

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



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

Smoking in this survey refers to all burnt tobacco products. It does NOT include e-cigarettes. Which of the following statements BEST applies to you?

	Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults		11068	535	1443	1085	957	1159	1223	1731	1804	1131
I have never smoked	53%	56%	51%	54%	55%	54%	53%	57%	52%	50%	
I used to smoke but I have given up now	34%	31%	35%	36%	36%	32%	34%	27%	37%	39%	
I smoke but I don't smoke every day	4%	4%	4%	3%	2%	3%	3%	6%	3%	3%	
I smoke every day	9%	9%	9%	8%	7%	11%	10%	11%	8%	8%	
Net: Non-smoker	87%	87%	86%	90%	91%	86%	87%	83%	89%	89%	
Net: Smoker	13%	13%	14%	10%	9%	14%	13%	17%	11%	11%	

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

	Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults		11068	535	1443	1085	957	1159	1223	1731	1804	1131
Doing far too much	2%	3%	3%	2%	2%	2%	3%	1%	3%	2%	
Doing too much	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%	
Doing about right	35%	34%	33%	34%	36%	35%	35%	37%	33%	37%	
Not doing enough	31%	31%	31%	30%	30%	30%	29%	30%	32%	31%	
Not doing nearly enough	15%	13%	16%	15%	15%	14%	14%	13%	15%	15%	
Don't know	15%	16%	15%	17%	15%	17%	16%	16%	15%	12%	
Net: Too much	5%	6%	5%	5%	5%	4%	6%	4%	6%	5%	
Net: Not enough	45%	44%	47%	44%	45%	44%	43%	43%	47%	47%	

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Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Smoking in this survey refers to all burnt tobacco products. It does NOT include e-cigarettes. Which of the following statements BEST applies to you?

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
I have never smoked	77%	62%	53%	52%	45%	61%	-	50%	56%	59%
I used to smoke but I have given up now	11%	23%	30%	34%	46%	39%	-	39%	32%	34%
I smoke but I don't smoke every day	7%	5%	5%	3%	2%	-	29%	3%	4%	2%
I smoke every day	5%	10%	12%	11%	8%	-	71%	8%	9%	5%
Net: Non-smoker	87%	85%	83%	86%	90%	100%	-	89%	87%	93%
Net: Smoker	13%	15%	17%	14%	10%	-	100%	11%	13%	7%

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

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Doing far too much	1%	2%	3%	3%	3%	1%	10%	3%	1%	1%
Doing too much	2%	3%	3%	2%	3%	2%	9%	4%	2%	1%
Doing about right	27%	34%	34%	35%	37%	34%	38%	41%	31%	36%
Not doing enough	41%	32%	28%	29%	29%	33%	17%	27%	34%	35%
Not doing nearly enough	11%	12%	14%	15%	16%	16%	7%	13%	17%	15%
Don't know	18%	17%	18%	17%	12%	14%	20%	12%	15%	13%
Net: Too much	4%	5%	5%	5%	6%	3%	19%	7%	3%	2%
Net: Not enough	52%	44%	42%	44%	45%	48%	23%	40%	51%	50%

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

How strongly, if at all, do you support or oppose the following?

The Government has set a target to end smoking by 2030.
This will mean fewer than 5% of people smoking

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
Base	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	55%	57%	56%	56%	53%	53%	55%	53%	57%	59%
Tend to support	21%	21%	21%	20%	21%	22%	19%	23%	20%	19%
Neither support nor oppose	13%	11%	12%	13%	15%	13%	13%	13%	13%	12%
Tend to oppose	3%	3%	2%	4%	4%	4%	4%	3%	3%	3%
Strongly oppose	3%	5%	3%	3%	3%	3%	4%	3%	4%	4%
Don't know	4%	3%	6%	3%	5%	6%	4%	5%	3%	3%
Net: Support	76%	78%	76%	76%	73%	75%	74%	76%	77%	78%
Net: Oppose	7%	7%	6%	7%	6%	7%	9%	6%	7%	7%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Requiring businesses to have a valid licence to sell tobacco which can be removed if they are caught more than once selling to underage smokers

