

SMOKERS' ATTITUDES, AWARENESS AND UNDERSTANDING OF ILLICIT TOBACCO

In autumn 2020, the TMA commissioned a nationwide poll of over 12,000 smokers on their attitudes, awareness and understanding of illicit tobacco.



Key Findings

70%

of those surveyed bought tobacco in the last year that has not been subject to UK tax (not including purchases abroad or Duty Free).

1 in 5

claimed to only buy 'branded' tobacco (i.e. not plain packaged cigarettes or Roll Your Own) even though it has been illegal in the UK since 2016.

Over 3/4

of respondents aged 18-24 have purchased non-UK duty paid tobacco in the last year.

19%

answered that they had reported the sale of illicit tobacco in the past 12 months (up 4% since 2019).

16%

of respondents bought tobacco through social media or websites advertising cheap tobacco since the onset of the 'first lockdown' (compared to 4% before the Covid-19 pandemic).

Landscape Review

RESILIENT:

7 in 10 smokers admit to buying illicit tobacco.

LONDON & NORTHERN IRELAND:

The **top two areas** where people are mostly like to purchase illegal tobacco.

BRANDED TOBACCO:

Despite being banned in the UK for over five years, **20%** of smokers questioned still only buy 'branded' cigarettes or Roll Your Own.

REPORTING ILLICIT TOBACCO:

More people are reporting the sale of illicit tobacco, but it's still less than **1 in 5** smokers who are aware of it.

Percentage of Smokers buying illegal tobacco by region

The survey sample is reflective of the UK by government office regions.

