

# YouGov / VPZ Survey Results

Sample Size: 2228 Adults in GB  
Fieldwork: 22nd - 23rd June 2025

|                   |      | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Social Grade |      | Country |       |          | Region in England |          |        |               |
|-------------------|------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
| Total             |      | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
| Weighted Sample   | 2228 | 401             | 573 | 205     | 241       | 123   | 782         | 795   | 1078   | 1150   | 234   | 920   | 550   | 524 | 1270         | 958  | 1927    | 107   | 194      | 528               | 365      | 270    | 764           |
| Unweighted Sample | 2228 | 379             | 605 | 227     | 254       | 126   | 865         | 818   | 962    | 1266   | 180   | 829   | 575   | 644 | 1314         | 914  | 1902    | 120   | 206      | 521               | 381      | 205    | 795           |
| %                 |      | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

As of June 1st 2025, the sale and supply of disposable (single-use) vapes has been banned in the UK. How confident, if at all, are you that the ban on disposable vapes is being properly enforced by the following?

## Independent retailers

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very confident             | 2         | 1         | 3         | 2         | 4         | 1         | 2         | 2         | 2         | 2         | 6         | 3         | 1         | 2         | 2         | 3         | 3         | 2         | 2         | 2         | 1         | 8         | 2         |
| Fairly confident           | 12        | 13        | 12        | 11        | 11        | 12        | 13        | 11        | 11        | 13        | 10        | 12        | 13        | 10        | 11        | 12        | 11        | 15        | 14        | 10        | 11        | 12        | 13        |
| <b>TOTAL CONFIDENT</b>     | <b>14</b> | <b>14</b> | <b>15</b> | <b>13</b> | <b>15</b> | <b>13</b> | <b>15</b> | <b>13</b> | <b>13</b> | <b>15</b> | <b>16</b> | <b>15</b> | <b>14</b> | <b>12</b> | <b>13</b> | <b>15</b> | <b>14</b> | <b>17</b> | <b>16</b> | <b>12</b> | <b>12</b> | <b>20</b> | <b>15</b> |
| Not very confident         | 33        | 35        | 34        | 36        | 34        | 44        | 36        | 32        | 31        | 35        | 29        | 32        | 35        | 36        | 36        | 30        | 34        | 29        | 30        | 32        | 37        | 31        | 35        |
| Not at all confident       | 36        | 39        | 38        | 39        | 37        | 31        | 34        | 42        | 40        | 33        | 44        | 35        | 33        | 39        | 37        | 35        | 37        | 37        | 32        | 42        | 37        | 34        | 34        |
| <b>TOTAL NOT CONFIDENT</b> | <b>69</b> | <b>74</b> | <b>72</b> | <b>75</b> | <b>71</b> | <b>75</b> | <b>70</b> | <b>74</b> | <b>71</b> | <b>68</b> | <b>73</b> | <b>67</b> | <b>68</b> | <b>75</b> | <b>73</b> | <b>65</b> | <b>71</b> | <b>66</b> | <b>62</b> | <b>74</b> | <b>74</b> | <b>65</b> | <b>69</b> |
| Don't know                 | 16        | 12        | 13        | 11        | 14        | 11        | 16        | 13        | 15        | 17        | 12        | 18        | 17        | 13        | 14        | 20        | 16        | 18        | 21        | 15        | 15        | 16        | 17        |

## Trading Standards officers

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very confident             | 10        | 10        | 11        | 6         | 8         | 11        | 8         | 9         | 9         | 10        | 16        | 9         | 8         | 8         | 9         | 10        | 10        | 9         | 10        | 9         | 9         | 13        | 9         |
| Fairly confident           | 29        | 30        | 33        | 33        | 27        | 30        | 32        | 28        | 29        | 30        | 32        | 29        | 30        | 29        | 31        | 27        | 30        | 28        | 28        | 29        | 32        | 27        | 30        |
| <b>TOTAL CONFIDENT</b>     | <b>39</b> | <b>40</b> | <b>44</b> | <b>39</b> | <b>35</b> | <b>41</b> | <b>40</b> | <b>37</b> | <b>38</b> | <b>40</b> | <b>48</b> | <b>38</b> | <b>38</b> | <b>37</b> | <b>40</b> | <b>37</b> | <b>40</b> | <b>37</b> | <b>38</b> | <b>38</b> | <b>41</b> | <b>40</b> | <b>39</b> |
| Not very confident         | 27        | 30        | 27        | 30        | 25        | 25        | 27        | 29        | 29        | 24        | 24        | 25        | 25        | 32        | 28        | 26        | 27        | 26        | 25        | 28        | 29        | 27        | 26        |
| Not at all confident       | 14        | 15        | 12        | 14        | 22        | 11        | 12        | 19        | 15        | 13        | 10        | 13        | 16        | 15        | 13        | 15        | 14        | 13        | 14        | 16        | 12        | 11        | 15        |
| <b>TOTAL NOT CONFIDENT</b> | <b>41</b> | <b>45</b> | <b>39</b> | <b>44</b> | <b>47</b> | <b>36</b> | <b>39</b> | <b>48</b> | <b>44</b> | <b>37</b> | <b>34</b> | <b>38</b> | <b>41</b> | <b>47</b> | <b>41</b> | <b>41</b> | <b>41</b> | <b>39</b> | <b>39</b> | <b>44</b> | <b>41</b> | <b>38</b> | <b>41</b> |
| Don't know                 | 20        | 16        | 18        | 18        | 18        | 23        | 21        | 16        | 18        | 22        | 17        | 23        | 20        | 16        | 18        | 23        | 20        | 24        | 23        | 19        | 18        | 22        | 20        |

