



The Department of Health Sciences



Smokeless Tobacco Supply Chain Study – Survey Questionnaire

Section 1: Price and Taxation

1. Smokeless tobacco product (s)	Name:	Name:	Name:	Name:	Name:
1.1 How is the product sold?					
a) Loose, on its own					
b) Loose, mixed with other products (custom made)					
c) Packaged/ wrapped by retailer					
d) Pre-packaged (by manufacturer)					
If pre-packaged as d) above, is it:					
i) packet					
ii) tin					
iii) bottle					
iv) can					
v) sachet					
vi) box					
vii) other – please state					
viii) with branding?					
1.2 What is the minimum unit of sale?					
a) By quantity? or					
b) By weight?					
1.3 What is the unit price that the customer pays? (state whether by quantity or weight)					
1.4 What is the unit price that the retailer pays? (state whether by quantity or weight)					
1.5 What is the amount of tax paid per unit?					
a) By the supplier or manufacturer					
b) By the seller (retailer)					
c) VAT?					
d) Don't know					
1.6 What is the total number of units sold per month? (state whether by quantity or weight)					

Section 2: Tobacco product display, contents and disclosures

List all smokeless tobacco products sold in the shop, and enter responses to the following questions against each product.

2.1 Name of smokeless tobacco product:	1.	2.	3.	4.	5.
2.2 Is a licence required to sell it?					
a) Yes					
b) No					
c) Don't know					
2.3 How do you decide where to place the product?					
2.4 Are there any promotions or discounts offered to the customers?					
a) Yes					
b) No					
c) If yes, what are these?					
d) If yes, are these offered by you or the suppliers?					

Section 3: Packaging and labelling – see observations section at end.

Section 4: Supplies

4.1 Where do you get your supplies? (Tick all that apply)					
a) Wholesalers (Cash and carry)					
b) Manufacturers					
c) Importers					
d) Unknown source					
e) Others (Please state)					
4.2 Where are your suppliers based?					
a) UK					
b) Abroad					
c) If abroad, where?					
d) Do you have their contact details? (Y/N)					
e) If yes, please provide.					
4.3 Why do you buy this product from a particular supplier? (Tick all that apply)					
a) They are the only supplier					
b) They can supply the required amount					
c) They are cheap					
d) They are nearby					
e) They are a friend or family member					
f) They sell products or brands my customers want					
g) Another reason (please state)					
4.4 Are there any incentives to purchase it from a particular supplier?					
a) Yes					

b) No – go to section 4.5					
c) If yes, what is the nature of the incentive? (Tick all that apply)					
(i) Discount					
(ii) Promotional goods					
(iii) Point-of-sale displays					
(iv) Free sample					
(v) Others (please state)					
4.5 Where was the product manufactured?					
a) UK – go to section 5					
b) Abroad					
c) If abroad, please state where					
d) Don't know					

Section 5: Education and Public Awareness

5.1 Are you aware of any laws that impact on your business of selling smokeless tobacco products?		
a) Yes		
b) No		
c) If yes, please state which law(s) and how it affects your business		
5.2 Are you visited by any inspector or regulator to inspect and/or test your smokeless tobacco products?		
a) Inspect products	Yes	No
b) Test products	Yes	No
c) Check your licence or registration	Yes	No
d) How many visits did you have in the last 3 years?		
e) What happens after the inspection?		
(i) If found in compliance, you are given a certificate	Yes	No
(ii) If found in compliance, nothing happens	Yes	No
(iii) If found not in compliance, there is a penalty	Yes	No
(iv) If found not in compliance, nothing happens	Yes	No
(v) Any other consequences?		
5.3 Do you have to disclose the contents of smokeless tobacco products to any statutory body?		
a) Yes		
b) No		
5.4 Do you have to send the products to a laboratory, for testing?		
a) Yes		
b) No		

Section 6: Tobacco advertising, promotion and sponsorship

6.1 and 6.2 - See observations section at end

6.3 How do you (retailer) try to retain your smokeless tobacco customers? Tick all that apply.		
a) Offer discounts	Yes	No
b) Offer promotional goods	Yes	No
c) Offer credit lines	Yes	No
d) Good customer relationships	Yes	No
e) Other ways (please state)		

Section 7: Sale to/ by minors

7.1 Do you have any sales assistants under the age of 18 years?

a) Yes		
b) No		
c) If yes, what are their ages? Please list.		
d) Are they allowed to sell smokeless tobacco products?	Yes	No
7.2 Do you ever sell any smokeless tobacco products to young people under the age of 18?		
a) Yes		
b) No		
c) If no, why not?		

