

# Conservative Grassroots – Public Poll April 2014

## METHODOLOGY NOTE

ComRes interviewed 2,034 GB adults online between 4th and 6th April 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## Opinion Poll

### ONLINE Fieldwork: 4th-6th April 2014

Absolutes/col percents

Table 3

**Q.3 The Government is committed to reducing smoking of tobacco products. Which ONE of the following statements do you agree with most?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2034	924	1110	245	284	347	360	320	478	585	592	347	510	258	772
Weighted base	2034	997	1037	242	343	342	363	302	443	544	564	443	483	280	859
The Government should focus on educating young people about the dangers of smoking	694 34%	370 37%	324 31%	79 33%	113 33%	100 29%	135 37%	109 36%	159 36%	212 39%	191 34%	140 32%	151 31%	99 35%	309 36%
Smoking is a legal product and the Government should stop treating people like children and lecturing them on the dangers of smoking, everybody knows that smoking can harm your health	530 26%	243 24%	286 28%	57 23%	69 20%	115 34%	92 25%	90 30%	108 24%	110 20%	131 23%	133 30%	155 32%	69 25%	212 25%
The Government should ban branded packaging for cigarettes and require manufacturers to display graphic medical images	363 18%	186 19%	177 17%	45 19%	70 20%	59 17%	67 18%	41 14%	81 18%	128 24%	105 19%	67 15%	62 13%	53 19%	155 18%
The Government should focus on clamping down on the illicit trade in fake and non-duty paid cigarettes	281 14%	130 13%	151 15%	27 11%	48 14%	34 10%	46 13%	48 16%	78 18%	63 12%	97 17%	63 14%	58 12%	51 18%	90 10%
Don't know	166 8%	68 7%	98 9%	34 14%	43 13%	35 10%	23 6%	14 5%	18 4%	31 6%	40 7%	39 9%	56 12%	8 3%	93 11%

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**Q.3 The Government is committed to reducing smoking of tobacco products. Which ONE of the following statements do you agree with most?**

**Base: All respondents**

	Region											Voting Intention				
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con	Lab	LibDem	UKIP
Unweighted base	2034	172	90	239	177	154	152	107	201	229	314	199	459	550	130	293
Weighted base	2034	183	81	224	183	183	142	102	203	264	285	183	473	556	126	292
The Government should focus on educating young people about the dangers of smoking	694 34%	65 35%	22 28%	84 37%	47 26%	74 40%	45 32%	32 32%	67 33%	88 33%	109 38%	62 34%	187 39%	195 35%	45 36%	74 26%
Smoking is a legal product and the Government should stop treating people like children and lecturing them on the dangers of smoking, everybody knows that smoking can harm your health	530 26%	46 25%	30 37%	57 25%	53 29%	40 22%	39 28%	24 23%	62 30%	55 21%	68 24%	57 31%	89 19%	150 27%	34 27%	125 43%
The Government should ban branded packaging for cigarettes and require manufacturers to display graphic medical images	363 18%	32 18%	11 14%	40 18%	38 21%	28 15%	25 17%	24 24%	32 16%	51 19%	50 18%	31 17%	96 20%	116 21%	24 19%	37 13%
The Government should focus on clamping down on the illicit trade in fake and non-duty paid cigarettes	281 14%	25 13%	12 15%	26 12%	32 17%	25 14%	23 16%	10 10%	24 12%	42 16%	40 14%	23 12%	78 17%	69 12%	12 9%	41 14%
Don't know	166 8%	15 8%	6 8%	17 8%	13 7%	17 9%	10 7%	11 11%	19 9%	29 11%	18 6%	10 6%	23 5%	26 5%	12 9%	14 5%