



Market Research Report
Australians and Smoking

June 2005

Prepared for:

Pfizer Australia
38-42 Wharf Rd
WEST RYDE NSW 2114

Executive Summary

In March 2005, 1,342 members of the Australian public answered questions on their behaviour, attitudes and understanding of smoking tobacco products.

- 51% have never smoked more than 100 cigarettes
 - Just under 1 in 3 have quit smoking
 - Almost 1 in 5 smoke
 - New South Wales leads the way in people who have 'never smoked'.
- Just under 2 in 3 think the timing of the smoking ban is too slow:
 - More South Australians think that it's too slow
 - Fewer living in Queensland.
- Just under 2 in 3 feel that the current definition of a 'non-enclosed area' is unacceptable i.e. it is felt to be enclosed.
- A number of 'future ideas' were put to panel members to gauge their reaction. Combining the responses to 'good idea' and 'fantastic idea' shows that:
 - 82% feel tobacco companies should put 'profits' from teenage smoking into education campaigns
 - 90% support reduced fire risk cigarettes
 - 93% feel cigarette chemicals should be regulated
 - 64% feel cigarettes should not be sold in supermarkets, C-stores, and petrol stations
 - 90% support the banning of smoking in cars when children are passengers

- 55% support non-branded, plain packaging for cigarette and tobacco products
 - 36% don't care
- 57% support CPI increases + 5% on cigarette and tobacco products
- 85% support an additional 10 cent tax on cigarette and tobacco sales to support large scale education programs
- Only 30% support the notion of 'registered nicotine addicts'.
- The survey includes a number of questions designed to test the real knowledge of Australians about the dangers of smoking. Key findings are:
 - Just under half of Australians can correctly identify smoking as the main cause of death in Australia
 - Just under 1 in 3 Australians incorrectly identify AIDS as the leading killer in the world
 - Just under a quarter selected the correct answer of smoking
 - Australians correctly identify lung cancer as the most deadly cancer
 - 53% for lung cancer
 - 18% for skin cancer
 - No significant differences for smokers
 - Almost 2 in 5 Australians correctly identify that if 100 people were diagnosed with lung cancer, less than 20 of those people would be alive in 5 years
 - No significant difference for smokers
 - Almost a third of Australians incorrectly identify that 1 in 5 smokers will die early from smoking

- Correct answer of 1 in 2 is ranked 4th out of 6 options
- Just over 2 in 5 Australians correctly identify that non-smokers will live an average of 6 to 12 years longer than smokers
- Half of Australian adults incorrectly feel low level smokers have the same chance of dying as high level smokers from a smoking caused illness
 - The correct answer of 'about half the chance' is ranked a distant second at 27%
- The 'top 10' diseases associated with smoking are:
 - lung cancer
 - emphysema
 - stroke
 - heart disease
 - throat cancer
 - cancer generally
 - heart attack / cardiac failure
 - asthma
 - circulatory disease / CVD
 - diabetes
- Just over a quarter of Australians incorrectly identify that a '20 a day' smoker would inhale smoke 'more than 2 million times' between the ages of 20 and 40 years

- However, they are only partly incorrect – the correct answer is ‘between 1,500,001 and 2,000,000’.
18% selected this response.
- 1 in 5 Australians can correctly identify that only 11%-20% of those who try to stop smoking will succeed
- Just under 1 in 5 Australians correctly identify that there are more than 50 known carcinogens in cigarettes
- 2 in 5 Australians correctly identify that there is no health benefit in smoking ‘light’ or ‘mild’ cigarettes.
- The most successful cessation of smoking was ‘cold turkey’ on the first attempt
 - 23% ceased after several attempts at going ‘cold turkey’.

REPORT

Australians and Smoking

Prepared for:

Pfizer Australia

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1.0 Introduction

The Pfizer Health Panel is an ongoing, longitudinal national study of 1,000 households.

Most quantitative research is carried out by telephone calls to homes by interviewers, however the Pfizer Health Report is conducted differently. People's health and their health concerns are a private and personal matter. In order to obtain honest answers, we felt it was important to undertake this project in a way that offers reassurance about Stollznov Research and why we complete this research.

An excellent method of creating trust is to develop a panel. A panel is simply a group of people who have said they will participate in occasional market research for reward. This means that research participants get to know us and feel confident in passing on personal information—whilst also receiving a reward for their participation. The reward offered to participants is a \$5 scratch lottery ticket ('scratchy').

In the questionnaire we ask a number of personal questions about household members' personal health, and thoughts about fitness and wellbeing. To protect anonymity, we allocate each participating household a 'household number'. This means it is impossible to read a questionnaire and identify which household the data represents. In addition, the 'household number' is held in a separate file to the data, so it cannot be matched. By doing this, information is never 'identified information'—it cannot be used to identify an individual or household.

All data handling complies with or exceeds the requirements of the National Privacy Principles for the market research industry under the Privacy Act.

Questionnaire development was completed in conjunction with a range of 'health consumer organisations' (HCOs). This report represents the findings of the questions developed with the ASH.

2.0 Approach

1,000 households were recruited for the Pfizer Panel. The questions were answered by 1,340 Australians aged 18 years and over.

This sample size for adults gives a confidence level of $\pm 2.67\%$ at the 95% confidence level.

The sample was recruited using random probability sampling, however the response is not a random process. To avoid any bias, the sample was examined on a number of variables for its representation of the Australian population. The sample was adjusted in the areas of:

- age, and
- residential location (regional areas were weighted according to each state)

3.0 Approach

Analysis was completed by:

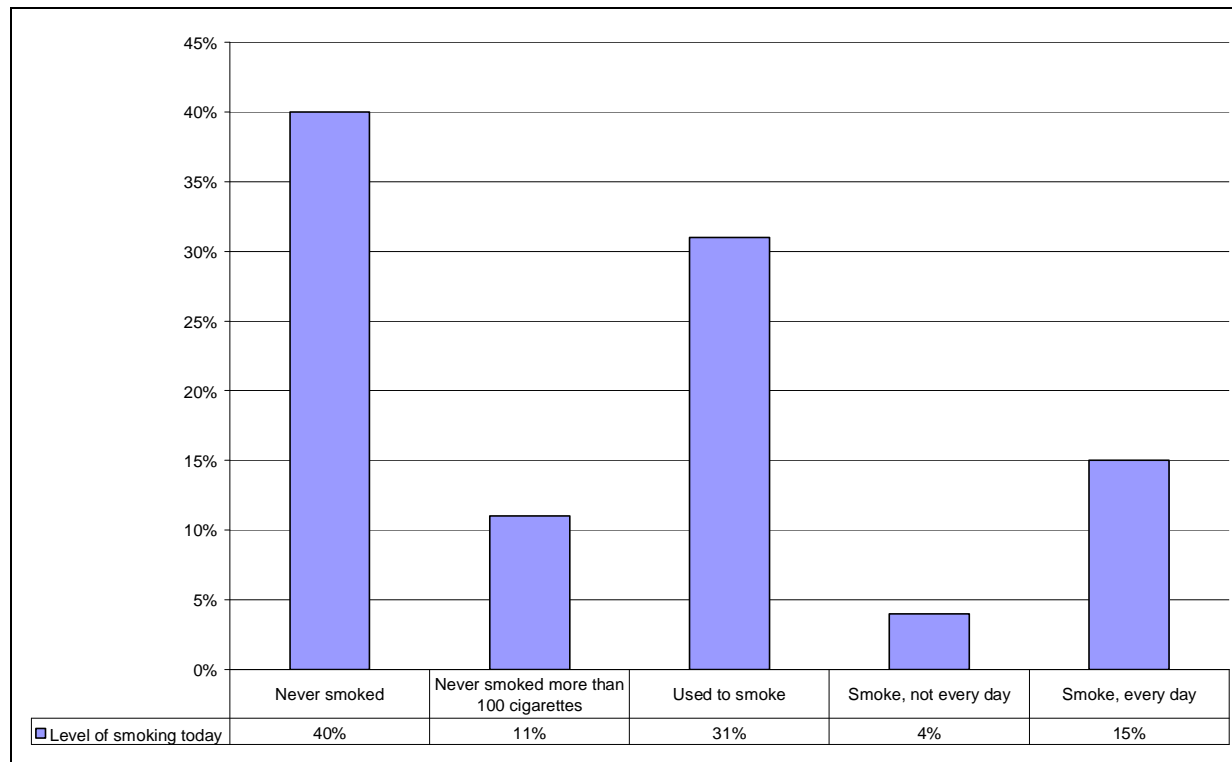
- total (all panel members)
- gender
- age group
- main household occupation—this is the occupation of the main household income earner
- household income divided into 'lower', 'medium' and 'higher' categories
 - lower is less than or equal to \$35,000 per annum
 - middle is \$35,001 to \$70,000
 - higher is over \$70,000
- state (though base sizes for the Australian Capital Territory and Northern Territory are too small for reliable reporting)
- metropolitan/regional residential location
- smoking status

Differences from the 'total' are only shown where the differences are statistically significant and meaningful, e.g. a difference of 1% may be statistically significant but is not meaningful.

4.0 Report

4.1 Level of smoking

Chart 1 – Smoking today



Unweighted base = 1449 panel members

- 51% of Australians have either 'never smoked' or 'never smoked more than 100 cigarettes'.
- Just under a third of Australians once smoked, but have quit in their lifetime.
- 19% of Australians smoke cigarettes with 15% of those smoking everyday.

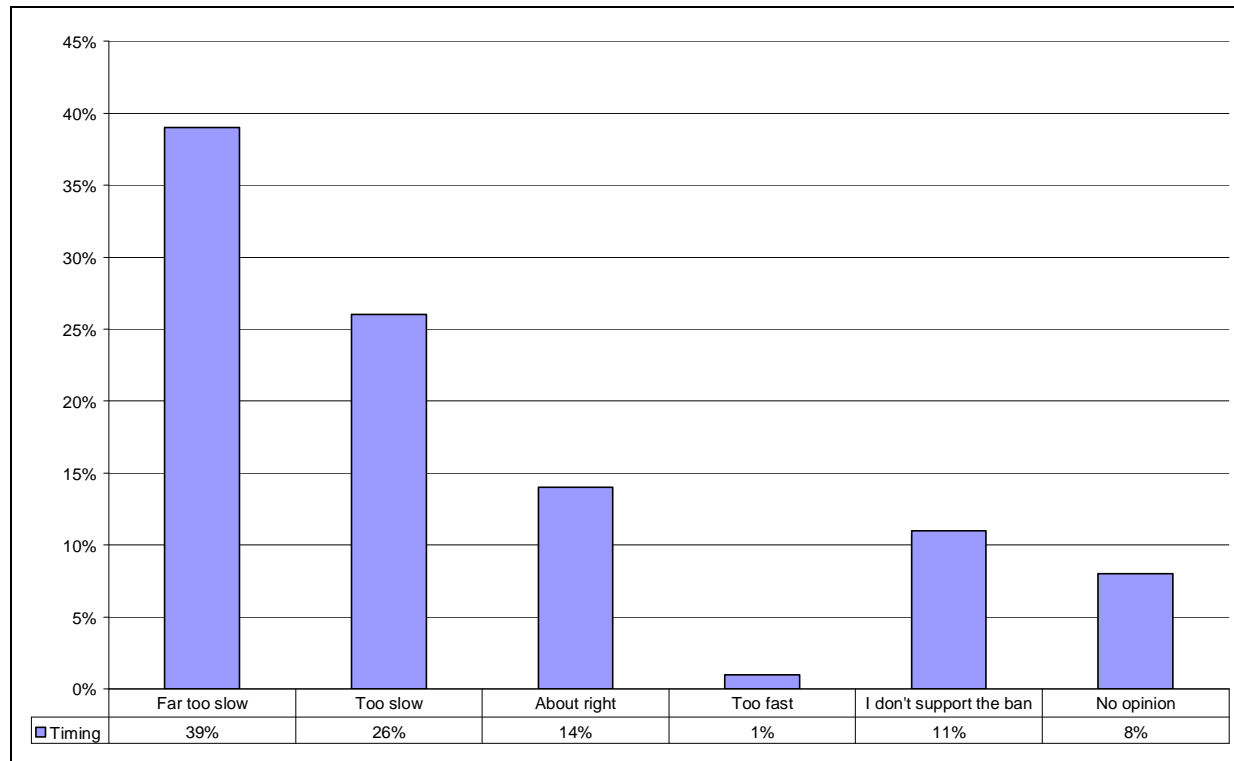
4.2 *Hotel smoking ban*

Different State Governments have announced that smoking will be banned in all indoor areas of bars and pubs by the following dates:

Tasmania	January 2006
Queensland	July 2006
Western Australia	July 2006
A.C.T	December 2006
New South Wales	July 2007
Victoria	October 2007
South Australia	October 2007
Northern Territory	No deadline

Research participants were asked to describe their opinion of the speed of implementation of smoking bans in their own territory.

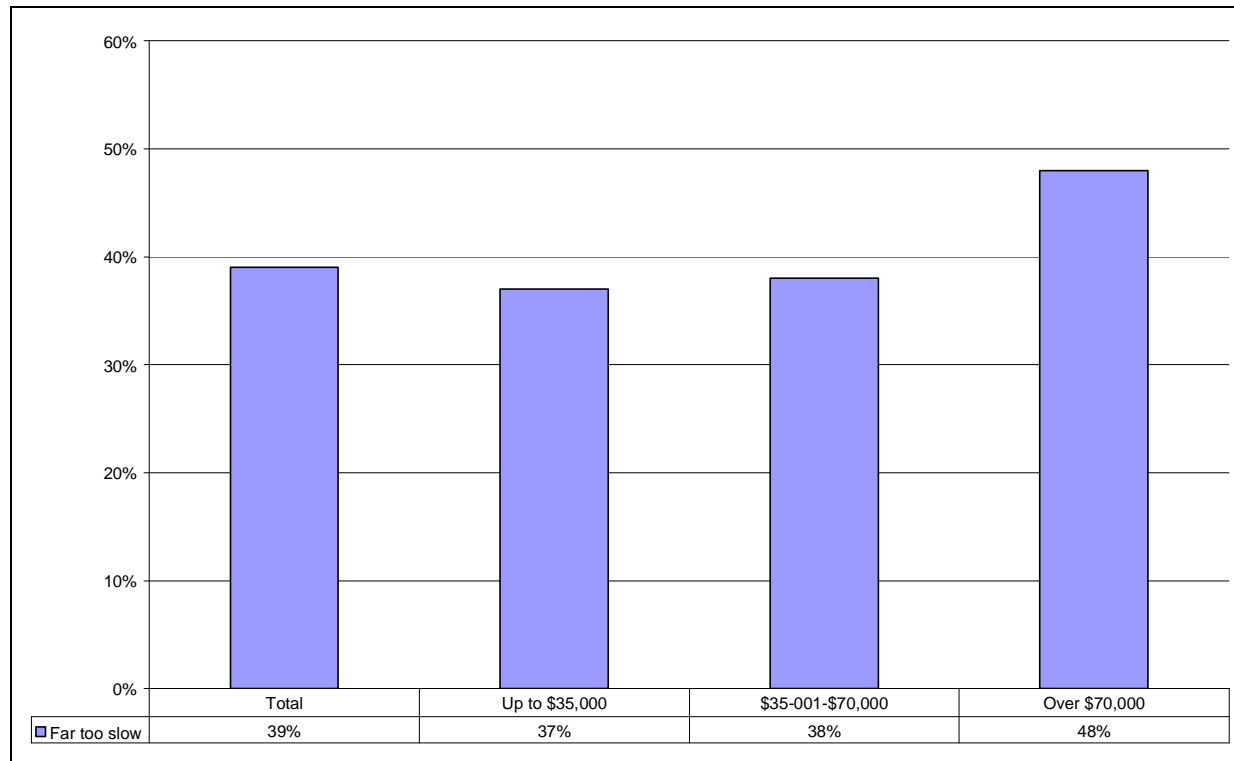
Chart 2 – Q25 Opinion of timing of full hotel smoking ban



Unweighted base = 1451 panel members

- Just under two-thirds of Australians feel the smoking ban is being implemented too slowly.
- 1 in 10 do not support the ban of smoking at all.
- The rating of too slow is as much showing support for the smoking ban as being concerned about the speed of implementation.

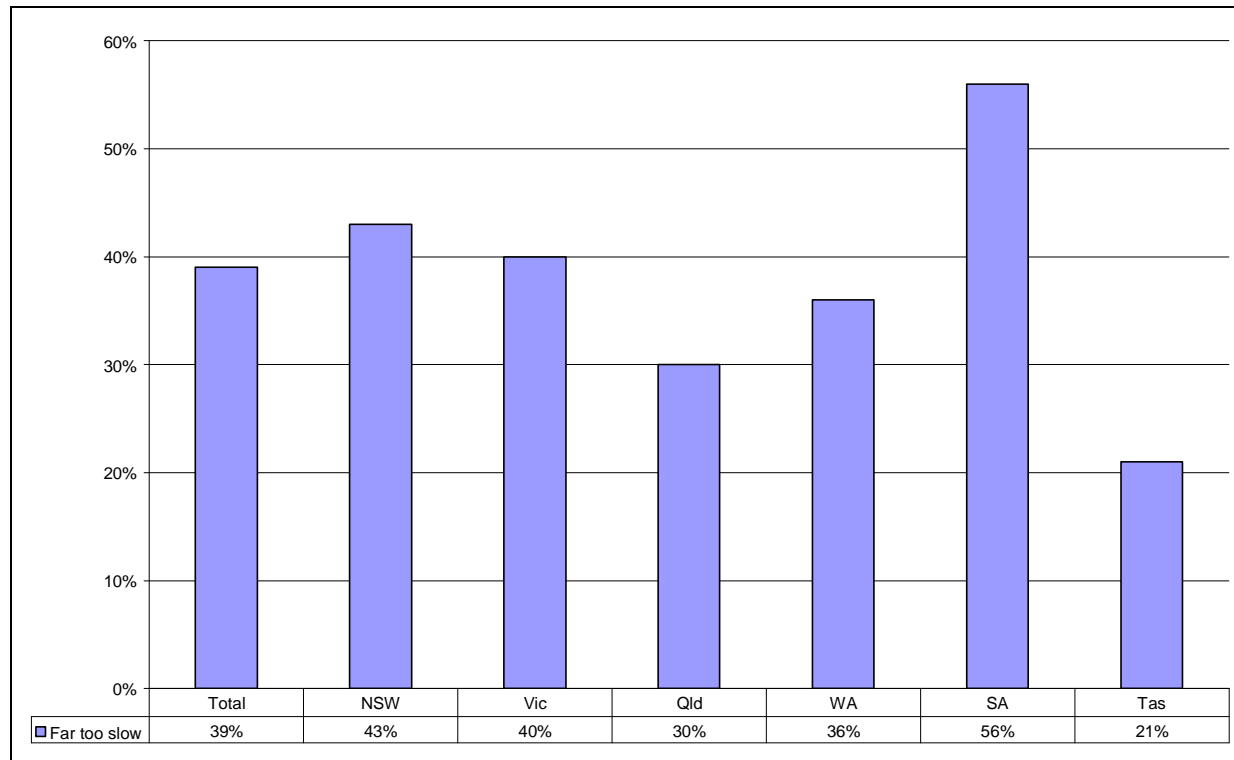
Chart 3 – Q25 Opinion of timing of full hotel smoking ban by income



Unweighted base = 1451 panel members

- Higher income groups are more likely to support the ban.

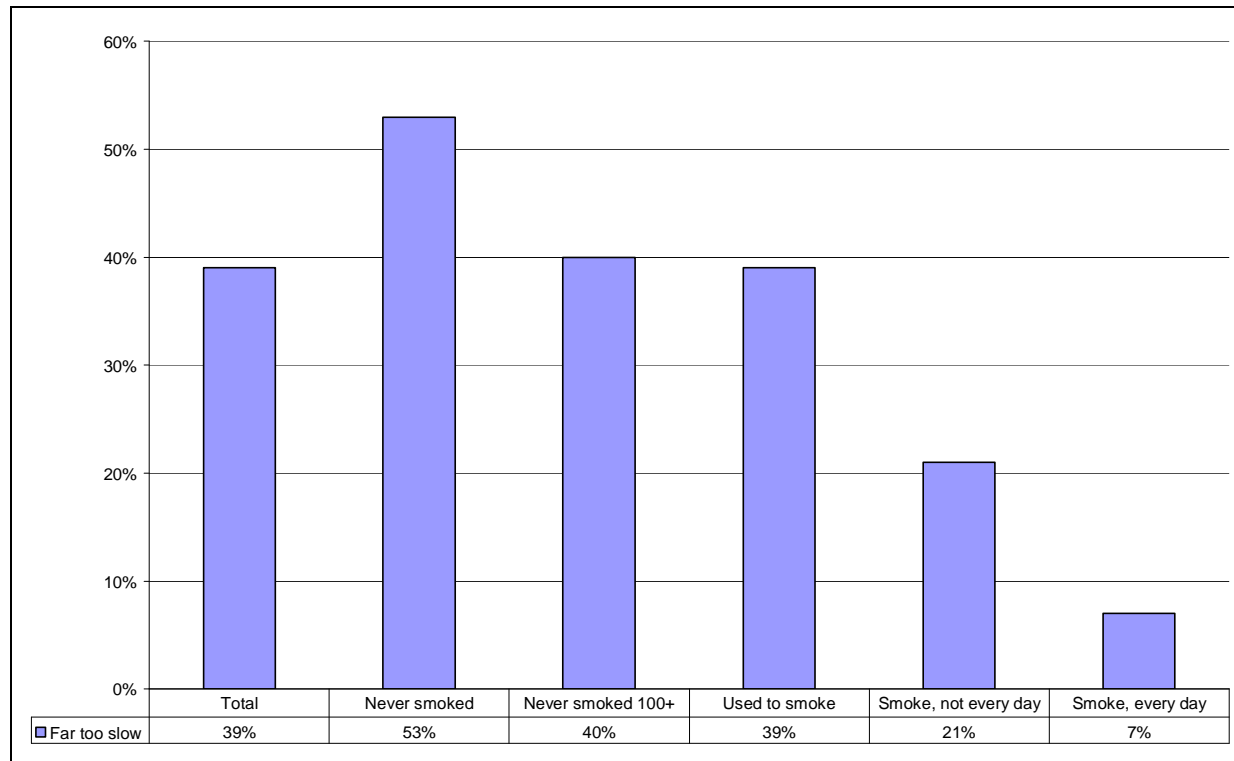
Chart 4 – Q25 Opinion of timing of full hotel smoking ban by state



Unweighted base = 1451 panel members

- Given the implementation times, it is not unexpected that States should behave differently, but the behaviour was not always in line with expectations.
- States where implementation is due in 2007 (NSW, Vic, SA) have varying degrees of agreement that the ban is far too slow. New South Wales and Victoria are close to the average, while South Australia has a much higher rating of 'far too slow'.
- The States where implementation is due in 2006, all had consistently lower ratings of 'far too slow'.

