TSNW would like to thank all of the officers from Trading Standards Services across the region who have helped with the co-ordination of this survey. We would also like to thank all of the schools which have taken part.

For further information about this report, please contact Kate Pike (Regional Co-ordinator) by email at kpike@warrington.gov.uk
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Executive summary
Executive summary

Introduction

• This report summarises the key findings of a survey to assess the behaviour and attitudes of 14 to 17 year olds in the North West towards alcohol and tobacco.

• The survey followed a similar questionnaire to 2013 study to enable a valid comparison of results, although a small number of new questions were added.

• The methodology was changed this year from a paper to an online survey.

• Fieldwork for the latest survey was conducted between January and April 2015. In total, 7113 completed e-surveys were received from 14-17 year olds across the North West.

• 18 North West Local Authorities are represented in the latest survey. Five Local Authorities did not take part this time: Blackpool, Bolton, Oldham, Sefton and Wirral

• The sample profile is slightly different to the 2013 survey:
  – It includes a larger representation of 14 year olds (30%, up 8% from 2013), corresponding to a lower representation from 16 year olds (23%, 8% lower), and 15 year olds (41%, 4% lower)
  – We have surveyed a higher percentage of females to males in 2015 (56% female and 44% male, compared to 52% female and 48% male in 2013).
Executive summary

Alcohol consumption

- Increasing percentages of 14-17 year olds in the North West claimed to be drinking alcohol less often or not at all (46% claimed to have never drunk alcohol, 14% higher than reported in 2013).

- Additionally the percentage of young people claiming to drink alcohol at least once a week has fallen from 17% to 12% in the last two years, and the average number of units of alcohol consumed per week has fallen from 17 to 12.

- Latest results do indicate, however, that there has been a rise (up 19%) in the level of occasional binge drinking in the North West amongst 14-17 year olds. Regular binge drinking has also increased slightly (up 1% to 12%)

- Smirnoff and WKD remain the preferred alcohol brands amongst 14-17 year olds, with Strongbow as the most popular cider brand. Kopparberg has also emerged as a popular brand amongst young people.

- There have been continuing falls in percentages of 14-17 year olds drinking in pubs / clubs (down 3% to 11%) and outside in streets and parks (down 6% to 8%).

- Where drinking alcohol outside, results indicate that young people are doing so in relatively smaller groups than in previous years.

- Just over a quarter of 14-17 year olds in the North West (26%) claimed to be aware of drinking dens or party houses in their local area, 2% lower than reported in 2013.
Executive summary

Purchasing alcohol

- The percentage of 14-17 year olds claiming to buy alcohol themselves has continued to fall (down 3% to 13%). This corresponds to slight falls in the percentage claiming to buy from off licenses (down 3% to 8%) and pubs / clubs (down 2% to 6%), although the percentage buying from supermarkets has remained the same (3%).

- Where buying themselves, a slightly higher percentage claimed to have been asked for ID (up 4% to 52%); more so amongst 17 year olds (up 13% to 72%). However the overall percentage claiming to have been asked for ID when buying alcohol has not changed significantly compared to eight years ago (55% in 2007).

- Where drinking alcohol, the choice of what to drink is most often influenced by the individual taste preferences. The strength / percentage alcohol has emerged as more of an influence, whereas price and discounts are less influential compared to 2013.

- There has been a fall in the percentage of young people claiming to have fake ID (down 4% to 3%).
Executive summary
Attitudes, behaviour & understanding - alcohol

• Latest results indicate that 14-17 year olds in the North West who drink alcohol are increasingly adopting a more sensible and controlled approach towards drinking alcohol. Over the last eight years there have been continual falls in the percentage of young people:
  – Drinking just to get drunk (55% in 2007 down to 26% in 2015)
  – Tending to forget things when drinking (45% in 2007 down to 30% in 2015)
  – Drinking because there is nothing else to do (28% in 2007 down to 11% in 2015)
  – Claiming to have become violent when drunk (29% in 2007 down to 13% in 2015)
• This corresponds to an increase in the percentage of 14-17 years olds claiming to always feel in control when drinking (up 10% to 61% over the same eight year period).
• Nevertheless it is clear that many young people do enjoy drinking alcohol:
  – Almost two-thirds of those who drink alcohol (62%) think that it is fun to get drunk
  – Approximately half (49%) think it is normal to get drunk
  – Over two-fifths (42%) claimed to have got drunk in the last month
• An increasing percentage of young people (27%, up 10%) believe it is a criminal offence for U18s to drink alcohol at home.
Executive summary

Smoking behaviour

• The percentage of 14-17 year olds in the North West claiming to smoke has continued to fall, and is now down to 10% (compared to 22% in 2009).

