



ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,055 British adults online between 13th and 15th July 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.

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To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

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

ITV News Index Survey
ONLINE Fieldwork: 11th-13th July 2014

Absolutes/col percents

Table 1

Q.1 It is currently illegal to sell traditional cigarettes to under 18s, but it is not illegal to sell e-cigarettes which contain nicotine (electronic cigarettes) to them although there is a voluntary code applied by the industry not to do so. Would you support or oppose a change in the law to make it illegal to sell e cigarettes which contain nicotine to under 18 year olds?

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	2055	1000	1055	233	308	314	400	336	464	597	599	346	513	233	868
Weighted base	2055	1007	1048	244	346	346	366	305	447	549	570	448	488	264	886
Support a change in the law to make it illegal to sell e-cigarettes to under 18s	1360 66%	643 64%	717 68%	136 56%	219 63%	232 67%	244 66%	215 70%	315 70%	382 70%	371 65%	314 70%	293 60%	185 70%	573 65%
Oppose a change in the law, leaving the voluntary code in place instead	335 16%	187 19%	149 14%	40 16%	49 14%	62 18%	58 16%	42 14%	84 19%	83 15%	95 17%	64 14%	93 19%	35 13%	151 17%
Don't know	360 17%	177 18%	182 17%	68 28%	78 22%	52 15%	65 18%	48 16%	49 11%	84 15%	103 18%	70 16%	102 21%	44 17%	162 18%

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Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2055	1763	194	83	236	175	171	142	98	197	255	309	195	1101	751	350	954	115	160	124	397	158
Weighted base	2055	1767	185	82	226	185	185	144	103	206	267	288	185	1151	904	247	904	102	154	119	372	157
Support a change in the law to make it illegal to sell e-cigarettes to under 18s	1360 66%	1168 66%	130 70%	57 69%	146 64%	133 72%	125 68%	84 59%	62 60%	137 67%	159 59%	203 71%	124 67%	758 66%	579 64%	178 72%	602 67%	56 55%	89 58%	82 69%	270 73%	105 67%
Oppose a change in the law, leaving the voluntary code in place instead	335 16%	292 17%	26 14%	16 19%	38 17%	28 15%	30 16%	29 20%	18 17%	40 20%	44 16%	41 14%	26 14%	187 16%	153 17%	34 14%	149 16%	17 17%	25 16%	25 21%	58 16%	23 14%
Don't know	360 17%	307 17%	29 16%	10 12%	42 19%	24 13%	30 16%	30 21%	23 23%	28 13%	65 24%	43 15%	35 19%	206 18%	172 19%	34 14%	153 17%	29 28%	40 26%	12 10%	44 12%	29 18%

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Base: All respondents

	Total	Do you have any children aged 18 or under? If so, how old are they?						Refused
		No children aged 18 or under	NET: Yes	Yes - children aged under 5 years old	Yes - children aged 5 to 10 years old	Yes - children aged 11 to 15 years old	Yes - children aged 16 to 18 years old	
Unweighted base	2055	1511	530	174	208	201	144	14
Weighted base	2055	1483	559	204	223	206	152	13
Support a change in the law to make it illegal to sell e-cigarettes to under 18s	1360 66%	973 66%	381 68%	139 68%	149 67%	143 70%	100 66%	6 44%
Oppose a change in the law, leaving the voluntary code in place instead	335 16%	249 17%	85 15%	34 16%	36 16%	33 16%	21 14%	1 12%
Don't know	360 17%	261 18%	93 17%	31 15%	38 17%	30 14%	31 21%	6 44%