

## Summary of 'Smokefree' survey 2014

This report is based upon results from the ASH YouGov 'smokefree' bespoke survey, conducted between 5<sup>th</sup> and 14<sup>th</sup> March 2014. The survey questions were asked of a representative sample of 1093 adults (aged 18+) in Wales. The survey was conducted online.

### Support for extending the smoking ban

There continues to be strong support for the smoking ban in Wales, with 81% of respondents supporting or strongly supporting the legislation.

Support was also found for banning smoking in hospital grounds (with 71% agreeing or strongly agreeing) and in cars that are carrying any passengers (with 58% agreeing or strongly agreeing). There was also support for banning smoking in mental health units (with 65% supporting or strongly supporting) - these are currently excluded from the ban in Wales, but not in England,

### Safeguarding children

89% agree that second hand smoke has at least some impact upon increasing risks to a child's health. However, only 59% say it has some impact or a big impact upon Sudden Infant Death Syndrome, with 30% unsure, showing a need for information on this topic to be made more accessible

79% of adults in the survey agree or strongly agree that smoking should be banned in cars that are carrying children younger than 18 years of age.

Further support for making children's lives smokefree can be seen with 74% agreeing or strongly agreeing that smoking should be banned in children's outdoor play areas.

90% of adults in the survey tend to support or strongly support the suggestion of making it an offence for an adult to buy cigarettes on behalf of a child. This is also known as proxy purchasing.

### **Selling tobacco**

Only 5% of respondents agree or strongly agree that tobacco companies can be trusted to tell the truth, as such 75% tend to support or strongly support the statement that all Government health policy should be protected from the influence of the tobacco industry and its representatives.

Increased regulation of tobacco retailers was also desired: 83% of respondents strongly support or tend to support the suggestion that businesses should be required to have a valid licence to sell tobacco which can be removed if they are caught more than once selling to underage smokers.

### **Additional future measures**

The survey also shows that 66% of respondents tend to support or strongly support the introduction of plain standardised packaging for tobacco products. In addition, 83% of respondents tend to support or strongly support the measure that films made for children should not show identifiable tobacco brands.

### **Electronic cigarettes**

31% of respondents who have heard of e-cigarettes strongly agree or agree that on balance electronic cigarettes will be good for public health and 44% of respondents believe electronic cigarettes will decrease the number of people who smoke tobacco cigarettes.

69% of respondents who have heard of e-cigarettes strongly agree or agree that it should be illegal to sell electronic cigarettes to people under 18 years old.

Only 25% of respondents who have heard of e-cigarettes strongly agreed or agreed that electronic cigarettes should be allowed to be advertised like most other products, whilst 44% of respondents strongly agreed or agreed that electronic cigarette advertising should be banned in the same way as tobacco advertising is banned.

Please contact us if you are interested in summaries of 'smokefree surveys' from 2009-2013 which are available on request