• Additionally two-thirds of young people (68%) indicated that they have never tried smoking, up 8% from 2013.

• The percentage of young smokers claiming to buy their cigarettes from various retailers has fallen in the last two years; off licenses 26% (down 6% from 2013), newsagents 20% (down 3% from 2013), supermarkets 6% (down 3% from 2013).

• Similar to two years ago, most young smokers claimed to have started smoking aged 13 or 14.

• Sales of illicit tobacco to young people were slightly higher than reported in 2013.

• An increasing percentage of 14-17 year olds claimed to have tried e-cigarettes compared to two years ago (36%, compared to 20% in 2013). Of these, 41% claimed to have smoked an e-cigarette in the last month. They claimed mostly get e-cigarettes from their older siblings and / or friends.

• There has been a slight fall in the percentage of young people in the North West claiming to have tried shisha smoking (18%, compared to 20% in 2013). This figure was higher amongst 17 year olds (30%). Those who have tried shisha smoking claimed to have done this mostly at home or at a shisha café.
About the study
Background and methodology

- The Young Persons' Alcohol and Tobacco Survey has been conducted in the North West every two years since 2005.
- Fieldwork for the latest survey took place between January and April 2015.
- The survey questionnaire was largely the same as that used in previous surveys to enable tracking of results. Additional questions regarding shisha and electronic cigarettes were included this year.
- We encouraged pupils to be open and honest when completing the questionnaires, and assured them that all responses would be treated confidentially.

**Questionnaire format**

- 18 Trading Standards Services in the North West participated in the 2015 survey (five local authorities were unable to take part this year).
- Individual Trading Standards Services assumed responsibility for the distribution of the survey.
- This year, the methodology was changed from a paper to an online self-completion survey.
- A total of 7113 questionnaires were completed (sample breakdown in appendices)
- Mustard assumed responsibility for collating and verifying all the data and information provided, and producing a report summarising the key research findings. Separate local authority area reports are also being produced to inform local understanding and initiatives.
Alcohol consumption
Q. How often would you say you drink alcohol? (Prompted)

- Twice a week or more
- Once a week
- 1 to 3 times a month
- Less than once a month
- Never


Level of data not available to this detail for 2005
Frequency of Alcohol Drinking
Analysis by Age and Gender

Q. How often would you say you drink alcohol? (Prompted)

% Change
Once a week or more

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<th>Male</th>
<th>Female</th>
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Base: 7113 Respondents
Frequency of Alcohol Drinking
Analysis by Local Authority

Q. How often would you say you drink alcohol? (Prompted)

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<th>Cheshire West</th>
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<th>St Helens</th>
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Base: 7113 Respondents
**Frequency of Binge Drinking**

**Q. How often would you say that you drink FIVE OR MORE alcoholic drinks on one occasion? (Prompted)**

- **Never binge drink**
- **Occasional binge drinkers**
- **Regular binge drinkers**

**Base:** 2007 = 11524; 2009 = 13390; 2011 = 12789, 2013 = 17933, 2015 = 3813

*Question not asked in 2005*

*Binge drinking defined as having five drinks or more on one occasion*
## Frequency of Binge Drinking

### Analysis by Age and Gender

**Q. How often would you say that you drink FIVE OR MORE alcoholic drinks on one occasion? (Prompted)**

<table>
<thead>
<tr>
<th>% Change</th>
<th>Regular binge drinkers</th>
<th>Occasional binge drinkers (three times a month or less)</th>
<th>Never binge drink</th>
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**Base: 3813 Respondents**

