



# People vs power: Tobacco, Food, Alcohol and Gambling – what do the public think?

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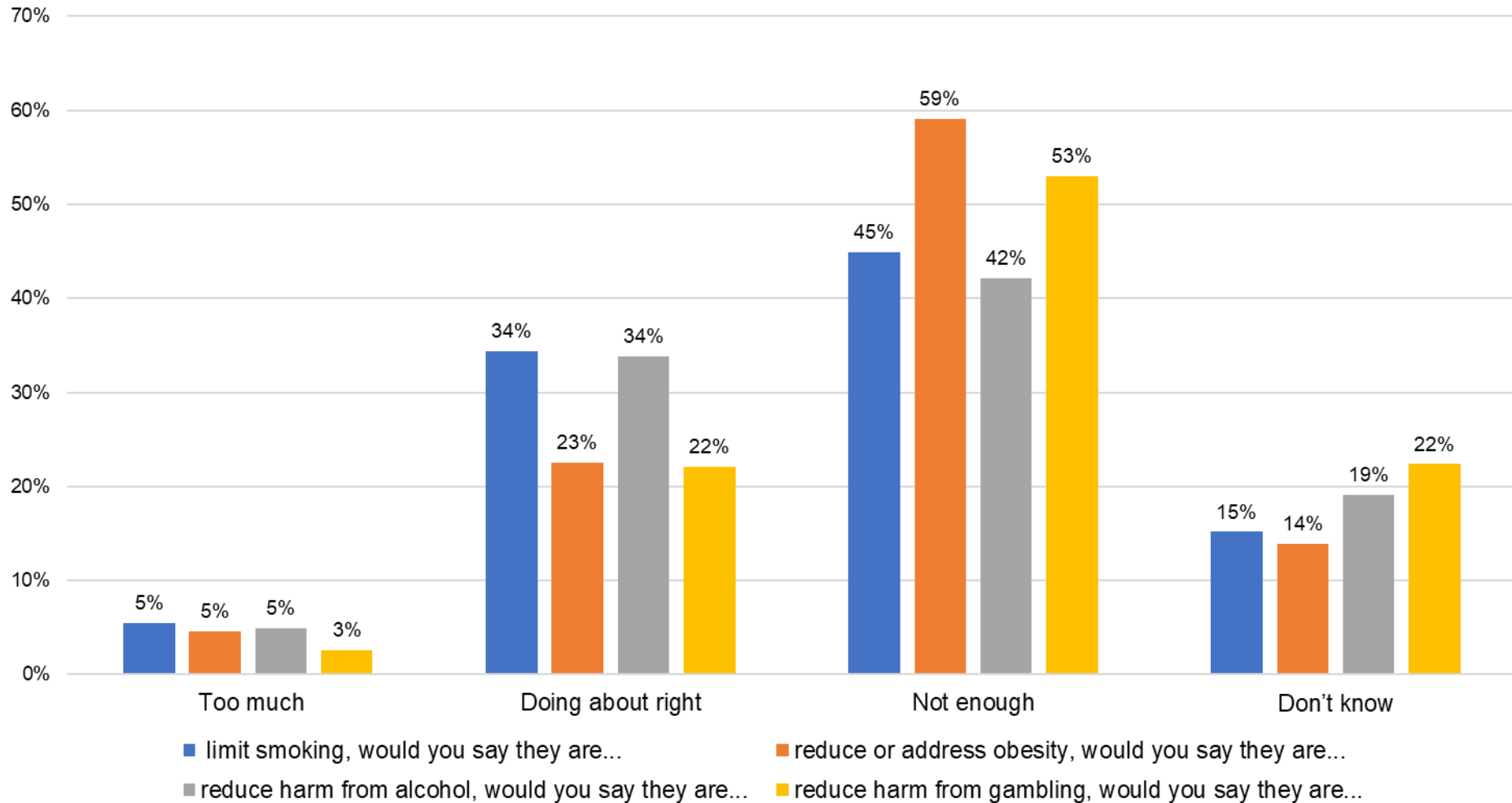
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Foundation

# Smokefree surveys

- ASH has conducted large public opinion surveys since 2007
- In 2021 we included questions on alcohol, obesity and gambling for the first time
- Adult findings: Total sample size was 12,247 adults. Fieldwork was undertaken between 18th February - 18th March 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).
- Adult findings, levy questions: Total sample size was 2154 adults. Fieldwork was undertaken between 24th - 25th March 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).
- 16-18 findings: Total sample size was 2513 11 to 18 yr olds, of which 1166 were aged 16 to 18. Fieldwork was undertaken between 25th March - 16th April 2021. The survey was carried out online. Results have been weighted and are representative of GB children aged 11 to 18.

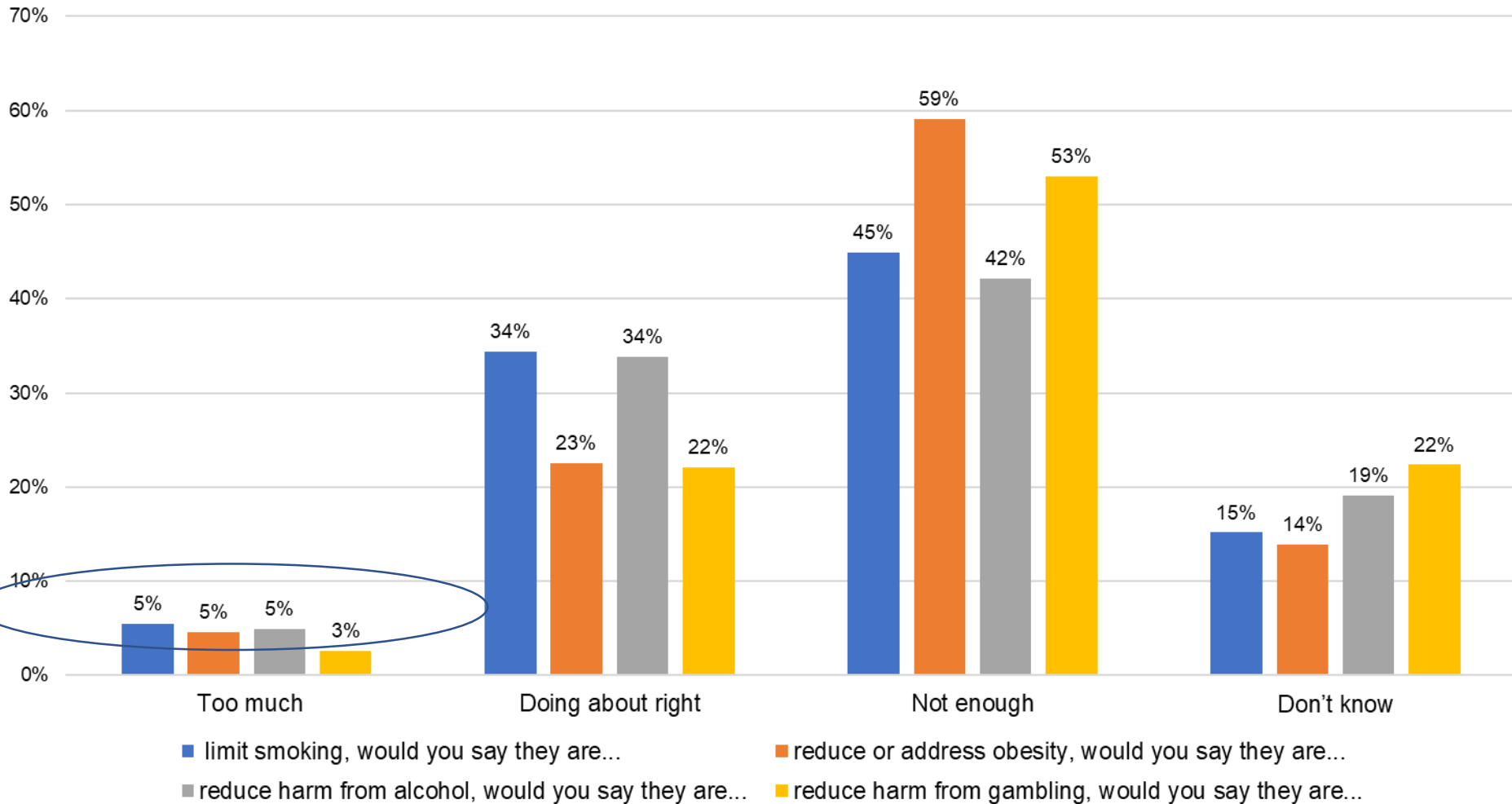
# Government action

Thinking about the government's activities to...



