

YouGov Survey Results

Sample size: 13,314 adults

Fieldwork: 10/02/2025 - 10/03/2025



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

Which ONE of the following best describes you?

Unweighted base	1628	54	173	109	108	128	153	305	194	119
All current smokers	1680	48	188	115	108	135	157	363	207	122
I don't want to ever stop smoking	12%	6%	11%	9%	17%	9%	9%	18%	10%	8%
I think I should stop smoking but don't really want to	29%	51%	30%	39%	32%	29%	27%	21%	31%	30%
I want to stop smoking but haven't thought about when	13%	19%	16%	11%	15%	15%	10%	12%	12%	15%
I want to stop smoking and hope to soon	18%	13%	18%	13%	10%	10%	20%	26%	17%	15%
I REALLY want to stop smoking but I don't know when I will	12%	3%	12%	11%	9%	18%	13%	11%	15%	13%
I REALLY want to stop smoking and intend to in the next 3 months	5%	-	5%	5%	4%	7%	5%	4%	5%	9%
I REALLY want to stop smoking and intend to in the next month	5%	3%	4%	3%	3%	7%	7%	3%	5%	2%
Don't know	7%	5%	4%	9%	10%	5%	9%	5%	6%	8%
Net: Want to stop	53%	38%	55%	43%	42%	57%	55%	56%	53%	54%

Thinking about the government's activities to limit smoking, would you say they are...

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Doing far too much	5%	5%	5%	5%	6%	6%	4%	4%	5%	3%
Doing too much	6%	6%	6%	5%	6%	5%	6%	5%	6%	5%
Doing about right	31%	27%	34%	29%	25%	31%	31%	36%	30%	31%
Not doing enough	29%	30%	27%	30%	32%	28%	30%	27%	30%	29%
Not doing nearly enough	16%	17%	15%	16%	17%	15%	15%	16%	16%	17%
Don't know	14%	15%	13%	15%	14%	15%	14%	12%	13%	14%
Net: Too much	10%	11%	10%	10%	12%	11%	10%	9%	11%	9%
Net: Not enough	45%	47%	42%	45%	49%	43%	45%	43%	46%	46%

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	Wales	Scotland	England
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Which ONE of the following best describes you?

	Wales	Scotland	England
Unweighted base	142	143	1343
All current smokers	88	149	1442
I don't want to ever stop smoking	11%	7%	12%
I think I should stop smoking but don't really want to	32%	30%	29%
I want to stop smoking but haven't thought about when	14%	11%	13%
I want to stop smoking and hope to soon	13%	22%	18%
I REALLY want to stop smoking but I don't know when I will	15%	12%	12%
I REALLY want to stop smoking and intend to in the next 3 months	9%	2%	5%
I REALLY want to stop smoking and intend to in the next month	3%	7%	4%
Don't know	4%	9%	7%
Net: Want to stop	53%	54%	53%

Thinking about the government's activities to limit smoking, would you say they are...

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Doing far too much	6%	5%	5%
Doing too much	6%	6%	5%
Doing about right	30%	26%	31%
Not doing enough	27%	28%	29%
Not doing nearly enough	16%	19%	16%
Don't know	16%	16%	14%
Net: Too much	11%	11%	10%
Net: Not enough	43%	47%	45%

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Thinking about pubs, cafes, and restaurants that currently have an outdoor seating area in which smoking is allowed... Would you be more, less or equally likely to visit them if smoking was banned in the outdoor seating areas?