Binge drinking defined as having five drinks or more on one occasion
Frequency of Binge Drinking
Analysis by Local Authority

Q. How often would you say that you drink FIVE OR MORE alcoholic drinks on one occasion? (Prompted)

% Change
Regular binge drinkers

| % Respondents | Overall | Blackburn* | Bury | Cheshire East | Cheshire West* | Cumbria | Halton | Knowsley | Lancashire | Liverpool* | Manchester | Oldham | Salford | St Helens | Stockport | Tameside* | Trafford | Warrington | Wigan |
|---------------|--------|------------|-----|--------------|---------------|---------|--------|----------|------------|------------|-----------|--------|--------|----------|----------|----------|---------|-----------|--------|-------|
| % Respondents | 62     | 39         | 71  | 51           | 65            | 32      | 26     | 22       | 65         | 39         | 66        | 66     | 61     | 61       | 63       | 63       | 63       | 63        | 60     | 63    |
| % Change      | +1     | +13        | -8  | +6           | +10          | +3      | +16    | =        | +24        | +2         | -1        | +3     | +8     | +4       | +1       | -4       | +5       | %          | +1     | +10   |

Base: 3813 Respondents
Binge drinking defined as having five drinks or more on one occasion
* denotes low sample size; treat results with caution
Q. In a typical week, how many units of alcohol do you drink?

Average = 12 units per week (2013 = 17)

Base: 2007 = 6215; 2009 = 7413; 2011 = 5523; 2013 = 7239; 2015 = 1893

Balance: Not specified or do not drink
Q. What brands, if any, do you prefer?

Base: 2007 = 3203; 2009 = 5505; 2011 = 4876; 2013 = 6190; 2015 = 2508
Balance: Not specified or do not drink
Q. Where do you mostly drink? (Prompted)

Balance: Never drink alcohol or not stated
Multiple responses allowed
Drinking Outside and in Pubs / Clubs
Analysis by Local Authority

Q. Where do you mostly drink? (Prompted)

Base: 3808 Respondents
* denotes low sample size; treat results with caution
Q. If you drink outside, how many other people do you usually drink with?

Base: 2007 = 3203; 2009 = 3323; 2011 = 1866; 2013 = 1492; 2015 = 289
Balance: Do not drink outside or not specified
Not asked in 2005
Drinking Alone

Q. Do you tend to drink alone or in groups?
% Claiming to drink alone

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<th>Overall</th>
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</tr>
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</table>

Base: 2007 = 9151; 2009 = 10553; 2011 = 9758, 2013 = 11640; 2015 = 3796
Q. Are you aware of any ‘drinking dens’ or ‘party houses’ in your area?

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<thead>
<tr>
<th></th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Female</td>
<td>28</td>
<td>26</td>
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</tbody>
</table>

Base: 2015 = 4806
Balance: Not stated
Drinking Dens and Party Houses

Analysis by Local Authority

Q. Are you aware of any ‘drinking dens’ or ‘party houses’ in your area?

Base: 2015 = 4806
Balance: Not stated
* denotes low sample size; treat results with caution

% Yes

Overall 26 27 28 31 34 34 30 32 34 37 39 41
2013 28 24 28 39 22 24 32 31 29 25 28 26
2015 26 20 19 40 24 22 31 34 37 36 34 31

TSNW
Trading Standards North West
Purchasing Alcohol
Where Young People Get Their Alcohol

Q. Where do you get your alcohol from? (Prompted)

Parents / guardians
Family / friends over 18
Family / friends under 18
Adults outside shops buy
Buy from off licences
Take from parents without consent
Buy from pubs / nightclubs
Buy from supermarkets

Base: 2007 = 9410; 2009 = 10802; 2011 = 10004; 2013 = 11839; 2015 = 3780
Balance: Not specified or do not drink
Multiple responses allowed
Where Young People Get Their Alcohol

Q. Where do you get your alcohol from? (Prompted)
% of young people who claim to buy alcohol themselves

<table>
<thead>
<tr>
<th>Year</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>40</td>
</tr>
<tr>
<td>2007</td>
<td>28</td>
</tr>
<tr>
<td>2009</td>
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<td>2011</td>
<td>20</td>
</tr>
<tr>
<td>2013</td>
<td>16</td>
</tr>
<tr>
<td>2015</td>
<td>13</td>
</tr>
</tbody>
</table>