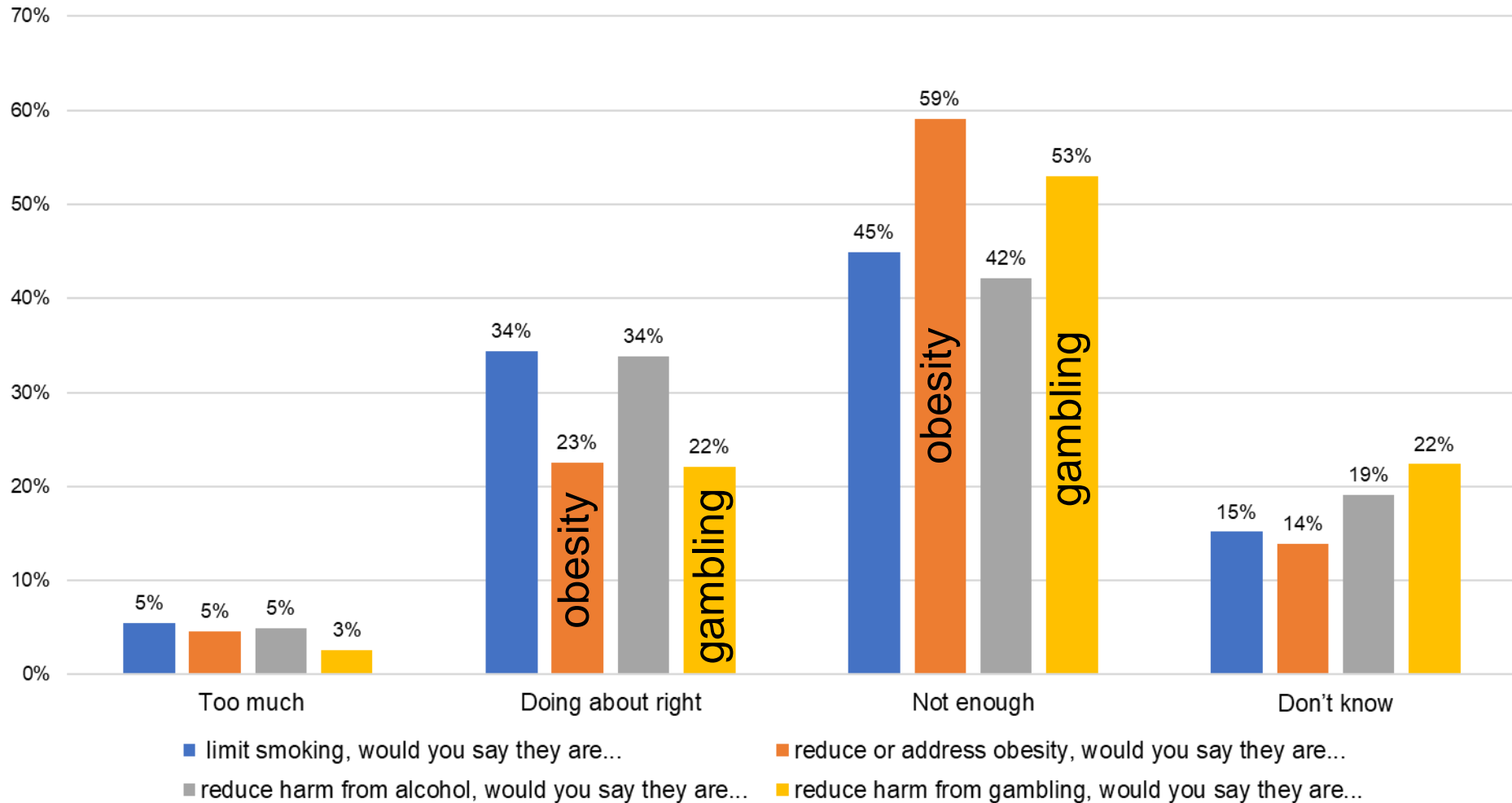
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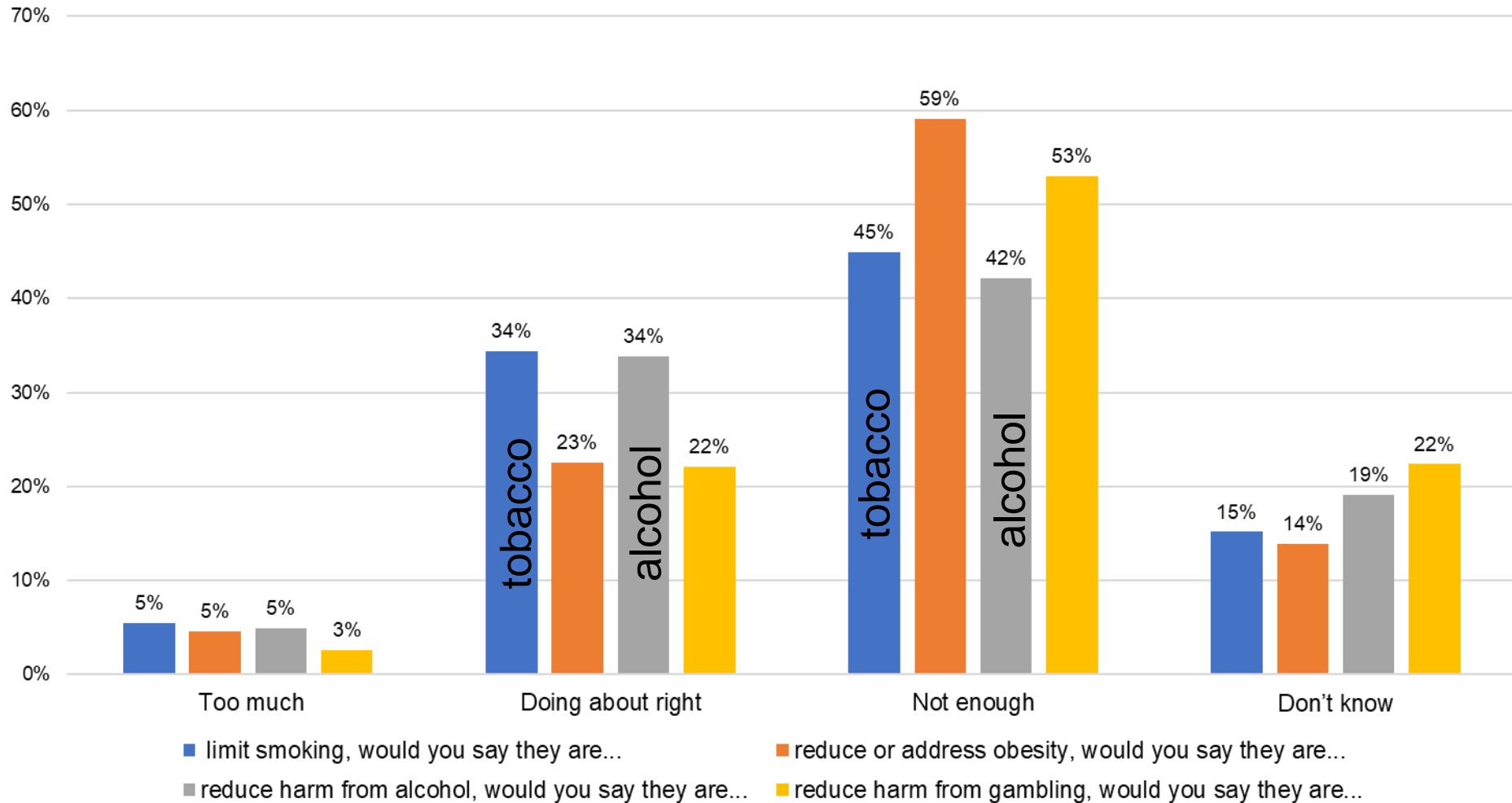
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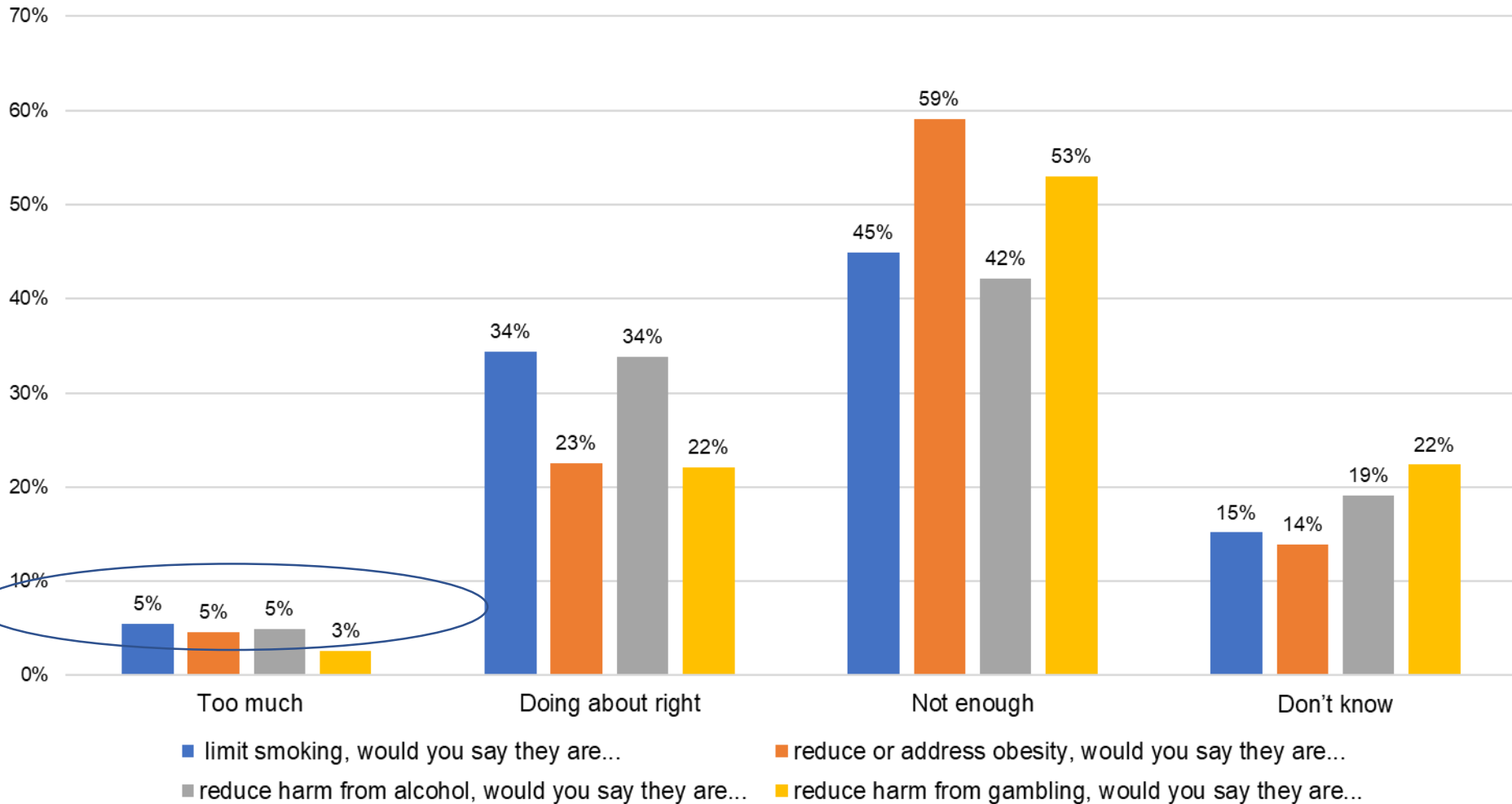
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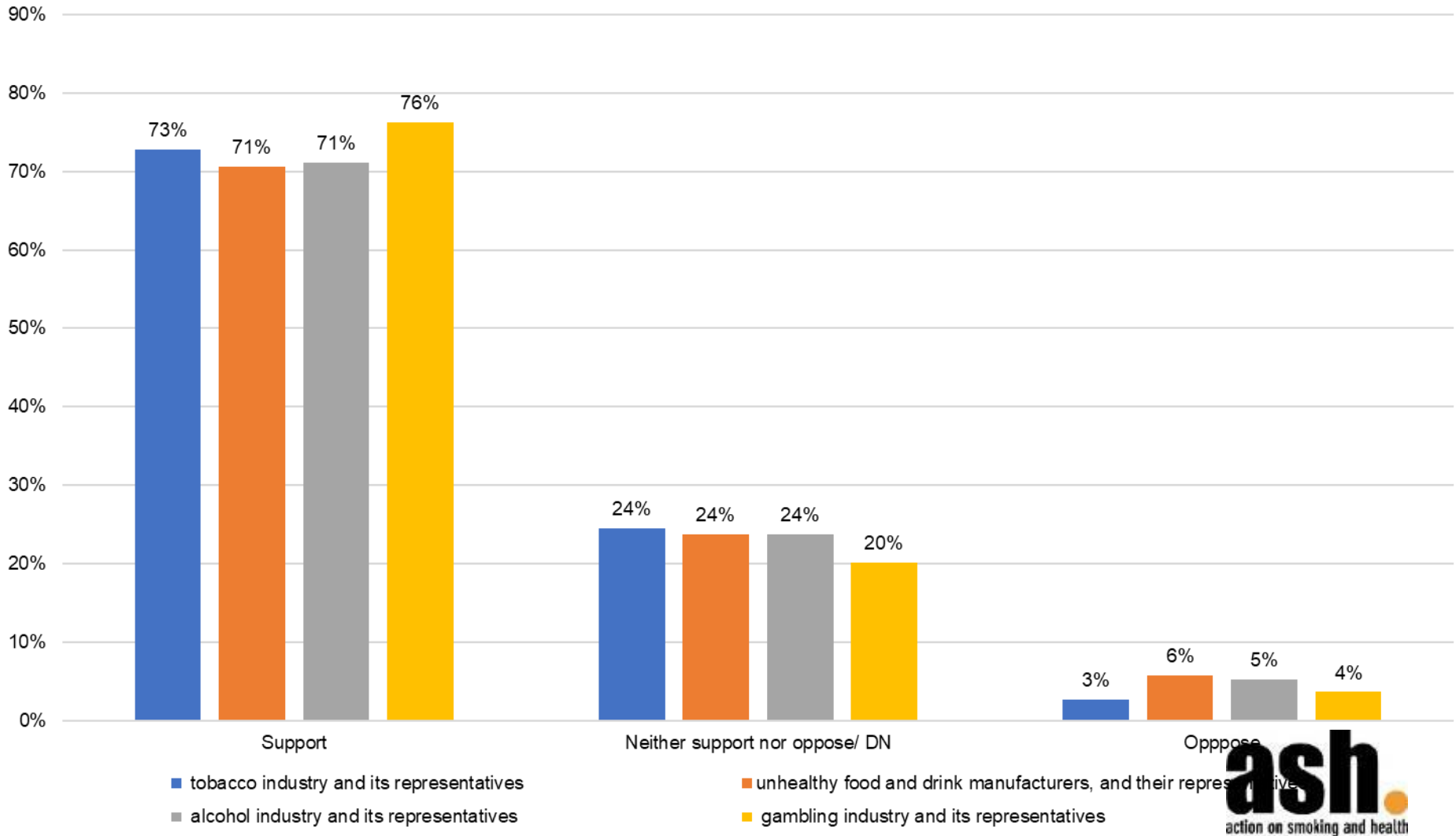
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# Role of industry