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	62%	63%	63%	64%	61%	63%	61%	60%	63%	64%
Tend to support	22%	21%	22%	22%	21%	21%	22%	22%	22%	21%
Neither support nor oppose	8%	9%	9%	8%	9%	7%	9%	9%	8%	9%
Tend to oppose	2%	1%	1%	2%	2%	3%	2%	4%	2%	2%
Strongly oppose	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
Don't know	4%	4%	3%	3%	4%	5%	3%	4%	3%	3%
Net: Support	84%	84%	85%	86%	82%	84%	83%	82%	85%	85%
Net: Oppose	4%	3%	3%	3%	5%	4%	4%	5%	4%	4%

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Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

How strongly, if at all, do you support or oppose the following?

The Government has set a target to end smoking by 2030.
This will mean fewer than 5% of people smoking

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
Base	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	52%	52%	54%	55%	58%	60%	21%	53%	60%	66%
Tend to support	25%	22%	20%	20%	20%	21%	22%	21%	20%	20%
Neither support nor oppose	12%	13%	12%	14%	13%	11%	25%	14%	11%	8%
Tend to oppose	3%	4%	4%	3%	3%	2%	11%	4%	3%	2%
Strongly oppose	2%	3%	4%	4%	3%	2%	15%	4%	3%	1%
Don't know	6%	5%	6%	5%	3%	4%	6%	3%	4%	2%
Net: Support	77%	74%	74%	75%	78%	81%	42%	75%	80%	86%
Net: Oppose	6%	8%	8%	7%	6%	4%	26%	8%	5%	3%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Requiring businesses to have a valid licence to sell tobacco which can be removed if they are caught more than once selling to underage smokers

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	58%	59%	60%	62%	66%	66%	39%	63%	65%	68%
Tend to support	24%	23%	22%	21%	21%	21%	30%	22%	21%	23%
Neither support nor oppose	8%	9%	10%	9%	8%	7%	17%	8%	8%	6%
Tend to oppose	3%	3%	3%	2%	2%	2%	6%	2%	2%	1%
Strongly oppose	2%	2%	2%	2%	1%	1%	4%	2%	1%	1%
Don't know	5%	5%	4%	4%	2%	3%	5%	2%	3%	2%
Net: Support	81%	82%	81%	83%	87%	86%	69%	86%	85%	91%
Net: Oppose	5%	5%	5%	4%	3%	3%	10%	4%	3%	2%

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Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

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	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131	
Strongly support	55%	54%	56%	56%	52%	53%	53%	52%	56%	57%	
Tend to support	23%	22%	22%	23%	24%	22%	23%	24%	22%	21%	
Neither support nor oppose	12%	14%	11%	11%	13%	13%	12%	12%	11%	12%	
Tend to oppose	4%	3%	3%	3%	3%	3%	4%	5%	4%	4%	
Strongly oppose	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	
Don't know	5%	6%	5%	4%	5%	6%	6%	5%	3%	3%	
Net: Support	77%	75%	78%	80%	76%	75%	76%	76%	79%	79%	
Net: Oppose	6%	5%	6%	5%	5%	6%	7%	7%	6%	6%	

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Raise the age of sale from 18 to 21 for tobacco

	Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131	
Strongly support	44%	45%	46%	45%	41%	46%	44%	44%	45%	44%	
Tend to support	19%	20%	18%	19%	19%	18%	20%	17%	20%	19%	
Neither support nor oppose	18%	20%	17%	17%	19%	19%	18%	17%	17%	20%	
Tend to oppose	9%	6%	10%	9%	10%	8%	9%	11%	9%	9%	
Strongly oppose	5%	5%	6%	5%	6%	5%	5%	7%	5%	4%	
Don't know	4%	4%	4%	4%	5%	5%	4%	4%	4%	3%	
Net: Support	63%	65%	64%	64%	60%	63%	64%	61%	65%	63%	
Net: Oppose	15%	11%	15%	14%	16%	13%	14%	18%	15%	14%	

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Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Requiring tobacco manufacturers to pay a levy to Government for measures to help smokers quit and prevent young people from taking up smoking

