



YouGov 2019

Attitudes towards tobacco control in Wales



## ASH Wales YouGov 2019 - Attitudes towards tobacco control in Wales

To understand public opinion in Wales relating to tobacco control ASH Wales Cymru conducts an annual opinion poll in conjunction with YouGov. The 2019 survey was undertaken between 12th February and 10th March 2019. The survey questions were asked of a representative sample of 1,046 adults (aged 18+) in Wales, 50% of respondents had never smoked, 37% used to smoke but have since given up and 13% currently smoked at the time of the survey. The survey was conducted online.

## Summary of findings

### Support for Government action to limit smoking

- Nearly half of all Welsh adults (47%) surveyed think the Government aren't doing enough to limit smoking (up from 39% in 2018).
- The majority (68%) of all Welsh adults support a 5% smoking target for 2035.

### Smokefree Spaces

- 63% of adults support a smoking ban in outdoor seating areas of restaurants and cafes, and over half (59%) support a ban in town centres.

### Additional tobacco control policies

- Most Welsh adults support additional tobacco control policies, including imposing a levy on tobacco companies to fund stop smoking support (73%).
- Tobacco control policies to protect young people are also popular - 83% support removing a valid license from businesses who sell to underage smokers more than once, 67% support banning smoking from entertainment media aimed at young people and 58% support raising the age of sale of cigarettes from 18 to 21.

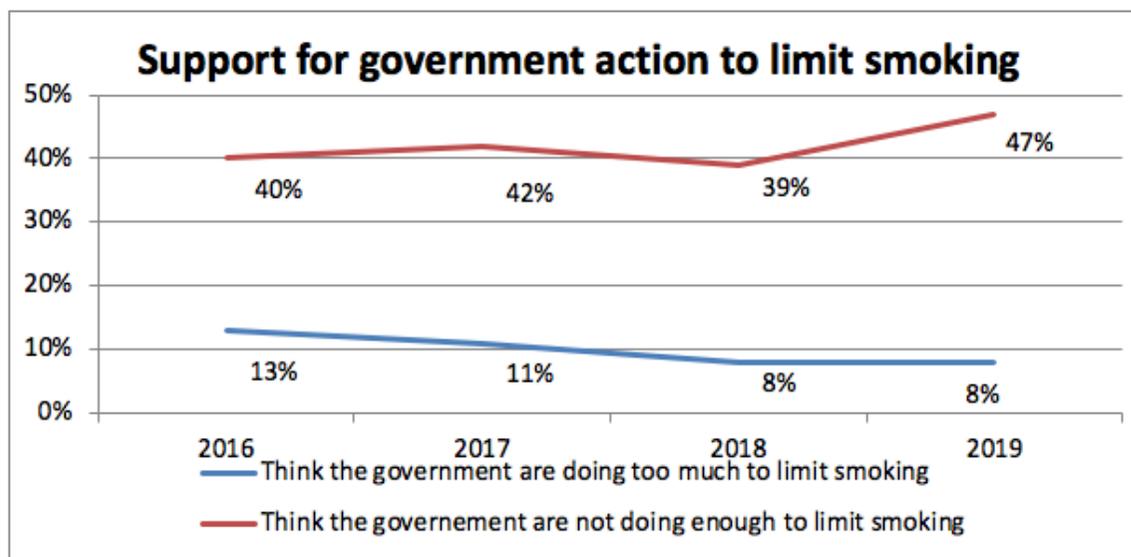
### Support for measures to assist and encourage smokers to quit

- 75% support offering assistance and medication to smokers in hospital, a slight increase from the year before.
- 66% of respondents support requiring cigarette packs to include inserts with Government information about quitting.

## Support for Government Action

- When asked about Government actions to limit smoking (see figure 1), nearly half (47%) of all Welsh adults feel that they were not doing enough to limit smoking compared to 39% last year.