Section 8: Support for viable alternatives

8.1 Why do you sell smokeless tobacco products? Tick all that apply.	
a) Good profit margin	
b) Products are in demand	
c) Family business	
d) No other viable alternative	
e) Brings people into my shop to buy other things	
f) Other reasons (please state)	
8.2 Would you ever consider stopping selling smokeless tobacco?	
a) Yes	
b) No	
c) If yes, for which of the following reasons? (Tick all that apply)	
(i) A reduction in profit margin	
(ii) A reduction in demand	
(iii) Stricter regulations and inspections	
(iv) Limited supply	
(v) A viable alternative	
(vi) Awareness about its harms	
(vii) Other reasons (please state)	

Section 9: Observations (for Talib to complete from observing shop and SLT products):**From Section 3: Packaging and labelling**

For each smokeless tobacco product:

Name of product	1.	2.	3.	4.	5.
3.1 Does the product state the name/ address of the manufacturer?					
a) Name only					
b) Address only					
c) Name and address					
d) Neither name nor address					
e) Illegible name/ address					
3.2 What is the country of origin of the product?					
3.3 Are the contents of the product listed on the packaging?					
a) Yes					
b) No					
c) Illegible contents list					
3.4 Is weight per content given?					
a) Yes					
b) No					

3.5 Are there any statements on the packaging and labelling making any health claims?					
a) Yes					
b) No					
c) If yes, what claims?					
3.6 Are there any statements on the packaging and labelling trivialising harms?					
a) Yes					
b) No					
c) If yes, what are these?					
3.7 Is there a health warning on the package?					
a) Yes					
b) No – Go to Section 4					
c) If yes, is it: (i) written?					
(ii) pictorial?					
(iii) both?					
d) If written, what proportion of the package does it cover?					
e) If written, is it legible? (Y/N)					
f) What does it say?					
g) What language is it written in?					
h) If pictorial, what proportion of the package does it cover?					
i) What does the picture depict?					

From Section 6: Tobacco advertising, promotion and sponsorship:

6.1 Are there any point-of-sale displays of the following types for any tobacco product OUTSIDE the shop? (State what type of tobacco product)		
a) Boards	Yes	No
b) Banners	Yes	No
c) Posters	Yes	No
d) Stands	Yes	No
e) Any other types of advertising?	Yes – please state	No
6.2 Are there any point-of-sale displays of the following types for any tobacco product INSIDE the shop? State what type of tobacco product)		
a) Shelf edging	Yes	No
b) Dummy packs	Yes	No
c) Display packs	Yes	No
d) Display stands	Yes	No
e) Any other types of advertising?	Yes – please state	No



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Smokeless Tobacco Supply Chain Study

Interviews with ST retailers - Topic Guide

Time needed – 45-60 minutes

General questions/Ice breakers

- Since when have you been selling tobacco products (cigarettes included) in your shop?
- When and why did you start selling smokeless tobacco?
- What is the amount of sales you make on a regular day? How much of it comes from tobacco (and Smokeless tobacco)

Article 6: Price and taxation

- What are your views on the current price of smokeless tobacco?
- Has there been any rise in taxes and/or price of smokeless tobacco in the last 2-3 years? If so, what effect has it had on your business?
- If there were a 50% rise in taxes and price of smokeless tobacco, would it affect your business? If yes, how? If not, why not?
- How would you respond to such an increase in tax or overall price of smokeless tobacco products?

Article 11: Packaging and labelling of ST products

- How important is it to you for all smokeless tobacco products to display a health warning (graphic or otherwise)?
- Do health warnings on tobacco products influence your business? How?
- What would happen/be the problem if it becomes mandatory for all smokeless tobacco products to carry a health warning?
- Would a graphic health warning on all smokeless tobacco products deter your customers? Why?

Article 13: Advertising, promotion and sponsorship

- In your view, should smokeless tobacco products be on display to customers? And why?
- Does it make a difference to your business if your smokeless tobacco products are on display or not? How?
- In your view, should the contents of smokeless tobacco products be tested and labelled to help customers make the right choice? If yes, how should this be done?
- If government introduces regular testing of all smokeless tobacco products, would it work? Why?
- Have you ever done promotional display(s) of any smokeless tobacco product inside or outside your shop?
- Have there ever been any problems with any such promotional displays? /Do you think there would be a problem if you did?
- How do shopkeepers usually promote smokeless tobacco products? How do you do it?