Chart 5 – Q25 Opinion of timing of full hotel smoking ban by level of smoking



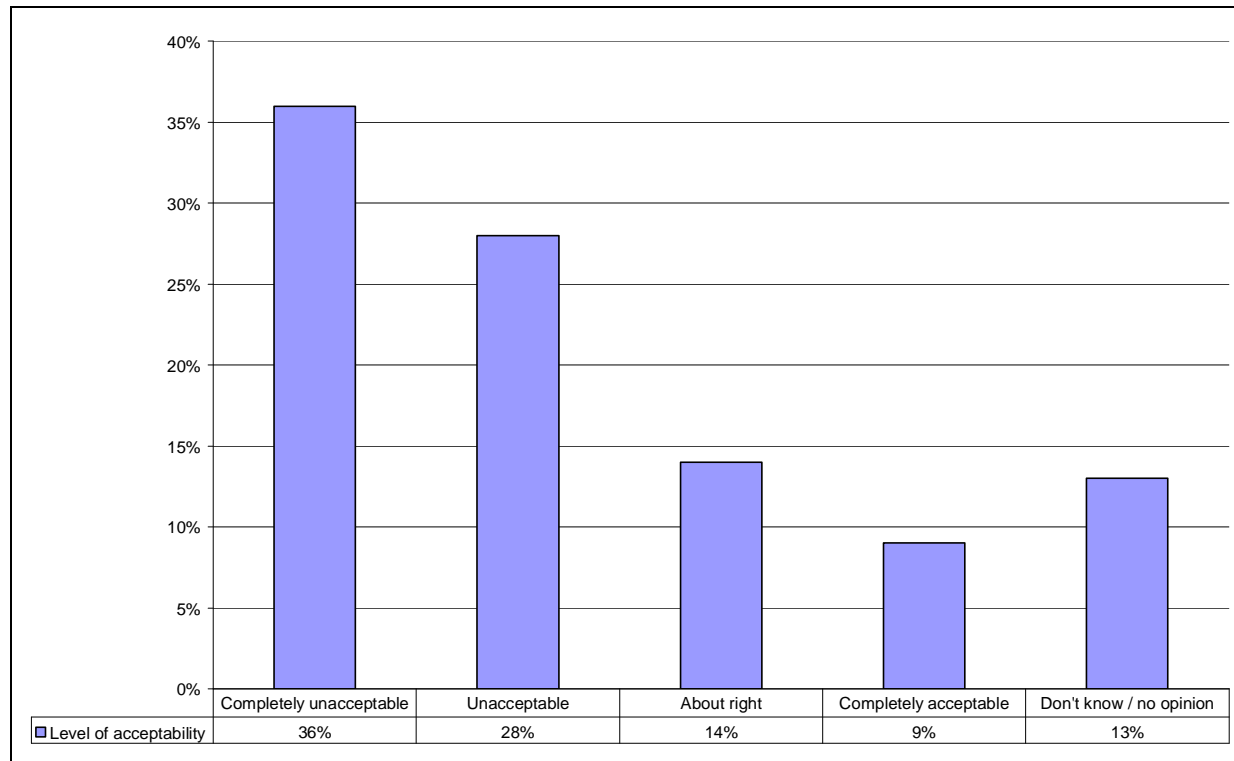
Unweighted base = 1451 panel members

- It is not surprising that those who smoke every day are far less likely to feel that the smoking ban is ‘far too slow’.
- What is perhaps surprising is that there is a significant difference between those who have never smoked and those who have never smoked more than 100 cigarettes. These are generally considered the same group, but their level of agreement on this measure differs.
- Those who used to smoke and those who have never smoked more than 100 cigarettes have the same degree of believing the ban is ‘far too slow’.

4.3 Non-enclosed areas

The pub smoking ban will allow smoking to occur in areas that are 'not enclosed'. The current proposals that define a 'non-enclosed area' is one which is '75% enclosed with walls, ceilings or floors and 25% open'. Panel members were asked to rate their opinion on the definition of a non-enclosed area.

Chart 6 – Q26 Non-enclosed area'



Unweighted base = 1443 panel members

- Just under two-thirds of Australians (64%) feel this is an unacceptable definition of a non-enclosed area.
- Just over a third feel it is acceptable or do not care.

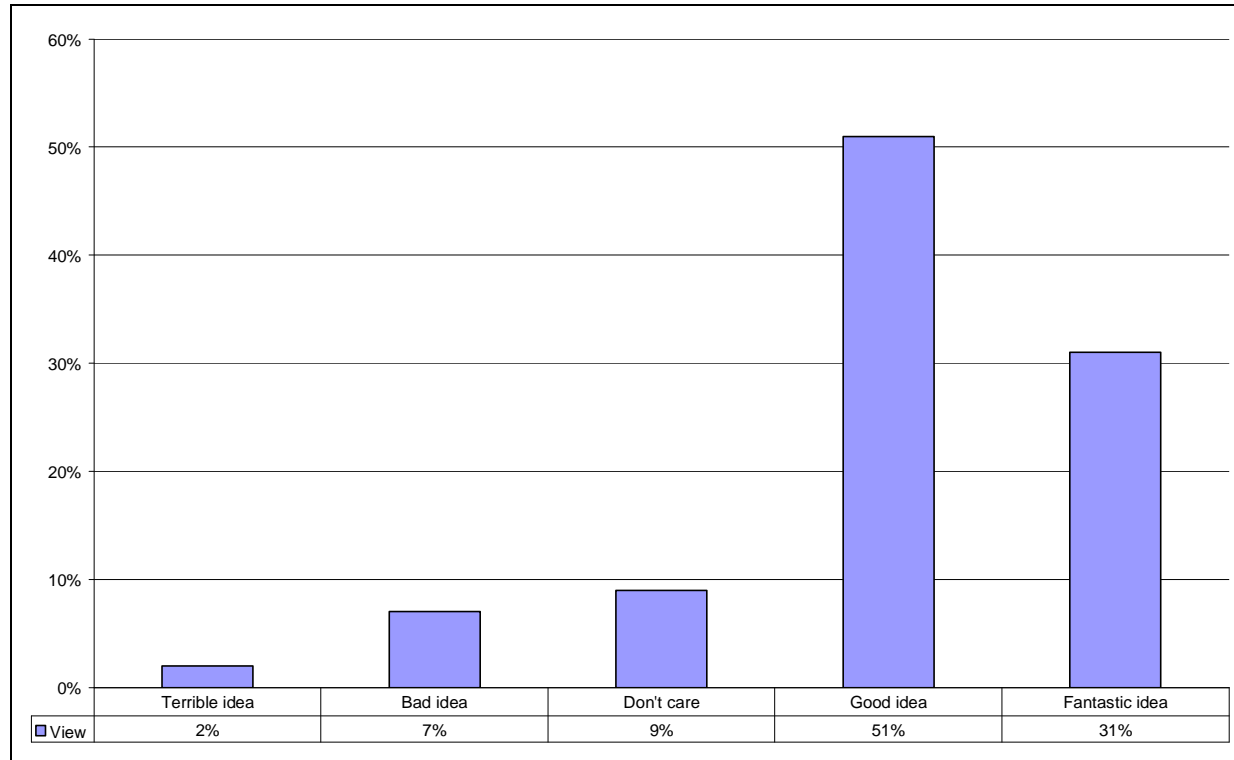
4.4 *Future ideas*

Panel members were asked to rate a number of 'ideas for the future' on the following scale:

- Fantastic Idea
- Good Idea
- Don't Care
- Bad Idea
- Terrible Idea

The first of these was: ***Tobacco companies should put all the money they make from teenage smoking into education campaigns run by health authorities.***

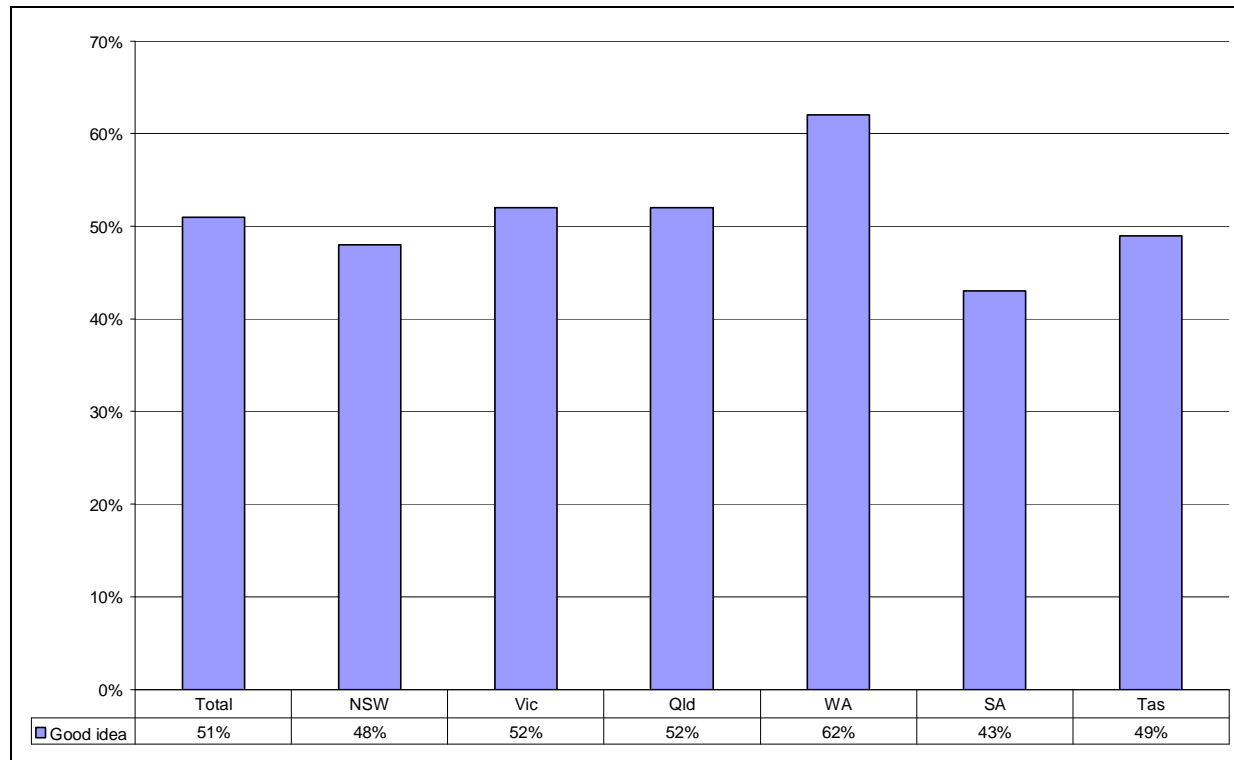
Chart 7 – Q27 Tobacco companies should put all money they make from teenage smoking into education campaigns run by health authorities



Unweighted base = 1446 panel members

■ 2 out of every 5 Australians (82%) feel this is a good or fantastic idea.

Chart 8 – Q27 Tobacco companies should put all money they make from teenage smoking into education campaigns run by health authorities by State

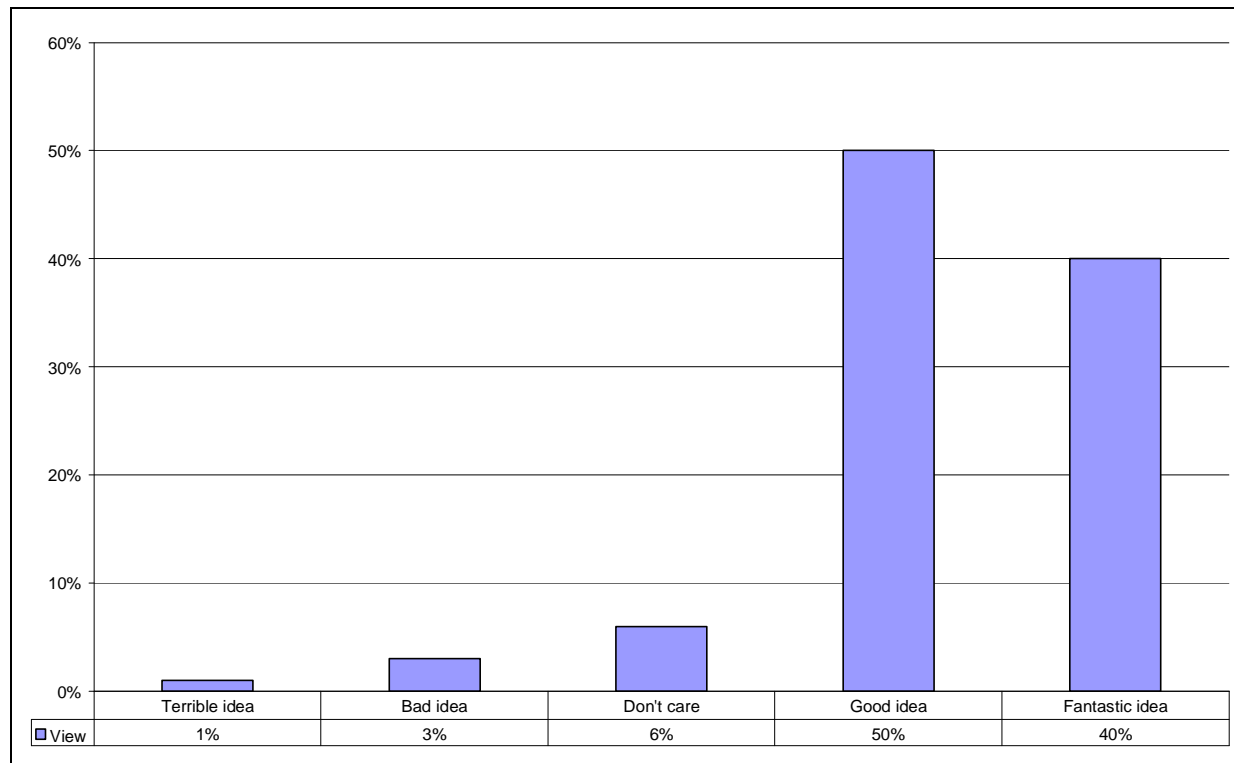


Unweighted base = 1446 panel members

- There are State differences for this, with Western Australia being more supportive and South Australia slightly less supportive.

Tobacco companies should be required by law to have all cigarettes meet a 'reduced fire risk' standard

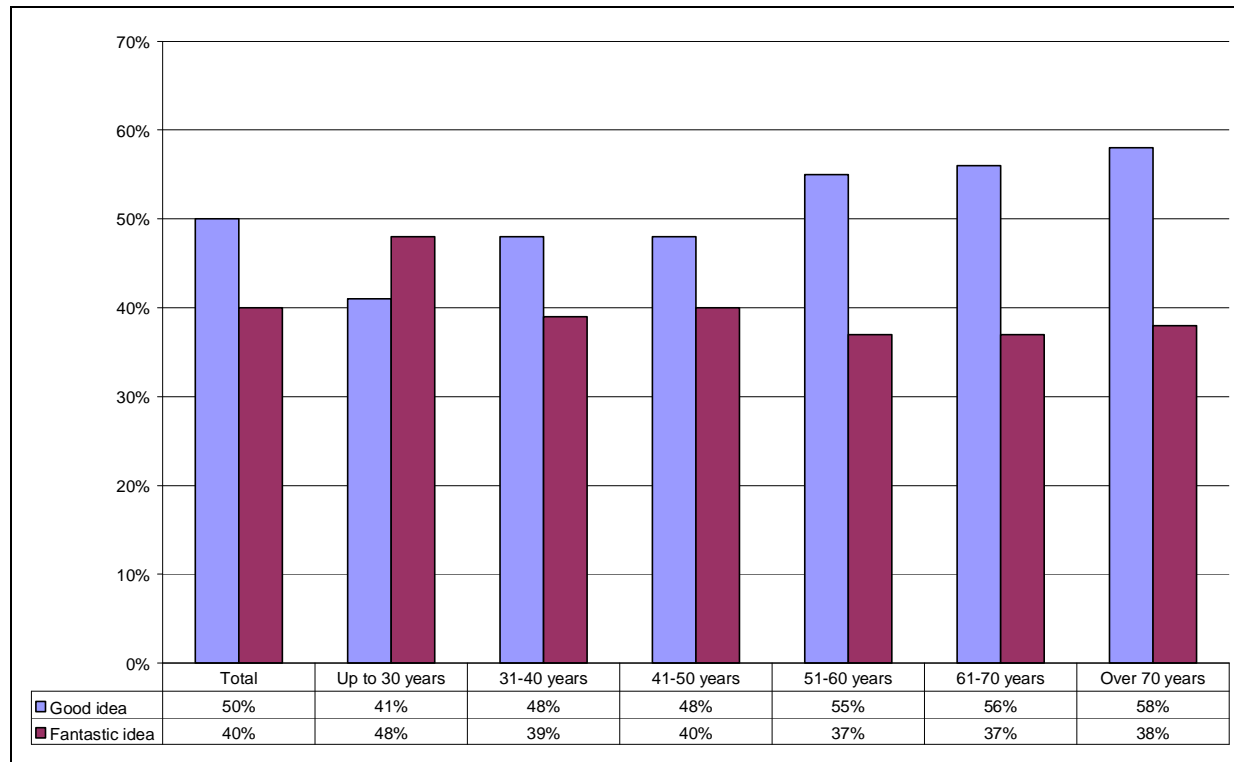
Chart 9 – Q28 Tobacco companies should be required by law to have all cigarettes meet a 'reduced fire risk' standard



■ 9 out of 10 Australians feel this is a good or fantastic idea.

Unweighted base = 1447 panel members

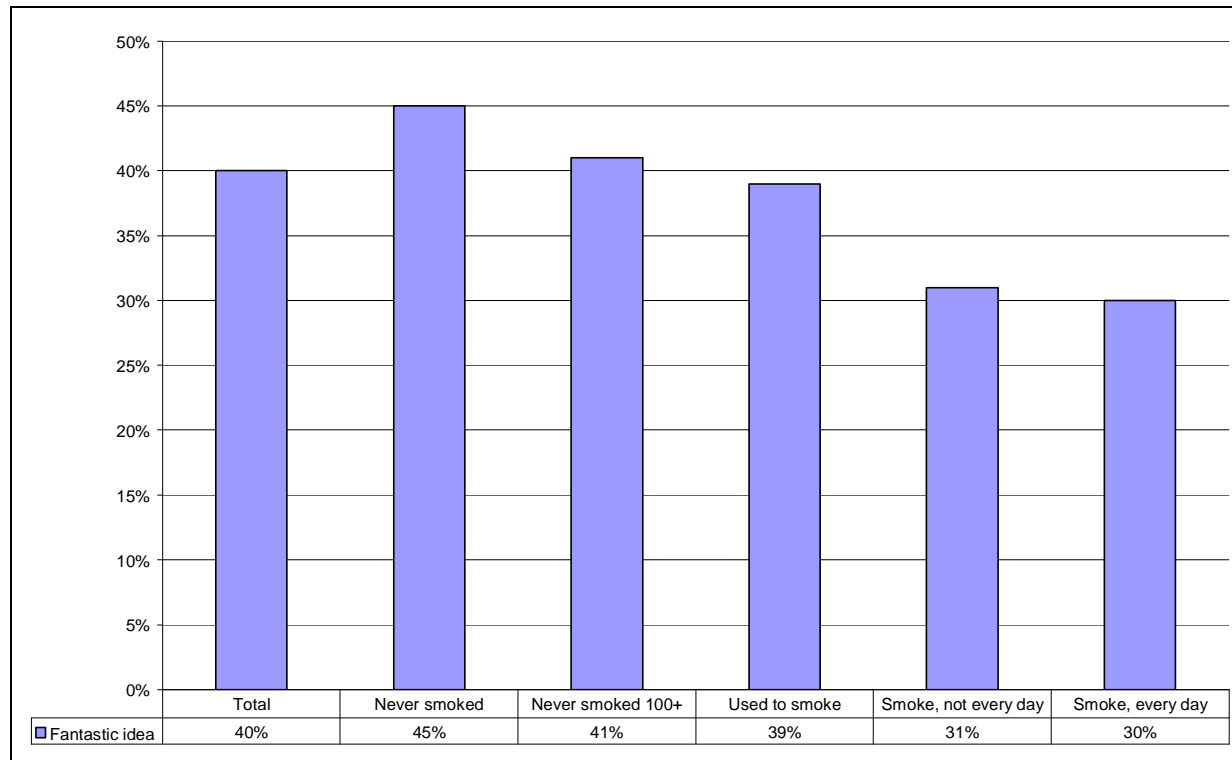
Chart 10 – Q28 Tobacco companies should be required by law to have all cigarettes meet a 'reduced fire risk' standard by age



Unweighted base = 1447 panel members

- While almost all Australians feel this is a good or fantastic idea, the older Australians become the more they feel it is a 'good idea', rather than a 'fantastic idea'.

Chart 11 – Q28 Tobacco companies should be required by law to have all cigarettes meet a 'reduced fire risk' standard by level of smoking



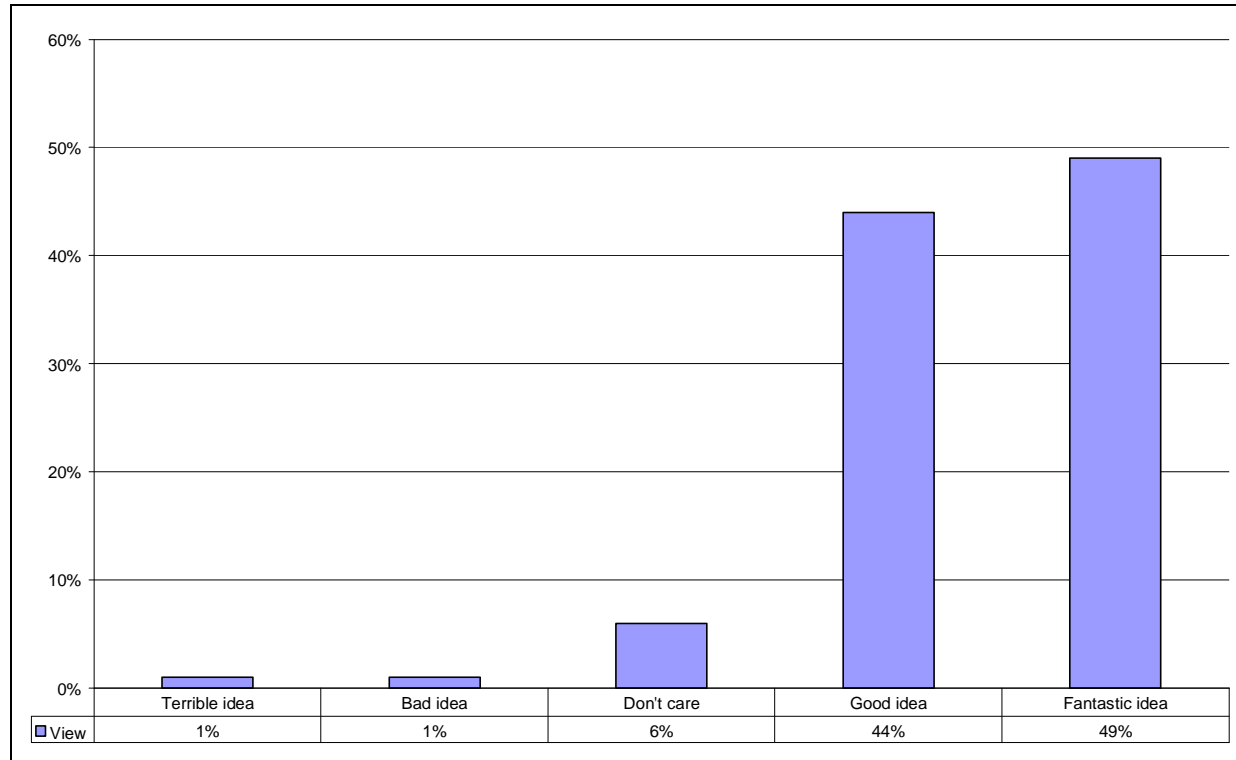
Unweighted base = 1447 panel members

- Those that have never smoked are far more likely to believe this is a 'fantastic idea'.

Government should regulate what chemicals can and cannot be added to cigarettes.

