



**Nor shall my sword sleep in my  
hand: Tobacco policy and  
public opinion in the UK**

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# Thanks to



# What people want

- ☉ Smokefree legislation is popular and successful
- ☉ Measures now in the pipeline such as RIP, counter smuggling and picture warnings are supported by three out of four adults
- ☉ The tobacco control community must work hard to keep up with the demand for further reform

# People like smokefree

How strongly do you support or oppose the law to make all enclosed public places and workplaces smoke free? (Wales)



How strongly do you support or oppose the law to make all enclosed public places and workplaces smoke free? (Scotland)

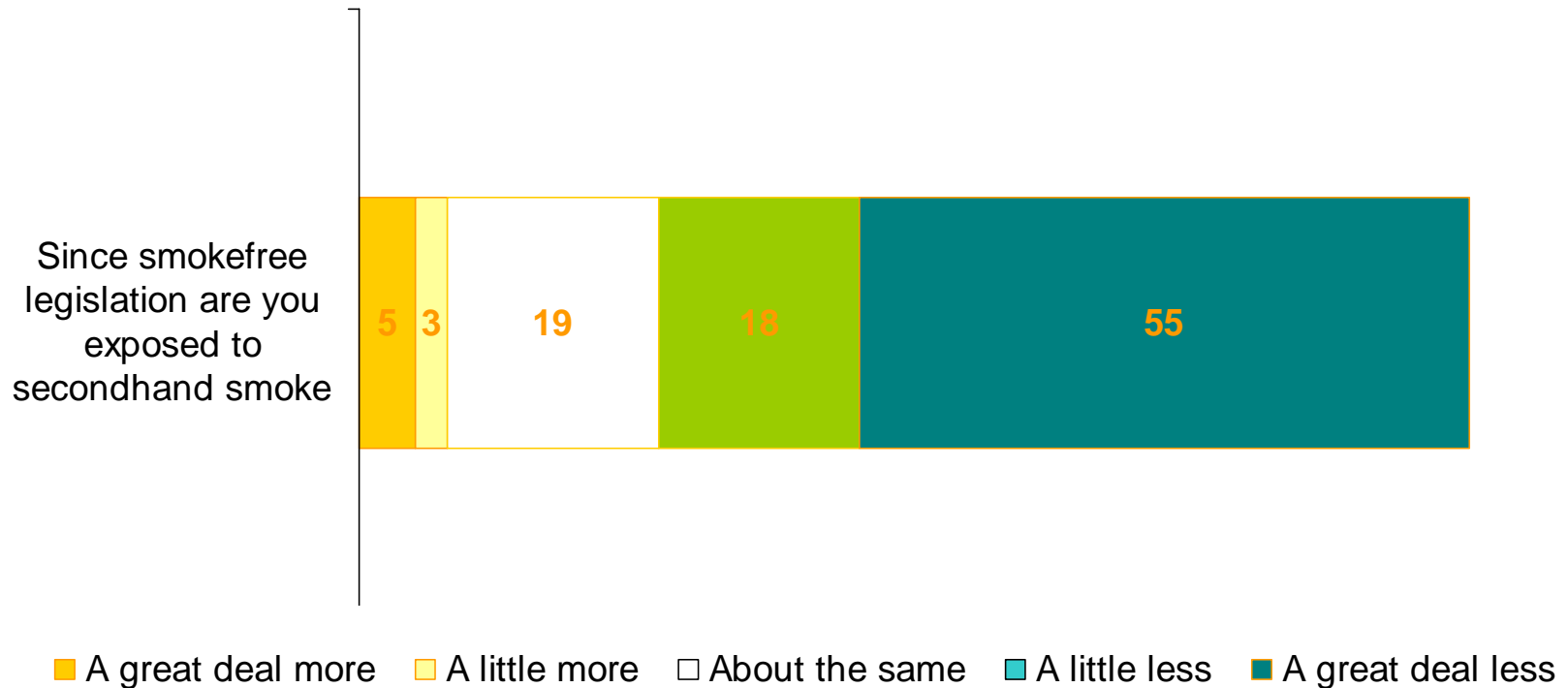


How strongly do you support or oppose the law to make all enclosed public places and workplaces smoke free? (England)



