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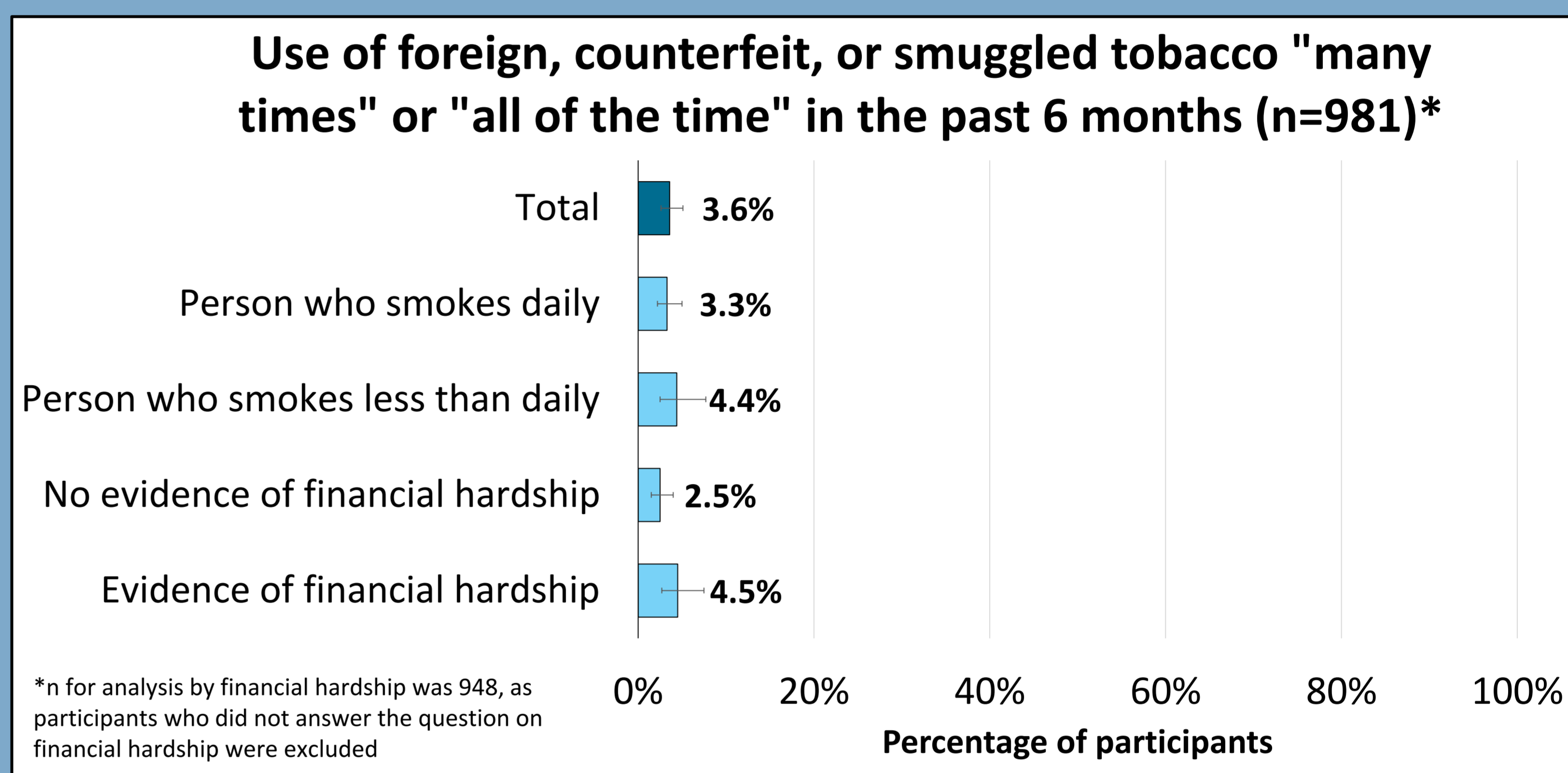
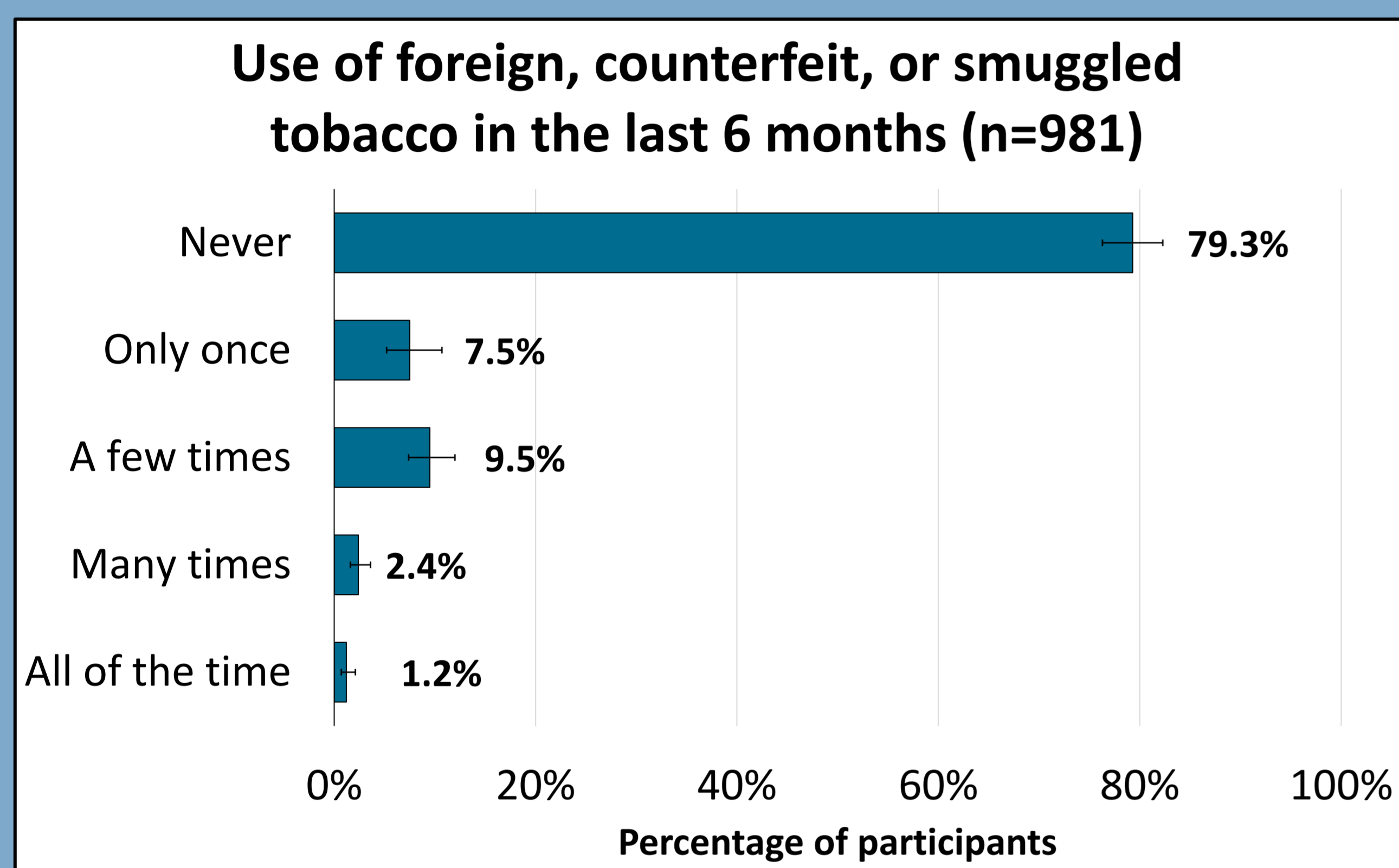
### BACKGROUND & AIM

