



YouGov 2018

Attitudes towards tobacco control in Wales



YouGov 2018 results: Overall smoking trends and public support for tobacco control measures

To determine public opinion in Wales relating to tobacco control, ASH Wales Cymru conducts an annual opinion poll in conjunction with YouGov. The 2018 survey was undertaken between the 8th February to 6th March 2018. The survey questions were asked of a representative sample of 1,079 adults (aged 18+) in Wales.

Summary of findings:

- 14% of all Welsh adults live in a home where someone smokes most days
- Exposure to second-hand smoke is most likely to occur whilst socialising (71%) or waiting for public transport (65%)
- Social housing¹ residents are twice as likely (45%) to be exposed to second-hand smoke in their own home from someone else, e.g. a neighbour, than the average across all housing tenures (21%)
- 87% of all Welsh adults would prefer to live with a non-smoker
- The number of respondents that view smoking cigarettes as common has fallen to 55% in 2018 from 63% in 2017 and 67% in 2016
- When asked about the government's activities to limit smoking 39% of all respondents felt they were not doing enough whilst only 8% thought they were doing too much
- There is strong support for additional tobacco control policies. 62% of Welsh adults support a ban on smoking in all cars and nearly all respondents (87%) believe the government should increase penalties for selling tobacco to children, including 84% of smokers

¹ Renting from a local council/ housing association

Smokefree Spaces

According to the survey 14% of all Welsh adults live in a home where someone smokes most days.

When talking about second-hand smoke (SHS), of those that undertake the activity, respondents were most likely to be exposed to SHS whilst socialising (71%) and whilst waiting for public transport (65%); 22% are exposed to SHS whilst working and 20% from being in other people's cars.

When it comes to SHS in the home, 87% of all Welsh adults said they would prefer to live with a non-smoker. 15% of the respondents said they were exposed to SHS from someone who lives in their home, 21% from someone smoking elsewhere e.g. a neighbour and 15% in the communal areas of a building where they live.

Are you on occasion/ most times/ every time exposed to other people's smoke in the following places*	
Socialising (n=1024)	71%
Waiting for Public Transport (n=878)	65%
While I'm working (n=758)	22%
In other people's cars (n=973)	20%
In my home from someone who lives there (n=906)	15%
In my home from someone smoking elsewhere e.g. a neighbour (n=973)	21%
In the communal areas of the building where I live (n=697)	15%

*** Excluding respondents who did not do each activity (i.e. "not applicable" respondents)**

Social housing residents are twice as likely to be exposed to SHS in their own home from someone else e.g. a neighbour (45% vs 21%), from someone who lives there (32% vs 15%) and in the communal areas of the building (31% vs 15%) compared to the average across all other housing tenures.

Private renters are nearly four times more likely to have a smoke-free arrangement in their tenancy agreement (46%) than social housing tenants (12%).