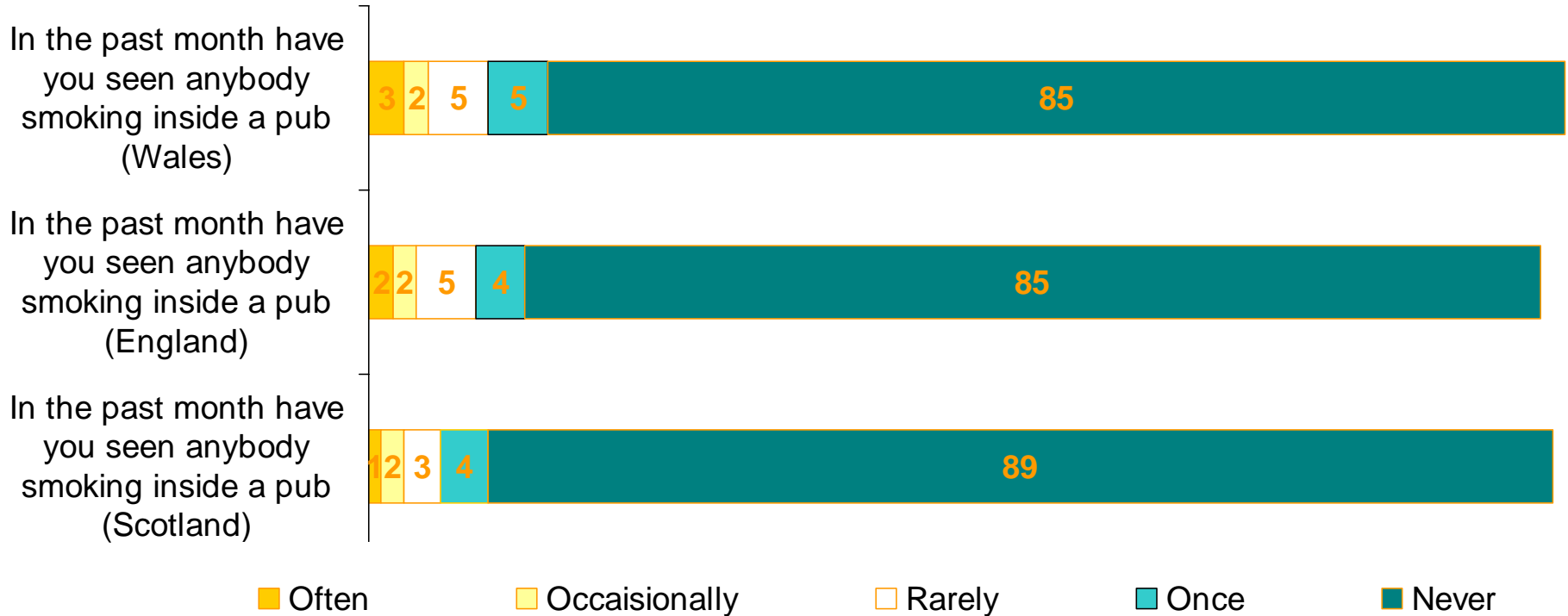
■ Strongly support ■ Tend to support □ neither ■ Tend to oppose ■ Strongly Oppose

