

Simmons Study Reveals More Young Adults Saying "No" to Cigarettes

Contributed by Simmons
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DEERFIELD BEACH, FL. - May 18, 2005 - Simmons, an Experian company and the most respected authority on the behavior of the American consumer, today revealed that more young adults, 18-24, are avoiding cigarette smoking than the same age group five years earlier, according to the latest Simmons National Consumer Survey (NCS).

"We can definitely see a downward trend," said Bill Livek, Co-CEO of Simmons Market Research. "There are numerous reasons that could explain it, including of course, a higher awareness of the health risks. But, whatever the reason, it seems more and more young people are choosing not smoke cigarettes."

According to the NCS:

In 2004, 75 percent of respondents, between the ages of 18 and 24, said they did not smoke. That is up 11 percent over the same age group in 1999.

In 2004, 22 percent of respondents, between the ages of 18 and 24, said they did smoke. That is down six percent over the same age group in 1999.

"Do you smoke cigarettes?" (Ages 18-24)

2004 vs 1999?

No 75% No 64%

Yes 22% Yes 28%

No Response 04%

No Response 08%

Sample size: 2,729 Sample size: 3,189

Simmons NCS is a comprehensive study of American adult consumers in all their diversity. It provides information on consumer usage behavior for all major media, more than 450 product categories and over 8,000 brands. The NCS includes demographic, psychographic, and lifestyle descriptions of all Americans, including the Hispanic/Latino market. It is a must-have for any business that really wants to understand their consumers in this multi-cultural, multi-channel, multi-media type of world.

For more information, please contact Dave Aneckstein at 954-427-4104, Ext. 148 or davea@smrb.com.

Simmons Market Research

Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products they buy and the brands they prefer, to their internet shopping behaviors, attitudes, and lifestyles, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company.