

Georgia plain packaging research: key findings

1. Only around one-fifth (19%) of Georgians have heard of plain packaging and could explain it to a friend or family member. 81% of Georgians have either never heard of the policy or do not understand it well enough to explain it.

		Total	
Have you heard of a policy to further change all cigarette packaging to 'plain' packaging?	Yes, I've heard about this policy and I could explain it to a friend or family member	186	19%
	Yes, I've heard about this policy, but I couldn't explain it	267	27%
	No, I haven't heard about this policy	547	55%

2. 71% of Georgians think that a public consultation on this issue should be at least 4 months in length.

		Total	
Do you think the public should be consulted on 'plain' packaging, in order to ensure that all views are given a fair hearing and if so, how long?	0-3 months	288	29%
	4-6 months	200	20%
	7-12 months	201	20%
	Between 1 and 2 years	201	20%
	More than 2 years	110	11%

3. 65% of Georgians say that plain packaging will not reduce smoking rates.

		Total	
Do you think a move to 'plain' packaging would reduce smoking rates?	Yes	261	26%
	No	647	65%
	Don't know	91	9%

4. 54% of Georgians think it is likely that changing to plain packaging will make it easier to produce fake cigarette packaging and increase the number of illegal cigarettes sold in Georgia.

		Total	
Some people say that a change to 'plain' packaging from multiple different brand designs would make it easier to produce fake cigarette packaging and increase the amount of illegal cigarettes sold in Georgia. Do you think this is likely or unlikely?	Likely	543	54%
	Unlikely	365	37%
	Don't know	92	9%

5. Only 35% of Georgians believe plain packaging is necessary, 45% say that it is not.

		Total	
Do you believe that the introduction of 'plain' packaging is necessary?	Yes	346	35%
	No	454	45%
	Don't know	201	20%

6. Only 37% of Georgians say that plain packaging is a good use of government resources, 41% say that it is not.

		Total	
Do you believe that the introduction of 'plain' packaging is a good use of government resources?	Yes	369	37%
	No	407	41%
	Don't know	224	22%

7. 62% of Georgians agree that “while some politicians may have good intentions when proposing this policy, it is important they keep an open-mind and weigh up both sides of any argument for or against ‘plain’ packaging for cigarettes”.

		Total	
Do you agree or disagree that, while some politicians may have good intentions when proposing this policy, it is important they keep an open-mind and weigh up both sides of any argument for or against 'plain' packaging for cigarettes?	Agree	621	62%
	Disagree	260	26%
	Don't know	120	12%

8. Only 14% of Georgians believe that the government should continue with plain packaging regardless of evidence from any consultation, scientific evidence or research. 86% think that if it cannot be proven that plain packaging will reduce smoking in Georgia then the government should either drop the policy or await additional evidence.

		Total	
If after any consultation, scientific evidence or research can't prove that 'plain' packaging will reduce smoking in Georgia, what in your view should the government do?	Proceed with its 'plain' packaging decision for cigarettes regardless	137	14%
	Wait and review the evidence from the UK's forthcoming implementation of 'plain' packaging	240	24%
	Extend the consultation period until enough evidence is found to make a fair decision	321	32%
	Put the 'plain' packaging decision on hold and prioritize other policies instead at this time	132	13%
	Not proceed with 'plain' packaging for cigarettes as a policy	169	17%

Notes to editors:

IPM Research interviewed a nationally representative sample of 1,000 Georgian adults (18+) by telephone between 5 and 8 May 2017.

IPM was founded in 1995, as one of the first research companies in Georgia. They now operate internationally in Armenia, Azerbaijan, Moldova and Belarus. They are the preferred partner of IPSOS in the region and conduct World Poll for Gallup in four markets. IPM have worked with GFK, MCA-Georgia as well as a myriad of well-known corporate and public agencies.