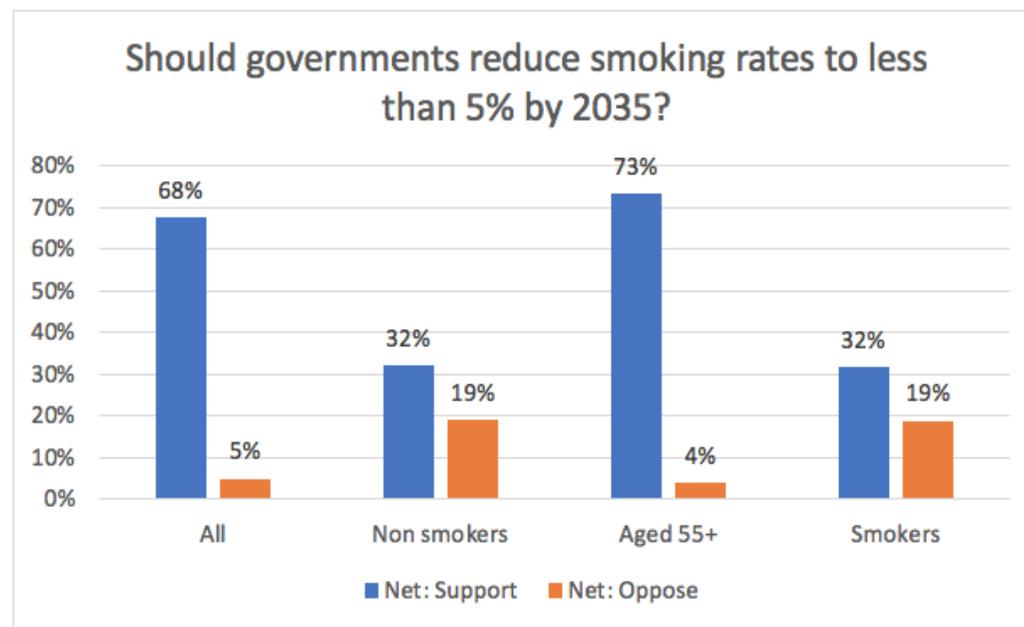
Figure 1



Unweighted base: All Welsh adults 2016, n=1048; 2017, n=1120; 2018, n=1079; 2019, n=1046

- There is also strong support for new government action to reduce smoking rates to less than 5% by 2035 (see figure 2) with the majority (68%) of all Welsh adults supporting the measure and only 5% opposing.

**Figure 2**



*Unweighted base: All Welsh adults, n=1046; Non smokers, n= 521; Aged 55+, n=388; Smokers n=147*

- Only 3% of all Welsh adults believe tobacco companies when they say they want to help smokers quit.

## Smokefree Spaces

- According to the survey 12% of all Welsh adults live in a home where someone smokes most days, a 2-point decrease on last year (14%).
- When talking about second-hand smoke (SHS) 63% of all Welsh adults support a measure to ban smoking in outdoor seating areas in all restaurants, pubs and cafes. This follows on from last year's results, which revealed that 71% of people were exposed to SHS when socialising (see table 1).
- The survey also finds more than half (59%) of all Welsh adults support banning smoking in all town centres, and a fifth (22%) oppose it.