It is understood that currently there is no Government regulation on the ingredients for cigarettes

Chart 12 – Q29 Government should also regulate what chemicals can and cannot be added to cigarettes

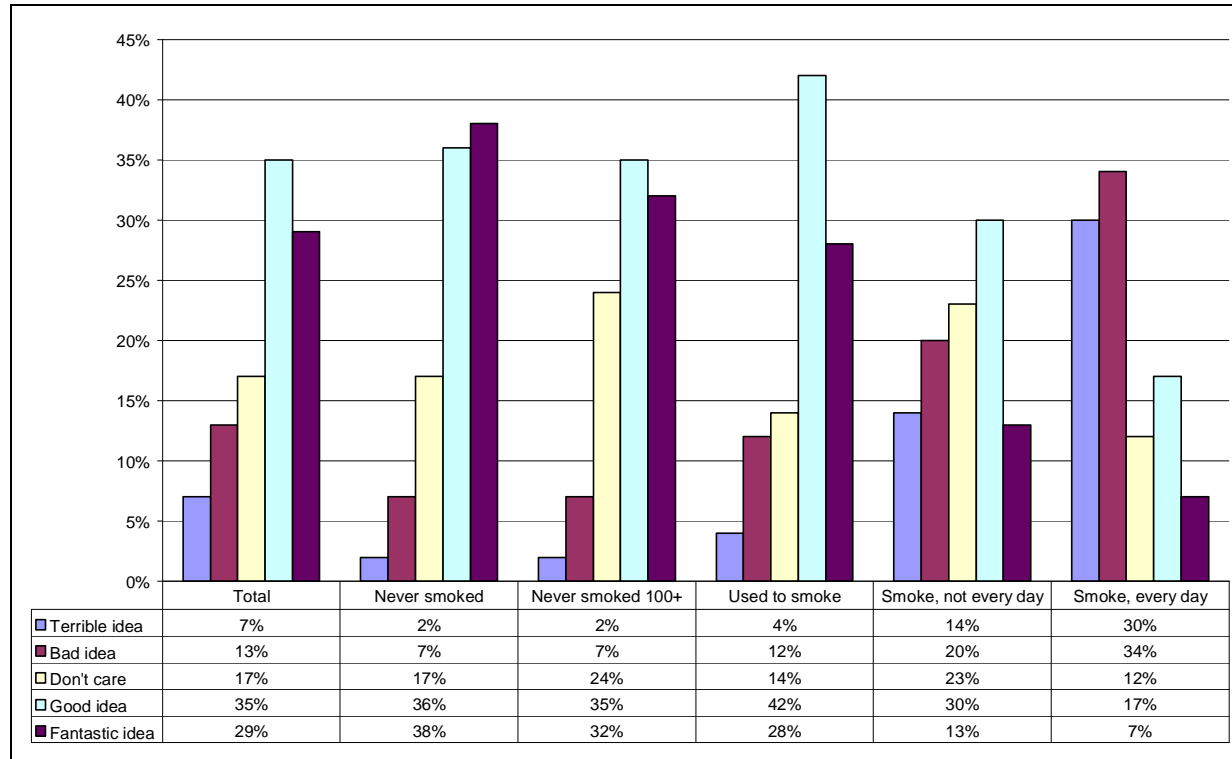


Unweighted base = 1448 panel members

- As for the previous idea, over 9 in 10 Australians (93%) feel this is a good or fantastic idea.
- There are no significant differences by other analysed groups.

Cigarette and tobacco sales should be banned from supermarkets, c. stores and petrol stations and only sold in licensed tobacconists

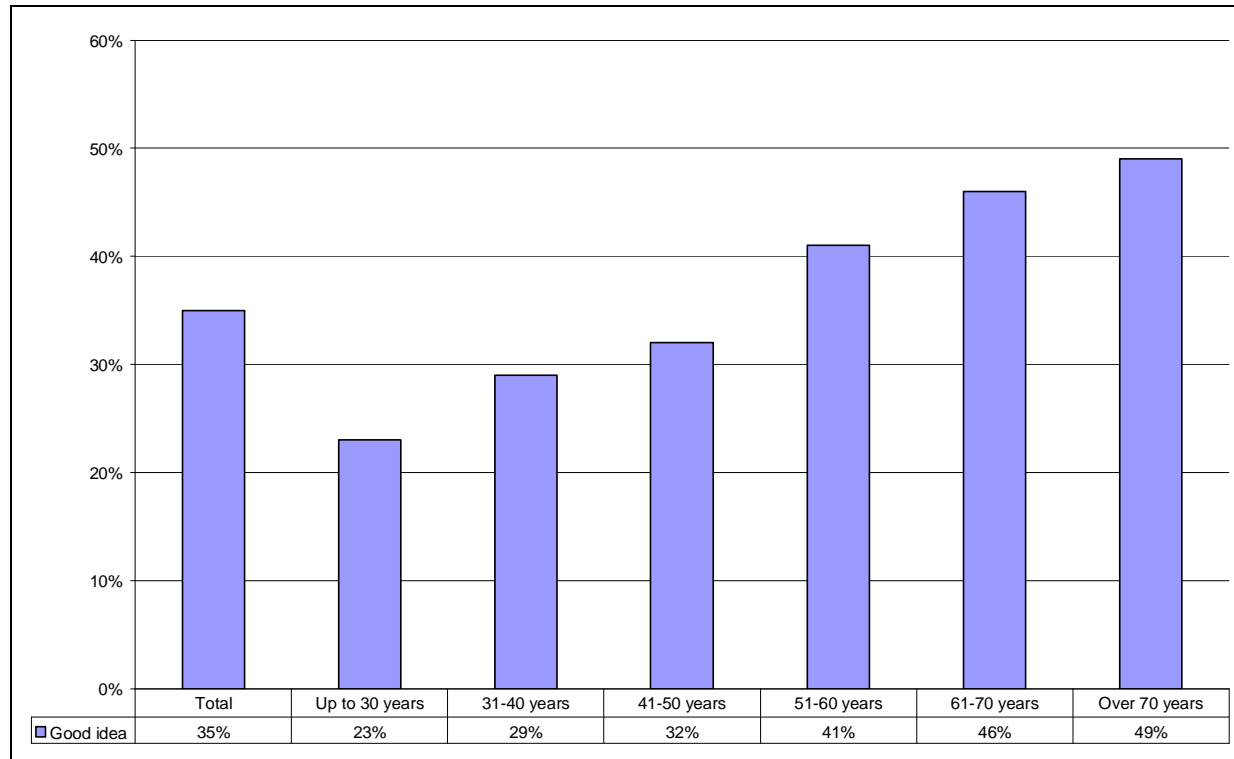
Chart 13 – Q30 Cigarette/tobacco sales should be banned from supermarkets C-stores and petrol stations and only sold at licensed tobacconists by total and level of smoking



Unweighted base = 1449 panel members

- Unlike the previous measures, which have a great deal of support from all Australians including smokers, this idea is not as favourably seen.
- Just under two-thirds of Australians feel this is a good or fantastic idea.
- Those who have never smoked are the most in favour of it, with 74% believing it to be a good or fantastic idea.
- Those who have never smoked more than 100 cigarettes have a slightly lower level of belief it is a good or fantastic idea (67%).
- Those who used to smoke are more likely than those who never smoked more than 100 cigarettes to believe it is a good or fantastic idea (70%).
- Those who smoke, but not everyday, are more in favour of this as a good or fantastic idea than those who smoke every day (43% V's 24%). This may be because those who smoke, but not every day, are looking for ways to remove temptation.
- A quarter of those of smoke every day feel this is a good or fantastic idea. This shows that many regular smokers are also keen to remove temptation.

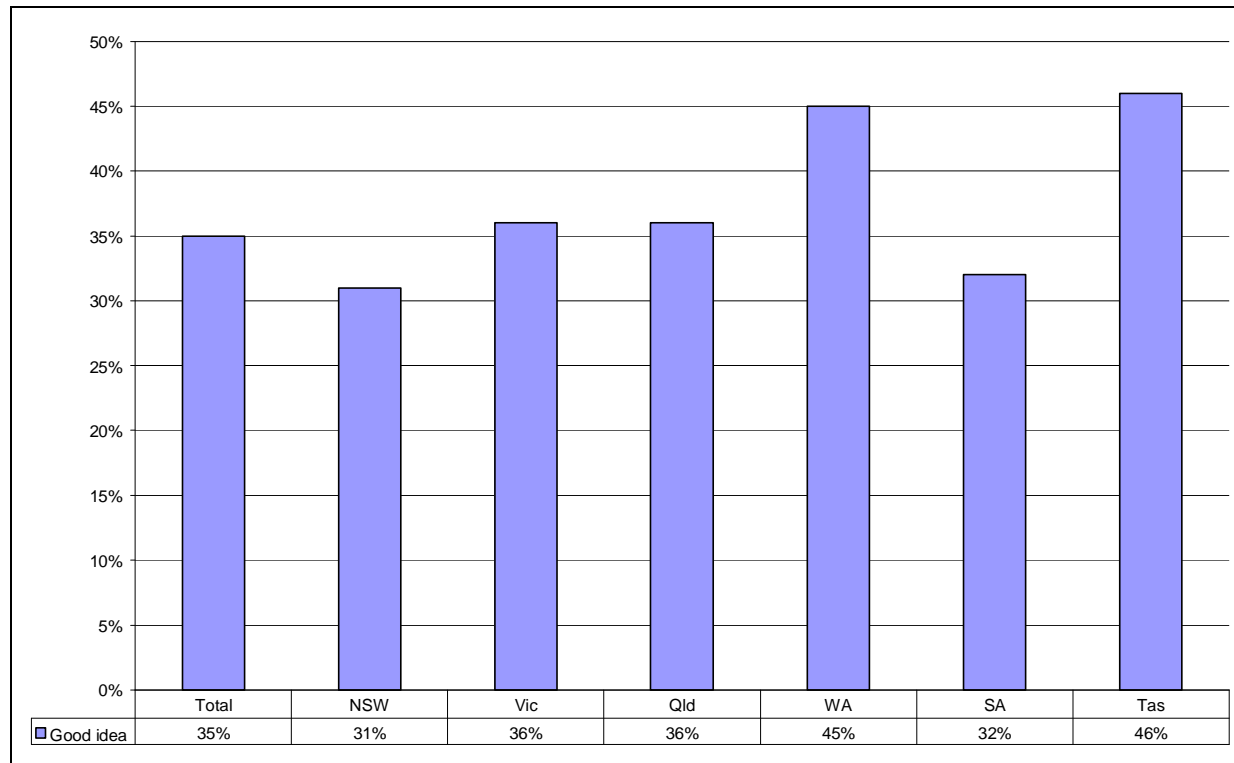
Chart 14 – Q30 Cigarette/tobacco sales should be banned from supermarkets C-stores and petrol stations and only sold at licensed tobacconists by total and age



Unweighted base = 1449 panel members

- Support for the banning of cigarette sales from C-stores, supermarkets and petrol stations, increases with age.

Chart 15 – Q30 Cigarette/tobacco sales should be banned from supermarkets C-stores and petrol stations and only sold at licensed tobacconists by total and State

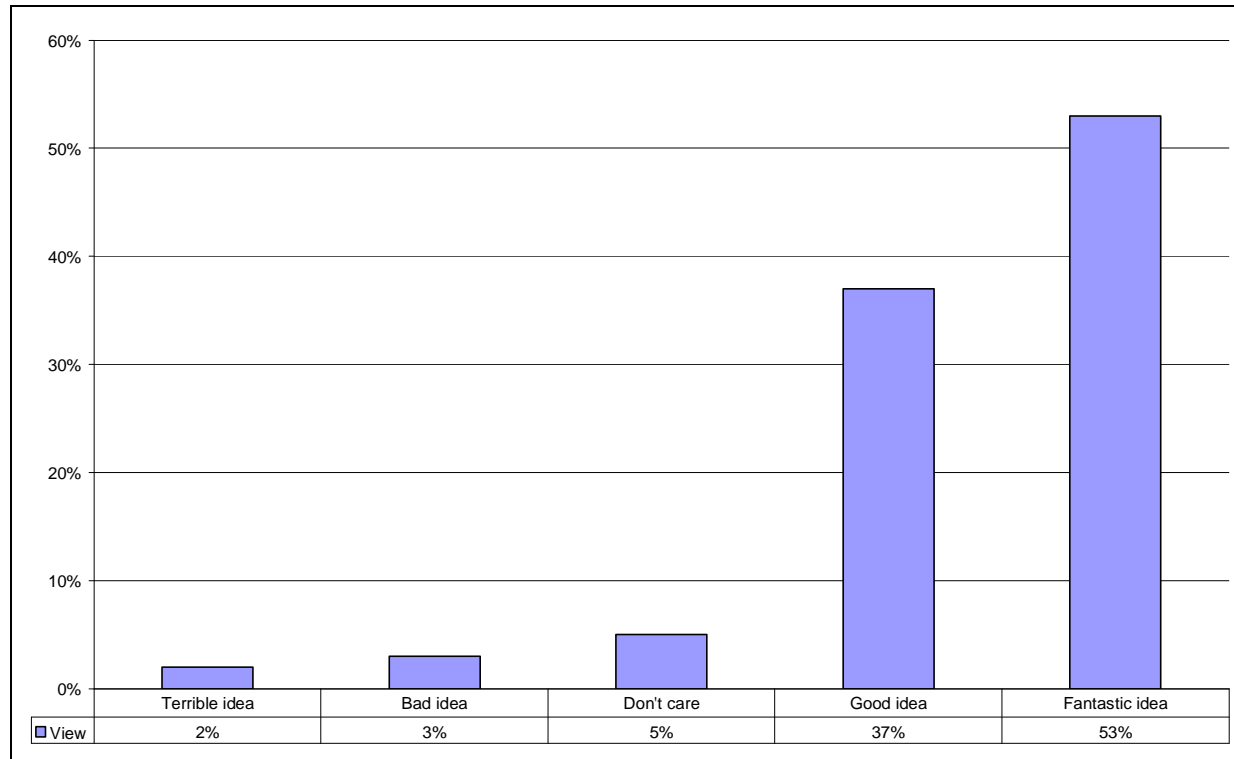


Unweighted base = 1449 panel members

- There are higher levels of support for the banning of cigarette sales from certain retail stores in Western Australia and Tasmania.
- There is slightly lower support from New South Wales and South Australia.

It should be illegal to smoke in a car when a child is also inside

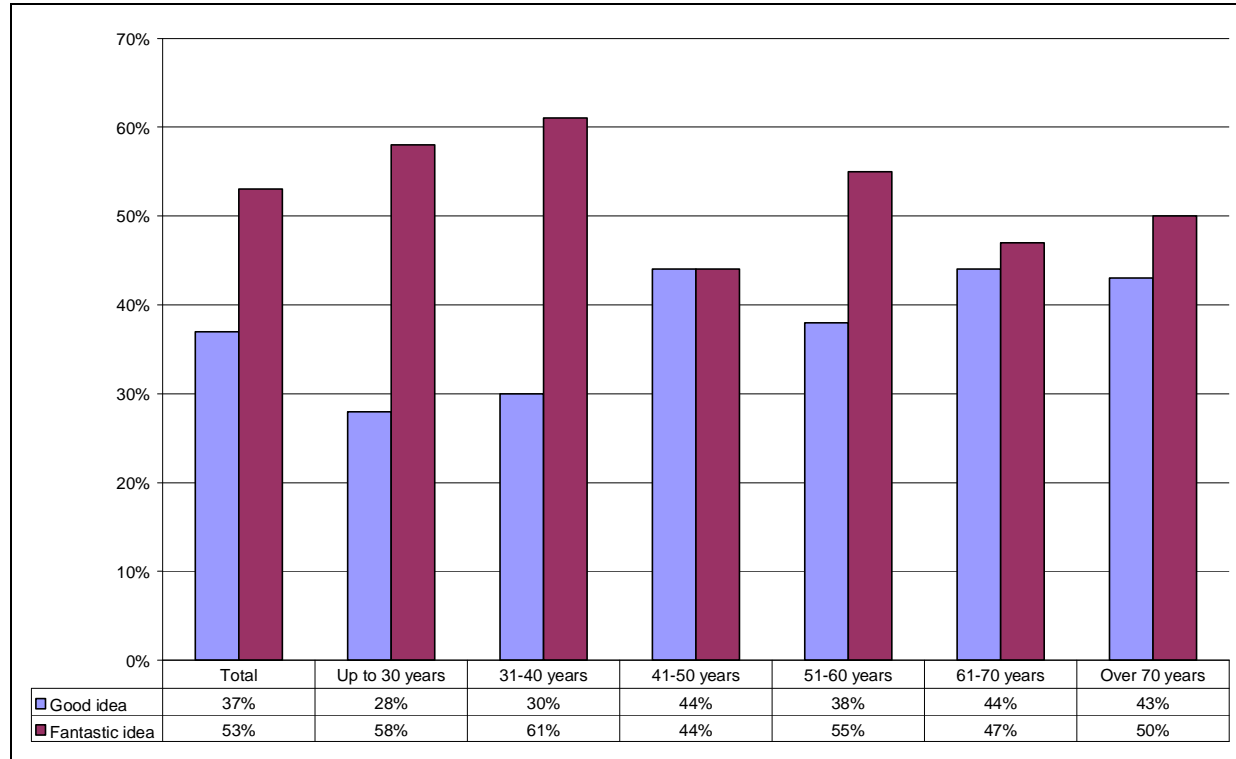
Chart 16 – Q31 It should be illegal to smoke in a car when a child is inside



Unweighted base = 1450 panel members

- 9 in 10 Australians believe this is a good or fantastic idea showing strong community support for this notion.

Chart 17 – Q31 It should be illegal to smoke in a car when a child is inside age

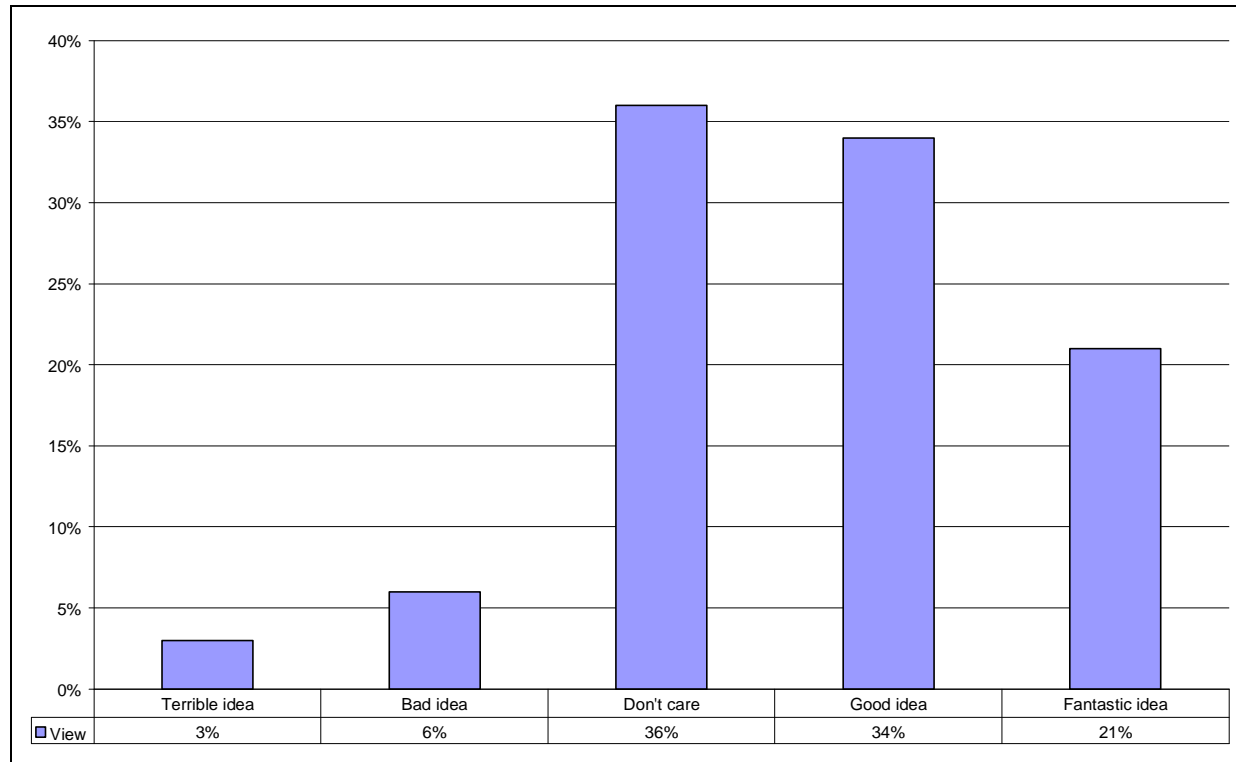


Unweighted base = 1450 panel members

- While overall support as either a good or fantastic idea remains similar across the age groups, as age increases the belief this is a 'good idea' increases and belief it is a 'fantastic' idea decreases.

Cigarettes and tobacco should be sold in plain coloured cardboard packs with only brand name and a health warning

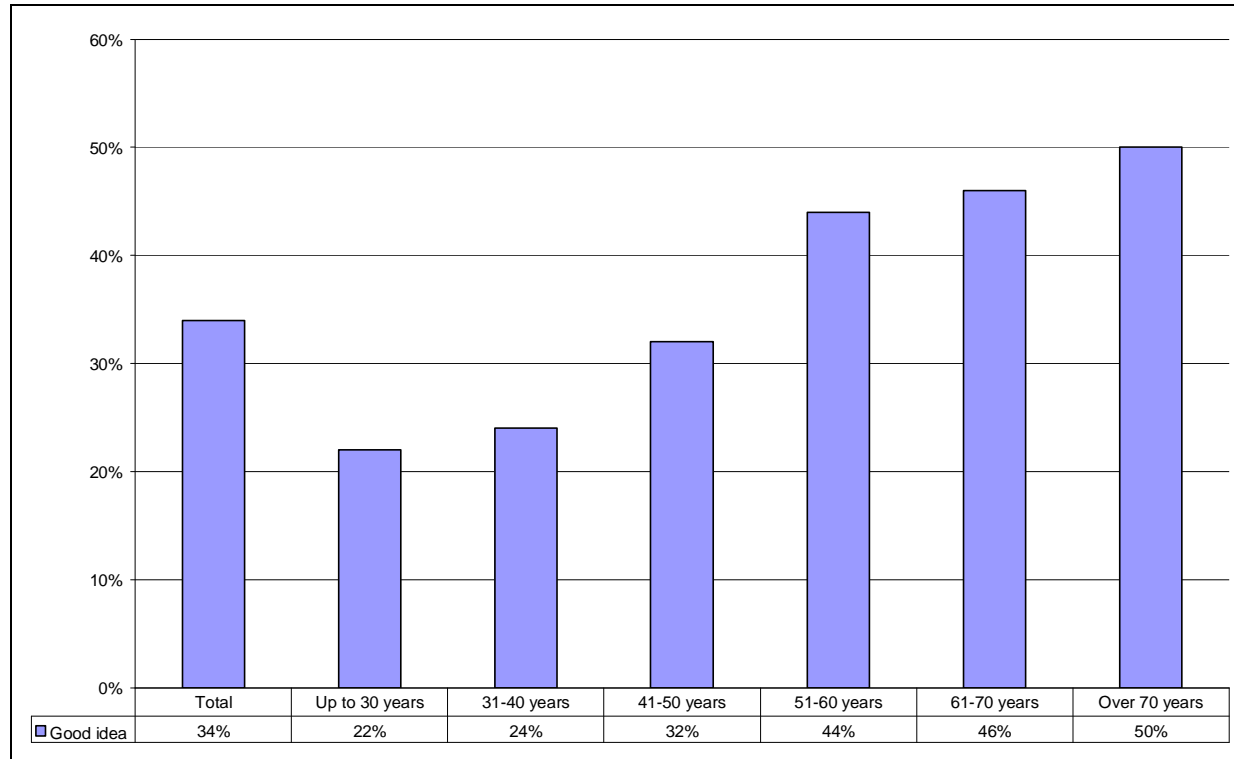
Chart 18 – Q32 Cigarettes/tobacco should be sold in plain coloured cardboard packs with only brand name and health warning



Unweighted base = 1448 panel members

- This is one of the ideas with less interest, with only 55% or just over half of Australians believing this is a good or fantastic idea.
- This has a high level of 'don't care' by just over a third of Australians.