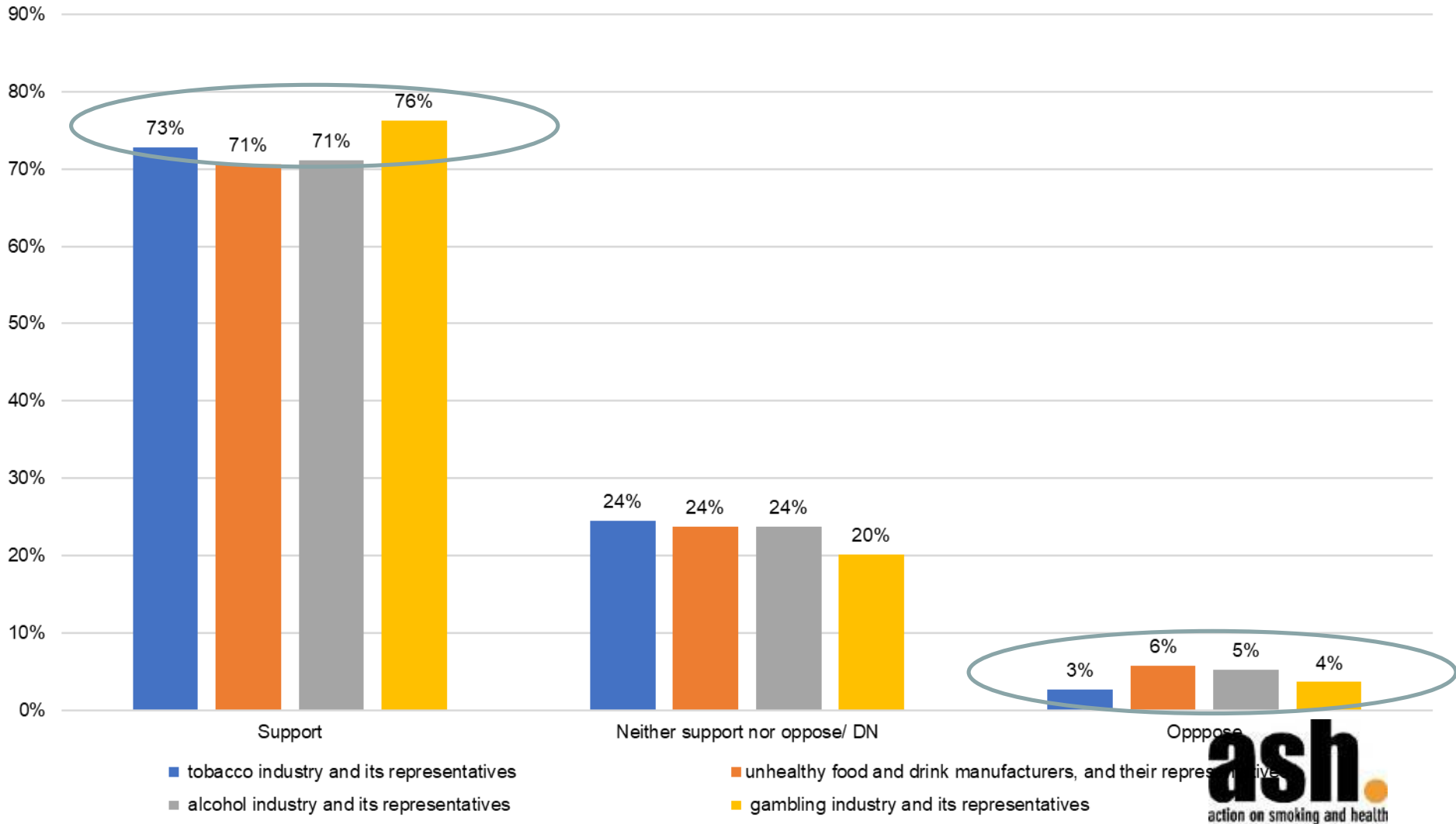
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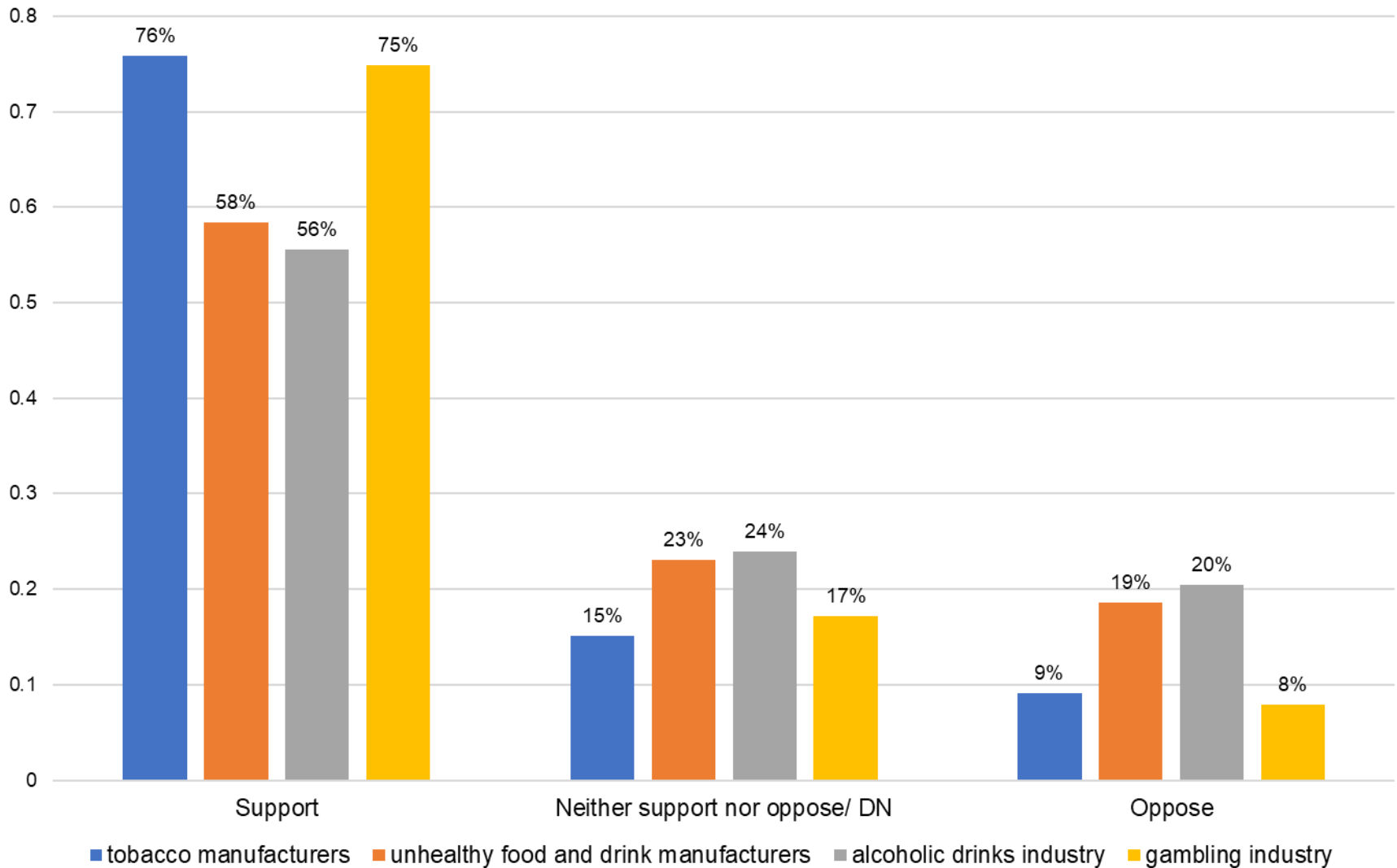


