

## YouGov Survey Results

Sample Size: 4099

Fieldwork: 30th March - 2nd April 2012

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Approximately how old was this child/ grandchild when they first asked you to buy them a specific branded good? (If your child/ grandchild has never asked for a specific good, please select the 'Not applicable' option)

	Unweighted Base	1879	902	977	15	186	388	456	834	1064	815	477	287	199	206	452	95	112	51
<b>All UK adults with children/grandchildren under the age of 18 years</b>		1944	909	1035	20	227	405	417	875	1086	858	494	306	185	221	418	96	167	57
0 to 4 years		6%	6%	6%	44%	14%	6%	4%	3%	6%	6%	5%	5%	5%	5%	7%	6%	9%	-
5 to 7 years		10%	11%	10%	5%	7%	12%	11%	10%	11%	10%	11%	12%	8%	12%	10%	14%	4%	10%
8 to 10 years		13%	14%	13%	-	13%	15%	21%	9%	13%	14%	14%	11%	16%	11%	12%	21%	13%	21%
11 to 14 years		11%	11%	12%	-	3%	12%	19%	10%	11%	11%	14%	15%	7%	11%	10%	10%	9%	11%
15 to 17 years		2%	2%	1%	-	-	1%	4%	1%	1%	2%	2%	1%	1%	3%	2%	-	1%	2%
Can't recall		6%	7%	6%	-	4%	7%	8%	6%	6%	6%	8%	5%	8%	5%	8%	1%	2%	3%
Not applicable – they have never asked me to buy them specific brands		51%	50%	53%	51%	59%	47%	35%	59%	52%	51%	46%	51%	55%	53%	52%	48%	61%	52%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

Children should not be exposed to any tobacco marketing:

	Unweighted Base	4099	1993	2106	485	583	697	903	1431	2259	1840	977	637	419	511	1010	205	239	101
<b>All UK adults</b>		4099	1972	2127	492	672	693	783	1459	2254	1845	980	656	381	508	910	201	348	115
Strongly agree		62%	63%	62%	57%	62%	60%	60%	66%	64%	60%	63%	63%	61%	56%	60%	64%	67%	76%
Tend to agree		22%	21%	23%	26%	22%	23%	22%	20%	22%	22%	21%	19%	24%	26%	23%	22%	19%	15%
Neither agree nor disagree		11%	11%	11%	10%	10%	12%	13%	10%	10%	12%	11%	12%	10%	12%	11%	11%	10%	7%
Tend to disagree		3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	2%
Strongly disagree		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	-
Don't know		1%	1%	1%	3%	2%	1%	1%	0%	1%	2%	1%	1%	1%	2%	2%	-	1%	-

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Tobacco marketing is harmful to children:

Unweighted Base	4099	1993	2106	485	583	697	903	1431	2259	1840	977	637	419	511	1010	205	239	101
<b>All UK adults</b>	4099	1972	2127	492	672	693	783	1459	2254	1845	980	656	381	508	910	201	348	115
Strongly agree	55%	55%	56%	47%	51%	54%	54%	61%	57%	54%	57%	56%	53%	52%	55%	55%	56%	69%
Tend to agree	24%	23%	24%	29%	26%	23%	24%	21%	24%	24%	24%	23%	25%	22%	23%	28%	24%	21%
Neither agree nor disagree	12%	12%	13%	10%	13%	14%	14%	11%	12%	13%	11%	13%	14%	16%	13%	12%	12%	5%
Tend to disagree	6%	6%	6%	9%	7%	6%	6%	5%	6%	7%	6%	6%	6%	7%	4%	6%	6%	6%
Strongly disagree	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	-
Don't know	1%	2%	1%	3%	3%	1%	1%	0%	1%	2%	1%	1%	1%	2%	2%	1%	1%	-

Stylish, colourful branding, striking logos and distinctive packet design make cigarettes more appealing to children:

Unweighted Base	4099	1993	2106	485	583	697	903	1431	2259	1840	977	637	419	511	1010	205	239	101
<b>All UK adults</b>	4099	1972	2127	492	672	693	783	1459	2254	1845	980	656	381	508	910	201	348	115
Strongly agree	42%	42%	43%	35%	36%	45%	42%	47%	45%	40%	41%	41%	38%	41%	43%	48%	46%	54%
Tend to agree	27%	27%	27%	33%	31%	23%	26%	25%	26%	27%	30%	24%	29%	27%	26%	29%	24%	23%
Neither agree nor disagree	16%	16%	16%	15%	17%	17%	16%	16%	16%	16%	15%	19%	15%	18%	17%	11%	14%	9%
Tend to disagree	9%	9%	9%	10%	9%	11%	9%	7%	8%	10%	8%	9%	12%	9%	9%	7%	9%	5%
Strongly disagree	4%	5%	3%	5%	3%	3%	6%	3%	3%	5%	4%	5%	4%	3%	4%	3%	3%	9%
Don't know	2%	2%	2%	3%	4%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	3%	-