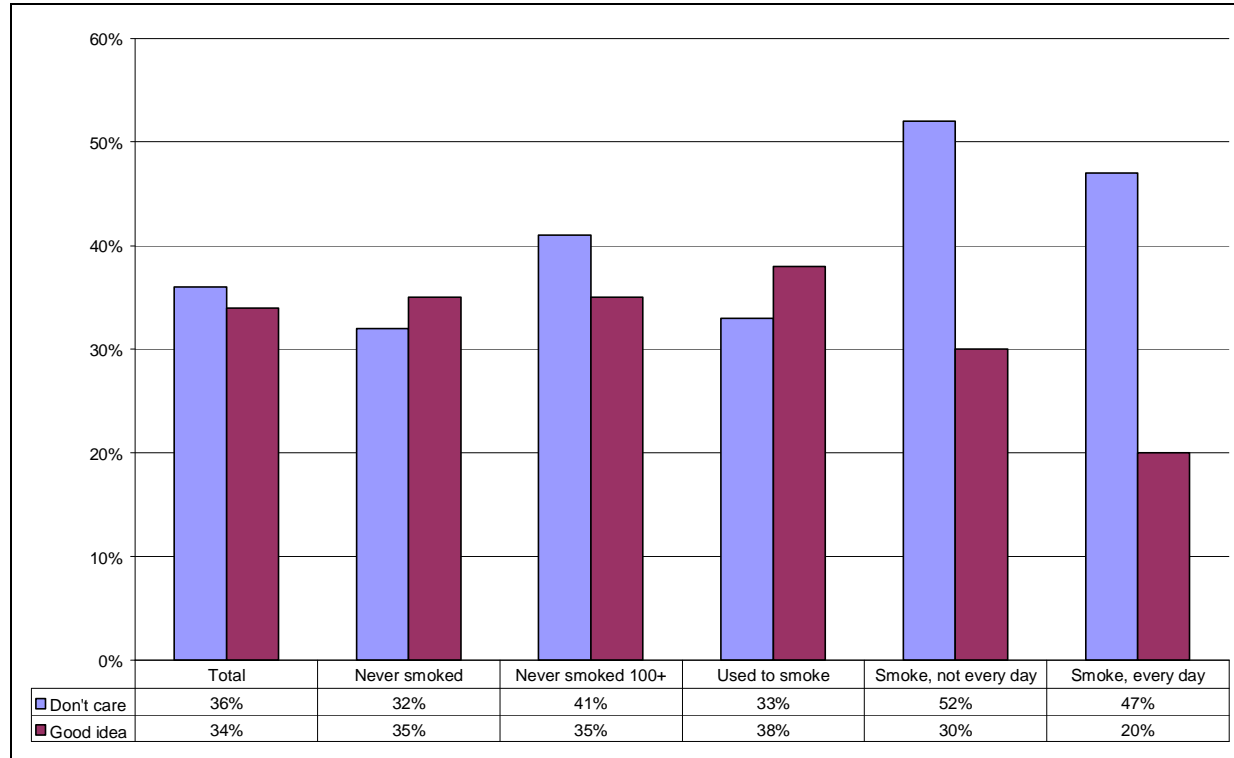
Chart 19 – Q32 Cigarettes/tobacco should be sold in plain coloured cardboard packs with only brand name and health warning by age



Unweighted base = 1448 panel members

- Older Australians are far more likely to believe this is a 'good idea' than younger Australians.

Chart 20 – Q32 Cigarettes/tobacco should be sold in plain coloured cardboard packs with only brand name and health warning by level of smoking

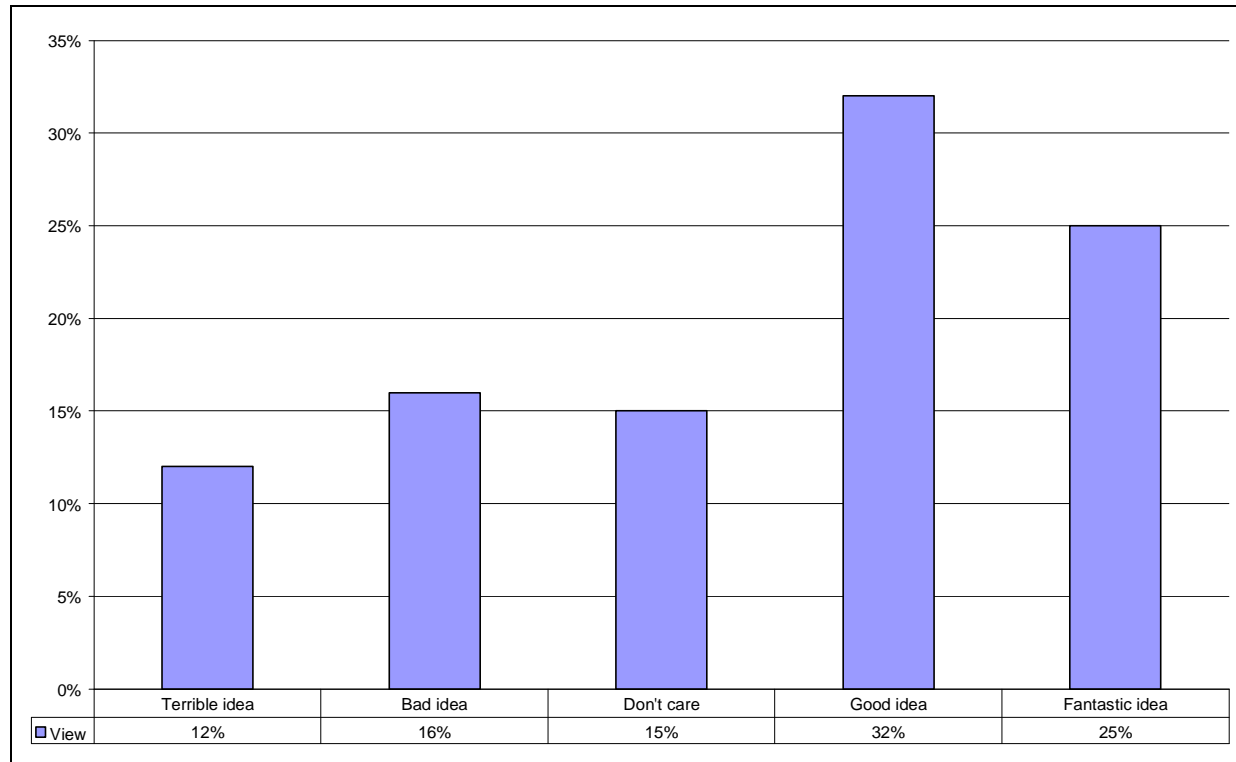


Unweighted base = 1448 panel members

- Most current smokers are ambivalent about this initiative with around half of each smoking group not caring one way or the other.
- This suggests that many smokers have little interest in their favourite brand of cigarettes.
- Just under a third of those who smoke, but not everyday feel this is a 'good idea'.
- A fifth of those who smoke everyday feel this is a 'good idea'.
- The support and/or ambivalence of smokers towards the loss of packaging, presents a number of questions. The question indicated they would still retain branding, but this would be in a 'no name' format. Does this mean that smokers are not attached to brands? Does this mean that packaging is not particularly important to cigarettes in their current environment?

Cigarettes and tobacco tax should increase each year by 5% above inflation to make smoking much more expensive.

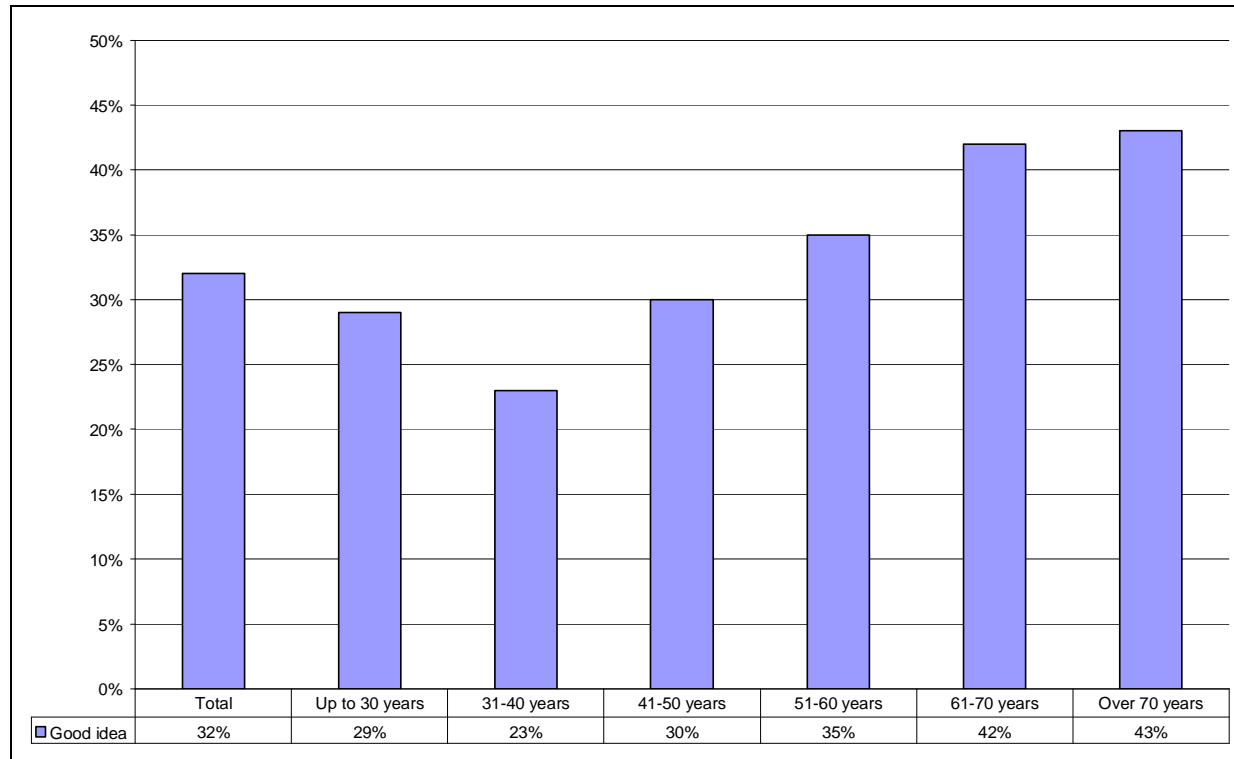
Chart 21 – Q33 Cigarettes/tobacco tax should increase each year by 5% above inflation to make smoking much more expensive



Unweighted base = 1448 panel members

- Just over half (57%) of Australians feel this is a good or fantastic idea.
- This is one of the lower levels of support for ideas.

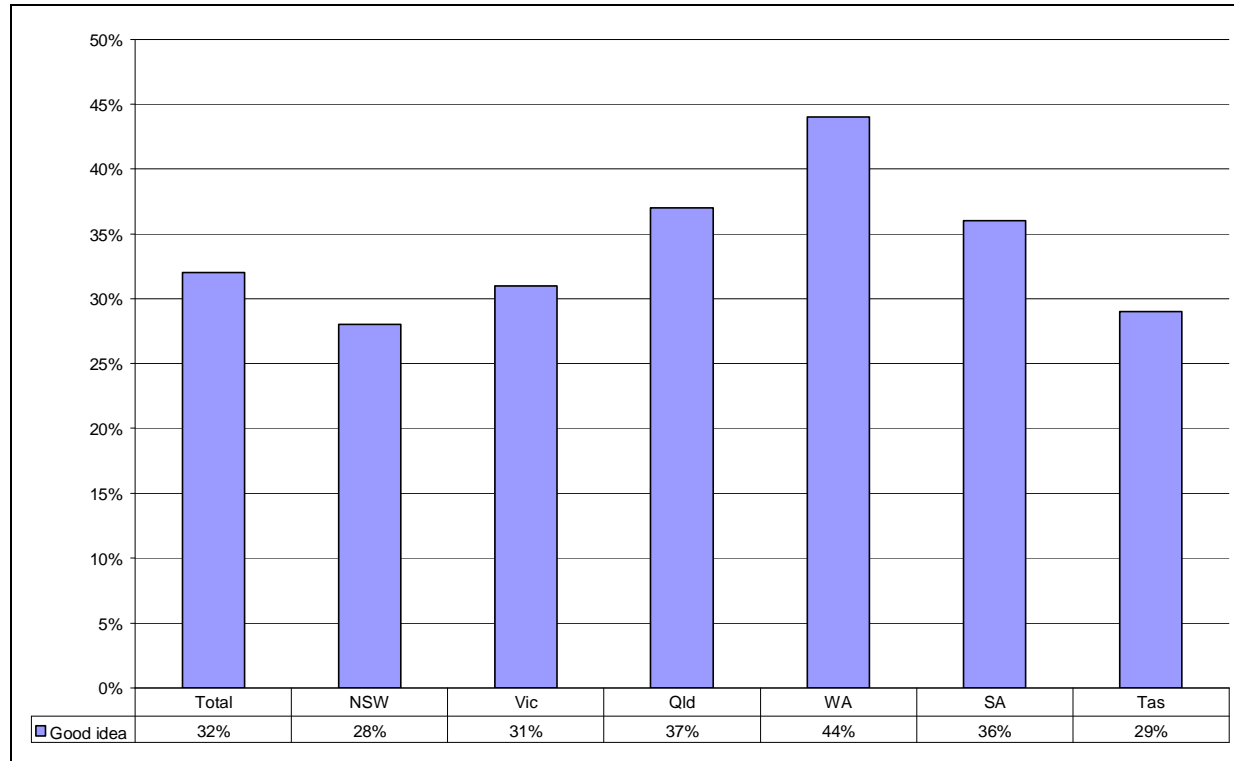
Chart 22 – Q33 Cigarettes/tobacco tax should increase each year by 5% above inflation to make smoking much more expensive by age



Unweighted base = 1448 panel members

- Support for additional taxes as a 'good idea':
 - is lower for those 30 to 40 years
 - increases from this age onwards.

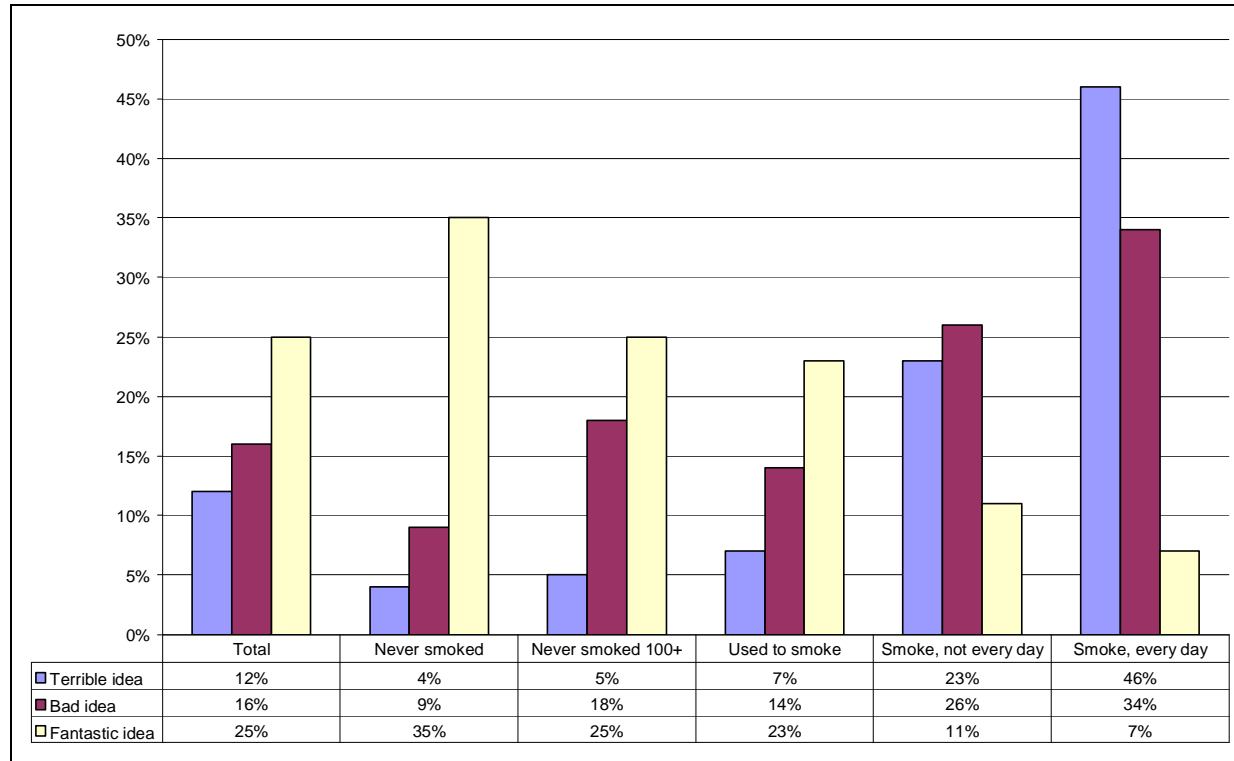
Chart 23 – Q33 Cigarettes/tobacco tax should increase each year by 5% above inflation to make smoking much more expensive by state



Unweighted base = 1448 panel members

- There are significant State differences in the findings on the question of tax.
- The most supportive state is Western Australia, followed by Queensland, South Australia, Victoria, Tasmania and finally New South Wales.
- New South Wales is the State showing the least support.

Chart 24 – Q33 Cigarettes/tobacco tax should increase each year by 5% above inflation to make smoking much more expensive by level of smoking

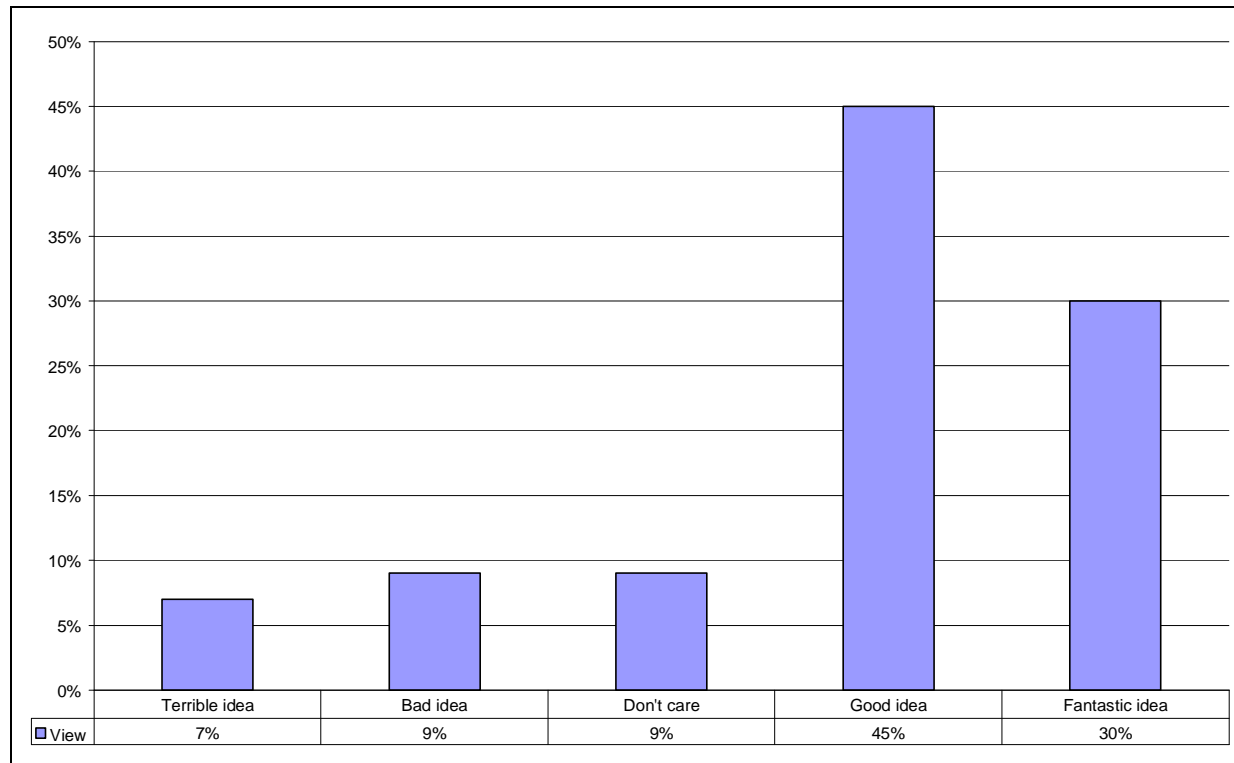


Unweighted base = 1448 panel members

- It is not surprising this proposition was rejected strongly by smokers, as price is a key issue for most consumers.
- 4 out of every 5 who smoke everyday feel this is a terrible or bad idea.
- Half of those who smoke, but not every day, feel this is a terrible or bad idea.
- Over a fifth of those who used to smoke feel this is a 'fantastic idea'.
- A quarter of those who have never smoked more than 100 cigarettes feel this is a 'fantastic idea'.
- Support is strongest amongst those who have never smoked.

A tax of 10c (or 1%) a pack should be added to pay for large-scale health education and stop smoking efforts

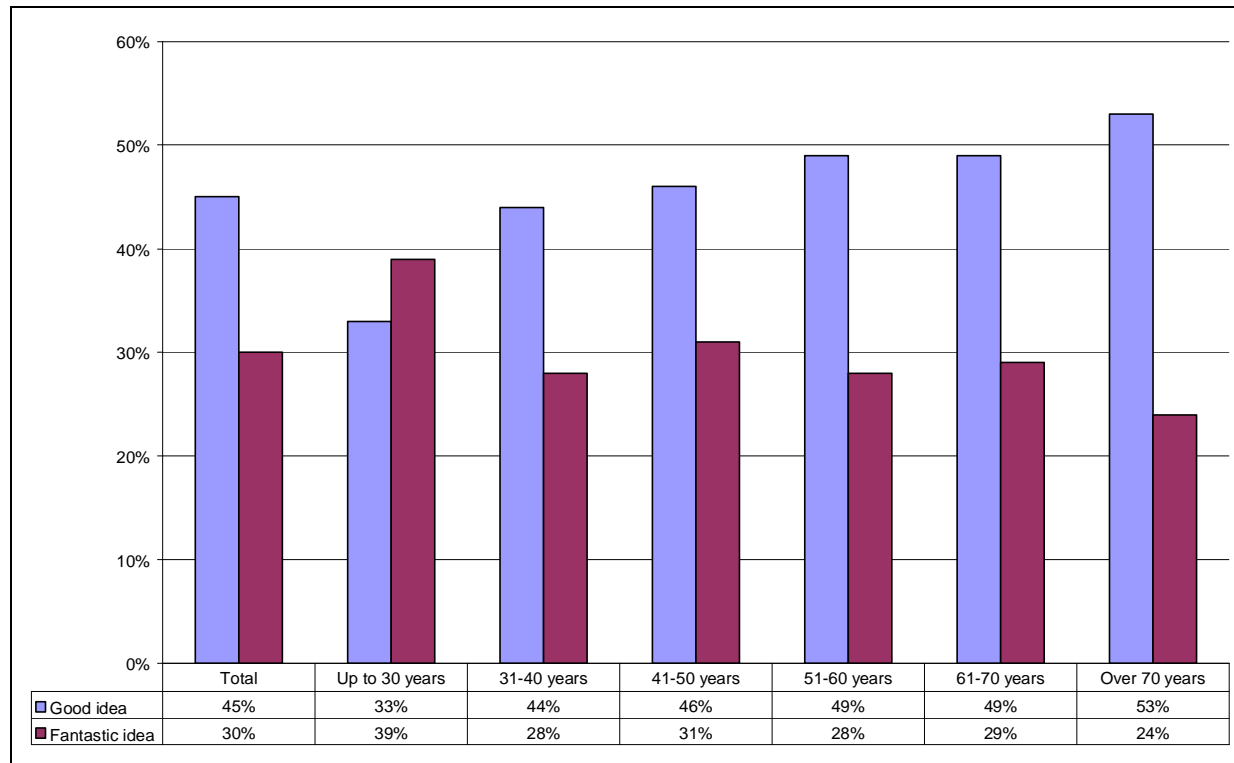
Chart 25 – Q34 A tax of 10c (or 1%) a pack should be added to pay for large-scale health education and stop-smoking efforts



Unweighted base = 1442 panel members

- Three quarters of Australians feel this is a good or fantastic idea (75%).