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	46%	51%	52%	56%	59%	59%	26%	52%	60%	64%
Tend to support	28%	23%	24%	21%	22%	22%	25%	24%	21%	24%
Neither support nor oppose	10%	13%	12%	12%	12%	10%	25%	13%	10%	8%
Tend to oppose	5%	5%	3%	3%	3%	3%	9%	4%	3%	2%
Strongly oppose	3%	3%	3%	3%	2%	2%	8%	3%	2%	1%
Don't know	7%	6%	6%	5%	3%	4%	7%	3%	4%	3%
Net: Support	74%	74%	76%	77%	80%	81%	51%	76%	82%	87%
Net: Oppose	8%	8%	6%	6%	5%	5%	18%	8%	5%	2%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Raise the age of sale from 18 to 21 for tobacco

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	36%	41%	46%	47%	46%	47%	25%	48%	44%	43%
Tend to support	18%	18%	19%	17%	20%	18%	23%	18%	18%	21%
Neither support nor oppose	17%	17%	14%	18%	20%	17%	23%	18%	17%	18%
Tend to oppose	14%	11%	10%	8%	7%	9%	13%	8%	10%	11%
Strongly oppose	10%	7%	6%	5%	4%	5%	11%	5%	6%	5%
Don't know	6%	5%	5%	4%	3%	4%	5%	3%	4%	3%
Net: Support	54%	59%	65%	64%	66%	65%	48%	66%	63%	64%
Net: Oppose	24%	19%	16%	13%	11%	13%	24%	12%	16%	15%

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Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Smoking should be banned in all cars

	Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults		11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support		52%	55%	54%	51%	52%	53%	52%	45%	53%	55%
Tend to support		16%	17%	16%	17%	18%	14%	14%	17%	15%	16%
Neither support nor oppose		14%	13%	12%	15%	13%	14%	15%	17%	13%	12%
Tend to oppose		8%	6%	8%	6%	8%	9%	9%	8%	8%	6%
Strongly oppose		7%	6%	7%	7%	5%	6%	7%	8%	8%	8%
Don't know		4%	3%	4%	4%	4%	5%	3%	5%	4%	2%
Net: Support		67%	72%	69%	68%	70%	67%	66%	61%	68%	71%
Net: Oppose		15%	12%	15%	13%	13%	15%	16%	17%	16%	14%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Tax should be used to increase the price of tobacco products

	Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults		11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support		46%	43%	47%	46%	46%	46%	46%	43%	50%	47%
Tend to support		20%	20%	18%	21%	20%	21%	19%	21%	20%	22%
Neither support nor oppose		15%	17%	14%	14%	15%	14%	16%	15%	13%	14%
Tend to oppose		7%	9%	7%	7%	7%	7%	7%	9%	7%	7%
Strongly oppose		8%	8%	9%	8%	6%	7%	8%	8%	7%	7%
Don't know		4%	3%	5%	4%	5%	5%	4%	5%	4%	4%
Net: Support		66%	63%	65%	67%	66%	67%	64%	64%	69%	68%
Net: Oppose		15%	17%	16%	15%	13%	14%	16%	17%	14%	13%

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Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Smoking should be banned in all cars

Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	45%	44%	50%	51%	58%	56%	20%	56%	51%	55%
Tend to support	19%	17%	14%	15%	16%	16%	14%	14%	17%	18%
Neither support nor oppose	13%	15%	13%	16%	13%	13%	18%	13%	13%	13%
Tend to oppose	10%	9%	10%	7%	6%	6%	18%	7%	8%	7%
Strongly oppose	8%	9%	8%	8%	6%	4%	26%	8%	7%	4%
Don't know	6%	5%	5%	4%	2%	4%	5%	2%	4%	2%
Net: Support	63%	62%	64%	65%	73%	72%	34%	70%	68%	73%
Net: Oppose	18%	18%	18%	15%	12%	11%	43%	15%	15%	11%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Tax should be used to increase the price of tobacco products

Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	42%	43%	45%	47%	49%	51%	10%	47%	48%	54%
Tend to support	23%	20%	19%	18%	20%	21%	10%	20%	20%	24%
Neither support nor oppose	14%	15%	13%	16%	15%	14%	18%	14%	14%	12%
Tend to oppose	9%	8%	9%	8%	6%	5%	21%	7%	8%	4%
Strongly oppose	7%	8%	8%	7%	7%	4%	34%	8%	7%	3%
Don't know	6%	6%	6%	4%	2%	4%	6%	3%	4%	2%
Net: Support	65%	63%	64%	65%	69%	73%	20%	67%	68%	78%
Net: Oppose	15%	16%	17%	15%	13%	9%	56%	15%	15%	8%

