

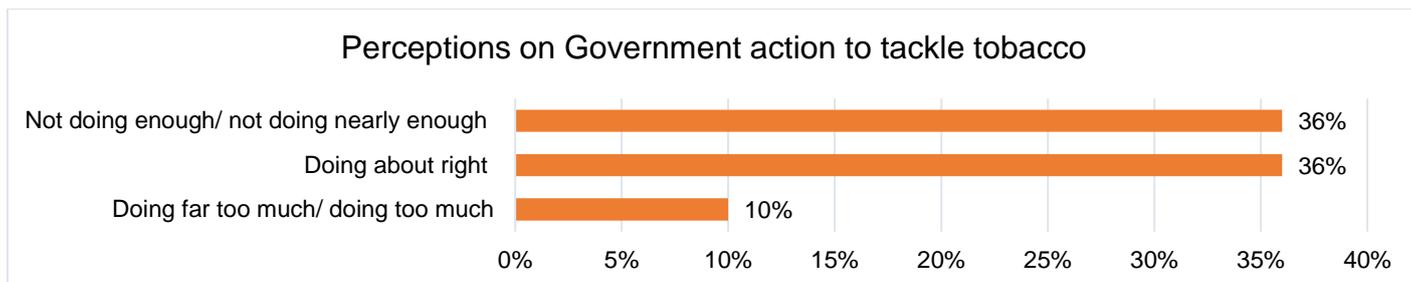
The Smokefree Great Britain Survey 2018

Public Opinion in the East Midlands

Today, 16.1% of people in the East Midlands continue to smoke.¹ Smoking killed 21,955 people in the East Midlands from 2014-16² and remains the leading cause of preventable illness and premature death in England.³

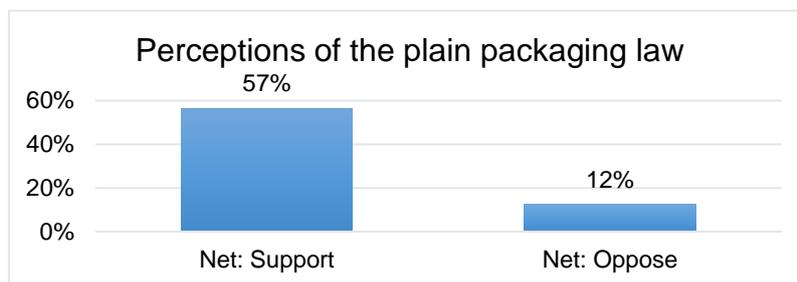
In 2018 the public supported Government action to tackle tobacco

- A majority of adults in the East Midlands believe that the Government is either not doing enough (36%) or doing about right (36%) to limit smoking.
- The number of people that believe the Government are doing too much or far too much has declined since 2017, showing public support for further government action on tobacco control.



In 2018 the East Midlands supported requiring tobacco to be sold in standardised packaging

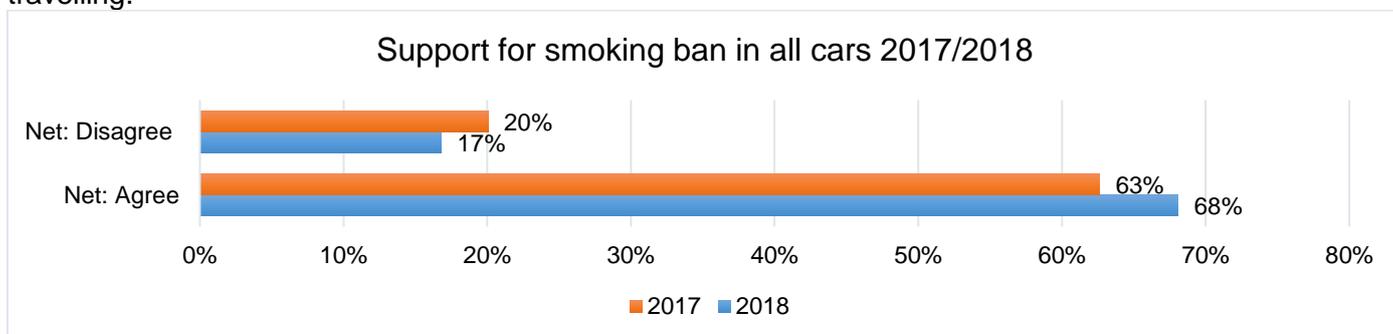
59% of respondents in the East Midlands continue to support the law which requires standardised packaging of tobacco products. Smoking is a childhood addiction, not an adult choice,⁴ this legislation was vital for reducing the appeal of tobacco products to young people.



What further action should be taken?

Smoking Ban in Cars

Support for a smoking ban in all cars has increased since 2017. 68% of respondents from the East Midlands agreed that smoking should be banned in all cars, an increase of 5% on the 2017 figure. With 20% of respondents stating they were occasionally or frequently exposed to tobacco smoke whilst in other people's cars, a ban would reduce the number of people being exposed to second hand smoke whilst travelling.



