

**2025**

# **SURVEY ON SMOKING & VAPING**

AN ONLINE SURVEY IN  
JERSEY, GUERNSEY,  
ISLE OF MAN & GIBRALTAR



**Island Global Research**

# CONTENTS

**This report presents findings from a survey on Smoking and Vaping completed by 4,388 residents across Jersey, Guernsey, Isle of Man & Gibraltar in April 2025.**

Introduction and Profile of Respondents	3
Jersey	5
Guernsey	13
Isle of Man	21
Gibraltar	29

## About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

Island Global Research is part of the BWCI Group.

# SMOKING & VAPING SURVEY 2025:

## INTRODUCTION AND PROFILE OF RESPONDENTS

### About the survey

We undertook a survey to understand people's views towards the consumption of tobacco and vape products, its impact and measures in improving the overall health of people in the community.

Online data collection took place between 15 and 23 April 2025. Members of the Island Global Research Panel were invited to participate and it was promoted on social media. Residents aged 18+ were eligible to participate.

1330 Jersey residents, 1451 Guernsey residents, 1468 Isle of Man residents and 139 residents from Gibraltar took part. Survey weights were used to adjust for age and gender differences between the sample and the resident population. Thus, they compensate for different patterns of non-response from different sub-groups of the population, such that survey results can be generalised from the sample back to the population from which they are drawn. The largest weights have been applied to residents aged 80+ and do not exceed 3 in Jersey, Guernsey or the Isle of Man. Percentages in this report refer to weighted results, unless indicated otherwise.

This survey is part of our public health series about the consumption of substances in our communities, which will continue throughout 2025. Our previous report discussed views on alcohol consumption and future surveys will ask about cannabis use.

### Profile of respondents after weighting

	Jersey N=1330	Guernsey N=1451	Isle of Man N=1468	Gibraltar N=139
<b>Age Group</b>				
18 - 39	33%	32%	29%	37%
40 – 64	47%	42%	44%	47%
65+	20%	25%	26%	17%
<b>Gender</b>				
Female	50%	50%	50%	47%
Male	49%	48%	49%	52%
Self-describe	<1%	<1%	<1%	1%
Prefer not to answer	1%	1%	1%	0%
<b>Do you have children under 18 in your household?</b>				
Yes	33%	35%	33%	39%
No	66%	63%	66%	61%
Prefer not to answer	1%	1%	1%	1%
<b>Highest Qualification (or equivalent including professional qualifications)</b>				
None	4%	8%	3%	3%
GCSE / A-Level	40%	39%	39%	48%
Graduate	49%	51%	49%	39%
Prefer not to answer	5%	5%	6%	10%

# SMOKING & VAPING SURVEY 2025:

## INTRODUCTION AND PROFILE OF RESPONDENTS

The survey was not intended to measure incidence of smoking and vaping. The profiling information shows that 15-21% of respondents in each island smoke to some extent and 21-32% in each island vape to some extent.

This reporting focuses on differences in views by age.

Future analysis looking across our substance use series (alcohol, smoking, vaping & cannabis) will seek to understand how attitudes amongst the population towards different substances differ, and if views differ by respondent behaviour with regards to the substance involved.

### About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

From time to time, we also undertake our own research that we hope will be of interest to people living in Jersey, Guernsey and the Isle of Man. This is one of our surveys, and is an opportunity for us to give back to the Island Communities who participate in our market research.

We are very grateful to everyone who completes our surveys. If you would like to participate in our surveys or hear more from us, please go to our website to find out more:  
[www.islandglobalresearch.com](http://www.islandglobalresearch.com).

### Profile of respondents after weighting

Jersey  
N=1330

Guernsey  
N=1451

Isle of Man  
N=1468

Gibraltar  
N=139

### When it comes to smoking, which of the following statement best applies to you?

I have never smoked	34%	40%	41%	32%
I used to smoke, but I have given up now	48%	43%	42%	45%
I smoke, but don't smoke everyday	5%	5%	5%	7%
I smoke everyday	12%	10%	11%	14%
Prefer not to answer	1%	1%	1%	1%

### When it comes to vaping, which of the following statement best applies to you?

I have never vaped	62%	68%	69%	54%
I used to vape, but I have given up now	12%	10%	8%	12%
I vape, but don't vape every day	5%	4%	5%	4%
I vape every day	21%	17%	18%	28%
Prefer not to answer	0%	1%	1%	2%

# SMOKING AND VAPING SURVEY 2025: SUMMARY OF KEY FINDINGS JERSEY

## **Attitudes towards smoking and vaping**

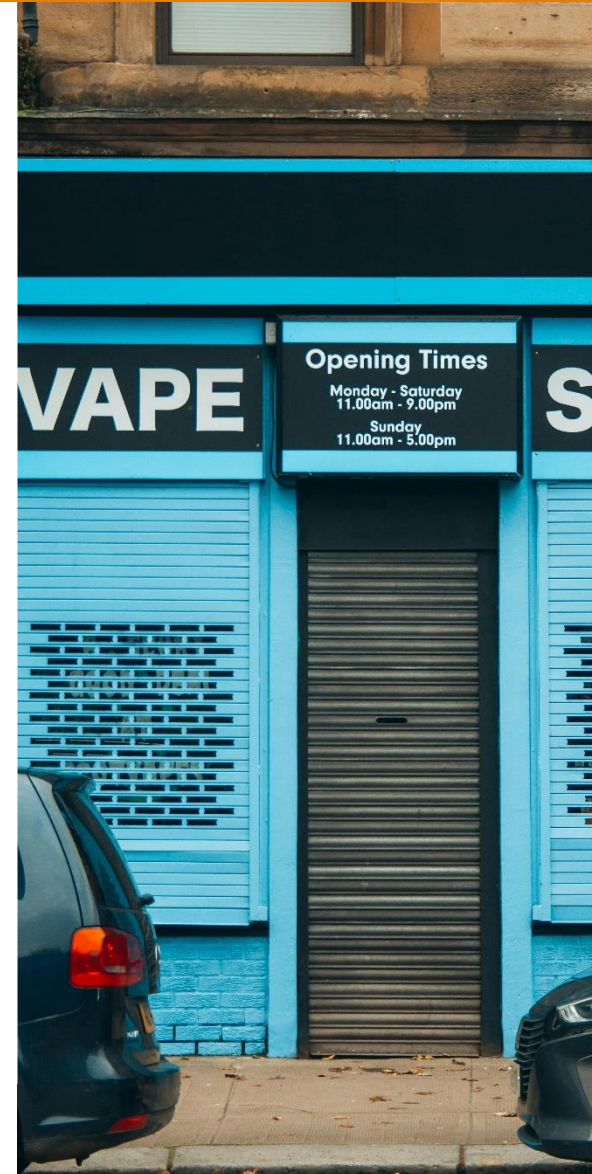
- 45% agree that smoking outside in public is socially acceptable behaviour. This is similar to the 49% that agree vaping outside in public is socially acceptable behaviour.
- 49% agree that smoking in private homes is socially acceptable behaviour. This increases to 58% for vaping in private homes.
- Vaping inside public buildings was deemed socially unacceptable. 75% disagree that vaping inside public buildings is socially acceptable behaviour, including 49% who strongly disagree.
- Regarding smoking the greatest concerns are the impact of cigarettes on those around people smoking (55% very concerned) and the cost of smoking to the healthcare system (53% very concerned). When it comes to vaping, greatest concern was felt for the impact of vaping on the natural environment (47% very concerned).
- Older respondents are more likely to say that smoking and vaping is socially unacceptable behaviour in all of these settings. Similarly, those aged 65+ are more likely to be concerned about the impact of the behaviour on all but their own health.

## **Support in the community**

- Around 2 out of 5 think more should be done to reduce harm caused by smoking and vaping in Jersey, including 21% who said much more should be done about smoking, and 29% who think much more should be done to reduce harm caused by vaping.
- 48% would not know where to go for support cutting back on or giving up smoking or vaping.

## **Looking to the future of smoking and vaping**

- There was the strongest support for measures specifically aimed at preventing or deterring young people from smoking and vaping. 91% would support the introduction of support for schools to prevent people from vaping on school grounds and around 85% support more public health campaigns about smoking and vaping targeted at young people.
- This was closely followed by more advertising controls and display restrictions on vapes (~80%).
- Between 55% and 70% supported each of the other deterrents. Over 60% across all age groups would support a phase out approach by banning smoking and/or vaping only for those born in 2009 or later. Others received more support from those aged 65+, including increasing taxes, banning vaping/smoking outside in public places, banning flavoured vapes and more advertising controls.



