



YouGov Survey 2022: Risk Behaviours

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To understand public opinion in Wales relating to tobacco control, ASH Wales Cymru conducts an annual opinion poll in conjunction with YouGov. This year's survey incorporated topics relating to risk behaviours, which included questions on: alcohol, gambling, and unhealthy food and drinks. The results from these questions have been included below.

The 2022 survey was undertaken between 16th February and 21st March 2022. The survey questions were asked of a representative sample of 1,100 adults (aged 18+) in Wales and was conducted online.

ASH Wales is recognised as the leading organisation for tobacco control in Wales. Our work brings together experts in population health, behavioural studies, and smoking cessation to secure support for ambitious tobacco control plans for Wales.

Alcohol

Consumption and impact:

- **45%** of Welsh adults drink from 1 to 15 units of alcohol on average per week.
- **37%** of Welsh adults do not drink in an average week.
- **12%** of Welsh adults drink more than 15 units of alcohol in an average week.
- **5%** of Welsh adults think they have an alcohol problem, or people close to them think they do.
- **15%** of Welsh adults believe that in the last 12 months, someone's alcohol consumption has had a negative impact on their lives, to some extent or to a great deal.



Government action:

- **67%** support the protection of all government health policy from the influence of the alcohol industry and its representatives. **43%** of Welsh adults strongly support this measure. Only **6%** of Welsh adults oppose this.
- **43%** of Welsh adults do not think the Government is doing enough within its activities to reduce harm from alcohol. Only **6%** think the Government is doing too much.
- **50%** of Welsh adults think there is not enough information provided on alcohol packaging (e.g. labels) relating how drinking can impact health. Only **4%** believed there was too much.



- **36%** of Welsh adults think there is not enough information provided on alcohol packaging (e.g. labels) relaying ingredients, calories, and units.



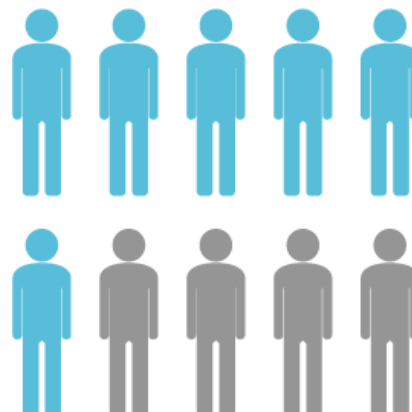
Advertising & Sponsorship:

- **71%** support a measure to only allow alcohol advertising in cinemas for films with an 18 certificate. Only **9%** oppose this measure.
- **68%** support a measure to stop alcohol adverts from being shown on TV and radio before 9pm. Only **10%** oppose this.
- **65%** support including a health warning on all alcohol advertising to communicate the risks associated with drinking alcohol. **12%** of Welsh adults oppose this.
- **55%** support a measure to not allow alcohol advertising in outdoor and public spaces such as streets, parks and public transport.
- **55%** support a measure to require the content of alcohol advertising to be limited to factual information (e.g. where a product is produced). **12%** of Welsh adults oppose this measure.
- **52%** support a measure to not allow alcohol companies to advertise on social media and online.
- **47%** support a measure to not allow alcohol companies to sponsor sporting events or teams.
- **43%** support a measure to not allow alcohol companies to sponsor music and cultural events.
- **35%** support a complete ban on all alcohol advertising.



Tax and Schemes:

- **60%** of Welsh adults support requiring the alcoholic drinks industry to pay a levy to Government for measures to reduce and prevent harm from alcohol.
- **37%** of Welsh adults support the measure to use tax to increase the price of alcohol.



Gambling



Gambling Frequency and impact ¹:

- **21%** of Welsh adults have gambled at least once a week over the last 12 months.
- **28%** of Welsh adults have never gambled.
- **4%** of Welsh adults believe that someone's gambling has impacted their life in a negative way over the last 12 months, to some extent or a great deal.

Government action:

- **72%** support the protection of all government health policy from the influence of the gambling industry and its representatives. **53%** of Welsh adults show strong support for this measure.
- **59%** of Welsh adults do not think the Government is doing enough to reduce harm from gambling.

