

## HERE ARE THE FACTS:

## ENCOURAGING A BALANCED APPROACH



**TRANSFORMATION IN THE NAME OF PROGRESS IS OFTEN A DIFFICULT TASK TO UNDERTAKE. WHEN LOOKING AT SOME OF THE BIGGEST AND MOST DIVISIVE QUESTIONS FACING THE WORLD TODAY – FROM GEOPOLITICS TO CLIMATE CHANGE – POLARIZED OPINIONS CAN MAKE CHANGE HARDER TO IMPLEMENT.**

Inclusive dialogue and compromise are needed to address major issues impacting society. The results from this survey show support for a balanced approach to tobacco regulation, one that brings together all voices and encourages incremental progress on harm reduction. Conducted on behalf of Philip Morris International (PMI), 2001 UK adults were surveyed by independent research firm Povaddo. The results revealed:

**THERE IS A STRONG CONSENSUS THAT FINDING A MIDDLE GROUND ON DIVISIVE ISSUES CAN DRIVE INCREMENTAL POLICY CHANGE AND ENABLE PROGRESS.**

**85% of adults agree** that the best solutions towards real progress on the most pressing issues are achieved when a middle ground can be found between the extremes

**IT IS WIDELY AGREED THAT ALL VOICES AT THE TABLE SHOULD BE LISTENED TO AND CONSIDERED.**

**9 out of 10 adults (91%) agree** that to find solutions to the biggest problems facing society today, leaders need to consider all perspectives -even those with whom there are strong disagreements

**90% of adults said** they would be more likely to vote for leaders who listen to all sides of an issue and adopt sensible approaches that better the lives of everyday people

**WHEN IT COMES TO LISTENING TO SMOKERS AND CONSIDERING TOBACCO HARM REDUCTION POLICIES AS PART OF A WIDER STRATEGY TO ADDRESS THE GLOBAL PUBLIC HEALTH ISSUE OF SMOKING, ADULT NICOTINE CONSUMERS CURRENTLY FEEL THAT THEIR VIEWS ARE IGNORED OR DISCOUNTED**

**8 out of 10 (79%) adult nicotine consumers feel that** their voices have been excluded for too long and that a new approach to regulation is needed to better balance the voices of nicotine consumers with those who do not consume nicotine containing products

**77% of legal-age nicotine consumers feel** that their views should be considered by policymakers when deciding on tobacco and nicotine regulations

**FOR THOSE ADULTS WHO WOULD OTHERWISE CONTINUE TO SMOKE, IT IS BENEFICIAL TO INCLUDE HARM REDUCTION APPROACHES IN STRATEGIES WITHIN PUBLIC HEALTH AS WELL AS ACCESS TO AND INFORMATION ABOUT SCIENCE-BASED ALTERNATIVES.**

**78% of adults agree** that societal expectations of total abstinence from harmful behaviours such as tobacco usage and alcohol consumption are not feasible, and government should take steps to reduce the harm of those behaviours

**Nearly two-thirds (62%) of adult smokers agree** that they would be more likely to consider switching to alternative products like e-cigarettes and heat-not-burn tobacco products if they had clarity on how these products differ from cigarettes and the science behind them

### SURVEY METHODOLOGY

Povaddo conducted this online survey on behalf of PMI between February 5 and 23, 2022. The survey was fielded among 2,001 respondents of legal age, general population adults aged 21 or older in the United Kingdom. This was part of a global survey.