# ATTITUDES TOWARDS SMOKING & VAPING

JERSEY

% Agree / Strongly agree by age

18-39

40-64

65+

## SMOKING

Smoking outside in public is socially acceptable behaviour	<b>41%</b> disagree/ strongly disagree	23%	18%	14%	29%	16%	<b>45%</b> agree/ strongly agree	57%	43%	30%
Smoking in private homes is socially acceptable behaviour	<b>33%</b> disagree/ strongly disagree	16%	17%	18%	32%	17%	<b>49%</b> agree/ strongly agree	55%	49%	41%


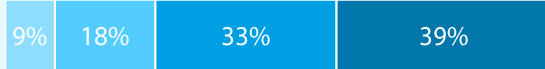



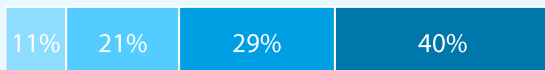
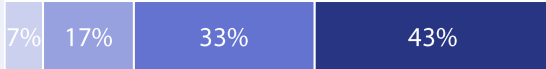



## VAPING

Vaping inside public buildings is socially acceptable behaviour	<b>75%</b> disagree/ strongly disagree	49%	26%	9%	10%	5%	<b>16%</b> agree/ strongly agree	19%	16%	8%
Vaping outside in public is socially acceptable behaviour	<b>37%</b> disagree/ strongly disagree	21%	16%	13%	29%	20%	<b>49%</b> agree/ strongly agree	63%	49%	28%
Vaping in private homes is socially acceptable behaviour	<b>23%</b> disagree/ strongly disagree	11%	11%	19%	34%	24%	<b>58%</b> agree/ strongly agree	67%	58%	41%



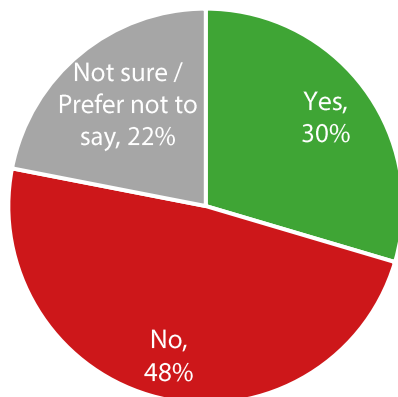


# LEVEL OF CONCERN WITH SMOKING & VAPING

SMOKING	% very concerned by age			VAPING	% very concerned by age		
	18-39	40-64	65+		18-39	40-64	65+
The impact of cigarettes on the health of smokers themselves 	40%	44%	58%	The impact of vaping on the health of users themselves 	37%	38%	47%
The impact of cigarettes on those around people smoking 	49%	54%	65%	The impact of vaping on those around people using vapes 	31%	37%	49%
The cost of smoking to the healthcare system 	42%	54%	68%	The cost of vaping to the healthcare system <sup>#</sup> 	33%	39%	54%
The impact of smoking on the natural environment 	39%	42%	54%	The impact of vaping on the natural environment 	43%	47%	55%
The impact of your smoking on your own health* 	21%	27%	4%	The impact of your vaping on your own health* 	21%	10%	17%
Not at all concerned   Not very concerned   Somewhat concerned   Very concerned				Not at all concerned   Not very concerned   Somewhat concerned   Very concerned			

# ADDRESSING SMOKING & VAPING

Would you know where to go if you or someone you know needed help cutting back on or giving up smoking or vaping?

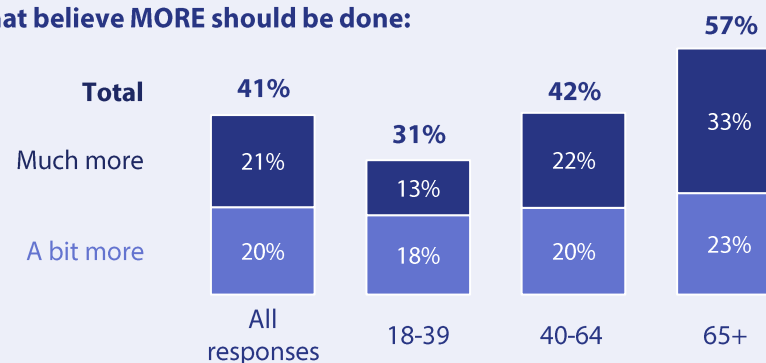


Organisations commonly mentioned by residents:

1. Doctors (GP)
2. Help2Quit (smoking cessation clinic)
3. Pharmacy/chemist
4. Gov.je

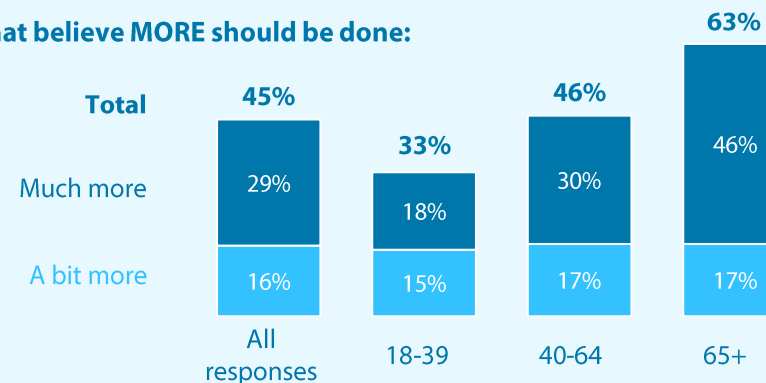
Do you think the right amount is being done in Jersey to reduce the harm caused by smoking?

% that believe MORE should be done:



Do you think the right amount is being done in Jersey to reduce the harm caused by vaping?

% that believe MORE should be done:





# LOOKING TO THE FUTURE OF SMOKING

Would you support or oppose the following being introduced in Jersey?	% strongly / somewhat support by age		
	18-39	40-64	65+
Increase tax/duty on tobacco products  <div> <div> <div>34% oppose</div> <div> <div>21%</div> <div>13%</div> <div>10%</div> <div>15%</div> <div>41%</div> </div> </div> <div>57% support</div> </div>	46%	57%	73%
Phase out smoking by banning it only for those born in 2009 or later  <div> <div> <div>28% oppose</div> <div> <div>18%</div> <div>11%</div> <div>9%</div> <div>19%</div> <div>44%</div> </div> </div> <div>63% support</div> </div>	65%	61%	62%
Ban smoking outside in public places  <div> <div> <div>39% oppose</div> <div> <div>27%</div> <div>12%</div> <div>6%</div> <div>14%</div> <div>41%</div> </div> </div> <div>55% support</div> </div>	45%	54%	70%
More public health campaigns targeted at young people  <div> <div> <div>7% oppose</div> <div> <div>8%</div> <div>25%</div> <div>60%</div> </div> </div> <div>85% support</div> </div>	81%	84%	94%



## LOOKING TO THE FUTURE OF VAPING

Would you support or oppose the following being introduced in Jersey?							% strongly / somewhat support by age		
							18-39	40-64	65+
Add / Increase tax on vapes	27% oppose	19% 9% 7% 15%	51%	66% support	60%	64%	80%		
Ban vaping outside in public places	39% oppose	27% 12% 7% 12%	42%	54% support	44%	51%	74%		
Ban vaping for those born in 2009 or later unless prescribed to help quit smoking	26% oppose	16% 10% 9% 17%	48%	65% support	67%	62%	68%		
Ban flavoured vapes	27% oppose	19% 8% 9% 11%	53%	64% support	56%	63%	80%		
Plain packaging	12% oppose	7% 4% 20% 17%	51%	68% support	67%	65%	75%		
Display restrictions e.g. only available behind the counter	10% oppose	6% 10% 21%	59%	80% support	79%	78%	88%		
More advertising controls	8% oppose	5% 14% 20%	58%	79% support	76%	76%	88%		
More public health campaigns targeted at young people	7% oppose	9% 24%	60%	84% support	82%	83%	90%		
Support for schools to prevent people from vaping on school grounds	5% oppose	12%	79%	91% support	87%	92%	95%		

# FINAL COMMENTS

## JERSEY

*413 provided comment -  
predominately those who do not  
smoke or vape*

**Bans and Policy Suggestions:** Total bans for smoking and vaping were frequently suggested, especially banning in public spaces. Many called for banning disposable vapes due to environmental concerns and youth appeal. Other policy suggestions included prescription-only access to vapes or tobacco for cessation, and stronger enforcement of existing laws including sales to minors and littering.