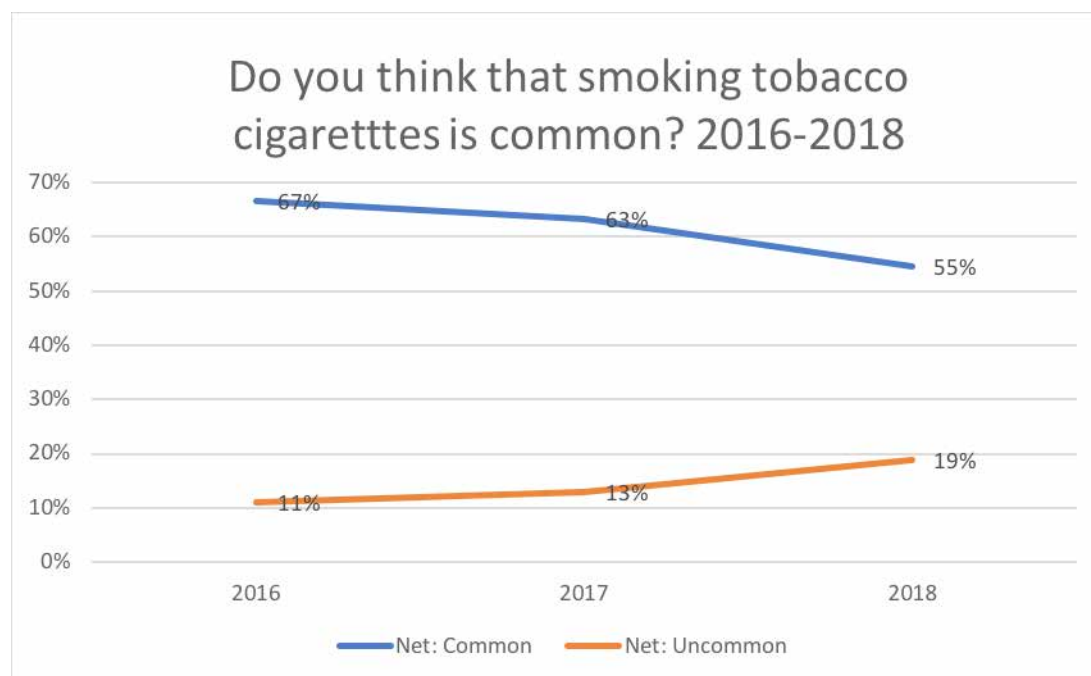
Given that the number of respondents surveyed in social housing accommodation is low (see figure 1), these numbers should be interpreted with caution. Yet the GB 2018 YouGov survey finds very similar results to the results for Wales²

Attitudes towards smoking

The number of Welsh adults that view smoking as common has fallen significantly whilst the number that think it is uncommon has increased. In 2018, 55% of respondents view smoking tobacco cigarettes as common compared to 63% in 2017 and 67% in 2016. In 2018, 19% of respondents viewed smoking as uncommon compared to 13% in 2017.

A greater proportion of respondents in the two lowest socio-economic groups (62%) relative to the highest socio-economic groups (49%) view smoking cigarettes as common.

Figure 1



Unweighted base: 2018 Smoker, n=127, 2017 Smoker, n=144, 2016, n= 132

² The GB survey results show that exposure to SHS at home most commonly occurs from someone living elsewhere – e.g. a neighbour and is far more likely to occur in social housing accommodation relative to the average across all other housing tenures. Although the difference in smoking prevalence in social housing accommodation is slightly less than double the average across all housing tenures. The GB survey also finds that a slightly higher proportion of adults are exposed to SHS.

