

IT COSTS
MORE THAN
YOU THINK

Q. 1:
HOW MUCH HAVE YOU HEARD ABOUT ILLEGAL TOBACCO?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
I have never heard of it	17%	22%	12%	17%	18%	17%	15%	15%	19%	19%	15%	21%	18%	9%	17%	11%	19%	21%	13%	15%
I have heard of it, but don't know much	41%	45%	38%	33%	31%	44%	55%	40%	41%	46%	34%	42%	42%	44%	42%	48%	30%	43%	46%	35%
I am somewhat familiar with it	27%	22%	32%	25%	30%	28%	25%	25%	29%	25%	25%	28%	26%	37%	29%	28%	26%	26%	30%	26%
I am very familiar with it	15%	11%	18%	25%	21%	12%	5%	19%	11%	10%	26%	9%	15%	10%	13%	13%	25%	10%	11%	24%
Never heard of it	17%	22%	12%	17%	18%	17%	15%	15%	19%	19%	15%	21%	18%	9%	17%	11%	19%	21%	13%	15%
Heard of it / Somewhat familiar	69%	67%	70%	58%	61%	72%	80%	66%	71%	71%	58%	70%	68%	81%	70%	76%	56%	69%	76%	61%
Very familiar	15%	11%	18%	25%	21%	12%	5%	19%	11%	10%	26%	9%	15%	10%	13%	13%	25%	10%	11%	24%

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Q. 2:
IN WHICH OF THE FOLLOWING PURCHASING SCENARIOS DO YOU THINK
TOBACCO IS POTENTIALLY FROM AN ILLEGAL SOURCE?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Purchasing cigarettes or rolling tobacco from a local shop at a significantly lower price than usual																				
Likely illegal	63%	59%	67%	42%	51%	71%	82%	68%	67%	68%	51%	67%	60%	58%	66%	61%	52%	55%	70%	68%
Likely legal	20%	19%	20%	34%	29%	15%	5%	16%	16%	12%	28%	15%	22%	31%	18%	25%	28%	23%	16%	18%
I don't know	17%	22%	13%	24%	19%	15%	14%	16%	16%	20%	21%	18%	18%	11%	17%	13%	20%	22%	14%	14%
Buying tobacco from an unlicensed online seller (social media, WhatsApp, eBay...)																				
Likely illegal	77%	76%	78%	67%	69%	82%	86%	77%	79%	80%	68%	81%	75%	72%	81%	80%	63%	72%	84%	80%
Likely legal	9%	8%	11%	18%	16%	5%	1%	10%	8%	6%	16%	4%	11%	11%	8%	8%	17%	11%	6%	9%
I don't know	14%	16%	11%	14%	16%	13%	13%	13%	14%	13%	16%	14%	15%	17%	10%	12%	20%	17%	10%	11%
Receiving tobacco from a friend or acquaintance who brought it back from another country																				
Likely illegal	39%	37%	40%	47%	38%	37%	36%	41%	36%	44%	44%	38%	36%	29%	38%	41%	36%	35%	40%	44%
Likely legal	41%	40%	41%	34%	40%	42%	45%	42%	41%	37%	35%	43%	39%	54%	45%	39%	44%	40%	42%	38%
I don't know	21%	23%	18%	20%	22%	21%	19%	18%	23%	19%	22%	18%	24%	17%	17%	20%	21%	25%	18%	18%
Purchasing cigarettes that have no health warnings in English																				
Likely illegal	74%	72%	76%	62%	62%	80%	87%	76%	74%	77%	68%	82%	71%	73%	79%	72%	57%	68%	82%	77%
Likely legal	11%	10%	12%	21%	19%	7%	2%	11%	11%	7%	17%	6%	13%	14%	7%	15%	23%	13%	7%	10%
I don't know	15%	18%	12%	17%	19%	13%	10%	13%	16%	16%	16%	12%	17%	13%	14%	13%	20%	19%	11%	13%
Buying tobacco from a non-official vendor outside a pub or in a parking lot																				
Likely illegal	78%	76%	80%	63%	68%	84%	93%	79%	79%	88%	70%	83%	75%	75%	82%	80%	66%	71%	86%	82%
Likely legal	10%	9%	11%	18%	17%	6%	1%	10%	9%	5%	15%	5%	11%	17%	9%	8%	20%	12%	6%	9%
I don't know	12%	15%	9%	19%	16%	10%	6%	10%	12%	7%	15%	12%	14%	8%	9%	12%	14%	17%	8%	10%

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Q. 3A:
IN THE PAST MONTH, WHERE HAVE YOU PURCHASED YOUR TOBACCO?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS								MONTHLY FINANCIAL SITUATION				
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size (filtered on smokers)	1,261	566	690	316	460	374	111	214	232	46	237	89	214	29	99	101	175	407	375	304
Weighted base size (filtered on smokers)	1,238	530	707	319	432	347	139	193	243	50	217	104	204	33	100	93	166	402	372	298
Supermarket	52%	51%	53%	47%	50%	57%	59%	57%	53%	72%	48%	52%	48%	52%	48%	52%	58%	55%	52%	45%
Chain convenience shop (e.g. Tesco Express, Sainsburys Local, Nisa)	35%	29%	38%	41%	42%	27%	14%	34%	35%	26%	43%	24%	35%	27%	33%	34%	37%	28%	35%	41%
Independent convenience shop (e.g. local corner store, off licence)	28%	28%	29%	30%	32%	27%	15%	29%	27%	22%	28%	23%	33%	32%	26%	30%	35%	27%	28%	26%
In an airport or on a ferry	8%	9%	8%	9%	9%	8%	5%	8%	9%	9%	13%	4%	11%	3%	3%	3%	10%	8%	7%	10%
Through a social media seller (WhatsApp, Snapchat...)	9%	7%	11%	16%	12%	4%	1%	11%	6%	4%	17%	2%	8%	6%	9%	10%	14%	6%	8%	14%
Through an online resale platform (eBay, Gumtree...)	7%	6%	8%	10%	10%	4%	0%	9%	5%	6%	14%	4%	4%	10%	4%	3%	9%	4%	6%	11%
From a bar or pub	18%	12%	21%	23%	27%	7%	2%	15%	15%	20%	28%	12%	17%	18%	10%	21%	13%	10%	18%	30%
Brought back by family or friends from another country	9%	7%	11%	8%	12%	8%	6%	9%	10%	4%	13%	8%	9%	9%	5%	10%	10%	9%	8%	11%
Online purchase from overseas website	6%	4%	8%	9%	8%	4%	0%	6%	6%	5%	11%	0%	6%	7%	3%	5%	7%	5%	4%	10%
In a store overseas	4%	5%	4%	6%	6%	2%	1%	3%	6%	2%	7%	2%	4%	3%	1%	6%	7%	2%	3%	8%
Other	1%	1%	1%	1%	1%	3%	2%	1%	1%	0%	1%	2%	1%	3%	3%	2%	1%	2%	1%	1%
I have not purchased tobacco	16%	20%	13%	16%	11%	17%	26%	15%	22%	15%	9%	24%	18%	14%	11%	10%	13%	17%	17%	13%

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Q. 3B:
IN THE PAST 12 MONTHS, WHERE ELSE HAVE YOU PURCHASED YOUR TOBACCO?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size (filtered on smokers)	1,261	566	690	316	460	374	111	214	232	46	237	89	214	29	99	101	175	407	375	304
Weighted base size (filtered on smokers)	1,238	530	707	319	432	347	139	193	243	50	217	104	204	33	100	93	166	402	372	298
No other sources	28%	33%	24%	24%	19%	34%	51%	26%	27%	36%	19%	41%	31%	24%	27%	33%	26%	32%	31%	20%
Supermarket	28%	25%	31%	23%	33%	28%	23%	30%	27%	15%	25%	20%	31%	30%	37%	30%	28%	29%	28%	27%
Chain convenience shop (e.g. Tesco Express, Sainsburys Local, Nisa)	25%	24%	26%	22%	31%	24%	19%	22%	31%	29%	23%	17%	23%	15%	30%	29%	25%	26%	25%	24%
Independent convenience shop (e.g. local corner store, off licence)	19%	14%	23%	19%	21%	23%	7%	21%	21%	20%	22%	14%	19%	26%	11%	18%	22%	18%	19%	20%
In an airport or on a ferry	11%	11%	10%	9%	13%	10%	10%	10%	12%	20%	13%	2%	12%	13%	10%	7%	13%	9%	8%	14%
Through a social media seller (WhatsApp, Snapchat...)	5%	4%	7%	8%	9%	2%	0%	4%	4%	11%	12%	8%	3%	0%	3%	2%	4%	4%	6%	6%
Through an online resale platform (eBay, Gumtree...)	8%	6%	9%	13%	12%	2%	0%	8%	4%	7%	18%	7%	7%	0%	6%	5%	10%	5%	6%	13%
From a bar or pub	10%	7%	12%	12%	17%	4%	2%	10%	8%	9%	21%	6%	6%	5%	8%	8%	11%	8%	8%	14%
Brought back by family or friends from another country	13%	13%	14%	18%	13%	11%	6%	12%	13%	7%	17%	9%	15%	20%	12%	10%	18%	12%	13%	13%
Online purchase from overseas website	6%	5%	7%	11%	8%	2%	0%	6%	3%	0%	13%	3%	6%	0%	7%	8%	9%	4%	4%	10%
In a store overseas	11%	8%	13%	14%	13%	8%	9%	19%	9%	11%	13%	10%	7%	13%	8%	5%	15%	7%	10%	15%
Other	4%	3%	5%	5%	5%	2%	3%	3%	7%	2%	6%	4%	3%	3%	0%	3%	3%	5%	3%	5%
I have not purchased tobacco	7%	7%	7%	8%	6%	7%	7%	6%	7%	13%	7%	6%	7%	9%	9%	2%	12%	6%	4%	7%