**Young People:** Many are concerned about young people vaping, especially in schools, and would support more action to prevent young people from accessing vapes. Some highlighted concerns of easy access to vapes for children, including children purchasing vape online and a lack of ID checks. Suggestions to restrict or deter young people from vaping included age verification, plain packaging, and removal of sweet flavours.

**Public Spaces and Environmental Concerns:** Many are frustrated with second-hand smoke and vapour, especially in outdoor dining areas and on busy highstreets. They suggested to introduce designated smoking/vaping zones in public spaces. There are also strong concern about littering, especially from disposable vapes and cigarette butts. Small calls to introduce bins for recycling vapes in public spaces.

**Health and Prevention:** There was concern for the future impact on the healthcare system, particularly from vaping due to not much being known about the long-term effects on user's health. The impact of second-hand inhalation of both smoking and vaping on public health was also raised as a concern. There was support for increased health education to the public and in schools on the consequences associated with smoking and vaping as a preventative measure, as well as increased investment in supporting those quitting

**Taxation:** Mixed views on increasing taxes-some support it as a deterrent while others argue it disproportionately affects low-income individuals and doesn't tackle addiction. A few noted the government's reliance on tobacco tax revenue is a potential barrier to enforcing new regulations regarding smoking and vaping.

**Freedom of Choice:** A significant minority emphasised personal freedom for adults should be maintained, opposing total bans as government overreach. A small number had concerns that total bans would increase appeal as an illicit substance.



# FINAL COMMENTS: JERSEY

"I would prefer to see a total ban of vapes rather than money being spent on controls / campaigns etc. "

"As a non-smoker, breathing in other people's addiction isn't fair and it may impact my health, they should keep it to themselves away from others"

"I don't think it's possible to increase tax on tobacco - it is ridiculously high at the moment!"

"The fine for dropping cigarette butts needs to be strongly enforced"

"The more you can do to stop people especially young children taking it up the better"

"Ultimately it is still individual choice and if you ban completely it will become an underground activity and the government will lose tax and duty income"

"Persuasion is better than legislation."

"I believe the price of nicotine replacement like patches and other products should cost a lot less at the pharmacy. It is almost as cheap to smoke. The cost is way too high and does not encourage one to stop. "

"Stop accessibility of vapes to younger people. Stop advertising. Increasing tax won't have an effect as young people get the money from parents and don't really understand the impact of tax so that won't work. "

"I don't agree with the ban of smoking and vaping outside, as smokers have already accepted they can't smoke indoors. I believe they are entitled to at least smoke outdoors."

"I been smoking for 50 years, age 65 now finally given up with help and enjoying being a none smoker but I can't judge anyone it's not easy to give up "

"My father died of lung cancer caused by his smoking habit. I fully support anything that prevents people from taking up smoking. Having seen his painful treatment and death, I think cancer patients should visit schools and talk to pupils about the realities of smoking: what it costs in terms of money, health, dignity and the environment.

"In Thailand it is illegal to vape in public, if seen vaping or if stopped and searched, then caught with a vape on you the fines are between 10,000 -20,000 Thai baht- about £225-£450. If Jersey introduced this Law too, it could act as a deterrent to stop youngsters and adults from vaping! "

"I was a smoker for a long time. I stopped using flavoured vapes then quit vapes. There is definitely a place for them as I wouldn't have quit without, but needs to be stronger controls"

# SMOKING AND VAPING SURVEY 2025: SUMMARY OF KEY FINDINGS GUERNSEY

## **Attitudes towards smoking and vaping**

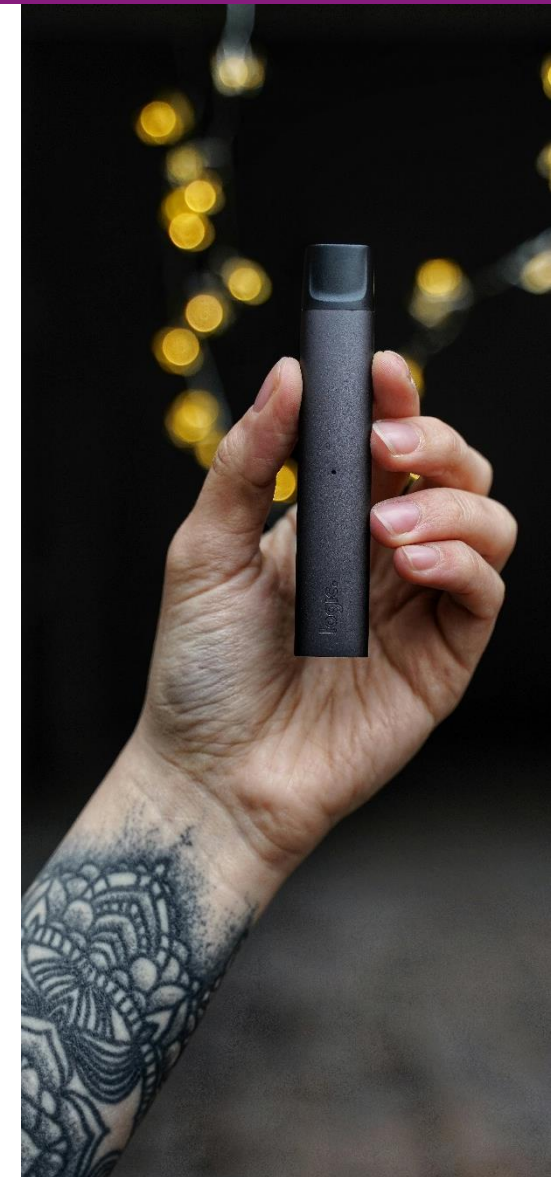
- 43% agree that smoking outside in public is socially acceptable behaviour. This is similar to the 46% that agree vaping outside in public is socially acceptable behaviour.
- 47% agree that smoking in private homes is socially acceptable behaviour. This increases to 55% for vaping in private homes.
- Vaping inside public buildings was deemed socially unacceptable. 77% disagree that vaping inside public buildings is socially acceptable behaviour, including half who strongly disagree.
- Regarding smoking, the greatest concerns are the impact of cigarettes on those around people smoking (55% very concerned) and the cost of smoking to the healthcare system (53% very concerned). When it comes to vaping, greatest concern was felt for the impact of vaping on the natural environment (51% very concerned).
- Older respondents are more likely to say that smoking and vaping is socially unacceptable behaviour in all of these settings. Similarly, those aged 65+ are more likely to be concerned about the impact of the behaviour on all but their own health.

## **Support in the community**

- Around 2 out of 5 think more should be done to reduce harm caused by smoking and vaping in Guernsey, including 22% who said much more should be done to reduce the harm caused by smoking and 29% who said much more should be done to address vaping.
- 42% would not know where to go for support cutting back on or giving up smoking or vaping.

## **Looking to the future of smoking and vaping**

- There was strongest support for measures specifically aimed at preventing or deterring young people from smoking and vaping. 92% would support the introduction of support for schools to prevent people from vaping on school grounds and around 85% support more public health campaigns about smoking and vaping targeted at young people.
- This was closely followed by more advertising controls and display restrictions on vapes (80-82%).
- Between 58% and 72% supported each of the other deterrents including over 60% who would support a phase out approach by banning smoking and/or vaping only for those born in 2009 or later. On both smoking and vaping, there was more support for introducing the majority of the measures amongst those aged 65+ than those aged 18-39.





