

# YouGov / Ash Survey Results

## Sample Size - 592 North East Adults

Fieldwork - 5th-14th March 2014

North East

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

Unweighted base	592
Base	506
Doing far too much	5%
Doing too much	8%
Doing about right	33%
Not doing enough	28%
Not doing nearly enough	15%
Don't know	12%
Net: Too much	12%
Net: Not enough	43%

Tobacco companies can be trusted to tell the truth

Unweighted base	592
Base	506
Strongly agree	5%
Agree	5%
Neither agree nor disagree	17%
Disagree	27%
Strongly disagree	40%
Don't know	6%
Net: Agree	9%
Net: Disagree	67%

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	592
Base	506
Strongly support	49%
Tend to support	28%
Neither support nor oppose	13%
Tend to oppose	1%
Strongly oppose	1%
Don't know	8%
Net: Support	77%
Net: Oppose	2%

Tobacco companies should be required to disclose the amount spent on lobbying politicians, front groups and promoting their products

Unweighted base	592
Base	506
Strongly agree	50%
Agree	28%
Neither agree nor disagree	15%
Disagree	1%
Strongly disagree	1%
Don't know	5%
Net: Agree	78%
Net: Disagree	2%