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6. Observations

Acknowledgements

Respondents were asked to describe their visit as either a new visit i.e. a first visit / test of a premises or, as a revisit, indicating there has been previous activity in relation to underage sales.

classified as new visits. The outcomes of testing are given in the chart below.

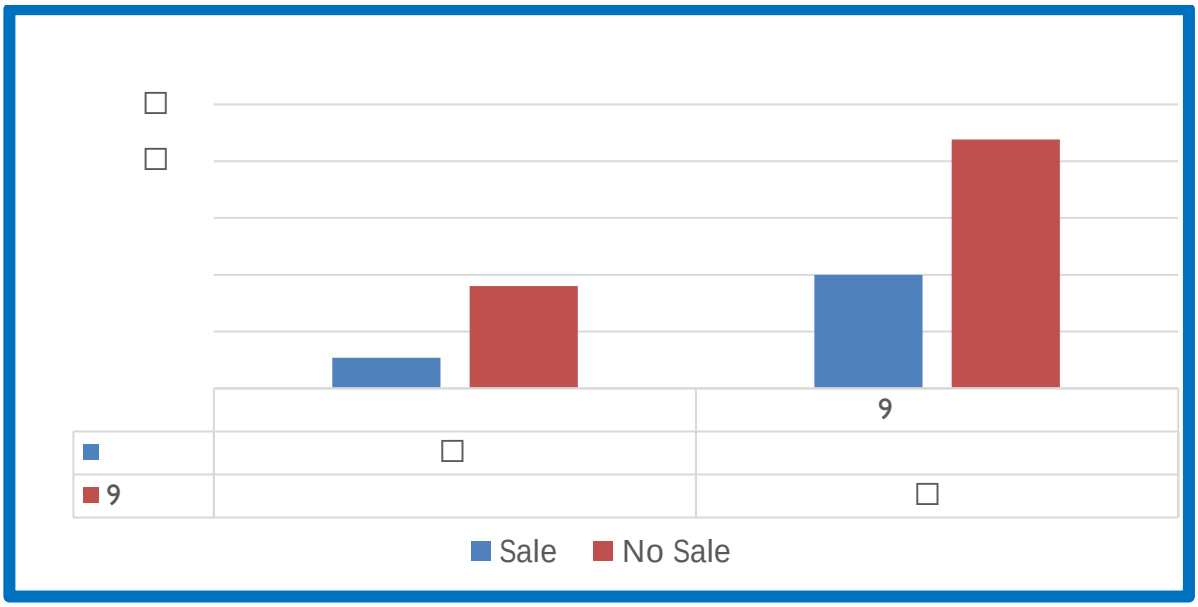

Chart 4: Outcome by visit type

23% of revisits resulted in an illegal sale being made to a young person under 18 years, whist 31% of new tests resulted in an illegal sale.

5.2 Compliance tests by premise type & region

Each region undertook compliance testing across a range of business premise types; the selection of businesses to visit was made by the participating TSS. The greatest number of compliance tests were made at specialist E cigarette premises [196], with the fewest visits made to National newsagents and pharmacies [2and 6 visits respectively category].

Market stall /car boot sale	47%
Mobile Phone shop	42%
Specialist E cigarette supplier	33%
Independent newsagent	28%
Discount store	25%
Convenience store / grocer	20%
Other	31%

Table 1: Percentage of tests that resulted in an illegal sale by business type

The highest proportion of illegal sales were made at markets and car boot sales with 47% of tests resulting in a sale to the young volunteer, high levels of sales were also found at mobile phone shops. A third of tests resulted in sale from premises described as These are broken down as follows:

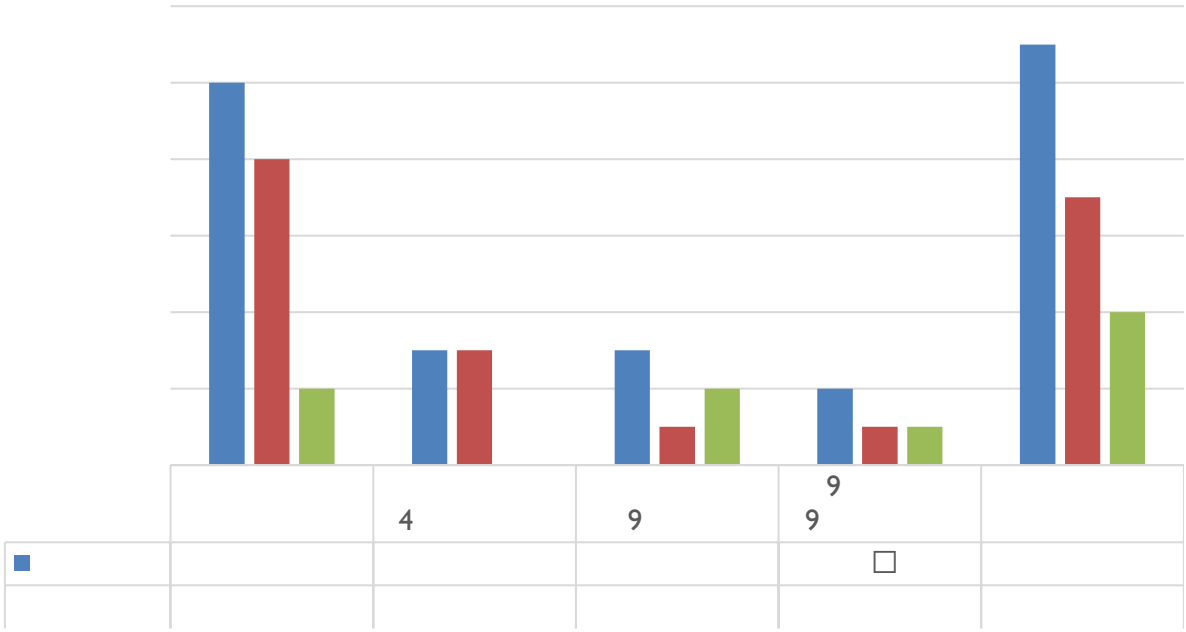

Chart 6:

5.4 Profile of test purchase volunteers & outcomes

A range of young people were recruited to work with Trading Standards Services in this review of compliance in terms of their age and gender. The age range extended between fifteen and seventeen years (the research protocol requested that young people preferably aged 16-17 participate) with 213 visits undertaken by male volunteers and 240 by females.

Chart 7: Compliance testing and outcoiaby re

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Chart 9: Request made by business for young person to produce Proof of Age

Respondents were asked to indicate where possible what the proposed course of action would be following the illegal sale.