EU Nicotine Users Survey 2020

ETHRA

Data about RUSSIA residents
in English

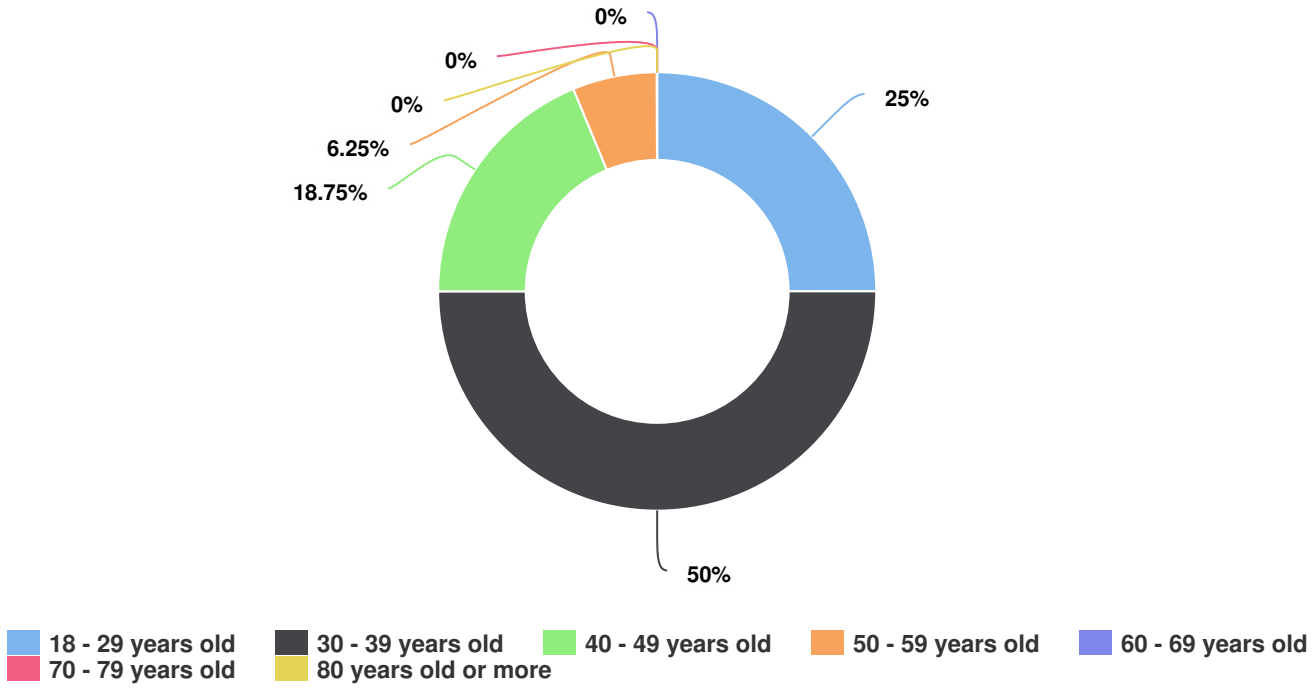
EU Nicotine Users Survey 2020

General data

Age, gender, citizenship, country of residence

EU Nicotine Users Survey

#	Question	No.	%
1	How old are you?	16	100%
	18 - 29 years old	4	25%
	30 - 39 years old	8	50%
	40 - 49 years old	3	18.75%
	50 - 59 years old	1	6.25%
	60 - 69 years old	0	0%
	70 - 79 years old	0	0%
	80 years old or more	0	0%



EU Nicotine Users Survey

#	Question	No.	%
2	What is your gender?	16	100%
	Male	15	93.75%
	Female	1	6.25%
	Non-binary	0	0%
	Prefer not to answer	0	0%

#	Question	No.	%
4	Do you have citizenship in an EU country ?	16	100%
	Yes	3	18.75%
	No	13	81.25%

EU Nicotine Users Survey

Nota bene: Only the number of respondents residing in the countries considered by the filter (e.g. EU residents) are displayed

#	Question	No.
3	What is your country of residence now?	16
	Albania	0
	Germany	0
	Andorra	0
	Armenia	0
	Austria	0
	Belarus	0
	Belgium	0
	Bosnia-Herzegovina	0
	Bulgaria	0
	Cyprus	0
	Croatia	0
	Denmark	0
	Estonia	0
	Spain	0
	Finland	0
	France	0
	Georgia	0
	Gibraltar	0
	Greece	0
	Groenland	0
	Hungary	0
	Faroe Island	0
	Ireland	0

EU Nicotine Users Survey

#	Question	No.
	Iceland	0
	Italia	0
	Latvia	0
	Liechtenstein	0
	Lithuania	0
	Luxembourg	0
	Macedonia	0
	Malta	0
	Moldavia	0
	Monaco	0
	Montenegro	0
	Norway	0
	Netherlands	0
	Poland	0
	Portugal	0
	Czech Republic	0
	Romania	0
	United Kingdom (UK)	0
	Russia	16
	San Marino	0
	Vatican	0
	Serbia	0
	Slovakia	0
	Slovenia	0
	Sweden	0
	Switzerland	0

EU Nicotine Users Survey

#	Question	No.
	Ukrania	0
	Other	0

EU Nicotine Users Survey 2020

Nicotine products and smoking data

EU Nicotine Users Survey

#	Question	No.	%
5	Which nicotine product(s) do you use regularly (at least once a month)? Multiple answers possible.	16	100%
	Cigarettes	2	12.5%
	Roll-your-own tobacco	2	12.5%
	Cigars	0	0%
	Pipe	0	0%
	Shisha	1	6.25%
	Heated tobacco products	0	0%
	Vaping (with nicotine)	16	100%
	Snus	0	0%
	Nicotine pouches without tobacco ("nicopods")	0	0%
	Snuff	0	0%
	Chew bags	0	0%
	Other oral tobacco	0	0%
	Pharmaceutical nicotine products (gums, patches, spray, inhalator, etc.)	0	0%
	Other	0	0%

EU Nicotine Users Survey

#	Question	No.	%
6	Among these products, do you know which ones are legally on sale (without a medical prescription) in your country of residence? Multiple answers possible.	16	100%
	Heated tobacco products	8	50%
	Snus	2	12.5%
	Nicotine pouches without tobacco ("nicopods")	4	25%
	Vaping (with nicotine)	12	75%
	Vapes or e-liquid with more than 20 mg/ml of nicotine in the pharmacy	7	43.75%

Nota bene : There's not country in EU where you can find high nicotine vape. So, 10,88 % of people mistake about that. Maybe the question was not correctly formulated and misleading...

EU Nicotine Users Survey

#	Question	No.	%
7	Do you smoke?	16	100%
	Yes, for less than 10 years	1	6.25%
	Yes, for 10 years or more	4	25%
	I have quit smoking but I previously smoked for less than 10 years	3	18.75%
	I have quit smoking but I previously smoked for 10 years or more	7	43.75%
	I have never smoked	1	6.25%
	Prefer not to answer	0	0%

	Snusers		
#	Question	No.	%
7	Do you smoke?	2	100%
	Yes, for less than 10 years	0	0%
	Yes, for 10 years or more	1	50%
	I have quit smoking but I previously smoked for less than 10 years	0	0%
	I have quit smoking but I previously smoked for 10 years or more	1	50%
	I have never smoked	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

	Vapers		
#	Question	No.	%
7	Do you smoke?	14	100%
	Yes, for less than 10 years	1	7.14%
	Yes, for 10 years or more	3	21.43%
	I have quit smoking but I previously smoked for less than 10 years	3	21.43%
	I have quit smoking but I previously smoked for 10 years or more	6	42.86%
	I have never smoked	1	7.14%
	Prefer not to answer	0	0%

	Non vapers		
#	Question	No.	%
7	Do you smoke?	0	0%
	Yes, for less than 10 years	0	0%
	Yes, for 10 years or more	0	0%
	I have quit smoking but I previously smoked for less than 10 years	0	0%
	I have quit smoking but I previously smoked for 10 years or more	0	0%
	I have never smoked	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

#	Question	No.	%
8	How much do you currently smoke?	5	100%
	Rarely, less than once for month	1	20%
	Occasionally, less than once for week	0	0%
	Once or more per week but not every day	0	0%
	From 1 to 4 cigarettes a day	0	0%
	From 5 to 9 cigarettes a day	1	20%
	From 10 to 14 cigarettes a day	0	0%
	From 15 to 19 cigarettes a day	2	40%
	From 20 to 30 cigarettes a day	1	20%
	More than 30 cigarettes a day	0	0%

#	Question	No.	%
9	How often do you smoke occasionally?	1	100%
	Less than once a month	0	0%
	Less than once a week	1	100%
	Several times a week	0	0%
	Prefer not to answer	0	0%

#	Question	No.	%
10	On the occasions when you smoke, how many cigarettes do you usually consume?	1	100%
	One	0	0%
	From 2 to 4	0	0%
	From 5 to 9	0	0%
	More than 10	0	0%
	Prefer not to answer	1	100%

EU Nicotine Users Survey

	Vapers		
#	Question	No.	%
7	Do you smoke?	14	100%
	Yes, for less than 10 years	1	7.14%
	Yes, for 10 years or more	3	21.43%
	I have quit smoking but I previously smoked for less than 10 years	3	21.43%
	I have quit smoking but I previously smoked for 10 years or more	6	42.86%
	I have never smoked	1	7.14%
	Prefer not to answer	0	0%

	Vapers		
#	Question	No.	%
8	How much do you currently smoke?	4	100%
	Rarely, less than once for month	1	25%
	Occasionally, less than once for week	0	0%
	Once or more per week but not every day	0	0%
	From 1 to 4 cigarettes a day	0	0%
	From 5 to 9 cigarettes a day	1	25%
	From 10 to 14 cigarettes a day	0	0%
	From 15 to 19 cigarettes a day	2	50%
	From 20 to 30 cigarettes a day	0	0%
	More than 30 cigarettes a day	0	0%

	Vapers		
#	Question	No.	%

EU Nicotine Users Survey

	Vapers		
#	Question	No.	%
10	On the occasions when you smoke, how many cigarettes do you usually consume?	1	100%
	One	0	0%
	From 2 to 4	0	0%
	From 5 to 9	0	0%
	More than 10	0	0%
	Prefer not to answer	1	100%

EU Nicotine Users Survey

	Snusers		
#	Question	No.	%
7	Do you smoke?	2	100%
	Yes, for less than 10 years	0	0%
	Yes, for 10 years or more	1	50%
	I have quit smoking but I previously smoked for less than 10 years	0	0%
	I have quit smoking but I previously smoked for 10 years or more	1	50%
	I have never smoked	0	0%
	Prefer not to answer	0	0%

	Snusers		
#	Question	No.	%
8	How much do you currently smoke?	1	100%
	Rarely, less than once for month	0	0%
	Occasionally, less than once for week	0	0%
	Once or more per week but not every day	0	0%
	From 1 to 4 cigarettes a day	0	0%
	From 5 to 9 cigarettes a day	0	0%
	From 10 to 14 cigarettes a day	0	0%
	From 15 to 19 cigarettes a day	1	100%
	From 20 to 30 cigarettes a day	0	0%
	More than 30 cigarettes a day	0	0%

	Snusers		
#	Question	No.	%

EU Nicotine Users Survey

	Snusers		
#	Question	No.	%
10	On the occasions when you smoke, how many cigarettes do you usually consume?	0	0%
	One	0	0%
	From 2 to 4	0	0%
	From 5 to 9	0	0%
	More than 10	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

	Excluding Vapers & Snusers		
#	Question	No.	%
7	Do you smoke?	1	100%
	Yes, for less than 10 years	0	0%
	Yes, for 10 years or more	0	0%
	I have quit smoking but I previously smoked for less than 10 years	0	0%
	I have quit smoking but I previously smoked for 10 years or more	1	100%
	I have never smoked	0	0%
	Prefer not to answer	0	0%

	Excluding Vapers & Snusers		
#	Question	No.	%
8	How much do you currently smoke?	0	0%
	Rarely, less than once for month	0	0%
	Occasionally, less than once for week	0	0%
	Once or more per week but not every day	0	0%
	From 1 to 4 cigarettes a day	0	0%
	From 5 to 9 cigarettes a day	0	0%
	From 10 to 14 cigarettes a day	0	0%
	From 15 to 19 cigarettes a day	0	0%
	From 20 to 30 cigarettes a day	0	0%
	More than 30 cigarettes a day	0	0%

	Excluding Vapers & Snusers		
#	Question	No.	%

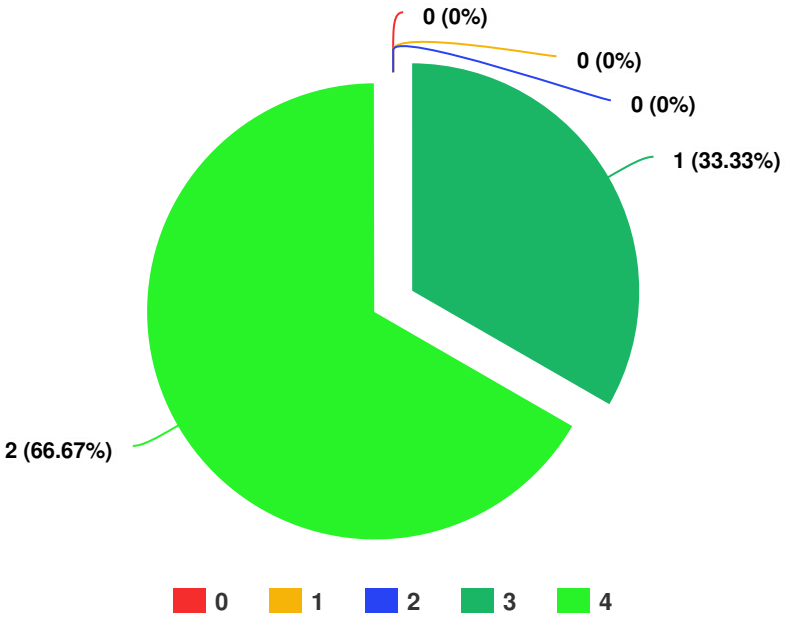
EU Nicotine Users Survey

	Excluding Vapers & Snusers		
#	Question	No.	%
10	On the occasions when you smoke, how many cigarettes do you usually consume?	0	0%
	One	0	0%
	From 2 to 4	0	0%
	From 5 to 9	0	0%
	More than 10	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