	Unweighted base	12850	599	1361	1068	981	1117	1202	1580	1671	1146
All adults who go to pubs, cafes, or restaurants		12817	521	1432	1082	958	1147	1224	1743	1813	1132
Much more likely to visit		22%	21%	20%	23%	21%	22%	21%	21%	22%	24%
Somewhat more likely to visit		18%	19%	17%	18%	18%	19%	17%	18%	18%	18%
Just as likely to visit		36%	37%	37%	37%	37%	37%	38%	35%	36%	35%
Somewhat less likely to visit		7%	5%	9%	8%	6%	7%	7%	8%	7%	8%
Much less likely to visit		12%	11%	13%	11%	13%	11%	11%	12%	11%	11%
Don't know		5%	6%	4%	4%	5%	5%	6%	7%	5%	4%
Net: More likely		40%	40%	37%	40%	39%	41%	38%	39%	41%	42%
Net: Less likely		19%	16%	22%	19%	19%	18%	18%	20%	18%	19%

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?

	Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults		13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support		42%	46%	41%	44%	43%	43%	42%	39%	44%	43%
Tend to support		25%	23%	23%	23%	23%	25%	26%	31%	23%	26%
Neither support nor oppose		14%	14%	17%	14%	13%	14%	14%	14%	13%	14%
Tend to oppose		7%	7%	8%	8%	9%	7%	8%	6%	7%	8%
Strongly oppose		6%	5%	6%	6%	7%	6%	6%	4%	7%	6%
Don't know		5%	5%	5%	5%	4%	5%	5%	5%	5%	4%
Net: Support		67%	69%	64%	67%	66%	68%	68%	70%	68%	69%
Net: Oppose		14%	12%	14%	14%	16%	13%	13%	10%	14%	13%

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Wales	Scotland	England

Thinking about pubs, cafes, and restaurants that currently have an outdoor seating area in which smoking is allowed... Would you be more, less or equally likely to visit them if smoking was banned in the outdoor seating areas?

Unweighted base	1049	1076	10725
All adults who go to pubs, cafes, or restaurants	636	1130	11051
Much more likely to visit	24%	24%	22%
Somewhat more likely to visit	15%	19%	18%
Just as likely to visit	38%	34%	36%
Somewhat less likely to visit	8%	7%	7%
Much less likely to visit	12%	12%	12%
Don't know	4%	5%	5%
Net: More likely	39%	43%	40%
Net: Less likely	20%	19%	19%

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?

Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	41%	42%	42%
Tend to support	24%	25%	25%
Neither support nor oppose	13%	14%	14%
Tend to oppose	9%	7%	7%
Strongly oppose	8%	6%	6%
Don't know	5%	6%	5%
Net: Support	65%	67%	68%
Net: Oppose	16%	14%	13%

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How strongly, if at all, do you support or oppose a goal to make Britain a country where no one smokes?

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	41%	44%	41%	42%	41%	41%	39%	37%	40%	41%
Tend to support	24%	23%	23%	22%	23%	24%	24%	29%	26%	24%
Neither support nor oppose	17%	18%	18%	17%	18%	16%	18%	18%	16%	17%
Tend to oppose	8%	8%	8%	7%	9%	8%	9%	7%	8%	8%
Strongly oppose	7%	5%	7%	9%	7%	8%	7%	6%	7%	6%
Don't know	3%	3%	2%	3%	3%	4%	3%	4%	3%	4%
Net: Support	65%	67%	64%	64%	64%	65%	63%	66%	66%	66%
Net: Oppose	15%	12%	15%	16%	16%	15%	16%	12%	16%	14%

Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Requiring businesses to have a valid licence to sell tobacco, which can be removed if they are caught more than once selling to anyone underage

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	62%	66%	62%	66%	63%	63%	60%	57%	62%	65%
Tend to support	24%	23%	23%	20%	23%	22%	25%	27%	24%	23%
Neither support nor oppose	8%	6%	10%	7%	6%	8%	8%	10%	9%	6%
Tend to oppose	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Strongly oppose	2%	2%	2%	1%	3%	2%	1%	1%	1%	1%
Don't know	3%	3%	2%	4%	3%	4%	3%	3%	3%	3%
Net: Support	86%	89%	85%	86%	86%	84%	85%	84%	86%	87%
Net: Oppose	4%	3%	4%	3%	5%	4%	3%	3%	3%	4%

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	Wales	Scotland	England
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How strongly, if at all, do you support or oppose a goal to make Britain a country where no one smokes?