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Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Require cigarette packs to include inserts with Government information about quitting

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	44%	40%	46%	43%	43%	45%	42%	44%	45%	46%
Tend to support	27%	30%	25%	26%	26%	29%	29%	27%	27%	26%
Neither support nor oppose	18%	18%	17%	20%	20%	15%	16%	18%	16%	19%
Tend to oppose	4%	5%	4%	3%	3%	4%	5%	4%	6%	4%
Strongly oppose	3%	3%	4%	3%	3%	2%	4%	3%	2%	3%
Don't know	4%	4%	4%	4%	5%	5%	4%	4%	4%	3%
Net: Support	71%	70%	71%	69%	70%	73%	71%	71%	72%	72%
Net: Oppose	7%	8%	7%	7%	6%	6%	9%	6%	8%	7%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Ban on advertising smoking material and accessories (for example brands of rolling papers)

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	57%	60%	57%	58%	55%	56%	55%	53%	59%	60%
Tend to support	21%	20%	20%	23%	22%	21%	21%	22%	19%	19%
Neither support nor oppose	13%	11%	14%	13%	13%	13%	14%	14%	13%	13%
Tend to oppose	3%	2%	3%	3%	3%	3%	3%	5%	3%	4%
Strongly oppose	2%	3%	2%	1%	3%	2%	2%	2%	3%	2%
Don't know	4%	3%	4%	3%	4%	5%	4%	4%	3%	2%
Net: Support	77%	80%	77%	80%	77%	77%	76%	75%	78%	79%
Net: Oppose	6%	6%	5%	4%	6%	5%	6%	7%	6%	6%

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Require cigarette packs to include inserts with Government information about quitting

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	40%	40%	41%	45%	48%	48%	19%	44%	47%	50%
Tend to support	31%	30%	26%	26%	26%	27%	26%	26%	28%	29%
Neither support nor oppose	15%	16%	19%	18%	18%	16%	30%	19%	15%	13%
Tend to oppose	6%	5%	5%	5%	3%	3%	10%	5%	3%	3%
Strongly oppose	3%	4%	4%	3%	2%	2%	9%	3%	3%	1%
Don't know	5%	5%	5%	5%	3%	4%	5%	3%	3%	3%
Net: Support	71%	70%	67%	70%	74%	75%	45%	70%	75%	80%
Net: Oppose	9%	9%	9%	7%	5%	5%	19%	8%	6%	4%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Ban on advertising smoking material and accessories (for example brands of rolling papers)

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	51%	53%	55%	55%	61%	61%	27%	57%	60%	63%
Tend to support	25%	21%	20%	21%	20%	20%	23%	21%	20%	24%
Neither support nor oppose	11%	14%	13%	15%	13%	11%	29%	13%	12%	8%
Tend to oppose	5%	4%	4%	3%	3%	3%	8%	4%	3%	2%
Strongly oppose	3%	3%	3%	3%	2%	2%	8%	3%	2%	1%
Don't know	5%	5%	5%	4%	2%	3%	5%	2%	3%	2%
Net: Support	76%	74%	75%	76%	81%	81%	50%	77%	81%	87%
Net: Oppose	8%	7%	7%	5%	4%	4%	16%	7%	5%	3%

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



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

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Increased Government investment in public education campaigns on smoking aimed at adults and children

Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	42%	42%	45%	43%	39%	42%	39%	43%	42%	42%
Tend to support	30%	29%	29%	29%	32%	30%	31%	30%	31%	32%
Neither support nor oppose	17%	19%	16%	19%	18%	17%	18%	16%	16%	17%
Tend to oppose	4%	4%	3%	4%	4%	4%	5%	5%	4%	4%
Strongly oppose	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%
Don't know	4%	4%	5%	3%	4%	5%	4%	4%	4%	4%
Net: Support	72%	71%	74%	72%	71%	71%	71%	73%	73%	73%
Net: Oppose	6%	6%	6%	6%	6%	6%	7%	7%	7%	6%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

