

YouGov/Ash Survey Results

Sample Size: 10,000 English adults

Fieldwork: 27th February to 16th March 2012



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

	Region								
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West

Unweighted Base	10000	577	1437	1162	860	1003	841	1063	1833	1224
All England adults	10000	500	1340	1020	870	1050	1110	1480	1610	1020
Strongly support	37%	44%	37%	38%	36%	36%	34%	36%	35%	40%
Tend to support	25%	22%	25%	22%	27%	27%	27%	24%	26%	23%
Neither support nor oppose	23%	21%	24%	24%	23%	20%	25%	24%	23%	21%
Tend to oppose	6%	5%	6%	6%	7%	7%	5%	6%	6%	7%
Strongly oppose	5%	6%	4%	5%	5%	5%	5%	6%	6%	5%
Don't know	4%	2%	4%	5%	3%	5%	4%	5%	3%	3%
Net: Support	62%	66%	62%	61%	63%	63%	61%	60%	61%	63%
Net: Oppose	11%	10%	10%	10%	11%	12%	10%	11%	12%	12%