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	40%	44%	40%
Tend to support	22%	23%	25%
Neither support nor oppose	18%	15%	17%
Tend to oppose	8%	9%	8%
Strongly oppose	9%	6%	7%
Don't know	3%	3%	3%
Net: Support	62%	67%	65%
Net: Oppose	17%	15%	15%

Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Requiring businesses to have a valid licence to sell tobacco, which can be removed if they are caught more than once selling to anyone underage

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	62%	64%	62%
Tend to support	25%	22%	24%
Neither support nor oppose	7%	7%	8%
Tend to oppose	2%	2%	2%
Strongly oppose	2%	2%	2%
Don't know	3%	3%	3%
Net: Support	87%	87%	86%
Net: Oppose	3%	4%	4%

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Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Requiring tobacco manufacturers to pay a levy to Government for measures to help smokers quit and prevent young people from taking up smoking

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	51%	54%	50%	52%	53%	51%	50%	48%	51%	54%
Tend to support	24%	26%	25%	24%	21%	23%	25%	28%	23%	24%
Neither support nor oppose	14%	10%	15%	12%	12%	14%	14%	15%	14%	13%
Tend to oppose	4%	3%	3%	3%	4%	5%	3%	4%	4%	3%
Strongly oppose	3%	3%	4%	4%	4%	4%	3%	2%	3%	2%
Don't know	4%	4%	2%	5%	5%	4%	5%	4%	4%	4%
Net: Support	75%	80%	75%	76%	74%	74%	76%	76%	74%	78%
Net: Oppose	7%	6%	8%	7%	9%	8%	6%	6%	8%	5%

Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Print health warnings on cigarette sticks to encourage smokers to quit

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	45%	49%	45%	47%	46%	45%	45%	48%	45%	45%
Tend to support	22%	19%	21%	21%	21%	22%	22%	25%	21%	22%
Neither support nor oppose	21%	21%	23%	21%	19%	21%	21%	18%	22%	22%
Tend to oppose	5%	5%	6%	3%	6%	5%	6%	3%	5%	6%
Strongly oppose	3%	3%	3%	4%	4%	3%	3%	3%	4%	3%
Don't know	3%	3%	2%	4%	4%	4%	4%	3%	3%	3%
Net: Support	67%	68%	66%	68%	67%	67%	67%	73%	66%	67%
Net: Oppose	8%	8%	9%	7%	10%	8%	8%	6%	10%	8%

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Wales	Scotland	England

Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Requiring tobacco manufacturers to pay a levy to Government for measures to help smokers quit and prevent young people from taking up smoking

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	52%	52%	51%
Tend to support	23%	24%	24%
Neither support nor oppose	13%	12%	14%
Tend to oppose	4%	4%	4%
Strongly oppose	4%	3%	3%
Don't know	4%	4%	4%
Net: Support	75%	77%	75%
Net: Oppose	8%	7%	7%

Below are some suggestions that have been made to reduce smoking. How strongly, if at all, would you support or oppose the following measures...? - Print health warnings on cigarette sticks to encourage smokers to quit

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	45%	43%	46%
Tend to support	20%	23%	22%
Neither support nor oppose	22%	21%	21%
Tend to oppose	5%	4%	5%
Strongly oppose	4%	5%	3%
Don't know	5%	3%	3%
Net: Support	64%	66%	68%
Net: Oppose	9%	9%	8%

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How strongly, if at all, would you support or oppose the following measure...? - Banning names of sweets, cartoons, and bright colours on vapes packaging