Article 15: Illicit trade in tobacco products

- Are there any fake smokeless tobacco products in the market? Are they widely sold in the UK? How?
- Are there any smokeless tobacco products that are banned in the UK? Are they widely sold in the UK? How?
- Would selling such products (fake and banned) be a problem?
- Do such products arrive through normal import channels or are there any other ways too?
- Are you aware of any products that are produced informally or locally in households and then sold in shops?

Article 16: Sale to and by minors

- Do children/teenagers ask for smokeless tobacco products? To what extent?
- Is selling smokeless tobacco products to children a problem? Why?
- If there are any age restrictions imposed by the government, how would it affect your business?
- If there were age restrictions on selling smokeless tobacco products to children, would they still be able to get smokeless tobacco products? How?

Article 17: Support for viable alternatives/suggestions

- Have you considered/would you like to consider any other business that does not involve selling smokeless tobacco? If yes, why? If not, why not?
- Under what circumstances would you consider stopping selling smokeless tobacco?
- What do you think should be done to discourage use of SLT products by your customers?
- If there needs to be any action taken to reduce SLT use in the UK population, who should be the one to take it and how?



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Smokeless Tobacco Supply Chain Study

Interviews with ST suppliers - Topic Guide

Time needed – 45-60 minutes

General questions/Ice breakers:

- Can you tell me about the type of work that you do?
 - How long have you been working in this role?
 - Where were you working before that?
 - How did you start working with tobacco products?
- What type of tobacco products do you deal in?
- Can you tell me about the smokeless tobacco products you have?
 - How many types of smokeless tobacco do you have?
 - Where do these products sell most? How does it usually get there?
 - Which of these products are most commonly consumed?
- Do you sell smokeless tobacco products outside the UK as well?
 - Where?
 - How do these products get there?

Article 6: Price and taxation

- Can you tell me more about the smokeless tobacco products you supply?
 - Where are these products originally made?
 - How do they get here?
 - Where do you usually get them from? (If self-imported, ask about duty applies to these products)

(ask the following questions if the respondent also prepares/manufacturers ST)

- Can you tell me about the ingredients used in smokeless tobacco products?
 - How are they used in the manufacture?
 - Where do you get these ingredients? Who do you get them from?
 - How much do they cost?
 - Have the prices changed over time? Does that affect your business in any way?
 - Does the cost also include any taxes?

Article 9: Regulation of contents of tobacco products

- Do the contents have to be disclosed to anyone?
 - Who?
 - How is this done?
- Are you aware of any rules regarding such requirements?
 - What do these include?

- Are these requirements mandatory?
- What happens if products don't meet these requirements?

Article 11: Packaging and labelling of ST products

- Are there any requirements around the packaging of smokeless tobacco products? (ask for health warnings, marking, language etc.)
 - Who places these requirements?
 - What type of requirements are these?
 - How do you address them?
 - What products do these apply to (local/exported?)

Article 13: Advertising, promotion and sponsorship

- How do you normally promote your smokeless tobacco products?
 - Do you offer any discounts, promotions or sponsorships?
 - If yes, what type of discounts/promotions/sponsorships are offered? and to whom?
 - Does this impact your business? If yes, how? If no, why not?

Article 15: Illicit trade in tobacco products

- Do you have to register smokeless tobacco products to sell them in the UK?
 - If yes, who are these registered with?
 - What requirements do you have to go through?
- Are there any fake or counterfeit products on the market?
 - Where do they come from?
 - How are they identified?

Article 16: Sale to and by minors:

- Do you know if children buy or consume any of these smokeless tobacco products?
 - What are your views on this?
 - Are there any prevention measures in place for these smokeless tobacco products? what are these? Do you think these are useful/effective?

Article 17: Support for viable alternatives:

- Have you ever considered moving completely to products besides smokeless tobacco?
 - If yes, what products would they be?
 - If no, why not?
- What do you think will encourage you to give up manufacture/distribution of Smokeless tobacco products?
- What are your views on ST use?
 - Is it a problem in the UK? Why is it a problem?
 - What do you think needs to be done?
 - Do you think this would affect your business? How?
- Is there anything else you would like to tell me?