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Q. 4:
FROM WHICH OF THE FOLLOWING SOURCES WOULD YOU CONSIDER BUYING TOBACCO
IF IT WAS A SIGNIFICANTLY LOWER PRICE THAN USUAL?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size (filtered on smokers)	1,261	566	690	316	460	374	111	214	232	46	237	89	214	29	99	101	175	407	375	304
Weighted base size (filtered on smokers)	1,238	530	707	319	432	347	139	193	243	50	217	104	204	33	100	93	166	402	372	298
From an online seller (WhatsApp...)	15%	11%	18%	19%	18%	12%	2%	14%	13%	9%	26%	9%	14%	20%	9%	14%	19%	11%	15%	18%
From an online resale platform (eBay, Gumtree...)	20%	14%	24%	28%	26%	12%	1%	22%	16%	13%	30%	10%	16%	24%	20%	24%	23%	13%	20%	27%
From a bar or pub (not vending machine)	28%	23%	32%	36%	36%	19%	8%	27%	20%	32%	42%	20%	29%	28%	25%	29%	35%	19%	28%	38%
From family and friends	41%	39%	42%	42%	41%	41%	35%	43%	45%	42%	35%	38%	38%	56%	40%	41%	41%	47%	42%	31%
Other	2%	1%	3%	2%	3%	2%	1%	4%	2%	0%	1%	4%	0%	4%	2%	4%	3%	1%	2%	4%
None - I would not consider buying tobacco from the sources above	35%	42%	29%	23%	24%	47%	64%	36%	39%	36%	26%	40%	39%	30%	36%	24%	29%	38%	36%	32%

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Q. 5:
HOW MUCH DO YOU THINK PEOPLE AROUND YOU (FAMILY, FRIENDS,
COWORKERS) CARE ABOUT ILLEGAL TOBACCO AS AN ISSUE?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Not at all - I have never heard anyone discuss illegal tobacco	40%	46%	34%	31%	29%	44%	52%	39%	43%	39%	32%	45%	40%	31%	42%	39%	47%	41%	39%	38%
Not much - most people I know don't see it as a big issue	27%	25%	29%	30%	29%	29%	20%	27%	27%	33%	21%	31%	28%	39%	23%	27%	25%	31%	29%	19%
Somewhat - most people I know seem to be aware but don't discuss it as often	24%	22%	26%	25%	25%	22%	24%	25%	23%	20%	29%	16%	24%	18%	26%	26%	16%	24%	26%	23%
Very much - they actively talk about it	9%	7%	12%	14%	17%	5%	4%	10%	7%	8%	18%	8%	7%	11%	8%	8%	12%	5%	6%	20%

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Q. 6:
APPROXIMATELY, WHAT DO YOU ESTIMATE THE PERCENTAGE OF SALES FOR THE
FOLLOWING CAME FROM ILLEGAL SOURCES IN 2024?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
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Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Cigarettes																				
Less than 10%	14%	14%	14%	13%	17%	15%	11%	11%	14%	12%	15%	12%	16%	19%	13%	14%	20%	14%	12%	14%
10% to 19%	20%	17%	22%	19%	19%	16%	25%	19%	19%	22%	17%	28%	15%	20%	24%	19%	14%	18%	20%	23%
20% to 29%	25%	24%	26%	26%	26%	25%	24%	27%	24%	26%	26%	21%	27%	19%	23%	28%	25%	25%	27%	23%
30% to 39%	19%	20%	18%	21%	17%	20%	18%	20%	19%	20%	19%	18%	18%	24%	19%	17%	21%	20%	17%	19%
40% to 49%	11%	11%	11%	13%	11%	11%	11%	12%	11%	12%	14%	10%	12%	5%	9%	10%	9%	11%	12%	11%
50% or more	11%	13%	9%	9%	10%	14%	10%	11%	12%	8%	9%	10%	11%	13%	11%	11%	11%	12%	10%	11%
Hand-rolling tobacco																				
Less than 10%	17%	17%	16%	15%	18%	17%	16%	14%	14%	17%	15%	17%	21%	27%	16%	18%	21%	16%	15%	18%
10% to 19%	20%	20%	21%	19%	20%	18%	25%	19%	21%	21%	23%	21%	17%	15%	26%	21%	16%	22%	21%	19%
20% to 29%	26%	24%	28%	28%	27%	26%	23%	27%	23%	29%	27%	25%	28%	21%	24%	25%	28%	25%	26%	25%
30% to 39%	17%	18%	17%	20%	16%	16%	18%	21%	19%	17%	18%	18%	15%	16%	15%	16%	17%	18%	18%	16%
40% to 49%	10%	11%	9%	10%	10%	10%	9%	9%	11%	11%	9%	9%	10%	10%	9%	10%	9%	8%	11%	11%
50% or more	10%	11%	9%	8%	9%	12%	10%	10%	12%	6%	9%	10%	10%	11%	9%	11%	8%	10%	10%	11%
Average (Cigarettes) [% of sales from illegal sources]	27%	28%	26%	28%	26%	28%	27%	28%	28%	27%	27%	26%	28%	26%	26%	27%	27%	28%	27%	27%
Average (Hand-rolling tobacco) [% of sales from illegal sources]	26%	26%	25%	26%	25%	27%	26%	27%	27%	24%	26%	26%	25%	25%	25%	26%	25%	26%	26%	26%

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Q. 7:
WHICH OF THE FOLLOWING CONNECTIONS TO ILLEGAL TOBACCO TRADING DO YOU FIND THE MOST SURPRISING?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Damage to the economy - loss of revenue that could fund public services	34%	31%	38%	36%	32%	33%	38%	34%	30%	39%	35%	34%	38%	35%	30%	38%	31%	34%	35%	35%
Damage to small businesses and local retailers	31%	29%	34%	29%	32%	31%	34%	29%	28%	31%	32%	34%	34%	41%	41%	34%	32%	30%	31%	35%
Encouragement and funding of organised crime (like drug and human trafficking)	39%	36%	41%	36%	42%	37%	39%	40%	37%	34%	42%	41%	38%	41%	35%	40%	38%	34%	42%	41%
Increased crime in local communities	34%	31%	36%	35%	38%	33%	29%	33%	30%	27%	41%	36%	31%	33%	31%	39%	31%	31%	35%	36%
Other (please specify)	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
None are surprising connections	24%	26%	22%	13%	15%	29%	35%	23%	30%	28%	16%	22%	23%	18%	31%	21%	20%	22%	27%	24%

IT COSTS
MORE THAN
YOU THINK

Q. 8:
HOW IMPORTANT ARE THE FOLLOWING TO YOU PERSONALLY?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Loss of revenue that could fund public services																				
Very important	55%	55%	55%	41%	50%	56%	69%	57%	51%	59%	54%	54%	57%	49%	56%	57%	48%	47%	60%	61%
Slightly important	36%	36%	35%	46%	41%	33%	26%	35%	39%	36%	36%	34%	35%	42%	32%	35%	37%	41%	34%	30%
Not important	9%	9%	10%	13%	10%	10%	5%	8%	10%	5%	10%	12%	8%	9%	12%	8%	15%	12%	6%	9%
Closing of small businesses & corner shops in my area																				
Very important	51%	50%	51%	40%	43%	54%	63%	54%	52%	46%	46%	46%	52%	51%	51%	53%	49%	45%	56%	53%
Slightly important	38%	39%	37%	44%	43%	36%	31%	36%	39%	41%	41%	40%	37%	41%	33%	38%	36%	43%	36%	35%
Not important	11%	11%	12%	15%	14%	10%	6%	10%	9%	13%	13%	13%	11%	9%	16%	9%	15%	13%	9%	12%
Development of organised criminal networks in the UK																				
Very important	58%	57%	60%	46%	54%	60%	70%	59%	58%	60%	63%	58%	58%	52%	54%	56%	45%	55%	63%	63%
Slightly important	32%	34%	30%	43%	34%	30%	24%	29%	33%	28%	29%	32%	32%	35%	36%	36%	40%	35%	29%	27%
Not important	10%	10%	10%	11%	12%	11%	6%	12%	9%	12%	8%	10%	10%	13%	11%	8%	15%	11%	8%	10%
Increased crime & violence in my local communities																				
Very important	64%	66%	62%	53%	61%	67%	70%	59%	64%	60%	66%	61%	63%	66%	61%	66%	55%	59%	69%	65%
Slightly important	28%	26%	30%	36%	30%	24%	25%	29%	28%	27%	25%	32%	31%	28%	29%	27%	31%	32%	26%	25%
Not important	8%	8%	9%	11%	9%	8%	6%	12%	8%	13%	8%	7%	6%	6%	10%	8%	13%	9%	9%	10%
Loss of revenue that could fund public services																				
Important	91%	91%	90%	87%	90%	90%	95%	92%	90%	95%	90%	88%	92%	91%	88%	92%	85%	88%	94%	91%
Not Important	9%	9%	10%	13%	10%	10%	5%	8%	10%	5%	10%	12%	8%	9%	12%	8%	15%	12%	6%	9%
Closing of small businesses & corner shops in my area																				
Important	89%	89%	88%	85%	86%	90%	94%	90%	91%	87%	87%	87%	89%	91%	84%	91%	85%	88%	91%	88%
Not Important	11%	11%	12%	15%	14%	10%	6%	10%	9%	13%	13%	13%	11%	9%	16%	9%	15%	12%	9%	12%
Development of organised criminal networks in the UK																				
Important	90%	90%	90%	89%	88%	89%	94%	88%	91%	88%	92%	90%	90%	87%	89%	92%	85%	89%	92%	90%
Not Important	10%	10%	10%	11%	12%	11%	6%	12%	9%	12%	8%	10%	10%	13%	11%	8%	15%	11%	8%	10%
Increased crime & violence in my local communities																				
Important	92%	92%	91%	89%	91%	92%	94%	90%	92%	87%	92%	93%	94%	94%	90%	92%	87%	91%	95%	90%
Not Important	8%	8%	9%	11%	9%	8%	6%	10%	8%	13%	8%	7%	6%	6%	10%	8%	13%	9%	5%	10%