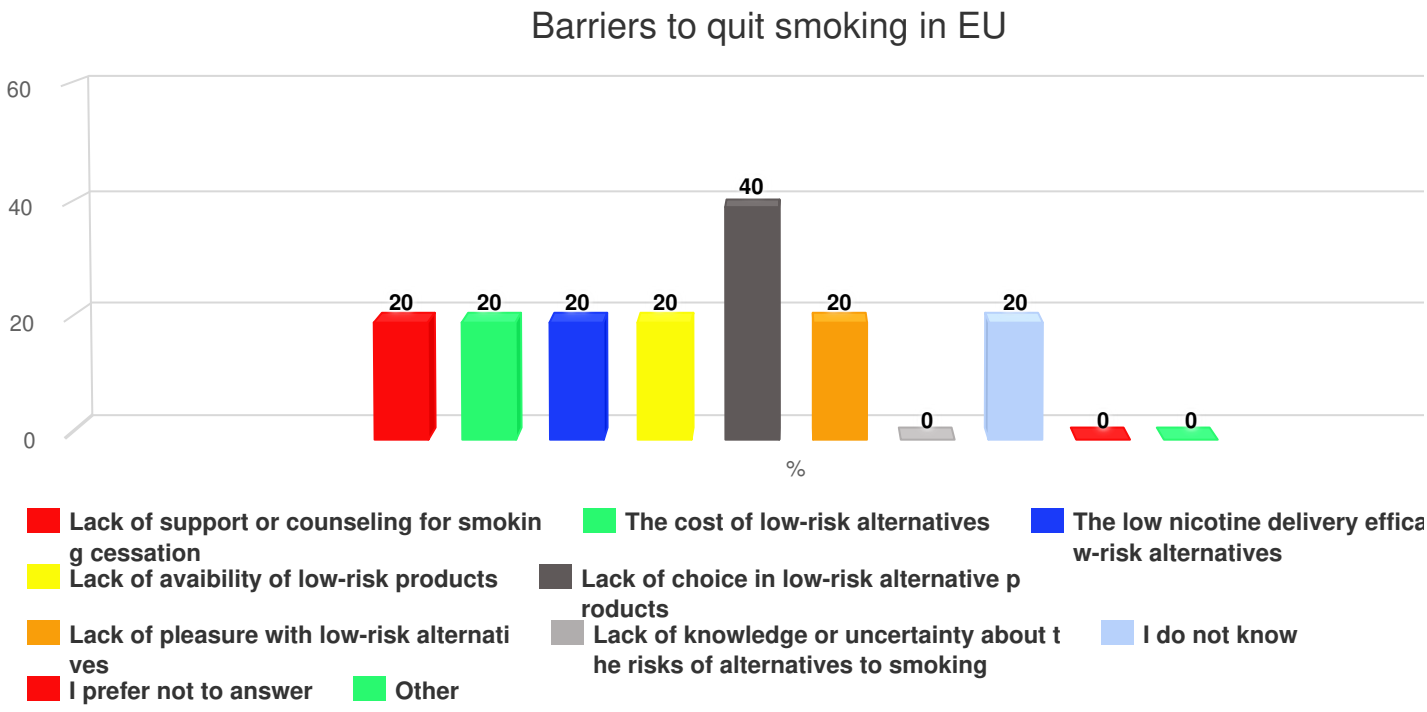
#	Question	Detail No.(%)
11	Would you like to quit smoking?	3 (100%)
	0	0 (0%)
	1	0 (0%)
	2	0 (0%)
	3	1 (33.33%)
	4	2 (66.67%)

Desire to quit smoking from null to very high



EU Nicotine Users Survey

#	Question	No.	%
12	What is/are your barrier(s) to quitting smoking? Multiple answers possible	5	100%
	Lack of support or counseling for smoking cessation	1	20%
	The cost of low-risk alternatives	1	20%
	The low nicotine delivery efficacy of low-risk alternatives	1	20%
	Lack of avaibility of low-risk products	1	20%
	Lack of choice in low-risk alternative products	2	40%
	Lack of pleasure with low-risk alternatives	1	20%
	Lack of knowledge or uncertainty about the risks of alternatives to smoking	0	0%
	I do not know	1	20%
	I prefer not to answer	0	0%
	Other	0	0%



EU Nicotine Users Survey

#	Question	No.	%
13	When you have successfully quit smoking, what method(s) did you use to quit? Multiple answers possible.	10	100%
	With pharmaceutical nicotine aids (gums, patches etc.)	0	0%
	With pharmaceutical drugs (bupropion, varenicline etc.)	0	0%
	With vaping	10	100%
	With snus or nicotine pouches	0	0%
	Without using any aids	0	0%
	With tips from a stop-smoking line	0	0%
	With the personal support of relative(s)	0	0%
	With the help of peer self help group	0	0%
	With the help of a tobacconist or a stop-smoking service	0	0%
	With hypnosis	0	0%
	With a book for quitting smoking	0	0%
	With information from WHO	0	0%
	Prefer not to answer	0	0%
	Other	0	0%

EU Nicotine Users Survey

Snus and/or nicopouches use

EU Nicotine Users Survey

#	Question	No.	%
14	Do you use snus and/or nicotine pouches?	16	100%
	No, never	13	81.25%
	No, but I have tried them	1	6.25%
	No, but I used to, in the past	0	0%
	Yes, for less than 1 year	1	6.25%
	Yes, for between 1 to 2 years	0	0%
	Yes, for between 2 to 5 years	1	6.25%
	Yes, for 5 years or more	0	0%
	Prefer to not answer	0	0%

EU Nicotine Users Survey

#	Question	No.	%
15	How often do you use snus and/or nicotine pouches on average?	2	100%
	Daily	1	50%
	Weekly (at least once a week)	1	50%
	Occasionally, at least once a month	0	0%
	Rarely (less than once a month)	0	0%
	Prefer not to answer	0	0%

	Snus cans per week - filter outliers			
#	Question	No.	Average	Median
16	How many cans of snus or nicotine pouches do you usually consume per week in average?	1	25	25

	Daily snusers		
#	Question	No.	Average
16	How many cans of snus or nicotine pouches do you usually consume per week in average?	0	-

EU Nicotine Users Survey

Ask only to snus or nicopouches triers (Q 14)

#	Question	No.	%
17	Why didn't you adopt snus or nicotine pouches after trying them? Multiple answers possible	1	100%
	I did not need it	0	0%
	I did not like it	1	100%
	Lack of availability	0	0%
	Doubts about its safety	1	100%
	Too expensive for me	0	0%
	Nicotine delivery not effective enough	0	0%
	I do not know	0	0%
	Prefer not to answer	0	0%
	Other	0	0%

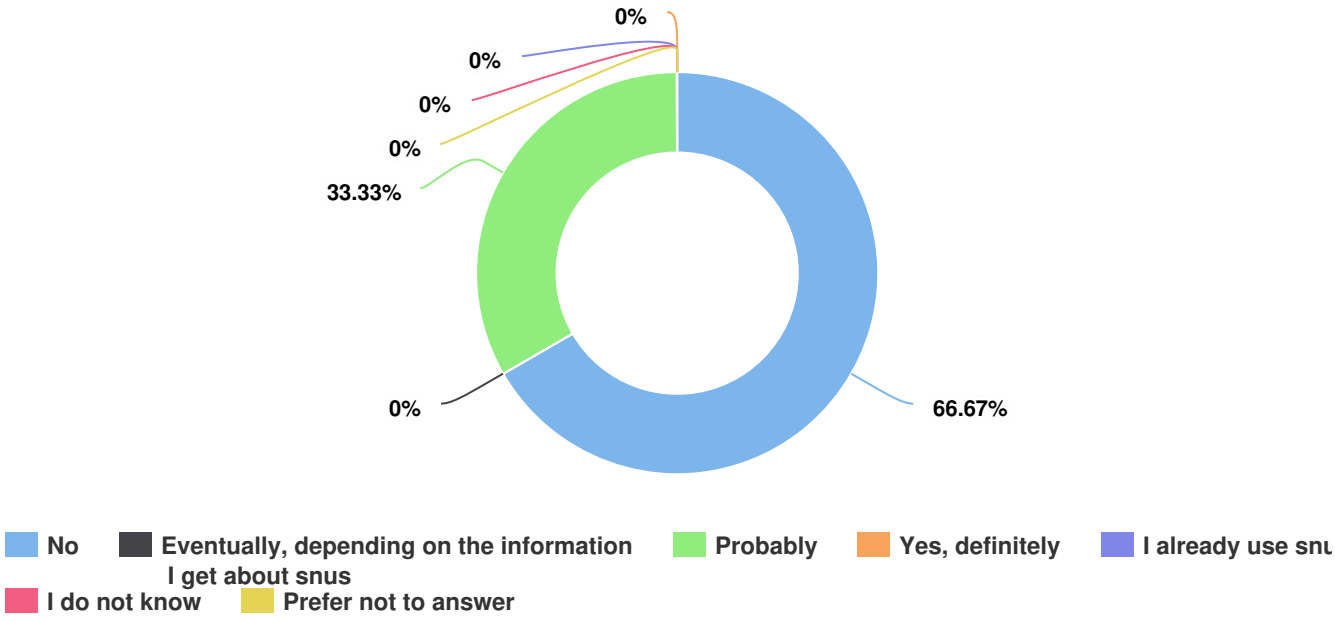
EU Nicotine Users Survey

#	Question	No.	%
43	If snus, the Swedish oral smokeless tobacco, was legal to buy in the EU (currently only legal in Sweden), would you consider trying it ?	11	100%
	No	10	90.91%
	Eventually, depending on the information I get about snus	0	0%
	Probably	1	9.09%
	Yes, definitely	0	0%
	I already use snus	0	0%
	I do not know	0	0%
	Prefer not to answer	0	0%

	Smokers		
#	Question	No.	%
43	If snus, the Swedish oral smokeless tobacco, was legal to buy in the EU (currently only legal in Sweden), would you consider trying it ?	3	100%
	No	2	66.67%
	Eventually, depending on the information I get about snus	0	0%
	Probably	1	33.33%
	Yes, definitely	0	0%
	I already use snus	0	0%
	I do not know	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

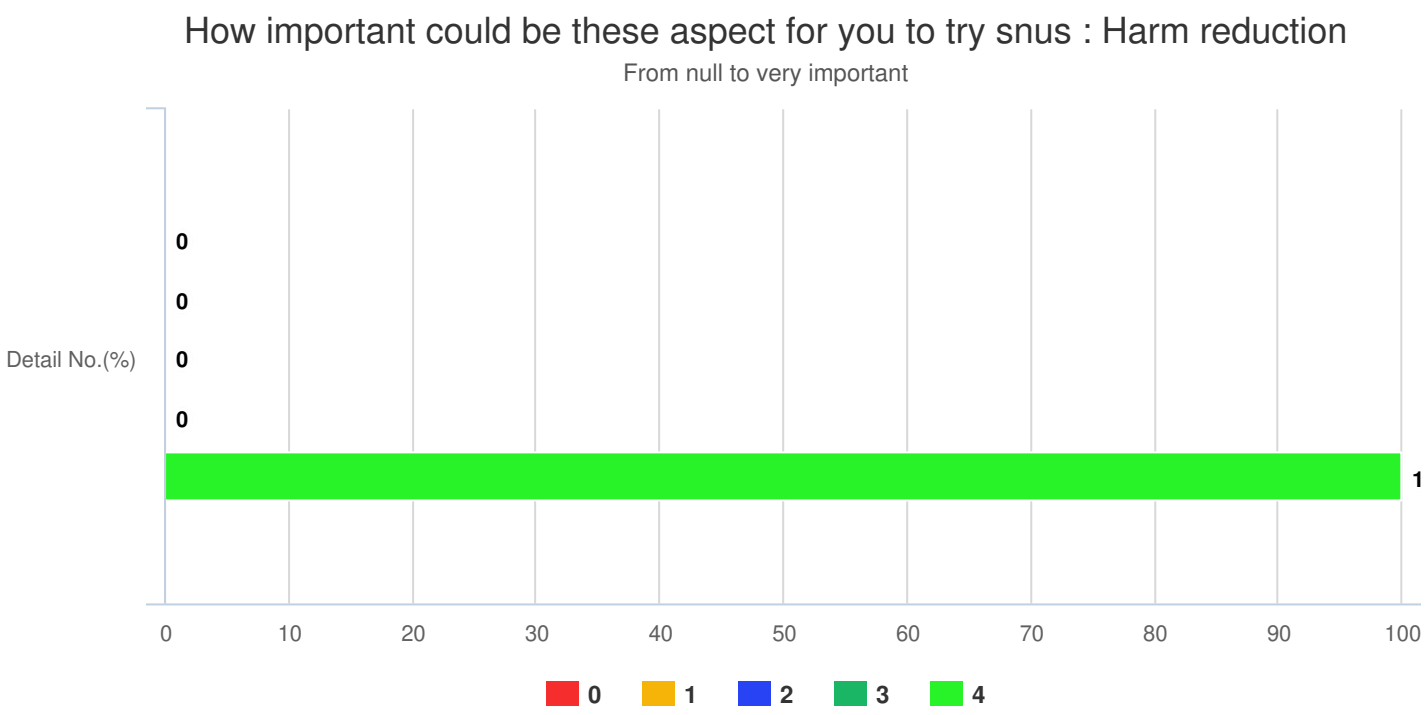
Smokers who could be interesting to try snus in case of legalization



EU Nicotine Users Survey

How important could be these aspect for you to try snus :

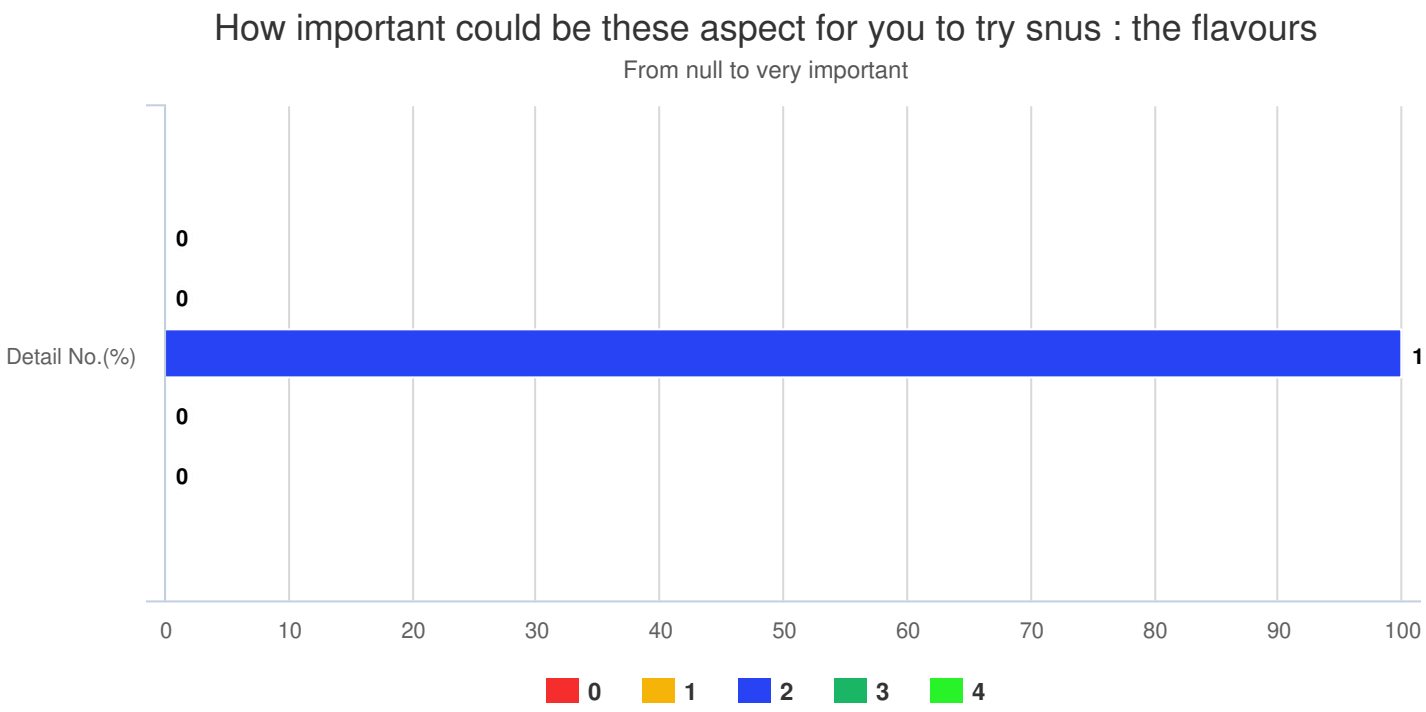
#	Question	No.	Detail No.(%)
44.1	Harm reduction relative to smoking	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	1	1 (100%)



