

YouGov / ASH Survey Results

Sample Size: 3533 adults in England
Fieldwork: 15th - 17th November 2023

	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	3533	519	1054	246	1223	876	321	1212	1364	1717	1816	371	1473	869	820	2049	1484
Unweighted Sample	3533	569	1077	254	1295	870	335	1388	1400	1636	1897	233	1449	909	942	2181	1352
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Government has announced legislation to raise the age of sale for tobacco for those born in 2009 or later by one year, every year, so it will never be legal to sell them tobacco. To what extent, if at all, would you support or oppose this measure?

Strongly support	40	48	41	44	44	37	43	40	42	40	40	37	39	40	42	40	39
Tend to support	27	26	31	21	25	32	25	30	24	26	28	26	27	26	27	28	25
TOTAL SUPPORT	67	74	72	65	69	69	68	70	66	66	68	63	66	66	69	68	64
Neither support nor oppose	15	13	13	18	14	16	16	14	16	15	15	13	14	17	16	15	16
Tend to oppose	8	7	8	10	9	8	11	9	8	8	9	8	8	10	7	8	8
Strongly oppose	6	5	4	5	7	4	4	4	7	7	4	7	6	5	5	5	7
TOTAL OPPOSE	14	12	12	15	16	12	15	13	15	15	13	15	14	15	12	13	15
Don't know	4	1	3	1	2	3	2	2	3	4	4	9	5	3	3	4	5

If the legislation to raise the age of sale one year, every year is passed, every year there will be an increasing number of people over 18 who are not legally allowed to be sold cigarettes.

In this case, would you support or oppose making it a legal requirement for retailers to check the ID of ****all**** people trying to purchase tobacco products to determine whether they are over the age limit?

Strongly support	40	45	40	41	43	37	39	38	42	40	40	40	40	39	40	40	40
Tend to support	27	27	29	26	26	29	29	29	25	25	28	27	26	27	27	28	25
TOTAL SUPPORT	67	72	69	67	69	66	68	67	67	65	68	67	66	66	67	68	65
Neither support nor oppose	14	12	13	15	13	17	12	15	14	15	14	10	14	16	15	14	15
Tend to oppose	8	9	9	11	9	8	12	9	9	8	8	8	8	9	9	9	7
Strongly oppose	6	5	5	6	7	5	6	5	8	8	4	4	6	7	6	5	7
TOTAL OPPOSE	14	14	14	17	16	13	18	14	17	16	12	12	14	16	15	14	14
Don't know	5	2	3	1	2	4	3	3	3	4	5	10	5	2	3	4	5

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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Sample Size: 3533 adults in England
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	Region in England (1)					Region in England (2)								
	Total	North	Midlands	London	Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	3533	993	675	495	1371	167	447	379	335	340	397	495	558	416
Unweighted Sample	3533	961	698	413	1461	160	429	372	340	358	435	413	590	436
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Government has announced legislation to raise the age of sale for tobacco for those born in 2009 or later by one year, every year, so it will never be legal to sell them tobacco. To what extent, if at all, would you support or oppose this measure?

Strongly support	40	40	41	33	41	43	40	39	44	39	42	33	40	43
Tend to support	27	29	24	31	25	30	30	29	24	24	28	31	25	22
TOTAL SUPPORT	67	69	65	64	66	73	70	68	68	63	70	64	65	65
Neither support nor oppose	15	14	15	17	15	13	14	16	14	16	13	17	17	14
Tend to oppose	8	6	8	9	9	6	7	6	8	9	7	9	9	12
Strongly oppose	6	6	5	6	6	6	5	6	5	5	6	6	6	6
TOTAL OPPOSE	14	12	13	15	15	12	12	12	13	14	13	15	15	18
Don't know	4	4	6	5	3	2	5	5	5	7	3	5	3	3

If the legislation to raise the age of sale one year, every year is passed, every year there will be an increasing number of people over 18 who are not legally allowed to be sold cigarettes.

In this case, would you support or oppose making it a legal requirement for retailers to check the ID of ****all**** people trying to purchase tobacco products to determine whether they are over the age limit?

Strongly support	40	42	41	34	40	49	43	38	41	41	41	34	38	42
Tend to support	27	25	26	31	26	22	25	28	26	26	27	31	28	24
TOTAL SUPPORT	67	67	67	65	66	71	68	66	67	67	68	65	66	66
Neither support nor oppose	14	16	13	14	14	13	15	17	13	13	15	14	14	14
Tend to oppose	8	7	8	9	9	6	7	7	8	8	8	9	10	9
Strongly oppose	6	5	6	5	7	7	4	7	6	5	6	5	7	8
TOTAL OPPOSE	14	12	14	14	16	13	11	14	14	13	14	14	17	17
Don't know	5	5	6	7	3	3	6	4	6	7	4	7	4	3

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*