

The Smokefree Great Britain Survey 2021¹

Public Opinion in Yorkshire & the Humber

In 2019, [15.7% of people in Yorkshire & the Humber](#) continued to smoke. Smoking kills around [13,200 people a year](#) in Yorkshire & the Humber.² It remains [the leading cause of preventable illness and premature death in England](#).

In 2021, Yorkshire & the Humber supported Government action to tackle tobacco

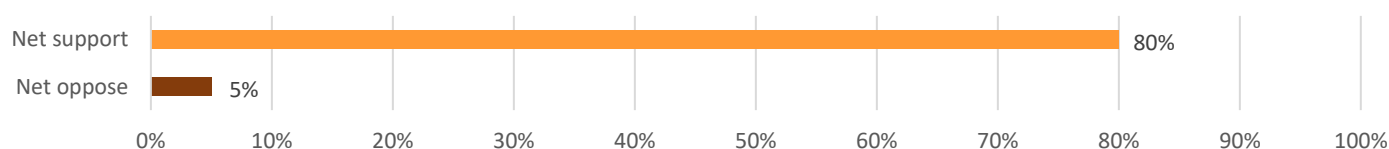
- 78% of adults in Yorkshire & the Humber support activities to limit smoking or think the government could do more.
- 5% of adults in Yorkshire & the Humber think the Government is doing too much (3%) or far too much (2%).
- In Yorkshire & the Humber, the proportion of respondents who think the Government could do more to limit smoking has grown substantially from [26% in 2009](#) to 44% in 2021.
- 76% of people in Yorkshire & the Humber support the Government's ambition to reduce smoking prevalence to less than 5% (fewer than 1 in 20 people) by 2030 with just 7% opposing.

What further action should be taken to tackle tobacco?

A levy on tobacco manufacturers

Adults in Yorkshire & the Humber strongly support tobacco manufacturers being required to pay a levy to Government for measures to help smokers quit and prevent young people from taking up smoking. 80% of adults in Yorkshire & the Humber support this, with only 5% opposing it.

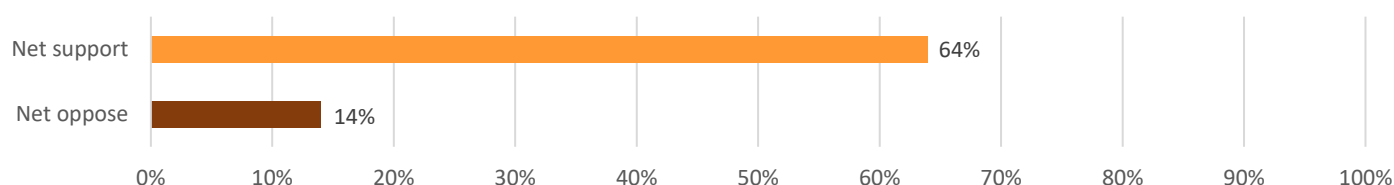
Yorkshire & the Humber's support for a tobacco levy paid by tobacco manufacturers to Government



Increasing the age of sale from 18 to 21

The majority of adults in Yorkshire & the Humber support increasing the age of sale for tobacco from 18 to 21, with few opposing it. There is [good evidence](#) that raising the age of sale of tobacco to 21 will have a substantial positive impact on public health and save lives.

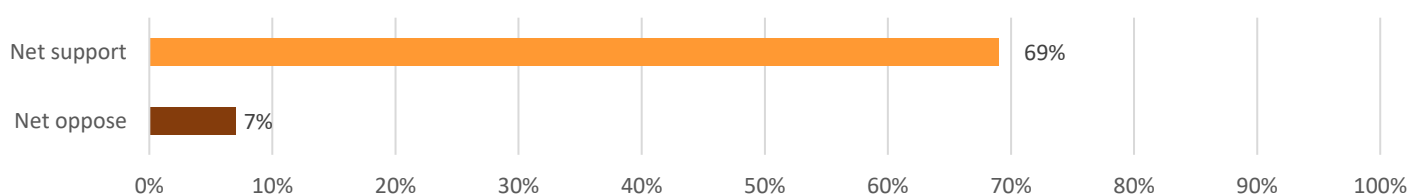
Yorkshire & the Humber's support for increasing the age of sale for tobacco to 21



Pack inserts

Three fifths (69%) of adults in Yorkshire & the Humber support requiring cigarette packs to include inserts with Government mandated information about quitting, compared to 7% who oppose it. [Research from Canada](#), where pack inserts are used, shows they have been effective in promoting quitting, whilst [UK research](#) shows use of such inserts is supported by smokers diverse in age, gender, and social grade.

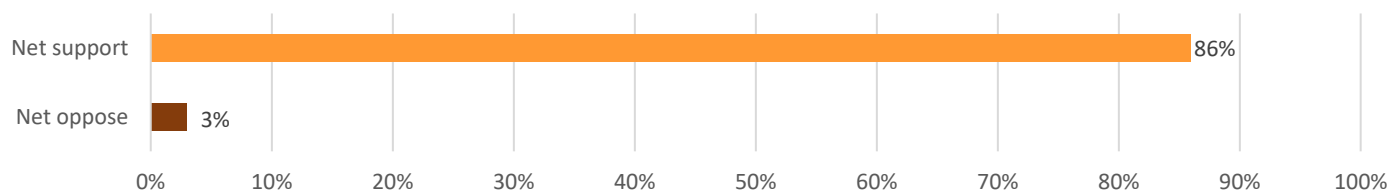
Yorkshire & the Humber's support for cigarette packs to include inserts with Government info



Tobacco retail licensing

86% of adults in Yorkshire & the Humber support the introduction of a licence to sell tobacco which can be removed if retailers are caught more than once selling to underage smokers, with only 3% opposing.