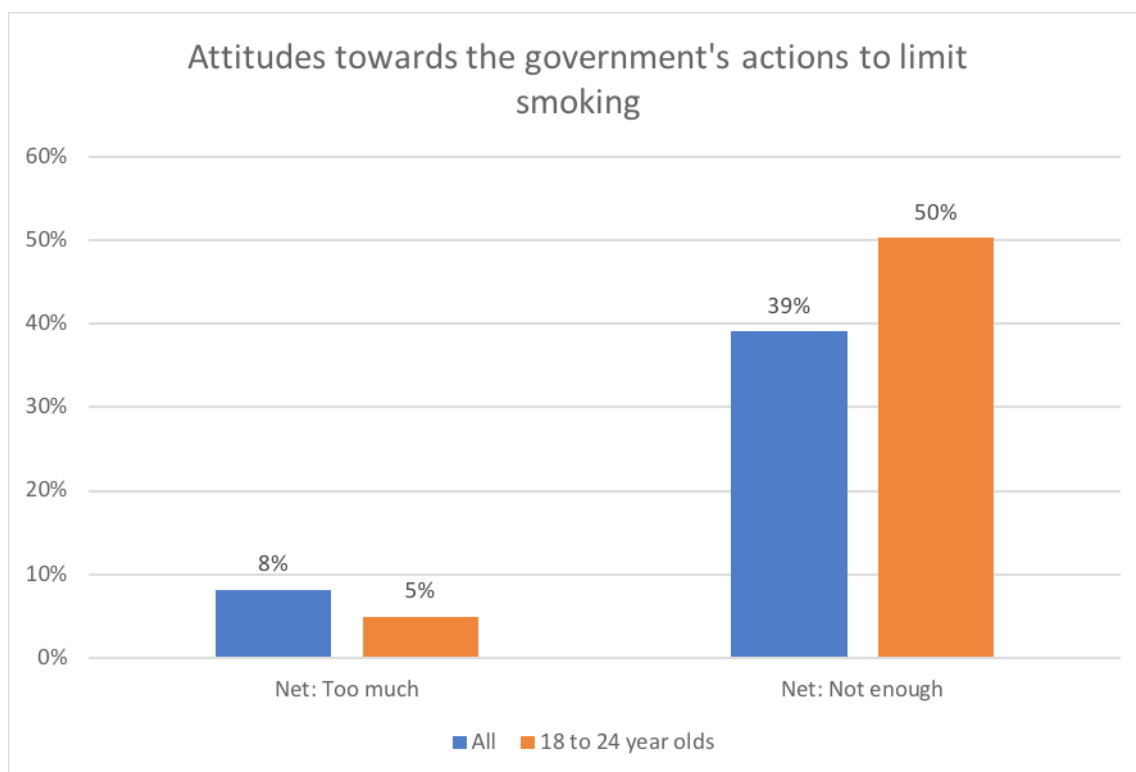
Government's Tobacco Control Activity

When asked about the government's activities to limit smoking (see figure 2), 39% of all respondents felt that they were not doing enough whilst only 8% thought they were doing too much. Interestingly 50% of respondents aged 18-24 think the government is not doing enough to limit smoking with only 5% thinking they are doing too much.

As expected, a greater proportion of smokers (31%) think the government is doing too much compared to non-smokers (5%) and 17% of smokers think the government is not doing enough compared to 42% of non-smokers.

Interestingly, a similar proportion of smokers (38%) and non-smokers (39%) think the government is doing just about right. This means that just over half of smokers (56%) think either the government is either doing about right or not doing enough.

Figure 2



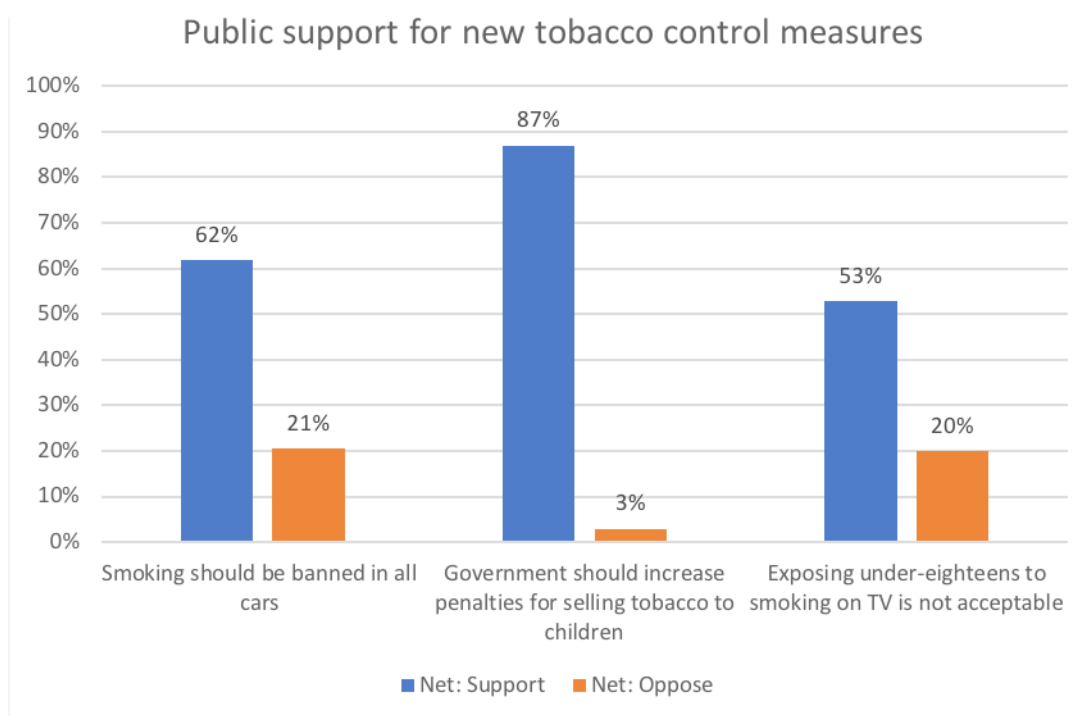
Unweighted base: All Welsh adults, n=1079; 18-24-year olds n=102