IT COSTS
MORE THAN
YOU THINK

Q. 9:
WHICH OF THE FOLLOWING STATEMENTS BEST REFLECTS YOUR OPINION ON THE TRADE OF ILLEGAL TOBACCO?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
It is a serious issue that requires stricter enforcement	38%	36%	39%	28%	35%	35%	51%	38%	37%	31%	45%	34%	37%	34%	38%	37%	31%	30%	40%	49%
It is an issue, but not a top priority	39%	41%	38%	39%	37%	42%	37%	39%	41%	42%	32%	41%	41%	38%	40%	38%	35%	40%	43%	33%
It is not a big problem	10%	9%	12%	17%	13%	9%	5%	8%	10%	13%	10%	12%	11%	13%	9%	10%	14%	14%	8%	8%
It is not a problem at all	3%	3%	4%	4%	4%	5%	1%	7%	2%	4%	3%	2%	2%	11%	4%	4%	7%	4%	2%	3%
I don't know	10%	12%	8%	13%	11%	9%	6%	9%	10%	10%	9%	12%	9%	4%	9%	11%	13%	13%	7%	8%
Serious issue	38%	36%	39%	28%	35%	35%	51%	38%	37%	31%	45%	34%	37%	34%	38%	37%	31%	30%	40%	49%
Not a priority	39%	41%	38%	39%	37%	42%	37%	39%	41%	42%	32%	41%	41%	38%	40%	38%	35%	40%	43%	33%
Not a problem	14%	12%	15%	21%	16%	13%	6%	14%	12%	17%	13%	14%	13%	24%	13%	14%	21%	17%	10%	11%

IT COSTS
MORE THAN
YOU THINK

Q. 10:
HOW CONCERNING DO YOU FIND THE FOLLOWING CONSEQUENCES OF ILLEGAL TOBACCO TRADE?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65-yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Loss of tax revenue that could fund public services																				
Very concerning	52%	51%	53%	40%	50%	51%	64%	53%	51%	49%	52%	49%	53%	48%	54%	51%	45%	45%	55%	61%
Slightly concerning	39%	41%	37%	49%	41%	38%	31%	36%	41%	44%	40%	41%	36%	43%	37%	41%	37%	43%	39%	33%
Not concerning	9%	8%	10%	11%	10%	11%	5%	10%	9%	7%	8%	10%	10%	9%	10%	8%	18%	12%	6%	7%
Damage to small businesses and local retailers																				
Very concerning	53%	52%	54%	39%	49%	55%	64%	54%	55%	44%	50%	53%	53%	53%	52%	50%	45%	46%	57%	58%
Slightly concerning	40%	42%	39%	53%	42%	37%	33%	38%	39%	49%	44%	40%	40%	41%	37%	43%	43%	45%	38%	36%
Not concerning	7%	7%	8%	8%	9%	8%	3%	8%	6%	6%	7%	7%	7%	6%	11%	7%	12%	9%	5%	6%
Encouragement and funding of organised crime (like drug and human trafficking)																				
Very concerning	66%	67%	64%	56%	61%	66%	77%	67%	68%	57%	67%	65%	61%	67%	66%	67%	56%	58%	73%	69%
Slightly concerning	29%	28%	30%	37%	33%	27%	20%	25%	27%	39%	28%	31%	31%	27%	28%	29%	33%	35%	24%	25%
Not concerning	6%	5%	7%	7%	6%	7%	3%	8%	5%	5%	5%	4%	7%	6%	6%	4%	11%	7%	3%	6%
Increased crime and violence in local communities																				
Very concerning	63%	65%	61%	53%	59%	67%	68%	60%	63%	53%	67%	60%	64%	68%	63%	63%	56%	58%	68%	64%
Slightly concerning	31%	30%	32%	39%	34%	27%	27%	32%	32%	38%	27%	35%	29%	23%	29%	32%	32%	34%	28%	30%
Not concerning	6%	5%	7%	8%	7%	7%	4%	8%	6%	9%	5%	4%	7%	9%	8%	5%	11%	8%	4%	6%
Loss of tax revenue that could fund public services																				
Concerning	91%	92%	90%	89%	90%	89%	95%	90%	91%	93%	92%	90%	90%	91%	90%	92%	82%	88%	94%	93%
Not concerning	9%	8%	10%	11%	10%	11%	5%	10%	9%	7%	8%	10%	10%	9%	10%	8%	18%	12%	6%	7%
Damage to small businesses and local retailers																				
Concerning	93%	93%	92%	92%	91%	92%	97%	92%	94%	94%	93%	93%	93%	94%	89%	93%	88%	91%	95%	94%
Not concerning	7%	7%	8%	8%	9%	8%	3%	8%	6%	6%	7%	7%	7%	6%	11%	7%	12%	9%	5%	6%
Encouragement and funding of organised crime (like drug and human trafficking)																				
Concerning	94%	95%	93%	93%	94%	93%	98%	92%	95%	95%	95%	96%	93%	94%	94%	96%	89%	93%	97%	94%
Not concerning	6%	5%	7%	7%	6%	7%	2%	8%	5%	5%	5%	4%	7%	6%	6%	4%	11%	7%	3%	6%
Increased crime and violence in local communities																				
Concerning	94%	95%	93%	92%	93%	93%	96%	92%	94%	91%	95%	96%	93%	91%	92%	95%	89%	92%	96%	94%
Not concerning	6%	5%	7%	8%	7%	7%	4%	8%	6%	9%	5%	4%	7%	9%	8%	5%	11%	8%	4%	6%

Q. 11:
WHICH OF THE FOLLOWING GROUPS HARMED BY TOBACCO TRADE ARE MOST CONCERNING TO YOU?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS								MONTHLY FINANCIAL SITUATION				
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	237	257	299	978	1,081	644
UK taxpayers who indirectly bear the cost through lost taxation																				
Very concerning	54%	55%	53%	39%	52%	56%	65%	57%	53%	48%	53%	55%	57%	46%	53%	53%	54%	49%	57%	58%
Slightly concerning	38%	39%	38%	50%	41%	35%	31%	35%	41%	43%	40%	35%	36%	42%	37%	43%	36%	42%	38%	35%
Not concerning	8%	6%	9%	11%	7%	8%	4%	8%	6%	10%	6%	11%	8%	12%	10%	5%	11%	9%	5%	8%
Local business struggling to compete with illegal sellers																				
Very concerning	53%	53%	52%	41%	50%	53%	65%	53%	55%	50%	51%	51%	54%	53%	56%	47%	49%	47%	55%	59%
Slightly concerning	40%	41%	39%	50%	42%	39%	31%	39%	38%	39%	41%	43%	39%	40%	35%	47%	40%	43%	40%	34%
Not concerning	7%	6%	9%	9%	8%	8%	4%	8%	7%	12%	8%	6%	7%	7%	9%	6%	11%	9%	5%	7%
The government losing revenue that could be reinvested in essential public services																				
Very concerning	49%	49%	49%	39%	46%	47%	62%	49%	50%	49%	49%	46%	52%	45%	50%	46%	43%	42%	52%	56%
Slightly concerning	41%	42%	40%	49%	43%	41%	32%	40%	40%	42%	42%	43%	39%	41%	41%	45%	41%	46%	41%	34%
Not concerning	10%	9%	11%	12%	10%	11%	6%	11%	10%	9%	9%	12%	9%	14%	9%	9%	16%	12%	7%	9%
Public services losing vital funding																				
Very concerning	55%	55%	55%	41%	51%	56%	68%	57%	55%	55%	55%	55%	56%	51%	56%	51%	48%	48%	60%	60%
Slightly concerning	38%	39%	36%	49%	41%	36%	27%	35%	39%	38%	37%	39%	37%	34%	36%	43%	40%	43%	34%	33%
Not concerning	7%	6%	8%	9%	7%	8%	5%	9%	7%	7%	7%	6%	7%	14%	8%	6%	12%	9%	5%	7%
Communities experiencing increased crime and violent or anti-social behaviour																				
Very concerning	63%	66%	60%	51%	61%	64%	71%	64%	63%	53%	66%	62%	64%	59%	62%	59%	56%	57%	69%	63%
Slightly concerning	32%	30%	33%	42%	33%	29%	26%	28%	33%	40%	29%	34%	31%	30%	30%	39%	35%	36%	27%	31%
Not concerning	6%	4%	7%	7%	6%	6%	3%	8%	5%	8%	5%	4%	5%	11%	8%	3%	10%	7%	3%	6%
Victims of organised crime, including those affected by human trafficking and exploitation																				
Very concerning	65%	66%	63%	55%	60%	66%	75%	67%	67%	60%	65%	64%	65%	63%	58%	65%	58%	59%	71%	66%
Slightly concerning	29%	30%	29%	39%	32%	26%	22%	26%	27%	34%	30%	28%	28%	32%	34%	33%	30%	34%	25%	28%
Not concerning	6%	4%	8%	7%	8%	7%	4%	7%	6%	6%	6%	8%	7%	6%	8%	3%	12%	7%	4%	6%
UK taxpayers who indirectly bear the cost through lost taxation																				
Concerning	92%	94%	91%	89%	93%	92%	96%	92%	94%	90%	94%	89%	92%	88%	90%	95%	89%	91%	95%	92%
Not concerning	8%	6%	9%	11%	7%	8%	4%	8%	6%	10%	6%	11%	8%	12%	10%	5%	11%	9%	5%	8%
Local business struggling to compete with illegal sellers																				
Concerning	93%	94%	91%	91%	92%	92%	96%	92%	93%	88%	92%	94%	93%	93%	91%	94%	89%	91%	95%	93%
Not concerning	7%	6%	9%	9%	8%	8%	4%	8%	7%	12%	8%	6%	7%	7%	9%	6%	11%	9%	5%	7%
The government losing revenue that could be reinvested in essential public services																				
Concerning	90%	91%	89%	88%	90%	89%	94%	89%	90%	91%	91%	88%	91%	86%	91%	91%	84%	88%	93%	91%
Not concerning	10%	9%	11%	12%	10%	11%	6%	11%	10%	9%	9%	12%	9%	14%	9%	9%	16%	12%	7%	9%
Public services losing vital funding																				
Concerning	93%	94%	92%	91%	93%	92%	95%	91%	93%	93%	93%	94%	93%	85%	92%	94%	88%	91%	95%	93%
Not concerning	7%	6%	8%	9%	7%	8%	5%	9%	7%	7%	7%	6%	7%	15%	8%	6%	12%	9%	5%	7%
Communities experiencing increased crime and violent or anti-social behaviour																				
Concerning	94%	96%	93%	93%	94%	94%	97%	92%	95%	92%	95%	96%	95%	89%	92%	97%	90%	93%	97%	94%
Not concerning	6%	4%	7%	7%	6%	6%	3%	8%	5%	8%	5%	4%	5%	11%	8%	3%	10%	7%	3%	6%
Victims of organised crime, including those affected by human trafficking and exploitation																				
Concerning	94%	95%	92%	93%	92%	93%	96%	93%	94%	94%	94%	92%	93%	94%	92%	97%	88%	93%	96%	94%
Not concerning	6%	5%	8%	7%	8%	7%	4%	7%	6%	6%	6%	8%	7%	6%	8%	3%	12%	7%	4%	6%