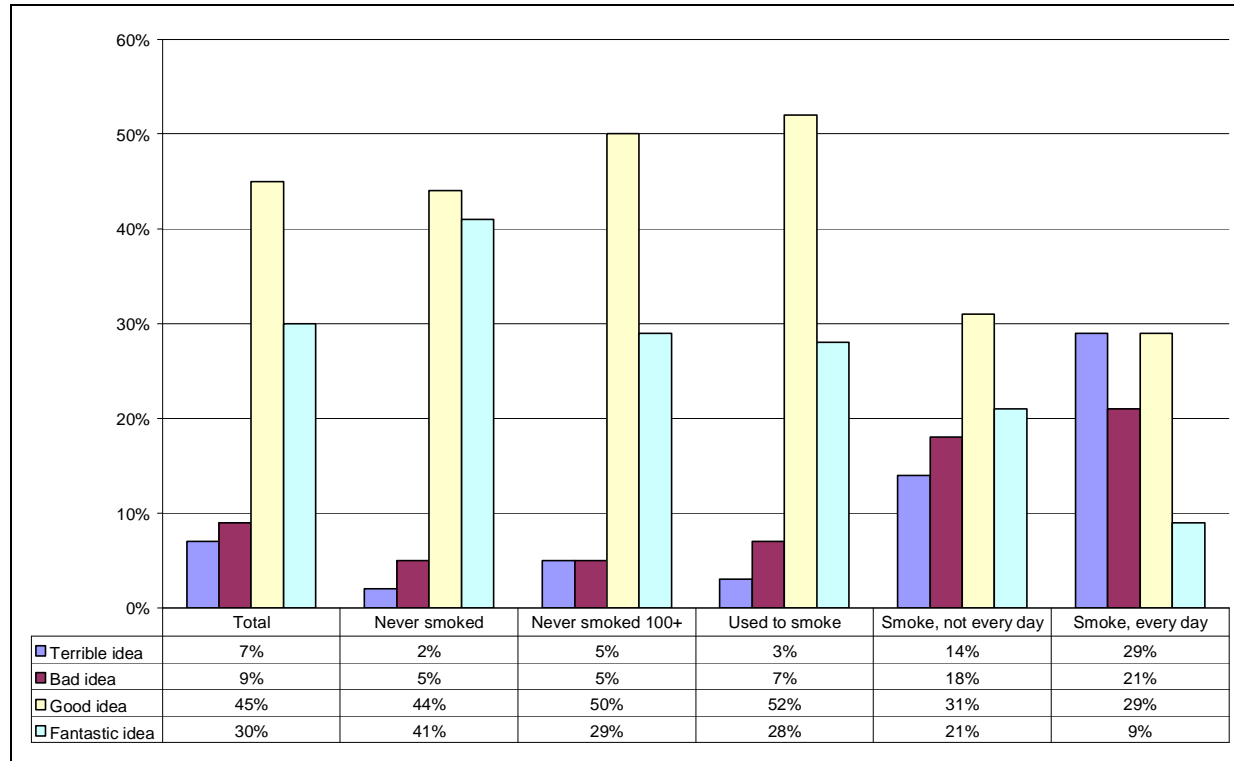
Chart 26 – Q34 A tax of 10c (or 1%) a pack should be added to pay for large-scale health education and stop-smoking efforts by age



Unweighted base = 1442 panel members

- Support for additional taxation grows as age increases.

Chart 27 – Q34 A tax of 10c (or 1%) a pack should be added to pay for large-scale health education and stop-smoking efforts level of smoking by level of smoking

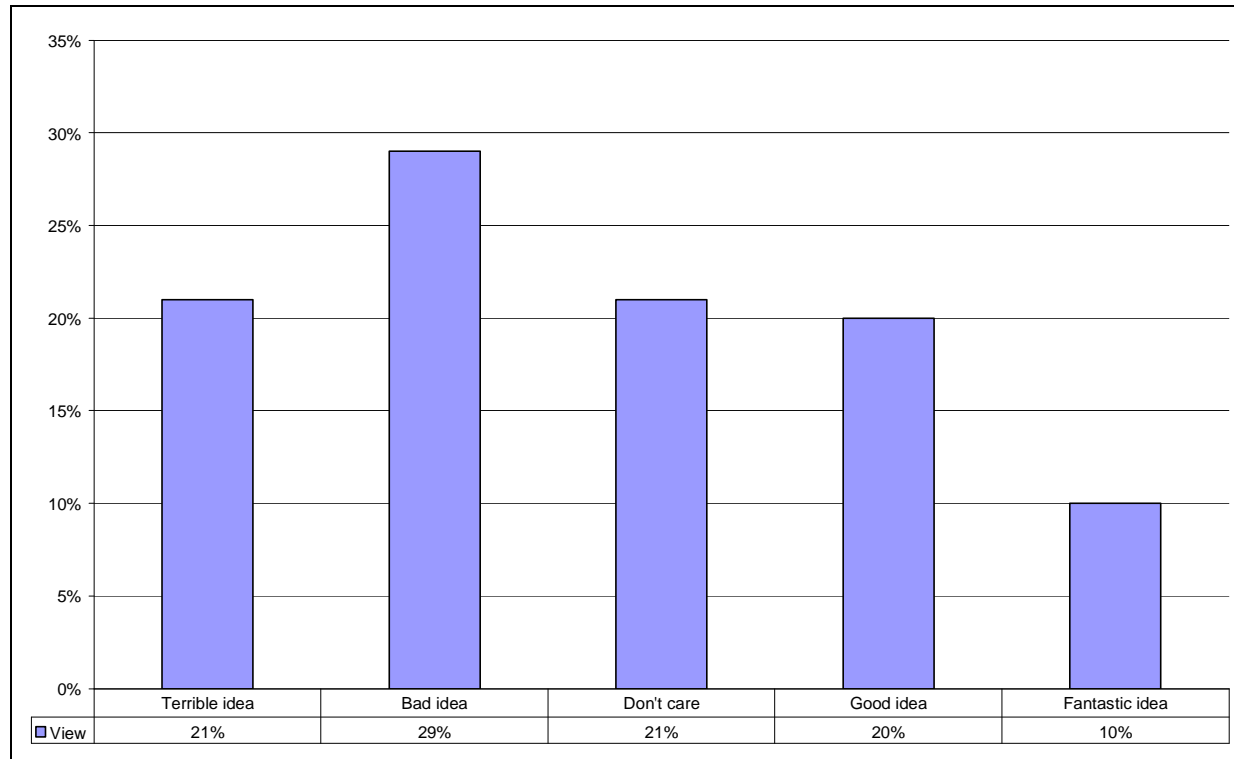


Unweighted base = 1442 panel members

- As with the previous idea, the ‘hip pocket nerve’ is sensitive for those who smoke. Over half of those who smoke everyday feel this is a terrible or bad idea, while just over a quarter feel this is a ‘good idea’.
- Those who smoke, but not everyday, are more likely than daily smokers to believe this is a good or fantastic idea.
- The belief this is a ‘fantastic idea’ is much stronger for those who have never smoked, compared to those who have never smoked more than 100 cigarettes and those who used to smoke.

Only those who are registered as nicotine addicts could buy cigarettes or tobacco

Chart 28 – Q35 Only allow registered nicotine addicts to buy cigarettes/tobacco



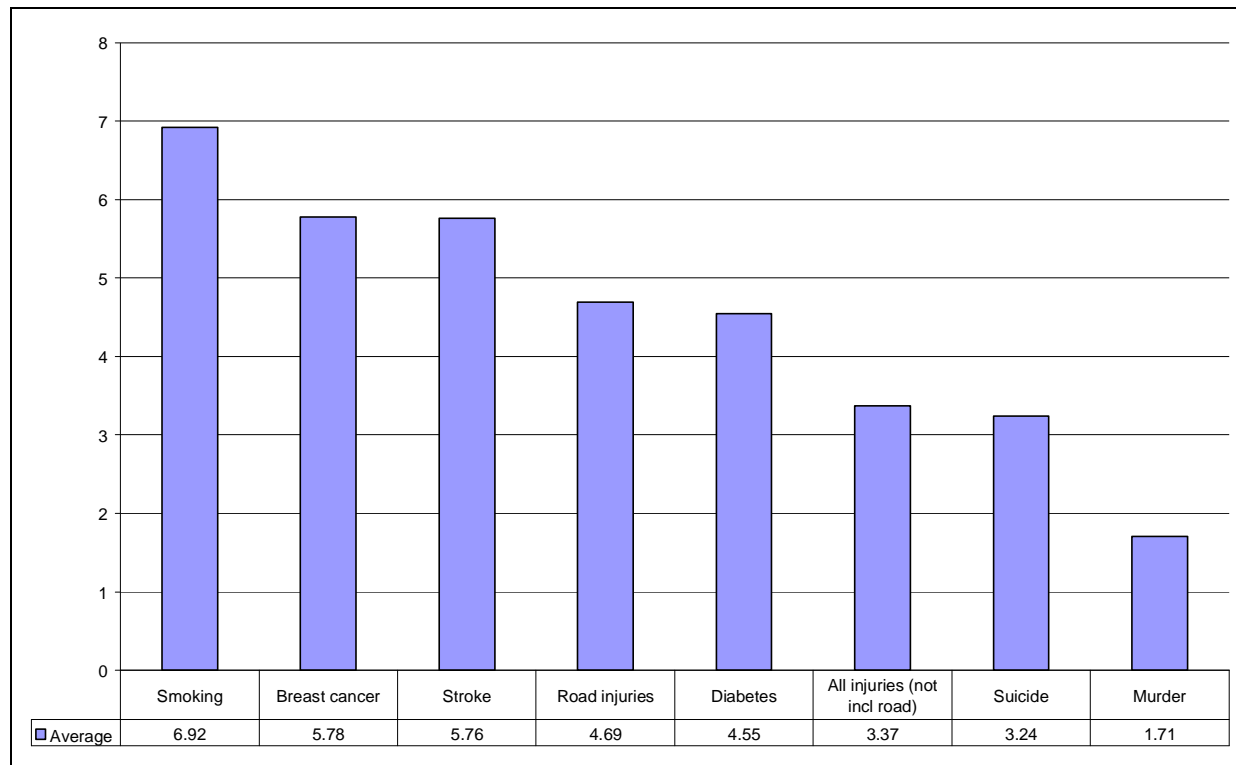
Unweighted base = 1434 panel members

- This is the only future idea comprehensively rejected by all Australians, with only 30% believing this is a good or fantastic idea.
- Over half feel this is a bad or terrible idea.

4.4 Smoking risk knowledge

A series of questions about people’s knowledge of cigarettes and their affects were asked. The first of these was to **rank the leading causes of death today in Australia.**

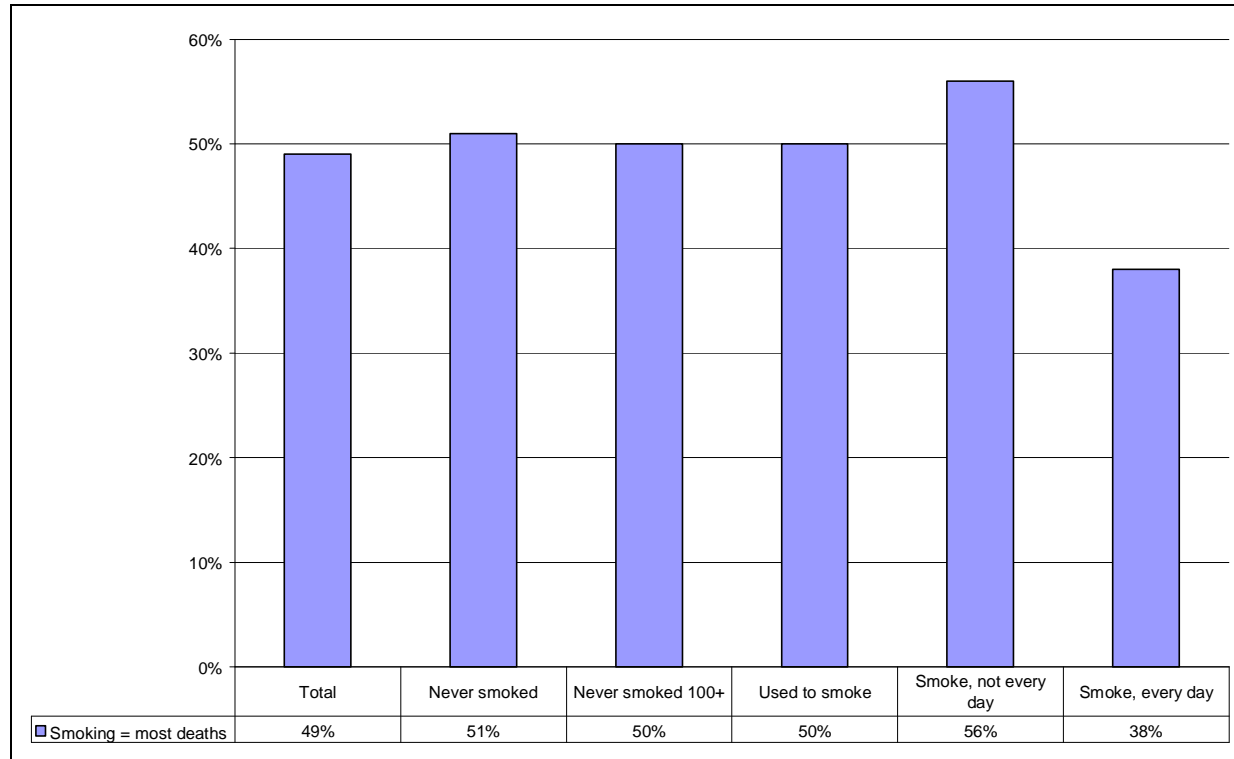
Chart 29 – Q36 Causes of death today in Australia



Unweighted base = 1107 panel members

- ‘Smoking’ is clearly ranked the number one cause of death in Australia from the options given.
- There is no difference in any of the analysed groups, with the exception of smokers shown in the next chart.

Chart 30 – Q36 Smoking is number one cause of death today in Australia by level of smoking



Unweighted base = 1107 panel members

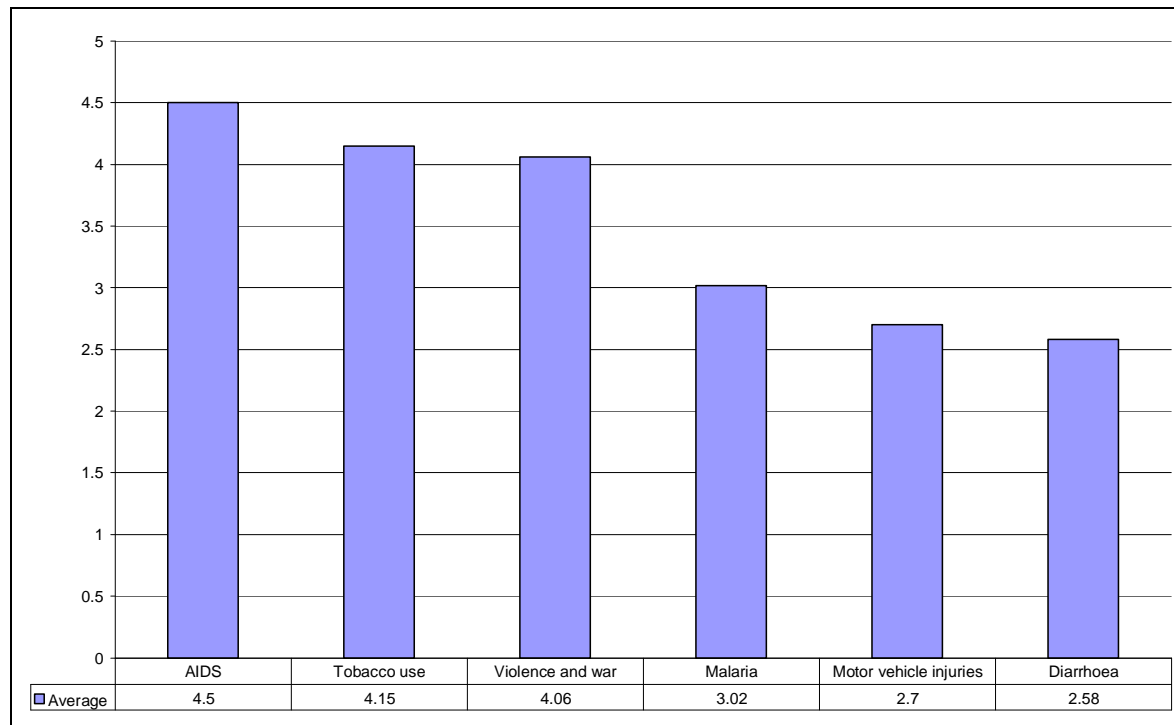
- Overall, 49% of Australians rank 'smoking' as the number one cause of death in Australia. This varied by the level of smoking.
- Those who never smoke, never smoked more than 100 cigarettes, and used to smoke all have around 50% believing that smoking is the cause of most deaths.
- This level increases for those who smoke, but not everyday, to 56%.
- The lowest belief is held by those who smoke every day (just under 2 in 5).
- Smokers are relatively ignorant of the danger of death from smoking, compared to the rest of Australia.

Rank deaths from a number of causes 'in the world'.

The causes of death were changed from those in Australia to make it relevant to a world setting and included:

- Aids
- Tobacco use, rather than cigarettes as many forms of tobacco are used worldwide
- Violence and war
- Malaria
- Motor vehicle deaths
- Diarrhoea

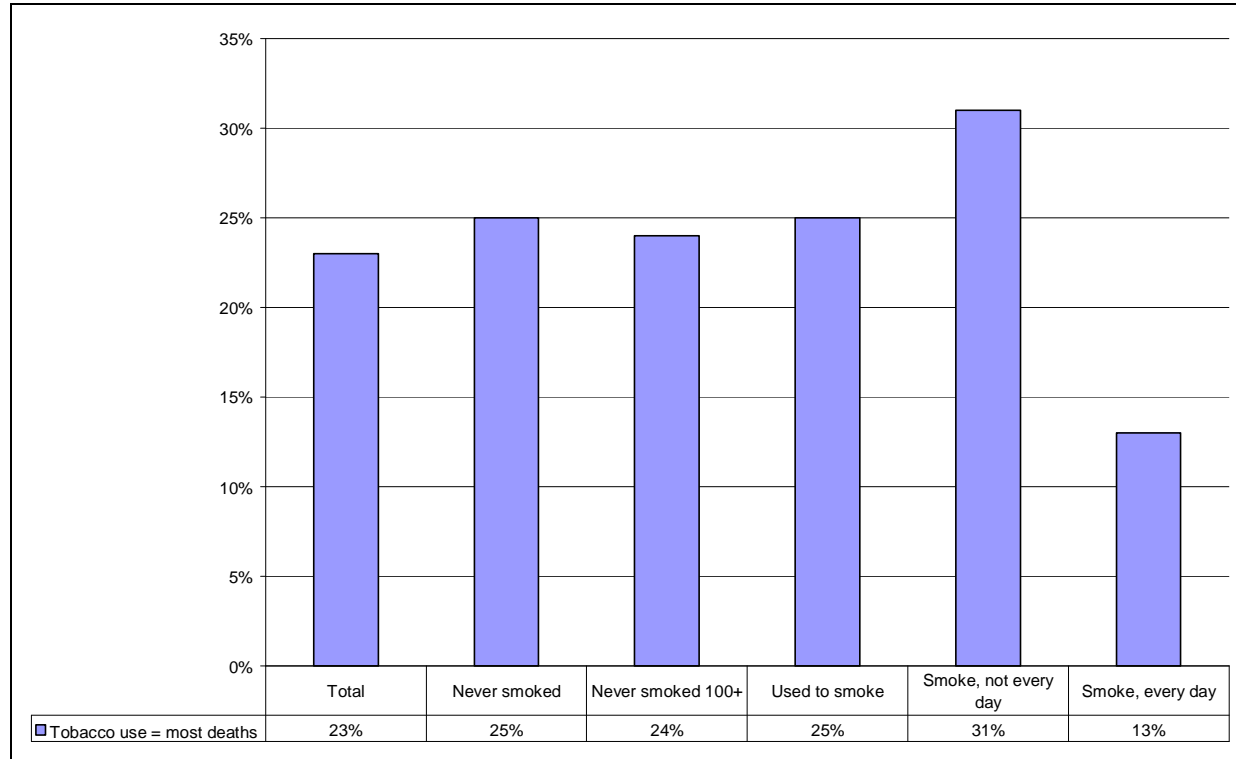
Chart 31 – Q37 Causes of death in the world



Unweighted base = 1276 panel members

- Aids is seen as the number one cause of death, followed closely by tobacco use and violence and war.
- There is little difference between tobacco use and violence and war.
- Deaths from malaria, motor vehicle injury and diarrhoea are thought to be much lower than the top three.
- The answer to this question really relied on Australians 'having a guess', as it would be difficult for the average person to know the totality of deaths in the world.
- In total, 23% of Australians feel tobacco use results in the most deaths.

Chart 32 – Q37 Causes of death in the world by level of smoking

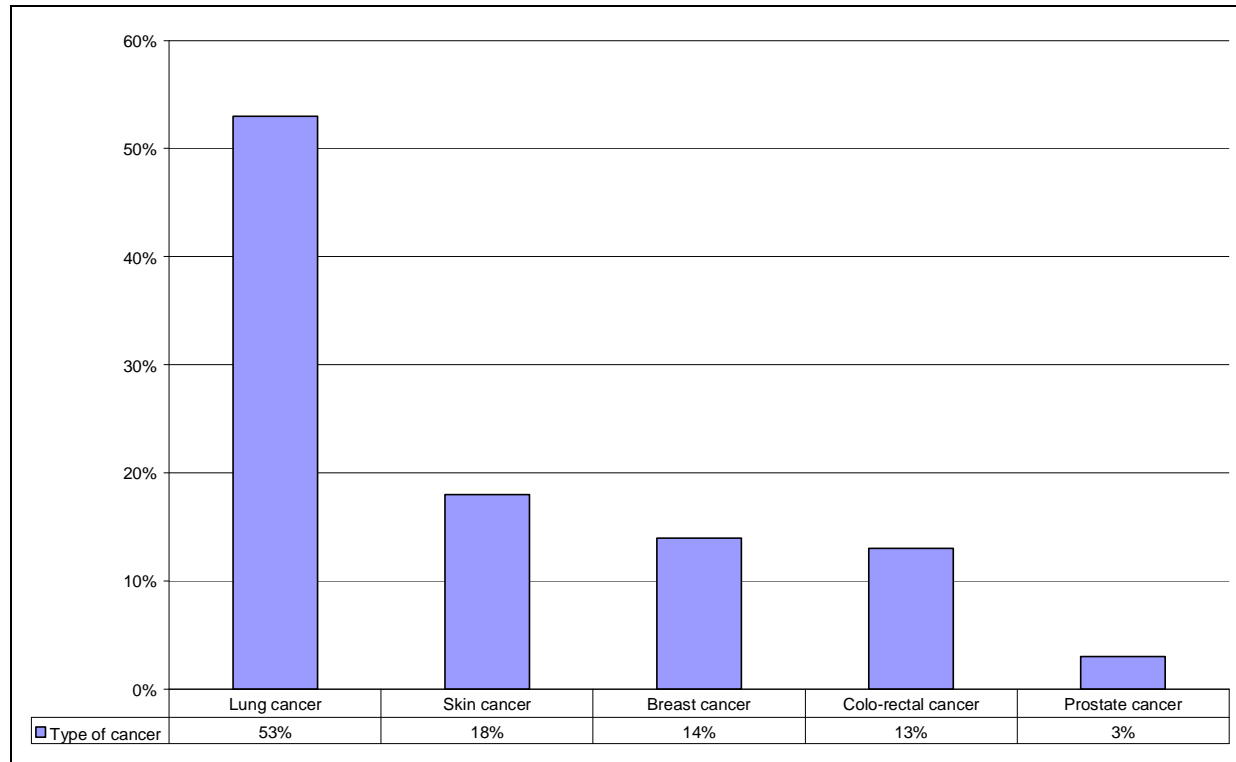


Unweighted base = 1276 panel members

- In total, 23% of Australians feel tobacco use results in the most deaths.
- The pattern is similar to the previous measure in that those who smoke, but not every day, are more likely to believe tobacco use results in the most deaths, while those who smoke every day are less likely to have this view.

Panel members were asked *which cancer kills most Australians each year*, with a range of different types of cancer in a closed list.

