

YouGov/ASH Survey Results

Sample Size: 1,004 GB adults

Fieldwork Dates: 15th - 21st April 2020



Total	Gender		Age					
	Male	Female	16-29	30-39	40-49	50-59	60-69	70+
	A	B	C	D	E	F	G	H

Smoking in this question refers to all burnt tobacco products. It does NOT include e-cigarettes Which of the following statements BEST applies to you?

Unweighted base	1004	488	516	221	163	174	161	140	145
GB Adults	1004	489	515	226	160	174	159	136	151
I have never smoked	56%	55%	58%	70%	64%	55%	55%	48%	39%
				E.F.G.H	G.H	H	H		
I used to smoke, but have given up now	31%	30%	31%	16%	24%	31%	31%	40%	50%
					C	C	C	C.D	C.D.E.F
I smoke, but I don't smoke every day	4%	5%	3%	8%	4%	3%	5%	1%	3%
				G			G		
I smoke every day	9%	10%	7%	7%	8%	10%	9%	11%	8%

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	AB	C1	C2	DE
	AD	AE	AF	AG

Smoking in this question refers to all burnt tobacco products. It does NOT include e-cigarettes Which of the following statements BEST applies to you?

Unweighted base	1004	230	302	158	314
GB Adults	1004	220	298	151	335
I have never smoked	56%	65%	60%	46%	52%
		AF,AG	AF,AG		
I used to smoke, but have given up now	31%	28%	28%	37%	31%
I smoke, but I don't smoke every day	4%	3%	4%	8%	4%
			AD,AE		
I smoke every day	9%	4%	8%	9%	12%
			AD	AD	

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	Male	Female	16-29	30-39	40-49	50-59	60-69	70+
	A	B	C	D	E	F	G	H

...stay off tobacco (i.e. remain quit)

Unweighted base	306	149	157	35	39	54	50	56	72
Smokers	307	147	159	36	39	53	49	55	76
Much more likely now than before	20%	19%	20%	25%	25%	13%	20%	11%	26%
				*	*	*	*	*	G*
More likely now than before	5%	5%	5%	3%	8%	15%	2%	2%	3%
				*	*	F.G.H*	*	*	*
No difference	70%	71%	70%	69%	62%	61%	74%	88%	67%
				*	*	*	*	C.D.E.H*	*
Less likely now than before	2%	3%	2%	-	5%	5%	2%	-	1%
				*	*	*	*	*	*
Much less likely now than before	2%	2%	3%	3%	-	5%	2%	-	3%
				*	*	*	*	*	*
Net: much / more likely	25%	25%	26%	28%	33%	28%	22%	12%	29%
				*	G*	G*	*	*	G*
Net: less / much less likely	4%	5%	4%	3%	5%	11%	4%	-	4%
				*	*	G*	*	*	*

...quit smoking

Unweighted base	129	73	56	32	19	24	22	16	16
Smokers	130	75	56	33	19	24	22	15	16
Much more likely now than before	11%	10%	11%	9%	21%	-	13%	6%	18%
				*	**	**	**	**	**
More likely now than before	17%	13%	21%	21%	20%	24%	13%	7%	5%
				*	**	**	**	**	**
No difference	59%	64%	53%	60%	49%	46%	66%	63%	76%
				*	**	**	**	**	**
Less likely now than before	6%	4%	9%	-	5%	17%	8%	6%	-
				*	**	**	**	**	**
Much less likely now than before	8%	8%	7%	9%	5%	13%	-	19%	-
				*	**	**	**	**	**
Net: much / more likely	27%	24%	32%	30%	41%	24%	26%	13%	24%
				*	**	**	**	**	**
Net: less / much less likely	14%	12%	16%	9%	11%	30%	8%	24%	-
				*	**	**	**	**	**

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Total	Social Grade			
	AB	C1	C2	DE
	AD	AE	AF	AG

...stay off tobacco (i.e. remain quit)

	Unweighted base	AB	C1	C2	DE
	306	65	86	58	97
Smokers	307	62	85	55	105
Much more likely now than before	20%	15%	18%	21%	24%
		*	*	*	*
More likely now than before	5%	9%	4%	5%	4%
		*	*	*	*
No difference	70%	67%	74%	71%	69%
		*	*	*	*
Less likely now than before	2%	5%	4%	-	1%
		*	*	*	*
Much less likely now than before	2%	4%	-	3%	2%
		AE*	*	*	*
Net: much / more likely	25%	24%	22%	26%	28%
		*	*	*	*
Net: less / much less likely	4%	9%	4%	3%	3%
		*	*	*	*