IT COSTS
MORE THAN
YOU THINK

Q. 12:
IF YOU SAW AN AWARENESS CAMPAIGN ABOUT ILLEGAL TOBACCO, WHICH
MESSAGE(S) WOULD BE MOST LIKELY TO MAKE YOU STOP AND THINK?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Illegal tobacco fuels organised crime and serious offense including human trafficking	53%	53%	52%	47%	48%	53%	61%	51%	51%	49%	56%	50%	54%	51%	53%	56%	45%	45%	60%	56%
Illegal tobacco costs taxpayers and drains funding from public services	38%	36%	40%	26%	33%	39%	50%	38%	36%	43%	40%	39%	36%	38%	41%	35%	28%	35%	41%	42%
Illegal tobacco threatens small businesses and local retailers	33%	30%	36%	29%	31%	32%	41%	34%	34%	39%	34%	33%	32%	43%	28%	30%	29%	31%	35%	35%
Illegal tobacco increases crime in local communities	39%	39%	40%	39%	37%	39%	42%	39%	37%	34%	39%	42%	45%	46%	37%	38%	29%	36%	44%	42%
None of these would be me stop and think	13%	13%	12%	11%	11%	15%	12%	14%	14%	13%	6%	16%	13%	8%	17%	12%	19%	14%	10%	13%

IT COSTS
MORE THAN
YOU THINK

Q. 14:
WHICH OF THE FOLLOWING STYLES OF MESSAGING WOULD BE MOST EFFECTIVE
IN MAKING YOU ENGAGE WITH AN ANTI-ILLEGAL TOBACCO CAMPAIGN?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z [18 - 29yrs]	Millennial [30 - 44yrs]	Gen X [45 - 64yrs]	Baby Boomer [65+yrs]	North [East & West]	South [East & West]	Wales	London	East of England	Midlands [East & West]	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Hard-hitting and shocking facts exposing the realities of illegal tobacco																				
1	35%	34%	35%	27%	25%	39%	45%	36%	36%	40%	30%	33%	36%	30%	35%	31%	33%	33%	37%	34%
2	23%	25%	21%	20%	21%	24%	26%	23%	23%	17%	22%	26%	20%	24%	26%	27%	23%	24%	23%	22%
3	17%	17%	17%	20%	19%	16%	15%	17%	16%	20%	19%	16%	19%	18%	13%	19%	16%	18%	16%	17%
4	13%	13%	14%	17%	18%	12%	8%	10%	14%	12%	15%	14%	14%	15%	13%	14%	15%	13%	12%	16%
5	12%	11%	13%	16%	17%	10%	6%	14%	11%	11%	14%	11%	11%	13%	13%	10%	14%	12%	11%	12%
Emotional and story-telling driven accounts of people's real-life experiences																				
1	17%	19%	15%	20%	19%	17%	12%	18%	17%	15%	18%	16%	17%	16%	15%	17%	19%	18%	17%	13%
2	20%	22%	19%	20%	18%	22%	22%	20%	22%	21%	19%	19%	21%	21%	17%	21%	19%	22%	20%	19%
3	18%	19%	18%	19%	17%	20%	18%	19%	18%	13%	20%	16%	18%	22%	19%	20%	17%	19%	19%	18%
4	20%	18%	22%	23%	21%	17%	20%	20%	19%	24%	19%	24%	19%	23%	18%	19%	23%	20%	18%	20%
5	25%	22%	27%	19%	25%	25%	28%	23%	25%	27%	24%	25%	25%	18%	31%	22%	22%	21%	25%	30%
Straightforward and fact-based approach																				
1	24%	23%	24%	21%	21%	24%	28%	21%	24%	20%	18%	28%	25%	34%	25%	27%	21%	23%	24%	26%
2	23%	22%	24%	22%	20%	25%	23%	22%	22%	32%	24%	28%	21%	14%	24%	20%	22%	22%	25%	22%
3	21%	21%	21%	19%	21%	20%	22%	21%	22%	19%	23%	17%	18%	13%	23%	22%	20%	21%	22%	20%
4	17%	17%	17%	18%	18%	18%	14%	19%	17%	17%	19%	15%	19%	16%	15%	14%	19%	20%	16%	15%
5	15%	17%	14%	20%	18%	13%	12%	17%	16%	12%	16%	11%	17%	23%	12%	16%	18%	15%	14%	17%
Educational and informative explanations that break down the issue clearly																				
1	16%	15%	16%	22%	21%	13%	9%	15%	15%	14%	24%	13%	13%	16%	17%	15%	15%	17%	15%	17%
2	19%	18%	21%	21%	22%	17%	18%	21%	18%	18%	18%	16%	22%	20%	19%	19%	22%	17%	18%	22%
3	23%	23%	23%	19%	21%	25%	25%	21%	23%	25%	18%	29%	25%	18%	20%	24%	25%	14%	22%	22%
4	23%	25%	21%	20%	20%	24%	27%	23%	25%	17%	21%	22%	23%	27%	26%	22%	21%	21%	26%	22%
5	19%	19%	19%	18%	15%	21%	22%	21%	19%	26%	19%	19%	17%	19%	17%	20%	16%	21%	20%	17%
Solution-focused messaging that empowers me to feel part of the solution																				
1	9%	8%	10%	11%	13%	8%	6%	10%	9%	12%	11%	10%	9%	4%	8%	9%	12%	9%	8%	10%
2	15%	14%	15%	17%	19%	13%	11%	14%	16%	12%	17%	11%	15%	21%	13%	13%	13%	15%	14%	15%
3	21%	20%	21%	23%	22%	20%	20%	22%	21%	23%	19%	22%	20%	28%	25%	15%	22%	19%	21%	24%
4	27%	27%	26%	22%	22%	29%	31%	28%	25%	29%	27%	24%	26%	19%	28%	30%	22%	26%	28%	27%
5	29%	30%	27%	27%	24%	31%	32%	26%	30%	24%	26%	33%	30%	27%	26%	32%	30%	30%	30%	24%
Average																				
Hard-hitting and shocking facts exposing the realities of illegal tobacco	2	2	2	3	3	2	2	2	2	2	3	2	2	3	2	2	3	2	2	3
Emotional and story-telling driven accounts of people's real-life experiences	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Straightforward and fact-based approach	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Educational and informative explanations that break down the issue clearly	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Solution-focused messaging that empowers me to feel part of the solution	4	4	3	3	3	4	4	3	4	3	3	4	4	3	4	4	3	4	4	3