Sample Size: 2228 Adults in GB  
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| Weighted Sample<br>Unweighted Sample |       | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Social Grade |      | Country |       |          | Region in England |          |        |               |
|--------------------------------------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|---------|-------|----------|-------------------|----------|--------|---------------|
|                                      | Total | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE | England | Wales | Scotland | North             | Midlands | London | Rest of South |
|                                      | 2228  | 401             | 573 | 205     | 241       | 123   | 782         | 795   | 1078   | 1150   | 234   | 920   | 550   | 524 | 1270         | 958  | 1927    | 107   | 194      | 528               | 365      | 270    | 764           |
|                                      | 2228  | 379             | 605 | 227     | 254       | 126   | 865         | 818   | 962    | 1266   | 180   | 829   | 575   | 644 | 1314         | 914  | 1902    | 120   | 206      | 521               | 381      | 205    | 795           |
|                                      | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    | %       | %     | %        | %                 | %        | %      | %             |

How effective, if at all, do you think the ban on disposable vapes will be on each of the following?

#### Reducing youth vaping

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very effective             | 7         | 7         | 7         | 5         | 5         | 4         | 6         | 4         | 7         | 6         | 11        | 9         | 4         | 3         | 7         | 5         | 6         | 6         | 7         | 6         | 4         | 10        | 7         |
| Fairly effective           | 21        | 19        | 27        | 19        | 15        | 27        | 22        | 19        | 19        | 23        | 21        | 23        | 20        | 18        | 22        | 19        | 21        | 28        | 13        | 22        | 21        | 22        | 21        |
| <b>TOTAL EFFECTIVE</b>     | <b>28</b> | <b>26</b> | <b>34</b> | <b>24</b> | <b>20</b> | <b>31</b> | <b>28</b> | <b>23</b> | <b>26</b> | <b>29</b> | <b>32</b> | <b>32</b> | <b>24</b> | <b>21</b> | <b>29</b> | <b>24</b> | <b>27</b> | <b>34</b> | <b>20</b> | <b>28</b> | <b>25</b> | <b>32</b> | <b>28</b> |
| Not very effective         | 39        | 44        | 37        | 42        | 38        | 48        | 41        | 40        | 38        | 39        | 43        | 33        | 38        | 47        | 41        | 36        | 38        | 37        | 42        | 39        | 38        | 37        | 39        |
| Not effective at all       | 24        | 23        | 22        | 24        | 34        | 11        | 21        | 30        | 27        | 21        | 19        | 24        | 28        | 23        | 22        | 28        | 24        | 16        | 28        | 26        | 28        | 19        | 23        |
| <b>TOTAL NOT EFFECTIVE</b> | <b>63</b> | <b>67</b> | <b>59</b> | <b>66</b> | <b>72</b> | <b>59</b> | <b>62</b> | <b>70</b> | <b>65</b> | <b>60</b> | <b>62</b> | <b>57</b> | <b>66</b> | <b>70</b> | <b>63</b> | <b>64</b> | <b>62</b> | <b>53</b> | <b>70</b> | <b>65</b> | <b>66</b> | <b>56</b> | <b>62</b> |
| Don't know                 | 10        | 7         | 7         | 10        | 8         | 9         | 9         | 7         | 9         | 10        | 6         | 11        | 10        | 9         | 8         | 11        | 9         | 13        | 10        | 7         | 9         | 12        | 10        |

#### Reducing environmental damage

|                            |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very effective             | 10        | 8         | 12        | 9         | 9         | 10        | 10        | 8         | 9         | 11        | 15        | 12        | 7         | 6         | 11        | 9         | 10        | 12        | 10        | 10        | 9         | 13        | 9         |
| Fairly effective           | 33        | 34        | 41        | 35        | 23        | 44        | 36        | 30        | 30        | 37        | 35        | 36        | 32        | 30        | 37        | 29        | 33        | 41        | 31        | 34        | 34        | 30        | 34        |
| <b>TOTAL EFFECTIVE</b>     | <b>43</b> | <b>42</b> | <b>53</b> | <b>44</b> | <b>32</b> | <b>54</b> | <b>46</b> | <b>38</b> | <b>39</b> | <b>48</b> | <b>50</b> | <b>48</b> | <b>39</b> | <b>36</b> | <b>48</b> | <b>38</b> | <b>43</b> | <b>53</b> | <b>41</b> | <b>44</b> | <b>43</b> | <b>43</b> | <b>43</b> |
| Not very effective         | 30        | 35        | 28        | 31        | 31        | 29        | 31        | 33        | 32        | 27        | 30        | 25        | 31        | 36        | 29        | 30        | 30        | 21        | 33        | 27        | 31        | 30        | 31        |
| Not effective at all       | 15        | 13        | 11        | 13        | 28        | 8         | 13        | 19        | 18        | 12        | 8         | 13        | 18        | 17        | 13        | 17        | 15        | 11        | 13        | 17        | 15        | 13        | 14        |
| <b>TOTAL NOT EFFECTIVE</b> | <b>45</b> | <b>48</b> | <b>39</b> | <b>44</b> | <b>59</b> | <b>37</b> | <b>44</b> | <b>52</b> | <b>50</b> | <b>39</b> | <b>38</b> | <b>38</b> | <b>49</b> | <b>53</b> | <b>42</b> | <b>47</b> | <b>45</b> | <b>32</b> | <b>46</b> | <b>44</b> | <b>46</b> | <b>43</b> | <b>45</b> |
| Don't know                 | 12        | 10        | 10        | 11        | 8         | 9         | 10        | 10        | 11        | 14        | 12        | 14        | 12        | 11        | 10        | 16        | 12        | 15        | 13        | 13        | 11        | 13        | 12        |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.