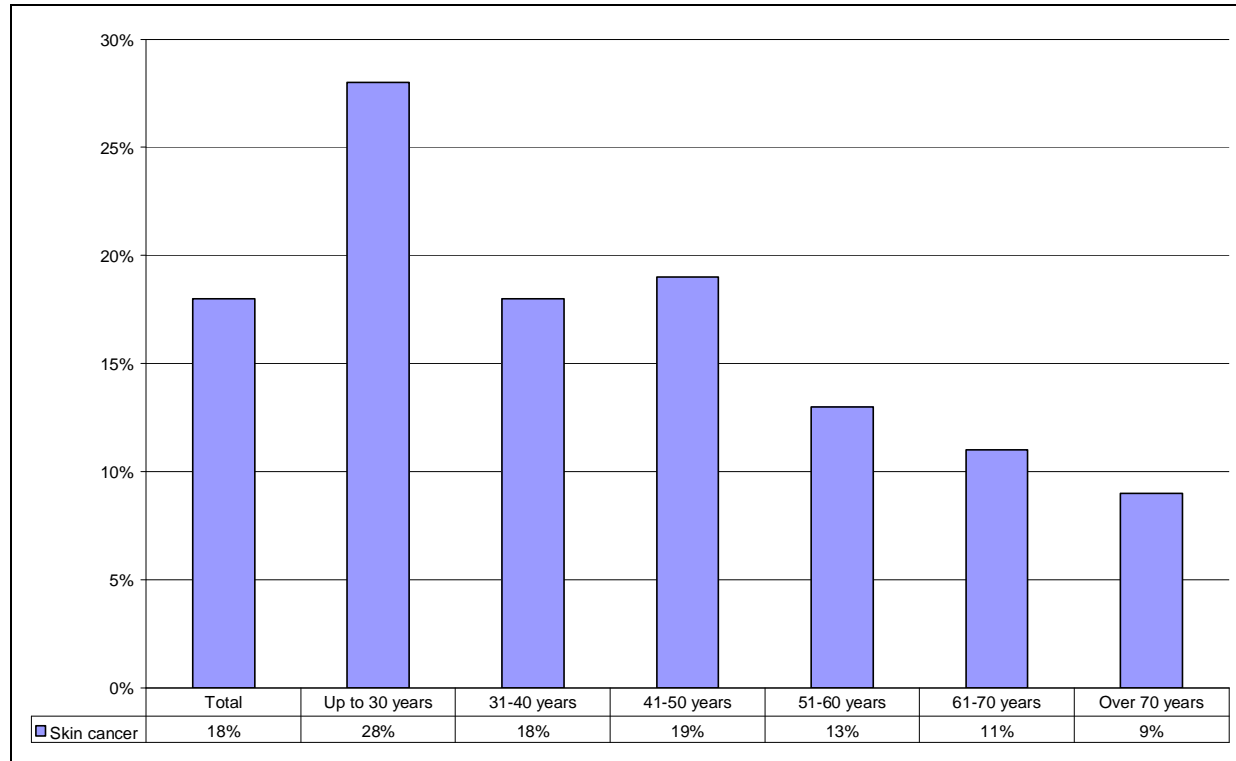
Chart 33 – Q38 Type of cancer that kills most people in Australia each year



Unweighted base = 1429 panel members

- Over half feel 'lung cancer' is the cancer causing the most deaths. This is the correct answer.
- A relatively lower level of Australians feel other types of cancer such as skin cancer, breast cancer and colo-rectal cancer are the leading cause of death in Australia.

Chart 34 – Q38 Type of cancer that kills most people in Australia each year by age



Unweighted base = 1429 panel members

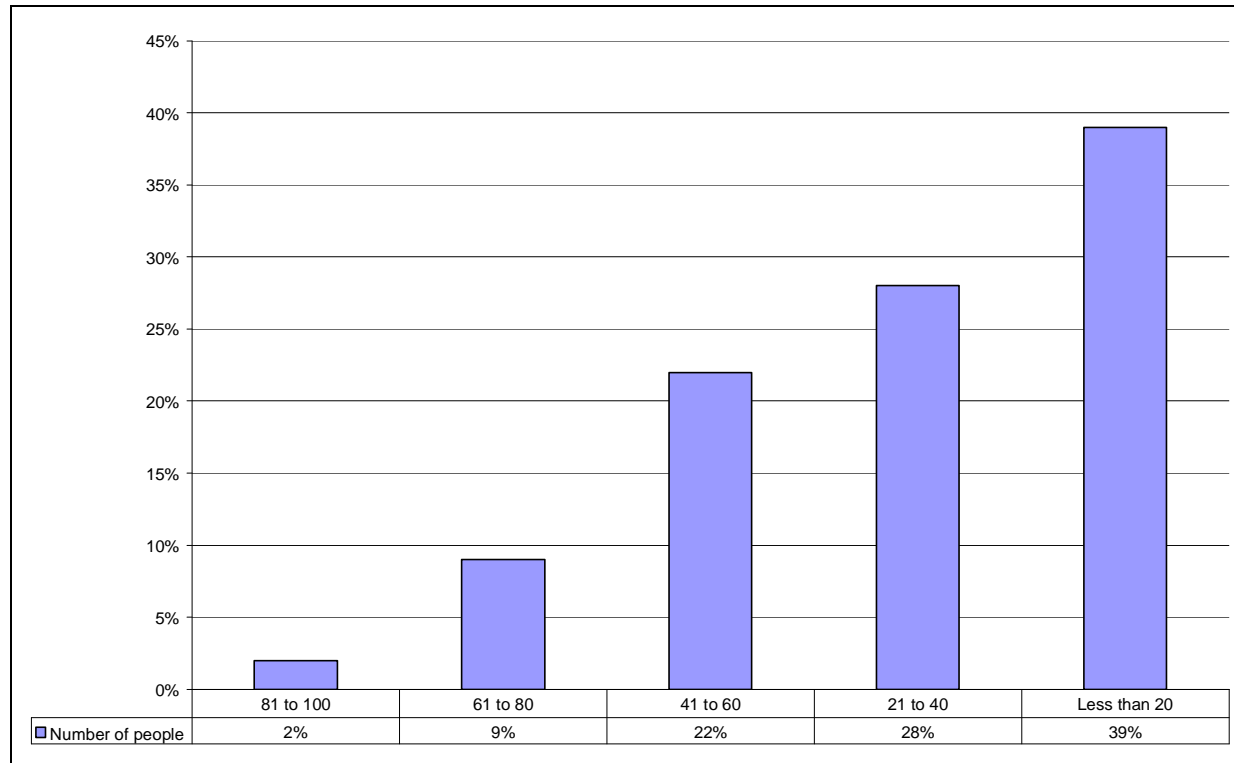
- Those under 30 years are more likely than older ages to be focused on skin cancer, which may be due to public education campaigns.

If 100 people were diagnosed with lung cancer today, how many would be alive in five years' time?

- Less than 20
- 21 to 40
- 41 to 60
- 61 to 80
- 81 to 100

The correct answer is 'less than 20'.

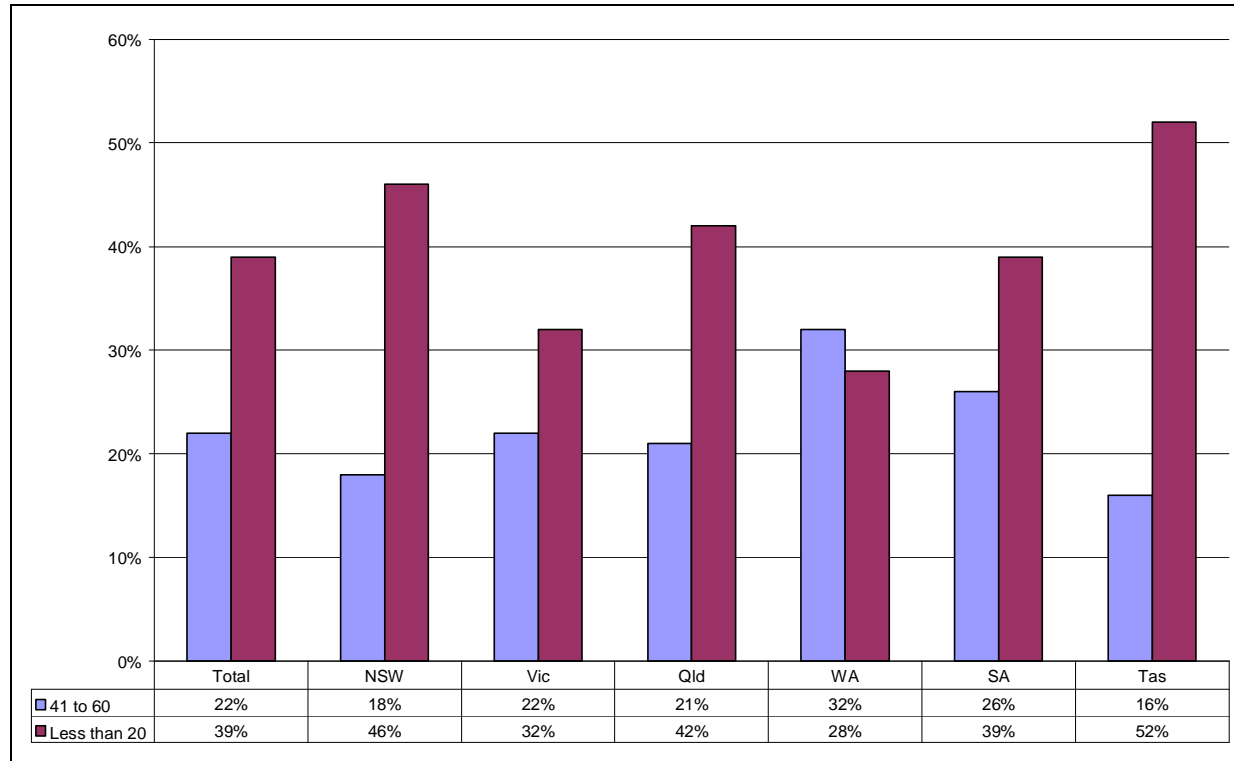
Chart 35 – Q39 If 100 people diagnosed with lung cancer how many expect to be alive in 5 years' time



Unweighted base = 1433 panel members

- Just fewer than 2 out of every 5 Australians were able to give the correct answer of 'less than 20'.
- The correct answer is given by other Australians in the sense that there is a stepped increase from the lowest level of people being alive in five years' time (81 to 100) to the highest level.

Chart 36 – Q39 If 100 people diagnosed with lung cancer how many expect to be alive in 5 years' time by state



Unweighted base = 1433 panel members

- New South Wales and Tasmania are the States that gave an above average response to this question (a high level of mortality).
- Victoria and Western Australia are the two States that gave a below average view of mortality.

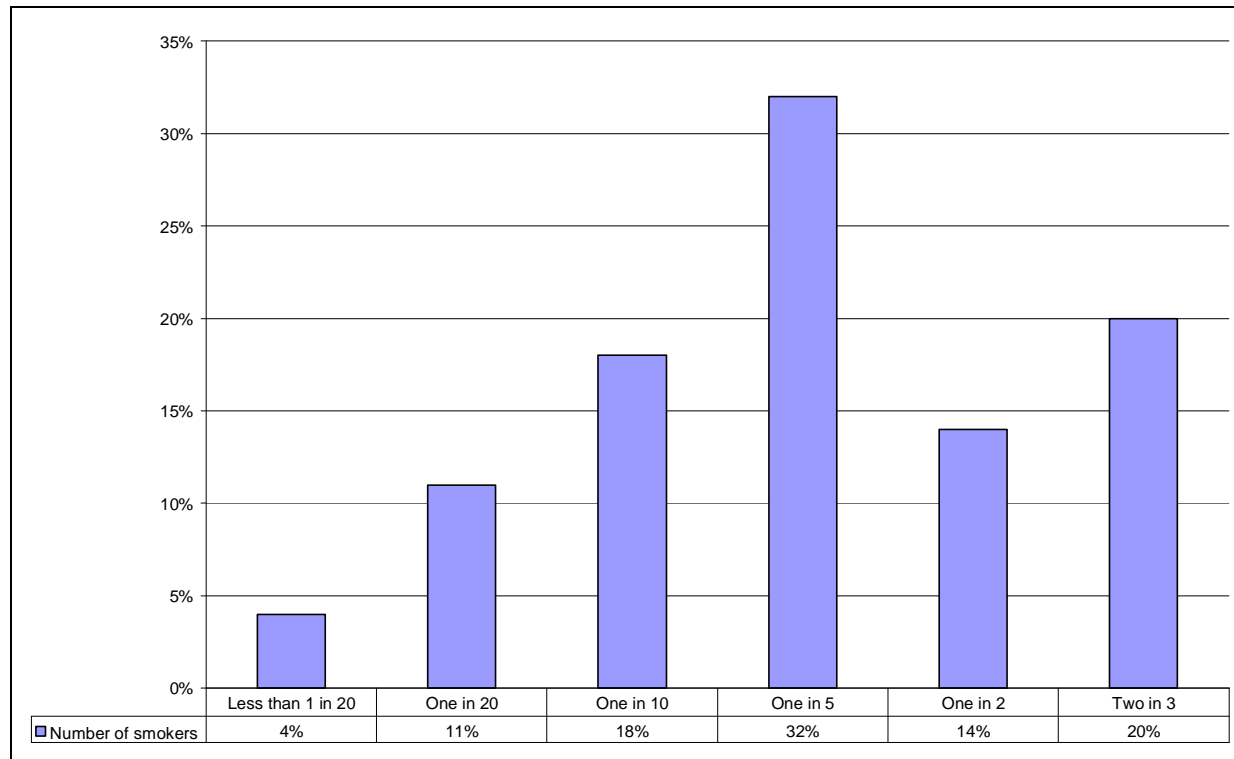
What number of smokers do you believe will die early because of their smoking?

The response options were:

- Less than 1 in 20
- 1 in 20
- 1 in 10
- 1 in 5
- 1 in 2
- 2 in 3

The correct answer is '1 in 2'. It is noted this is a particularly difficult question for ordinary Australians to answer, given that it requires them to deal with comparative statistics on a base that changes eg 1 in 20 is very different to 1 in 5 and is different to 1 in 10.

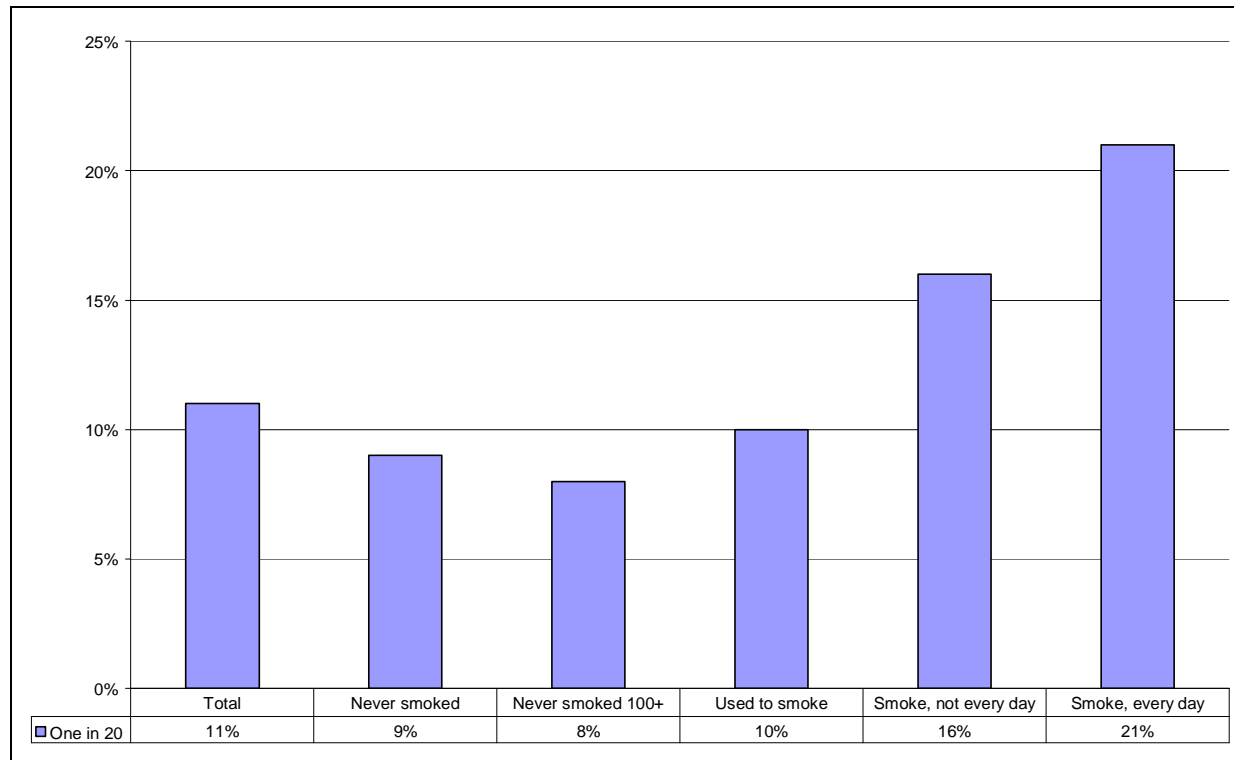
Chart 37 – Q40 Number of smokers who will die early because of their smoking



Unweighted base = 1437 panel members

- Just over 1 in 10 Australians gave the correct answer for this question.
- The most common answer is '1 in 5', followed by '2 in 3', and '1 in 10'.

Chart 38 – Q40 Number of smokers who will die early because of their smoking by level of smoking



Unweighted base = 1437 panel members

- Smokers are far more likely to underestimate mortality from smoking with just over 1 in 5 who smoke every day believing that only 5% of smokers will die early because of their smoking.
- Occasional smokers are only slightly less likely to believe in this figure.

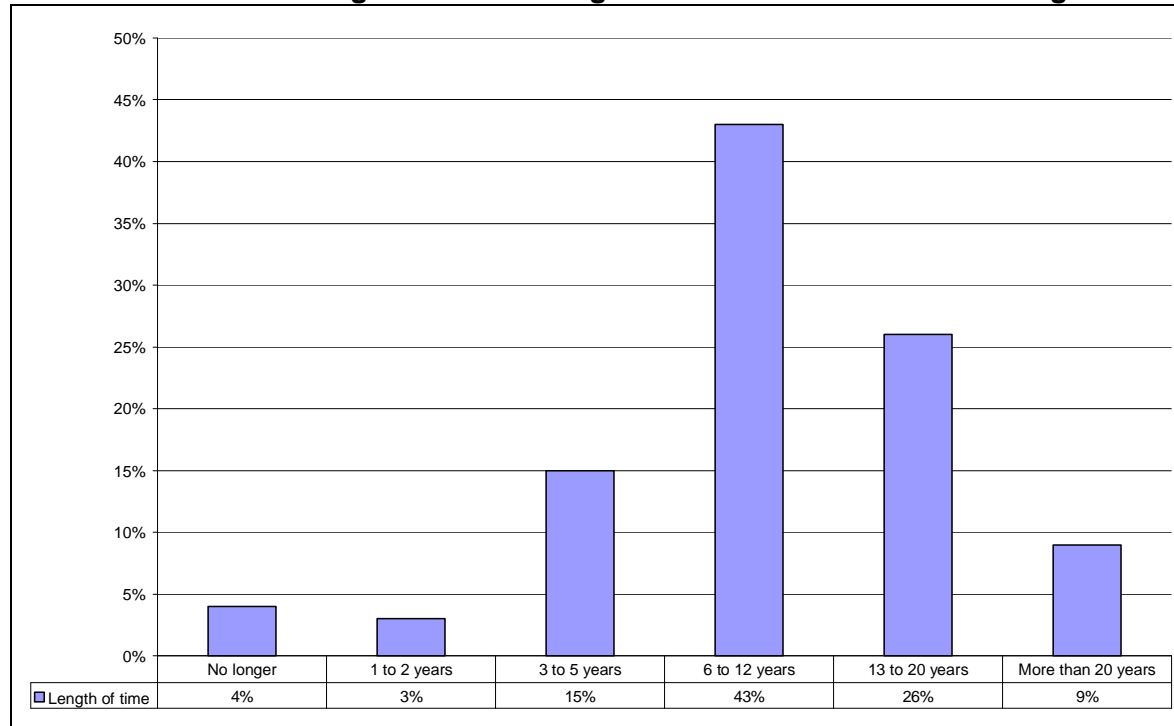
On average, how much longer do non-smokers live than people who have smoked for a long time?

The response options were:

- None, on average they will live as long as a non-smoker
- Between 1 and 2 years
- Between 3 and 5 years
- Between 6 and 12 years
- Between 13 and 20 years
- More than 20 years

The correct answer is 'between 6 and 12' years.

Chart 39 – Q41 On average how much longer do non-smokers live than long term smokers



Unweighted base = 1424 panel members

- 2 in 5 Australians gave the correct answer to this question.
- Over a further third of Australians feel the decline in the number of years for smokers is stronger than it actually is.
- This last point shows that Australians clearly have the message in mind that smoking can seriously shorten your life span, even if overstated.

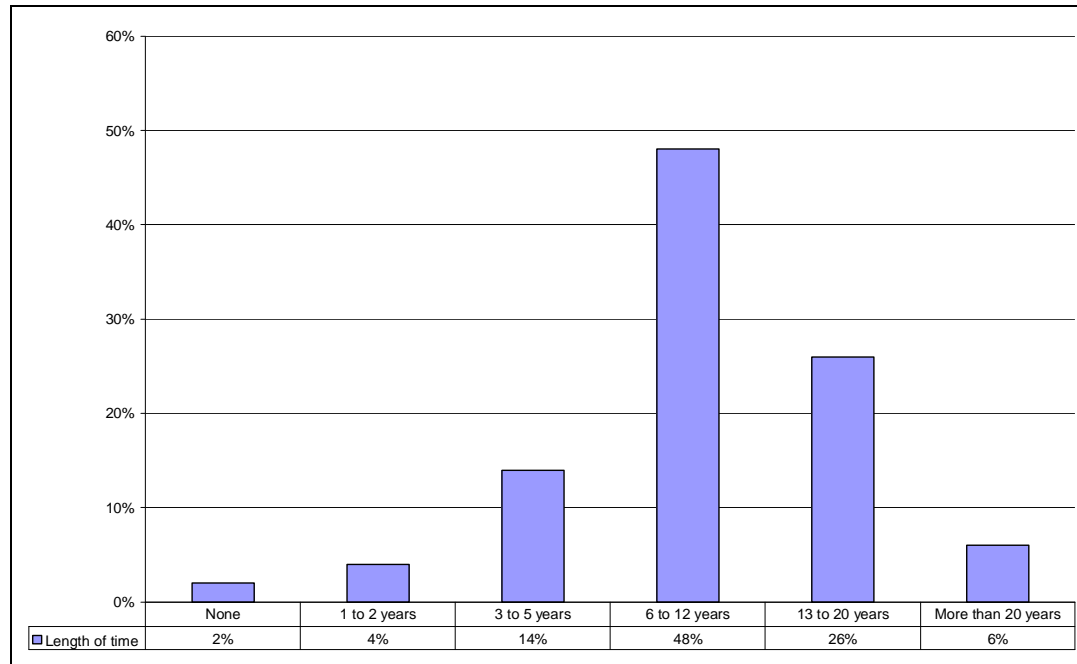
A long-term smoker who dies from a disease caused by his or her smoking, can expect to lose how many years off normal life expectancy?

The response options were:

- None, on average they will live as long as a non-smoker.
- Between 1 and 2 years
- Between 3 and 5 years
- Between 6 and 12 years
- Between 13 and 20 years
- More than 20 years

The correct answer is 'more than 20 years'.

Chart 40 – Q42 Years off normal life expectancy for a long term smoker who dies from a disease caused by his/her smoking



Unweighted base = 1423 panel members

- Very few Australians gave the correct answer of 'more than 20 years'.
- Most opted for the same response option as for the previous question, i.e. 6 to 12 years.
- It is again noted that this is a conceptually challenging question for many people.