# Smokefree works



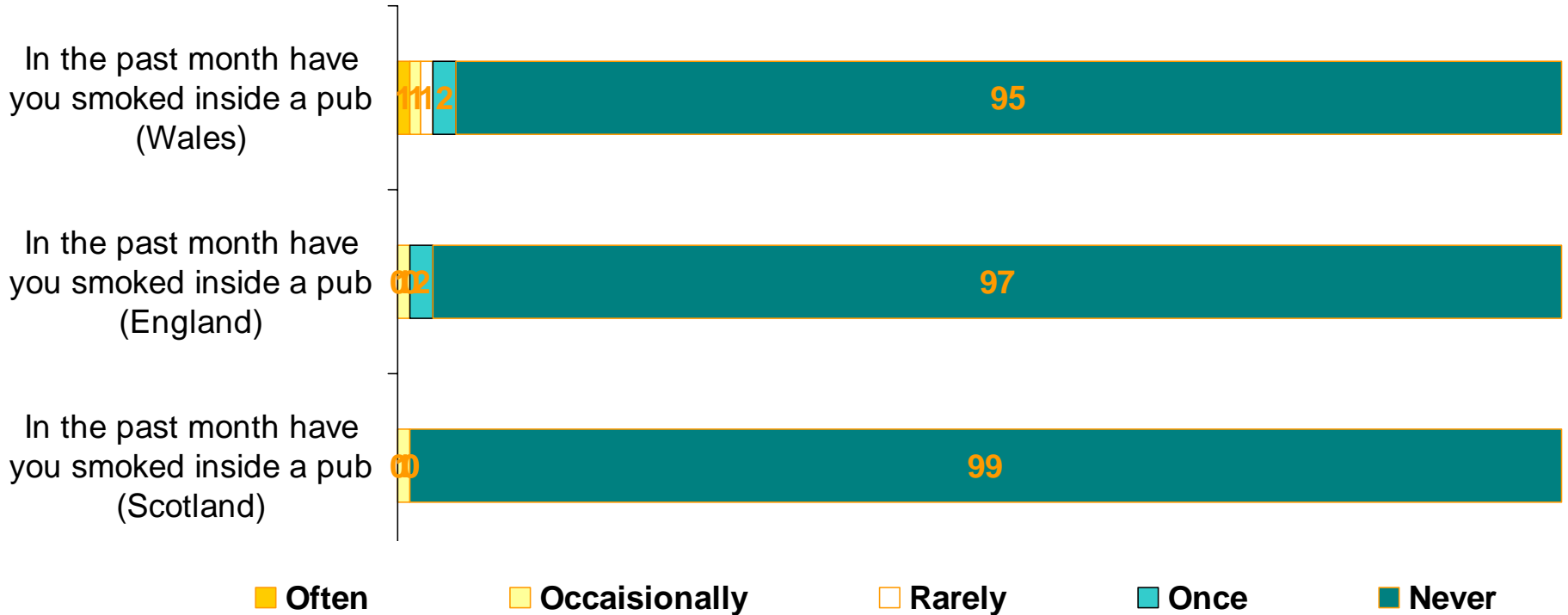
# Smokefree works

(People who have been in a pub in the last month)