Base: 2007 = 9410; 2009 = 10802; 2011 = 10004; 2013 = 11839; 2015 = 3780
Balance: Not specified or do not drink
Multiple responses allowed
Where Young People Get Their Alcohol
Analysis by Age and Gender

Q. Where do you get your alcohol from? (Prompted)
% of young people who claim to buy alcohol themselves

Base: 2007 = 9410; 2009 = 10802; 2011 = 10004; 2013 = 11839; 2015 = 3780
Balance: Not specified or do not drink
Multiple responses allowed
Where Young People Get Their Alcohol
Analysis by Local Authority

Q. Where do you get your alcohol from? (Prompted)
% of young people who claim to buy alcohol themselves

Base: 2007 = 9410; 2009 = 10802; 2011 = 10004; 2013 = 11839; 2015 = 3780
Balance: Not stated
Main Influences in Choice of Alcoholic Drink

Q. Which of the following influences what alcohol you choose to drink? (Prompted)

- Own taste preferences
- Strength / % alcohol volume
- Friends’ preferences
- Price
- Brand
- Offers / discounts
- Advertising
- Celebrities’ preferences

Base: 2013 = 11692; 2015 = 3785
All answering who drink alcohol
Multiple responses allowed
Significant differences highlighted in boxes
Being Asked for ID When Buying Alcohol
Analysis by Age and Gender

Q. Have you ever been asked for ID when buying alcohol?

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>55</td>
<td>45</td>
<td>55</td>
<td>55</td>
<td>57</td>
<td>59</td>
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<td>2009</td>
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<tr>
<td>2011</td>
<td>52</td>
<td>39</td>
<td>46</td>
<td>51</td>
<td>49</td>
<td>33</td>
<td>51</td>
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<tr>
<td>2013</td>
<td>48</td>
<td>36</td>
<td>46</td>
<td>59</td>
<td>59</td>
<td>55</td>
<td>51</td>
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<tr>
<td>2015</td>
<td>47</td>
<td>36</td>
<td>49</td>
<td>51</td>
<td>59</td>
<td>53</td>
<td>53</td>
</tr>
</tbody>
</table>

Base: 2007 = 2620; 2009 = 2696; 2011 = 1924; 2013 = 1823; 2015 = 471
All young people who have bought alcohol themselves
Not asked in 2005
Q. Have you ever been asked for ID when buying alcohol?

Analysis by Local Authority

Base: 2007 = 2620; 2009 = 2696; 2011 = 1924; 2013 = 1823; 2015 = 471

All young people who have bought alcohol themselves

Sample sizes too low for other local authorities
Fake ID
Analysis by Age and Gender

Q. Do you have fake ID?

Base: 2009 = 9819; 2011 = 9967; 2013 = 11950; 2015 = 4803
Balance: Not stated
Not asked in 2005
Fake ID
Analysis by Age and Gender

Q. Do you have fake ID?

Base: 2009 = 9819; 2011 = 9967; 2013 = 11950; 2015 = 4803
Balance: Not stated
* denotes low sample size; treat results with caution
Main Sources of Fake ID

Q. Where did get your fake ID from?

- Use older brother's / sister's / friend's
- Bought from Internet
- Made myself
- Friend / family over 18 made for me
- Friend / family under 18 made for me

Base: 2007 = 575; 2009 = 695; 2011 = 731; 2013 = 721; 2015 = 164
All who have fake ID
Not asked in 2005
Attitudes, Behaviour and Understanding - Alcohol
Attitudes to Drinking Alcohol

Q. Please indicate how strongly you agree or disagree with the following statements?

I make sure I am not on my own when out drinking alcohol

-20  -15  -10  -5  0  5  10  15  20

I always feel in control when I drink

-20  -15  -10  -5  0  5  10  15  20

I drink alcohol to get drunk*

-90  -80  -70  -60  -50  -40  -30  -20  -10  0  10  20  30  40  50  60  70  80  90  100