# ATTITUDES TOWARDS SMOKING & VAPING

% Agree / Strongly agree by age

## GUERNSEY

18-39

40-64

65+

### SMOKING


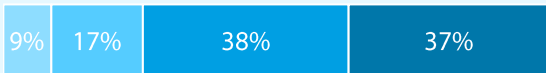

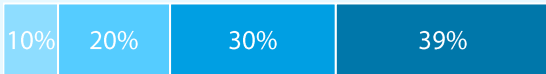

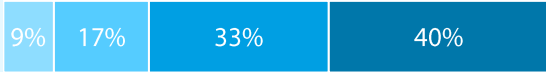
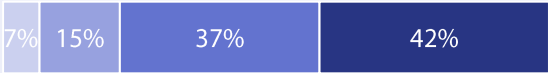



Smoking outside in public is socially acceptable behaviour	<b>42%</b> disagree/ strongly disagree	21%	21%	15%	31%	12%	<b>43%</b> agree/ strongly agree	62%	38%	25%
Smoking in private homes is socially acceptable behaviour	<b>35%</b> disagree/ strongly disagree	14%	20%	18%	33%	14%	<b>47%</b> agree/ strongly agree	54%	49%	34%

### VAPING

Vaping inside public buildings is socially acceptable behaviour	<b>77%</b> disagree/ strongly disagree	50%	27%	9%	9%	5%	<b>14%</b> agree/ strongly agree	23%	13%	6%
Vaping outside in public is socially acceptable behaviour	<b>40%</b> disagree/ strongly disagree	20%	20%	14%	30%	16%	<b>46%</b> agree/ strongly agree	70%	40%	25%
Vaping in private homes is socially acceptable behaviour	<b>25%</b> disagree/ strongly disagree	11%	14%	20%	35%	19%	<b>55%</b> agree/ strongly agree	70%	53%	37%



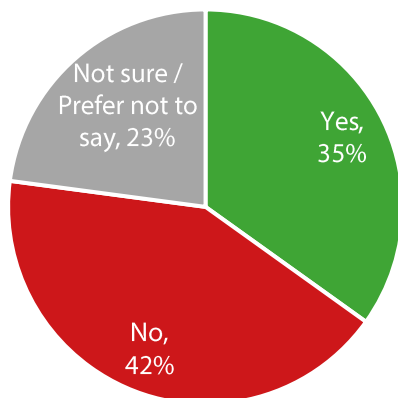
# LEVEL OF CONCERN WITH SMOKING & VAPING

SMOKING	% very concerned by age			VAPING	% very concerned by age		
	18-39	40-64	65+		18-39	40-64	65+
The impact of cigarettes on the health of smokers themselves 	29%	41%	57%	The impact of vaping on the health of users themselves 	29%	38%	46%
The impact of cigarettes on those around people smoking 	42%	58%	67%	The impact of vaping on those around people using vapes 	25%	42%	53%
The cost of smoking to the healthcare system 	39%	57%	66%	The cost of vaping to the healthcare system# 	27%	43%	53%
The impact of smoking on the natural environment 	36%	43%	48%	The impact of vaping on the natural environment 	46%	52%	57%
The impact of your smoking on your own health* 	22%	17%	3%	The impact of your vaping on your own health* 	22%	14%	0%
Not at all concerned   Not very concerned   Somewhat concerned   Very concerned				Not at all concerned   Not very concerned   Somewhat concerned   Very concerned			



# ADDRESSING SMOKING & VAPING

Would you know where to go if you or someone you know needed help cutting back on or giving up smoking or vaping?

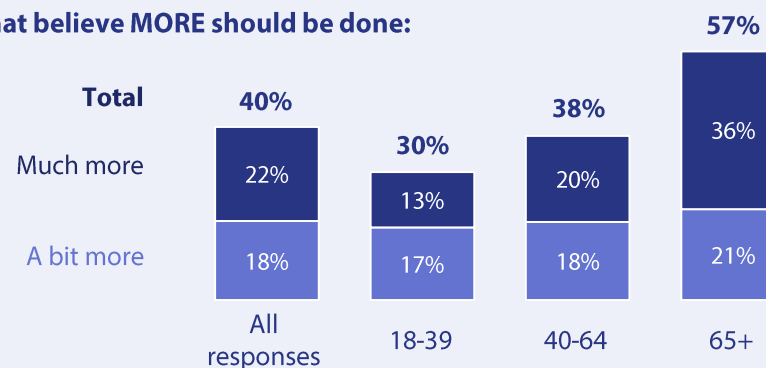


Organisations commonly mentioned by residents:

1. Quitline
2. Doctors (GP)
3. HSC
4. GASP

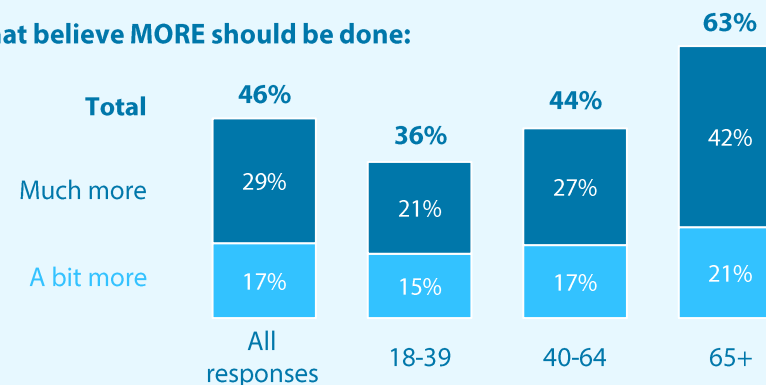
Do you think the right amount is being done in Guernsey to reduce the harm caused by smoking?

% that believe MORE should be done:



Do you think the right amount is being done in Guernsey to reduce the harm caused by vaping?

% that believe MORE should be done:



# LOOKING TO THE FUTURE OF SMOKING

Would you support or oppose the following being introduced in Guernsey?	% strongly / somewhat support by age		
	18-39	40-64	65+
Increase tax/duty on tobacco products  <div> <div>25% oppose</div> <div> <div>17%</div> <div>8%</div> <div>11%</div> <div>18%</div> <div>47%</div> </div> <div>65% support</div> </div>	51%	68%	76%
Phase out smoking by banning it only for those born in 2009 or later  <div> <div>27% oppose</div> <div> <div>16%</div> <div>11%</div> <div>10%</div> <div>21%</div> <div>42%</div> </div> <div>63% support</div> </div>	60%	65%	66%
Ban smoking outside in public places  <div> <div>35% oppose</div> <div> <div>23%</div> <div>12%</div> <div>6%</div> <div>17%</div> <div>41%</div> </div> <div>58% support</div> </div>	41%	63%	71%
More public health campaigns targeted at young people  <div> <div>6% oppose</div> <div> <div>10%</div> <div>28%</div> <div>56%</div> </div> <div>84% support</div> </div>	77%	85%	91%



# LOOKING TO THE FUTURE OF VAPING

Would you support or oppose the following being introduced in Guernsey?							% strongly / somewhat support by age		
							18-39	40-64	65+
Add / Increase tax on vapes	21% oppose	15% 6% 7% 15%	57%	72% support	60%	74%	83%		
Ban vaping outside in public places	34% oppose	25% 9% 9% 16%	41%	57% support	37%	60%	74%		
Ban vaping for those born in 2009 or later unless prescribed to help quit smoking	24% oppose	15% 9% 10% 19%	48%	67% support	62%	67%	72%		
Ban flavoured vapes	22% oppose	15% 7% 8% 11%	58%	69% support	53%	72%	84%		
Plain packaging	11% oppose	7% 18% 18%	53%	71% support	64%	73%	78%		
Display restrictions e.g. only available behind the counter	8% oppose	5% 10% 18%	64%	82% support	77%	83%	88%		
More advertising controls	7% oppose	5% 13% 20%	60%	80% support	74%	80%	87%		
More public health campaigns targeted at young people	5% oppose	10% 24%	61%	85% support	81%	86%	92%		
Support for schools to prevent people from vaping on school grounds	4% oppose	13%	79%	92% support	89%	92%	96%		



449 provided comments -  
predominately those who do not  
smoke or vape

# FINAL COMMENTS

## GUERNSEY

**Young People:** Significant concern about young people accessing vapes, with some concerns that flavoured vapes and colourful packaging/shop displays are marketed at children. There are calls for stricter regulation to prevent access for young people.

**Strong Support for Bans:** Many respondents advocate for a total ban on smoking and vaping, especially in public spaces and for under 18s. There was also support for a ban of disposable vapes due to the environmental harm their lithium batteries cause, and support for bans on flavoured vapes based on their appeal to young people.

