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Nusaresearch panel has been established since the beginning 2014 and continuously developing.

SMOKING HABIT SUB-PANEL (May 2014)

This sub-panel is based on Single-choice and Multiple-choice question types with a total of 5,007 respondents from Nusaresearch Panel.

Statistical result includes tables in following content:

1. Smoking Status [SA]
2. Frequency of smoking [SA]
3. Numbers of smoking cigarette [SA]
4. Cigarette brand ever used [MA]
5. Cigarette brand currently used [SA]
6. Occasions for smoking [MA]
7. Places to buy cigarette [MA]

1. Smoking Status [SA] (n=5,007)

	Frequency	Percent
Total	5,007	100.0%
Non-Smokers	2,765	55.2%
Lapsed smokers	1,622	32.4%
Smokers	620	12.4%

2. Frequency of smoking [SA] (n=2,242)

	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Very often	568	25.3%
Often	969	43.2%
Occasionally	426	19.0%
Rarely	279	12.4%

3. Numbers of smoking cigarette [SA] (n=2,242)

	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Less than 1 cigarette / day	289	12.9%
1 - 5 cigarettes / day	645	28.8%
6 - 9 cigarettes / day	365	16.3%
10 - 14 cigarettes / day	501	22.3%
15 - 19 cigarettes / day	250	11.2%
20 - 29 cigarettes / day	120	5.4%
30 - 40 cigarettes / day	60	2.7%
Above 40 cigarettes / day	12	0.5%

4. Cigarette brand ever used [MA] (n=2,242)

	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Sampoerna A Mild	996	7.9%
Dji Sam Soe Kretek	735	5.8%
Djarum Super	603	4.8%
Marlboro Red	547	4.3%
Marlboro Light	513	4.1%
Gudang Garam Surya	495	3.9%
Class Mild	480	3.8%
Gudang Garam Internasional	472	3.7%
LA Light	462	3.7%
U mild	442	3.5%
Dunhill Mild	404	3.2%
Marlboro Menthol	390	3.1%
Dunhill	377	3.0%
Djarum Black	371	2.9%
Star Mild	362	2.9%
Dji Sam Soe Magnum	352	2.8%
Sampoerna A Mild Menthol	325	2.6%
Gudang Garam Surya Pro	301	2.4%
Sampoerna Kretek Hijau	291	2.3%
Pro Mild	286	2.3%
Dji Sam Soe Premium Black	273	2.2%
Sampoerna A volution	268	2.1%
Djarum Coklat	260	2.1%
Gudang Garam Merah	253	2.0%
Djarum 76	252	2.0%
234 Dji Sam Soe Filter	238	1.9%
Lucky Strike	237	1.9%
Djarum Super MLD Mild	234	1.9%
Dunhill Menthol	168	1.3%
Sampoerna A Flava	157	1.2%
Club Mild	140	1.1%
Dunhill Red	138	1.1%
Djarum Clavo Filter	113	0.9%
Pall Mall Light	87	0.7%
Apache Kretek Filter	85	0.7%
Pall Mall Filter	85	0.7%
Pall Mall Menthol	69	0.5%
ESSE Light	64	0.5%
ESSE Menthol	61	0.5%
Neslite	51	0.4%
Neslite Menthol	38	0.3%
ESSE Golden Leaf	25	0.2%
Others	90	0.7%