Age Restrictions:

Currently, the legal age for gambling varies according to the activity, with some gambling activity having no minimum legal age (e.g. gambling in video games). Welsh adults were provided with this information and were asked how strongly, if at all, they support or oppose setting a minimum legal age of 18 for all forms of gambling. The results are as followed:

- **88%** of Welsh adults support setting a minimum legal age of 18 for all forms of gambling.
- **66%** of Welsh adults strongly support setting a minimum legal age of 18 for all forms of gambling.
- **2%** of Welsh adults oppose setting a minimum legal age of 18 for all forms of gambling.



Advertising & Sponsorship:

- **76%** support a measure stopping gambling adverts from being shown on TV and radio before 9pm. **53%** of Welsh adults strongly support this measure.
- **74%** support including a health warning on all gambling advertising to communicate the risks associated with gambling. **48%** strongly support this measure.
- **73%** support only allowing gambling advertising in cinemas for films with an 18 certificate.
- **71%** support measures to not allow gambling advertising in outdoor and public spaces such as streets, parks and public transport.

¹ In the survey, gambling was defined as: spending money on lotteries, scratch cards, betting online or with bookmakers, playing slot machines, online bingo or other online gambling activity, in casinos, bingo halls, arcades, and any other betting or gambling activity.

- **70%** support a ban on advertising gambling on broadcast media, including TV and radio. Only **9%** oppose this ban.
- **69%** support not allowing gambling advertising on social media and online.
- **64%** support not allowing gambling companies to sponsor music and cultural events.
- **63%** of Welsh adults support not allowing gambling companies to sponsor sporting events or teams.
- **62%** of Welsh adults support a complete ban on all gambling advertising. **44%** strongly support this action.

Tax and Schemes:

- **72%** of Welsh adults support requiring the gambling industry to pay a levy to Government for measures to reduce and prevent problem gambling. **50%** strongly support this action.



Unhealthy food and drinks

Government action:

- **64%** support the Government to require food manufacturers to reduce sugar in food.
- **60%** do not think the Government is doing enough within its activities to reduce or address obesity. **4%** think the Government is doing too much.
- **54%** support the Government to require food manufacturers to reduce calories in foods.
- **65%** support the measure of protecting all government health policy from the influence of unhealthy food and drink manufacturers, and their representatives. Only **7%** of adults oppose this.

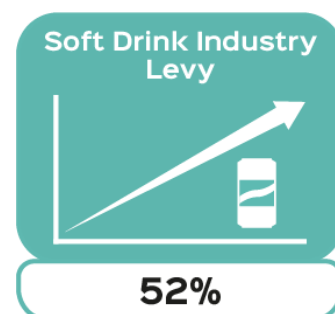


Tax and Schemes:

- **44%** support the notion that tax should be used to increase the price of unhealthy food and drink. **33%** oppose this.
- **58%** support the measure of requiring unhealthy food and drink manufacturers to pay a levy to Government for measures to reduce and prevent obesity.



The Soft Drink Industry Levy (SDIL), also known as the 'Sugar Tax', means that the manufacturers of soft drinks have to pay more tax depending on the amount of sugar that goes into their products. The tax applies to the manufacturers but they may increase the cost of drinks in shops as a result. Welsh adults were provided with this information and were asked how strongly, if at all, they support or oppose this measure. The results are as followed:



- **52%** supported The Soft Drink Industry Levy (SDIL).
- **23%** opposed The Soft Drink Industry Levy (SDIL).

Restrictions:

- **64%** support restrictions on placing unhealthy foods in prominent areas such as checkouts and aisle ends. **14%** oppose this.

Advertising & Sponsorship:

- **54%** support a measure to only show adverts for healthier food and drink on TV and radio before 9pm. **17%** oppose this.
- **47%** support a measure to only show adverts for healthier food and drink on social and online. **20%** oppose this.
- **41%** support a complete ban on all unhealthy food advertising.
- **51%** support a measure that stops brands that sell unhealthy food from sponsoring sports events and teams. **21%** oppose this.