All smokers staying in hospital should be offered support and medication to help them not to smoke

Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	46%	43%	48%	46%	44%	46%	45%	44%	46%	50%
Tend to support	32%	34%	32%	32%	32%	31%	31%	33%	32%	31%
Neither support nor oppose	13%	15%	12%	13%	14%	11%	13%	13%	12%	12%
Tend to oppose	4%	2%	3%	3%	3%	4%	5%	4%	4%	3%
Strongly oppose	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%
Don't know	4%	3%	3%	3%	4%	5%	3%	4%	3%	2%
Net: Support	78%	78%	80%	79%	76%	77%	76%	76%	78%	81%
Net: Oppose	6%	4%	5%	6%	6%	6%	7%	7%	7%	5%

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Increased Government investment in public education campaigns on smoking aimed at adults and children

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	41%	39%	42%	40%	44%	45%	21%	38%	48%	50%
Tend to support	33%	32%	29%	29%	30%	30%	30%	31%	31%	32%
Neither support nor oppose	13%	17%	17%	19%	17%	15%	29%	21%	13%	12%
Tend to oppose	5%	5%	5%	4%	3%	4%	8%	5%	3%	3%
Strongly oppose	2%	2%	2%	3%	2%	2%	7%	3%	2%	1%
Don't know	6%	5%	5%	5%	3%	4%	5%	3%	4%	2%
Net: Support	74%	71%	71%	69%	75%	76%	51%	69%	79%	82%
Net: Oppose	8%	7%	7%	7%	6%	5%	15%	8%	4%	4%

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

All smokers staying in hospital should be offered support and medication to help them not to smoke

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	42%	42%	44%	45%	50%	48%	29%	43%	51%	53%
Tend to support	35%	33%	32%	31%	31%	32%	34%	33%	32%	33%
Neither support nor oppose	13%	14%	13%	13%	12%	11%	22%	14%	10%	8%
Tend to oppose	4%	4%	4%	3%	3%	3%	6%	4%	3%	3%
Strongly oppose	2%	2%	3%	3%	2%	2%	4%	3%	2%	1%
Don't know	5%	5%	5%	4%	2%	3%	5%	3%	3%	2%
Net: Support	76%	75%	76%	76%	81%	80%	63%	76%	82%	86%
Net: Oppose	6%	6%	7%	6%	5%	5%	10%	7%	5%	4%

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



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

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Health warnings printed on cigarette sticks to encourage smokers to quit

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	48%	45%	48%	48%	45%	50%	47%	47%	49%	50%
Tend to support	22%	25%	20%	22%	22%	22%	21%	22%	22%	21%
Neither support nor oppose	18%	16%	19%	18%	22%	16%	17%	17%	17%	18%
Tend to oppose	5%	4%	5%	5%	3%	5%	5%	5%	5%	4%
Strongly oppose	3%	5%	4%	3%	3%	2%	4%	4%	3%	4%
Don't know	4%	5%	4%	4%	5%	5%	5%	5%	4%	3%
Net: Support	70%	70%	68%	71%	67%	72%	69%	69%	71%	71%
Net: Oppose	8%	9%	9%	8%	6%	7%	9%	9%	8%	8%

Results of a trial involving 600 women from Glasgow in the British Medical Journal shows that providing financial incentives alongside stop smoking treatment can improve a pregnant woman's chances of quitting smoking.

Would you support or oppose rolling out such a scheme to all pregnant women who might benefit to help improve their chances of quitting?

	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted base	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	32%	30%	34%	30%	27%	34%	29%	35%	31%	30%
Tend to support	28%	31%	25%	28%	26%	27%	29%	29%	27%	29%
Neither support nor oppose	16%	18%	15%	17%	18%	17%	14%	15%	16%	17%
Tend to oppose	10%	8%	11%	10%	12%	8%	11%	8%	10%	10%
Strongly oppose	9%	8%	9%	11%	11%	8%	10%	7%	10%	8%
Don't know	6%	6%	7%	4%	6%	6%	7%	6%	7%	5%
Net: Support	59%	60%	59%	58%	53%	61%	58%	65%	58%	59%
Net: Oppose	19%	16%	20%	21%	23%	16%	20%	14%	19%	19%

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Sample size: 10,211 English adults

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Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

Below is a suggestion that has been made to reduce smoking. How strongly, if at all, would you support or oppose the following measure...?