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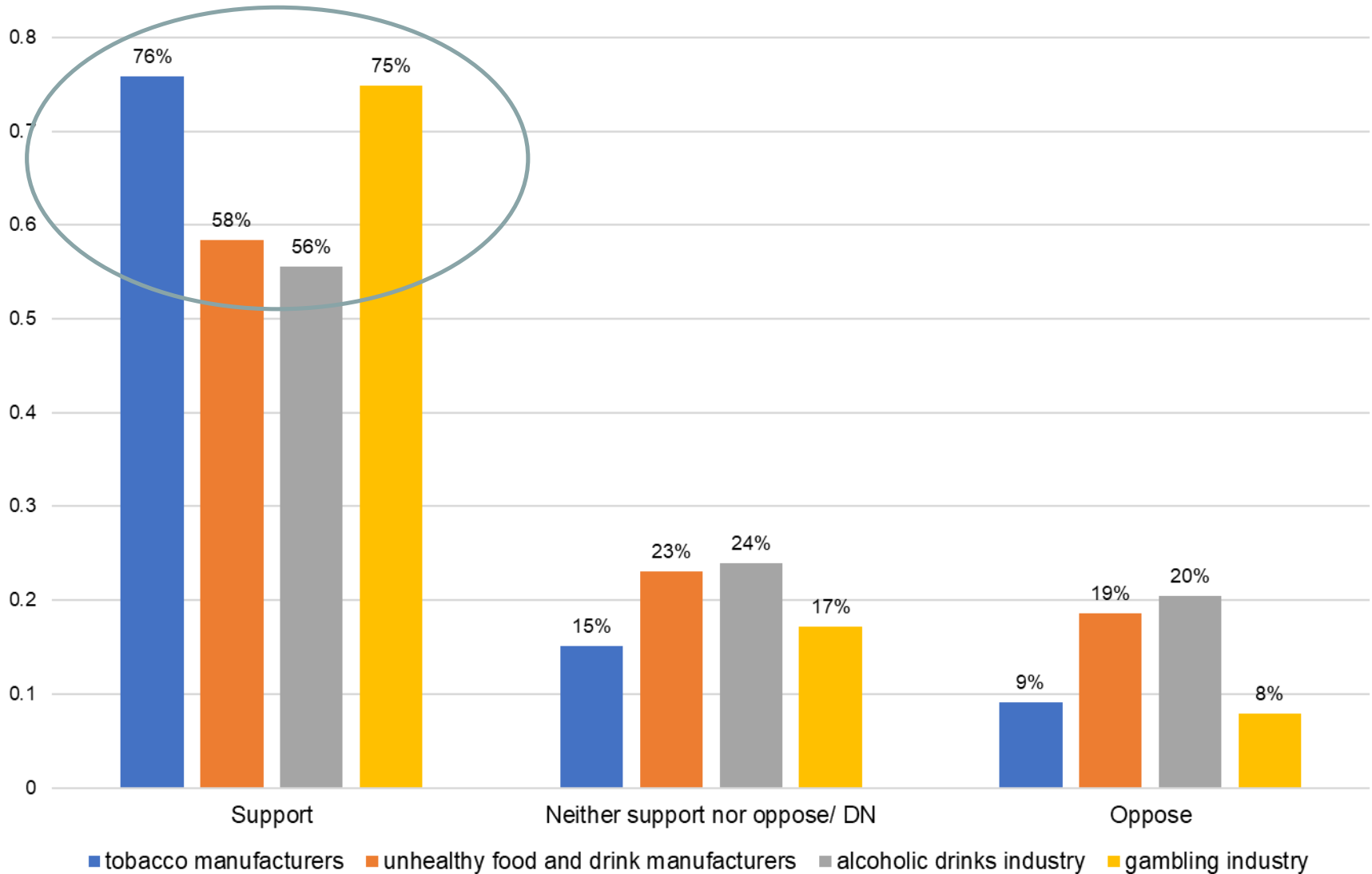
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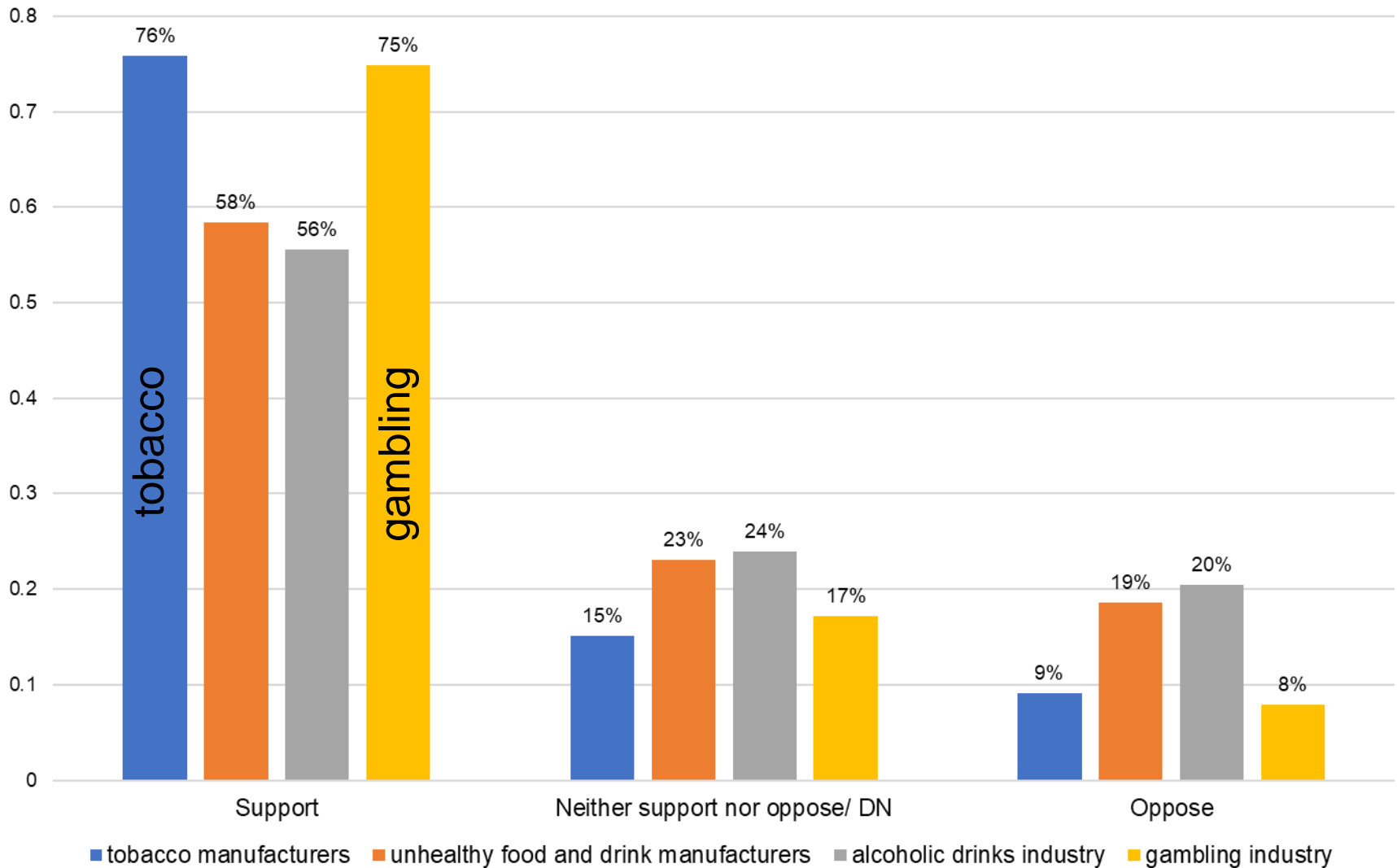
# Levy on industry



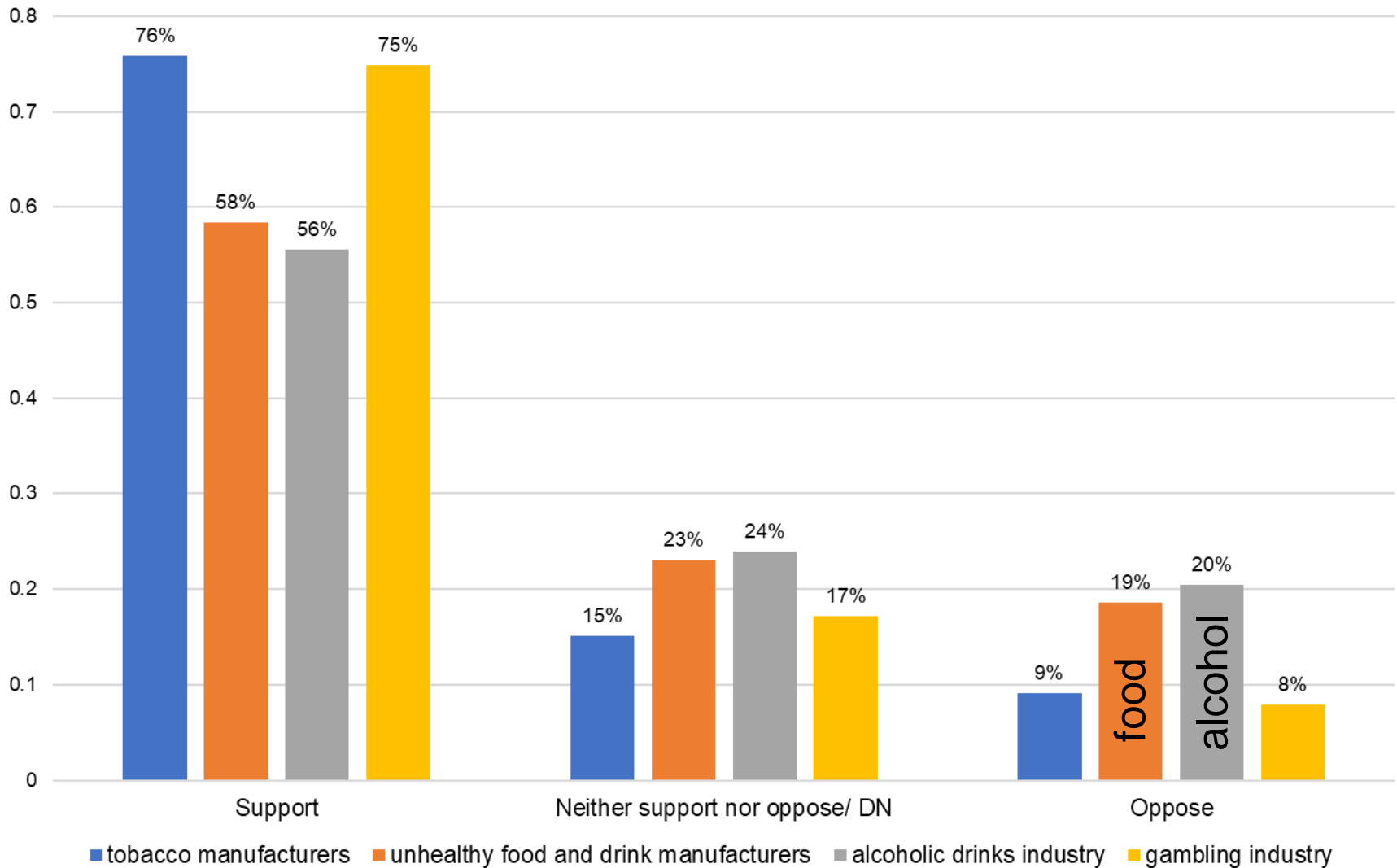
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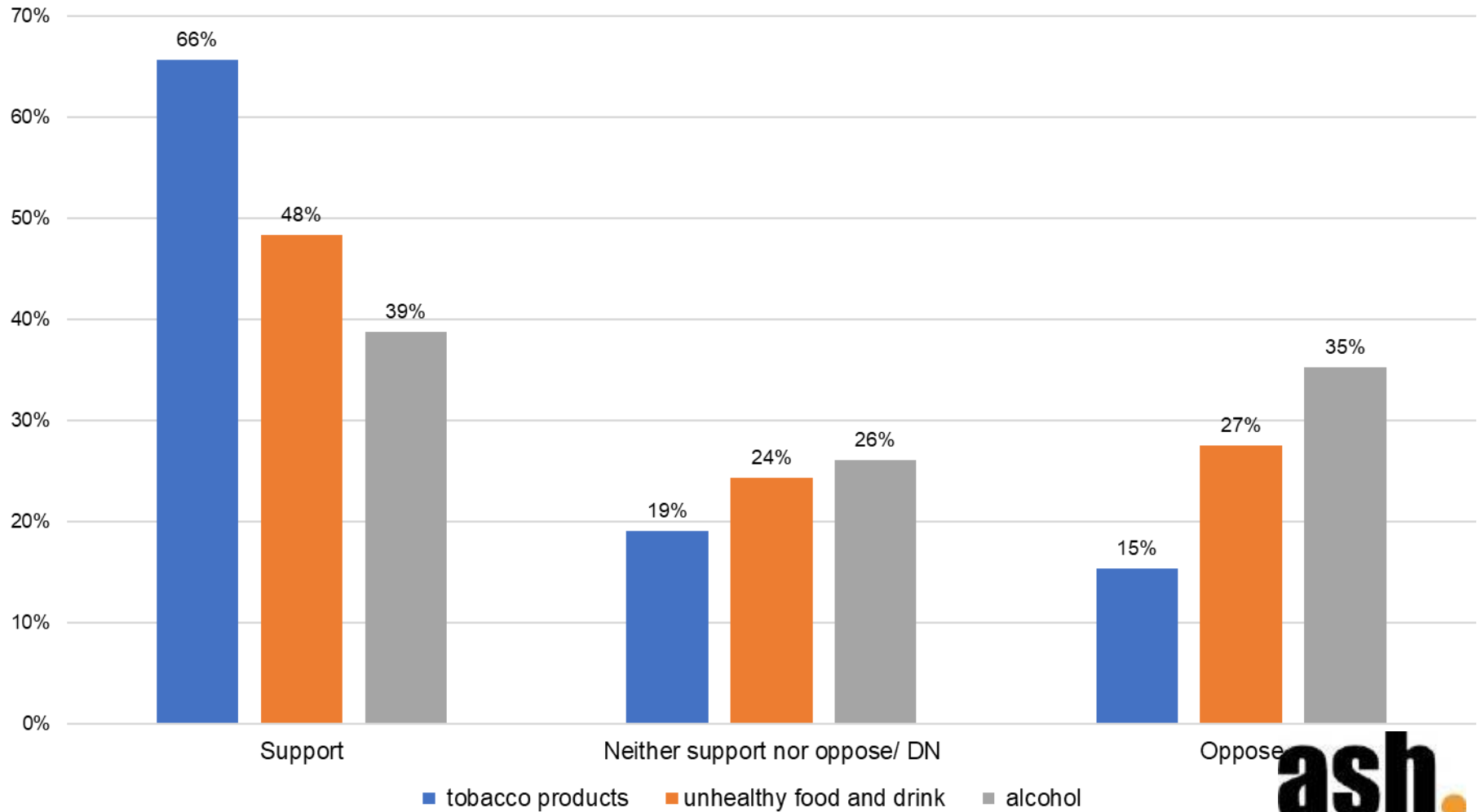