EU Nicotine Users Survey

How important could be these aspect for you to try snus :

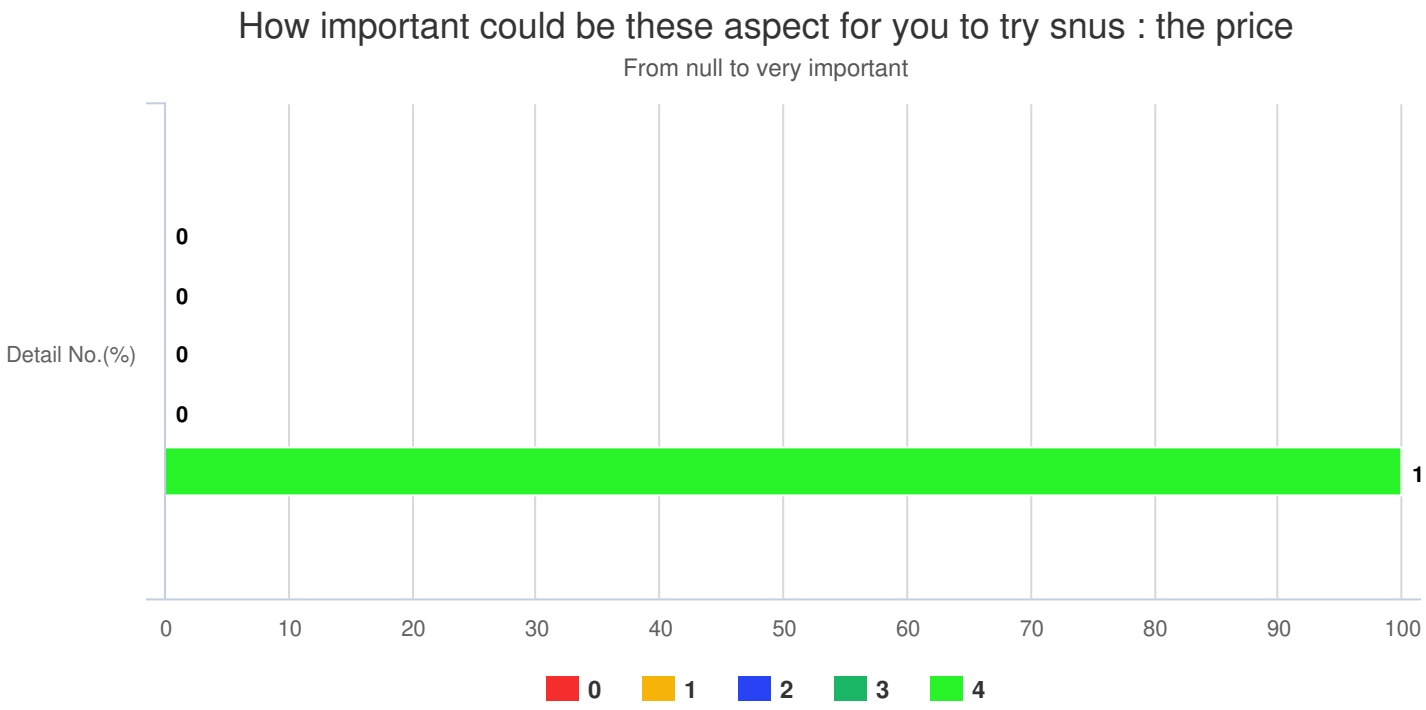
#	Question	No.	Detail No.(%)
44.2	The flavours	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)



EU Nicotine Users Survey

How important could be these aspect for you to try snus :

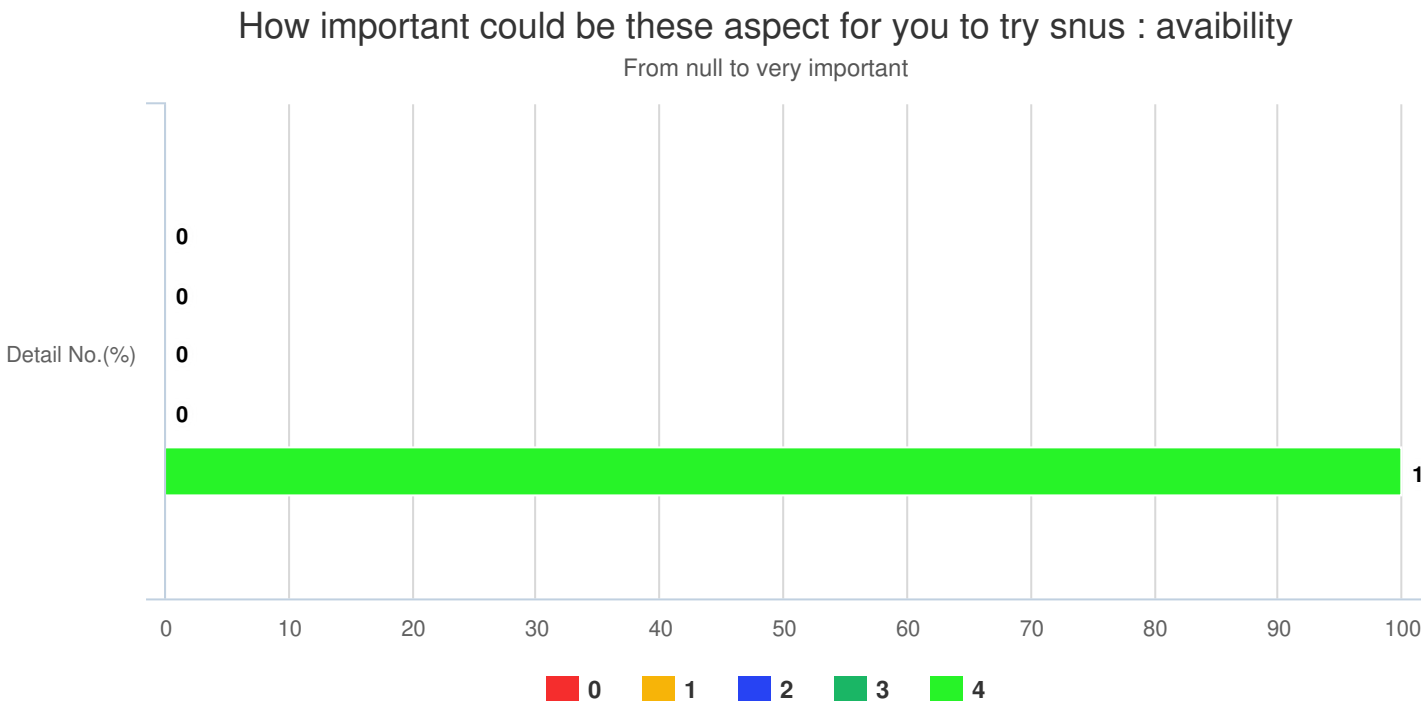
#	Question	No.	Detail No.(%)
44.3	Less expensive than tobacco cigarettes	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	1	1 (100%)



EU Nicotine Users Survey

How important could be these aspect for you to try snus :

#	Question	No.	Detail No.(%)
44.4	Opportunity to try it out, its availability	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	1	1 (100%)



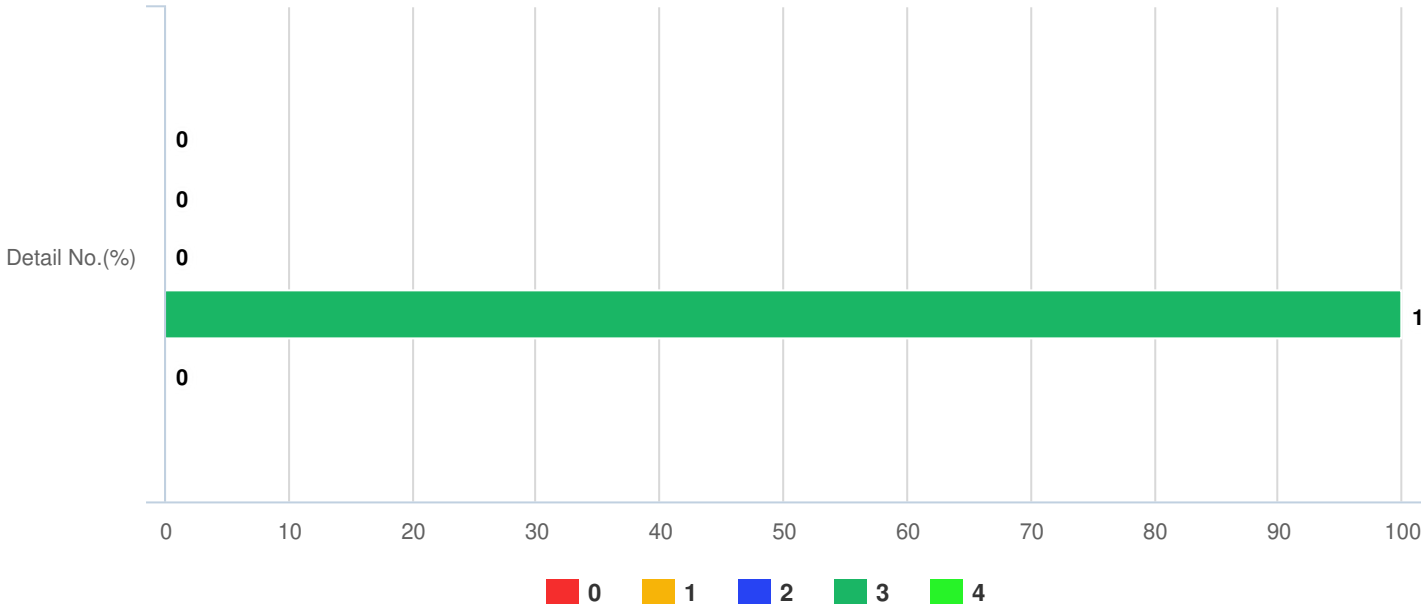
EU Nicotine Users Survey

How important could be these aspect for you to try snus :

#	Question	No.	Detail No.(%)
44.5	Curiosity	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	1	1 (100%)
	4	0	0 (0%)

How important could be these aspect for you to try snus : curiosity

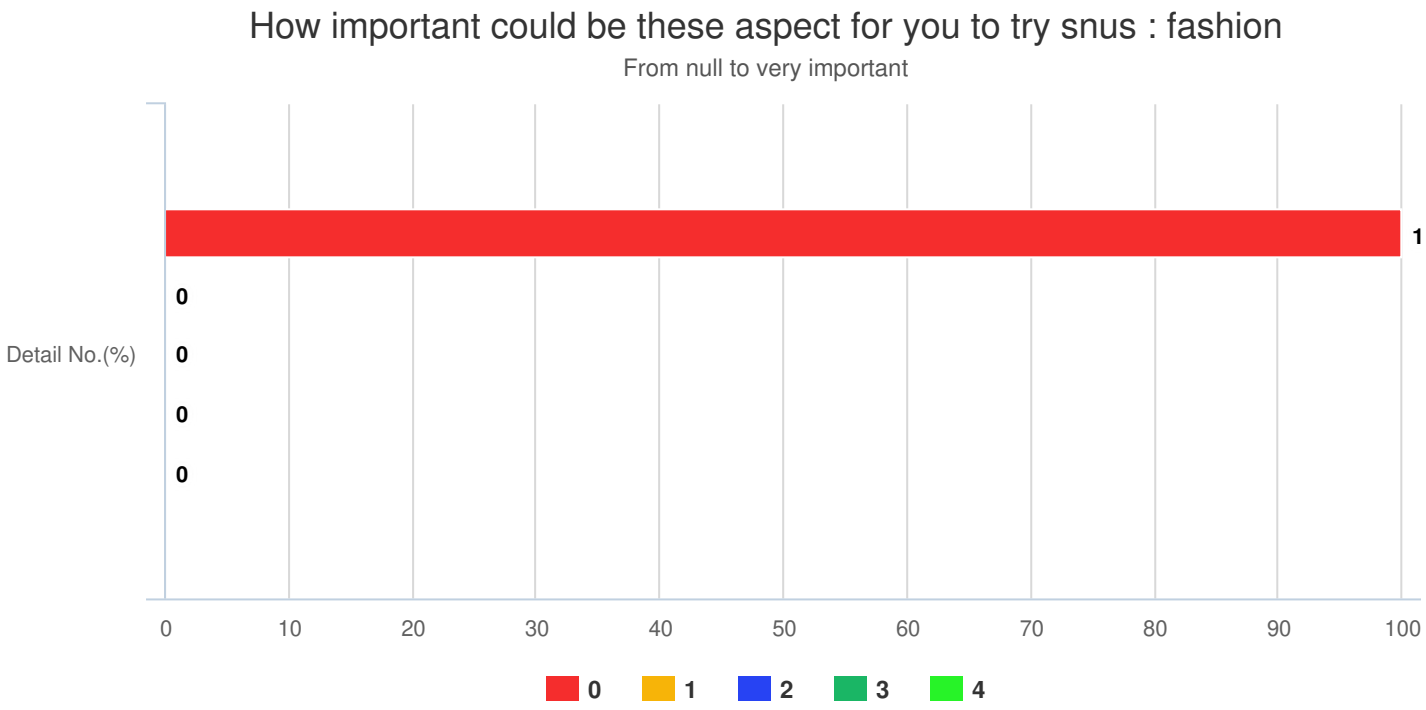
From null to very important



EU Nicotine Users Survey

How important could be these aspect for you to try snus :

#	Question	No.	Detail No.(%)
44.5	Fashion effect	1	1 (100%)
	0	1	1 (100%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	0	0 (0%)



