

YouGov / Cancer Research Survey Results

Sample Size: 1834 GB Adults
Fieldwork: 13th - 14th January 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1834	X	X	X	X	521	455	398	889	945	218	464	627	525	1045	789	235	596	392	451	160	
Unweighted Sample	1834	438	481	95	243	497	436	426	922	912	210	316	711	597	1253	581	192	573	408	470	191	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How supportive, if at all, are you of the government taking action to try and reduce the number of young people (i.e. those under the age of 18) who start smoking?

Very supportive	55	60	52	65	52	60	49	59	55	55	51	56	54	57	58	51	59	58	53	52	51
Fairly supportive	24	26	26	25	24	23	27	23	26	23	25	24	24	24	23	25	22	23	28	25	21
TOTAL SUPPORTIVE	79	86	78	90	76	83	76	82	81	78	76	80	78	81	81	76	81	81	81	77	72
Fairly unsupportive	5	3	6	5	7	4	8	4	6	5	7	4	6	6	5	5	5	6	3	6	7
Very unsupportive	4	2	3	1	6	3	4	5	4	4	3	3	5	3	3	5	1	4	3	6	3
TOTAL UNSUPPORTIVE	9	5	9	6	13	7	12	9	10	9	10	7	11	9	8	10	6	10	6	12	10
Don't know	12	8	13	4	10	10	12	9	9	14	15	13	11	10	10	13	14	9	12	11	18

From April 2015 tobacco products will be covered-up in all UK shops, as they have been in large shops since April 2012. To what extent do you support putting this form of tobacco marketing out of sight?

Strongly support	48	53	49	59	42	48	47	55	48	48	42	50	48	49	52	42	52	48	49	44	49
Tend to support	27	28	25	24	28	30	27	24	25	29	31	28	26	27	26	29	28	27	28	28	24
TOTAL SUPPORT	75	81	74	83	70	78	74	79	73	77	73	78	74	76	78	71	80	75	77	72	73
Tend to oppose	8	8	7	7	9	8	8	9	10	7	7	5	10	10	9	8	3	10	7	9	9
Strongly oppose	5	2	4	6	11	5	5	3	7	3	4	4	5	5	4	6	5	5	5	5	5
TOTAL OPPOSE	13	10	11	13	20	13	13	12	17	10	11	9	15	15	13	14	8	15	12	14	14
Don't know	11	8	15	4	9	9	13	10	10	13	15	13	11	9	9	15	12	10	11	14	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK is currently considering whether to introduce plain, standardised packaging for tobacco products – as introduced over two years ago in Australia. Standardised tobacco packaging would mean all tobacco packaging from all brands will look the same. They would be standardised in colour, shape and size with a standardised method of opening. All branding and design features would be removed, such as those in Fig 1 and would instead look as in Fig 2 e.g. still including prominent health warnings. To what extent do you support making tobacco products less attractive?

[Respondents were shown two pictures with this question]

Strongly support	46	47	51	63	40	43	50	51	45	48	45	49	45	47	49	42	56	46	43	46	45
Tend to support	26	28	24	17	24	28	25	26	25	27	29	22	27	27	25	28	18	26	30	26	29
TOTAL SUPPORT	72	75	75	80	64	71	75	77	70	75	74	71	72	74	74	70	74	72	73	72	74
Tend to oppose	8	10	6	10	10	8	8	8	9	7	6	7	8	9	8	7	6	8	7	9	9
Strongly oppose	7	5	6	9	13	8	7	5	9	5	7	6	8	6	6	8	5	7	7	9	4
TOTAL OPPOSE	15	15	12	19	23	16	15	13	18	12	13	13	16	15	14	15	11	15	14	18	13
Don't know	13	11	13	1	13	13	11	10	12	13	13	16	12	10	11	15	14	13	13	11	13