Support for additional tobacco control measures

There is strong support for additional tobacco control policies. 62% of all Welsh adults support a ban on smoking in all cars including 24% of smokers (Figure 3).

There is considerable support for policies to protect children, with nearly all respondents (87%) supporting the government increasing penalties for selling tobacco to children - including 84% of smokers. In addition, over half of all Welsh adults (53%) believe exposing under-18's to smoking on TV is not acceptable.

Figure 3



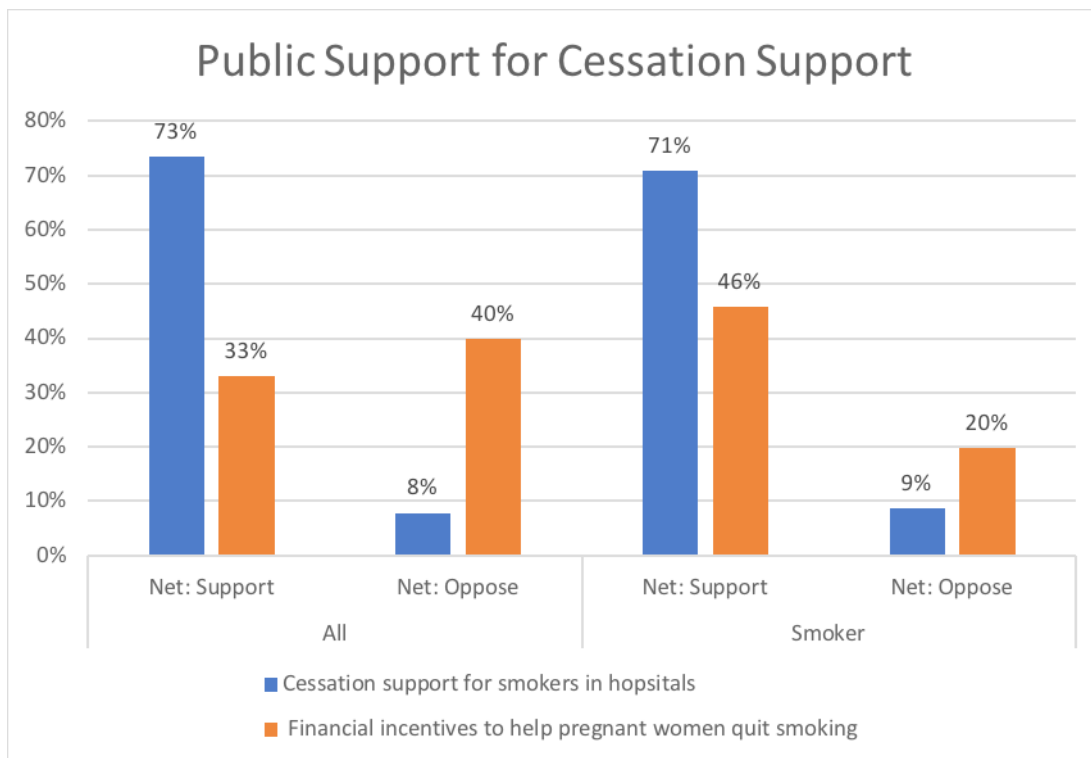
Unweighted base: All Welsh adults, n=1079

Cessation Support

Most Welsh adults (73%) support offering smokers staying in hospital medication and support to help them not to smoke and only 8% of respondents are opposed to this. Support for this measure is similar across smokers (71%) and non-smokers (74%).

