

The government aims to reduce smoking rates to 5% by 2030. They are drafting a proposal to include inserts in cigarette packaging which will highlight the benefits of giving up smoking, in addition to the current requirement for packaging to be un-branded with health warnings. To what extent do you agree that this new measure will be successful in reducing smoking?

Total sample size: 2,679

Nationally representative sample size: 2019

GB Sample Spec	Percentage	Quota	Completes	% Complete	Very effective	Somewhat effective	Not very effective	Not at all effective	I don't know	Prefer not to say						
<b>TOTALS</b>					<b>48 - 2.4%</b>	<b>287 - 14.2%</b>	<b>627 - 31.1%</b>	<b>583 - 28.9%</b>	<b>364 - 18.0%</b>	<b>110 - 5.4%</b>						
Gender	Quotas	Raw counts			Results											
Male	48.7%	983	983	100.0%	32	3.3%	160	16.3%	295	30.0%	293	29.8%	156	15.9%	47	4.8%
Female	50.8%	1,026	1,026	100.0%	16	1.6%	126	12.3%	329	32.1%	287	28.0%	205	20.0%	63	6.1%
Neither	0.5%	10	10	100.0%	0	0%	1	10.0%	3	30.0%	3	30.0%	3	30.0%	0	0%
AgeRange	Quotas	Raw counts			Results											
18-24	10.6%	214	214	100.0%	7	3.3%	26	12.1%	59	27.6%	56	26.2%	45	21.0%	21	9.8%
25-34	17.0%	343	343	100.0%	8	2.3%	53	15.5%	93	27.1%	81	23.6%	73	21.3%	35	10.2%
35-44	16.4%	331	331	100.0%	7	2.1%	47	14.2%	101	30.5%	89	26.9%	65	19.6%	22	6.6%
45-54	16.9%	341	341	100.0%	6	1.8%	41	12.0%	104	30.5%	113	33.1%	61	17.9%	16	4.7%
55-64	15.9%	321	321	100.0%	7	2.2%	42	13.1%	108	33.6%	101	31.5%	57	17.8%	6	1.9%

65+	23.2%	468	469	100.2%	13	2.8%	78	16.6%	162	34.5%	143	30.5%	63	13.4%	10	2.1%
SocialGrade	Quotas		Raw counts		Results											
AB	22.8%	460	460	100.0%	14	3.0%	88	19.1%	163	35.4%	109	23.7%	64	13.9%	22	4.8%
C1	30.9%	625	625	100.0%	10	1.6%	79	12.6%	211	33.8%	193	30.9%	104	16.6%	28	4.5%
C2	21.2%	428	428	100.0%	10	2.3%	58	13.6%	130	30.4%	126	29.4%	79	18.5%	25	5.8%
DE	25.1%	507	506	99.8%	14	2.8%	62	12.3%	123	24.3%	155	30.6%	117	23.1%	35	6.9%
Region	Quotas		Raw counts		Results											
North East	4.1%	83	83	100.0%	2	2.4%	12	14.5%	31	37.3%	20	24.1%	15	18.1%	3	3.6%
North West	11.4%	230	230	100.0%	6	2.6%	34	14.8%	59	25.7%	63	27.4%	54	23.5%	14	6.1%
Yorkshire and The Humber	8.4%	170	169	99.4%	8	4.7%	23	13.6%	45	26.6%	54	32.0%	36	21.3%	3	1.8%
East Midlands	7.5%	151	151	100.0%	5	3.3%	16	10.6%	45	29.8%	50	33.1%	27	17.9%	8	5.3%
West Midlands	9.1%	184	184	100.0%	3	1.6%	23	12.5%	57	31.0%	45	24.5%	37	20.1%	19	10.3%
East of England	9.7%	196	196	100.0%	5	2.6%	27	13.8%	62	31.6%	58	29.6%	34	17.3%	10	5.1%
London	13.5%	273	273	100.0%	4	1.5%	44	16.1%	80	29.3%	81	29.7%	47	17.2%	17	6.2%
South East	14.3%	289	289	100.0%	8	2.8%	44	15.2%	92	31.8%	72	24.9%	52	18.0%	21	7.3%
South West	8.8%	178	177	99.4%	3	1.7%	32	18.1%	59	33.3%	52	29.4%	28	15.8%	3	1.7%
Wales	4.8%	97	97	100.0%	3	3.1%	11	11.3%	38	39.2%	28	28.9%	12	12.4%	5	5.2%
Scotland	8.4%	170	170	100.0%	1	0.6%	21	12.4%	59	34.7%	60	35.3%	22	12.9%	7	4.1%
VoteBrexit	Quotas		Raw counts		Results											

Leave	37.5%	757	757	<b>100.0%</b>	21	<b>2.8%</b>	92	<b>12.2%</b>	233	<b>30.8%</b>	269	<b>35.5%</b>	111	<b>14.7%</b>	31	<b>4.1%</b>
Remain	34.7%	701	701	<b>100.0%</b>	11	<b>1.6%</b>	130	<b>18.5%</b>	252	<b>35.9%</b>	167	<b>23.8%</b>	110	<b>15.7%</b>	31	<b>4.4%</b>
None	27.8%	561	561	<b>100.0%</b>	16	<b>2.9%</b>	65	<b>11.6%</b>	142	<b>25.3%</b>	147	<b>26.2%</b>	143	<b>25.5%</b>	48	<b>8.6%</b>
<b>Vote2019</b>	<b>Quotas</b>	<b>Raw counts</b>			<b>Results</b>											
Conservative-party	29.3%	592	593	<b>100.2%</b>	15	<b>2.5%</b>	79	<b>13.3%</b>	190	<b>32.0%</b>	205	<b>34.6%</b>	84	<b>14.2%</b>	20	<b>3.4%</b>
Labour-party	21.6%	436	437	<b>100.2%</b>	8	<b>1.8%</b>	68	<b>15.6%</b>	142	<b>32.5%</b>	117	<b>26.8%</b>	79	<b>18.1%</b>	23	<b>5.3%</b>
Liberal-democrats	7.8%	157	157	<b>100.0%</b>	1	<b>0.6%</b>	37	<b>23.6%</b>	65	<b>41.4%</b>	31	<b>19.7%</b>	18	<b>11.5%</b>	5	<b>3.2%</b>
Scottish-national-party	2.6%	52	52	<b>100.0%</b>	0	<b>0%</b>	12	<b>23.1%</b>	18	<b>34.6%</b>	15	<b>28.8%</b>	6	<b>11.5%</b>	1	<b>1.9%</b>
Other	5.9%	119	119	<b>100.0%</b>	2	<b>1.7%</b>	19	<b>16.0%</b>	39	<b>32.8%</b>	37	<b>31.1%</b>	19	<b>16.0%</b>	3	<b>2.5%</b>
No-vote	32.7%	660	661	<b>100.2%</b>	22	<b>3.3%</b>	72	<b>10.9%</b>	173	<b>26.2%</b>	178	<b>26.9%</b>	158	<b>23.9%</b>	58	<b>8.8%</b>