I tend to forget things when I have been drinking

-90  -80  -70  -60  -50  -40  -30  -20  -10  0  10  20  30  40  50  60  70  80  90  100

I worry that my drink may get spiked

-90  -80  -70  -60  -50  -40  -30  -20  -10  0  10  20  30  40  50  60  70  80  90  100

I drink alcohol because there is nothing else to do

-90  -80  -70  -60  -50  -40  -30  -20  -10  0  10  20  30  40  50  60  70  80  90  100

I drink alcohol because my friends do

-90  -80  -70  -60  -50  -40  -30  -20  -10  0  10  20  30  40  50  60  70  80  90  100

Average base: 2007 = 9268; 2009 = 10630; 2011 = 9902; 2013 = 11820; 2015 = 3766
Balance: Not stated
*Not asked in 2007
## Attitudes to Drinking Alcohol

**Q. Please indicate how strongly you agree or disagree with the following statements?**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am not really worried about the long term health effects of drinking alcohol</td>
<td>-43</td>
<td>-60</td>
<td>-17</td>
<td>33% (-7)</td>
<td>52% (-6)</td>
<td>45% (-8)</td>
<td>38% (-12)</td>
</tr>
<tr>
<td>Getting drunk is fun</td>
<td>-37</td>
<td>-28</td>
<td>-9</td>
<td>62% (-9)</td>
<td>72% (-8)</td>
<td>57% (-12)</td>
<td>72% (-12)</td>
</tr>
<tr>
<td>It is normal to get drunk</td>
<td>-51</td>
<td>-43</td>
<td>-8</td>
<td>49% (-7)</td>
<td>57% (-8)</td>
<td>45% (-11)</td>
<td>57% (-8)</td>
</tr>
</tbody>
</table>

**Average base:** 2013 = 11820; 2015 = 3761

**Balance:** Not stated

**New questions introduced in 2013**
Attitudes to Drinking Alcohol

Q. Please indicate how strongly you agree or disagree with the following statements?

- I have been drunk in the past month
- I have pretended to drink in the past
- I have pretended to be drunk in the past

Average base: 2013 = 11820 ; 2015 = 3765
Balance: Not stated
New questions introduced in 2015

- 14 = 32%
- 15 = 40%
- 16 = 49%
- 17 = 57%

Male = 38%
Female = 45%

- 14 = 10%
- 15 = 8%
- 16 = 8%
- 17 = 11%

Male = 9%
Female = 8%

- 14 = 10%
- 15 = 8%
- 16 = 10%
- 17 = 14%

Male = 9%
Female = 9%
Q. Please answer ‘Yes’ or ‘No’ to the following statements?

- Have you ever been violent or had a fight whilst drunk? (3790)
- Have you ever been in a car with a young person driving who had been drinking? (3801)

Base for 2015: Included within question
Balance: Not stated / Not applicable
*Not asked in 2005
Q. Please indicate whether you think the following statements are ‘True’ or ‘False’?

- It is a criminal offence for U18s to drink alcohol at home
- It is a criminal offence for U18s to attempt to buy alcohol
- It is a criminal offence for O18s to buy alcohol for U18s
- It is a criminal offence for U18s to buy alcohol
- It is a criminal offence to sell alcohol to U18s

Average base: 2005 = 11623; 2007 = 11014; 2009 = 13038; 2011 = 11130; 2013 = 17679; 2015 = 7071
Balance: Not stated
Smoking Behaviour
Smoking Behaviour

Q. Which of the following best describes you?

- I have never tried smoking
- I have tried smoking but did not like it
- I used to smoke but have given up
- I only smoke when drinking alcohol
- I smoke less than 5 a day
- I smoke 6 to 10 a day
- I smoke more than 10 a day

**NON-SMOKERS**
- 2007: 78%
- 2009: 78%
- 2011: 82%
- 2013: 85%
- 2015: 90%

**SMOKERS**
- 2007: 22%
- 2009: 22%
- 2011: 18%
- 2013: 15%
- 2015: 10%

Base: 2007 = 11299; 2009 = 13038; 2011 = 12388; 2013 = 17793; 2015 = 7093
Balance: Not stated
Not asked in 2005
Smoking Behaviour
Analysis by Age and Gender