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	57%	60%	54%	59%	60%	58%	58%	48%	56%	62%
Tend to support	21%	19%	21%	20%	20%	19%	20%	27%	21%	19%
Neither support nor oppose	13%	10%	16%	11%	12%	13%	13%	15%	13%	11%
Tend to oppose	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%
Strongly oppose	3%	3%	3%	2%	3%	3%	2%	3%	2%	2%
Don't know	4%	5%	3%	4%	3%	4%	4%	4%	4%	3%
Net: Support	78%	79%	75%	80%	80%	77%	78%	75%	78%	81%
Net: Oppose	6%	7%	6%	5%	5%	7%	5%	6%	5%	5%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in the outdoor seating areas of all restaurants, pubs and cafes

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	39%	41%	41%	41%	43%	37%	36%	36%	40%	41%
Tend to support	20%	19%	18%	19%	16%	20%	21%	24%	20%	18%
Neither support nor oppose	18%	18%	18%	16%	18%	19%	19%	18%	16%	18%
Tend to oppose	11%	10%	11%	11%	11%	11%	12%	11%	11%	12%
Strongly oppose	10%	10%	11%	10%	11%	10%	9%	8%	11%	9%
Don't know	2%	2%	1%	3%	2%	2%	2%	2%	1%	1%
Net: Support	59%	60%	59%	60%	59%	57%	57%	60%	60%	59%
Net: Oppose	21%	20%	21%	22%	21%	21%	21%	19%	22%	21%

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Wales	Scotland	England

How strongly, if at all, would you support or oppose the following measure...? - Banning names of sweets, cartoons, and bright colours on vapes packaging

Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	60%	60%	56%
Tend to support	17%	20%	21%
Neither support nor oppose	13%	10%	13%
Tend to oppose	3%	3%	3%
Strongly oppose	3%	3%	3%
Don't know	4%	3%	4%
Net: Support	78%	80%	78%
Net: Oppose	6%	6%	6%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in the outdoor seating areas of all restaurants, pubs and cafes

Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	39%	40%	39%
Tend to support	15%	19%	20%
Neither support nor oppose	18%	18%	18%
Tend to oppose	15%	10%	11%
Strongly oppose	11%	9%	10%
Don't know	2%	3%	2%
Net: Support	54%	60%	59%
Net: Oppose	26%	20%	21%

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How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...on all beaches

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	40%	40%	39%	41%	44%	40%	37%	37%	39%	42%
Tend to support	20%	22%	19%	20%	17%	19%	21%	23%	21%	19%
Neither support nor oppose	19%	20%	20%	18%	17%	19%	20%	19%	19%	18%
Tend to oppose	11%	9%	10%	10%	12%	10%	12%	12%	12%	12%
Strongly oppose	8%	7%	10%	8%	8%	8%	8%	7%	8%	8%
Don't know	2%	3%	1%	2%	2%	3%	3%	2%	1%	2%
Net: Support	60%	61%	59%	61%	61%	60%	58%	60%	60%	61%
Net: Oppose	19%	16%	20%	18%	19%	19%	20%	19%	20%	20%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in all parks

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	36%	40%	38%	36%	37%	34%	34%	34%	35%	39%
Tend to support	20%	19%	18%	20%	19%	21%	21%	23%	22%	18%
Neither support nor oppose	21%	21%	21%	22%	21%	22%	22%	19%	21%	21%
Tend to oppose	12%	10%	11%	11%	14%	12%	12%	13%	12%	13%
Strongly oppose	9%	7%	10%	8%	8%	9%	8%	9%	9%	8%
Don't know	2%	2%	1%	3%	2%	3%	2%	2%	1%	2%
Net: Support	56%	60%	56%	56%	56%	55%	55%	58%	57%	57%
Net: Oppose	21%	17%	22%	19%	22%	21%	21%	21%	21%	21%

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	Wales	Scotland	England
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How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...on all beaches

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	40%	38%	40%
Tend to support	16%	20%	20%
Neither support nor oppose	18%	19%	19%
Tend to oppose	13%	12%	11%
Strongly oppose	11%	8%	8%
Don't know	2%	3%	2%
Net: Support	56%	58%	60%
Net: Oppose	24%	20%	19%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in all parks