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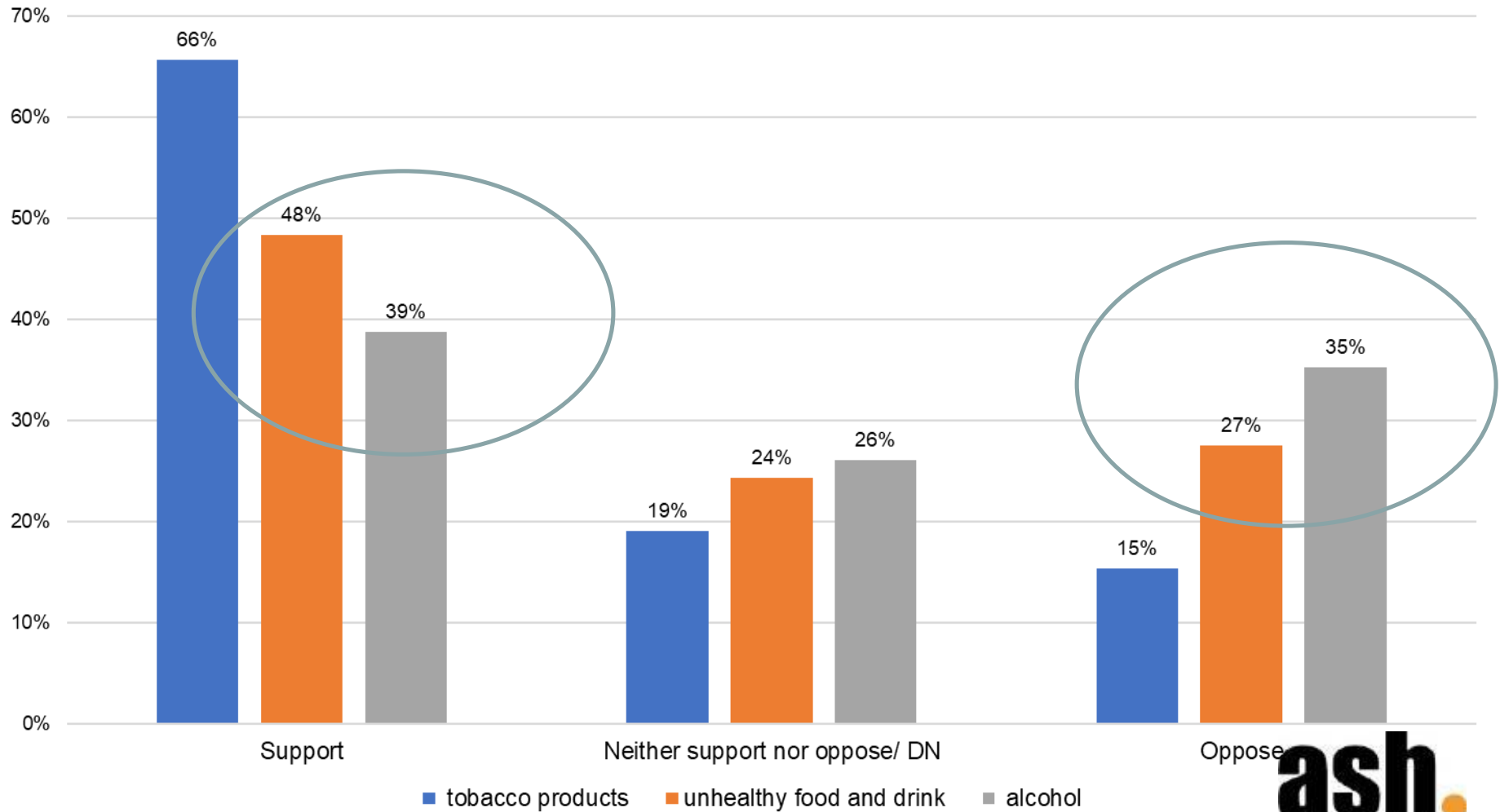
# Raising prices

Tax should be used to increase the price of...

