

Smoking and Health

German Smokers Attitudes, Perceptions and  
Preferences.

Montreal, 25th May 1988

400170334

1. Smoking Habits

According to data gathered in 1985

44 % of all smokers of Filter cigarettes inhale  
each puff

36 % inhale most puffs

20 % inhale only a very small number of puffs or  
not at all

According to data gathered in 1987 only

4 % of regular cigarettes smokers think that  
smoking is not harmful to their health

26 % deem it to be somewhat harmful

52 % to be harmful

18 % to be very harmful

400170335

In a large scale survey conducted for the cigarette manufacturers association and presented in April 1988 we found that

38,5 % of cigarette smokers had tried to stop smoking several times

20,5 % had tried to stop smoking once

40,6 % have not tried to give up smoking.

In the total population

27,1 % are current regular cigarette smokers'

25,1 % are non-smokers' with a smoking history

40,6 % have never smoked

6,8 % have smoked other tobacco products.

400170336

## 2. Health Risk and Brand Choice

According to the results of a 1986 survey 73 % of all smokers subscribe to the statement that they want smoking enjoyment but that they want to minimize the health risk at the same time. If the brand would still deliver taste, they would choose the brand with the smallest health risk. For smokers of mild cigarettes this percentage of smokers rises to 89,5 %, whereas for smokers of full flavour cigarettes the percentage is 67,3 %.

Tar and nicotine content are the most important factor for assessing the health risk.

Only a minority of 6 % of all smokers surveyed considers tar and nicotine content to be not interesting for them.

However, their opinion expressed over health concern or the importance of tar and nicotine figures, at the time of the study did not correlate highly with effective brand choice or the main characteristics of the most often smoked brand.

400170337

### 3. Public Discussion of the Smoking Habit

In 1981 we surveyed the public discussion points on the smoking habit.

	<u>total</u>	<u>smokers</u>	<u>non-smokers</u>
harmful to health	63 %	58 %	65 %
drug, addicting habit	22 %	23 %	22 %
cancer	21 %	21 %	23 %

The benefits of smoking are seen to be the calming relaxing soothing aspect

	30 %	51 %	19 %
good taste/ pleasant taste	10 %	22 %	3 %

400170338

The same arguments are repeated if people are asked why cigarettes are smoked:

	<u>total</u>	<u>smokers</u>	<u>non-smokers</u>
to calm down	41 %	47 %	37 %
a habit	25 %	29 %	23 %
an addiction	18 %	15 %	19 %

In the industry study already quoted for 1988 both non-smokers and cigarette smokers were again asked for their spontaneous attitudes to smoking.

45 % of cigarette smokers again referred to the calming, relaxing aspect

40 % to enjoyment

60 % of non-smokers stated it meant nothing to them

20 % quoted the health risk.

400170339

In their attitudes towards fixed statements about smoking cigarette smokers and non-smokers reacted in the following way:

	<u>cig. smokers'</u>	<u>non-smokers'</u>
smoking is.....		
relaxing	85 %	25 %
enjoyment	80 %	15 %
fun	60 %	10 %
socializing	50 %	20 %
an addiction	80 %	95 %
a drug creates disease	70 %	95 %
is a bad habit	70 %	85 %
pollutes the environment	55 %	80 %

400170340

Both smokers and non-smokers could choose a ranking of 26 items most harmful to health.

For non-smokers cigarette smoking itself comes as item number 4 with 60 % of people putting it after radioactivity, poisonous waste and automobile exhaust fumes.

45 % put the risk to be in a room where a lot of cigarette smoke is in the air in tenth place.

For cigarette smokers the act of smoking itself is on position 13 with 30 % and the danger of being in a room where a lot of cigarette smoke is in the air with 18 % is on place 17.

47,9 % of all smokers stated that others have already tried to influence them to give up or to reduce smoking.

If regular cigarette smokers are asked not to smoke

65 % will not light a cigarette of these  
19,9 % will comment while not lighting their  
cigarette

the others will not comment

400170341

#### 4. Passive Smoking

The term passive smoking is known to

84,5 % of cigarette smokers

78,7 % of non-smokers`

The correct definition is given by over 90 % of those knowing the term.

	<u>non-smokers`</u>	<u>ciq.smokers</u>
passive smoking is a very large health risk	27,3 %	8,9 %
a large health risk	52,6 %	39,2 %
a small risk	18,5 %	46,9 %

The negative health effects of passive smoking according to their own statements have already been experienced by 31,5 % non-smokers`, 27,6 % of smokers. Among those who claim effects cough, eye-irritation, loss of breath and headache are most often cited.

400170342

5. Marketing Assessment

1. For smokers the effects of nicotine and sensoric taste effects are the important positive reasons for smoking.
2. Nicotine is responsible for persisting with the smoking habit.
3. There will be a strong consumer interest in trying a cigarette which has a strongly reduced tar content.
4. The adoption of the cigarette will, however, depend on the taste delivery.
5. The market potential under the condition of good taste delivery will probably not be limited to today's segment of health-orientated smokers.
6. Alternative product options and branding and image options will in several respects either limit or further increase the potential.

400170343

7. As the social debate on smoking is well advanced in Germany a sufficient proportion of smokers should be interested in a product concept whereby they could bypass the social pressure not to light up a conventional cigarette.

8. Market demand will most certainly be influenced by further prohibitions to smoke. Smokers and non-smokers are agreed that smoking should be prohibited in hospitals and schools.

44,6 % of non-smokers are in favour of prohibiting smoking at the place of work

42,2 % of non-smokers are in favour of separating smokers and non-smokers

15,3 % of cigarette smokers are in favour of a prohibition at the place of work

51,7 % are in favour of separating smokers and non-smokers

The social conflict potential is clearly defined by those percentages and smokeless cigarettes could be an option for solving this social conflict.

400170344