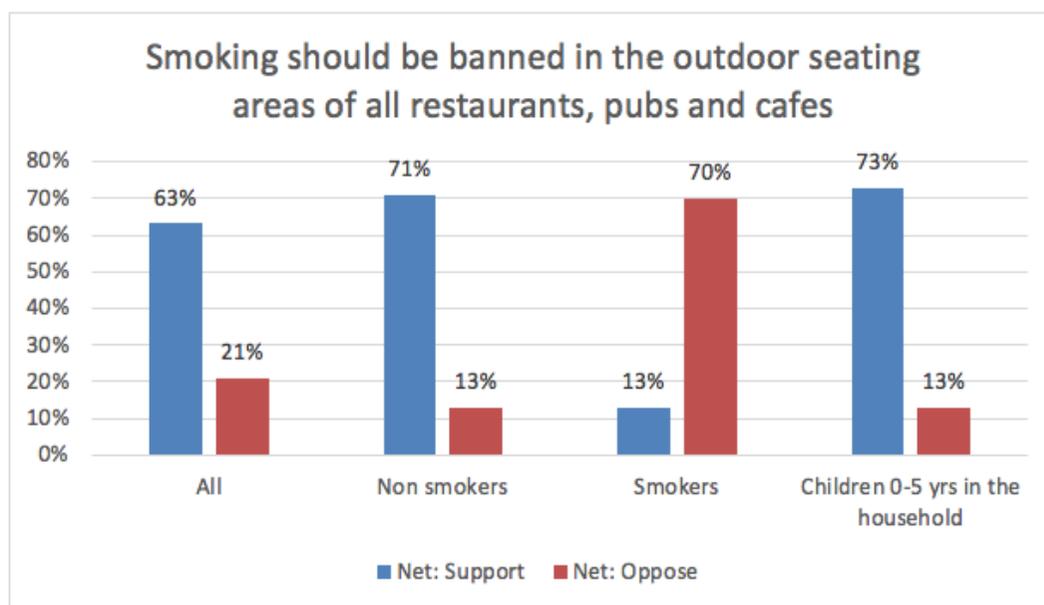
**Table 1**

| <b>2018 Results: Are you on occasion /most times/every time exposed to other people's smoke in the following places<sup>1</sup></b> |     |
|---|-----|
| 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% |

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

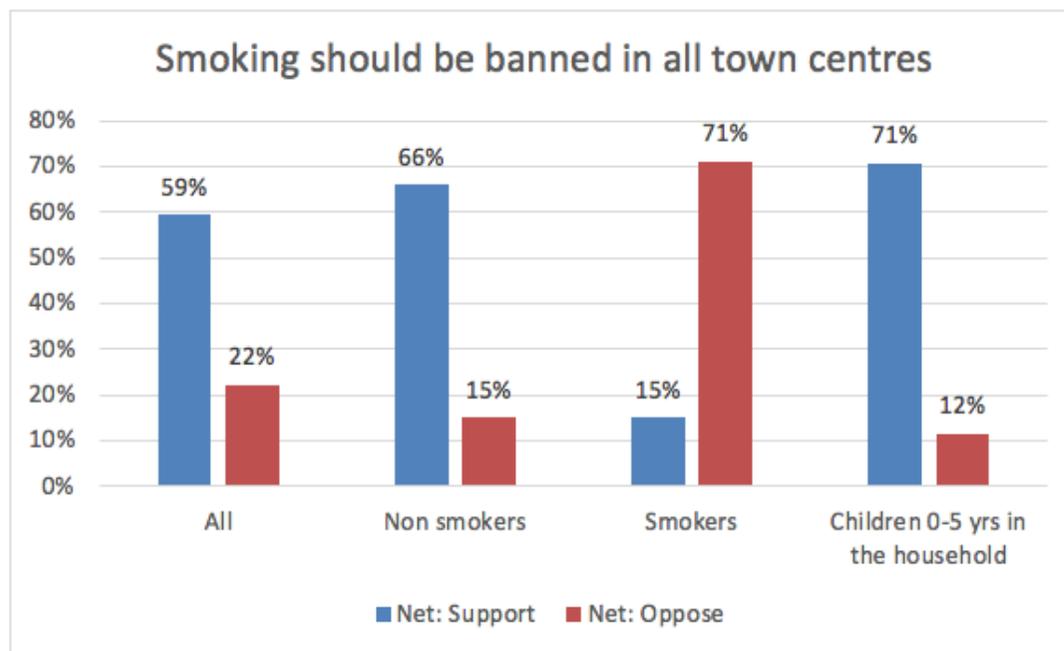
For both these proposals (see figures 3 & 4), support rates are highest among non smokers (71% and 66%) and adults with a child aged 5 or under in the household (73% and 71%), respectively. Support for these policies is lowest among smokers (13% and 15%).

