

# YouGov Survey Results

Sample size: 13,314 adults

Fieldwork: 10/02/2025 - 10/03/2025



Total	Smoking status					
	I have never smoked	I used to smoke but I have given up now	I smoke but I don't smoke every day	I smoke every day	Non-smoker	Smoker

Heated tobacco products, also known as heat not burn products, are NOT the same as vapes (e-cigarettes). Some brands of heated tobacco products include IQOS HEETS and Ploom EVO. Thinking about heated tobacco products, which of the following statements BEST applies to you?

	Unweighted base	13314	7490	4196	719	909	11686	1628
<b>All adults</b>		13293	7259	4354	696	984	11613	1680
I have never heard of heated tobacco products and have never tried them		68%	73%	67%	45%	44%	71%	44%
I have heard of heated tobacco products but have never tried them		25%	22%	25%	35%	37%	23%	36%
I have tried heated tobacco products but do not use them (anymore)		3%	0%	3%	9%	11%	1%	10%
I have tried heated tobacco products and still use them		1%	0%	1%	4%	4%	0%	4%
Don't know		4%	4%	4%	7%	4%	4%	5%
Net: Heard of		28%	23%	29%	48%	52%	25%	50%
Net: Tried		3%	1%	4%	12%	15%	2%	14%

Cell Contents (Column Percentage)