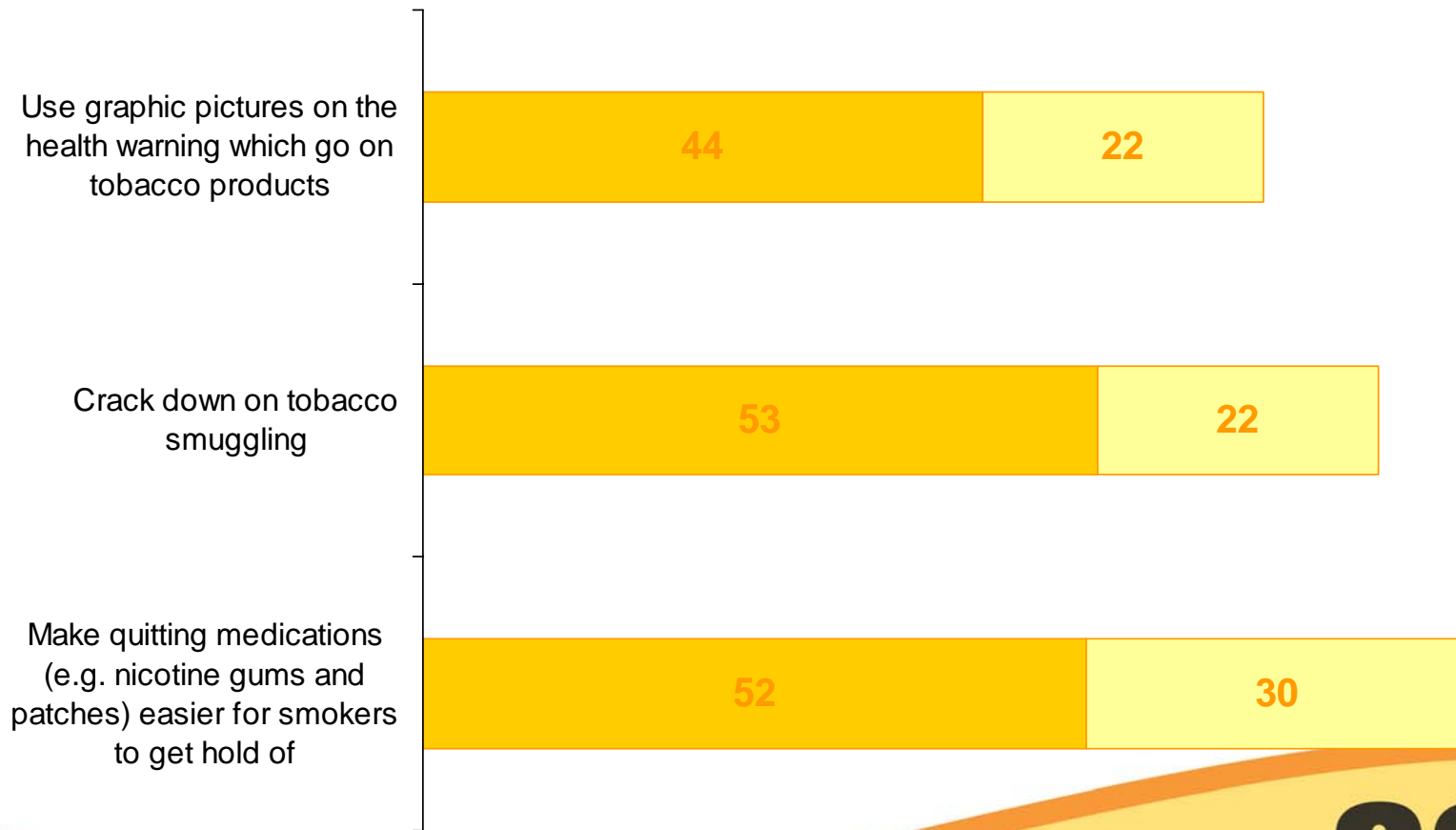


# Smokefree works

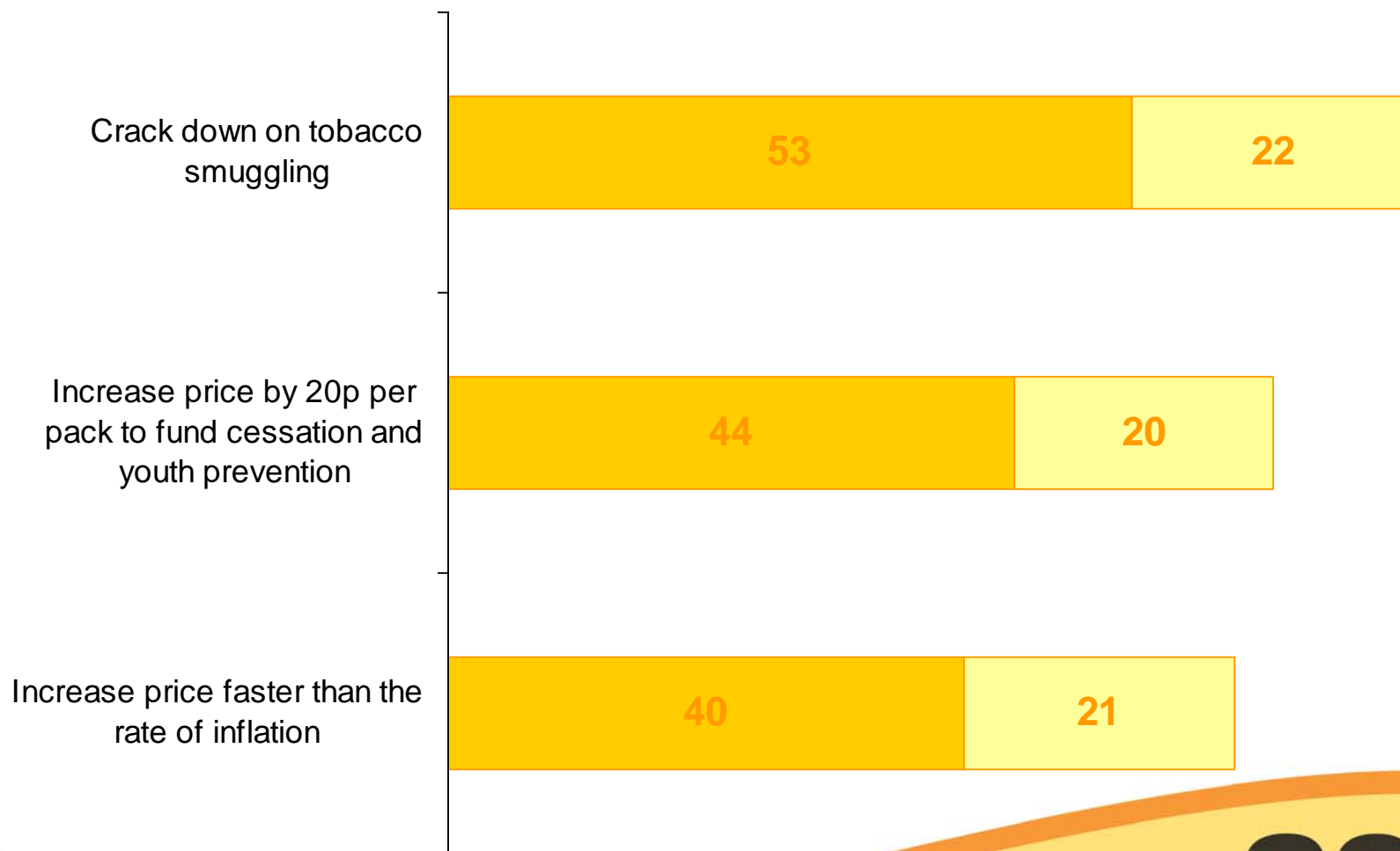
(Smokers who have been in a pub in the last month)