Q. Which of the following best describes you?
% young people claiming that they smoke

Base: 2009 = 13038; 2011 = 12388; 2013 = 17793; 2015 = 7093
Balance: Not stated
Smoking Behaviour
Analysis by Local Authority

Q. Which of the following best describes you?
% young people claiming that they smoke

Base: 2009 = 13038; 2011 = 12388; 2013 = 17793; 2015 = 7093
Balance: Not stated
Not asked in 2005
Starting to Smoke

Q. How old were you when you started smoking?

Base: 2007 = 3016; 2009 = 3289; 2011 = 2436; 2013 = 1030
Balance: Not stated
Not asked in 2005
Buying Cigarettes

Q. Where do / did you get your cigarettes from?

- Higher % males than females buying from off licences (30%) and newsagents (24%)
- Higher % females than males getting from brothers, sisters and friends O18 (35%)
- All of these numbers have fallen since 2013, in particular, buying from off-licences and street sellers.

Base: 2007 = 3296; 2009 = 3,537; 2011 = 2703; 2013 = 3334; 2015 = 1020
All respondents who do or have smoked
Balance: Other / Not stated
Not asked in 2005
Access to Illicit Tobacco

Q. Have you ever bought…?

- Single cigarettes (not in packets)
- Cigarettes with health warnings in different languages
- Cigarettes from other sellers (e.g. market stalls, car boots, ice cream vans)
- Fake cigarettes (in packs that look like well known brands)

Average base: 2007 = 2465; 2009 = 1934; 2011 = 1317; 2013 = 3681; 2015 = 1017
Balance: Not stated
Not asked in 2005
Q. Have you ever bought cigarettes with health warnings in different languages?

Base: 2011 = 1317; 2013 = 3681; 2015 = 1018
* denotes low sample size; treat results with caution
Q. Have you ever bought cigarettes from other sellers (i.e. neighbours, market stalls, car boots, ice cream vans)?

Access to Illicit Tobacco
Analysis by Local Authority

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>42</td>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td>Blackburn*</td>
<td>27</td>
<td>31</td>
<td>32</td>
</tr>
<tr>
<td>Bury*</td>
<td>38</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>Cheshire East</td>
<td>50</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>Cheshire West*</td>
<td>35</td>
<td>25</td>
<td>34</td>
</tr>
<tr>
<td>Cumbria*</td>
<td>54</td>
<td>58</td>
<td>50</td>
</tr>
<tr>
<td>Halton*</td>
<td>61</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td>Knowsley*</td>
<td>47</td>
<td>43</td>
<td>40</td>
</tr>
<tr>
<td>Lancashire</td>
<td>27</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Liverpool*</td>
<td>25</td>
<td>28</td>
<td>26</td>
</tr>
<tr>
<td>Manchester</td>
<td>11</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Rochdale</td>
<td>0</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Salford</td>
<td>35</td>
<td>35</td>
<td>38</td>
</tr>
<tr>
<td>St Helens</td>
<td>36</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>Stockport*</td>
<td>28</td>
<td>32</td>
<td>40</td>
</tr>
<tr>
<td>Tameside*</td>
<td>20</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Trafford</td>
<td>31</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>Warrington</td>
<td>37</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td>Wigan</td>
<td>40</td>
<td>33</td>
<td>47</td>
</tr>
</tbody>
</table>

Base: 2011 = 1317 ; 2013 = 3681; 2015 = 1015

* denotes low sample size; treat results with caution
Q. Have you ever bought fake cigarettes (i.e. in packaging that looks like well known brands)?