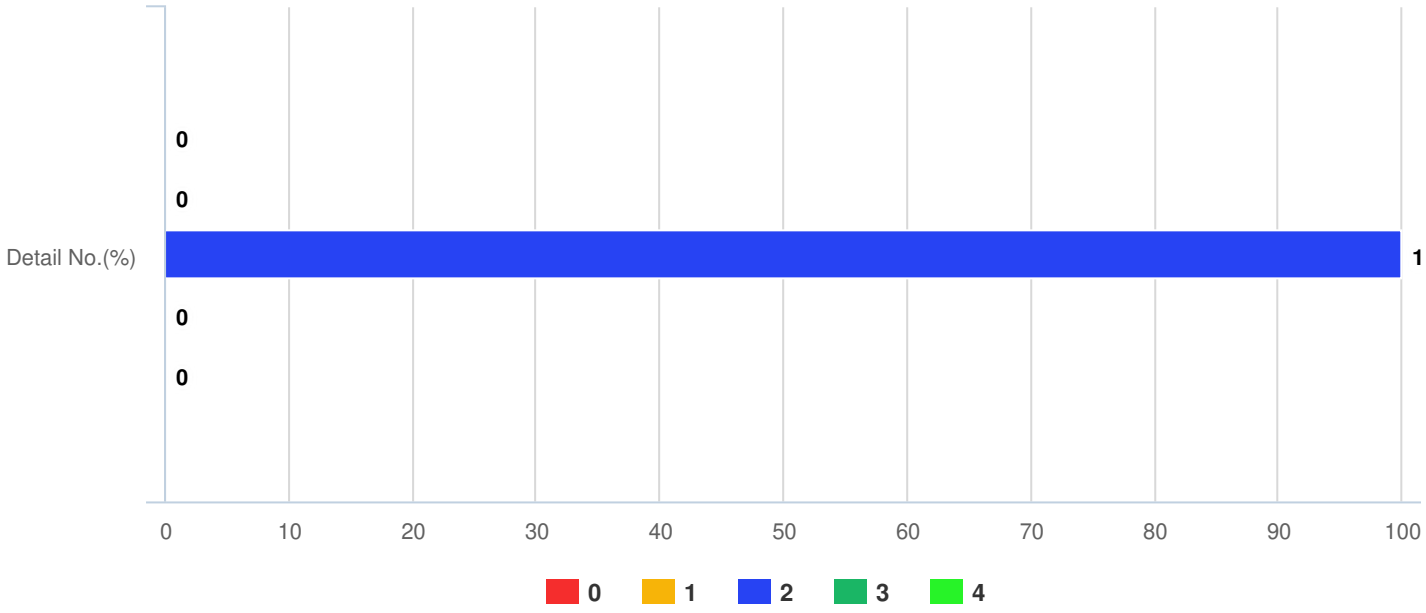
EU Nicotine Users Survey

How important could be these aspect for you to try snus :

#	Question	No.	Detail No.(%)
44.5	To consume nicotine	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)

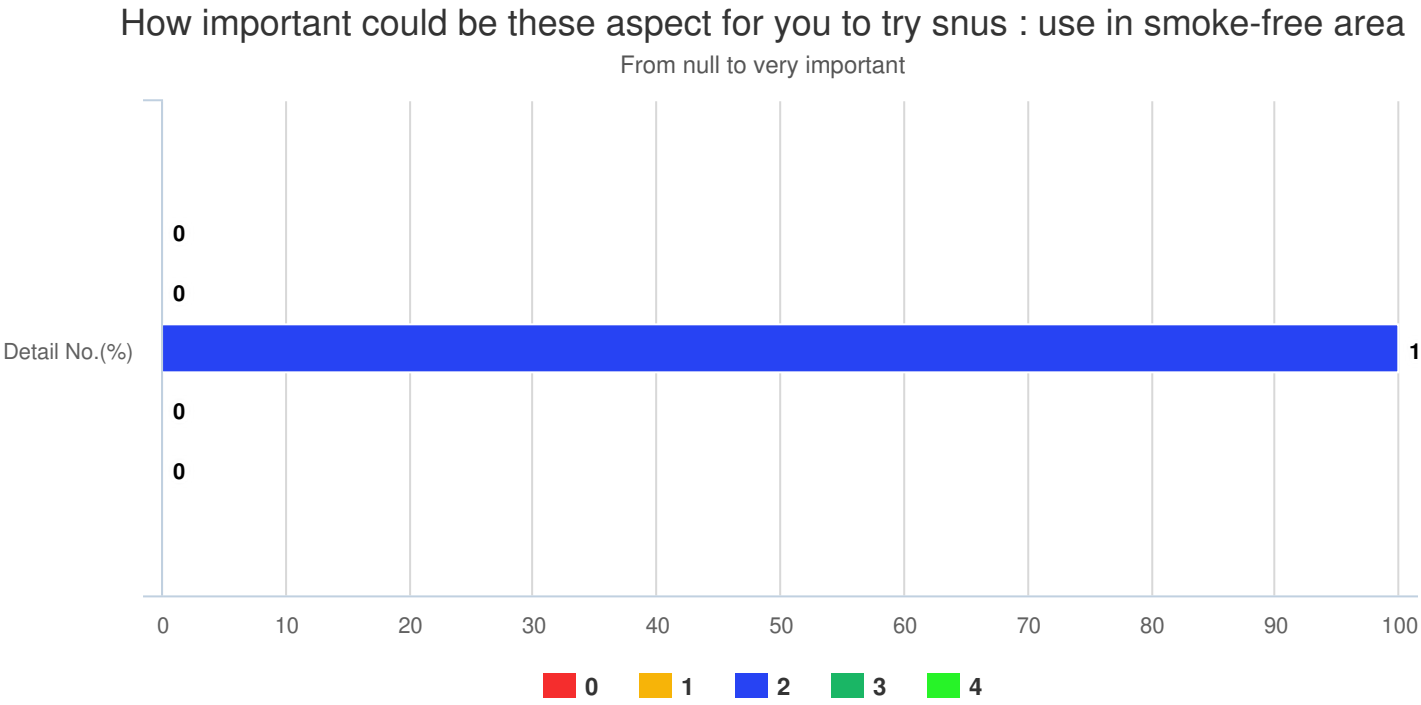
How important could be these aspect for you to try snus : nicotine comsumption

From null to very important



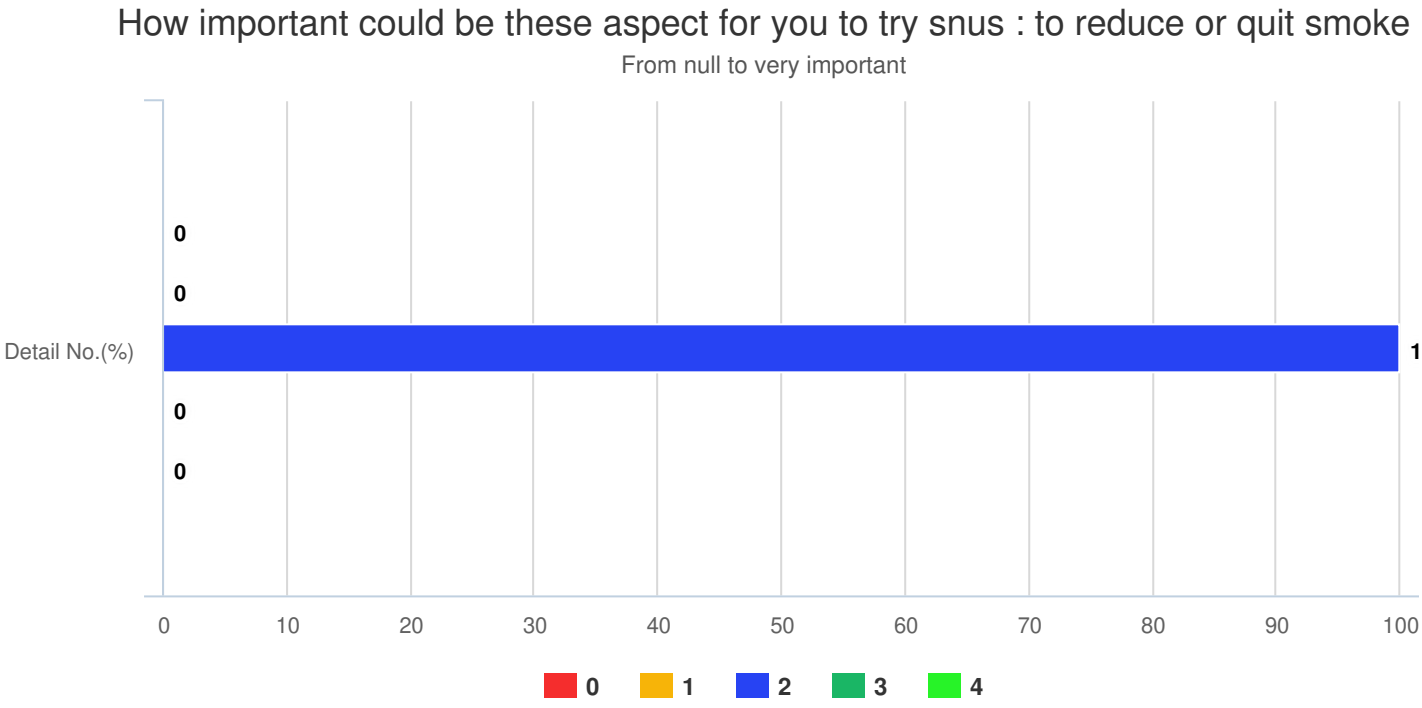
EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
44.5	The possibility to use snus in smoke-free areas	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)



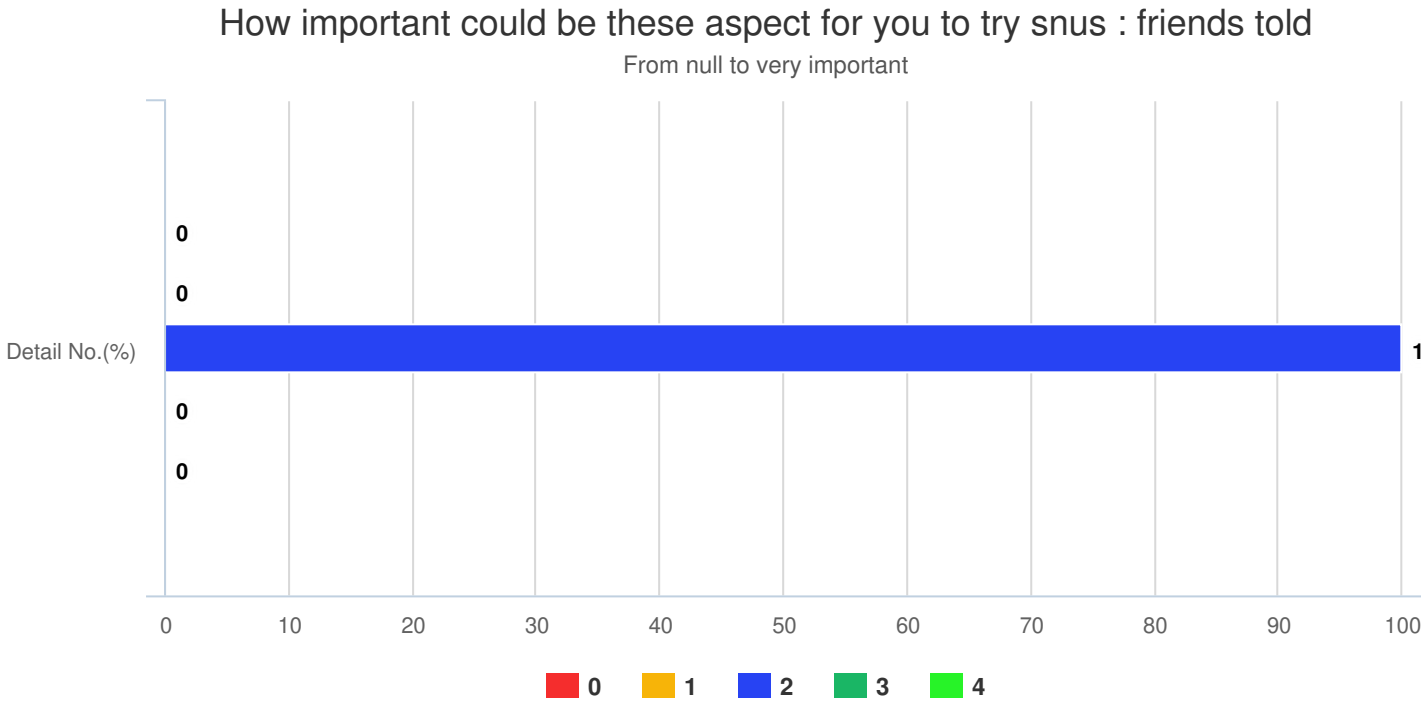
EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
44.5	The desire or need to smoke less or to quit smoking	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)



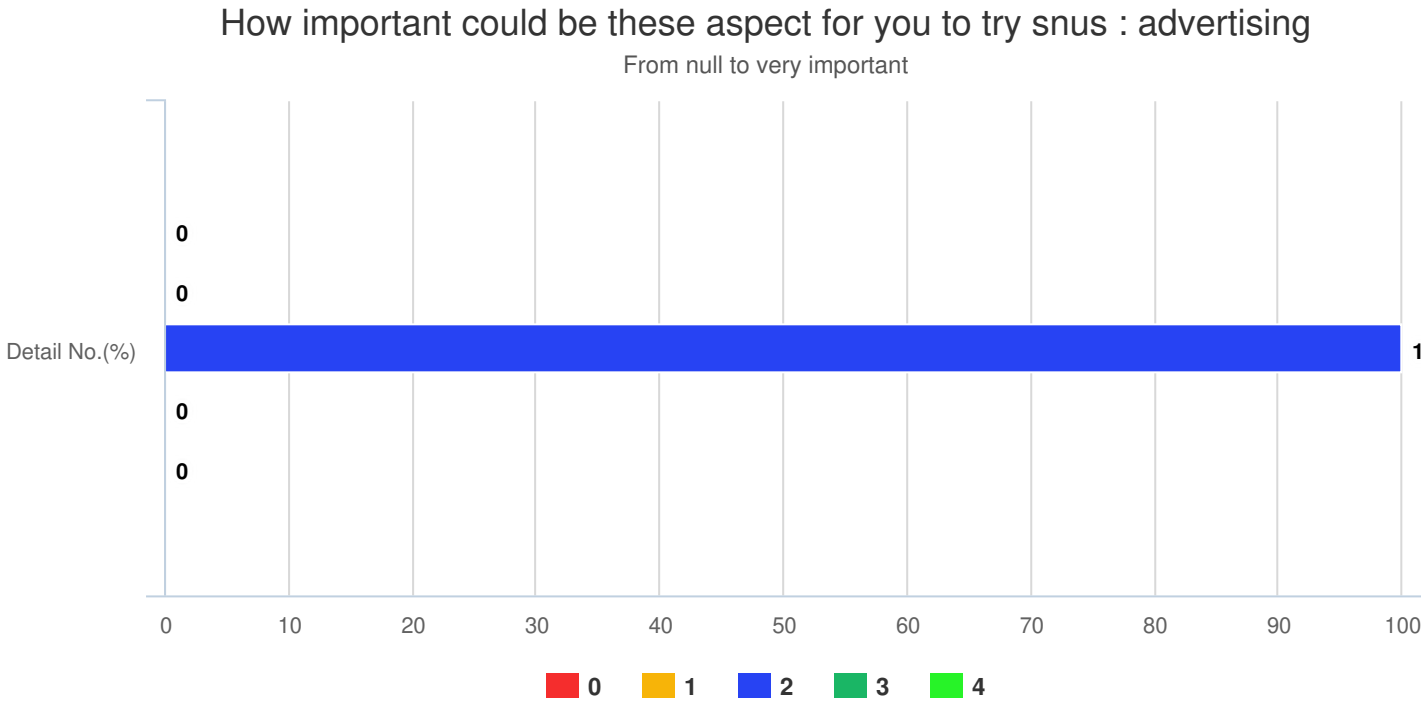
EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
44.7	Relatives or friends told me about it	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)



EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
44.7	Advertising	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)

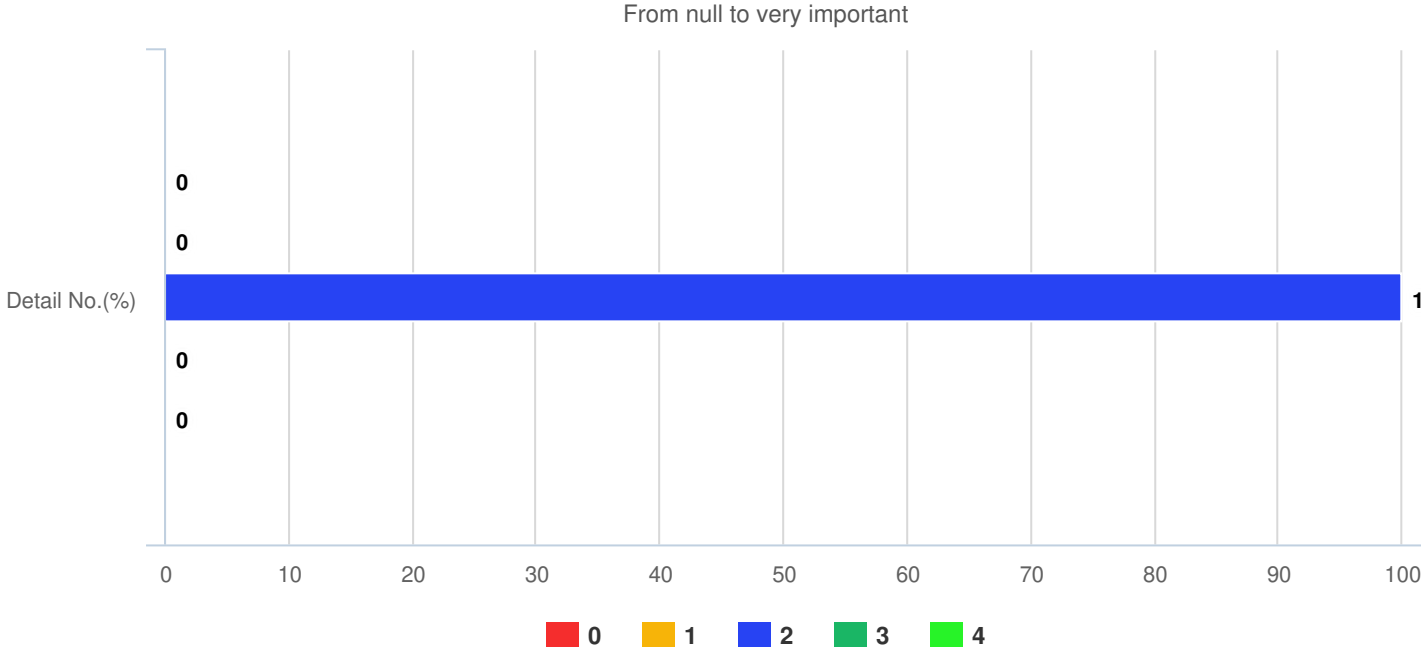


EU Nicotine Users Survey

How important could be these aspect for you to try snus :

#	Question	No.	Detail No.(%)
44.7	The snus-users community	1	1 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (100%)
	3	0	0 (0%)
	4	0	0 (0%)

How important could be these aspect for you to try snus : snus-users community

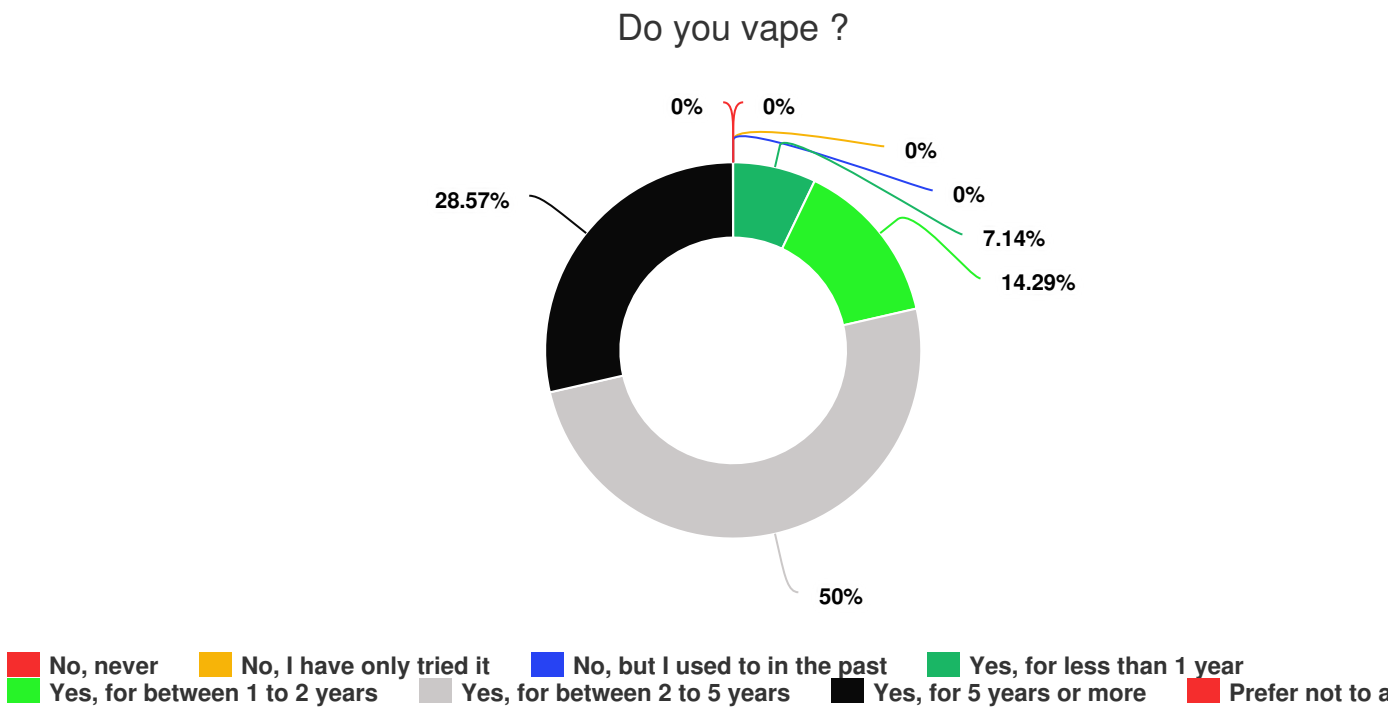


EU Nicotine Users Survey

Vape users data

EU Nicotine Users Survey

#	Question	No.	%
18	Do you vape ?	14	100%
	No, never	0	0%
	No, I have only tried it	0	0%
	No, but I used to in the past	0	0%
	Yes, for less than 1 year	1	7.14%
	Yes, for between 1 to 2 years	2	14.29%
	Yes, for between 2 to 5 years	7	50%
	Yes, for 5 years or more	4	28.57%
	Prefer not to answer	0	0%



EU Nicotine Users Survey

	Smokers		
#	Question	No.	%
18	Do you vape ?	4	100%
	No, never	0	0%
	No, I have only tried it	0	0%
	No, but I used to in the past	0	0%
	Yes, for less than 1 year	0	0%
	Yes, for between 1 to 2 years	2	50%
	Yes, for between 2 to 5 years	2	50%
	Yes, for 5 years or more	0	0%
	Prefer not to answer	0	0%

	Snusers		
#	Question	No.	%
18	Do you vape ?	2	100%
	No, never	0	0%
	No, I have only tried it	0	0%
	No, but I used to in the past	0	0%
	Yes, for less than 1 year	0	0%
	Yes, for between 1 to 2 years	1	50%
	Yes, for between 2 to 5 years	1	50%
	Yes, for 5 years or more	0	0%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

	E-liquid ml per day - filter outlier		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	11	7.73
25	What nicotine level (in mg/ml) do you usually vape?	11	10.55

Nicotine concentration used means discriminate by level of volume consumption (less than 5ml / from 5 to 10 ml / more than 10 ml) :

	5 ml or less		
#	Question	No.	Average
25	What nicotine level (in mg/ml) do you usually vape?	4	20.75

	More than 5 ml to 10 ml		
#	Question	No.	Average
25	What nicotine level (in mg/ml) do you usually vape?	6	5

	More than 10 ml		
#	Question	No.	Average
25	What nicotine level (in mg/ml) do you usually vape?	1	3

EU Nicotine Users Survey

	Nicotine less than 3 mg/ml		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	0	-

	Nicotine from 3mg to <6 mg/ml		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	4	9.25

	Nicotine from 6 mg to <9 mg/ml		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	4	8.75

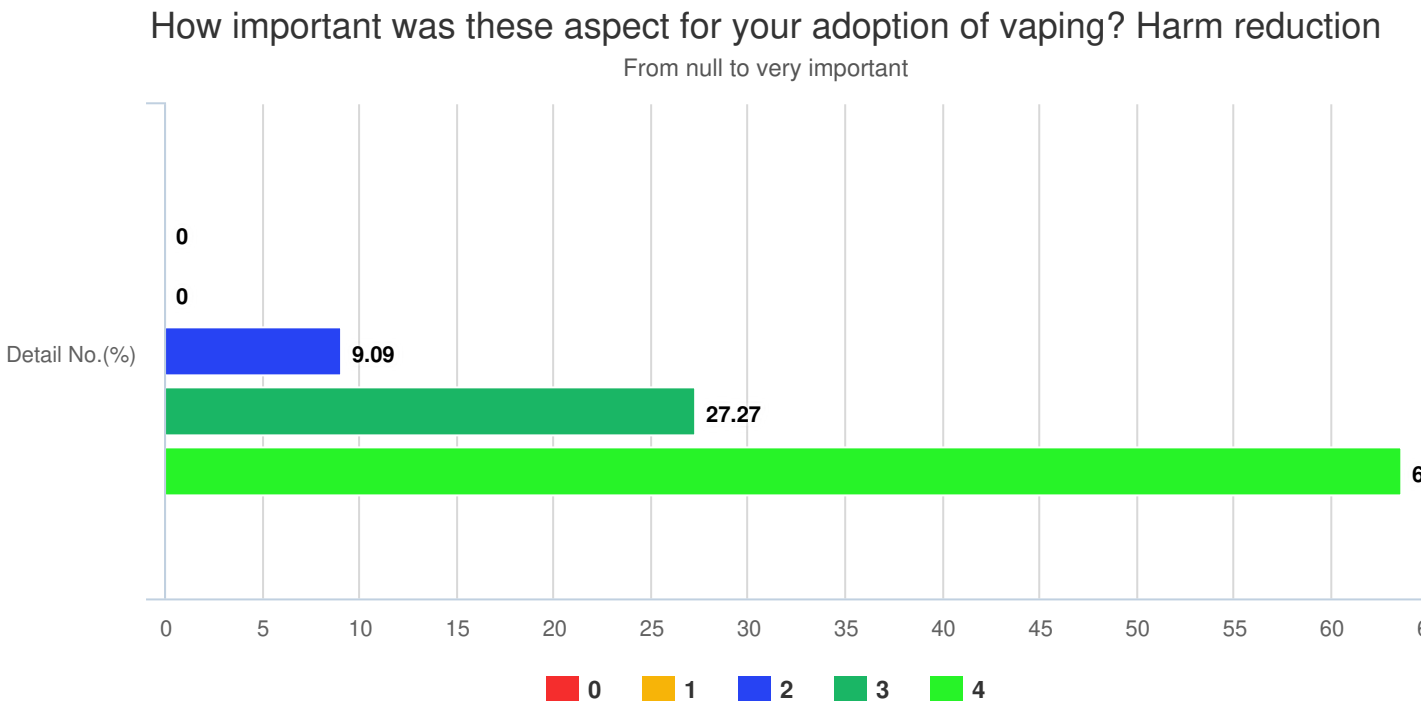
	Nicotine from 9mg to <15mg/ml		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	0	-

	Nicotine from 15 mg to <20 mg/ml		
#	Question	No.	Average
24	How much (in ml) of e-liquid do you usually consume per day?	0	-

EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

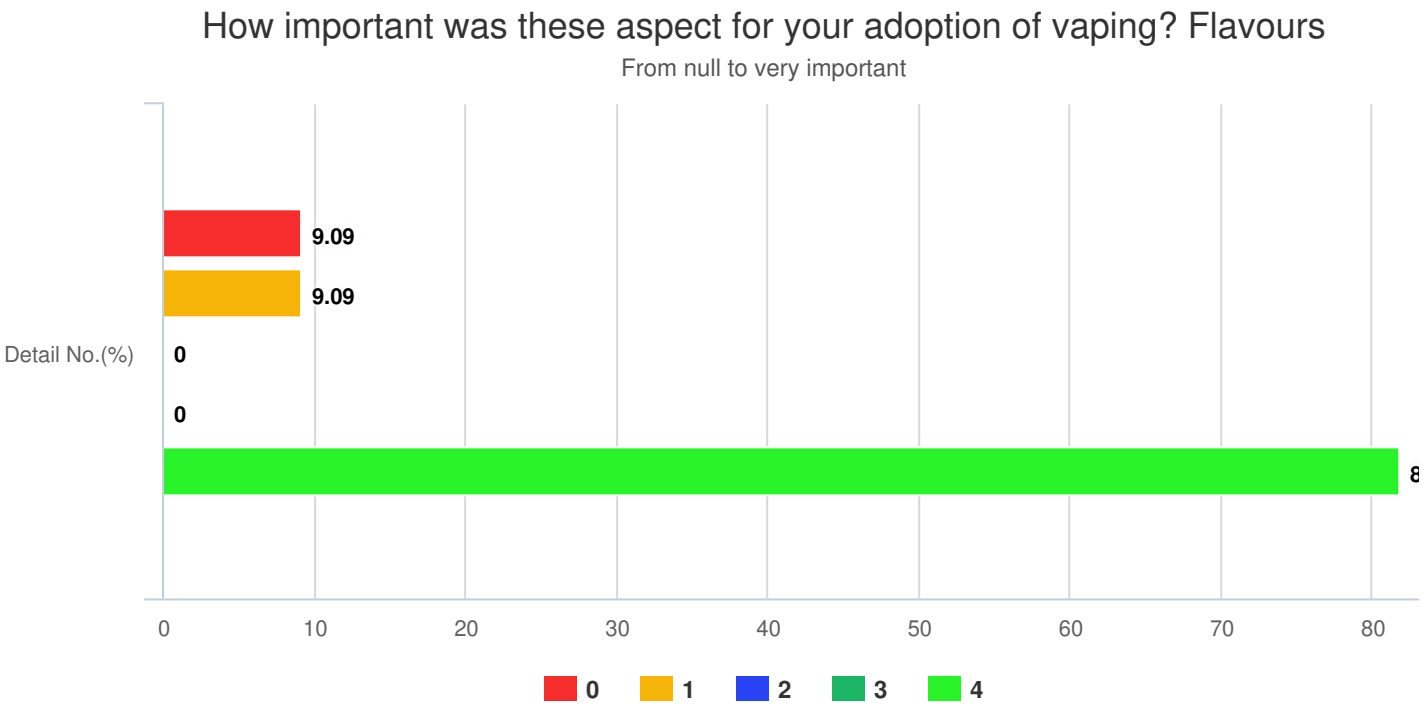
#	Question	No.	Detail No.(%)
26.1	Harm reduction relative to smoking, improvement of my health	11	11 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	3	3 (27.27%)
	4	7	7 (63.64%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

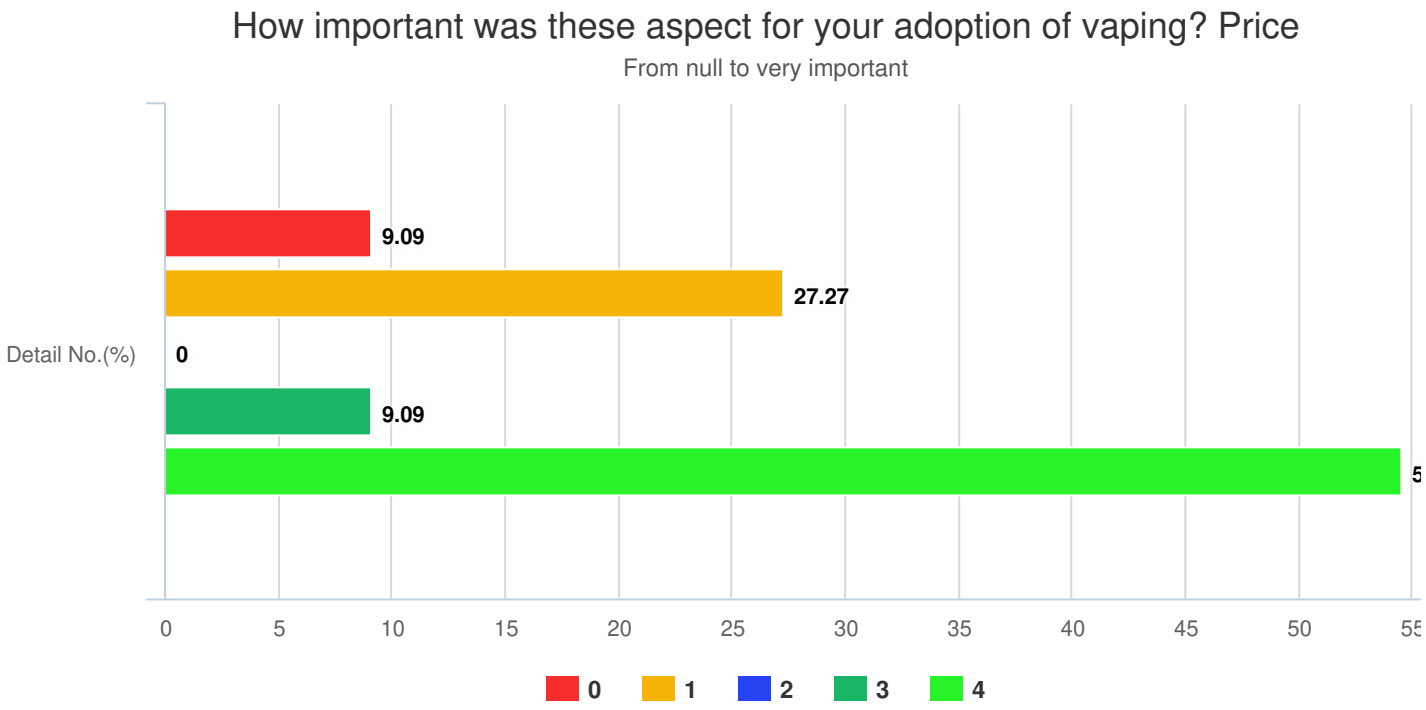
#	Question	No.	Detail No.(%)
26.2	The flavours	11	11 (100%)
	0	1	1 (9.09%)
	1	1	1 (9.09%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	9	9 (81.82%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

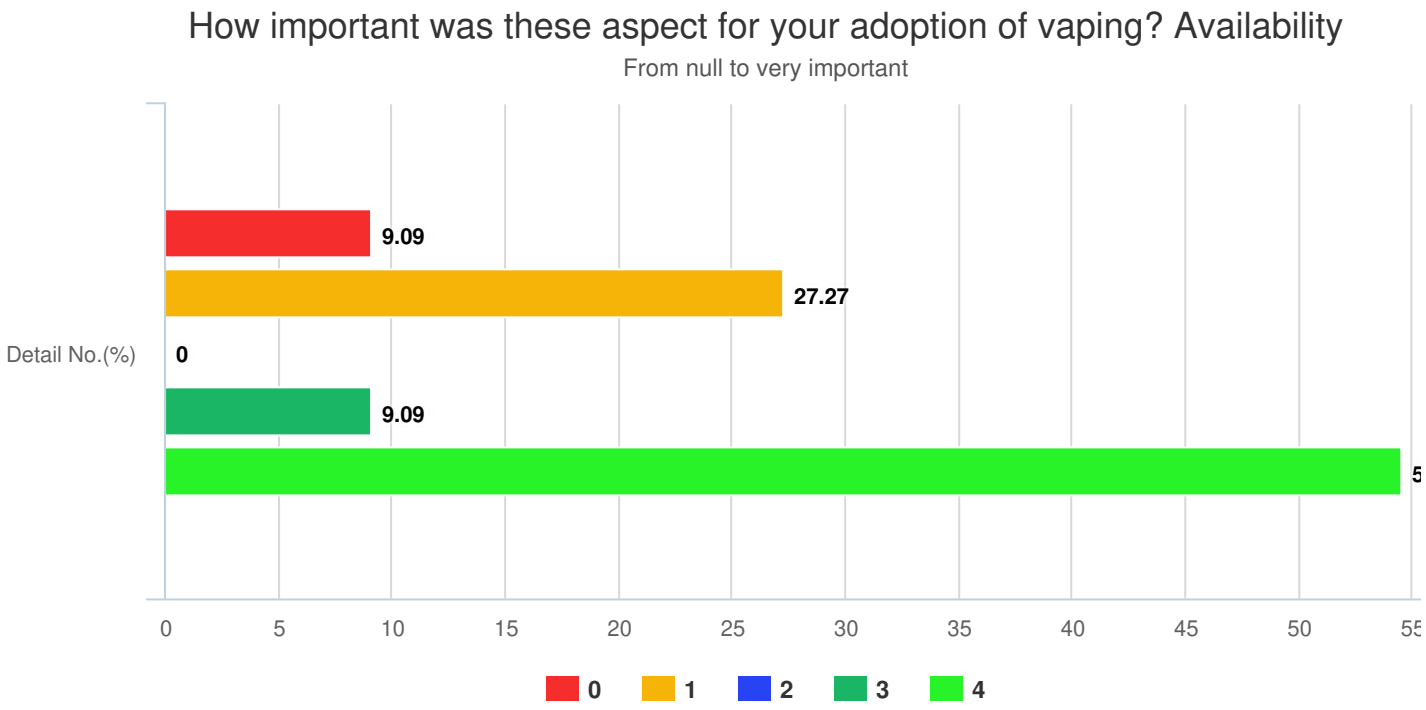
#	Question	No.	Detail No.(%)
26.3	Less expensive than smoking	11	11 (100%)
	0	1	1 (9.09%)
	1	3	3 (27.27%)
	2	0	0 (0%)
	3	1	1 (9.09%)
	4	6	6 (54.55%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

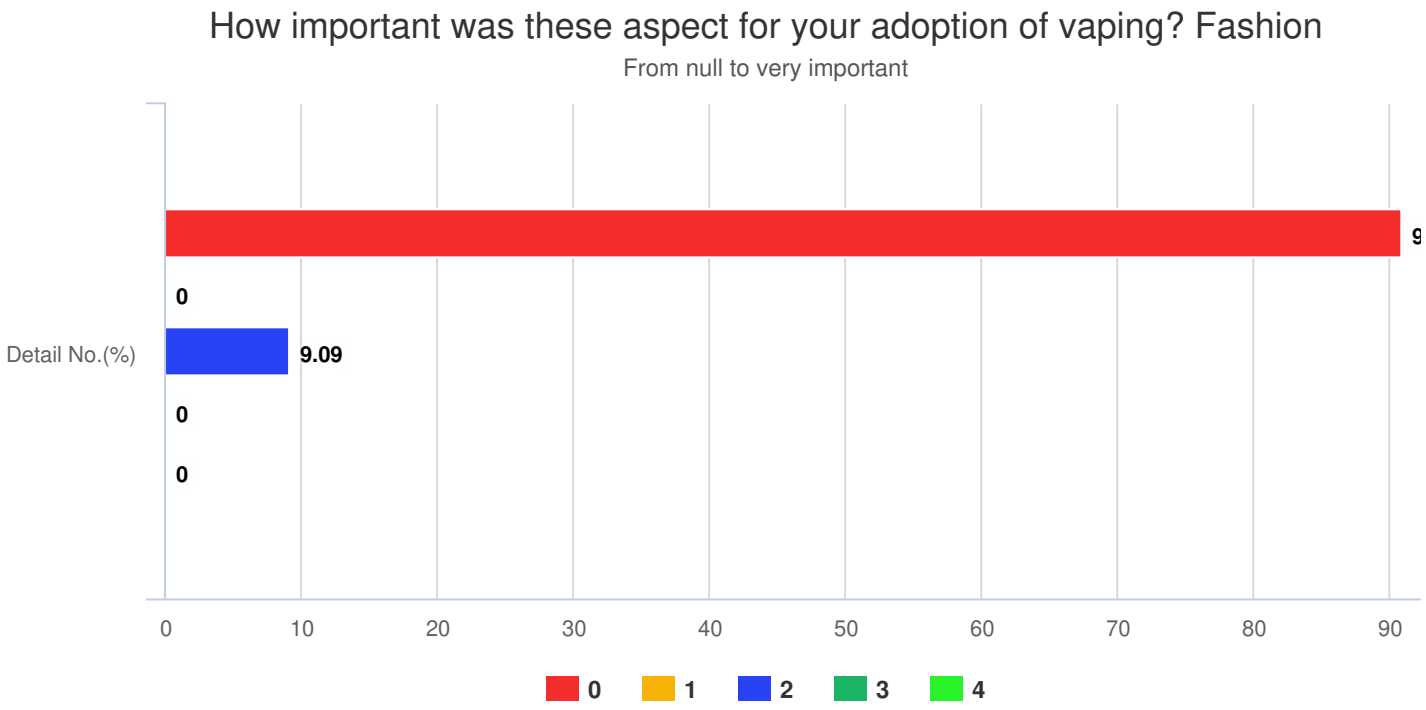
#	Question	No.	Detail No.(%)
26.4	Opportunity to try it out, its availability	11	11 (100%)
	0	1	1 (9.09%)
	1	0	0 (0%)
	2	3	3 (27.27%)
	3	2	2 (18.18%)
	4	5	5 (45.45%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

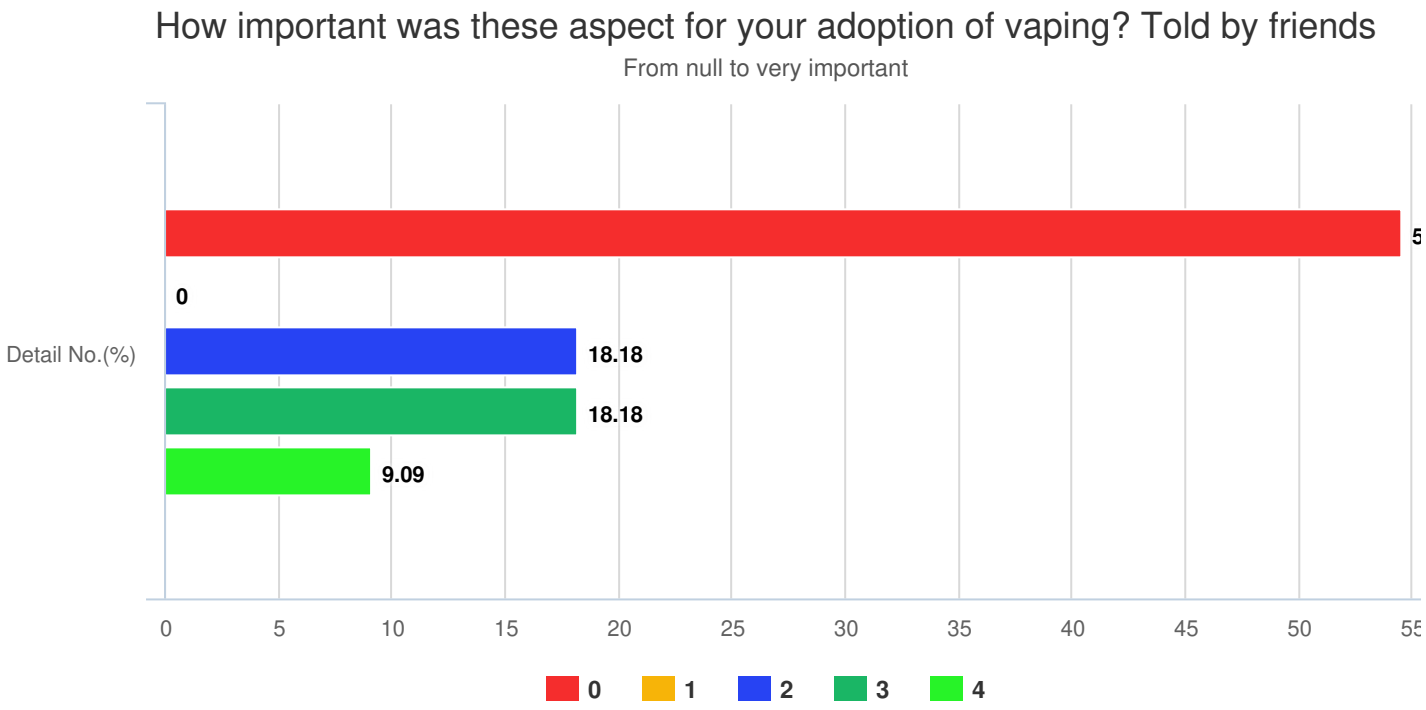
#	Question	No.	Detail No.(%)
26.5	Fashion effect	11	11 (100%)
	0	10	10 (90.91%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	0	0 (0%)
	4	0	0 (0%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