- An argument opponents make against introducing new smokefree measures is that they may fuel illicit trade.
- In Aotearoa New Zealand key smokefree measures introduced recently include regular above inflation tobacco excise increases and standardised packs.
- We aimed to describe illicit tobacco use among people who smoke using data from the 2022 EASE/International Tobacco Control New Zealand Survey.

### METHODS

- We analysed data from 1,040 participants who currently smoke (698 smoked daily and 342 smoked less than daily).
- Data were weighted to represent the national profile of people who smoke.
- “Don’t know” and “Refused” responses were excluded from questions about prior foreign, counterfeit, or smuggled tobacco use. “Refused” responses were excluded from question about access.

### RESULTS



How likely are you to buy foreign, counterfeit, or smuggled tobacco in the next 6 months? (n=981)

**“Definitely”**  
3.2%  
(95% CI 2.0-5.0)

**“Very likely”**  
7.4%  
(95% CI 5.1-10.6)

**“Quite likely”**  
7.8%  
(95% CI 5.9-10.3)

**“Not likely”**  
17.2%  
(95% CI 14.4-20.3)

**“Very unlikely”**  
22.3%  
(95% CI 19.2-25.8)

**“Definitely not”**  
42.1%  
(95% CI 38.3-46.1)

Percentage values are percentage of participants.

How easy is it to buy foreign, counterfeit, or smuggled tobacco? (n=1029)

Very easy: 5.5% (95% CI 3.9-7.8)

Difficult: 20.5% (95% CI 17.8-23.6)

Don't know: 31.6%

Easy: 17.9% (95% CI 14.9-21.3)

Very difficult: 24.5% (95% CI 21.3-28.0)

(95% CI 28.1-35.3)

Percentage values are percentage of participants.

### DISCUSSION AND CONCLUSIONS

- Frequent use and definite or very likely intended use of foreign, counterfeit, and smuggled tobacco amongst people who smoke in Aotearoa New Zealand was low.
- This contradicts previous tobacco industry claims measures like plain packaging and increasing tobacco excise tax on smoked tobacco products in Aotearoa New Zealand would fuel illicit trade.

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	Tobacco Industry	E-cigarette & nicotine product industry (excluding pharma)	Pharma Industry
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