

14th May, 1980

OPINION SURVEY BEFORE AND AFTER "PANORAMA"

We have had the initial results, given to us in a verbal presentation, about the opinion survey which was carried out to see what effect the Panorama programme had on public opinion. We shall receive a written report in about 10 days time. The conclusions of importance from the survey were as follows.

1. The category of those who had never smoked were most informed and affected by the programme. This suggests that we have an important audience here, which could be described as in the middle ground of opinion, whom we should continue to cultivate and inform about the real issues as far as possible.
2. The 16 - 34 year old age group is the segment of the population which is most likely to be anti the tobacco industry and anti multinationals. The effect of the programme on them was to somewhat strengthen their critical views of the company and the industry.
3. The ex-smoker was broadly speaking reinforced in his views that he had done the right thing in giving up smoking.
4. In general the programme was seen by those who watched it as being reasonably balanced.
5. The objectives of the programme were seen by those who watched it as being
 - (a) to point out the risks in smoking
 - (b) to persuade people to smoke less or to give up.

Broadly speaking the objectives of the programme were not seen to be either an attack on multinationals or an attack on companies dealing in the Third World.

6. Responsibility. Approximately two-thirds of the sample think that the tobacco industry acknowledges the problem and is trying to do something about it. Approximately one-third thinks that it is aware of the problem and doing nothing. As a result of the programme there was very slight increase in those who felt the industry was not doing anything about the problem.

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7. Smokers were little if at all affected by the programme. Their response was stable.

8. Overall Impression. By using information which had been gathered in 1978, and making a comparison between the pre and post Panorama reactions, the following overall conclusions can be drawn.
 - (a) In the last two years awareness of the smoking and health problem has become much greater.
 - (b) Companies are seen as more responsible than they were two years ago.
 - (c) People are more aware that there is a risk but smokers are more prepared to take the risk because of the pleasures and benefits provided by smoking.
 - (d) The effect of the Panorama programme overall was minimal.



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