YouGov / ASH

Fieldwork - 5th-14th March

Sample Size - 12,269 GB Adults



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

	Total
Unweighted base	12269
Base	12269
Strongly support	39%
Tend to support	25%
Neither support nor oppose	19%
Tend to oppose	6%
Strongly oppose	5%
Don't know	6%
Net: Support	64%
Net: Oppose	11%

© 2014 YouGov plc. All Rights Reserved