**Figure 3**



*Unweighted base: All Welsh adults, n=1046; Non smokers, n=899; Respondents with children in the household aged 0-5yrs, n=77.*

Figure 4



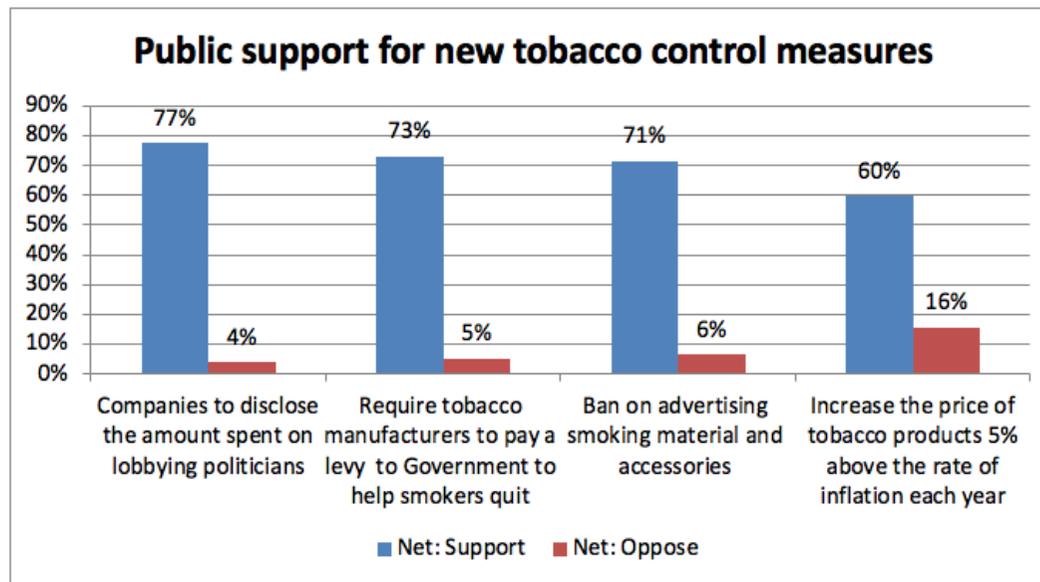
*Unweighted base: All Welsh adults, n=1046; Non-smokers, n=899; Respondents with children in the household aged 0-5yrs, n=77.*

The results also show 63% of all Welsh adults support a measure to ban smoking in all cars, and 17% oppose it. The levels of support towards this measure have been relatively stable over time which may be reflected by the 1 in 5 respondents who report being exposed to SHS in other people’s cars in the 2018 survey (see table 1).

## Support for additional tobacco control policies

- There is strong support for the introduction of additional tobacco control policies. Most respondents (73%) support a measure to require tobacco manufacturers to pay a levy to government for measures to help smokers quit and prevent young people from smoking.
- Additionally, the majority (60%) of all Welsh adults support a measure to increase the price of tobacco products 5% above the rate of inflation each year (see figure 5).