**Health Concerns:** Future health concerns regarding smoking and vaping often stem from the potential impact on health services and the unknown long-term effects of vaping. A small number recalled experiences of family/friends who had suffered bad health due to smoking.

Although there is large concern regarding vaping, a small number see it as a useful cessation tool.

**Taxation and Economic Impact:** There were mixed views on taxation - some support higher taxes to fund healthcare and deter use, others see it as punitive. There were mild concerns about economic consequences if bans were implemented, particularly to funding health care.

**Environmental Impact:** Litter created from cigarette butts and disposable vapes is considered a problem. Some highlighted frustrations with inhalation of second-hand smoke or vapour in public spaces, acknowledging potential health risks to non-smokers/vapers. Suggestions to reduce environmental impact include fines for littering and increased restrictions on where people can smoke or vape.

**Education and Support:** Strong calls for increased education, especially targeting youth in schools, about the dangers of smoking and vaping. There are a few suggestions for more support services to help people quit, particularly young people with vaping.

**Freedom of Choice:** Although there is much concern about vaping and support for bans of both smoking and vaping, many also noted that it is a personal choice and would not want the Government to restrict access for adults.



## FINAL COMMENTS: GUERNSEY

"Choosing to smoke or vape is a person's own choice and I don't think that it should be made illegal. Far less people smoke now and if this continues it will eventually become something people just don't do."

"I think for young people, vaping is much more serious and concerning than smoking. They view it as something harmless. I think it would be a good idea to show the JUUL documentary in schools to show young people the reality of vaping."

"Prohibition does not work. Make taxes sufficiently high to cover social and health costs."

"Consequences of vaping are as yet unknown."

"I really dislike the cigarette bins in St Peter Port which encourage smokers to 'vote' with their cigarette ends. It looks dirty and disgusting and makes smoking into a fun activity."

"Banning flavoured vapes feels like the best way to avoid young people starting."

"Vaping is a real issue at secondary school age and it needs to be addressed."

"Vaping in my opinion effects more people as people don't class it a smoking and do it anywhere"

"Bus terminus should be a smoke and vape free zone. It's unpleasant being forced to inhale fumes from people in the area and you can't get away from it."

"Having lost my son to Lung cancer and seeing how he suffered during the last 6 months of his life, I think anything that can be done to persuade young people not to start smoking has to be prioritised in schools, workplaces and entertainment areas."

"I don't think there is enough known about the long term effects of vaping to say whether or not it is safer than smoking. I personally feel it is more addictive (from what I have seen) than smoking as people generally believe (rightly or wrongly) it is safer."

"There used to be alarming films showing the state of smokers lungs and the amount of tar produced in a cigarette. I'm sure these would have a dramatic effect if they were shown to the appropriate age group."

"The children today are simply vaping instead of smoking, absolutely no different to the kids in the 60's just a different item they think is 'cool'"

# SMOKING AND VAPING SURVEY 2025: SUMMARY OF KEY FINDINGS ISLE OF MAN

## **Attitudes towards smoking and vaping**

- 38% agree that smoking outside in public is socially acceptable behaviour. This is similar to the 41% that agree vaping outside in public is socially acceptable behaviour.
- Half agree that smoking in private homes is socially acceptable behaviour. This increases to 56% for vaping in private homes.
- 51% strongly disagree that vaping inside public buildings is socially acceptable behaviour.
- Regarding smoking there is greatest concern for the impact of cigarettes on those around people smoking (57% very concerned) and the cost of smoking to the healthcare system (57% very concerned). When it comes to vaping, greatest concern was felt for the impact of vaping on the natural environment (50% very concerned) and the cost of vaping to the healthcare system (48% very concerned).
- Younger respondents are less likely to say that smoking and vaping is socially unacceptable behaviour and are less likely to be concerned about the impact of the behaviour on all but their own health.

## **Support in the community**

- Around 2 out of 5 think more should be done to reduce harm caused by smoking and vaping in the Isle of Man, including 21% who said much more should be done to reduce the harm of smoking and 28% who said much more should be done to address vaping.
- 48% would not know where to go for support cutting back on or giving up smoking or vaping.

## **Looking to the future of smoking and vaping**

- There was the strongest support for measures specifically aimed at preventing or deterring young people from smoking and vaping. 93% would support the introduction of support for schools to prevent people from vaping on school grounds and around 85% support more public health campaigns about smoking and vaping targeted at young people.
- This was closely followed by more advertising controls and display restrictions on vapes (77-79%).
- 60-70% supported each of the other deterrents. Over 60% across all age groups would support a phase out approach by banning smoking and/or vaping only for those born in 2009 or later. Others received more support from those aged 65+, including increasing taxes, banning vaping/smoking outside in public places, and banning flavoured vapes.





# ATTITUDES TOWARDS SMOKING & VAPING

## ISLE OF MAN

% Agree / Strongly agree by age

18-39

40-64

65+

### SMOKING

Smoking outside in public is socially acceptable behaviour	<b>48%</b> disagree/ strongly disagree	25%	23%	14%	24%	13%	<b>38%</b> agree/ strongly agree	52%	35%	27%
Smoking in private homes is socially acceptable behaviour	<b>31%</b> disagree/ strongly disagree	15%	15%	19%	32%	18%	<b>50%</b> agree/ strongly agree	57%	51%	39%

### VAPING

Vaping inside public buildings is socially acceptable behaviour	<b>74%</b> disagree/ strongly disagree	51%	23%	8%	11%	7%	<b>18%</b> agree/ strongly agree	25%	17%	13%
Vaping outside in public is socially acceptable behaviour	<b>46%</b> disagree/ strongly disagree	27%	20%	13%	24%	17%	<b>41%</b> agree/ strongly agree	63%	37%	25%
Vaping in private homes is socially acceptable behaviour	<b>24%</b> disagree/ strongly disagree	12%	12%	21%	33%	23%	<b>56%</b> agree/ strongly agree	69%	56%	40%

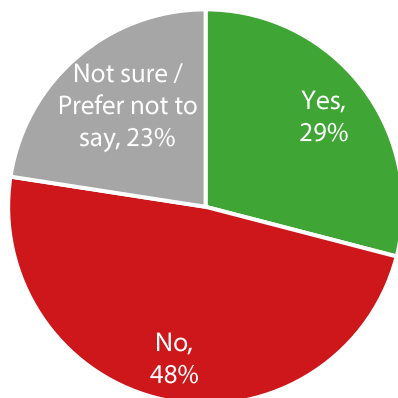


# LEVEL OF CONCERN WITH SMOKING & VAPING

SMOKING	% very concerned by age			VAPING	% very concerned by age		
	18-39	40-64	65+		18-39	40-64	65+
The impact of cigarettes on the health of smokers themselves 	31%	43%	49%	The impact of vaping on the health of users themselves 	32%	42%	43%
The impact of cigarettes on those around people smoking 	42%	61%	65%	The impact of vaping on those around people using vapes 	31%	51%	54%
The cost of smoking to the healthcare system 	40%	62%	68%	The cost of vaping to the healthcare system# 	34%	51%	58%
The impact of smoking on the natural environment 	30%	36%	43%	The impact of vaping on the natural environment 	46%	53%	49%
The impact of your smoking on your own health* 	16%	18%	16%	The impact of your vaping on your own health* 	17%	6%	0%
Not at all concerned   Not very concerned   Somewhat concerned   Very concerned				Not at all concerned   Not very concerned   Somewhat concerned   Very concerned			

# ADDRESSING SMOKING & VAPING

Would you know where to go if you or someone you know needed help cutting back on or giving up smoking or vaping?