Access to Illicit Tobacco Analysis by Local Authority

Base: 2011 = 1317; 2013 = 3681; 2015 = 1010
* denotes low sample size; treat results with caution
Experiences of e-cigarettes and shisha
Experience of e-cigarettes
Analysis by Age and Gender

Q. Which ONE of the following statements is the closest to describing your experience of e-cigarettes?

<table>
<thead>
<tr>
<th></th>
<th>Tried 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Respondents</td>
</tr>
<tr>
<td>Overall</td>
<td>20%</td>
</tr>
<tr>
<td>14</td>
<td>18%</td>
</tr>
<tr>
<td>15</td>
<td>19%</td>
</tr>
<tr>
<td>16</td>
<td>23%</td>
</tr>
<tr>
<td>17</td>
<td>30%</td>
</tr>
<tr>
<td>Male</td>
<td>22%</td>
</tr>
<tr>
<td>Female</td>
<td>19%</td>
</tr>
</tbody>
</table>

Base: 7107 Respondents
Balance: Not stated
New question introduced in 2013 and revised for 2015
Youth smoking and e-cigarette use

<table>
<thead>
<tr>
<th>Category</th>
<th>Never smoked (4829)</th>
<th>Tried but did not like (1225)</th>
<th>Former smoker (324)</th>
<th>Current occasional (276)</th>
<th>Current regular (434)</th>
<th>Total (7088)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use often (&gt;1 per week)</td>
<td>2</td>
<td>4</td>
<td>14</td>
<td>17</td>
<td>34</td>
<td>5</td>
</tr>
<tr>
<td>Use sometimes (&gt;1 per month)</td>
<td>14</td>
<td>54</td>
<td>37</td>
<td>44</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>Tried once or twice</td>
<td>83</td>
<td></td>
<td>14</td>
<td>13</td>
<td>30</td>
<td>64</td>
</tr>
<tr>
<td>Never used e-cigs</td>
<td></td>
<td></td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: 7088 Respondents
Balance: Not stated
Experience of e-cigarettes
Analysis by Local Authority

| Base: 7107 Respondents | Balance: Not stated |

**Q. Have you ever tried e-cigarettes, even once?**

<table>
<thead>
<tr>
<th>Area</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>20</td>
<td>36</td>
</tr>
<tr>
<td>Blackburn</td>
<td>43</td>
<td>44</td>
</tr>
<tr>
<td>Bury</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Cheshire East</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Cheshire West</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>Cumbria</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Halton</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Knowsley</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Lancashire</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Liverpool</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Manchester</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Rochdale</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Salford</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>St Helens</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Stockport</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Tameside</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Trafford</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Warrington</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Wigan</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>
Trying e-cigarettes

Q. Which ONE of the following BEST applies to you?

- I tried smoking a real cigarette before I first tried using an e-cigarette
- I tried using an e-cigarette before I first tried smoking a real cigarette
- I have never smoked a real cigarette but have tried an e-cigarette
- I don’t remember

Base: 1976 Respondents
All who have tried an e-cigarette
Balance: Not stated
New question in 2015

Male: 30%
14 yr olds: 33%
16 yr olds: 57%
17 yr olds: 71%
Recent experience of e-cigarettes
Analysis by Age and Gender

Q. Have you used an e-cigarette in the last month

<table>
<thead>
<tr>
<th>% Respondents</th>
<th>Overall</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>41</td>
<td>37</td>
<td>42</td>
<td>42</td>
<td>43</td>
<td>45</td>
<td>38</td>
</tr>
</tbody>
</table>

Base: 2573 Respondents
All who have tried e-cigarettes at least once
Recent experience of e-cigarettes
Analysis by Local Authority

Q. Have you used an e-cigarette in the last month

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>41</td>
</tr>
<tr>
<td>Blackburn</td>
<td>54</td>
</tr>
<tr>
<td>Bury</td>
<td>46</td>
</tr>
<tr>
<td>Cheshire East</td>
<td>33</td>
</tr>
<tr>
<td>Cheshire West</td>
<td>44</td>
</tr>
<tr>
<td>Cumbria</td>
<td>44</td>
</tr>
<tr>
<td>Halton</td>
<td>42</td>
</tr>
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<td>Knowsley</td>
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<td>Liverpool</td>
<td>23</td>
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<td>Manchester</td>
<td>35</td>
</tr>
<tr>
<td>Rochdale</td>
<td>34</td>
</tr>
<tr>
<td>Salford</td>
<td>48</td>
</tr>
<tr>
<td>St. Helens</td>
<td>50</td>
</tr>
<tr>
<td>Stockport</td>
<td>40</td>
</tr>
<tr>
<td>Tameside</td>
<td>35</td>
</tr>
<tr>
<td>Trafford</td>
<td>46</td>
</tr>
<tr>
<td>Warrington</td>
<td>44</td>
</tr>
</tbody>
</table>