IT COSTS
MORE THAN
YOU THINK

Q. 15:

HOW IMPORTANT ARE EACH OF THE FOLLOWING WHEN IT COMES TO A
COMPANY'S COMMUNICATIONS ON TACKLING ILLEGAL TOBACCO TRADING?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Provides clear, data-backed evidence to justify claims about illegal tobacco trading's impact																				
Very important	59%	58%	60%	44%	54%	62%	72%	57%	59%	55%	59%	60%	60%	56%	60%	61%	46%	51%	65%	67%
Slightly important	29%	29%	29%	36%	33%	27%	21%	32%	27%	37%	30%	28%	26%	31%	28%	26%	33%	31%	28%	24%
Not important	6%	5%	7%	12%	6%	5%	3%	5%	6%	6%	5%	5%	7%	8%	5%	8%	9%	8%	4%	5%
I don't know	6%	8%	4%	8%	7%	6%	4%	6%	7%	2%	6%	6%	7%	4%	6%	5%	11%	9%	4%	5%
Takes real, visible action to mitigate the harms of illegal tobacco beyond just raising awareness																				
Very important	59%	60%	57%	47%	53%	60%	71%	60%	59%	58%	63%	57%	53%	57%	61%	59%	46%	51%	66%	63%
Slightly important	29%	27%	31%	36%	32%	29%	21%	27%	29%	30%	25%	29%	33%	31%	27%	29%	33%	32%	26%	27%
Not important	6%	5%	7%	10%	8%	5%	3%	6%	6%	9%	4%	8%	7%	8%	6%	6%	10%	8%	4%	4%
I don't know	6%	8%	5%	7%	7%	6%	5%	6%	7%	2%	7%	6%	7%	4%	6%	6%	11%	9%	3%	5%
Is transparent about its motivations and why it is taking a stance on this issue																				
Very important	54%	55%	54%	41%	51%	57%	65%	54%	55%	58%	56%	53%	53%	48%	56%	53%	45%	49%	58%	60%
Slightly important	32%	31%	33%	38%	34%	32%	26%	33%	31%	29%	32%	34%	30%	36%	33%	36%	33%	33%	33%	30%
Not important	7%	6%	8%	13%	8%	5%	4%	7%	8%	7%	4%	7%	9%	9%	6%	6%	10%	9%	6%	5%
I don't know	7%	8%	5%	8%	7%	7%	5%	5%	7%	7%	7%	6%	8%	7%	6%	5%	11%	10%	4%	5%
Engages with independent experts and outside voices to provide a balanced perspective																				
Very important	46%	47%	46%	38%	46%	49%	50%	49%	46%	40%	49%	44%	47%	42%	46%	45%	42%	42%	50%	49%
Slightly important	39%	39%	40%	44%	38%	37%	38%	37%	39%	45%	37%	43%	36%	44%	42%	40%	37%	40%	39%	39%
Not important	7%	6%	9%	9%	8%	7%	7%	8%	8%	10%	7%	8%	8%	8%	4%	8%	12%	8%	6%	6%
I don't know	7%	9%	6%	9%	8%	7%	6%	6%	7%	5%	6%	6%	9%	6%	8%	8%	10%	10%	5%	6%
Regularly updates the public on the issue and any progress being made																				
Very important	48%	50%	47%	37%	51%	49%	55%	49%	47%	47%	54%	49%	46%	54%	46%	48%	45%	43%	50%	56%
Slightly important	38%	37%	39%	43%	35%	39%	35%	37%	39%	39%	33%	38%	39%	32%	42%	39%	35%	40%	40%	33%
Not important	7%	5%	9%	11%	7%	6%	6%	7%	6%	10%	6%	9%	7%	4%	6%	9%	9%	7%	7%	7%
I don't know	7%	8%	5%	9%	7%	6%	4%	6%	7%	4%	7%	5%	8%	10%	6%	5%	11%	10%	4%	5%
Provides clear, data-backed evidence to justify claims about illegal tobacco trading's impact																				
Important	88%	87%	88%	80%	87%	89%	93%	89%	86%	92%	89%	88%	86%	88%	89%	87%	80%	83%	93%	90%
Not important	6%	5%	7%	12%	6%	5%	3%	5%	6%	6%	5%	5%	7%	8%	5%	8%	9%	8%	4%	5%
Takes real, visible action to mitigate the harms of illegal tobacco beyond just raising awareness																				
Important	88%	87%	88%	82%	85%	89%	92%	88%	88%	88%	89%	86%	87%	88%	88%	88%	79%	83%	92%	91%
Not important	6%	5%	7%	10%	8%	5%	3%	6%	6%	9%	4%	6%	7%	8%	6%	6%	10%	8%	4%	4%
Is transparent about its motivations and why it is taking a stance on this issue																				
Important	87%	86%	87%	80%	85%	88%	91%	88%	85%	86%	88%	87%	83%	84%	88%	89%	79%	82%	91%	90%
Not important	7%	6%	8%	13%	8%	5%	4%	7%	8%	7%	4%	7%	9%	9%	6%	6%	10%	9%	6%	5%
Engages with independent experts and outside voices to provide a balanced perspective																				
Important	85%	86%	85%	82%	84%	86%	88%	86%	85%	85%	86%	87%	83%	86%	88%	84%	78%	82%	89%	88%
Not important	7%	6%	9%	9%	8%	7%	7%	8%	8%	10%	7%	8%	8%	8%	4%	8%	12%	8%	6%	6%
Regularly updates the public on the issue and any progress being made																				
Important	86%	87%	86%	80%	86%	86%	90%	86%	87%	86%	87%	87%	85%	86%	88%	87%	80%	83%	90%	88%
Not important	7%	6%	9%	11%	7%	6%	6%	7%	6%	10%	6%	9%	7%	4%	6%	9%	9%	7%	7%	7%

IT COSTS
MORE THAN
YOU THINK

Q. 16:

HOW LIKELY WOULD YOU BE TO TAKE ACTION AGAINST ILLEGAL TOBACCO IN THE FOLLOWING WAYS?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Advocate for stricter regulations and enforcement measures (sign a petition...)																				
Unlikely	24%	24%	23%	19%	19%	28%	26%	24%	24%	28%	15%	28%	25%	21%	28%	22%	26%	26%	24%	19%
Somewhat Likely	41%	42%	39%	46%	41%	39%	37%	41%	39%	39%	40%	42%	41%	38%	39%	45%	44%	44%	39%	36%
Very likely	36%	34%	37%	35%	40%	33%	37%	35%	37%	33%	45%	30%	34%	41%	33%	33%	30%	30%	37%	45%
Support increased penalties for sellers																				
Unlikely	17%	17%	16%	16%	15%	20%	14%	15%	16%	23%	14%	21%	17%	10%	19%	15%	21%	21%	13%	14%
Somewhat Likely	38%	40%	36%	46%	40%	36%	33%	34%	39%	39%	38%	36%	39%	46%	38%	40%	43%	42%	38%	30%
Very likely	45%	43%	48%	37%	45%	45%	53%	50%	45%	39%	48%	43%	45%	44%	43%	45%	36%	38%	49%	56%
Report suspected illegal tobacco sales to authorities																				
Unlikely	27%	26%	27%	21%	20%	32%	30%	26%	29%	36%	19%	29%	25%	29%	35%	21%	29%	30%	24%	24%
Somewhat Likely	40%	43%	36%	42%	39%	40%	38%	39%	39%	36%	37%	38%	43%	43%	38%	47%	40%	42%	41%	34%
Very likely	32%	30%	37%	36%	40%	29%	32%	36%	33%	28%	44%	33%	32%	29%	28%	32%	31%	28%	35%	42%
Sharing awareness content about the issue																				
Unlikely	32%	32%	31%	21%	21%	35%	46%	33%	34%	36%	20%	39%	30%	28%	42%	28%	25%	32%	43%	31%
Somewhat Likely	40%	42%	38%	41%	38%	41%	39%	37%	42%	41%	38%	36%	40%	42%	36%	45%	43%	44%	38%	34%
Very likely	29%	26%	31%	38%	41%	24%	15%	31%	24%	23%	42%	25%	31%	30%	21%	26%	33%	24%	28%	34%
Choosing to buy from legal, tax-paid sources only																				
Unlikely	15%	14%	15%	13%	12%	18%	19%	19%	12%	9%	9%	20%	17%	14%	17%	16%	14%	19%	12%	13%
Somewhat Likely	30%	33%	28%	38%	31%	28%	12%	27%	32%	27%	24%	26%	34%	32%	33%	40%	42%	36%	22%	26%
Very likely	55%	53%	57%	49%	57%	54%	69%	54%	56%	64%	67%	55%	49%	54%	50%	44%	44%	45%	66%	62%
Check packaging and tax stamps on tobacco products before purchasing																				
Unlikely	17%	18%	16%	17%	11%	23%	18%	19%	17%	21%	11%	25%	16%	9%	18%	19%	20%	20%	16%	11%
Somewhat Likely	36%	39%	34%	39%	37%	36%	28%	38%	35%	35%	30%	36%	41%	46%	38%	37%	42%	45%	32%	28%
Very likely	47%	43%	50%	44%	51%	41%	54%	43%	48%	44%	60%	39%	43%	45%	44%	45%	39%	35%	52%	61%
Participate in community discussions or local forums on the topic																				
Unlikely	40%	42%	39%	23%	24%	48%	59%	41%	44%	43%	27%	50%	37%	29%	47%	39%	32%	40%	45%	38%
Somewhat Likely	37%	38%	35%	45%	40%	35%	30%	34%	37%	35%	35%	32%	40%	46%	39%	38%	44%	41%	35%	31%
Very likely	23%	20%	26%	32%	36%	18%	10%	25%	19%	22%	38%	18%	23%	25%	13%	23%	24%	19%	20%	32%
Share a social media post raising awareness of illegal tobacco																				
Unlikely	42%	41%	42%	25%	24%	46%	66%	42%	44%	48%	28%	49%	40%	36%	48%	43%	32%	42%	46%	38%
Somewhat Likely	33%	35%	32%	43%	38%	31%	24%	30%	33%	30%	33%	29%	37%	41%	34%	36%	42%	38%	30%	28%
Very likely	25%	24%	26%	31%	38%	22%	10%	28%	22%	21%	40%	23%	23%	24%	18%	21%	26%	20%	24%	33%
Advocate for stricter regulations and enforcement measures (sign a petition...)																				
Unlikely	24%	24%	23%	19%	19%	28%	26%	24%	24%	28%	15%	28%	25%	21%	28%	22%	26%	26%	24%	19%
Likely	76%	76%	77%	81%	81%	72%	74%	76%	76%	72%	85%	72%	75%	79%	72%	78%	74%	74%	76%	81%
Support increased penalties for sellers																				
Unlikely	17%	17%	16%	16%	15%	20%	14%	15%	16%	23%	14%	21%	17%	10%	19%	15%	21%	21%	13%	14%
Likely	83%	83%	84%	84%	85%	80%	86%	85%	84%	77%	86%	79%	83%	90%	81%	85%	79%	79%	87%	86%
Report suspected illegal tobacco sales to authorities																				
Unlikely	27%	26%	27%	21%	20%	32%	30%	26%	29%	36%	19%	29%	25%	29%	35%	21%	29%	30%	24%	24%
Likely	73%	74%	73%	79%	80%	68%	70%	74%	71%	64%	81%	71%	75%	71%	65%	79%	71%	70%	76%	76%
Sharing awareness content about the issue																				
Unlikely	32%	32%	31%	21%	21%	35%	46%	33%	34%	36%	20%	39%	30%	28%	42%	28%	25%	32%	34%	31%
Likely	68%	68%	69%	79%	79%	65%	54%	67%	66%	64%	80%	61%	70%	72%	58%	72%	75%	68%	66%	69%
Choosing to buy from legal, tax-paid sources only																				
Unlikely	15%	14%	15%	13%	12%	18%	19%	19%	12%	9%	9%	20%	17%	14%	17%	16%	14%	19%	12%	13%
Likely	85%	86%	85%	87%	88%	82%	81%	81%	88%	91%	91%	80%	83%	86%	83%	84%	86%	81%	88%	87%
Check packaging and tax stamps on tobacco products before purchasing																				
Unlikely	17%	18%	16%	17%	11%	23%	18%	19%	17%	21%	11%	25%	16%	9%	18%	19%	20%	20%	16%	11%
Likely	83%	82%	84%	83%	89%	77%	82%	81%	83%	79%	89%	75%	84%	91%	82%	81%	80%	80%	84%	89%
Participate in community discussions or local forums on the topic																				
Unlikely	40%	42%	39%	23%	24%	48%	59%	41%	44%	43%	27%	50%	37%	29%	47%	39%	32%	40%	45%	38%
Likely	60%	58%	61%	77%	76%	52%	41%	59%	56%	57%	73%	50%	63%	71%	53%	61%	68%	60%	55%	62%
Share a social media post raising awareness of illegal tobacco																				
Unlikely	42%	41%	42%	25%	24%	46%	66%	42%	44%	48%	28%	49%	40%	36%	48%	43%	32%	42%	46%	38%
Likely	58%	59%	58%	75%	76%	54%	34%	58%	56%	52%	72%	51%	60%	64%	52%	57%	68%	58%	54%	62%