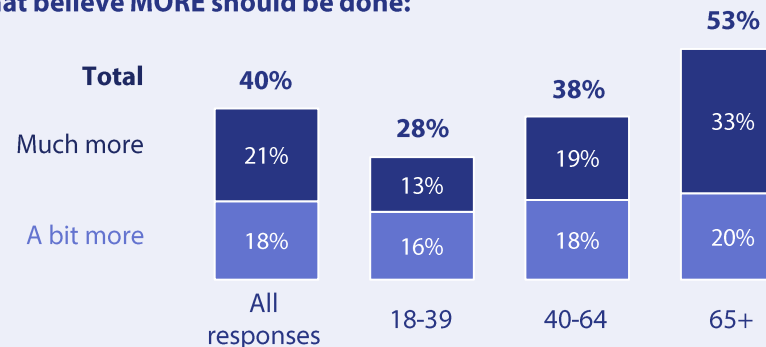


Organisations commonly mentioned by residents:

1. Doctors (GP), or support through the NHS
2. Quit4You
3. Pharmacy / Chemist
4. Motiv8

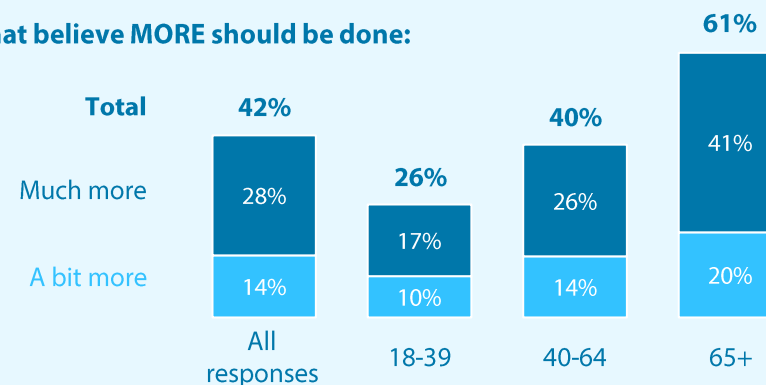
Do you think the right amount is being done in the Isle of Man to reduce the harm caused by smoking?

% that believe MORE should be done:



Do you think the right amount is being done in the Isle of Man to reduce the harm caused by vaping?

% that believe MORE should be done:



# LOOKING TO THE FUTURE OF SMOKING

Would you support or oppose the following being introduced in the Isle of Man?	% strongly / somewhat support by age		
	18-39	40-64	65+
Increase tax/duty on tobacco products <div> <div> <div>26% oppose</div> <div> <div>17%</div> <div>9%</div> <div>11%</div> <div>15%</div> <div>48%</div> </div> </div> <div>63% support</div> </div>	51%	64%	71%
Phase out smoking by banning it only for those born in 2009 or later <div> <div> <div>27% oppose</div> <div> <div>18%</div> <div>10%</div> <div>10%</div> <div>17%</div> <div>46%</div> </div> </div> <div>63% support</div> </div>	62%	64%	63%
Ban smoking outside in public places <div> <div> <div>35% oppose</div> <div> <div>25%</div> <div>10%</div> <div>6%</div> <div>12%</div> <div>46%</div> </div> </div> <div>59% support</div> </div>	46%	61%	67%
More public health campaigns targeted at young people <div> <div> <div>6% oppose</div> <div> <div>11%</div> <div>24%</div> <div>59%</div> </div> </div> <div>84% support</div> </div>	77%	84%	89%



## LOOKING TO THE FUTURE OF VAPING

Would you support or oppose the following being introduced in the Isle of Man?							% strongly / somewhat support by age		
							18-39	40-64	65+
Add / Increase tax on vapes	24% oppose	<div><div>16%</div><div>7%</div><div>8%</div><div>13%</div><div>55%</div></div>	69% support	54%	70%	80%			
Ban vaping outside in public places	34% oppose	<div><div>24%</div><div>9%</div><div>6%</div><div>12%</div><div>47%</div></div>	60% support	43%	63%	71%			
Ban vaping for those born in 2009 or later unless prescribed to help quit smoking	25% oppose	<div><div>17%</div><div>8%</div><div>9%</div><div>14%</div><div>52%</div></div>	66% support	61%	67%	69%			
Ban flavoured vapes	24% oppose	<div><div>17%</div><div>6%</div><div>8%</div><div>9%</div><div>59%</div></div>	69% support	52%	71%	80%			
Plain packaging	13% oppose	<div><div>9%</div><div></div><div>19%</div><div>17%</div><div>51%</div></div>	68% support	64%	70%	69%			
Display restrictions e.g. only available behind the counter	8% oppose	<div><div>5%</div><div></div><div>12%</div><div>17%</div><div>62%</div></div>	79% support	75%	82%	81%			
More advertising controls	8% oppose	<div><div>4%</div><div></div><div>15%</div><div>17%</div><div>60%</div></div>	77% support	70%	79%	82%			
More public health campaigns targeted at young people	5% oppose	<div><div></div><div></div><div>9%</div><div>22%</div><div>64%</div></div>	86% support	81%	87%	89%			
Support for schools to prevent people from vaping on school grounds	3% oppose	<div><div></div><div></div><div>13%</div><div>79%</div></div>	93% support	90%	94%	93%			

# FINAL COMMENTS

## ISLE OF MAN

*551 provided comments -  
predominately those who do not  
smoke or vape*

**Strong support for bans or increased regulation:** There is support for total bans on both smoking and vaping, with additional requests for:

- Ban flavoured vapes and restrict advertising.
- Ban both in public spaces (indoors and outdoors), or create designated smoking zones to accommodate
- Ban disposable vapes due to environmental harm
- Prescription-only access for vapes to help quit smoking.

However, there is some scepticism over bans and increased regulations, with questions on how will it be enforced and concerns it will increase the appeal of smoking or vaping and lead to a black market. There was also mixed views whether increased tax would be a deterrent.

**Young people:** Addiction in young people is a concern, especially for secondary aged children accessing vapes in school. Flavoured vapes and colourful packaging are seen as deliberately targeting children, and peer pressure is seen as a contributing factor to this trend.

There are calls for stricter enforcement on age verification and bans within schools to restrict access to school-aged children. Also, more education campaigns was seen as a fair preventative action for all age groups.

**Freedom of Choice:** Although there is support for total bans on smoking and vaping and many express frustration with the normalisation of vaping, there is also a minority that strongly advocate that it is a personal choice to smoke or vape. This is felt more strongly on behalf of adults, who are believed to be aware of the risks.

**Public Spaces and the Environment:** There are many expressing frustrations with second-hand smoke and vape, with many unhappy with the smell and concerns for this occurring around children. Calls to ban both in public spaces aim to protect non-smokers/vapers, with some suggesting designated smoking/vaping areas as a compromise.

Litter was also a concern, particular from disposable vapes due to the environmental harm of single use plastic and their batteries.

**Health Concerns and Cost to Services:** There is concern about the future cost of vaping on health services, particularly due to the unknown long-term health effects of vaping. Some feel smokers and vapers should pay more for NHS services or not receive free treatment for health issues related to their habit. Others argue that taxes on tobacco already cover health costs.

A small number see vaping in a more positive light, with some former smokers crediting vaping with helping them quit cigarettes and see vaping as a better choice when compared to smoking tobacco products.

**Personal Experience:** Some gave personal experiences with smoking and vaping. These included friends or relatives suffering from the effects of smoking and personal experiences where second-hand vaping has triggered their health issues (asthma and migraines).

# FINAL COMMENTS: ISLE OF MAN

"Adult smokers know the risk. Vaping is mainly targeted at young people as a healthier alternative, without the long-term studies to support that claim. Worrying that very young people vape without knowing the long-term effects."

"The litter from vapes (especially disposable ones, and the sticky labels) is disgraceful and disappointing given the Island's biosphere status"

"I vape for medicinal purposes, banning it would cause issues for a number of people in the same position."

"Unfortunately quit 4 life and GP unable to help teen addicted to vapes as they are a) a minor and b) using the one thing that is offered to help quit smoking and so have no programme in place. Pointless and frustrating!!"

"Tax vapes on a similar level to cigarettes. Increase penalties to those selling vapes and cigarettes to minors"

"Stronger laws are needed for vapes in buildings to match smoking as people still vape in pubs which puts me off wanting to eat in a pub. Nothing can be done legally about vaping on public transport which puts people off using it. The laws are not strong enough on vaping."

"The government are encroaching too much on people's freedoms. Better to educate rather than introduce prohibition."

"Ban smoking and vaping. They are both just another drug"

"I have been a smoker for 60+ years starting at 16 (encouraged by my father). I would not encourage young people to start because once addicted it is very difficult to stop"

"Was a cigarette smoker for 40+ years. Vape definitely helped me stop cigarette smoking and have now reduced my vape."