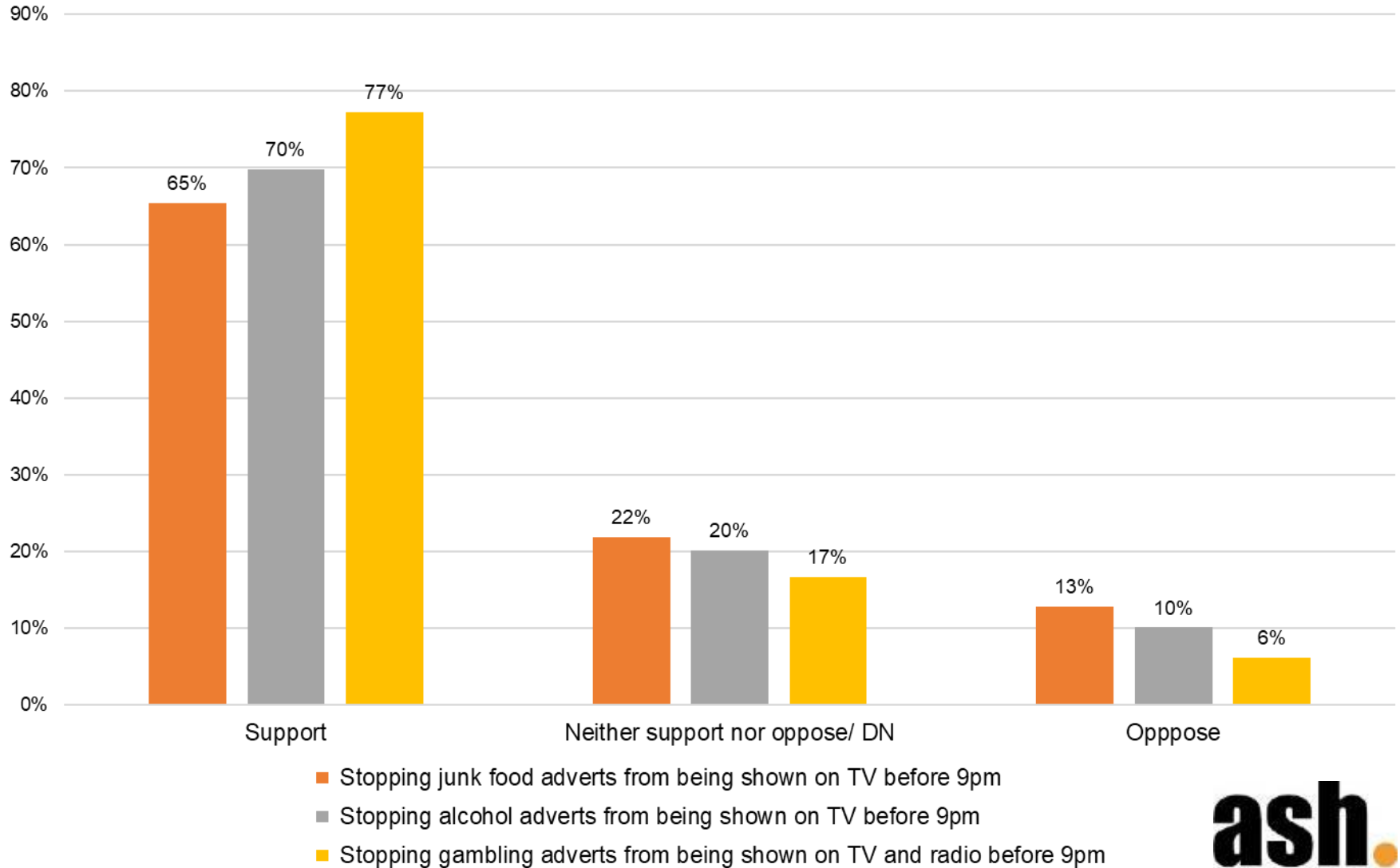


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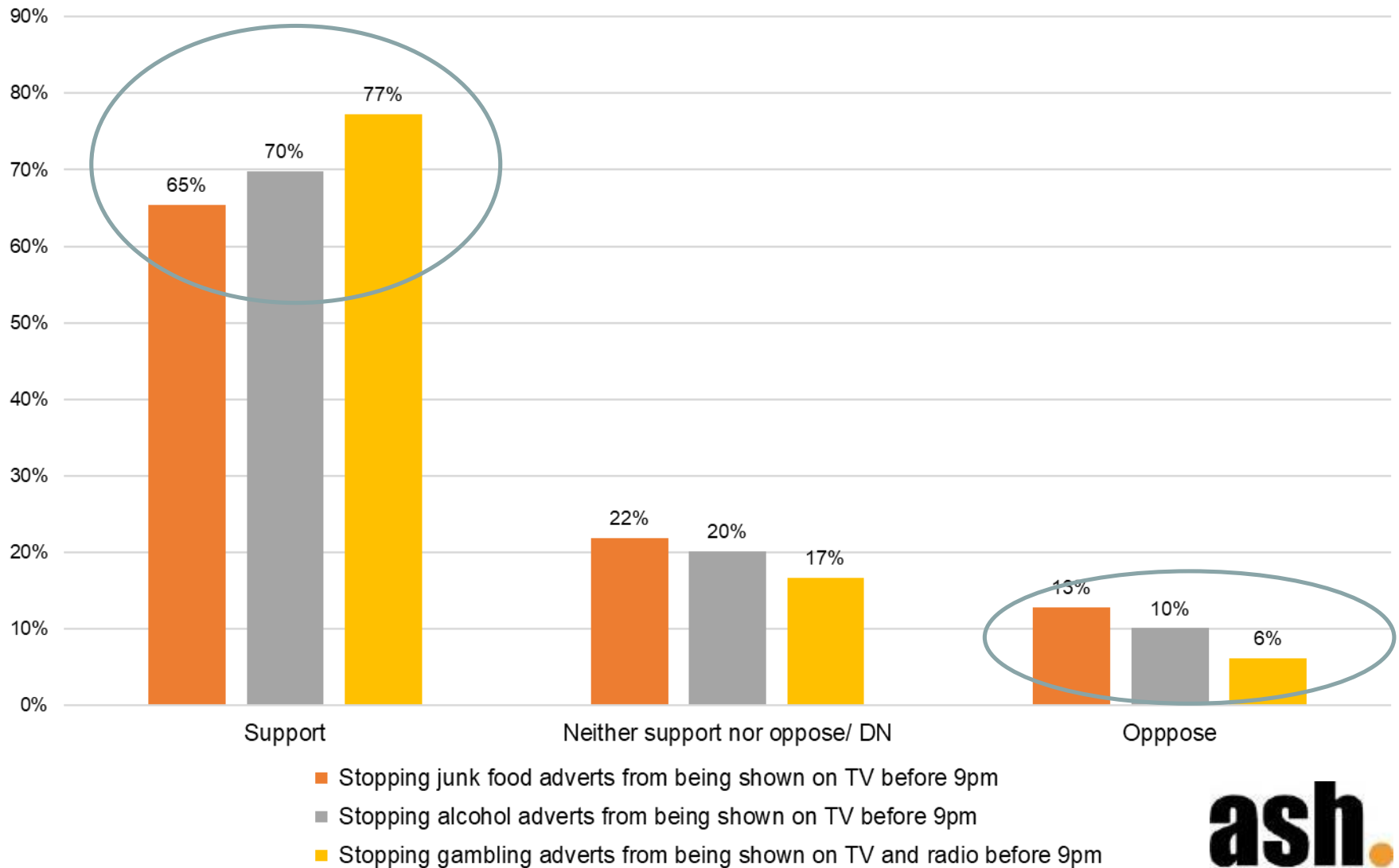
# Limit advertising: 9pm watershed



- Stopping junk food adverts from being shown on TV before 9pm
- Stopping alcohol adverts from being shown on TV before 9pm
- Stopping gambling adverts from being shown on TV and radio before 9pm

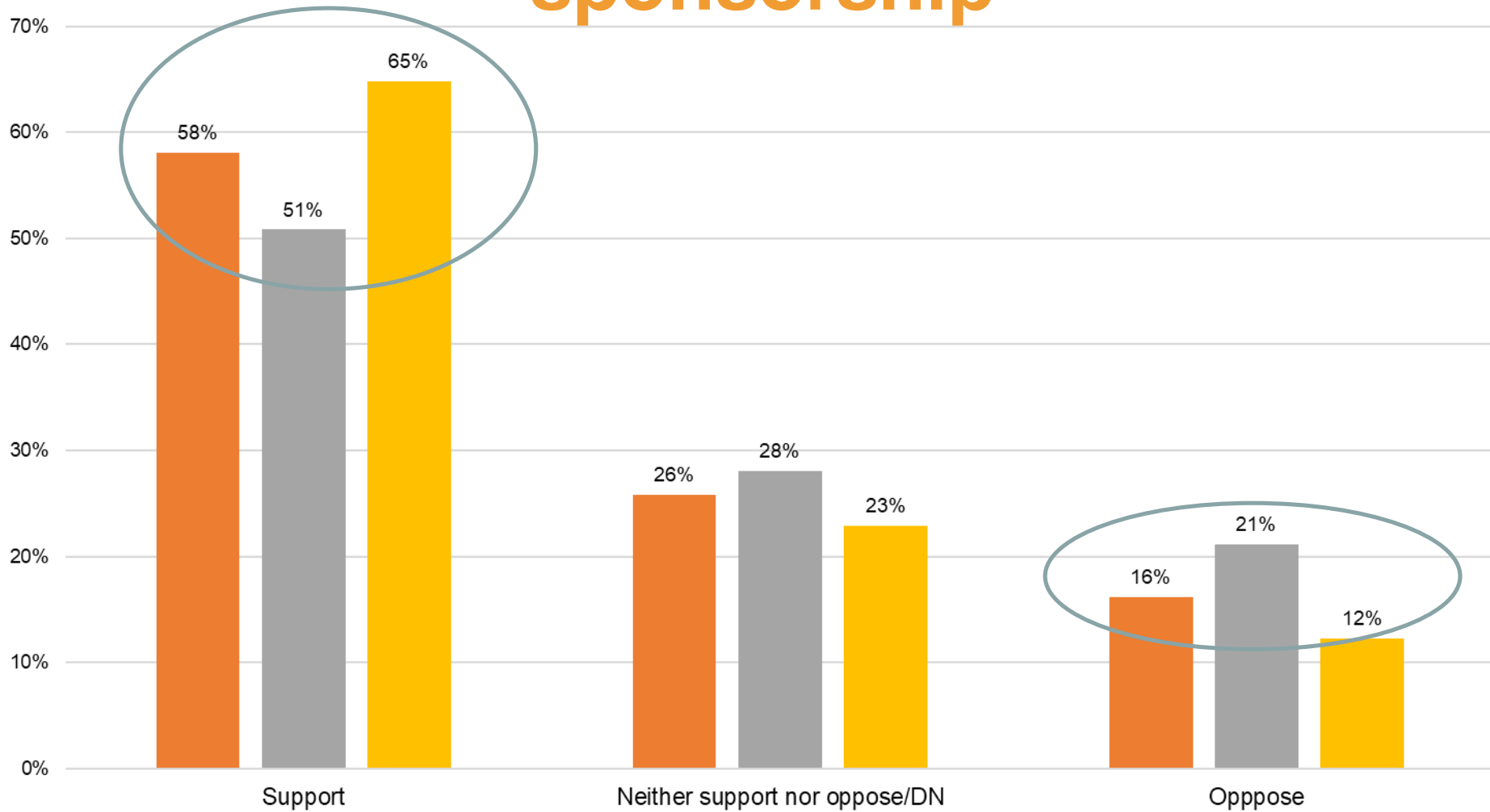


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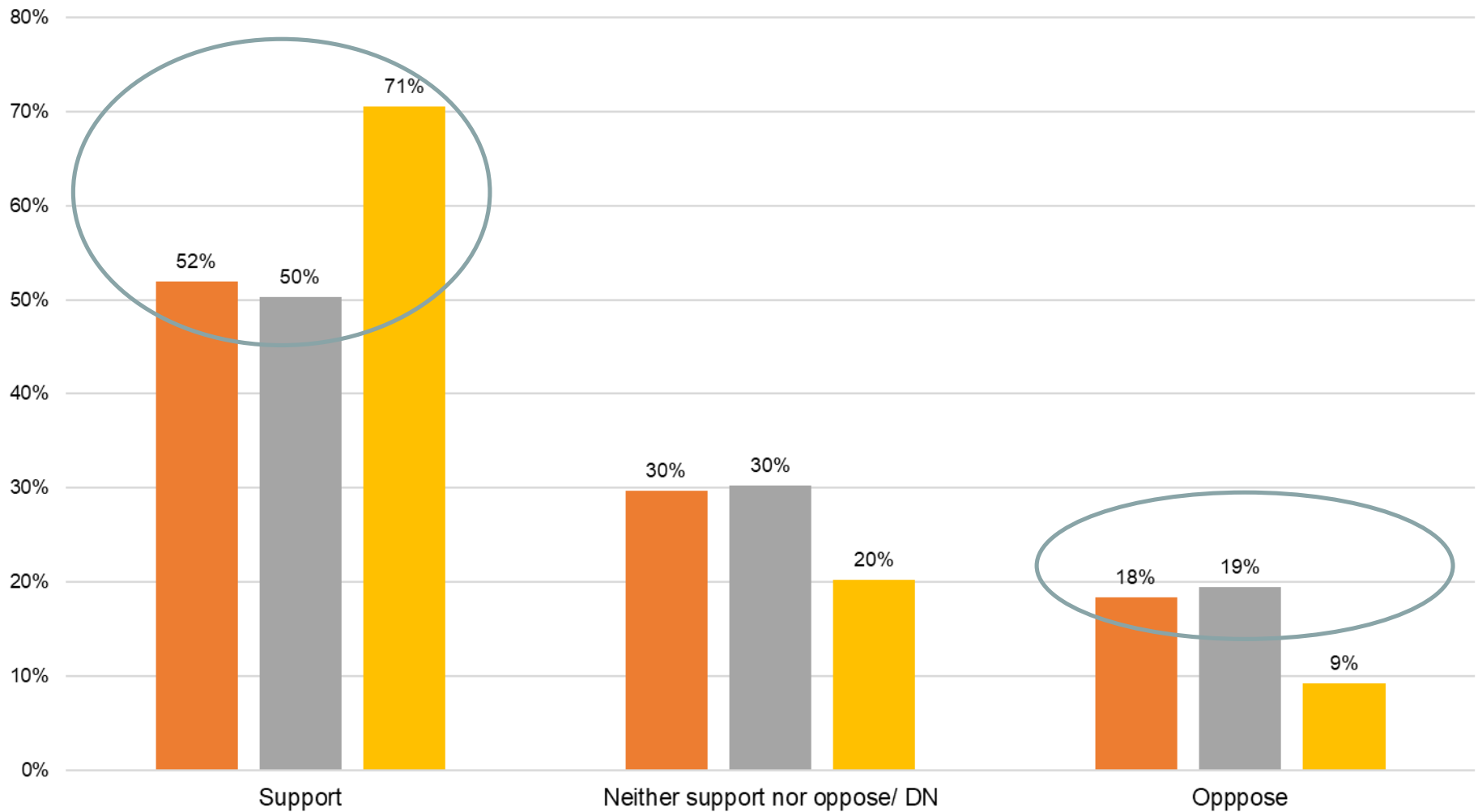
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# Limit advertising: sports sponsorship