IT COSTS
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YOU THINK

Q. 17:
HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT
(PLEASE SELECT ONE COLUMN RESPONSE FOR EACH ROW)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
I don't believe it's my responsibility to take action on illegal tobacco																				
Strongly agree	19%	17%	21%	19%	20%	21%	15%	20%	18%	22%	23%	16%	21%	10%	20%	13%	26%	21%	16%	18%
Slightly agree	38%	42%	34%	39%	37%	37%	39%	38%	39%	39%	33%	41%	32%	52%	40%	44%	40%	40%	38%	33%
Slightly disagree	29%	30%	28%	28%	25%	30%	33%	27%	31%	26%	26%	32%	32%	25%	29%	30%	22%	28%	32%	29%
Strongly disagree	14%	11%	16%	13%	17%	13%	13%	16%	12%	13%	19%	11%	15%	13%	10%	13%	12%	11%	13%	20%
I'm worried about potential repercussions if I report illegal tobacco activities																				
Strongly agree	28%	60%	27%	27%	26%	30%	28%	27%	28%	30%	27%	25%	27%	34%	29%	28%	33%	28%	26%	26%
Slightly agree	42%	45%	40%	42%	45%	42%	40%	43%	42%	34%	44%	43%	42%	45%	41%	47%	44%	46%	43%	37%
Slightly disagree	19%	19%	20%	22%	20%	17%	19%	18%	19%	26%	21%	23%	18%	5%	19%	16%	15%	18%	21%	21%
Strongly disagree	11%	8%	13%	9%	9%	12%	13%	12%	11%	10%	8%	8%	13%	15%	11%	9%	9%	8%	11%	16%
I don't think my actions would make a difference on illegal tobacco																				
Strongly agree	23%	22%	24%	24%	23%	24%	22%	23%	22%	19%	24%	24%	25%	17%	25%	25%	30%	25%	20%	24%
Slightly agree	45%	48%	42%	42%	39%	47%	50%	45%	47%	50%	41%	44%	44%	56%	46%	42%	42%	48%	47%	38%
Slightly disagree	22%	22%	22%	23%	25%	21%	20%	23%	23%	21%	22%	22%	20%	23%	20%	25%	18%	20%	24%	23%
Strongly disagree	10%	8%	11%	11%	13%	8%	7%	9%	8%	9%	13%	10%	11%	5%	9%	8%	10%	6%	10%	15%
Politicians are not doing enough to tackle illegal tobacco trading																				
Strongly agree	36%	35%	37%	28%	30%	38%	45%	38%	35%	30%	37%	27%	38%	39%	37%	36%	37%	33%	37%	38%
Slightly agree	45%	47%	43%	44%	46%	45%	45%	43%	45%	53%	46%	50%	44%	47%	44%	42%	42%	47%	46%	42%
Slightly disagree	14%	14%	15%	21%	19%	11%	9%	14%	15%	12%	11%	18%	14%	6%	15%	16%	15%	15%	13%	13%
Strongly disagree	5%	4%	5%	7%	6%	6%	1%	6%	5%	5%	5%	5%	3%	8%	4%	6%	6%	4%	4%	7%
There is not enough enforcement to stop illegal tobacco sales																				
Strongly agree	37%	36%	37%	26%	30%	39%	49%	38%	41%	40%	35%	34%	37%	35%	36%	30%	39%	34%	37%	39%
Slightly agree	44%	47%	42%	44%	48%	45%	42%	45%	43%	45%	45%	45%	42%	42%	45%	50%	40%	46%	48%	40%
Slightly disagree	14%	12%	15%	20%	16%	12%	8%	12%	11%	14%	13%	14%	16%	17%	15%	15%	13%	15%	11%	14%
Strongly disagree	5%	5%	6%	10%	6%	5%	1%	5%	5%	1%	7%	7%	5%	6%	4%	6%	8%	5%	4%	7%
I am unsure how to identify what tobacco is considered illegal																				
Strongly agree	22%	23%	20%	23%	22%	21%	21%	21%	24%	15%	26%	18%	23%	16%	17%	21%	29%	22%	18%	23%
Slightly agree	42%	45%	39%	40%	42%	41%	44%	39%	39%	52%	38%	49%	40%	50%	50%	44%	34%	45%	44%	37%
Slightly disagree	24%	23%	26%	25%	24%	25%	24%	26%	25%	25%	24%	25%	26%	21%	17%	24%	22%	22%	27%	24%
Strongly disagree	12%	9%	15%	12%	11%	13%	11%	14%	12%	8%	12%	8%	12%	13%	17%	12%	15%	10%	11%	15%
I don't believe it's my responsibility to take action on illegal tobacco																				
Agree	57%	59%	55%	58%	58%	58%	54%	57%	58%	62%	55%	57%	54%	62%	61%	57%	66%	61%	54%	51%
Disagree	47%	41%	45%	42%	42%	42%	46%	43%	42%	38%	45%	43%	46%	38%	39%	43%	34%	39%	46%	49%
I'm worried about potential repercussions if I report illegal tobacco activities																				
Agree	70%	73%	67%	69%	71%	72%	68%	70%	70%	64%	71%	68%	69%	79%	69%	75%	77%	74%	69%	63%
Disagree	30%	27%	33%	31%	29%	28%	32%	30%	30%	36%	29%	32%	31%	21%	31%	25%	23%	26%	31%	37%
I don't think my actions would make a difference on illegal tobacco																				
Agree	68%	70%	67%	66%	62%	71%	73%	68%	69%	70%	65%	68%	69%	73%	71%	67%	72%	74%	66%	62%
Disagree	32%	30%	33%	34%	38%	29%	27%	32%	31%	30%	35%	32%	27%	27%	29%	33%	28%	26%	34%	38%
Politicians are not doing enough to tackle illegal tobacco trading																				
Agree	81%	82%	80%	72%	76%	83%	90%	81%	80%	83%	84%	77%	83%	87%	81%	78%	79%	80%	83%	80%
Disagree	19%	18%	20%	28%	24%	17%	10%	19%	20%	20%	16%	23%	17%	13%	19%	22%	21%	20%	17%	20%
I'm worried about the impact illegal tobacco trade has in my area																				
Agree	65%	67%	63%	72%	68%	64%	59%	66%	61%	57%	77%	61%	65%	63%	61%	69%	72%	74%	66%	62%
Disagree	35%	33%	37%	28%	32%	36%	41%	34%	39%	43%	23%	39%	35%	37%	39%	31%	28%	26%	34%	38%
There is not enough enforcement to stop illegal tobacco sales																				
Agree	81%	84%	79%	70%	78%	83%	90%	83%	84%	84%	80%	79%	79%	77%	82%	80%	79%	79%	85%	79%
Disagree	19%	16%	21%	30%	22%	17%	10%	17%	16%	16%	20%	21%	21%	23%	18%	20%	21%	21%	15%	21%
I am unsure how to identify what tobacco is considered illegal																				
Agree	64%	68%	60%	63%	65%	62%	65%	60%	62%	67%	64%	67%	63%	67%	66%	64%	63%	67%	62%	61%
Disagree	36%	32%	40%	37%	35%	38%	35%	40%	38%	33%	36%	33%	37%	33%	34%	36%	37%	33%	38%	39%

IT COSTS
MORE THAN
YOU THINK

Q. 18:
WHO WOULD YOU REPORT THE SALE OF ILLEGAL TOBACCO TO?
(PLEASE SELECT ALL THAT APPLY)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
I would never report the sale of illegal tobacco	19%	20%	17%	17%	17%	23%	16%	20%	20%	17%	14%	20%	16%	31%	22%	17%	28%	23%	15%	14%
Local authority	25%	23%	27%	35%	34%	20%	16%	28%	25%	27%	36%	17%	23%	23%	21%	22%	21%	24%	25%	31%
Trading Standards (via Citizens Advice consumer helpline)	29%	28%	29%	15%	23%	34%	37%	29%	28%	31%	26%	28%	32%	16%	28%	31%	24%	25%	32%	31%
Police (999)	24%	22%	26%	35%	32%	17%	18%	23%	21%	22%	35%	23%	24%	30%	22%	22%	21%	22%	24%	30%
Police (111)	37%	36%	38%	36%	37%	35%	43%	39%	39%	37%	34%	39%	37%	30%	38%	41%	30%	33%	41%	42%
HMRC fraud hotline	18%	17%	20%	16%	16%	18%	24%	20%	16%	16%	24%	19%	17%	17%	18%	18%	19%	13%	21%	21%
CrimeStoppers	24%	25%	24%	25%	25%	24%	23%	26%	22%	20%	28%	21%	25%	27%	27%	24%	23%	22%	26%	27%