Figure 5

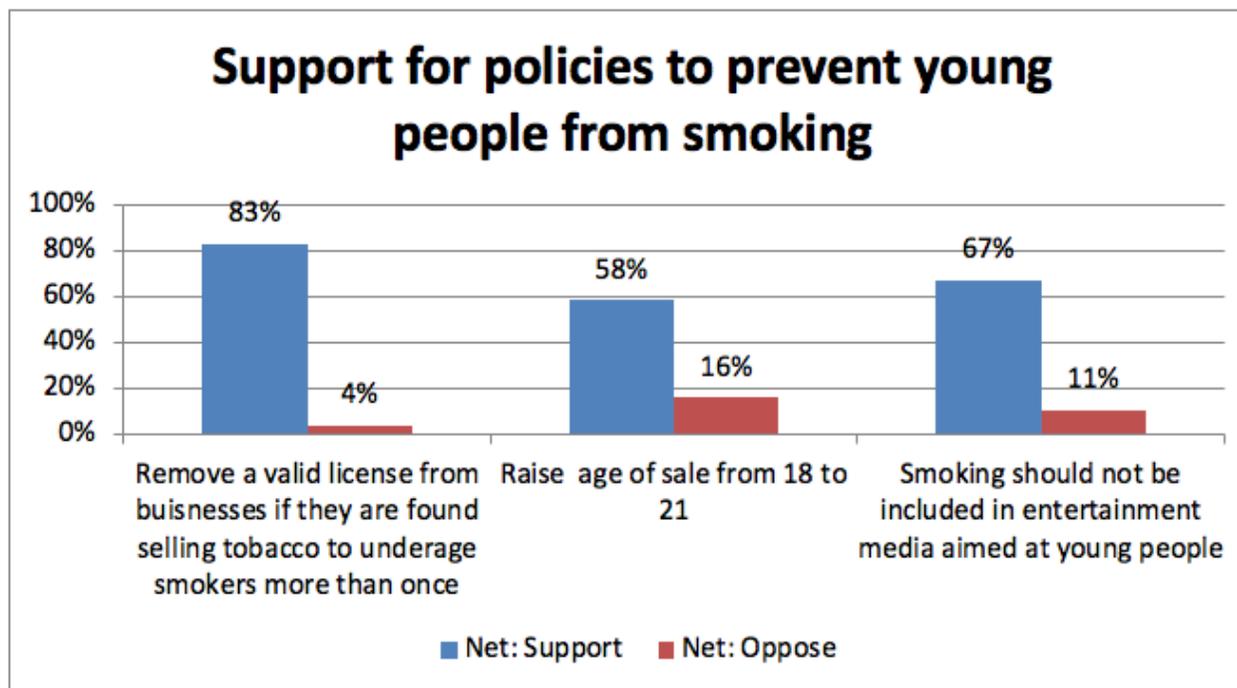


Unweighted base: All Welsh adults 2019, n=1046

- Support for tobacco control policies that help to prevent young people from ever starting smoking are especially strong (see figure 6).
- The results find that 83% of all Welsh adults support requiring businesses to have a valid license to sell tobacco which can be removed if they are found selling to underage smokers more than once.
- The survey results also show the majority (58%) of all Welsh adults support raising the age of sale of cigarettes from 18 to 21<sup>2</sup>. Support for this policy is above 50% for all age groups.
- The survey also finds 67% of Welsh adults support banning smoking from entertainment media aimed at young people. This figure is higher than last year's findings on a related question where 53% stated they find exposing under 18s to smoking on TV unacceptable.

*2. Campaign for Tobacco-Free Kids. States and localities that have passed the minimum legal sale age for tobacco products to 21. Available at: [https://www.tobaccofreekids.org/content/what\\_we\\_do/state\\_local\\_issues/sales\\_21/states\\_localities\\_MLSA\\_21.pdf](https://www.tobaccofreekids.org/content/what_we_do/state_local_issues/sales_21/states_localities_MLSA_21.pdf). Accessed February 7, 2017*