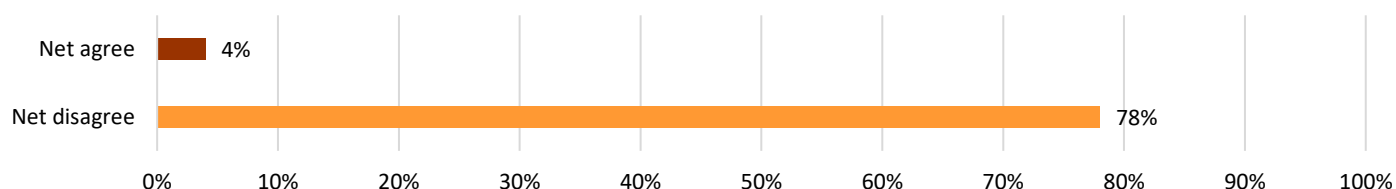
Yorkshire & the Humber's support for tobacco retail licensing in England



In 2019, public belief in tobacco companies offers of help was extremely low in Yorkshire & the Humber³

Tobacco manufacturers increasingly claim they want to help people stop smoking and try to influence public health policy, for example [offering funding for the relaxing of advertising regulations on new products](#). The public understands the tobacco industry are not to be trusted: only 1% of adults in Yorkshire & the Humber agree with the statement: 'I believe tobacco companies when they say they want to help people quit smoking'.

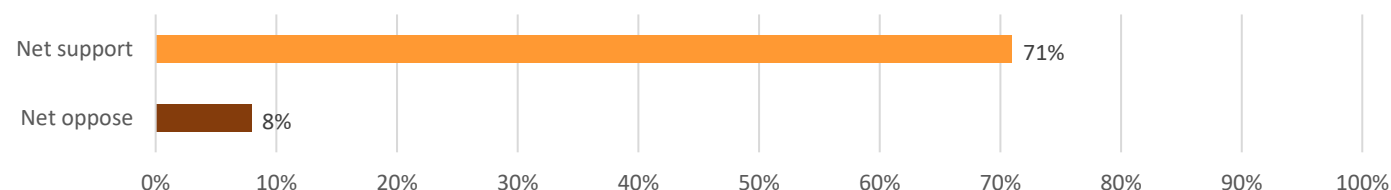
Yorkshire & the Humber: 'I believe tobacco companies when they say they want to help people quit smoking'



Dissuasive cigarettes

71% of adults in Yorkshire & the Humber support the introduction of health warnings printed on cigarette sticks, with only 8% opposing. In a [2020 study](#) of 600 people, 84-91% said they would not try dissuasive cigarettes.

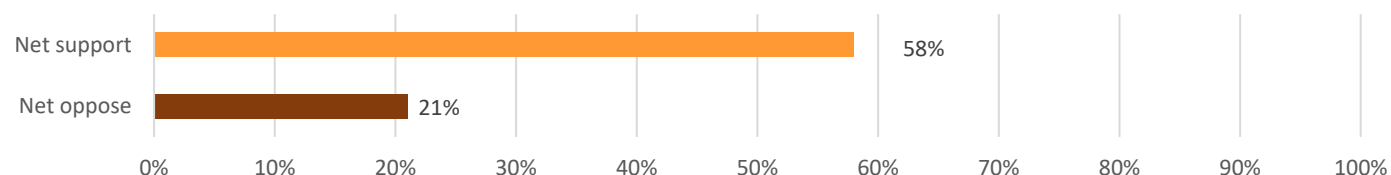
Yorkshire & the Humber's support for dissuasive cigarettes in England



Incentive schemes for pregnant women

A [2014 study](#) of 600 women in Glasgow found that providing financial incentives improves a pregnant woman's chances of quitting smoking. After being told about the trial, three fifths (58%) of adults in Yorkshire & the Humber support offering pregnant women financial incentives alongside stop smoking treatment to help quit smoking, compared to 21% who disagree.

Yorkshire & the Humber's support for financial incentive schemes for pregnant women



¹ All figures, unless otherwise stated, are from YouGov Plc Smokefree Great Britain Survey 2021. The total sample size was 10211 adults in England. The unweighted sample for Yorkshire & the Humber of England was 1037. Fieldwork was undertaken between: 18th February 2021 to 18th March 2021. The survey is carried out online. The figures have been weighted and are representative of all adults in England (aged 18+).

² Calculated by halving the number of deaths between 2016-2018 in the region to get a yearly average from the PHE Local Tobacco Control Profiles.

³ YouGov Plc Smokefree Great Britain Survey 2019. The total sample sizes was 10338 adults in England. The unweighted sample for Yorkshire & the Humber of England was 1079. Fieldwork was undertaken between: 12th February 2019 to 10th March 2019. The survey is carried out online. The figures have been weighted and are representative of all adults in England (aged 18+).