Base: 2573 Respondents
All who have tried e-cigarettes at least once
Buying E-Cigarettes

Q. Where do / did you get your e-cigarettes from?

- Older siblings or friends: 54%
- Parents: 10%
- I buy them myself from e-cigarette shops: 10%
- I buy them myself from off licences: 7%
- I buy them myself from newsagents: 6%
- I buy them myself online: 5%
- I buy them myself from supermarkets: 4%
- I buy them myself from petrol stations: 2%
- I buy them myself from chemists: 1%

Base: 2015 = 2476
All respondents who do or have smoked e-cigarettes
Balance: Other / Not stated
New question in 2015
Experience of shisha smoking
Analysis by Age and Gender

Q. Which ONE of the following statements is the closest to describing your experience of shisha smoking?

<table>
<thead>
<tr>
<th></th>
<th>Tried 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Respondents</td>
</tr>
<tr>
<td>Overall</td>
<td>20%</td>
</tr>
<tr>
<td>14</td>
<td>17%</td>
</tr>
<tr>
<td>15</td>
<td>19%</td>
</tr>
<tr>
<td>16</td>
<td>23%</td>
</tr>
<tr>
<td>17</td>
<td>36%</td>
</tr>
<tr>
<td>Male</td>
<td>22%</td>
</tr>
<tr>
<td>Female</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Base:** 7096 Respondents
**Balance:** Not stated
**New question introduced in 2013 and revised for 2015**
Shisha Smoking
Analysis by Local Authority

Q. Have you ever tried shisha smoking, even once?

Base: 2013 = 17325; 2015 = 7096
Balance: Not stated
Where smoking shisha

Q. Where do you / did you smoke shisha?

- At home with friends: 40%
- In shisha café: 39%
- On holiday: 13%
- At home on my own: 10%
- Elsewhere with friends: 8%

Base: 2015 = 1248
All who claim to have tried shisha smoking
Balance: Not stated
New question introduced in 2015
Appendices
Appendix 1
Sample Breakdown by Local Authority

Total Base for 2015: 7113 Respondents
N.B Cheshire East and West reported separately for first time in 2011. Previous data for these local authorities shown at aggregated level. Blackpool, Bolton, Oldham, Sefton and Wirral did not take part in this year’s survey.
Appendix 2
Sample Breakdown by Age and Gender

Base: 2005 = 12727; 2007 = 11116; 2009 = 12757; 2011 = 12221; 2013 = 18089; 2015 = 7105
Balance: Not stated

By Gender

By Age

# Appendix 3

## Confidence Intervals

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of respondents</th>
<th>Confidence Interval based on 95% confidence levels – Results accurate to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3111</td>
<td>+/- 1.05% to 1.76%</td>
</tr>
<tr>
<td>Female</td>
<td>3994</td>
<td>+/- 0.93% to 1.55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of respondents</th>
<th>Confidence Interval based on 95% confidence levels – Results accurate to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>2111</td>
<td>+/- 1.28% to 2.13%</td>
</tr>
<tr>
<td>15</td>
<td>2943</td>
<td>+/- 1.08% to 1.81%</td>
</tr>
<tr>
<td>16</td>
<td>1653</td>
<td>+/- 1.45% to 2.41%</td>
</tr>
<tr>
<td>17</td>
<td>406</td>
<td>+/- 2.92% to 4.86%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local Authority*</th>
<th>Number of respondents</th>
<th>Confidence Interval based on 95% confidence levels – Results accurate to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest represented LA: Lancashire</td>
<td>2516</td>
<td>+/- 1.17% to 1.95%</td>
</tr>
<tr>
<td>Lowest represented LA: Cheshire West</td>
<td>38</td>
<td>+/- 9.54% to 15.90%</td>
</tr>
</tbody>
</table>
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