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Title: Support for tobacco control policies in Portugal: A population-based cross-sectional study in Portugal (preliminary data)

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Body: A new tobacco control (TC) national health plan has been approved in Portugal, a country with medium/low level TC activities. Awareness and public support is crucial to effective implementation of tobacco control policies (TCPs). Aim: To access support for tobacco control policies (TCPs) in Portugal and factors associated, at a population level. Methods: In June-July 2012, a computer-assisted telephone interview population-based survey was carried out (national continental representative sample). Descriptive analysis and multiple logistic regression were performed to assess factors associated with TCPs' support. Results: Participation rate was 96%. Participants: 1002; 48% male; 22.2% smokers; mean age 46.4±17.9 years. Most of respondents, agreed with TCPs, in descending order: ban smoking in cars with children (90%), 100% smoke-free policy in all public indoors settings without exemptions (86.0%), price policy (66%), pictorials warnings (65%), ban on point-of-sales display (62%) and plain package (57%), $p < 0.001$. For each TCP, smoking behaviour was the strongest predictor of support, followed by age. Education was significantly associated to some measures but not all. Socio-economic status was not associated to TCPs' support. Conclusions: Most portuguese support a wide range of TCPs. This should encourage advocacy efforts to influence policy makers to enact them. Public health campaigns to promote awareness and social acceptance should target not only smokers, but also younger and less educated groups.