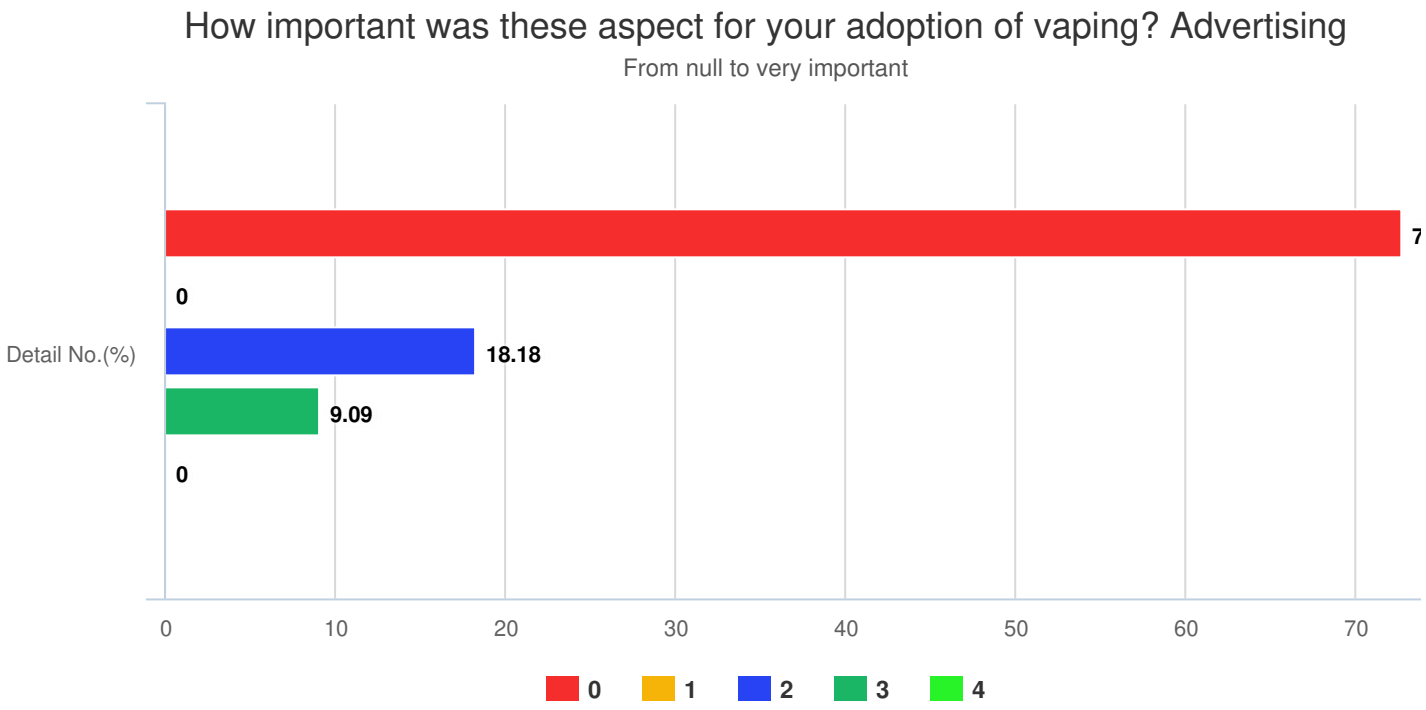
#	Question	No.	Detail No.(%)
26.5	Friends or relatives told me about it	11	11 (100%)
	0	6	6 (54.55%)
	1	0	0 (0%)
	2	2	2 (18.18%)
	3	2	2 (18.18%)
	4	1	1 (9.09%)



EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	Advertising	11	11 (100%)
	0	8	8 (72.73%)
	1	0	0 (0%)
	2	2	2 (18.18%)
	3	1	1 (9.09%)
	4	0	0 (0%)



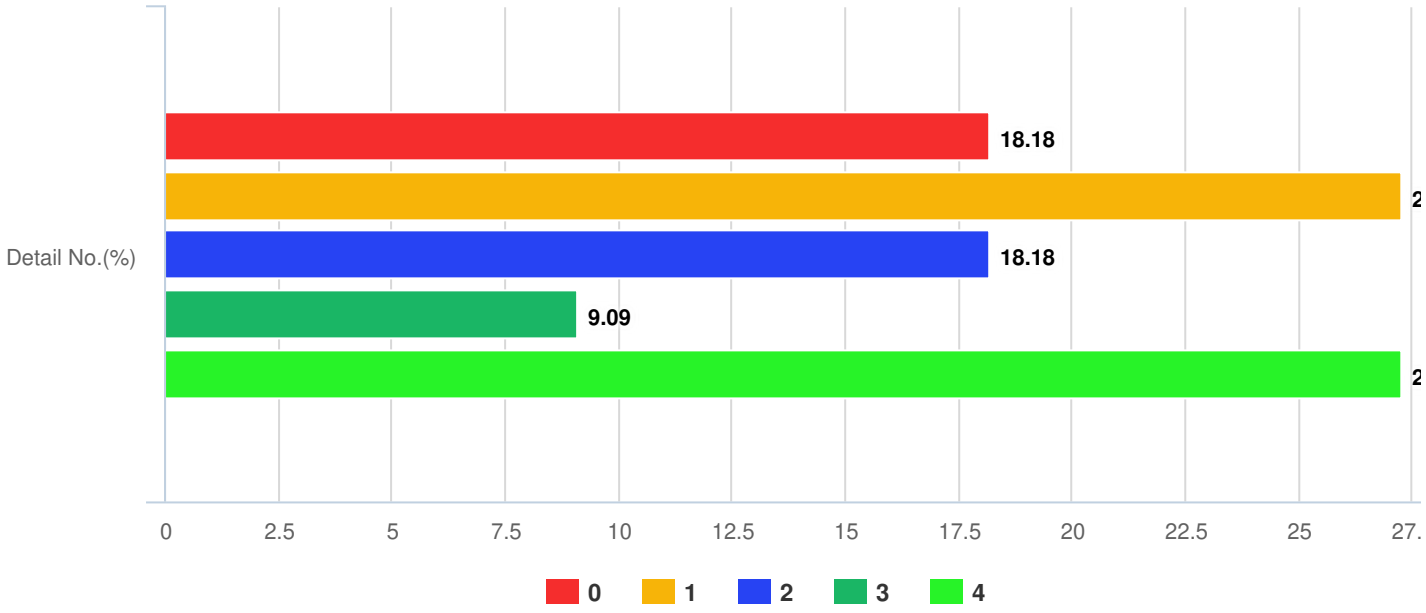
EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	The vaping community	11	11 (100%)
	0	2	2 (18.18%)
	1	3	3 (27.27%)
	2	2	2 (18.18%)
	3	1	1 (9.09%)
	4	3	3 (27.27%)

How important was these aspect for your adoption of vaping? The vaping communit

From null to very important



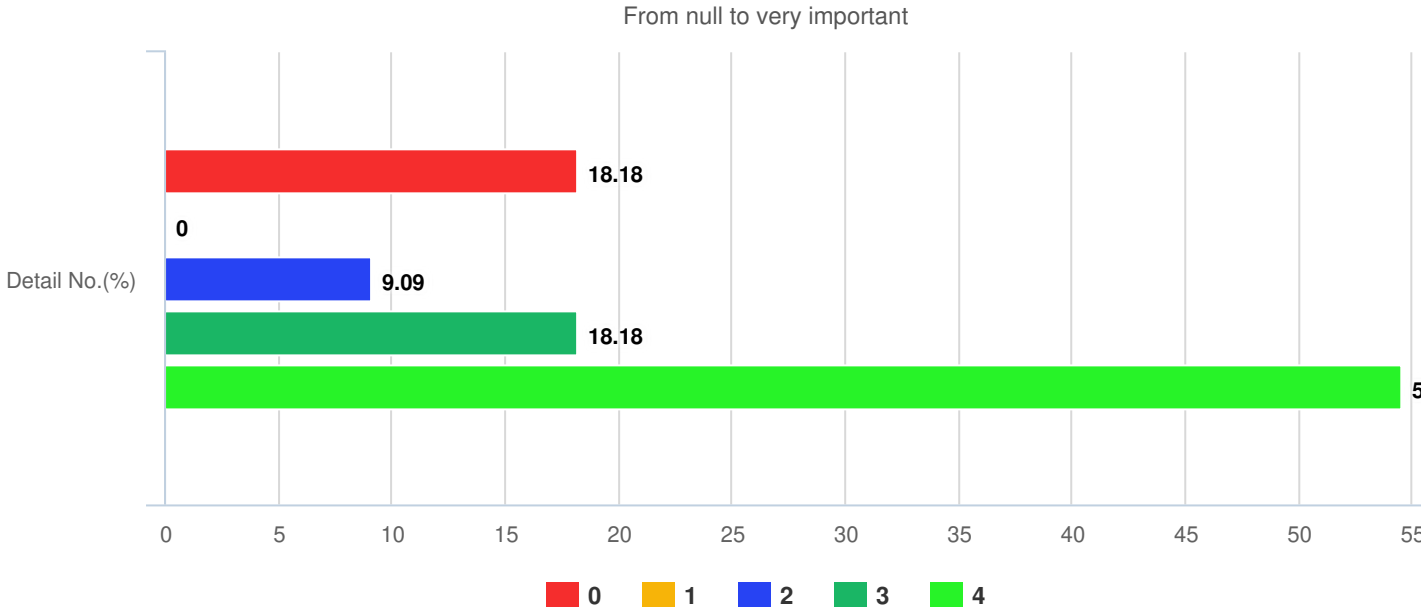
EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	The desire or need to smoke less or quit smoking	11	11 (100%)
	0	2	2 (18.18%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	2	2 (18.18%)
	4	6	6 (54.55%)

How important was these aspect for your adoption of vaping? Desire to quit or reduc smoking

From null to very important



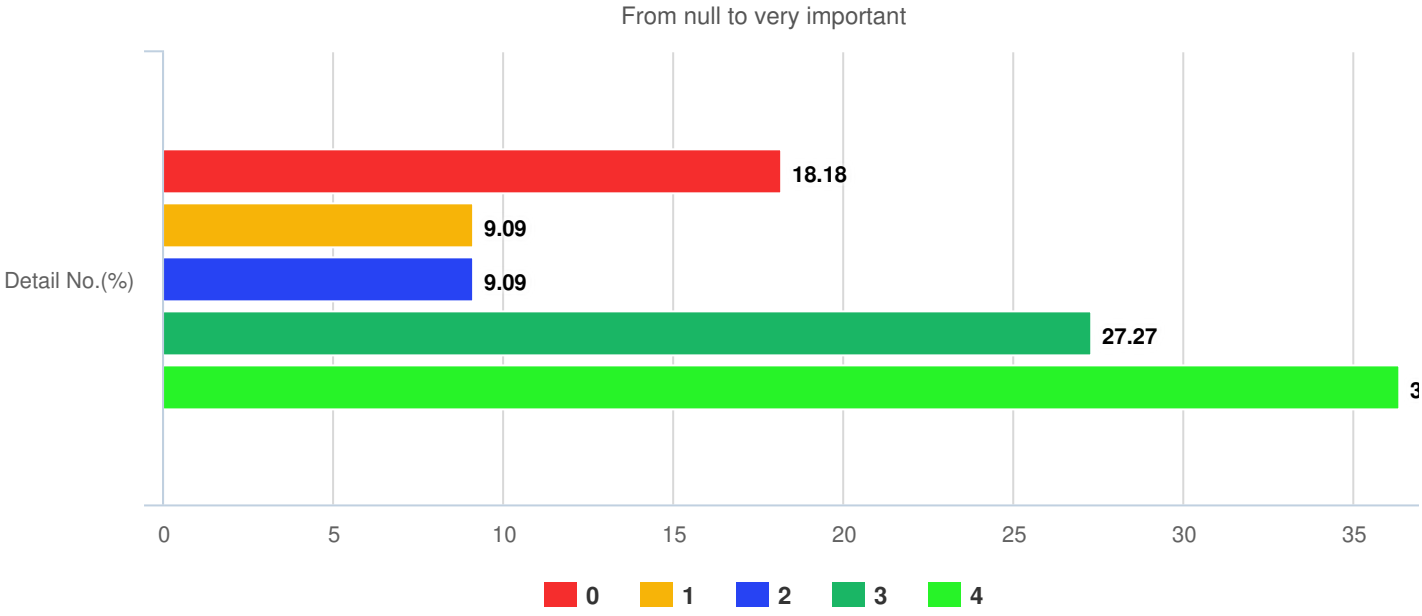
EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	The possibility to vaping in smoke-free areas	11	11 (100%)
	0	2	2 (18.18%)
	1	1	1 (9.09%)
	2	1	1 (9.09%)
	3	3	3 (27.27%)
	4	4	4 (36.36%)

How important was these aspect for your adoption of vaping? Possibility to vape in smoke-free area