Health warnings printed on cigarette sticks to encourage smokers to quit

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	46%	46%	45%	47%	51%	52%	19%	49%	51%	54%
Tend to support	25%	22%	22%	21%	21%	22%	21%	21%	21%	24%
Neither support nor oppose	15%	16%	18%	20%	18%	16%	30%	19%	16%	14%
Tend to oppose	5%	5%	6%	4%	4%	4%	11%	5%	4%	3%
Strongly oppose	3%	5%	4%	4%	3%	2%	13%	4%	3%	1%
Don't know	6%	5%	5%	5%	3%	4%	6%	3%	4%	3%
Net: Support	71%	69%	67%	68%	72%	74%	40%	70%	72%	79%
Net: Oppose	9%	10%	10%	7%	7%	6%	24%	9%	7%	5%

Results of a trial involving 600 women from Glasgow in the British Medical Journal shows that providing financial incentives alongside stop smoking treatment can improve a pregnant woman's chances of quitting smoking.

Would you support or oppose rolling out such a scheme to all pregnant women who might benefit to help improve their chances of quitting?

	18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat
Unweighted base	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	38%	36%	31%	30%	29%	32%	30%	25%	39%	35%
Tend to support	29%	28%	30%	25%	27%	27%	30%	25%	30%	32%
Neither support nor oppose	12%	13%	14%	18%	19%	16%	18%	19%	13%	13%
Tend to oppose	8%	8%	10%	10%	11%	10%	7%	13%	8%	10%
Strongly oppose	5%	8%	9%	10%	10%	9%	7%	14%	5%	5%
Don't know	8%	7%	7%	6%	5%	6%	8%	5%	5%	5%
Net: Support	67%	63%	61%	56%	56%	59%	60%	49%	69%	67%
Net: Oppose	13%	16%	18%	21%	20%	19%	14%	27%	12%	15%

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



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

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	10211	487	1357	1037	913	1062	1157	1335	1756	1107
All adults	11068	535	1443	1085	957	1159	1223	1731	1804	1131
Strongly support	50%	55%	49%	53%	52%	49%	49%	43%	52%	51%
Tend to support	17%	16%	15%	18%	18%	17%	18%	17%	18%	18%
Neither support nor oppose	12%	12%	12%	11%	11%	12%	12%	15%	10%	12%
Tend to oppose	11%	8%	13%	9%	9%	11%	10%	12%	11%	10%
Strongly oppose	8%	7%	9%	8%	8%	7%	9%	9%	8%	8%
Don't know	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%
Net: Support	67%	71%	64%	70%	70%	66%	67%	61%	69%	68%
Net: Oppose	19%	15%	22%	17%	17%	18%	18%	21%	19%	18%

Cell Contents (Column Percentage)

YouGov survey results

Sample size: 10,211 English adults

Fieldwork Dates: 18/02/2021 - 18/03/2021



Age					Smoking status		2019 general election vote		
18-24	25-34	35-44	45-54	55+	Non-smoker	Smoker	Conservative	Labour	Liberal Democrat

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	1005	1482	1707	1611	4406	8983	1228	3732	3166	1072
All adults	1137	1764	2007	1688	4472	9666	1402	3949	3463	1103
Strongly support	42%	46%	48%	49%	54%	55%	12%	52%	50%	55%
Tend to support	20%	15%	16%	17%	18%	18%	9%	17%	17%	20%
Neither support nor oppose	13%	14%	12%	11%	11%	11%	15%	10%	12%	9%
Tend to oppose	13%	11%	12%	11%	9%	9%	24%	10%	12%	9%
Strongly oppose	8%	9%	9%	9%	7%	4%	36%	9%	7%	5%
Don't know	5%	4%	4%	3%	1%	2%	4%	1%	3%	2%
Net: Support	62%	61%	63%	66%	72%	73%	21%	69%	66%	75%
Net: Oppose	21%	21%	21%	20%	16%	13%	60%	20%	19%	14%