"I really struggle with both passive vaping and smoking both make me unwell I do not see why it should be acceptable to invade my space with these toxins"

"It is however all too common to have to breathe in people's fumes along busy high streets which is unfair for non-smokers/vapers, and I believe a compromise should be enforced"

"There is a danger that vaping will encourage nicotine dependency in young people, which may end up being as harmful as smoking."

# SMOKING AND VAPING SURVEY 2025: SUMMARY OF KEY FINDINGS GIBRALTAR

## **Attitudes towards smoking and vaping**

- 47% agree that smoking outside in public is socially acceptable behaviour. This increases to the 57% for vaping outside in public.
- 59% agree that smoking in private homes is socially acceptable behaviour. This increases to 67% for vaping in private homes.
- 68% disagree that vaping inside public buildings is socially acceptable behaviour, including 42% that strongly disagree.
- Regarding smoking there is greatest concern for the impact of cigarettes on those around people smoking (53% very concerned) and the impact of cigarettes on the health of smokers themselves (47% very concerned). When it comes to vaping, greatest concern was felt for the impact of vaping on the natural environment (39% very concerned) as well as the impact of vaping on the health of users themselves (37% very concerned). The data suggests young people are more likely to believe smoking and vaping is socially acceptable and to be less concerned about the consequences.

## **Support in the community**

- 41% think more should be done to reduce harm caused by smoking in Gibraltar, including 18% who said much more, and 33% think more should be done to reduce harm caused by vaping in Gibraltar, including 21% who said much more.
- 39% would not know where to go for support cutting back on or giving up smoking or vaping.

## **Looking to the future of smoking and vaping**

- There was strongest support for measures aimed at preventing or deterring young people from smoking and vaping. For example, 90% would support the introduction of support for schools to prevent people from vaping on school grounds and just over 80% support more public health campaigns targeted at young people. This was followed by more advertising controls and display restrictions on vapes (66-70%).





# ATTITUDES TOWARDS SMOKING & VAPING

## GIBRALTAR

% Agree / Strongly agree by age

18-39

40+

### SMOKING

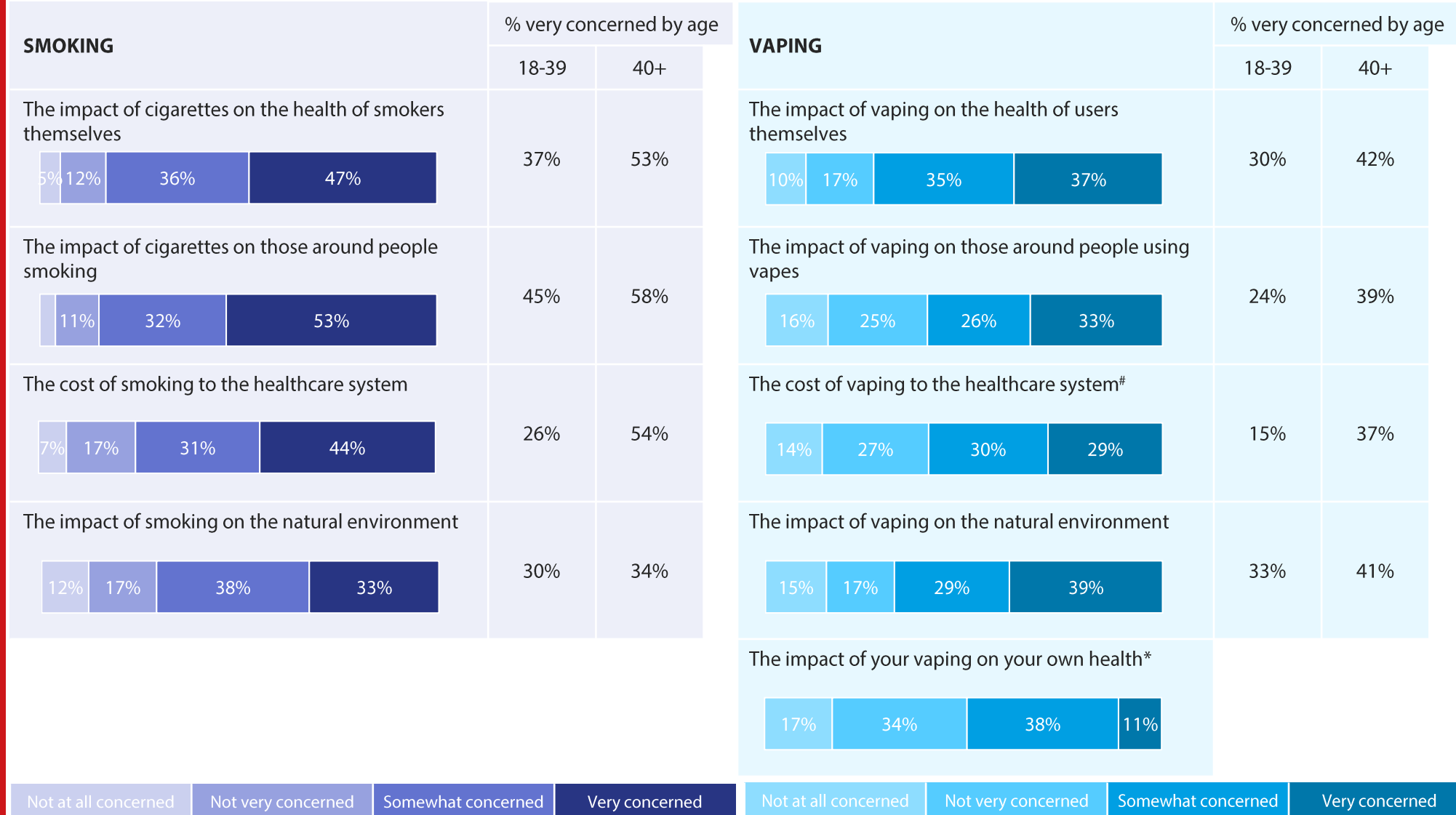
Smoking outside in public is socially acceptable behaviour	<b>35%</b> disagree/ strongly disagree	16%	18%	19%	34%	13%	<b>47%</b> agree/ strongly agree	61%	39%
Smoking in private homes is socially acceptable behaviour	<b>29%</b> disagree/ strongly disagree	16%	13%	13%	36%	23%	<b>59%</b> agree/ strongly agree	73%	50%

### VAPING

Vaping inside public buildings is socially acceptable behaviour	<b>68%</b> disagree/ strongly disagree	42%	26%	13%	10%	9%	<b>19%</b> agree/ strongly agree	20%	18%
Vaping outside in public is socially acceptable behaviour	<b>33%</b> disagree/ strongly disagree	14%	19%	10%	35%	22%	<b>57%</b> agree/ strongly agree	74%	48%
Vaping in private homes is socially acceptable behaviour	<b>21%</b> disagree/ strongly disagree	11%	10%	12%	38%	29%	<b>67%</b> agree/ strongly agree	76%	62%

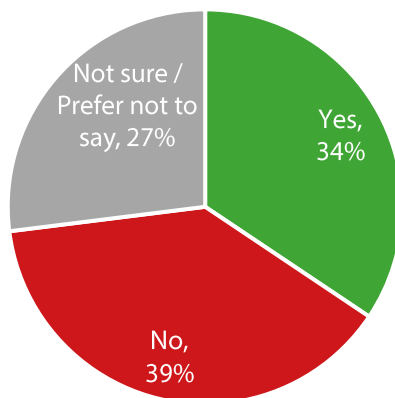


# LEVEL OF CONCERN WITH SMOKING & VAPING



# ADDRESSING SMOKING & VAPING

Would you know where to go if you or someone you know needed help cutting back on or giving up smoking or vaping?

