

YouGov / Ash Survey Results
Sample Size - 10112 English Adults

Fieldwork - 5th - 14th March 2014

Total	Smoking status
	Smoker

Which of the following BEST applies to your home?
(Please think about people who live with you as well as visitors to your home.)

	Unweighted base	10112	1398
	All England Adults	10112	1537
People can smoke anywhere in my home		6%	18%
People can smoke in my home but ONLY in some rooms		8%	26%
People can smoke in my home but NOT in enclosed spaces (e.g. in the garden, on the balcony)		19%	24%
People cannot smoke anywhere in my home		67%	32%

From which, if any, of the following places do you currently buy your cigarettes/tobacco? (Please tick all that apply)

	Unweighted base	1398	1398
	All England current smokers	1537	1537
Corner shop		46%	46%
Off license		19%	19%
Tobacconist		7%	7%
Sweet shop		6%	6%
Shop attached to a petrol garage		14%	14%
Supermarket		66%	66%
Cash and carry		2%	2%
The Internet		1%	1%
Pub (behind the bar)		1%	1%
Pub (vending machine)		1%	1%
Pub (somebody who comes round selling cigarettes at a cheaper price)		0%	0%
People who sell cheaper cigarettes in the street		0%	0%
People in the local area who are trusted source of cheaper cigarettes		2%	2%
A place that isn't a proper shop, where you can get cigarettes much cheaper than in shops		1%	1%
Buy them from friends at a cheaper price		4%	4%
Buy them abroad and bring them back with me		14%	14%
Other		2%	2%
Not applicable – I never buy my own cigarettes		3%	3%
Net: No illicit purchases		78%	78%
Net: Some illicit purchases		9%	9%
Net: Only illicit purchases		9%	9%

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How strongly, if at all, do you agree or disagree with the following statement? - Smoking should be banned in cars that are carrying children younger than 18 years of age

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly agree	55%	37%
Agree	22%	27%
Neither agree nor disagree	12%	18%
Disagree	5%	9%
Strongly disagree	3%	6%
Don't know	3%	3%
Net: Agree	77%	64%
Net: Disagree	8%	15%

How strongly, if at all, do you agree or disagree with the following statement? - Smoking should be banned in outdoor children's play areas

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly agree	49%	26%
Agree	26%	28%
Neither agree nor disagree	12%	19%
Disagree	7%	14%
Strongly disagree	4%	10%
Don't know	3%	3%
Net: Agree	75%	54%
Net: Disagree	11%	24%

How strongly, if at all, do you agree or disagree with the following statements? - Using tax to increase the price of tobacco products 5% faster than the rate of inflation each year

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly agree	34%	7%
Agree	19%	9%
Neither agree nor disagree	20%	19%
Disagree	10%	22%
Strongly disagree	10%	38%
Don't know	7%	5%
Net: Agree	53%	16%
Net: Disagree	20%	60%

How strongly, if at all, do you agree or disagree with the following statement? - Smoking should be banned in hospital grounds

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly agree	52%	17%
Agree	18%	18%
Neither agree nor disagree	12%	18%
Disagree	13%	30%
Strongly disagree	5%	15%
Don't know	2%	2%
Net: Agree	69%	34%
Net: Disagree	17%	45%

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How strongly, if at all, do you agree or disagree with the following statement? Advertising smoking material and accessories (for example brands of rolling papers) should be banned.

	Unweighted base	10112	1398
All England Adults	10112	1537	
Strongly agree	39%	13%	
Agree	26%	23%	
Neither agree nor disagree	20%	32%	
Disagree	8%	18%	
Strongly disagree	4%	11%	
Don't know	4%	4%	
Net: Agree	65%	36%	
Net: Disagree	11%	29%	

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

	Unweighted base	10112	1398
All England Adults	10112	1537	
Doing far too much	5%	17%	
Doing too much	7%	18%	
Doing about right	34%	37%	
Not doing enough	29%	11%	
Not doing nearly enough	13%	4%	
Don't know	13%	13%	
Net: Too much	11%	35%	
Net: Not enough	42%	15%	

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How strongly, if at all, do you support or oppose the following? All Government health policy should be protected from the influence of the tobacco industry and its representatives

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly support	48%	27%
Tend to support	26%	29%
Neither support nor oppose	13%	24%
Tend to oppose	2%	4%
Strongly oppose	1%	3%
Don't know	10%	14%
Net: Support	74%	56%
Net: Oppose	3%	6%



The image above is an example of a 'plain standardised pack' based on Australian legislation passed two years ago (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

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly support	39%	13%
Tend to support	25%	18%
Neither support nor oppose	19%	32%
Tend to oppose	6%	17%
Strongly oppose	5%	14%
Don't know	5%	6%
Net: Support	64%	32%
Net: Oppose	11%	30%

How strongly, if at all, would you support or oppose the following measure? - Cracking down on tobacco smuggling

Unweighted base	10112	1398
All England Adults	10112	1537
Strongly support	50%	28%
Tend to support	29%	31%
Neither support nor oppose	14%	25%
Tend to oppose	2%	6%
Strongly oppose	2%	6%
Don't know	4%	4%
Net: Support	79%	59%
Net: Oppose	4%	12%

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How strongly, if at all, do you agree or disagree with the following statement? - Tobacco companies can be trusted to tell the truth

	Unweighted base	10112	1398
	All England Adults	10112	1537
Strongly agree		2%	2%
Agree		4%	7%
Neither agree nor disagree		20%	33%
Disagree		29%	28%
Strongly disagree		38%	21%
Don't know		7%	8%
Net: Agree		6%	9%
Net: Disagree		67%	49%

How strongly, if at all, do you agree or disagree with the following statement? - Tobacco companies behave ethically

	Unweighted base	10112	1398
	All England Adults	10112	1537
Strongly agree		1%	2%
Agree		3%	6%
Neither agree nor disagree		24%	37%
Disagree		27%	24%
Strongly disagree		34%	19%
Don't know		10%	12%
Net: Agree		5%	8%
Net: Disagree		62%	43%