

## ASH Omnibus Questions Topline

- 1003 interviews conducted by telephone with residents in Great Britain aged 16 years and over.
- Fieldwork conducted on one wave of the BMRB Access Omnibus - (28-30 Jan 2005).
- Base – 1003 unless stated
- All figs are %

Q1. Which of the following statements best applies to you?

	%
I have never smoked	42
I used to smoke but I have given up now	35
I smoke but I don't smoke every day	4
I smoke every day	19
None of these/Don't know	3

Q2. Do you know the name of any organisations campaigning on tobacco  
*Unprompted/spontaneous..*

ASH	19
No Smoking Day	0
Quit	1
British Heart Foundation	3
Cancer Research UK	1
British Medical Association	1
Royal College of Physicians	-
Forest	3
Other – write in	22

Q3. If ASH not mentioned - have you heard of any of the following?  
*Prompted.. (base = 796)*

ASH	44
No Smoking Day	73
Quit	36
British Heart Foundation	86
Cancer Research UK	85
British Medical Association	61
Royal College of Physicians	27
None	2

- Q4 You say that you have heard of ASH... Can you give any examples of the kind of work it does?  
*Prompt 3 times with 'Anything else'? (base = 580)*

	%
Campaign/lobby	17
Anti smoking	37
Anti smoker	2
Ban smoking/smokefree public places	7
Other	23

- Q5 On a scale of 1 to 5 how effective do you think ASH is as a campaigning organisation? (base = 580)

	%
Excellent	3
Good	23
Satisfactory	21
Not very good	14
Completely ineffective	10

- Q6 SHOWCARD C (R) The Government has announced plans to make most public places smokefree from 2008. Would you support a proposal to make ALL workplaces – including all pubs and all restaurants smokefree?

	%
Yes	75
No	23
Dont know	2