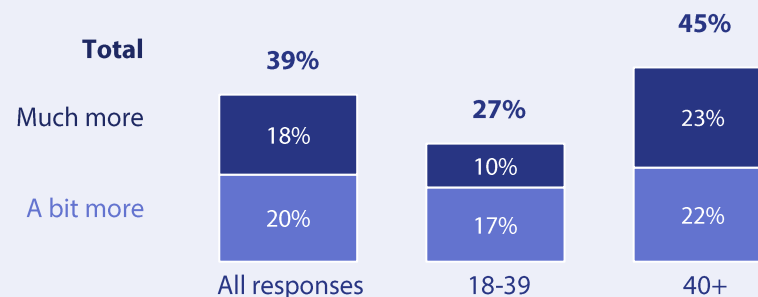


Organisations commonly mentioned by residents:

1. Gibraltar Health Authority (GHA)'s Smoking Cessation Clinic
2. Doctor (GP), or through the NHS
3. Pharmacist

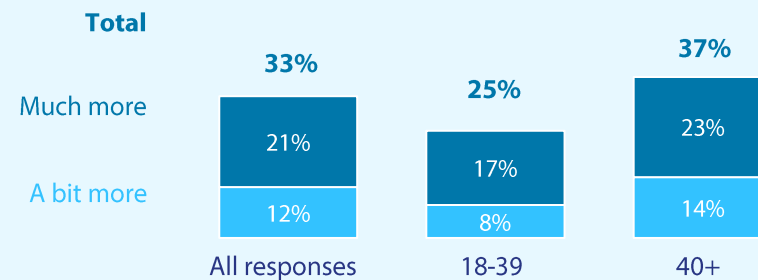
Do you think the right amount is being done in Gibraltar to reduce the harm caused by smoking?

% that believe MORE should be done:

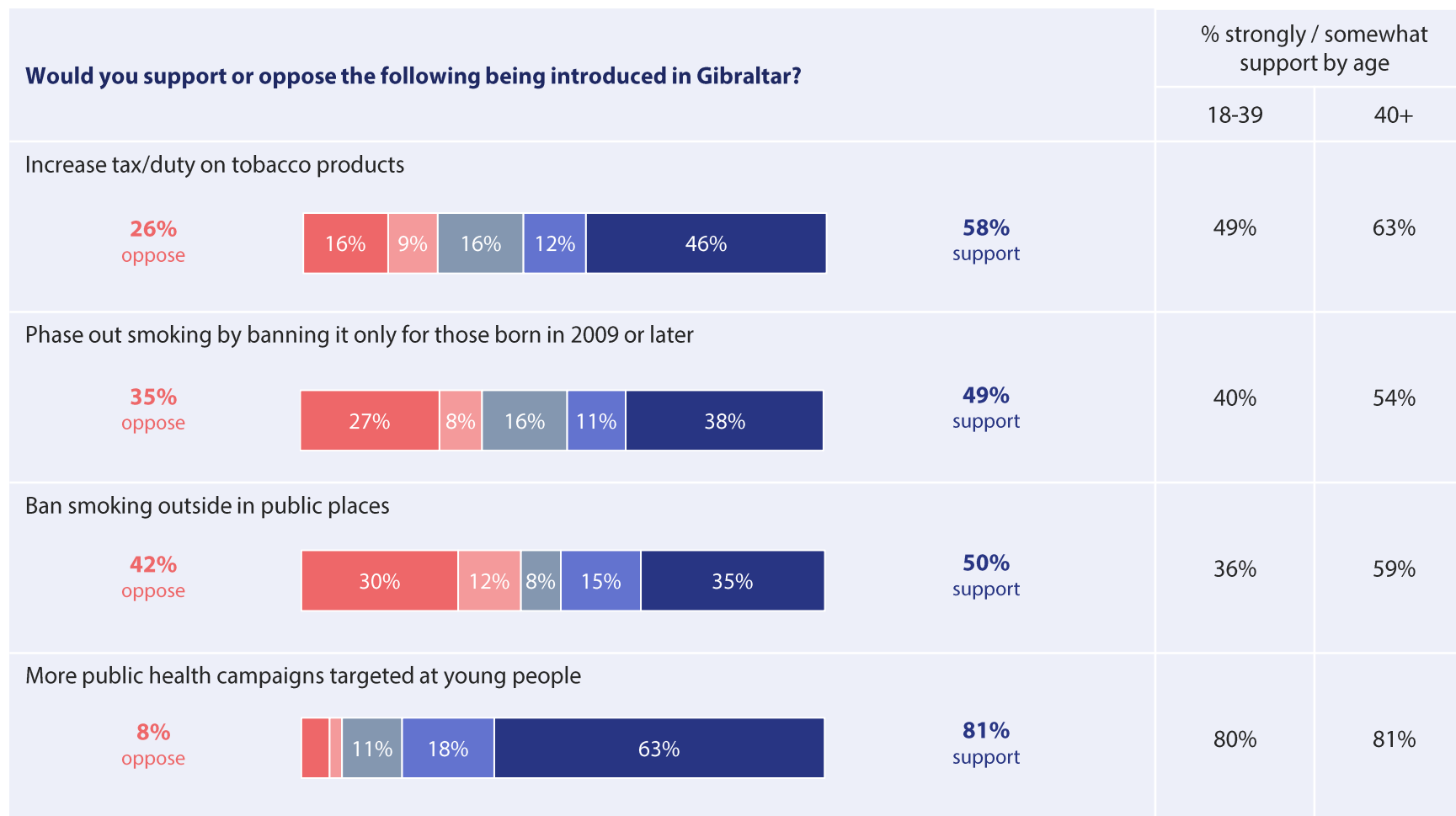


Do you think the right amount is being done in Gibraltar to reduce the harm caused by vaping?

% that believe MORE should be done:



# LOOKING TO THE FUTURE OF SMOKING



# LOOKING TO THE FUTURE OF VAPING

Would you support or oppose the following being introduced in Gibraltar?								% strongly / somewhat support by age	
								18-39	40+
Add / Increase tax on vapes	30% oppose	<div><div>24%</div><div>6%</div><div>11%</div><div>10%</div><div>50%</div></div>	59% support	47%	65%				
Ban vaping outside in public places	47% oppose	<div><div>37%</div><div>11%</div><div>11%</div><div>8%</div><div>33%</div></div>	41% support	30%	47%				
Ban vaping for those born in 2009 or later unless prescribed to help quit smoking	32% oppose	<div><div>24%</div><div>8%</div><div>11%</div><div>14%</div><div>44%</div></div>	57% support	61%	56%				
Ban flavoured vapes	36% oppose	<div><div>29%</div><div>7%</div><div>13%</div><div>7%</div><div>45%</div></div>	52% support	40%	57%				
Plain packaging	13% oppose	<div><div>10%</div><div>27%</div><div>17%</div><div>44%</div></div>	61% support	54%	64%				
Display restrictions e.g. only available behind the counter	12% oppose	<div><div>11%</div><div>17%</div><div>17%</div><div>53%</div></div>	70% support	73%	69%				
More advertising controls	13% oppose	<div><div>10%</div><div>21%</div><div>15%</div><div>51%</div></div>	66% support	65%	66%				
More public health campaigns targeted at young people	8% oppose	<div><div>8%</div><div>10%</div><div>19%</div><div>64%</div></div>	83% support	77%	86%				
Support for schools to prevent people from vaping on school grounds	3% oppose	<div><div>8%</div><div>6%</div><div>84%</div></div>	90% support	83%	93%				



# FINAL COMMENTS

## GIBRALTAR

*51 provided comments -  
predominately those who do not  
smoke or vape*

**A range of comments were received from a small number of respondents, including:**

**Bans and regulation:** A range of views on bans, from those who support a total ban of smoking and vaping, to those suggested banning it in public spaces or only within designated areas, through to those who are sceptical of bans, suggesting they would only create a black market rather than reduce vaping.

**Young People:** There are concerns that shops are selling vapes to young people under 18 and a few think the sweet flavours are targeted at the youth market. There is demand for more to be done to stop vapes being sold to under 18's to prevent use, including fines to distributors.

**Personal Choice:** Some consider smoking and vaping as an individual's choice and would not want this restricted for adults.

"Implement the  
banning of  
vaping/smoking  
in all public  
spaces"

"At the end of the day it's our body our  
choice."

"Ban smoking/vaping you give it to the  
black market, so no tax's for gov."

"The availability of vapes to  
under 18 year olds in  
Gibraltar is atrocious. More  
need to be done to stop  
shops selling vapes to  
youngsters in Gibraltar. It  
seems out of control."





Island Global Research

## Island Global Research

PO Box 68  
Albert House  
South Esplanade, St Peter Port  
Guernsey, GY1 3BY  
+44 (0) 1481 716227  
[info@islandglobalresearch.com](mailto:info@islandglobalresearch.com)  
[www.islandglobalresearch.com](http://www.islandglobalresearch.com)

IGR is a part of the BWCI Group