When Welsh adults were asked if they supported giving financial incentives to pregnant women to help them to quit smoking, a third (33%) said they would support this, while support rises to 46% of smokers and 40% of households with children under 18.

Figure 4



Question on cessation support for smokers in hospital. Unweighted base: All Welsh adults, n = 1079; smoker, n = 127. Question on financial incentives to help pregnant women quit smoking. Unweighted base: All Welsh adults, n = 543; smoker, n = 71.

E-cigarette use

The number of e-cigarette users who are now ex-smokers has increased from 49% in 2017 to 57% in 2018. The majority of e-cigarette users (56%) mainly use e-cigarettes to help them quit, keep off tobacco or cut down the amount they smoke. 65% of e-cigarette users state health as their number one reason for using e-cigarettes.

Public perceptions of harm from e-cigarettes remain inaccurate with only 49% of respondents and 44% of smokers understanding that e-cigarettes are less or a lot less harmful than tobacco cigarettes. These incorrect beliefs have increased since 2017 among smokers. Worryingly 25% of smokers believe e-cigarettes are equally or more harmful than tobacco cigarettes, this increased from 14% in 2017, and 25% don't know.

A far greater proportion of smokers no longer use e-cigarettes (48%) than currently use e-cigarettes (13%) and 38% of smokers have never tried an e-cigarette. 37% of e-cigarette users also smoke. GB smokers that have never tried e-cigarettes are considerably more likely to have false beliefs about the relative harms of e-cigarettes compared to e-cigarette users that successfully quit smoking³.

YouGov statistics comparison to previous years

	2018	2017	2016
YouGov Questions	All	All	All
View smoking tobacco as common	55%	63%	67%
View smoking tobacco as uncommon	19%	13%	11%
Think the government are doing too much to limit smoking	8%	11%	13%
Think the government are not doing enough to limit smoking	39%	42%	40%
Would support a ban on smoking in all cars	62%	63%	61%
Support the law requiring tobacco to be sold in plain standardised packaging with the product name in standard lettering	61%	65%	65%
Support increasing penalties for selling tobacco to children	87%	91%	

³ This pattern was found in both the GB and Welsh YouGov data, but the sample sizes for the Welsh data are too small to report.

YouGov statistics on e-cigarettes and heat not burn products

	2018		2017		2016	
YouGov Questions	All	Smokers	All	Smokers	All	Smokers
Current e-cigarette user	5%	13%	6%	23%	5%	16%
Tried e-cigarette at least once	15%	61%	16%	63%	17%	68%
Tried e-cigarette to stop smoking tobacco entirely	36%	32%	37%	29%	39%	36%
Tried e-cigarettes to reduce the amount of tobacco they smoke	12%	21%	17%	28%	11%	18%
The number of e-cigarette users who are now ex-smokers	57%		49%		57%	
The number of e-cigarette users who also smoke 6	37%		49%		43%	
Believe e-cigarettes to be equally or more harmful than tobacco cigarettes	24%	25%	25%	14%	24%	21%
Believe e-cigarettes to be less or not harmful	50%	48%	47%	58%	50%	49%
Heard of heat not burn tobacco	7%	15%	7%	4%		
Tried heat not burn tobacco	1%	4%	2%	2%		
Consider heat not burn tobacco products to be equally or more harmful than regular cigarettes	18%		33%			