5. Cigarette brand currently used [SA] (n=2,242)

	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Sampoerna A Mild	441	19.7%
Djarum Super	240	10.7%
Gudang Garam Surya	141	6.3%
Gudang Garam Internasional	123	5.5%
LA Light	115	5.1%
Class Mild	111	5.0%
Dji Sam Soe Kretek	106	4.7%
Marlboro Red	92	4.1%
U mild	90	4.0%
Marlboro Light	81	3.6%
Sampoerna A Mild Menthol	53	2.4%
Pro Mild	53	2.4%
Dunhill Mild	50	2.2%
Marlboro Menthol	46	2.1%
Sampoerna Kretek Hijau	44	2.0%
Star Mild	38	1.7%
Djarum Black	36	1.6%
Gudang Garam Surya Pro	35	1.6%
Gudang Garam Merah	34	1.5%
Dji Sam Soe Magnum	29	1.3%
Dunhill	28	1.2%
Djarum Super MLD Mild	26	1.2%
Sampoerna A volution	25	1.1%
Djarum 76	24	1.1%
Djarum Coklat	22	1.0%
Club Mild	16	0.7%
Dunhill Menthol	16	0.7%
Others	127	5.7%

6. Occasions for smoking [MA] (n=2,242)

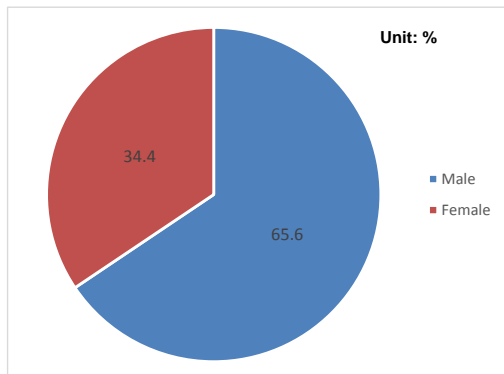
	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Go out with friends	1,300	13.6%
Relaxing	1,244	13.0%
Waiting	1,071	11.2%
After lunch	1,050	11.0%
Stressful	1,009	10.6%
After dinner	951	10.0%
After breakfast	766	8.0%
Nervous	740	7.8%
Any occasion	621	6.5%
Working	458	4.8%
Go out with boyfriend / girlfriend / spouse	282	3.0%
Others	51	0.5%

7. Places to buy cigarette [MA] (n=2,242)

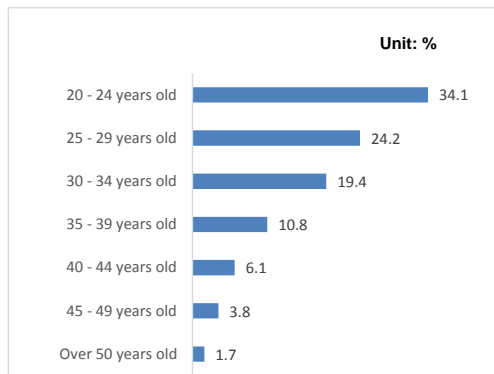
	Frequency	Percent
Total smokers + lapsed smokers	2,242	100.0%
Grocery	1,685	28.4%
Supermarket	1,349	22.8%
Coffe shop	946	16.0%
Street vendor	918	15.5%
Convenient store	800	13.5%
Restaurant	145	2.4%
Other websites	35	0.6%
Online website	30	0.5%
Others	18	0.3%

Respondent's Profile

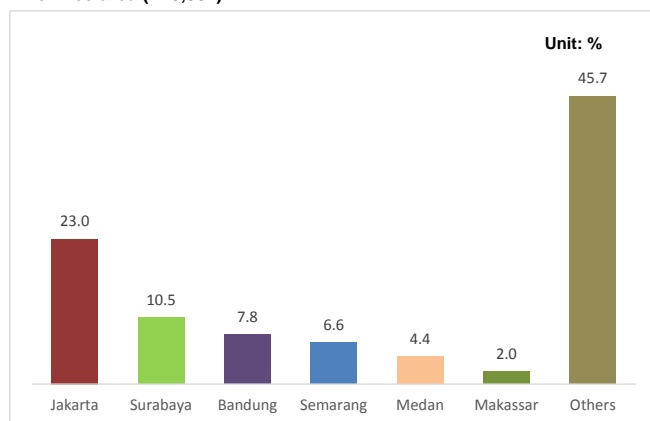
1. Gender (n=5,007)



2. Age (n=5,007)



3. Province area (n=5,007)



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