IT COSTS
MORE THAN
YOU THINK

Q. 19:
WHICH SOURCES DO YOU REGULARLY USE FOR INFORMATION AND OPINIONS ON CURRENT AFFAIRS?
(PLEASE SELECT ALL THAT APPLY)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+ yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Social media / messaging	40%	42%	37%	58%	59%	32%	17%	40%	38%	35%	52%	37%	36%	43%	37%	40%	41%	39%	40%	40%
Online forums	15%	13%	17%	25%	23%	11%	4%	13%	13%	15%	25%	11%	15%	12%	17%	12%	13%	13%	14%	21%
Live TV broadcasts	50%	46%	54%	29%	37%	55%	74%	51%	52%	52%	47%	53%	46%	51%	50%	51%	34%	41%	59%	56%
TV streaming service	30%	26%	33%	34%	38%	29%	18%	33%	26%	26%	36%	29%	28%	27%	33%	27%	29%	27%	29%	34%
Radio	38%	34%	41%	30%	37%	41%	40%	37%	38%	39%	40%	38%	37%	36%	38%	33%	28%	33%	43%	41%
Newspaper or magazines (online or print)	35%	32%	38%	22%	31%	34%	51%	34%	34%	37%	43%	31%	31%	44%	37%	33%	21%	26%	41%	44%
Live conversations with people	28%	28%	28%	27%	26%	26%	33%	29%	29%	21%	30%	24%	27%	24%	35%	26%	26%	23%	31%	30%
Emails / Newsletters	17%	15%	19%	19%	21%	15%	15%	18%	17%	14%	22%	17%	17%	14%	15%	14%	20%	16%	16%	20%
Podcasts	16%	13%	19%	21%	25%	13%	6%	14%	12%	16%	29%	13%	14%	13%	19%	12%	15%	12%	16%	22%
Other	2%	1%	3%	2%	2%	2%	3%	2%	2%	3%	1%	2%	2%	0%	3%	4%	1%	2%	2%	3%
None, I do not regularly use any	7%	9%	4%	7%	7%	8%	5%	6%	8%	7%	4%	5%	9%	7%	6%	6%	13%	9%	4%	5%

IT COSTS
MORE THAN
YOU THINK

Q. 20:
WHICH SOCIAL MEDIA / MESSAGING PLATFORMS DO YOU REGULARLY USE FOR INFORMATION AND OPINIONS ON CURRENT AFFAIRS?
(PLEASE SELECT ALL THAT APPLY)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
WhatsApp	40%	39%	42%	50%	48%	53%	61%	51%	51%	49%	56%	50%	54%	51%	53%	56%	45%	45%	60%	56%
Facebook	51%	52%	50%	48%	33%	39%	50%	38%	36%	43%	40%	39%	36%	38%	41%	35%	28%	35%	41%	42%
Instagram	34%	36%	32%	56%	31%	32%	41%	34%	34%	39%	34%	33%	32%	43%	28%	30%	29%	31%	35%	35%
LinkedIn	14%	12%	16%	21%	37%	39%	42%	39%	37%	34%	39%	42%	45%	46%	37%	38%	29%	36%	44%	42%
Snapchat	15%	15%	15%	11%	11%	15%	12%	14%	14%	13%	6%	16%	13%	8%	17%	12%	19%	14%	10%	13%
YouTube	39%	33%	46%	39%	37%	39%	42%	39%	37%	34%	39%	42%	45%	46%	37%	38%	29%	36%	44%	42%
TikTok	28%	29%	26%	11%	11%	15%	12%	14%	14%	13%	6%	16%	13%	8%	17%	12%	19%	14%	10%	13%
X/Twitter	24%	19%	28%	11%	11%	15%	12%	14%	14%	13%	6%	16%	13%	8%	17%	12%	19%	14%	10%	13%
Reddit	9%	6%	11%	39%	37%	39%	42%	39%	37%	34%	39%	42%	45%	46%	37%	38%	29%	36%	44%	42%
Other	2%	1%	2%	11%	11%	15%	12%	14%	14%	13%	6%	16%	13%	8%	17%	12%	19%	14%	10%	13%
None, I do not regularly use any	22%	23%	21%	7%	7%	8%	5%	6%	8%	7%	4%	5%	9%	7%	6%	6%	13%	9%	4%	5%

IT COSTS
MORE THAN
YOU THINK

Q. 21:
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR LEVEL OF ACTIVITY AND REACH ON SOCIAL MEDIA?
(PLEASE SELECT ONE RESPONSE)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
With family and friends only	54%	61%	48%	37%	42%	65%	66%	54%	56%	60%	36%	63%	56%	55%	60%	54%	51%	57%	60%	43%
1,000-9,999 followers	19%	17%	21%	36%	29%	13%	2%	19%	18%	15%	29%	14%	18%	11%	19%	15%	20%	18%	18%	22%
10,000-49,999 followers	4%	3%	5%	8%	9%	2%	0%	5%	3%	3%	11%	2%	4%	3%	3%	6%	6%	3%	3%	8%
50,000-499,999 followers	3%	2%	4%	6%	5%	1%	0%	4%	2%	1%	5%	3%	3%	2%	2%	1%	5%	2%	2%	4%
500,000-999,999 followers	2%	1%	2%	4%	3%	1%	0%	2%	1%	2%	4%	1%	2%	3%	1%	2%	2%	1%	1%	3%
1,000,000+ followers	3%	3%	3%	5%	5%	3%	1%	3%	3%	3%	6%	2%	2%	8%	2%	3%	6%	4%	2%	3%
I do not use social media	15%	12%	17%	4%	6%	16%	30%	14%	17%	16%	9%	15%	14%	18%	13%	19%	10%	15%	15%	15%
Average (number of followers)	72,411	60,029	78,430	124,630	119,858	52,026	11,009	70,809	59,112	59,934	136,775	49,830	63,603	149,064	52,180	59,104	120,002	78,740	46,270	84,541

IT COSTS
MORE THAN
YOU THINK

Q. 22:
WHICH TYPES OF CONTENT ARE MOST LIKELY TO CATCH YOUR ATTENTION WHEN LEARNING ABOUT SOCIAL ISSUES LIKE ILLEGAL TOBACCO TRADING?
(PLEASE SELECT ALL THAT APPLY)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Short videos (<30 seconds)	50%	50%	51%	60%	60%	47%	36%	48%	46%	50%	54%	51%	51%	55%	50%	52%	47%	51%	52%	47%
Long videos (>30 seconds)	19%	14%	23%	25%	24%	16%	11%	21%	16%	12%	28%	11%	19%	18%	18%	20%	17%	19%	17%	22%
Infographics and visuals	20%	19%	22%	25%	25%	19%	13%	21%	18%	15%	26%	16%	23%	25%	21%	16%	15%	17%	24%	22%
Articles and opinion pieces	31%	28%	34%	25%	30%	32%	34%	32%	30%	25%	36%	30%	28%	36%	31%	29%	21%	25%	35%	37%
Interactive content (survey, interactive art..)	20%	20%	20%	30%	30%	14%	10%	19%	19%	19%	32%	17%	18%	20%	16%	16%	17%	17%	20%	25%
In-person events or activations	17%	15%	18%	22%	22%	13%	13%	16%	17%	11%	23%	16%	18%	12%	15%	14%	16%	16%	16%	19%
None of the above would catch my attention	20%	22%	18%	6%	10%	25%	35%	20%	24%	25%	11%	22%	20%	12%	22%	18%	22%	19%	20%	21%

IT COSTS
MORE THAN
YOU THINK

Q. 23:
THE UK GOVERNMENT HAS RECENTLY INCREASED TOBACCO TAXES TO REDUCE SMOKING RATES.
HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (PLEASE SELECT ONE COLUMN RESPONSE FOR EACH ROW)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS								MONTHLY FINANCIAL SITUATION				
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
The increase on tobacco taxes will increase the demand for illegal tobacco.																				
Strongly agree	46%	44%	48%	38%	44%	50%	51%	47%	48%	41%	47%	48%	47%	42%	44%	43%	48%	44%	48%	47%
Slightly agree	34%	34%	34%	32%	34%	33%	38%	36%	32%	42%	32%	33%	32%	44%	35%	40%	31%	34%	36%	33%
Slightly disagree	7%	7%	7%	17%	8%	4%	3%	5%	7%	6%	9%	7%	7%	7%	9%	7%	8%	8%	7%	6%
Strongly disagree	3%	2%	4%	5%	4%	2%	0%	3%	3%	0%	4%	3%	3%	2%	1%	3%	3%	3%	2%	4%
I don't know	9%	12%	7%	9%	10%	11%	8%	9%	10%	10%	8%	10%	11%	6%	11%	8%	11%	12%	7%	9%
Smokers will look for cheaper sources of tobacco by turning to illegal sources.																				
Strongly agree	48%	45%	50%	40%	47%	52%	49%	52%	49%	37%	47%	50%	47%	45%	45%	45%	45%	45%	51%	48%
Slightly agree	36%	38%	34%	35%	35%	33%	41%	34%	35%	43%	34%	32%	35%	41%	39%	39%	33%	37%	35%	36%
Slightly disagree	7%	6%	7%	13%	8%	4%	4%	6%	6%	6%	8%	6%	8%	2%	6%	7%	10%	7%	6%	6%
Strongly disagree	2%	2%	2%	5%	2%	1%	1%	2%	2%	3%	3%	3%	2%	0%	1%	2%	3%	2%	2%	2%
I don't know	8%	10%	6%	7%	7%	10%	6%	6%	7%	10%	8%	9%	8%	12%	9%	7%	9%	9%	7%	8%
The increase on tobacco taxes will increase the demand for illegal tobacco.																				
Agree	81%	79%	83%	70%	78%	83%	89%	83%	81%	84%	79%	80%	79%	86%	79%	82%	78%	78%	84%	80%
Disagree	10%	9%	10%	21%	12%	6%	4%	9%	9%	6%	13%	10%	10%	8%	10%	10%	11%	10%	9%	10%
Smokers will look for cheaper sources of tobacco by turning to illegal sources.																				
Agree	83%	82%	84%	75%	82%	85%	90%	86%	85%	80%	81%	82%	82%	86%	84%	84%	79%	82%	86%	84%
Disagree	9%	8%	9%	18%	11%	5%	4%	8%	8%	10%	11%	9%	10%	2%	7%	9%	13%	9%	7%	8%