- Stopping brands that sell unhealthy food from sponsoring sports events and teams
- Not allowing alcohol companies to sponsor sporting events or teams
- Not allowing gambling companies to sponsor sporting events or teams

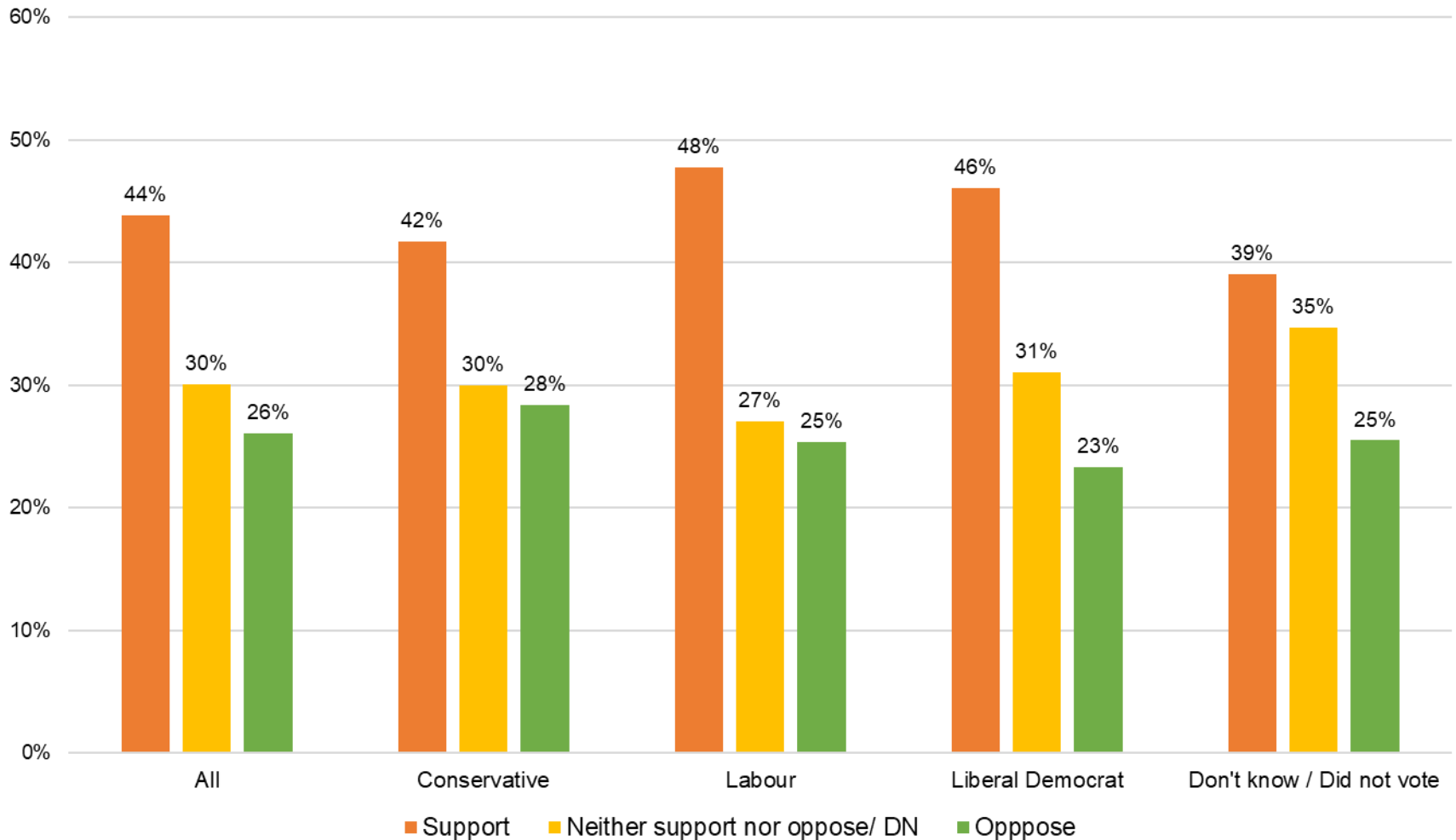
# Limit advertising: online ban



- Only adverts for healthier food and drinks being shown online
- Not allowing alcohol advertising online
- Ban on advertising gambling on social media and online

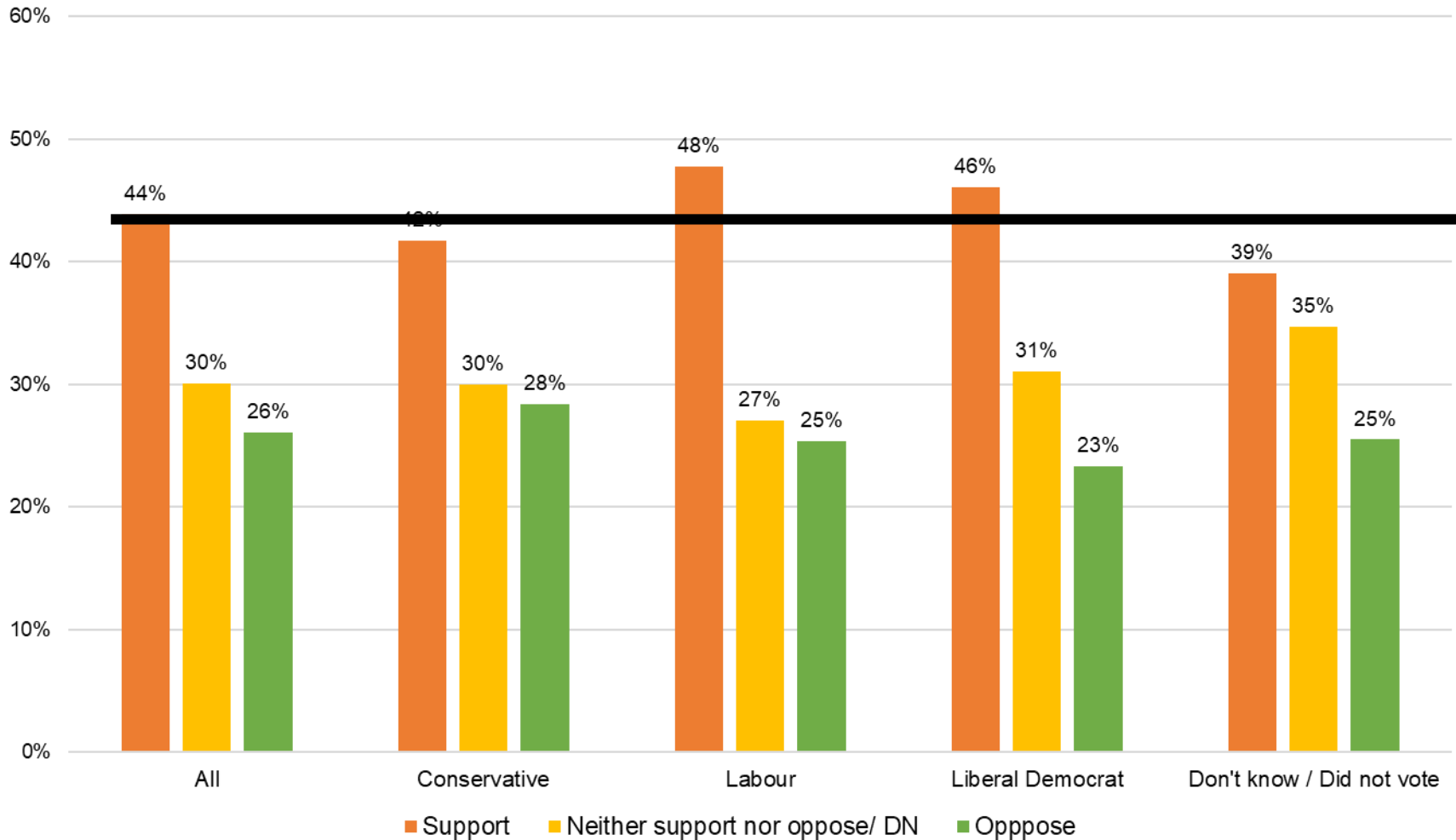
# Variation by voting intention?

How strongly, if at all, would you support or oppose the following measure...? - Not allowing alcohol companies to sponsor music and cultural events