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	39%	34%	36%
Tend to support	18%	21%	20%
Neither support nor oppose	18%	20%	21%
Tend to oppose	13%	13%	12%
Strongly oppose	11%	10%	9%
Don't know	2%	2%	2%
Net: Support	57%	55%	56%
Net: Oppose	23%	23%	21%

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Total	Government Office Region								
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How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in public transport waiting areas

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	56%	60%	57%	59%	57%	55%	55%	51%	57%	58%
Tend to support	21%	21%	20%	20%	20%	21%	23%	24%	21%	21%
Neither support nor oppose	11%	11%	11%	11%	11%	11%	12%	12%	12%	10%
Tend to oppose	6%	5%	6%	5%	6%	6%	5%	6%	6%	6%
Strongly oppose	4%	2%	5%	3%	4%	5%	3%	4%	4%	3%
Don't know	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%
Net: Support	77%	81%	77%	78%	77%	76%	77%	75%	78%	79%
Net: Oppose	10%	7%	11%	8%	10%	11%	8%	10%	9%	9%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in school grounds

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	78%	84%	75%	82%	79%	76%	79%	73%	79%	82%
Tend to support	13%	9%	15%	10%	11%	13%	12%	16%	13%	11%
Neither support nor oppose	4%	3%	5%	3%	5%	5%	4%	4%	4%	3%
Tend to oppose	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%
Strongly oppose	2%	1%	2%	1%	2%	3%	2%	3%	2%	2%
Don't know	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%
Net: Support	91%	93%	90%	93%	91%	89%	91%	89%	92%	93%
Net: Oppose	3%	2%	4%	2%	3%	4%	3%	5%	3%	3%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in hospital grounds

Unweighted base	13314	616	1420	1109	1016	1170	1242	1629	1718	1183
All adults	13293	535	1496	1125	992	1202	1268	1795	1871	1171
Strongly support	64%	69%	62%	69%	66%	61%	61%	62%	63%	64%
Tend to support	16%	15%	16%	12%	14%	17%	17%	18%	16%	14%
Neither support nor oppose	9%	8%	11%	8%	10%	9%	10%	9%	10%	10%
Tend to oppose	6%	4%	6%	6%	6%	7%	7%	5%	7%	7%
Strongly oppose	4%	3%	4%	3%	4%	5%	3%	3%	4%	3%
Don't know	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%
Net: Support	79%	84%	78%	81%	79%	78%	78%	81%	79%	78%
Net: Oppose	10%	7%	11%	9%	10%	11%	10%	8%	10%	10%

YouGov Survey Results

Sample size: 13,314 adults

Fieldwork: 10/02/2025 - 10/03/2025



	Wales	Scotland	England
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How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in public transport waiting areas

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	56%	58%	56%
Tend to support	19%	19%	21%
Neither support nor oppose	12%	11%	11%
Tend to oppose	6%	6%	6%
Strongly oppose	4%	4%	4%
Don't know	2%	2%	2%
Net: Support	75%	77%	77%
Net: Oppose	10%	10%	10%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in school grounds

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	80%	78%	78%
Tend to support	12%	14%	13%
Neither support nor oppose	3%	4%	4%
Tend to oppose	1%	1%	1%
Strongly oppose	2%	1%	2%
Don't know	2%	2%	1%
Net: Support	92%	93%	91%
Net: Oppose	3%	2%	3%

How strongly, if at all do you support or oppose the following measures? Smoking should be banned... - ...in hospital grounds

	Wales	Scotland	England
Unweighted base	1098	1113	11103
All adults	667	1172	11454
Strongly support	63%	65%	63%
Tend to support	13%	17%	16%
Neither support nor oppose	9%	8%	10%
Tend to oppose	8%	5%	6%
Strongly oppose	5%	3%	4%
Don't know	2%	2%	2%
Net: Support	77%	82%	79%
Net: Oppose	12%	8%	10%