



## Summary of YouGov Results 2009

This summary report is based on the results from the ASH YouGov 'Smokefree' bespoke survey. Fieldwork was undertaken between 25<sup>th</sup> and 27<sup>th</sup> March 2009. The survey questions were asked of a representative sample of n=1,023 adults (aged 18+) in Wales. This survey was conducted online<sup>1</sup>.

### Support for the smoking ban

There has been continued overwhelming support in Wales for the ban on smoking in enclosed public places and workplaces. In 2009, 78% of the Welsh adult population supported the law to make all enclosed public places smoke free. This figure is on a par with results from 2008<sup>2</sup> and shows continued strong support for the law.

There is increasing support for the law banning smoking in the workplace. In 2009 90% of the Welsh adult population agree or strongly agree with the notion that this law is good for the health of most workers. This is an increase of 6% from 2008 when 84% said that the law banning smoking in the workplace is good for the health of most workers.

In 2008, 25% of all non and ex smokers in the survey reported that they still come into contact with other people's tobacco smoke either at home (11%), at work (11%) or both at home and work (3%). In 2009 this has dropped slightly with 23% of people still coming into contact with other people's tobacco smoke at home (11%), at work (10%) or both at home and work (2%).

### Safeguarding children

84% of adults in Wales in 2009 said they are concerned about young people starting to smoke. Older respondents, particularly those aged 55+ and those who have never smoked are more likely to be concerned (89% and 88% respectively).

In 2009 86% of Welsh adults tend to support or strongly support the measure that would require businesses to have a valid licence to sell tobacco which can be removed if they are caught selling to underage smokers. Only 5% of the Welsh adult population tend to, or strongly oppose this suggestion. In 2008 87% of the population tended to support or strongly supported these measures. 90% of the Welsh adult population in 2009 strongly or tends to support making it an offence for an adult to buy cigarettes on behalf of a child. Only 3% of the population tends to oppose or strongly opposes this notion.

---

<sup>1</sup> YouGov Plc. Total sample size was 1,173 adults. Fieldwork was undertaken between 20th - 25th February 2008. The survey was carried out online. The figures have been weighted and are representative of all Welsh adults (aged 18+).

<sup>2</sup> YouGov Plc. Total sample size was 1,173 adults. Fieldwork was undertaken between 20th - 25th February 2008. The survey was carried out online. The figures have been weighted and are representative of all Welsh adults (aged 18+).



### **Smokers and Quitting**

In 2009 72% of respondents support increased services for smokers through Stop Smoking Wales. In terms of efforts to assist those who are attempting to quit smoking, 72% of adults in Wales in 2009 agree that there should be more targeted Stop Smoking services to help specific groups of people (e.g. young people, pregnant women, minority ethnic groups), with just 9% disagreeing.

### **Conclusions**

In 2009 there is still very strong public support of the ban on smoking in enclosed public places and workplaces. Initiatives to safeguard children in Wales are popular. The results of the survey suggest support in the general public for ongoing tobacco control work to reduce prevalence rates, protect children and reduce exposure to second hand smoke.