

## YouGov Survey Results

Sample Size: 648 GB Adults  
Fieldwork: 10th November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>648</b>	X	X	X	X	175	149	142	314	334	77	164	222	185	369	279	83	211	139	159	56	
Unweighted Sample	648	170	145	32*	96	205	145	141	307	341	29*	156	243	220	442	206	76	206	130	158	78	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 28-29	Nov 10																				
<b>Thinking about electronic cigarettes, or "e-cigarettes"...</b>																						
<b>Do you think people should be allowed to use e-cigarettes in public indoor places, like bars or restaurants, or should they be banned in these places?</b>																						
Should be allowed	30	<b>29</b>	25	32	16	39	26	35	24	28	29	30	33	35	17	28	30	36	31	26	23	32
Should be banned	58	<b>58</b>	65	57	74	50	62	56	66	57	58	38	55	56	71	63	50	47	52	61	66	61
Don't know	13	<b>14</b>	11	11	10	11	11	9	10	15	13	32	13	9	12	9	20	17	17	13	11	7
<b>Do you think advertisements for e-cigarettes should be allowed, or should they be banned?</b>																						
Should be allowed	34	<b>34</b>	30	39	30	46	32	38	29	35	34	36	37	37	29	34	35	40	36	37	29	32
Should be banned	49	<b>52</b>	59	52	68	43	53	53	65	51	53	37	52	51	60	57	46	39	52	51	57	57
Don't know	17	<b>14</b>	11	9	1	11	15	9	6	14	13	27	12	12	11	9	19	21	12	12	14	12
<b>Do you think the sale of e-cigarettes to people under the age of 18 should be allowed, or should it be banned?</b>																						
Should be allowed	11	<b>11</b>	7	13	16	16	8	15	11	11	11	11	9	14	8	11	11	15	13	8	7	14
Should be banned	78	<b>77</b>	85	77	84	73	81	79	83	76	78	65	78	76	82	81	72	69	72	79	85	82
Don't know	12	<b>12</b>	8	11	0	11	11	7	6	14	11	25	12	10	9	9	17	16	15	13	8	4
<b>Do you think e-cigarettes flavoured to taste of fruit or sweet flavourings should be allowed, or should they be banned?</b>																						
Should be allowed	31	<b>30</b>	30	34	31	34	27	33	26	35	25	38	45	30	13	34	25	39	28	31	25	34
Should be banned	51	<b>52</b>	52	52	59	52	55	52	57	48	55	33	40	56	65	51	53	44	49	53	58	49
Don't know	18	<b>18</b>	17	14	10	14	18	15	17	16	20	28	15	14	22	15	22	17	22	15	17	16

\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.