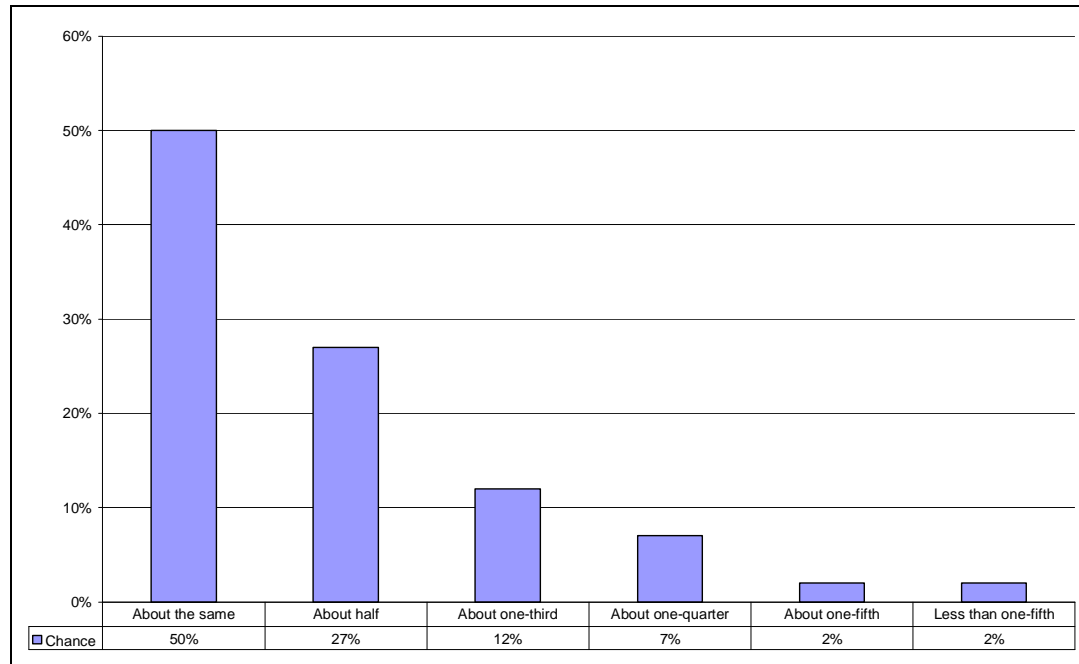
If a person smokes an average of less than 10 cigarettes a day during their lifetime, their chance of dying from smoking caused disease compared to a 20+ a day smoker is?

The response options were:

- About the same
- About half the chance
- About one-third the chance
- About one-quarter
- About one-fifth
- Less than one-fifth

The correct answer is 'about half the chance'.

Chart 41 – Q43 Chance of a 10 or less cigarette a day person dying from a smoking-caused disease compared to a 20+ a day smoker



Unweighted base = 1429 panel members

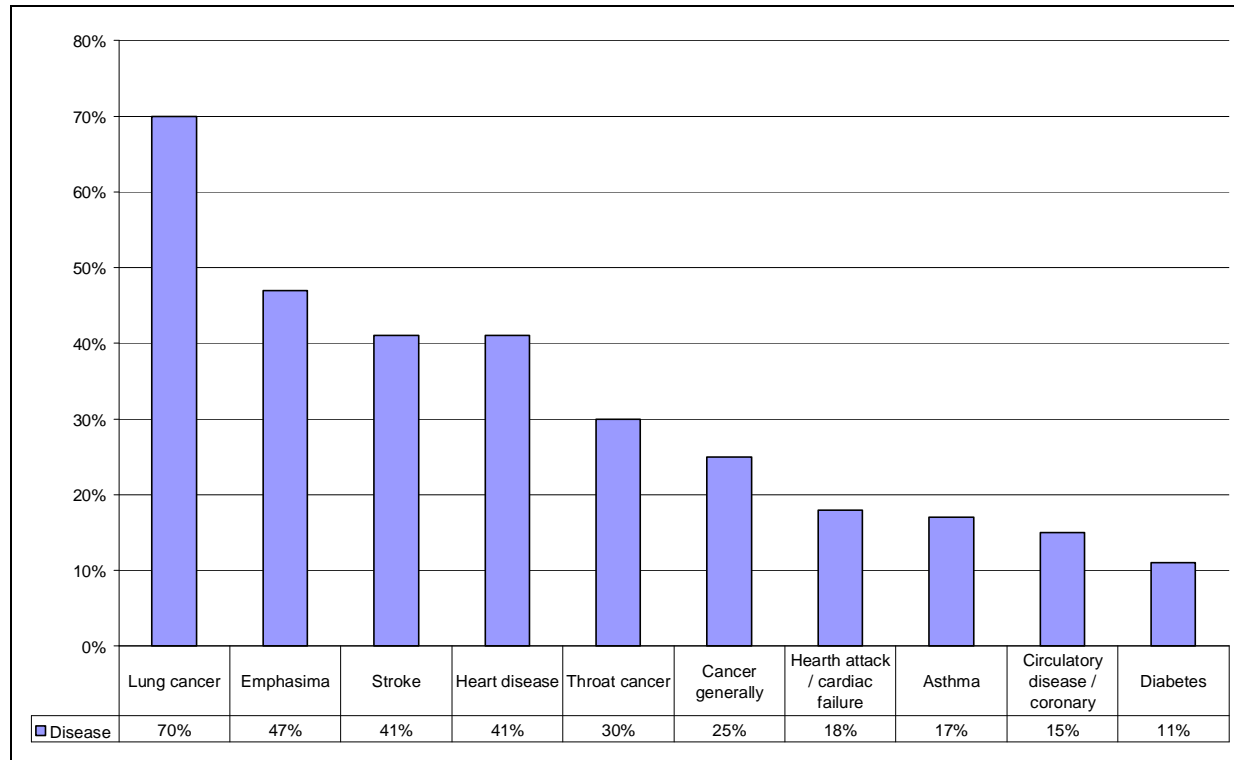
- Half of Australians feel there is no difference in the effect of smoking 10 cigarettes a day to smoking 20 cigarettes a day, suggesting that they feel any cigarette smoking is damaging and the number of cigarettes has little impact.
- Just over a quarter of Australians gave the correct answer of 'about half the chance'. While the correct answer was not given by the majority of Australians, if it is taken that those who feel it is more severe than it actually is are included with the correct answer then over three-quarters of the population see the inherent danger in smoking.

How many serious diseases can you list, which are caused by smoking?

They were invited to list up to 10 diseases where smoking is not the only cause of that disease.

The 'top 10' diseases are shown below with a full list of named diseases included as Appendix A.

Chart 42 – Q44 Serious diseases caused by smoking



Unweighted base = 1301 panel members

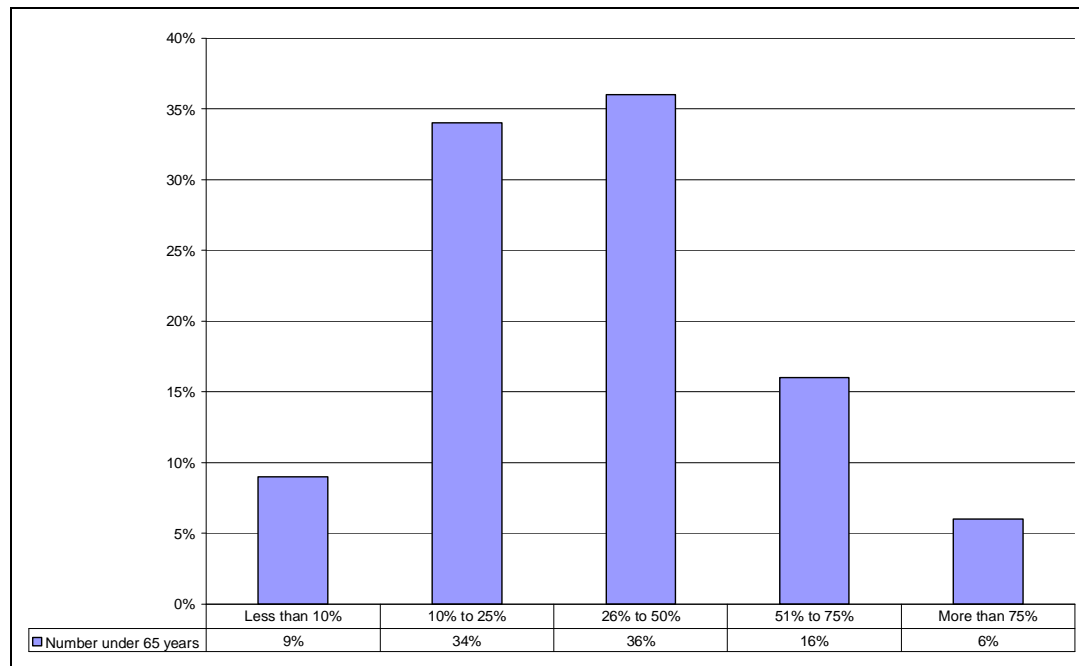
If 100 smokers died from a disease caused by their smoking, how many would be aged less than 65 years of age?

The response options were:

- Less than 10%
- Between 10% and 25%
- Between 26% and 50%
- Between 51% and 75%
- More than 75%

The correct answer is 'between 10% and 25%'.

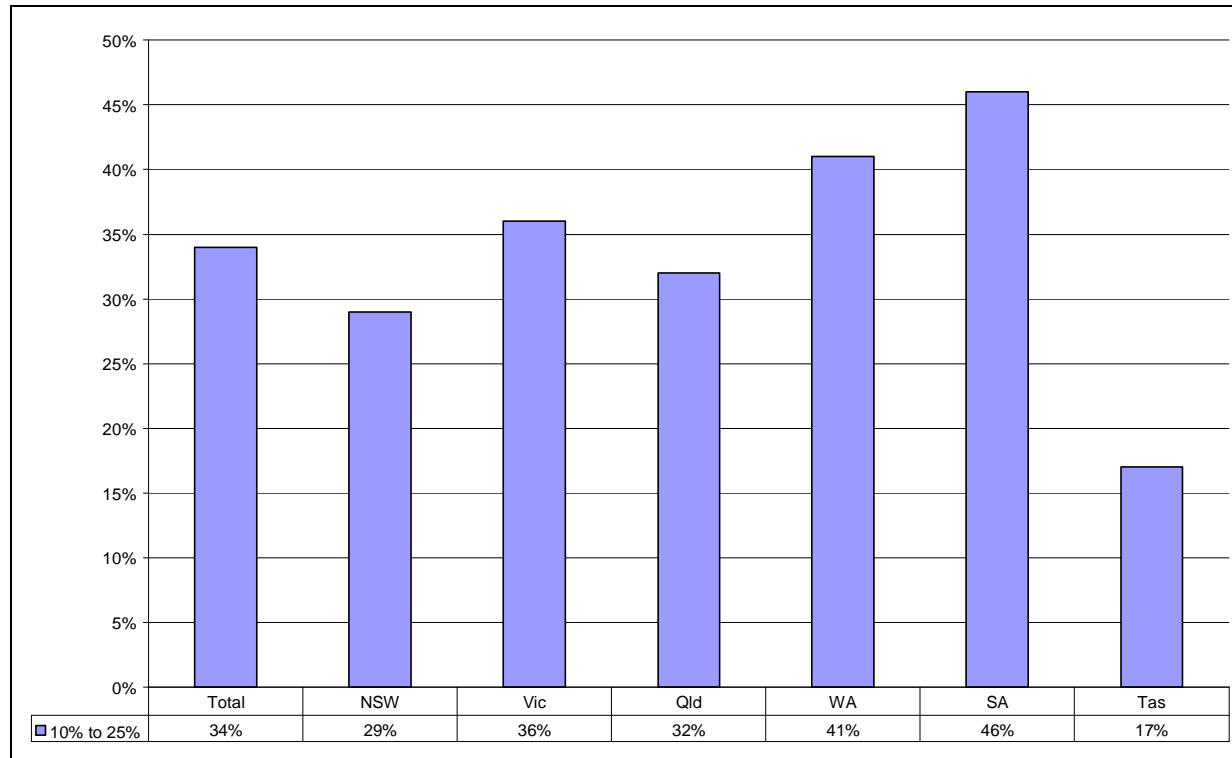
Chart 43 – Q45 If 100 smokers died from a smoking-caused disease, what number would be under 65 years



Unweighted base = 1411 panel members

- The correct answer was given by just over a third of Australians.
- 58% of Australians feel smoking is far more likely to cause an early death for the higher three response option categories, ranging from 26% to more than 75%.
- While incorrect, this suggests that Australians feel the death from smoking rate caused in middle age is relatively common.

Chart 44 – Q45 If 100 smokers died from a smoking-caused disease, what number would be under 65 years by state



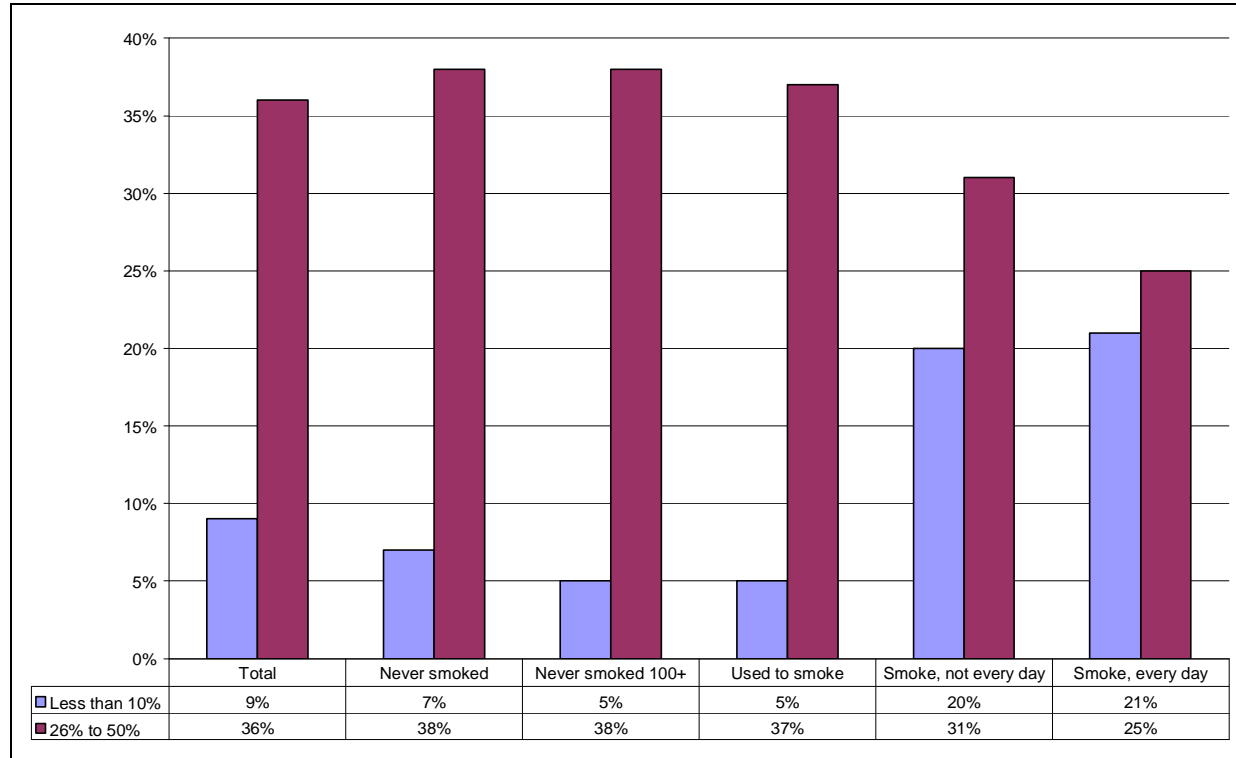
Unweighted base = 1411 panel members

■ The correct view is higher in:

- Western Australia
- South Australia

■ It is lower in Tasmania.

Chart 45 – Q45 If 100 smokers died from a smoking-caused disease, number under 65 years by level of smoking



Unweighted base = 1411 panel members

- Daily smokers and infrequent smokers are far more likely than other groups to feel that the middle age attrition rate is less than 10%.

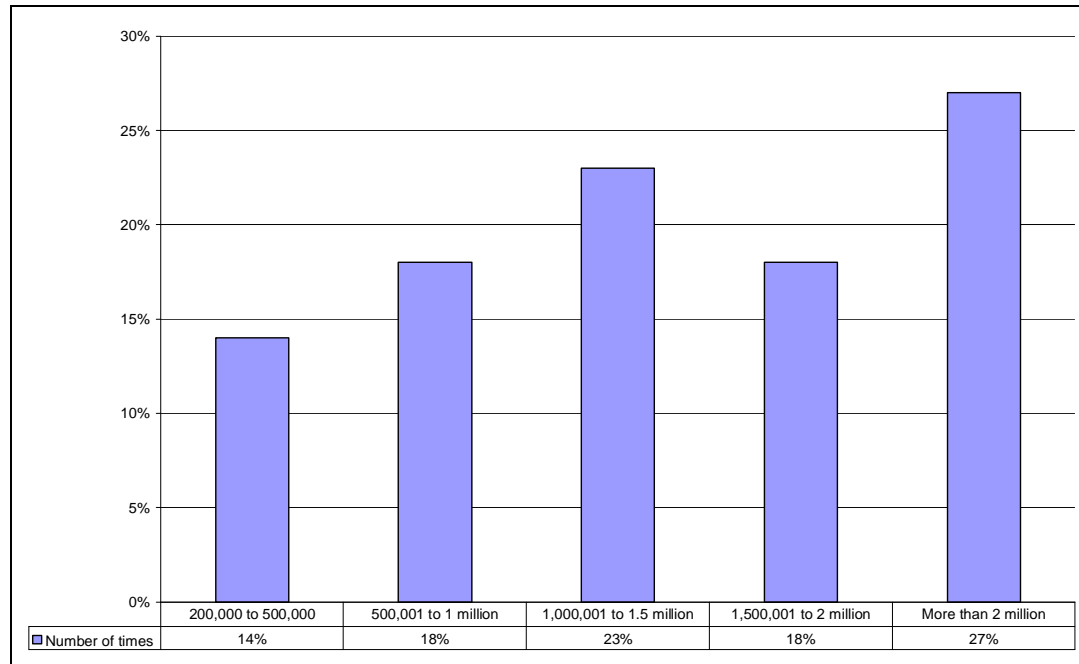
How many times would a 20-a-day smoker inhale smoke down into their lungs between the ages of 20 and 40 years?

The response options were:

- Between 200,000 and 500,000 times
- Between 500,001 and 1,000,000 times
- Between 1,000,001 and 1,500,000 times
- Between 1,500,001 and 2,000,000 times
- More than 2,000,000 times

The correct answer is 'more than 2,000,000 times'.

Chart 46 – Q46 Number of times a 20 a day smoker would inhale smoke into their lungs between 20 and 40 years



Unweighted base = 1367 panel members

- This was a question where Australians seemed to have guessed at the answer with the highest response being over a quarter for 'more than 2,000,000 times'.
- The second most frequent response is 'between 1,000,001 and 1,500,000 times'.
- Just under a fifth of Australians gave the correct answer.

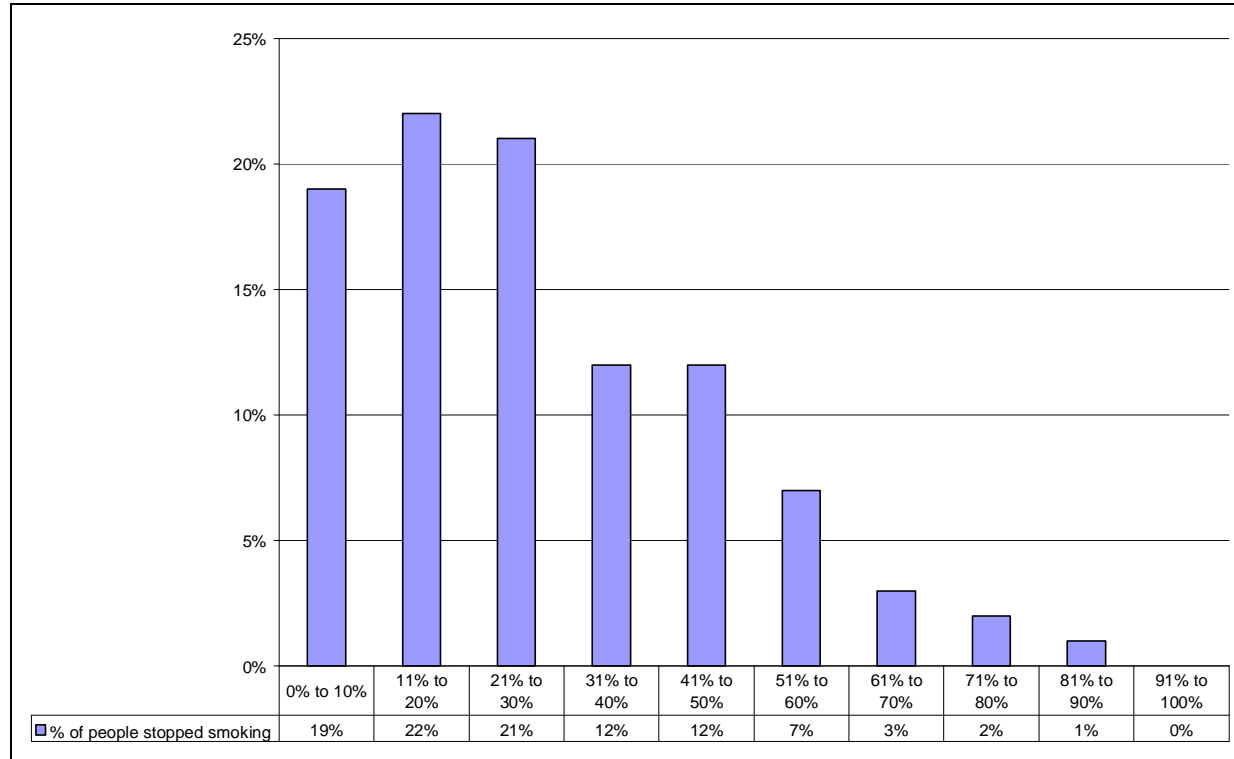
If 100 people try to stop smoking, regardless of which method they use, on average, how many do you think will not be smoking 12 months later?

The response options were:

- 0% to 10% will have stopped
- 11% to 20% will have stopped
- 21% to 30% will have stopped
- 31% to 40% will have stopped
- 41% to 50% will have stopped
- 51% to 60% will have stopped
- 61% to 70% will have stopped
- 71% to 80% will have stopped
- 81% to 90% will have stopped
- 91% to 100% will have stopped

The correct answer is 'between 10% and 20%'.

Chart 47 – Q47 If 100 people try to stop smoking, number not smoking 12 months later



Unweighted base = 1422 panel members

- Most Australians came near to the correct answer.
- Just under a fifth believe it is 0% to 10%.
- Just over a fifth believe it is 11% to 20%.
- Just over a fifth believe it is 21% to 30%.
- Together, these three figures account for just over 3 out of 5 Australians.

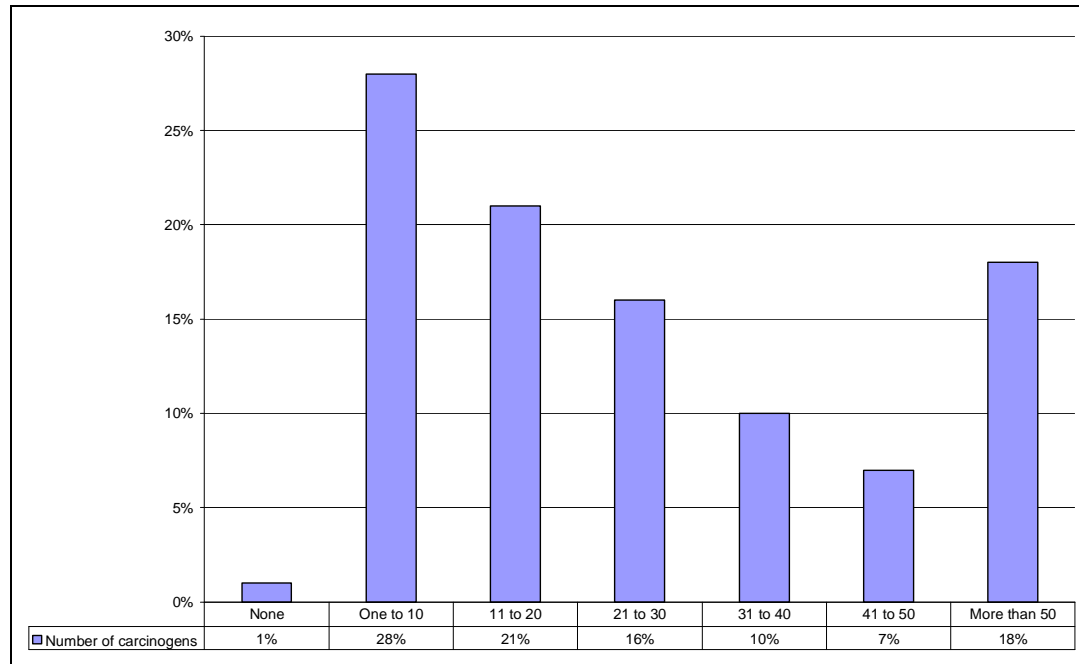
How many carcinogens (chemicals which are known to cause cancer) are there in cigarette smoke?