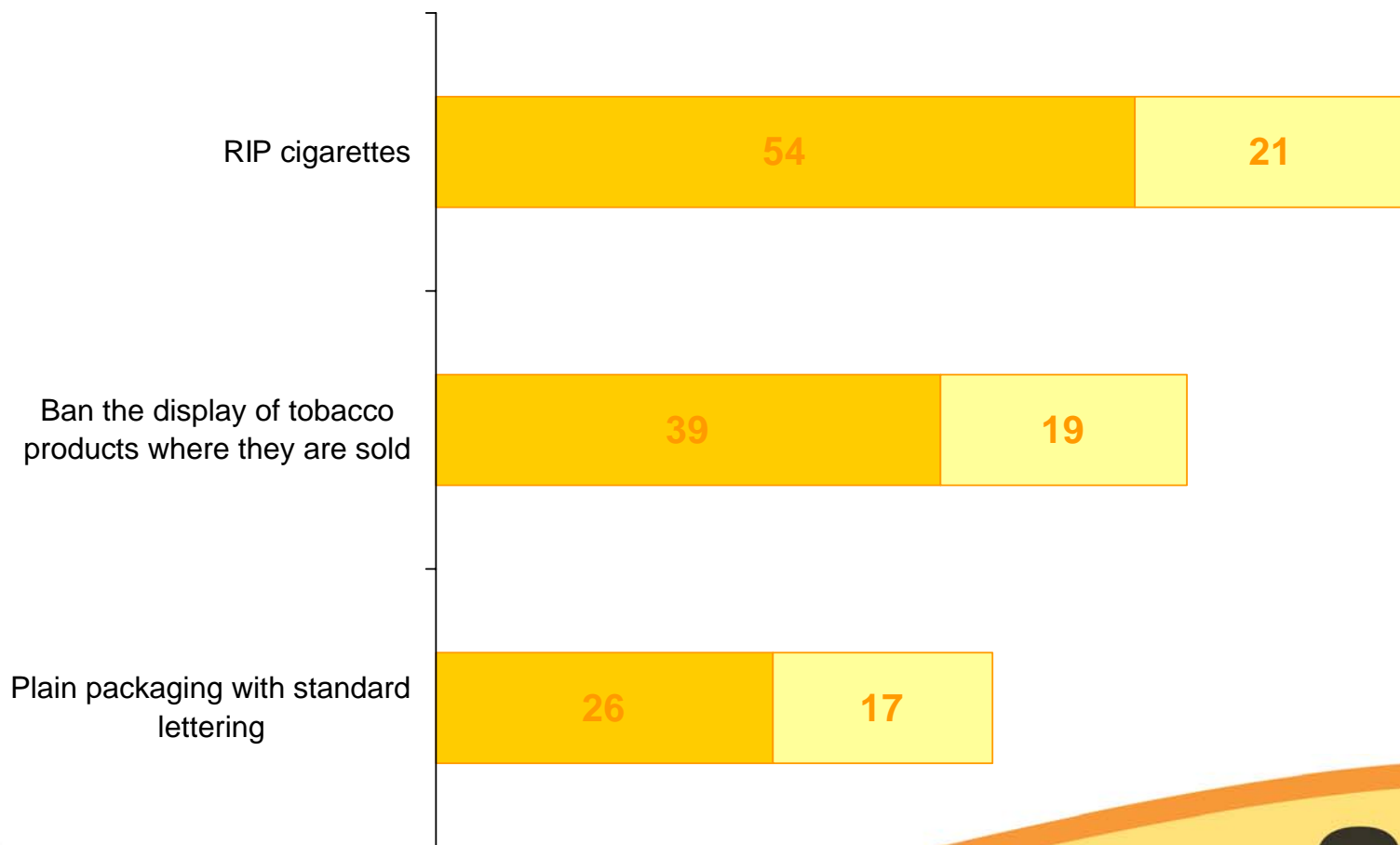
# 3 out of 4 support the next steps



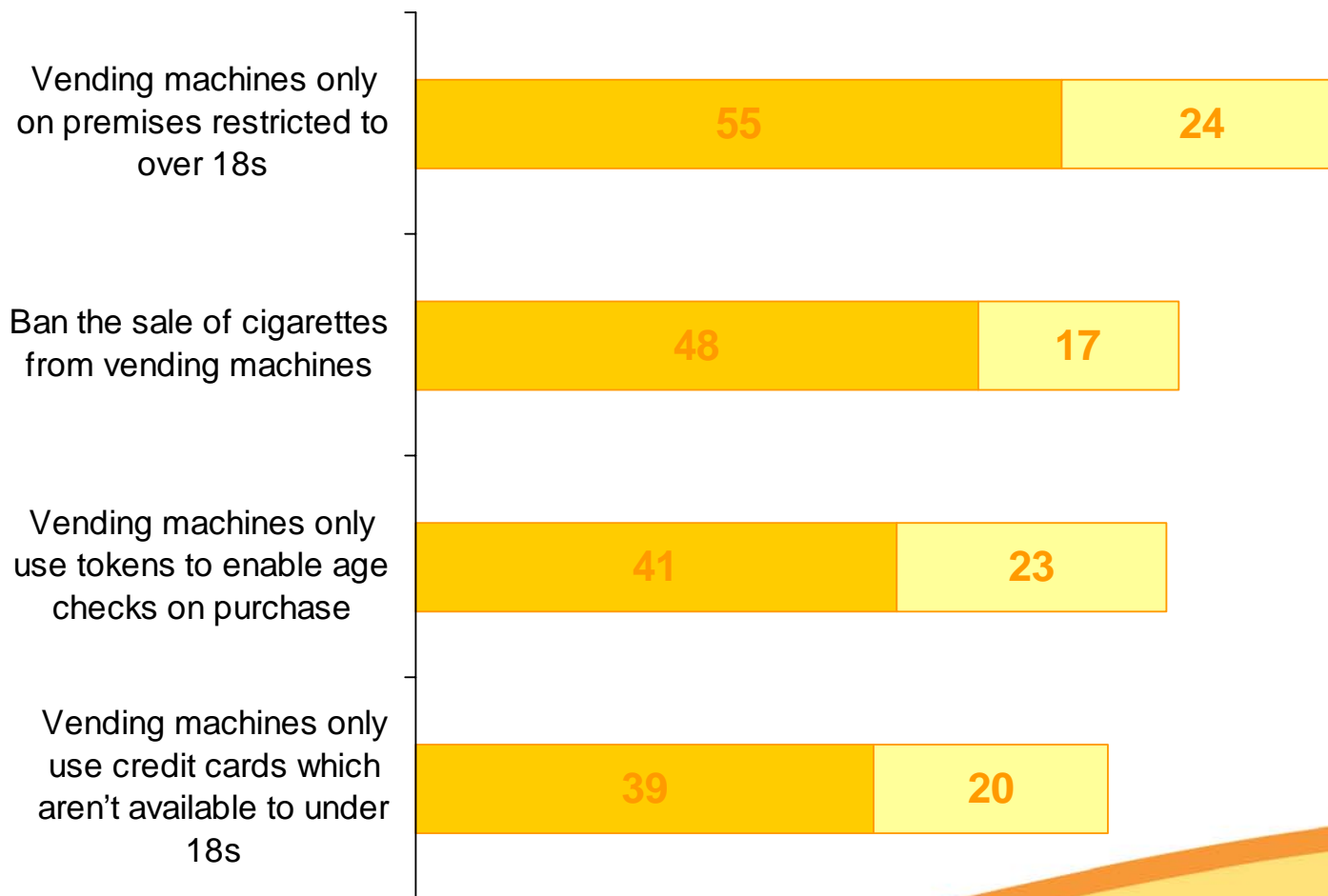
# Raise the price



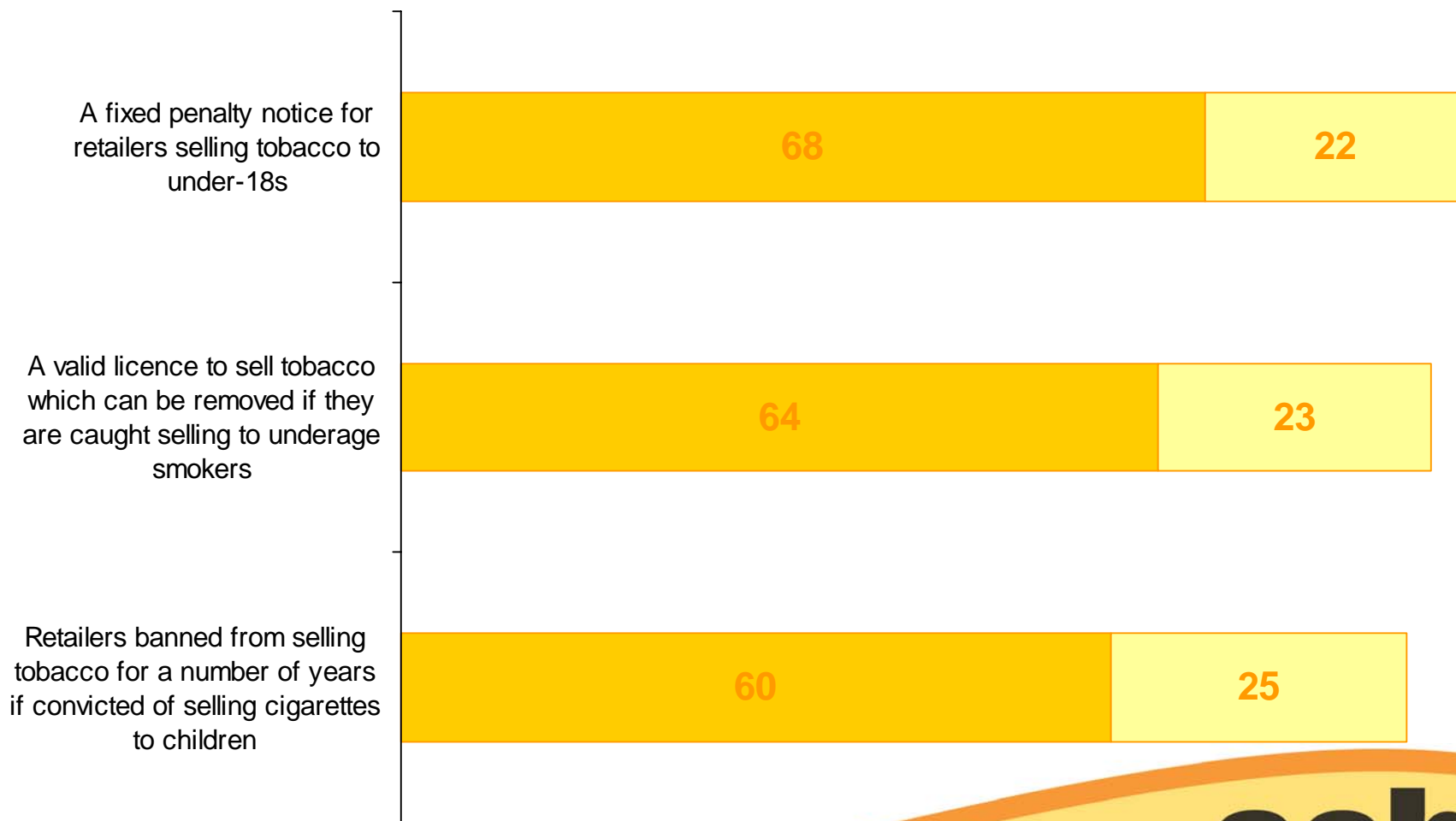
# Regulate Pack Product & Promotion



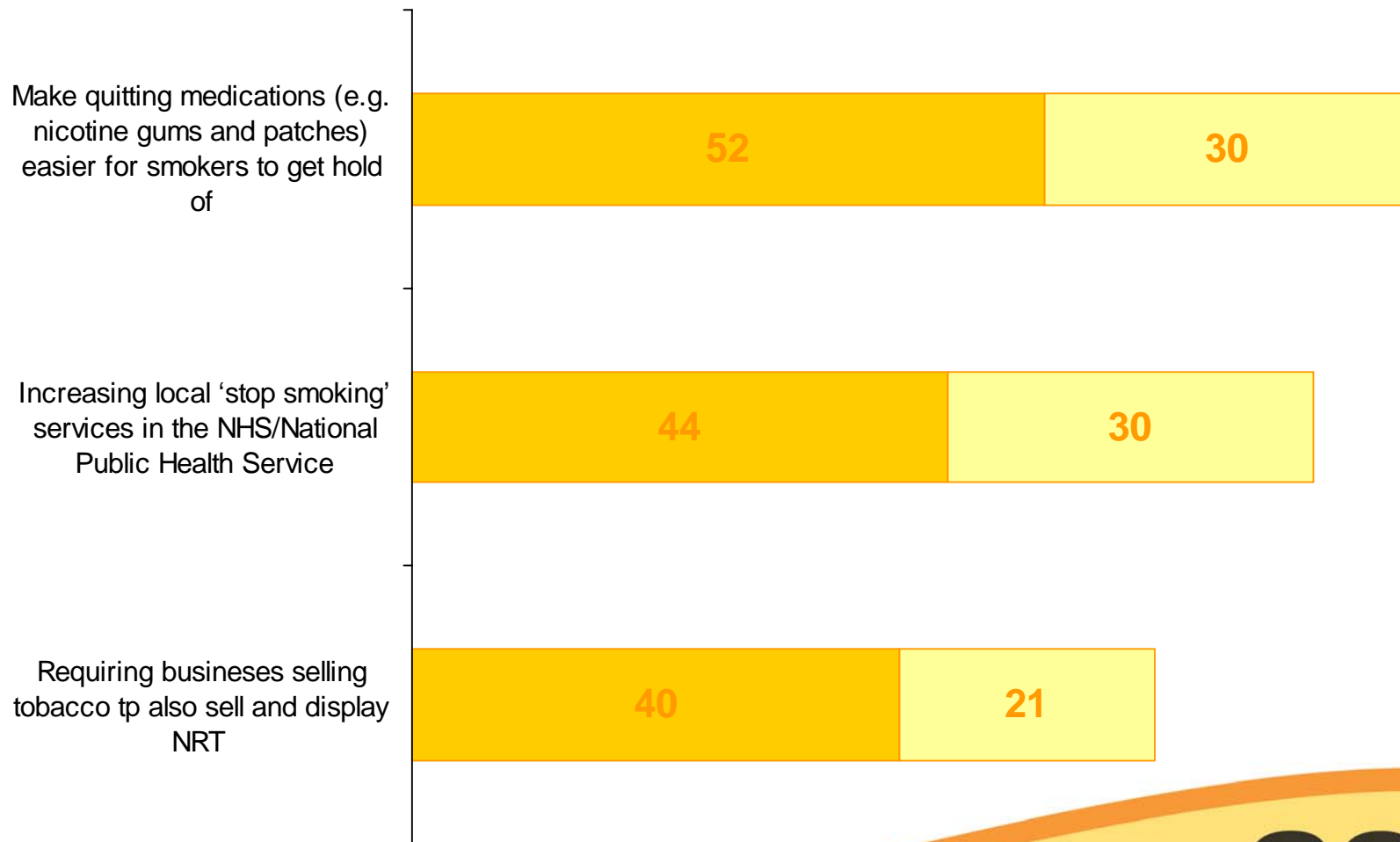
# Regulate Retail: Vending Machines



# Regulate Retail: Licensing



# Help smokers who want