	306 38%	178 27%	184 44%	146 35%	657 36%	496 36%	1005 44%	43 7%	105 37%	107 26%	593 41%	453 34%		1153 100%	
21-30 (25)	671 21%	174 20%	146 18%	195 30%	82 20%	74 18%	362 20%	309 23%	632 28%	2 0%	36 13%	30 7%	237 17%	403 31%			671 69%
31-40 (35)	242 8%	59 7%	70 9%	60 9%	32 8%	22 5%	93 5%	149 11%	210 9%	5 1%	28 10%	2 1%	54 4%	186 14%			242 25%
More than 40 (45)	52 2%	16 2%	6 1%	11 2%	7 2%	12 3%	25 1%	28 2%	52 2%				11 1%	41 3%			52 5%
Don't know	17 1%	2 0%	8 1%	3 0%	2 1%	2 0%	6 0%	10 1%	14 1%	2 0%		2 1%	4 0%	10 1%			
TOTALS	3162 100%	880 100%	796 100%	652 100%	418 100%	416 100%	1801 100%	1361 100%	2288 100%	594 100%	280 100%	413 100%	1436 100%	1313 100%	1027 100%	1153 100%	966 100%
MEANS	15.9	15.5	15.5	17.2	16.4	14.9	14.8	17.4	18.7	6.0	14.3	9.2	13.9	20.2	5.0	15.0	28.6





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Pfizer Australia are the owners of this research report
This report is strictly embargoed until **23 September 2010**