The response options were:

- None
- Between 1 and 10
- Between 11 and 20
- Between 21 and 30
- Between 31 and 40
- Between 41 and 50
- More than 50

The correct answer is 'more than 50'.

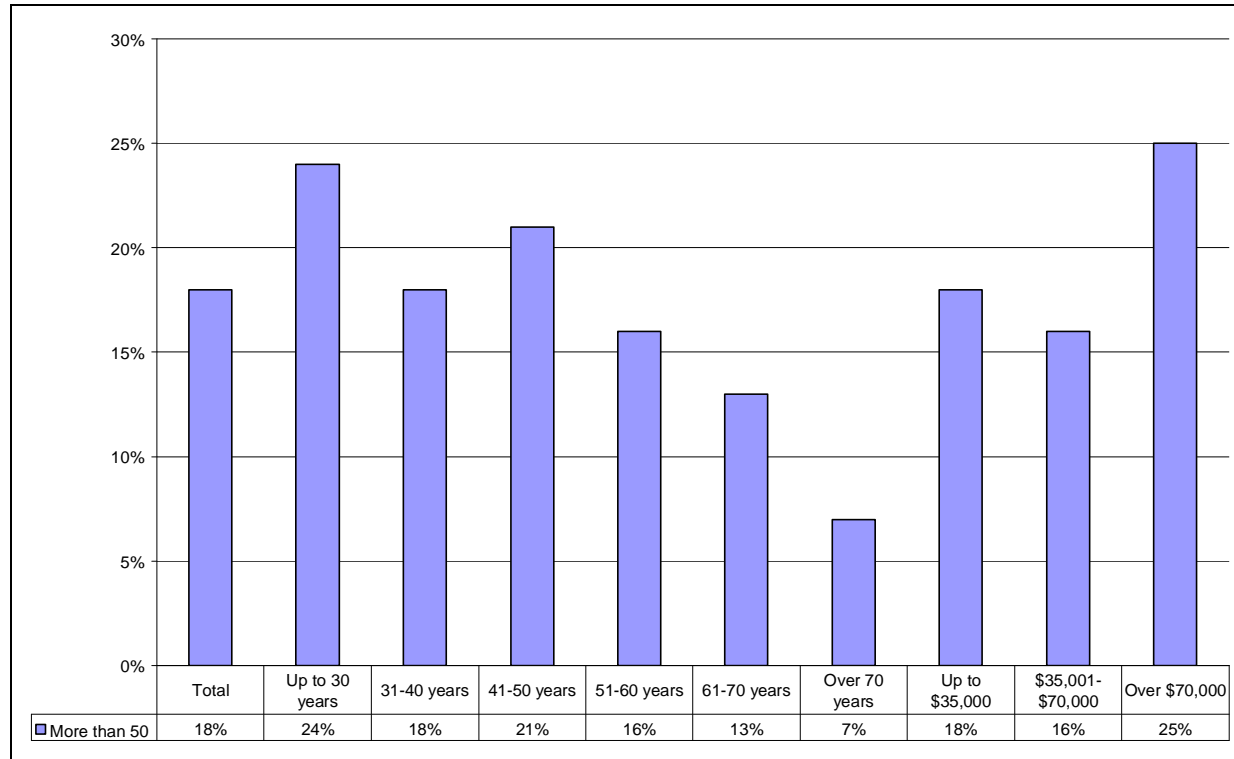
Chart 48 – Q48 Number of known carcinogens in cigarette smoke



Unweighted base = 1368 panel members

- The number of carcinogens that cigarettes carry is clearly underestimated by the Australian public.
- The highest response is for 'between 1 and 10'.
- This is followed by 'between 11 and 20' and 'between 21 and 30'.
- Just under a fifth of Australians gave the correct answer of 'more than 50'.
- The number of carcinogens is clearly an area where Australians are relatively ignorant.

Chart 49 – Q48 Number of known carcinogens in cigarette smoke by age and income



Unweighted base = 1368 panel members

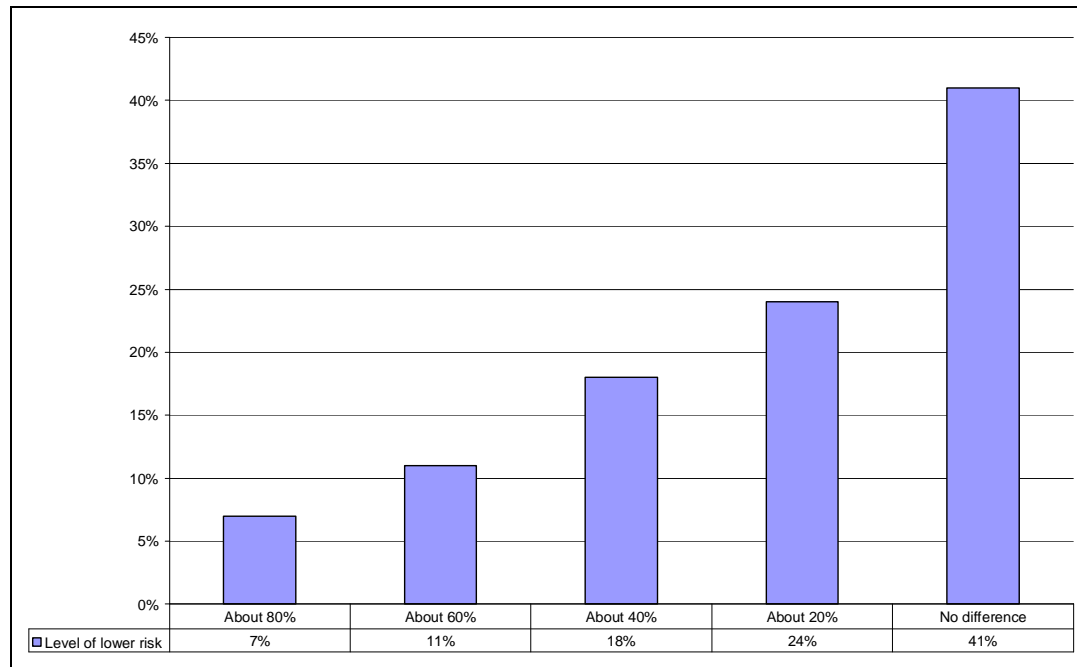
- Those aged up to 30 years, 45 to 50 years and in higher income households are more likely than the average to believe there are 'more than 50' carcinogens.
- Those over 50 and in households where the income is less than \$70,000 are less likely to believe there are 'more than 50' carcinogens in cigarettes.

Compared to smoking of cigarettes with 16 mg of tar, smoking cigarettes with 2 mg of tar lowers the risk of health problems by...?

The response options were:

- About 80%
- About 60%
- About 40%
- About 20%
- There is no difference in the health risk between 16 mg and 2 mg strength cigarettes

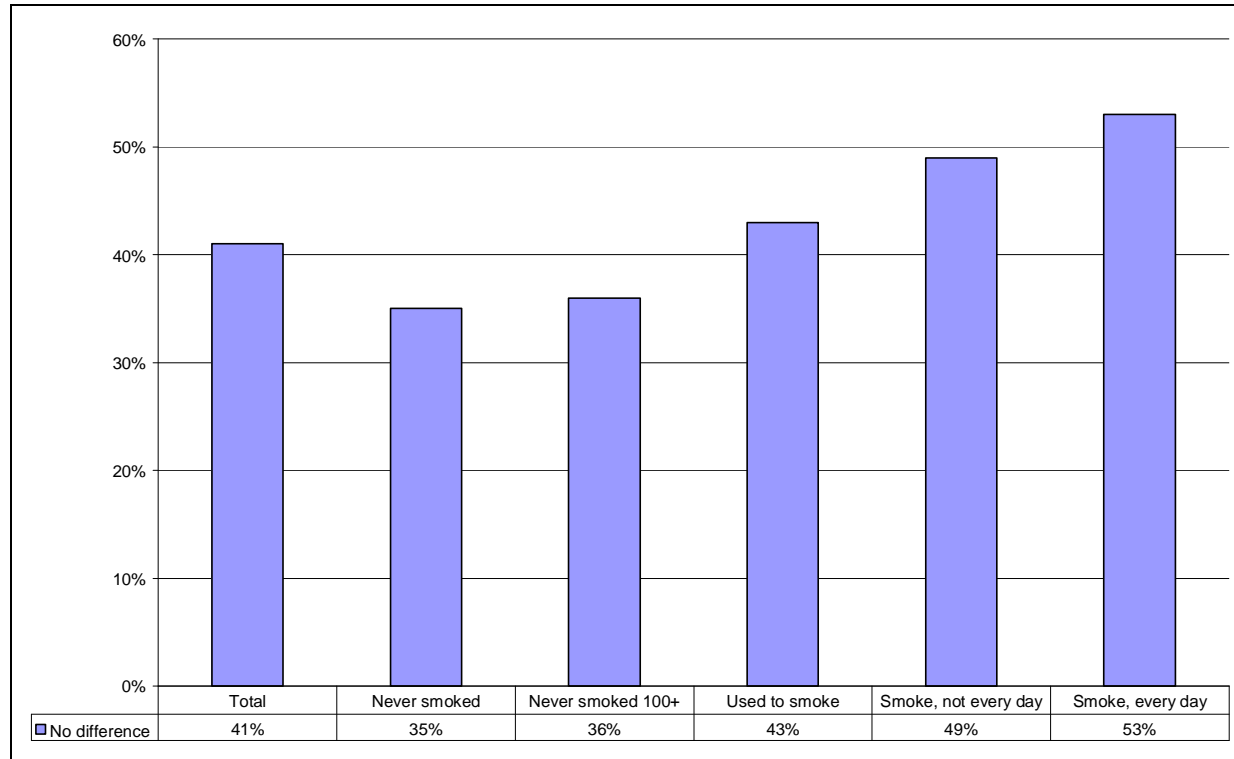
Chart 50 – Q49 Level lowers health problem risk by smoking cigarettes with 2mg of tar compared to 16mg of tar



Unweighted base = 1394 panel members

- 2 out of 5 Australians believe there is no difference.
- As the perception of health increases, the incidence of belief decreases.

Chart 51 – Q49 Level lowers health problem risk by smoking cigarettes with 2mg of tar compared to 16mg of tar by level of smoking



Unweighted base = 1394 panel members

- This is an area where smokers are more likely to be correct than non-smokers, with over half of those who smoke every day believing there is no difference and just under half of those who smoke, but not every day, believing there is no difference.
- Those who have never smoked are least likely to be correct in answering this question.

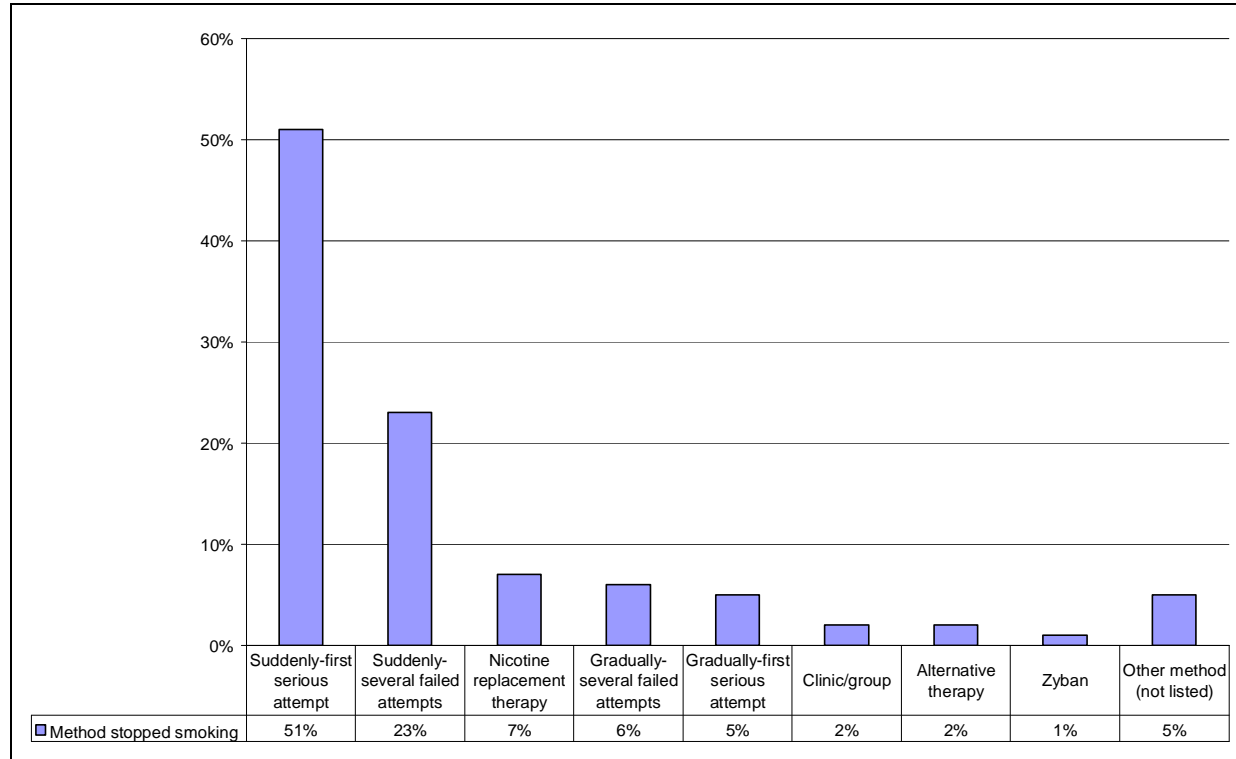
4.4 *How I quit smoking*

When smokers had stopped smoking (31% of Australians), we asked what method was used to stop smoking.

The response options were:

- I stopped suddenly (cold turkey) without any assistance or aids, at my first serious attempt
- I stopped suddenly (cold turkey) without any assistance or aids, after several failed attempts
- I stopped gradually (cut down) without any assistance or aids, at my first serious attempt
- I stopped gradually (cut down) without any assistance or aids, after several failed attempts
- I used nicotine replacement therapy, (gum, patch, inhaler, lozenge)
- I used Zyban (drug prescribed by my doctor)
- I used nicotine replacement therapy and Zyban
- I used acupuncture, hypnotherapy or other 'alternative' therapy
- I attended a stop-smoking clinic or group

Chart 52 – Q51 Method used to stop smoking by Australian ex-smokers



Unweighted base = 471 panel members

- Over half of Australians claim they stopped 'cold turkey' on their first attempt.
- This is not in keeping with other data and suggests that perhaps smokers do not fully acknowledge how many attempts they have made to quit.
- Just over a further fifth claim to have stopped after several failed attempts.

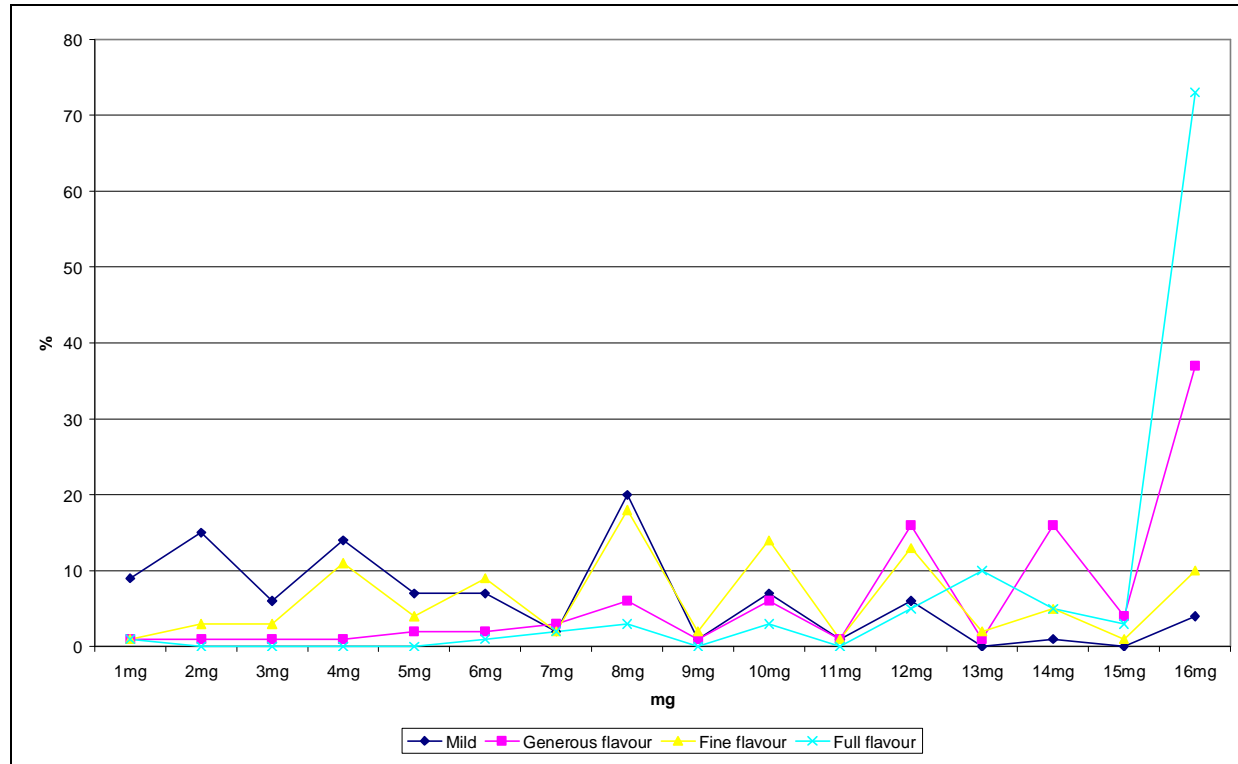
4.5 *Tobacco descriptions*

The descriptions given to cigarettes by manufacturers have been a cause for controversy for some time. We asked panel members to rate the number of mg of tar they expected to find on a scale where 1mg = lowest level and 16mg = highest level for a series of common descriptions used by manufacturers.

The descriptions were:

- Mild
- Generous flavour
- Fine flavour
- Full flavour
- Regular
- Refined flavour
- Light flavour
- Smooth flavour

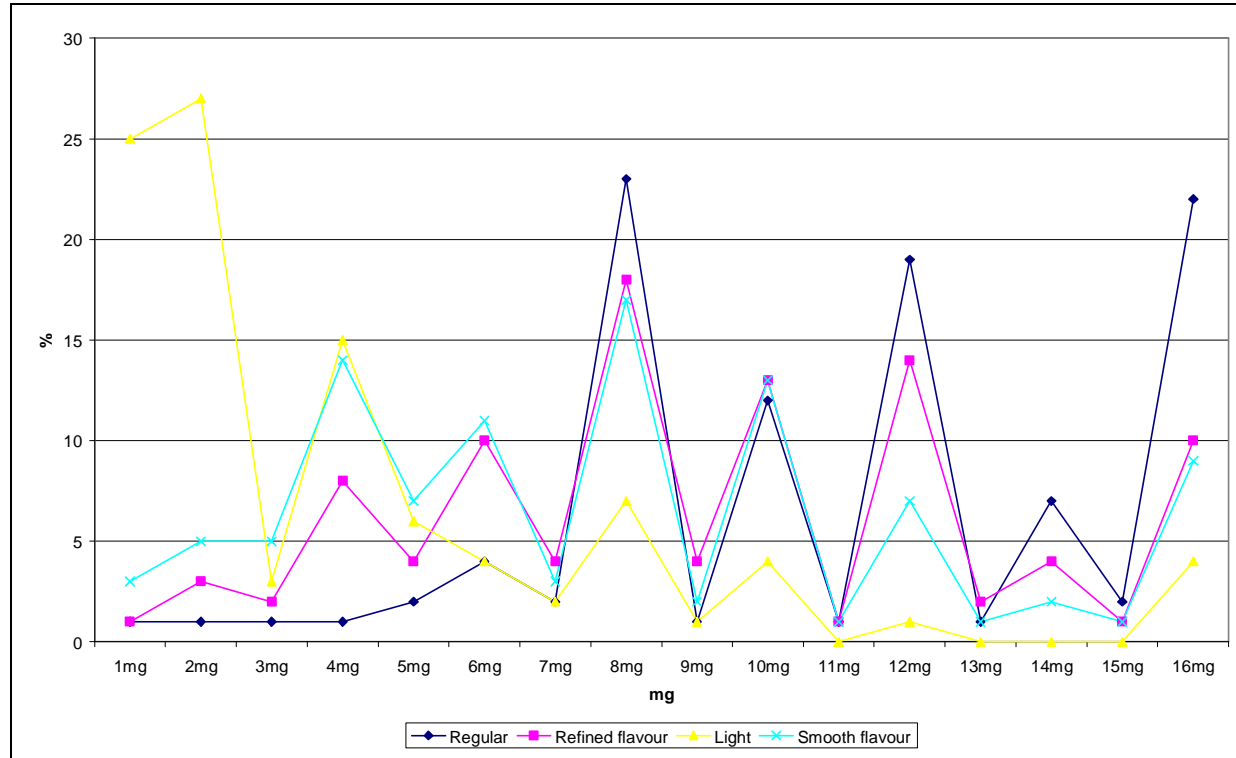
Chart 53 – Q50 Perception of cigarette descriptions in level of tar (1)



Unweighted base = 1,082 panel members

- 'Mild' cigarettes are seen as having less than 8 mg.
- 'Generous flavour' cigarettes are seen as having a higher level of tar generally over 11 mg.
- 'Fine flavour' is randomly distributed over the scale of tar with a slight spike at 8 and 10 mg.
- 'Full flavour' is seen as a high tar option with most believing this has 15 mg of tar.

Chart 53 – Q51 Perception of cigarette descriptions in level of tar (2)



Unweighted base = 1,082 panel members

- ‘Regular’ cigarettes are seen as having either 8 mg or 16 mg of tar, followed by 12 mg.
- ‘Refined flavour’ cigarettes are seen as having a medium level of tar with the highest spike at 8 mg followed by 12 mg and 10mg.
- ‘Light flavour’ is seen as having a low level of tar with most believing this has 2 mg of tar.
- There is a varying opinion in the case of ‘smooth flavour’. The highest spike is at 8 mg, followed by 4 mg and 10 mg of tar.

APPENDIX A

Q44 Serious diseases caused by smoking	%
Lung cancer	70%
Emphysema	47%
Stroke	41%
Heart disease	41%
Throat cancer	30%
Cancer	25%
Heart attack / cardiac failure	18%
Asthma	17%
Circulatory disease / coronary arterial disease / CVD	15%
Diabetes	11%
Mouth cancer	10%
Lung disease	10%
Blood pressure / high blood pressure / hypertension	8%
Bronchitis	7%
Tongue cancer	6%
Eye disease / blindness	6%
Gangrene / amputations	5%
Bowel cancer	5%
Pneumonia	4%
Breast cancer	3%
Osteoporosis	3%
Pregnancy complications / birth defects	3%
Heart / lung / eye / circulation	3%
Stomach cancer	2%
Lip cancer	2%
Difficulty breathing	2%
COAD (Chronic Obstructive Airways Disease)	2%
Prostate cancer	2%

APPENDIX A CONT...

Tumors (including brain)	2%
Thrombosis	2%
Liver disease	2%
Bladder cancer	2%
Arteriosclerosis	1%
Gastric ulcers	1%
Kidney cancer	1%
Larynx cancer	1%
Blood clots	1%
Angina	1%
Aging skin / yellow skin	1%
Skin cancer	1%
Peripheral vascular disease	1%
Kidney disease	1%
Pancreas cancer	1%
Heart	1%
High cholesterol	1%
Glaucoma	1%
TB	1%
Liver cancer	1%
Oesophagus cancer	1%
Periodontal disease	1%
Brain cancer	1%
Stress	1%
Cervix cancer	1%
Dementia	1%
Obesity	1%
Panel members listed up to 10 diseases each Unweighted base = 1301 panel members	