IT COSTS
MORE THAN
YOU THINK

Q. 24:

THE UK GOVERNMENT HAS PROPOSED A GENERATIONAL SMOKING BAN, PREVENTING ANYONE BORN AFTER 2009 FROM EVER BUYING TOBACCO LEGALLY. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
The generational smoking ban will increase the demand for illegal tobacco.																				
Strongly agree	41%	38%	43%	35%	42%	44%	41%	44%	42%	37%	43%	37%	38%	41%	39%	43%	42%	39%	42%	40%
Slightly agree	35%	35%	36%	37%	33%	34%	36%	36%	36%	37%	30%	38%	39%	28%	31%	34%	31%	37%	35%	34%
Slightly disagree	10%	11%	10%	15%	12%	8%	9%	8%	10%	8%	12%	12%	10%	13%	13%	11%	12%	9%	10%	12%
Strongly disagree	3%	3%	4%	5%	3%	3%	2%	3%	2%	2%	5%	3%	4%	4%	4%	4%	4%	3%	4%	3%
I don't know	10%	13%	8%	8%	9%	11%	13%	9%	11%	15%	11%	10%	9%	14%	13%	7%	11%	12%	8%	11%
Smokers who will not be able to legally buy tobacco will turn to illegal sources.																				
Strongly agree	45%	42%	48%	38%	46%	49%	46%	46%	50%	36%	44%	42%	43%	53%	45%	43%	47%	43%	47%	45%
Slightly agree	34%	36%	33%	35%	33%	33%	37%	35%	32%	41%	33%	41%	35%	27%	30%	37%	27%	36%	35%	35%
Slightly disagree	9%	8%	9%	14%	10%	6%	7%	7%	7%	9%	10%	6%	11%	8%	10%	10%	12%	9%	9%	7%
Strongly disagree	3%	3%	2%	5%	3%	2%	1%	4%	2%	1%	3%	2%	3%	1%	2%	3%	5%	2%	2%	3%
I don't know	9%	11%	7%	8%	8%	10%	9%	8%	9%	13%	10%	9%	8%	10%	13%	6%	9%	10%	8%	10%
Illegal sellers will see the generational ban as an opportunity to expand their market.																				
Strongly agree	45%	43%	47%	34%	41%	50%	53%	48%	47%	41%	42%	45%	45%	45%	40%	48%	45%	41%	49%	46%
Slightly agree	34%	35%	33%	35%	38%	30%	33%	32%	35%	33%	34%	35%	34%	32%	32%	33%	31%	37%	32%	34%
Slightly disagree	9%	8%	9%	18%	9%	6%	4%	8%	6%	7%	10%	9%	9%	12%	12%	10%	9%	9%	8%	9%
Strongly disagree	3%	2%	3%	5%	3%	2%	1%	3%	2%	4%	4%	2%	3%	0%	3%	2%	5%	2%	3%	3%
I don't know	10%	12%	7%	8%	9%	11%	10%	9%	9%	15%	10%	10%	9%	11%	13%	7%	11%	11%	8%	9%
The generational smoking ban will increase the demand for illegal tobacco.																				
Agree	76%	73%	79%	72%	75%	78%	77%	80%	78%	74%	73%	75%	77%	69%	70%	77%	73%	76%	78%	75%
Disagree	14%	14%	13%	20%	16%	11%	10%	11%	12%	11%	16%	15%	14%	17%	17%	15%	16%	12%	14%	14%
Smokers who will not be able to legally buy tobacco will turn to illegal sources.																				
Agree	80%	78%	81%	73%	79%	82%	83%	82%	82%	77%	77%	83%	78%	81%	76%	80%	74%	79%	81%	81%
Disagree	11%	11%	12%	19%	13%	8%	8%	11%	9%	10%	13%	8%	14%	9%	12%	14%	17%	11%	11%	10%
Illegal sellers will see the generational ban as an opportunity to expand their market.																				
Agree	79%	78%	80%	69%	79%	80%	85%	81%	82%	74%	76%	80%	79%	77%	72%	81%	76%	77%	81%	80%
Disagree	11%	10%	12%	23%	12%	9%	4%	11%	9%	10%	14%	10%	12%	12%	15%	12%	14%	11%	11%	11%

IT COSTS
MORE THAN
YOU THINK

Q. 25:
DO YOU THINK INTERNATIONAL TRADE RESTRICTIONS WILL INCREASE THE PRICE OF LEGAL TOBACCO IN THE UK?
(PLEASE SELECT ONE RESPONSE)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644
Yes, definitely	17%	14%	19%	19%	21%	15%	11%	18%	15%	16%	22%	15%	18%	14%	11%	17%	24%	12%	16%	21%
Yes, probably	42%	44%	41%	46%	43%	42%	40%	42%	42%	44%	43%	40%	41%	46%	45%	43%	37%	43%	47%	38%
No, probably not	13%	10%	15%	15%	16%	10%	11%	13%	12%	12%	12%	13%	13%	14%	12%	14%	15%	14%	10%	14%
No, definitely not	3%	2%	3%	6%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	1%	2%	5%	4%	2%	2%
I don't know	26%	29%	22%	15%	18%	30%	35%	24%	28%	25%	19%	29%	25%	23%	31%	25%	19%	28%	26%	25%
Sum: Yes	59%	58%	60%	65%	64%	57%	52%	60%	57%	60%	66%	56%	59%	60%	56%	59%	61%	55%	62%	59%
Sum: Not likely	15%	12%	18%	20%	18%	13%	13%	16%	15%	15%	16%	16%	16%	17%	13%	16%	20%	18%	12%	16%

IT COSTS
MORE THAN
YOU THINK

Q. 26:
IF THE PRICE OF LEGAL TOBACCO INCREASES, HOW LIKELY IS IT THAT MORE PEOPLE WILL TURN TO CHEAPER, ILLEGAL ALTERNATIVES?
(PLEASE SELECT ONE RESPONSE)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS										MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.	
Unweighted base size	3,000	1,520	1,465	554	789	1,081	576	491	630	127	416	241	527	66	245	257	318	993	1,062	627	
Weighted base size	3,002	1,457	1,545	560	739	981	721	441	672	142	383	280	517	77	253	237	299	978	1,081	644	
Very likely	39%	36%	41%	34%	41%	42%	35%	39%	38%	39%	39%	40%	37%	40%	37%	41%	47%	34%	40%	39%	
Somewhat likely	43%	42%	44%	42%	39%	41%	52%	43%	44%	45%	42%	42%	43%	44%	41%	45%	34%	43%	46%	43%	
Not very likely	7%	7%	7%	12%	9%	5%	4%	8%	7%	6%	7%	8%	7%	12%	7%	5%	9%	8%	5%	7%	
I don't know	11%	15%	8%	12%	11%	12%	10%	10%	11%	11%	12%	11%	13%	4%	15%	10%	10%	14%	9%	11%	
Sum: Likely	82%	78%	85%	76%	80%	83%	86%	82%	83%	83%	81%	81%	80%	83%	78%	85%	81%	78%	86%	82%	
Sum: Not likely	7%	7%	7%	12%	9%	5%	4%	8%	7%	6%	7%	8%	7%	12%	7%	5%	9%	8%	5%	7%	

IT COSTS
MORE THAN
YOU THINK

Q. 27:
DO YOU BELIEVE THAT CHEAPER, ILLEGAL TOBACCO HELPS PEOPLE MANAGE HOUSEHOLD
EXPENSES DURING TIMES OF ECONOMIC PRESSURE? (PLEASE SELECT ONE RESPONSE)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	2,994	1,517	1,462	552	788	1,079	575	490	630	127	415	241	527	65	243	256	318	992	1,059	625
Weighted base size	2,996	1,454	1,541	558	738	979	720	440	672	142	382	280	517	76	250	237	299	977	1,077	642
Yes - it can help people afford tobacco when money is tight	23%	20%	26%	23%	28%	26%	14%	26%	21%	18%	28%	24%	44%	25%	22%	22%	36%	24%	19%	23%
Maybe - I can see why some people might	45%	47%	44%	49%	42%	46%	46%	43%	48%	48%	43%	42%	45%	50%	45%	50%	44%	50%	47%	36%
No - it doesn't justify buying illegal tobacco	31%	33%	30%	28%	31%	28%	40%	31%	32%	34%	29%	34%	33%	25%	33%	28%	20%	26%	34%	40%

IT COSTS
MORE THAN
YOU THINK

Q. 28:
WHICH OF THE FOLLOWING BEST REFLECTS HOW YOU VIEW THE IMPACT OF THE
ILLEGAL TOBACCO TRADE IN THE UK? (PLEASE SELECT ONE RESPONSE)

	TOTAL	GENDER		AGE GROUPS				UK REGIONS									MONTHLY FINANCIAL SITUATION			
		Female	Male	Gen Z (18 - 29yrs)	Millennial (30 - 44yrs)	Gen X (45 - 64yrs)	Baby Boomer (65+yrs)	North (East & West)	South (East & West)	Wales	London	East of England	Midlands (East & West)	Northern Ireland	Scotland	Yorkshire & the Humber	I am increasingly in debt each month, trying to cover basic living costs.	I just manage to cover basic living costs each month.	I have some disposable income each month after covering basic living costs.	I live comfortably without financial concerns around basic living costs.
Unweighted base size	2,995	1,517	1,463	552	787	1,080	576	489	630	127	416	241	525	66	245	256	317	990	1,061	627
Weighted base size	2,998	1,454	1,543	558	737	981	721	439	672	142	383	280	516	77	253	237	299	975	1,080	644
It's not a serious issue and has little to no real-world impact	06%	05%	07%	06%	08%	07%	03%	06%	06%	05%	7%	5%	07%	10%	07%	04%	13%	06%	05%	05%
It's a minor, local issue with limited consequences	14%	12%	14%	21%	16%	13%	07%	13%	12%	17%	15%	11%	15%	18%	13%	15%	21%	16%	12%	10%
It's a wider issue linked to petty or small- scale criminal activity	28%	26%	30%	35%	29%	25%	27%	27%	30%	34%	27%	29%	26%	27%	28%	29%	24%	29%	29%	28%
It's a serious national issue tied to organised crime and public safety threat	38%	39%	38%	25%	34%	40%	51%	41%	39%	29%	38%	39%	39%	39%	38%	38%	26%	31%	43%	47%
I don't know	14%	17%	11%	14%	12%	16%	12%	13%	13%	15%	12%	16%	14%	06%	14%	14%	16%	18%	11%	11%