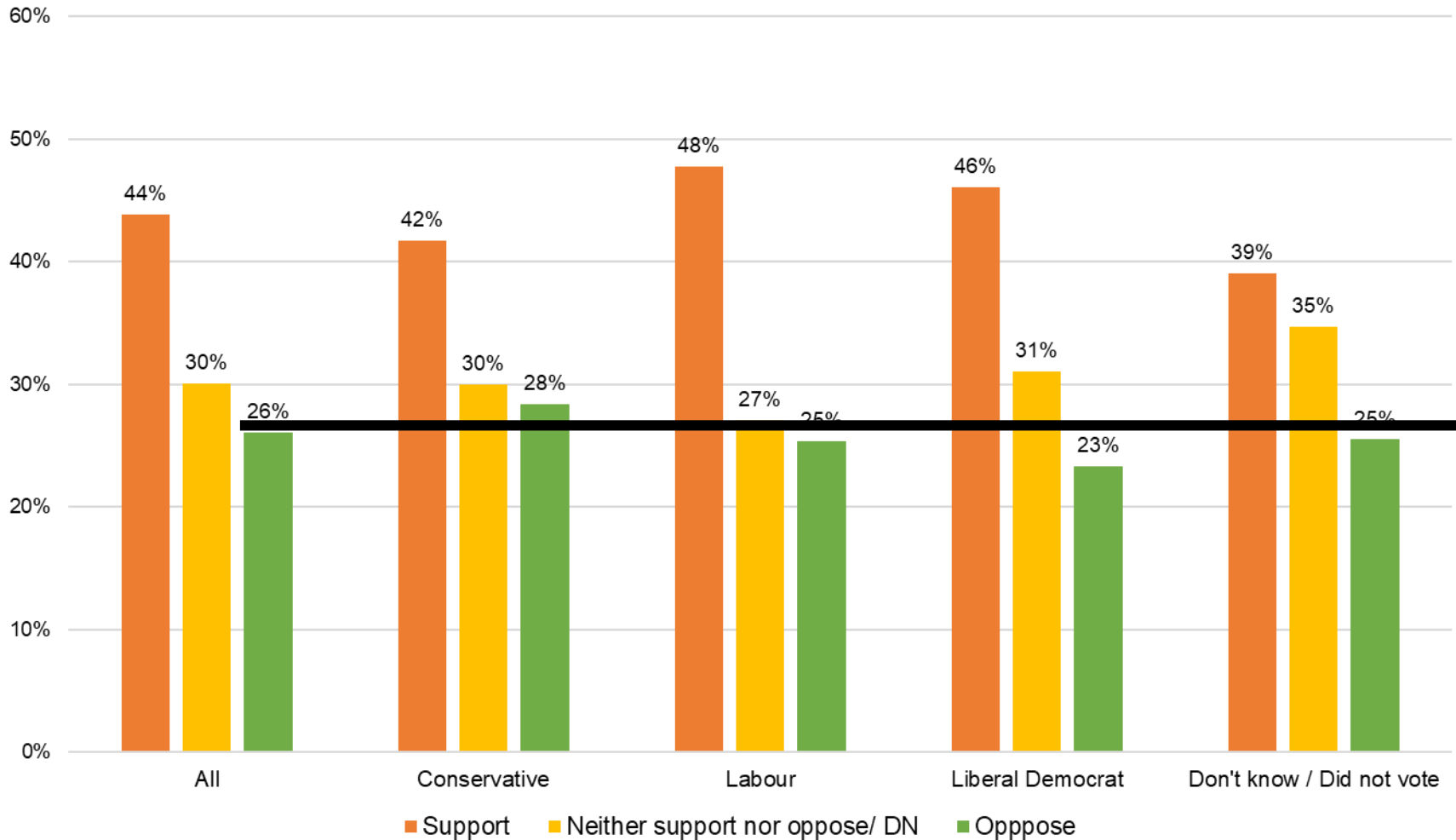
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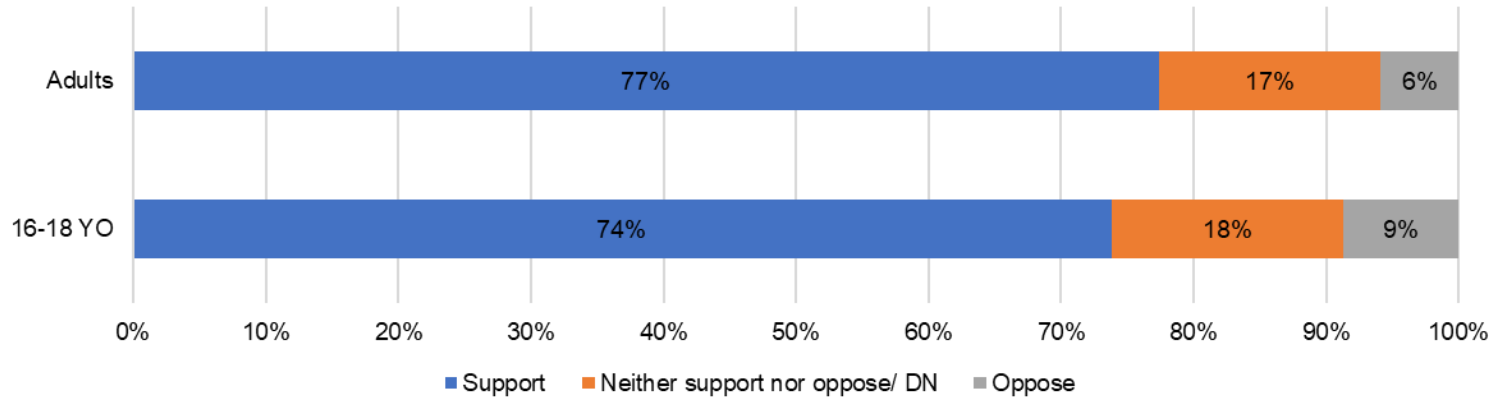
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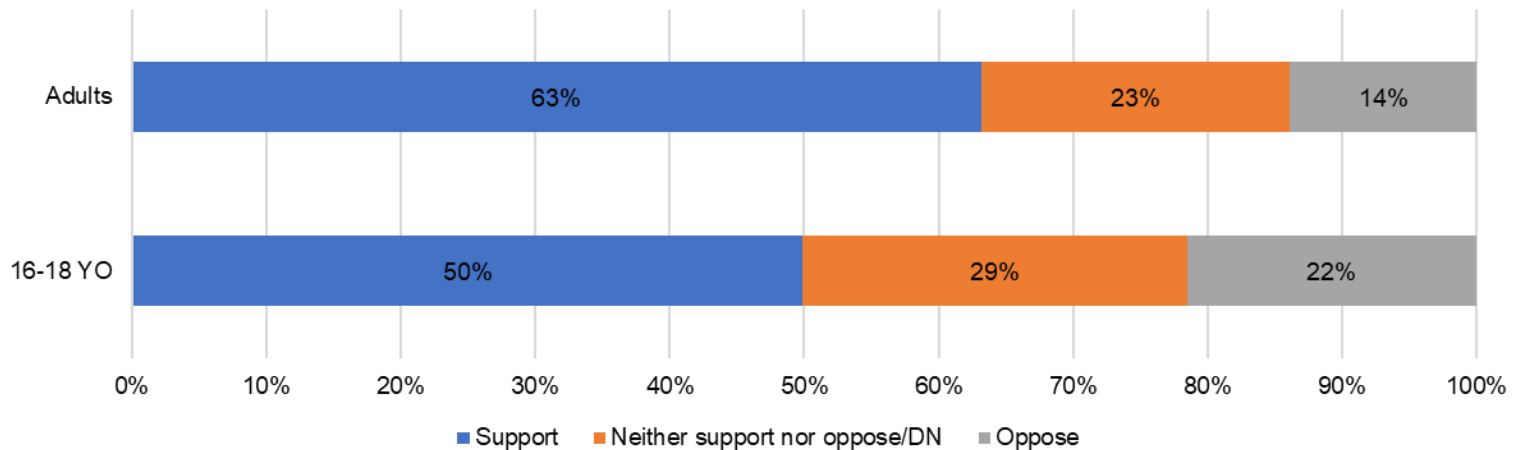


# Support from young people

A ban on advertising products used for smoking (e.g. cigarette papers, filters)

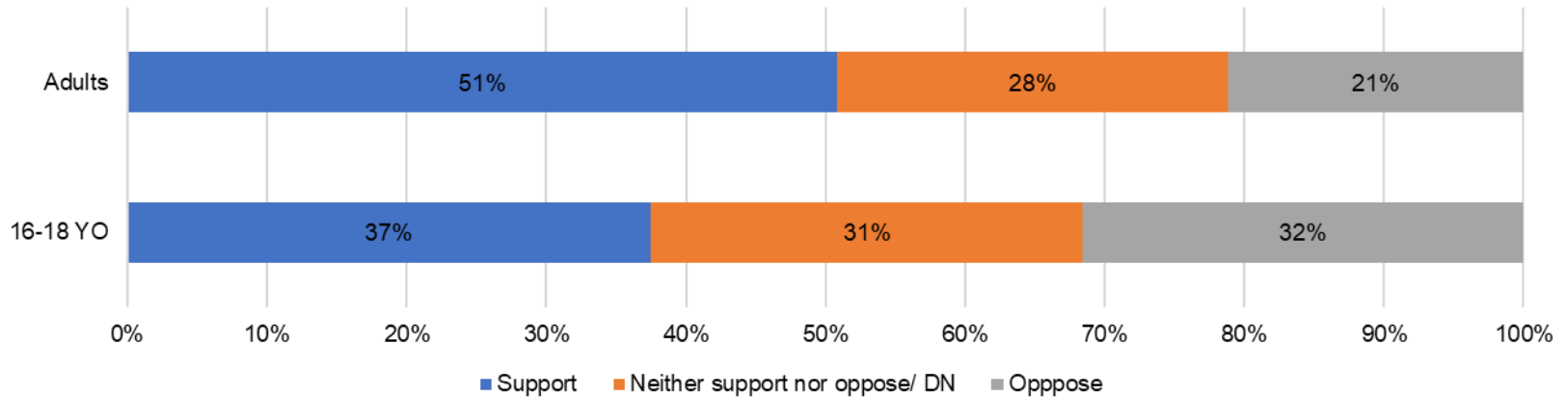


Complete ban on all gambling advertising

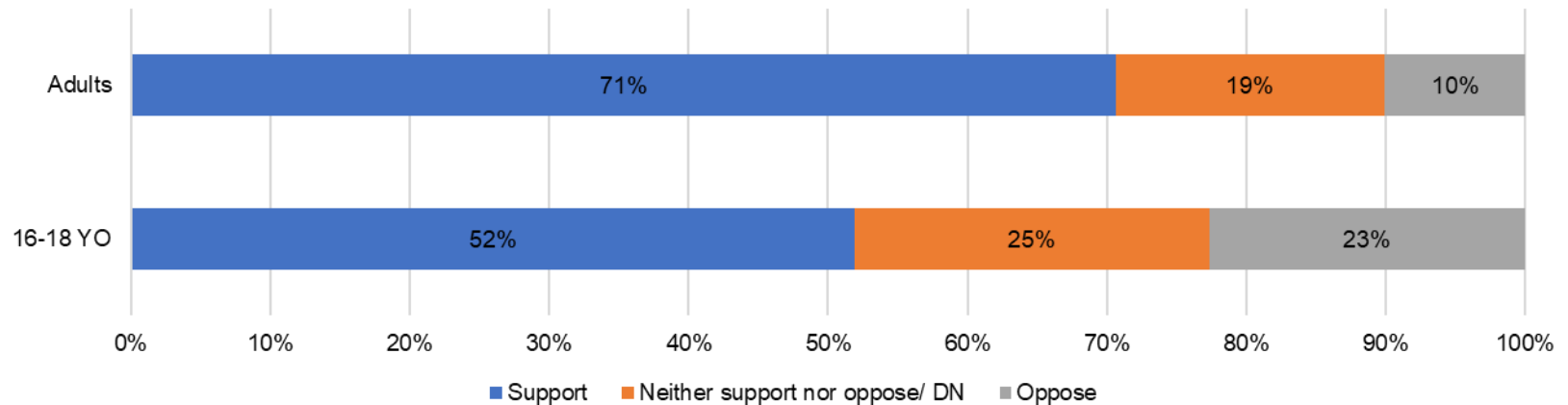


# Support from young people

Not allowing alcohol companies to sponsor sporting events or teams



Restrictions on placing unhealthy foods in prominent areas such as checkouts and aisle ends





# Summary

- Strong public support for action to tackle smoking, alcohol, obesity and gambling
- Public believe development of health policy should be protected from industry
- Strong support for levy mechanisms
- Public support high for many specific policy interventions to regulate industry but support is highest for tobacco and gambling where public consumption is lowest
- Support for regulatory measures does not vary a great deal by past voting preferences
- Young people slightly less supportive of regulatory controls than adults.