Figure 6

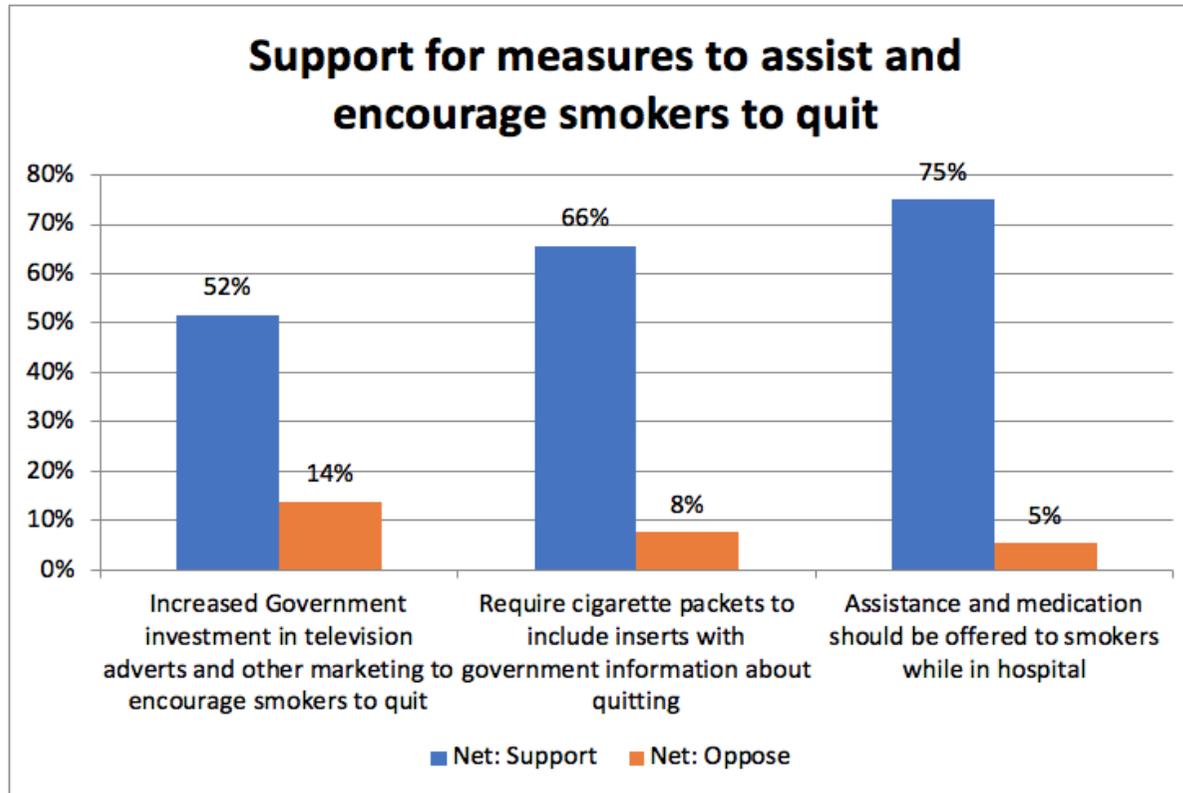


Unweighted base: All Welsh adults, n=1046

## Support for measures to assist and encourage smokers to quit

- There is considerable support among Welsh adults for new proposals to assist and encourage smokers to quit smoking (see figure 7).
- Most respondents (75%) support offering assistance and medication to smokers in hospital, a slight increase from the year before (73%). Support for a measure requiring cigarette packs to include inserts with government information about quitting is also high (66%).
- Over half of all Welsh adults (52%) support increased government investment in television adverts and other marketing to encourage smokers to quit.

Figure 7



Unweighted base: All Welsh adults, n=1046

| YouGov questions  | 2019 |         | 2018 |         | 2017 |         | 2016 |         | 2015 |         |
|---|------|---------|------|---------|------|---------|------|---------|------|---------|
|   | All  | Smokers |
| Think the Government are doing too much to limit smoking  | 8%   | 31%     | 8%   | 31%     | 11%  | 42%     | 13%  | 43%     | 16%  | 50%     |
| Think the Government are not doing enough to limit smoking  | 47%  | 14%     | 39%  | 17%     | 42%  | 9%      | 40%  | 10%     | 39%  | 12%     |
| Support increasing tax on cigarettes and tobacco by 5% above the annual rate of inflation   | 60%  | 11%     | -    | -       | 65%  | 24%     | 59%  | 10%     | -    | -       |
| Support the law requiring tobacco to be sold in plain standardised packaging with the product name in standard lettering            | 65%  | 34%     | 61%  | 32%     | 65%  | 33%     | 65%  | 36%     | 65%  | 33%     |
| Support for raising the age of sale for tobacco from 18- 21   | 58%  | 31%     | -    | -       | 58%  | 33%     | 58%  | 45%     | -    | -       |
| Agree that smoking should not be included in entertainment media aimed at young people, such as films for under 18s or music videos | 67%  | 40%     | -    | -       | 66%  | 41%     | -    | -       | -    | -       |
| Consider people in general approve of people smoking tobacco cigarettes   | 5%   | 9%      | -    | -       | 4%   | 10%     | 4%   | 11%     | -    | -       |
| Consider people in general disapprove of people smoking tobacco cigarettes  | 69%  | 47%     | -    | -       | 72%  | 56%     | 74%  | 60%     | -    | -       |
| Would support a ban on smoking in all cars  | 63%  | 22%     | 62%  | 24%     | 24%  | 28%     | 61%  | 23%     | 60%  | 25%     |