1 Public Health England, Local Tobacco Control Profiles :East Midland smoking prevalence in adults: <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132885/pat/15/par/E92000001/ati/6/are/E12000004>

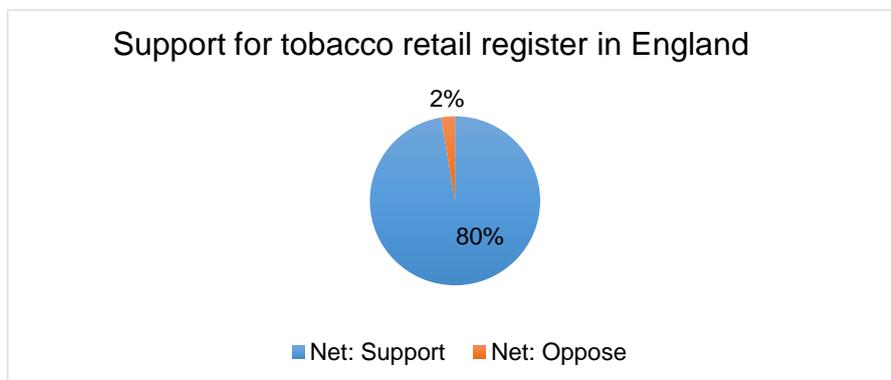
2 Public Health England, Local Tobacco Control Profiles: East Midlands smoking attributable mortality: <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132885/pat/15/par/E92000001/ati/6/are/E12000004/iid/113/age/202/sex/4>

3 NHS Digital. 'Health Survey for England 2014 Trend Tables Commentary'. 2015. Page 20.

4 Robinson S & Bugler C. Smoking and drinking among adults, 2008. General Lifestyle Survey 2008. ONS, 2010.

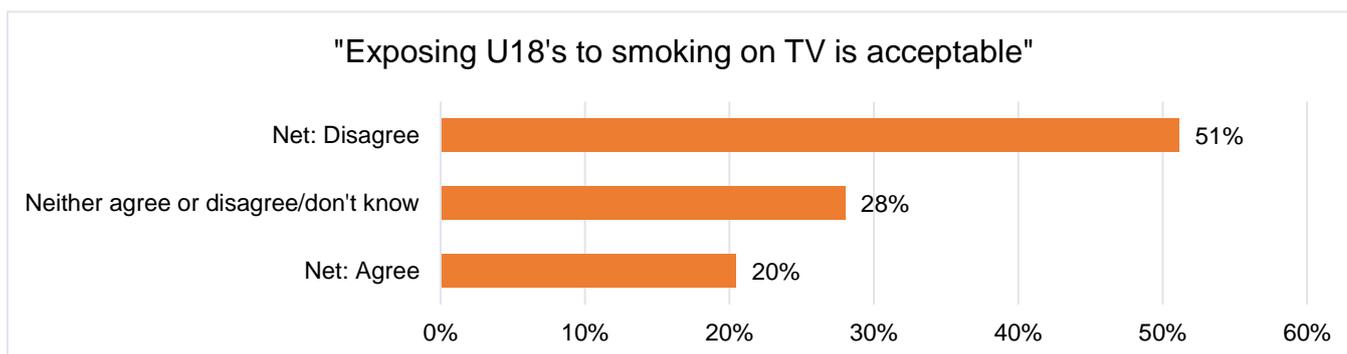
Tobacco Licencing

In Scotland, Wales and Northern Ireland retailers are required to be on a register in order to sell tobacco. If retailers sell tobacco to children they can be removed from the register. 80% of adults in the East Midlands support introducing a similar retail register in England, making it an important step for government to consider. Furthermore, when asked, 85% of respondents either strongly supported or tended to support higher penalties on retailers who sell tobacco to children.



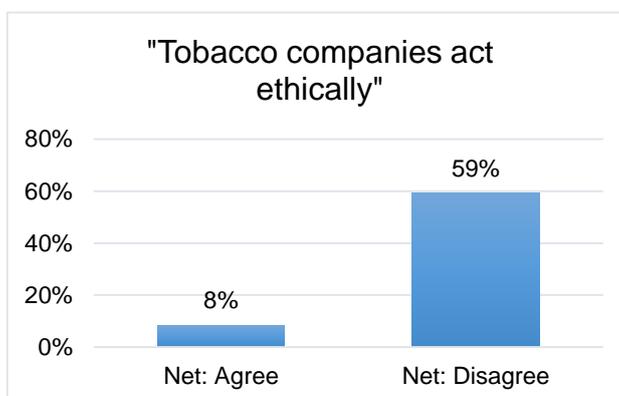
Protect children from exposure to smoking on TV

People in the East Midlands also feel strongly about keeping children away from exposure to smoking on TV. 51% of respondents disagreed with the statement 'Exposing under-eighteens to smoking on TV is acceptable', with only 20% agreeing with the statement.



In 2018 the East Midlands population remained cautious of tobacco companies

Local authorities are often approached by the tobacco industry however public trust in these companies remains low, only 8% of people agree with the statement: 'Tobacco companies behave ethically'.



*All figures, unless otherwise stated, are from YouGov Plc Smokefree Britain Surveys 2017, and 2018. The total sample sizes were: 2017: 10,918, 2018: 10,578 adults in England. The unweighted samples for the East Midlands were: 2017: 910, 2018: 870. Fieldwork was undertaken between: 16th February and 19th March 2017, 8th February and 6th March 2018. The survey is carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).