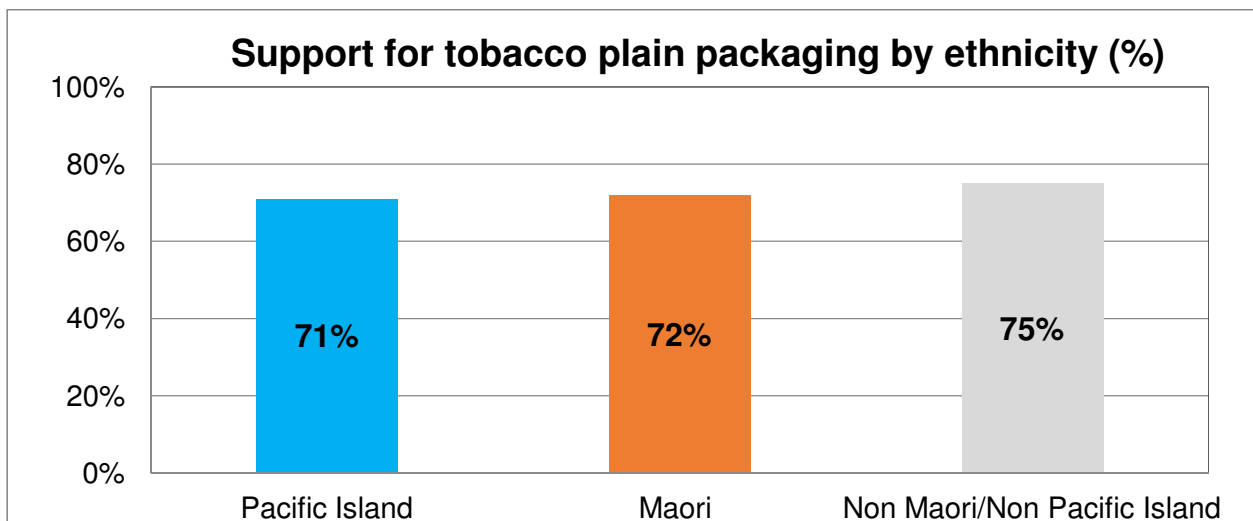
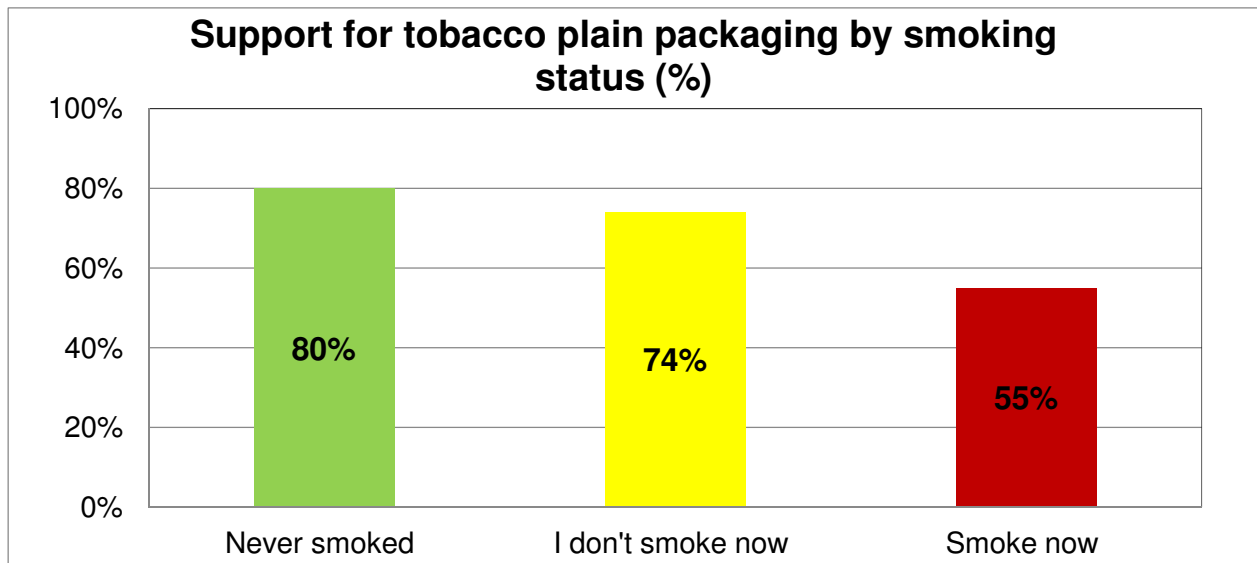


Support for tobacco plain packaging

“You would support plain tobacco packaging if there is evidence that plain packs are less attractive to children and young people than branded packs”

Strong majority support for tobacco plain packaging

- Seventy-five per cent of people agree that they would support plain tobacco packaging if there is evidence that plain packs are less attractive to children and young people than branded packs, where 57% strongly agree and 18% somewhat agree.
- By ethnicity, 71% of Pacific Islanders, 72% of Māori and 75% other ethnicities support the policy.
- People with dependent children have a higher level support for plain packaging (81%).
- Over half of current smokers (55%) support plain packaging.



You would support plain tobacco packaging if there is evidence that plain packs are less attractive to children and young people than branded packs				
Frequency of smoking	Base	Agree	Disagree	Unsure
Never smoked	446	80%	16%	4%
I don't smoke now	203	74%	21%	5%
Smoke now ¹	101	55%	40%	5%
Personal Income	Base	Agree	Disagree	Unsure
Less than \$15,000	114	78%	21%	1%
\$15,001-30,000	140	66%	28%	6%
\$30,001-50,000	138	78%	16%	6%
\$50,001-70,000	92	82%	15%	3%
More than \$70,000	159	78%	18%	4%
Ethnicity	Base	Agree	Disagree	Unsure
Pacific Island	37	71%	29%	0%
Maori	82	72%	25%	3%
Non Maori/Non Pacific Island	633	75%	20%	5%
Dependent Children	Base	Agree	Disagree	Unsure
With dependent children	289	81%	16%	3%
Without dependent children	460	71%	24%	5%

Methodology

- The nation-wide omnibus survey was conducted from 15 to 19 May 2014 by UMR Research. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- The margin of error for sample size of 750 for a 50% figure at a 95% confidence level is $\pm 3.6\%$.

¹ Number of people who smoke now = the sum of people who smoke 'at least once a day' and the number of people who smoke 'less than once a day'