



Global TGI Barometer

Issue 27: Smoking: The Global Picture

In recent years smoking, and the rights of smokers, have been at the centre of an increasingly heated debate, with many governments implementing restrictions or bans in public places. It might therefore seem as if the tide is turning against tobacco. Yet TGI's latest research from across the world shows that the cigarette industry could be far from burning out...

Smokers across the World

Europeans are particularly partial to their cigarettes. At the top end of the scale a staggering 47% of Greeks and 41% of Turks smoke, with France and Germany not far behind. Even in more moderate countries such as Spain and Britain, cigarettes are still enjoyed by over a quarter of residents.

Smoking is also widespread across much of Asia, but with an interesting gender divide – in Indonesia two thirds of men smoke, compared to only 2% of women, with a similar situation in both China¹ and Japan. The traditional and conservative cultures of some Middle Eastern countries are also more likely to disapprove of female smokers – in Saudi Arabia, for example, only 4% of women smoke, compared to a third of men.

New Generations of Smokers

But as we are increasingly bombarded with warnings of tobacco's damaging effects on our health, are more and more of us opting to stay off the cigarettes? TGI results seem to suggest not. In Britain, for example, data collected over the past five years shows little reduction in the number of people who smoke. Rather than the message filtering in with each successive generation, younger people are often more likely to smoke than their older counterparts; in Italy, for example, three times as many 18 – 24 year olds smoke than over 65s.

Kicking the Habit

Maybe these young smokers are reassuring themselves that they can quit in later life... A large proportion of smokers in virtually every country have tried to kick the habit in the past year, including 64% of Poles and 51% of Russians. Products designed to aid the process can therefore be big business in some markets; nearly half of quitters in Britain and the US have tried nicotine products such as patches or gum.

¹ Chinese data from 30 main cities

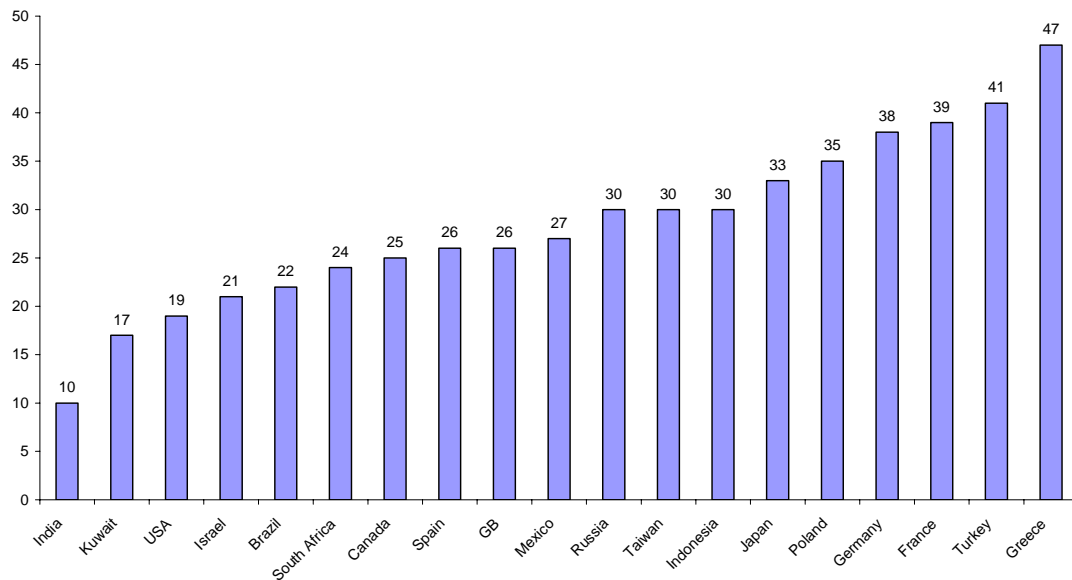


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No Smoking Please

However, despite all this, considerable anti-smoking sentiment is evident in many countries. Two thirds of Brits and South Africans think that smoking should be banned in public places, and despite its high number of smokers, so do 67% of people in Turkey. In Latin America a similar attitude prevails, with around 65% of Brazilians and Mexicans believing that smoking should have more restrictions placed upon it.

Cigarette Smokers (%)



*Indian data from ABC socio-economic groups in 40 urban centres, **Chinese data from 30 main cities *** Japan & Indonesia data based on individuals aged 20+

Base: Individuals aged 18+

Source: Global TGI

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Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit www.kmr-group.com