...quit smoking

	Unweighted base	AB	C1	C2	DE
	129	15	34	27	53
Smokers	130	14	34	26	56
Much more likely now than before	11%	6%	11%	18%	8%
		**	*	**	*
More likely now than before	17%	46%	15%	22%	8%
		**	*	**	*
No difference	59%	35%	54%	45%	76%
		**	*	**	AE*
Less likely now than before	6%	13%	11%	-	4%
		**	*	**	*
Much less likely now than before	8%	-	9%	15%	6%
		**	*	**	*
Net: much / more likely	27%	53%	26%	41%	15%
		**	*	**	*
Net: less / much less likely	14%	13%	20%	15%	9%
		**	*	**	*

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Total	Gender		Age					
	Male	Female	16-29	30-39	40-49	50-59	60-69	70+
	A	B	C	D	E	F	G	H

Thinking about the impact of COVID-19 and the associated "lockdown" has had on your life...Which, if any, of the following statements apply to you?

Unweighted base	129	73	56	32	19	24	22	16	16
Smokers	130	75	56	33	19	24	22	15	16
I have reduced the amount I smoke	36%	31%	42%	34%	20%	49%	35%	31%	41%
		*	*	*	**	**	**	**	**
I buy tobacco/ cigarettes in larger quantities than I did before (e.g. bulk-buying/ stockpiling)	20%	17%	25%	24%	11%	25%	19%	32%	7%
		*	*	*	**	**	**	**	**
I leave my home specifically to purchase tobacco/ cigarettes	12%	18%	4%	7%	21%	9%	14%	7%	18%
		B*	*	*	**	**	**	**	**
I smoke indoors more than I used to	10%	10%	12%	6%	16%	13%	5%	13%	14%
		*	*	*	**	**	**	**	**
I tried to quit smoking	8%	9%	7%	15%	5%	4%	9%	6%	6%
		*	*	*	**	**	**	**	**
None of these	33%	34%	32%	38%	53%	21%	33%	18%	33%
		*	*	*	**	**	**	**	**

Thinking about the impact of COVID-19 and the associated "lockdown" has had on your life...Which, if any, of the following statements apply to you?

Unweighted base	306	149	157	35	39	54	50	56	72
Smokers	307	147	159	36	39	53	49	55	76
I quit smoking in the last 4 months, solely or partly due to COVID-19 (e.g. because of; the health risk, not going to the shops to buy tobacco, no social smoking)	2%	2%	2%	6%	5%	4%	-	-	-
				H*	H*	*	*	*	*
I quit smoking in the last 4 months, but not due to COVID-19	7%	8%	5%	21%	7%	17%	-	-	1%
				F.G.H*	G*	F.G.H*	*	*	*
I quit smoking more than 4 months ago	76%	81%	72%	59%	74%	71%	87%	84%	78%
				*	*	*	C*	C*	C*
None of these	15%	9%	21%	14%	13%	9%	13%	16%	21%
			A	*	*	*	*	*	*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95%): A/B, C/D/E/F/G/H, I/J/K, L/M/N, O/P/K)

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Thinking about the impact of COVID-19 and the associated "lockdown" has had on your life...Which, if any, of the following statements apply to you?

	Unweighted base	AB	C1	C2	DE
	129	15	34	27	53
Smokers	130	14	34	26	56
I have reduced the amount I smoke	36%	66% **	29% *	52% **	25% *
I buy tobacco/ cigarettes in larger quantities than I did before (e.g. bulk-buying/ stockpiling)	20%	14% **	27% *	18% **	19% *
I leave my home specifically to purchase tobacco/ cigarettes	12%	- **	15% *	4% **	17% *
I smoke indoors more than I used to	10%	- **	9% *	4% **	17% *
I tried to quit smoking	8%	19% **	9% *	15% **	2% *
None of these	33%	14% **	39% *	19% **	41% *

Thinking about the impact of COVID-19 and the associated "lockdown" has had on your life...Which, if any, of the following statements apply to you?

	Unweighted base	AB	C1	C2	DE
	306	65	86	58	97
Smokers	307	62	85	55	105
I quit smoking in the last 4 months, solely or partly due to COVID-19 (e.g. because of; the health risk, not going to the shops to buy tobacco, no social smoking)	2%	3% *	2% *	- *	2% *
I quit smoking in the last 4 months, but not due to COVID-19	7%	11% *	5% *	3% *	7% *
I quit smoking more than 4 months ago	76%	74% *	78% *	86% AG*	72% *
None of these	15%	12% *	15% *	10% *	19% *

Cell Contents (Q, R/S, T/U, V/W, X/Y/Z/AA, AB/AC, AD/AE/AF/AG, Minimum Base: 30 (**), Small Base: 100 (*))