to quit



# Smokers want more tobacco control



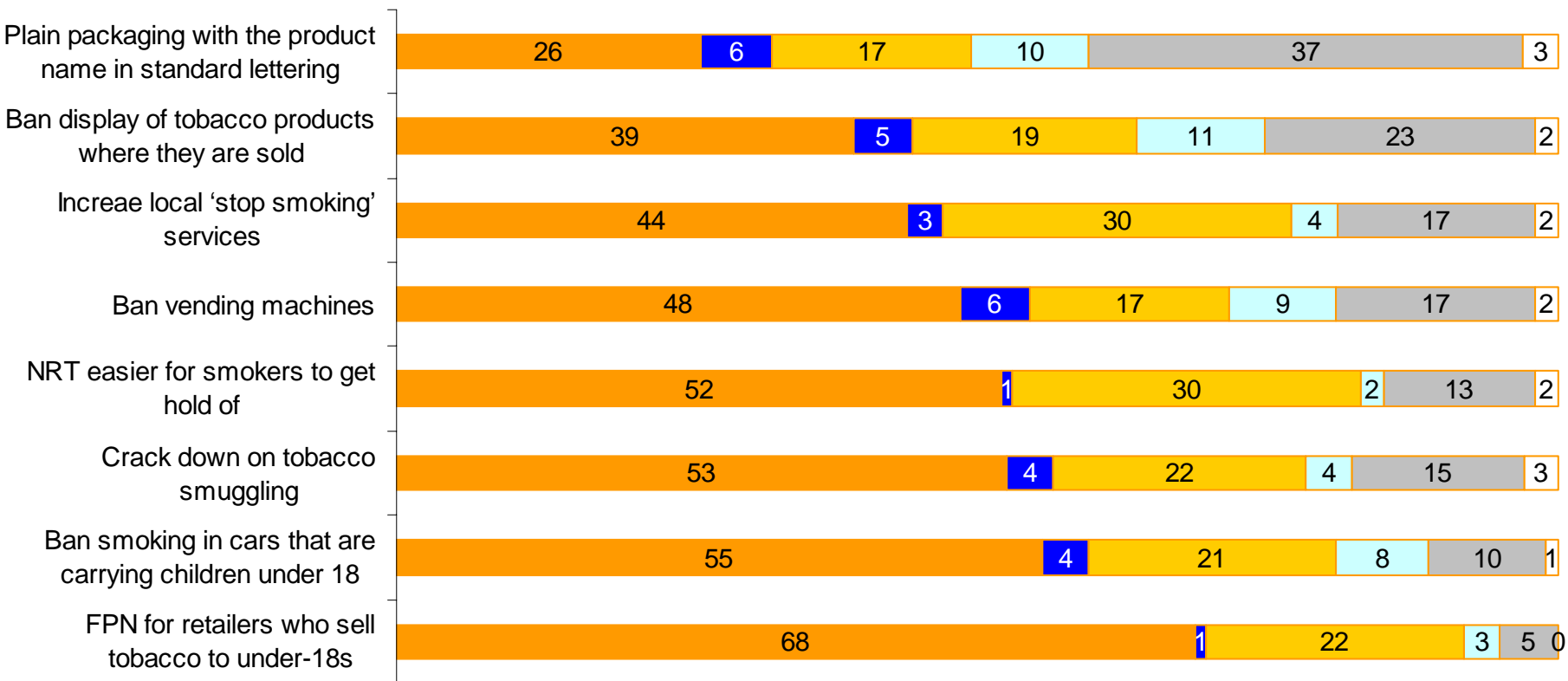
# Measures with over 75% support

Measures to...	For	Against
Issue FPNs to retailers for under age sales	90%	4%
Tobacco licence revoked for under age sales	87%	4%
Negative licensing	85%	6%
Restrict vending machines to age restricted venues	79%	6%
Ban smoking in cars carrying children under 18	76%	12%
Introduce RIP Cigarettes	75%	6%
Crackdown on tobacco smuggling	75%	8%

# Support of under 50%

Measures to...	For	Against	Neither/ Don't know
Require plain packaging with the product name in standard lettering	43%	16%	40%

# "We want what we know"



■ Strongly support 
 ■ Strongly oppose 
 ■ Tend to support 
 ■ Tend to oppose 
 ■ Neither support nor oppose 
   Don't know

# Across Britain people want more

- ① Stronger controls on marketing and distribution
- ① More help for smokers who want to quit
- ① Smokers want more tobacco control too
- ① People strongly support the measures they understand
- ① People are waiting for us to make the case for innovative tobacco control