

YouGov/Ash Survey Results

Sample Size: 10000 English adults
Fieldwork: 27th February to 16th March 2012

Total	Social grade					Age					Gender		Smoking status	
	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker

Which of the following BEST applies to your home?
(Please think about people who live with you as well as visitors to your home.)

	Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults		10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3559	4810	5190	8134	1865
People can smoke anywhere in my home		6%	4%	7%	7%	6%	13%	7%	4%	5%	7%	8%	7%	6%	4%	19%
People can smoke in my home but ONLY in some rooms		10%	8%	9%	11%	13%	15%	10%	9%	8%	12%	11%	10%	10%	6%	30%
People can smoke in my home but NOT in enclosed spaces (e.g. in the garden, on the balcony)		26%	28%	25%	26%	25%	22%	22%	22%	28%	26%	28%	26%	26%	27%	23%
People cannot smoke anywhere in my home		57%	59%	59%	56%	56%	50%	62%	65%	58%	54%	54%	57%	58%	64%	28%

It is against the law to smoke in enclosed public places and workplaces. How strongly, if at all, do you support or oppose this law to make all enclosed public places and workplaces smoke free?

	Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults		10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly support		61%	67%	61%	59%	58%	53%	58%	65%	57%	60%	63%	59%	63%	70%	21%
Tend to support		17%	16%	19%	18%	16%	16%	19%	16%	20%	17%	16%	17%	18%	15%	26%
Neither support nor oppose		8%	6%	8%	10%	9%	10%	9%	7%	8%	9%	8%	8%	8%	7%	14%
Tend to oppose		7%	6%	7%	7%	7%	10%	5%	6%	8%	7%	8%	8%	6%	4%	19%
Strongly oppose		5%	4%	4%	5%	7%	9%	4%	4%	5%	7%	6%	7%	4%	2%	18%
Don't know		2%	1%	2%	1%	2%	2%	5%	2%	1%	1%	0%	2%	1%	1%	2%
Net: Support		78%	83%	80%	77%	74%	69%	77%	81%	78%	77%	79%	76%	81%	86%	46%
Net: Oppose		12%	10%	11%	13%	14%	19%	9%	9%	14%	13%	13%	14%	10%	6%	38%

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	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker

How strongly, if at all, do you agree or disagree with the following statement? 'Smoking should be banned at all outdoor ticketed events, such as sports events, concerts and festivals'

Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly agree	36%	38%	33%	36%	36%	36%	30%	35%	34%	34%	40%	34%	37%	42%	9%
Agree	19%	20%	20%	18%	19%	14%	19%	18%	19%	19%	19%	19%	19%	21%	8%
Neither agree nor disagree	17%	15%	17%	18%	18%	19%	16%	16%	18%	15%	18%	17%	17%	17%	19%
Disagree	17%	16%	18%	17%	15%	17%	19%	18%	17%	19%	14%	17%	17%	13%	32%
Strongly disagree	10%	10%	10%	8%	11%	13%	12%	10%	11%	12%	7%	11%	8%	5%	31%
Don't know	2%	1%	2%	2%	2%	2%	5%	2%	1%	1%	1%	2%	2%	2%	1%
Net: Agree	54%	58%	53%	54%	54%	50%	49%	53%	52%	53%	59%	53%	56%	63%	17%
Net: Disagree	27%	26%	28%	26%	26%	30%	31%	28%	28%	31%	22%	28%	25%	18%	63%

How strongly, if at all, do you agree or disagree with the following statement? 'Promoting tobacco brands (for example through displays, gifts and special offers) should be banned at open air concerts and festivals'

Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly agree	37%	39%	35%	39%	36%	39%	35%	35%	33%	34%	43%	34%	40%	43%	11%
Agree	21%	22%	23%	16%	20%	18%	21%	21%	21%	20%	21%	20%	21%	22%	15%
Neither agree nor disagree	22%	20%	22%	23%	21%	23%	20%	21%	25%	22%	21%	21%	22%	20%	31%
Disagree	12%	11%	12%	13%	12%	10%	11%	14%	13%	14%	9%	13%	10%	9%	24%
Strongly disagree	6%	6%	6%	6%	7%	8%	7%	6%	7%	8%	5%	8%	5%	4%	17%
Don't know	2%	1%	2%	3%	3%	2%	6%	3%	2%	2%	1%	2%	2%	2%	2%
Net: Agree	58%	62%	58%	56%	56%	57%	56%	56%	53%	54%	64%	55%	61%	65%	26%
Net: Disagree	18%	18%	18%	19%	20%	18%	18%	20%	20%	22%	15%	22%	15%	13%	41%

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	Social grade					Age					Gender		Smoking status		
	Total	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker
Thinking about the government's activities to limit smoking, would you say they are...															
Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Doing far too much	8%	6%	6%	10%	9%	14%	4%	5%	7%	12%	9%	10%	7%	4%	27%
Doing too much	9%	8%	10%	9%	11%	11%	9%	8%	10%	9%	10%	10%	9%	7%	21%
Doing about right	36%	41%	36%	36%	30%	28%	35%	38%	38%	34%	35%	36%	36%	37%	29%
Not doing enough	26%	28%	27%	25%	25%	21%	29%	26%	27%	24%	25%	24%	27%	30%	9%
Not doing nearly enough	11%	10%	10%	11%	11%	15%	8%	8%	9%	11%	13%	12%	10%	13%	3%
Don't know	10%	7%	11%	9%	14%	10%	15%	14%	10%	9%	7%	8%	12%	10%	11%

How strongly, if at all, do you support or oppose the following? Government health policy should be protected from the influence of the tobacco industry and its representatives

	Social grade					Age					Gender		Smoking status		
	Total	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker
Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly support	47%	53%	47%	43%	44%	46%	38%	43%	43%	48%	54%	50%	45%	53%	23%
Tend to support	24%	27%	25%	24%	22%	20%	22%	29%	27%	24%	22%	24%	24%	24%	25%
Neither support nor oppose	17%	13%	16%	19%	19%	20%	18%	15%	18%	19%	16%	17%	17%	13%	32%
Tend to oppose	2%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	2%	5%
Strongly oppose	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%
Don't know	8%	4%	8%	9%	11%	9%	19%	10%	8%	6%	5%	5%	11%	7%	12%
Net: Support	72%	80%	72%	67%	66%	65%	60%	72%	70%	71%	76%	74%	69%	77%	47%
Net: Oppose	4%	3%	3%	5%	4%	5%	3%	3%	4%	5%	4%	5%	3%	3%	9%

Below are a number of suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure? Putting tobacco products out of sight in shops

	Social grade					Age					Gender		Smoking status		
	Total	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker
Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly support	31%	32%	28%	30%	34%	33%	25%	28%	28%	30%	36%	29%	32%	36%	8%
Tend to support	26%	30%	28%	25%	21%	19%	29%	30%	27%	24%	24%	25%	27%	29%	14%
Neither support nor oppose	21%	20%	21%	23%	20%	22%	21%	23%	24%	21%	19%	21%	21%	19%	29%
Tend to oppose	12%	12%	13%	11%	13%	13%	14%	10%	11%	14%	13%	13%	12%	10%	24%
Strongly oppose	8%	6%	8%	9%	8%	11%	6%	6%	8%	10%	8%	10%	6%	5%	23%
Don't know	2%	1%	2%	2%	2%	2%	6%	2%	1%	1%	0%	2%	2%	2%	1%
Net: Support	57%	61%	56%	55%	56%	52%	53%	59%	55%	54%	60%	55%	59%	65%	23%
Net: Oppose	20%	18%	21%	20%	22%	24%	20%	16%	19%	24%	21%	23%	18%	14%	47%

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	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker



The image above is an example of a 'plain standardised pack' based on Australian legislation passed last year (Source: ASH, 2012). Thinking about the packaging above, to what extent would you support or oppose the following? Requiring tobacco to be sold in plain standardised packaging with the product name in standard lettering

	Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865	
Strongly support	37%	38%	34%	36%	40%	39%	31%	37%	35%	35%	40%	36%	37%	42%	12%	
Tend to support	25%	27%	26%	26%	20%	22%	27%	25%	26%	24%	25%	24%	27%	27%	18%	
Neither support nor oppose	23%	21%	24%	24%	24%	23%	18%	23%	24%	26%	22%	22%	24%	19%	40%	
Tend to oppose	6%	7%	6%	5%	4%	7%	7%	6%	7%	6%	5%	8%	4%	5%	11%	
Strongly oppose	5%	5%	6%	5%	6%	5%	7%	5%	4%	6%	5%	7%	4%	3%	14%	
Don't know	4%	3%	4%	4%	6%	4%	10%	5%	3%	3%	3%	3%	5%	4%	4%	
Net: Support	62%	65%	60%	61%	60%	61%	58%	62%	61%	59%	65%	61%	63%	69%	31%	
Net: Oppose	11%	12%	12%	10%	10%	12%	14%	10%	12%	12%	10%	14%	8%	8%	25%	

How strongly, if at all, do you agree or disagree with the following statement? Tobacco companies can be trusted to tell the truth

	Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865	
Strongly agree	2%	2%	2%	2%	2%	3%	4%	3%	3%	1%	1%	2%	2%	2%	3%	
Agree	4%	4%	4%	4%	5%	5%	8%	6%	5%	4%	2%	5%	4%	4%	8%	
Neither agree nor disagree	24%	22%	24%	27%	26%	25%	23%	24%	25%	23%	25%	23%	25%	21%	38%	
Disagree	30%	31%	31%	30%	28%	26%	30%	32%	30%	29%	30%	30%	30%	31%	26%	
Strongly disagree	34%	37%	33%	33%	32%	35%	24%	27%	34%	38%	37%	35%	32%	37%	19%	
Don't know	6%	4%	7%	5%	7%	6%	12%	7%	4%	5%	3%	5%	6%	5%	6%	
Net: Agree	6%	6%	6%	6%	8%	8%	11%	9%	7%	5%	4%	7%	6%	6%	10%	
Net: Disagree	64%	68%	64%	62%	59%	61%	53%	59%	63%	67%	67%	65%	62%	68%	45%	

Sample Size: 10000 English adults
Fieldwork: 27th February to 16th March 2012

How strongly, if at all, do you agree or disagree with the following statement? Tobacco companies behave ethically

	Social grade					Age					Gender		Smoking status		
	Total	AB	C1	C2	D	E	18-24	25-34	35-44	45-54	55+	Male	Female	Non-smoker	Smoker
Unweighted Base	10000	3396	3066	1452	922	1164	991	1253	1540	1844	4372	4847	5153	8329	1670
All England adults	10000	2590	2910	2070	1620	810	1200	1588	1758	1895	3560	4810	5190	8134	1865
Strongly agree	2%	1%	1%	1%	3%	2%	2%	3%	2%	1%	1%	2%	1%	1%	2%
Agree	4%	4%	4%	4%	3%	4%	6%	5%	4%	3%	2%	4%	3%	3%	7%
Neither agree nor disagree	28%	25%	27%	31%	31%	32%	26%	27%	29%	28%	30%	28%	29%	25%	43%
Disagree	29%	31%	31%	30%	24%	24%	29%	31%	30%	27%	29%	29%	29%	31%	22%
Strongly disagree	28%	32%	28%	26%	27%	28%	23%	25%	28%	31%	31%	31%	23%	32%	14%
Don't know	9%	7%	10%	8%	12%	10%	15%	10%	7%	9%	7%	6%	11%	8%	11%
Net: Agree	5%	5%	5%	5%	6%	6%	8%	7%	6%	4%	3%	6%	5%	4%	9%
Net: Disagree	58%	63%	59%	55%	51%	52%	52%	55%	58%	59%	60%	60%	55%	62%	36%