From null to very important

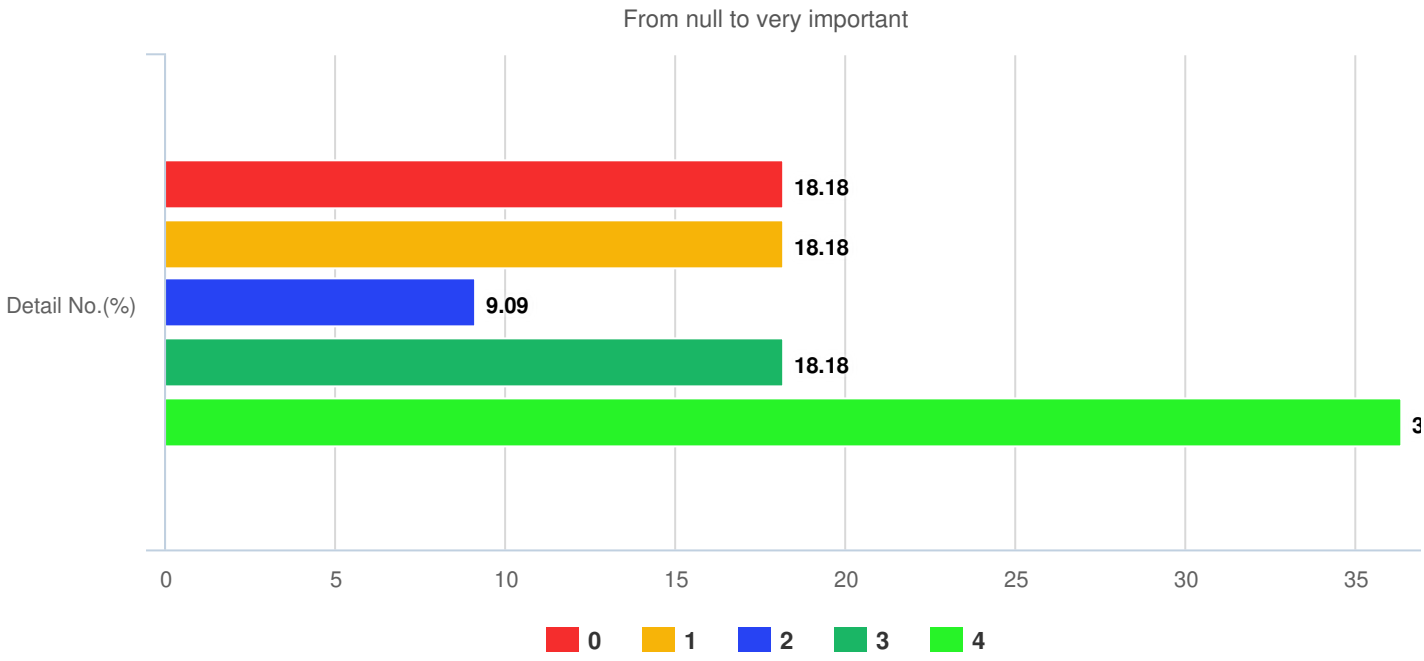


EU Nicotine Users Survey

How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	For consumme nicotine	11	11 (100%)
	0	2	2 (18.18%)
	1	2	2 (18.18%)
	2	1	1 (9.09%)
	3	2	2 (18.18%)
	4	4	4 (36.36%)

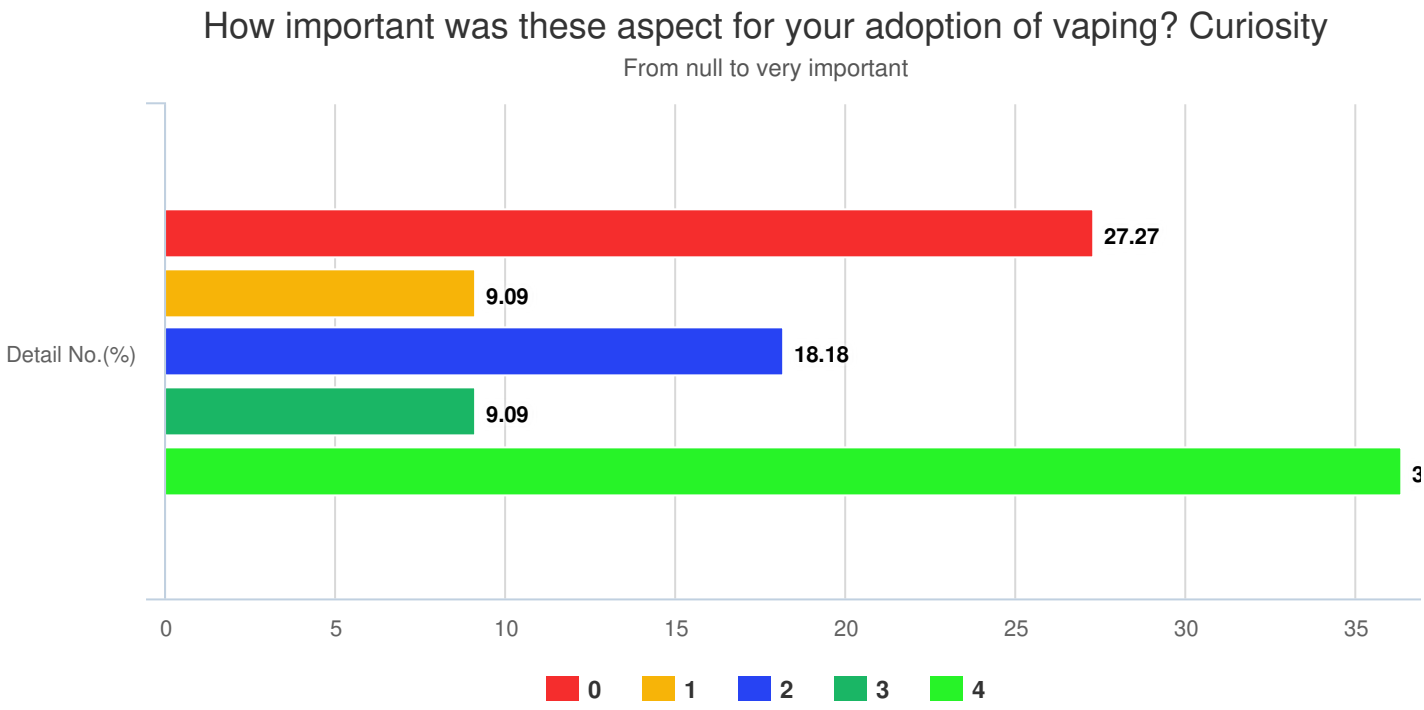
How important was these aspect for your adoption of vaping? To consume nicotine



EU Nicotine Users Survey

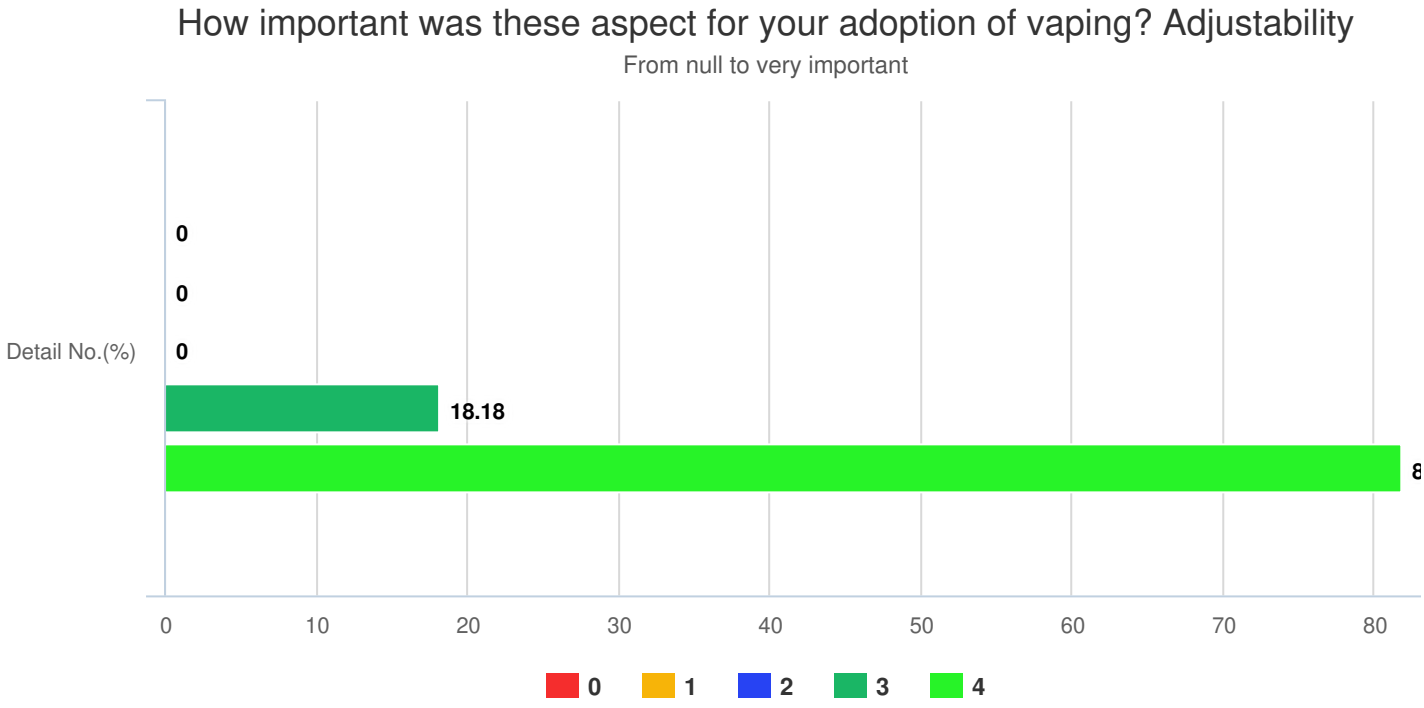
How important was these aspect for your adoption of vaping?

#	Question	No.	Detail No.(%)
26.5	Curiosity	11	11 (100%)
	0	3	3 (27.27%)
	1	1	1 (9.09%)
	2	2	2 (18.18%)
	3	1	1 (9.09%)
	4	4	4 (36.36%)



EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
26.5	The ability to adjust my set-up and e-liquids at my convenience	11	11 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	2	2 (18.18%)
	4	9	9 (81.82%)



EU Nicotine Users Survey

How important were these aspects **to continue to vape** currently?

#	Question	No.	Detail No.(%)
27.1	Harm reduction relative to smoking, improvement of my health	11	11 (100%)
	0	0	0 (0%)
	1	1	1 (9.09%)
	2	0	0 (0%)
	3	2	2 (18.18%)
	4	8	8 (72.73%)
27.3	Less expensive than tobacco cigarettes	10	10 (100%)
	0	2	2 (20%)
	1	0	0 (0%)
	2	3	3 (30%)
	3	0	0 (0%)
	4	5	5 (50%)
27.4	Its avaibility	10	10 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	4	4 (40%)
	3	0	0 (0%)
	4	6	6 (60%)
27.6	The vaping community	11	11 (100%)
	0	2	2 (18.18%)
	1	1	1 (9.09%)
	2	3	3 (27.27%)
	3	2	2 (18.18%)
	4	3	3 (27.27%)
27.5	The ability to adjust my set-up and e-liquids at my convenience	11	11 (100%)

EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	2	2 (18.18%)
	4	8	8 (72.73%)
27.5	Fashion effect	11	11 (100%)
	0	9	9 (81.82%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	0	0 (0%)
	4	1	1 (9.09%)
27.5	To consume nicotine	11	11 (100%)
	0	2	2 (18.18%)
	1	0	0 (0%)
	2	2	2 (18.18%)
	3	2	2 (18.18%)
	4	5	5 (45.45%)
27.6	Advertising	11	11 (100%)
	0	8	8 (72.73%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	1	1 (9.09%)
	4	1	1 (9.09%)
27.6	The possibility to vaping in smoke-free areas	11	11 (100%)
	0	1	1 (9.09%)
	1	1	1 (9.09%)

EU Nicotine Users Survey

#	Question	No.	Detail No.(%)
	2	2	2 (18.18%)
	3	2	2 (18.18%)
	4	5	5 (45.45%)
27.6	The desire or need to smoke less or to quit smoking	11	11 (100%)
	0	1	1 (9.09%)
	1	2	2 (18.18%)
	2	0	0 (0%)
	3	2	2 (18.18%)
	4	6	6 (54.55%)
27.2	Flavours	11	11 (100%)
	0	1	1 (9.09%)
	1	0	0 (0%)
	2	1	1 (9.09%)
	3	0	0 (0%)
	4	9	9 (81.82%)

EU Nicotine Users Survey

Ask only to people who tried but not adopt vape (Q 18)

#	Question	No.	%
19	Why didn't you adopt vaping after trying it? Multiple answers possible	0	0%
	I did not need it	0	0%
	I did not like it	0	0%
	Lack of availability	0	0%
	Doubts about its safety	0	0%
	Too expensive for me	0	0%
	Nicotine delivery not effective enough	0	0%
	I do not know	0	0%
	Prefer not to answer	0	0%
	Other	0	0%

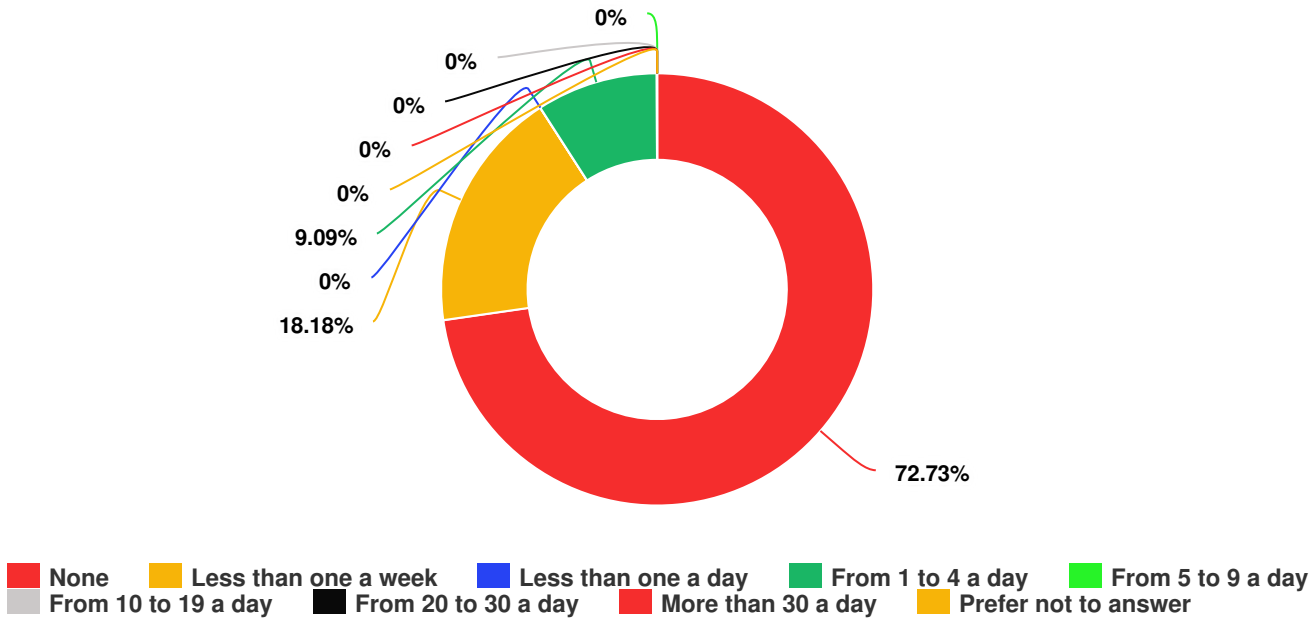
EU Nicotine Users Survey

Vape users and smoking

EU Nicotine Users Survey

#	Question	No.	%
28	How many cigarettes do you currently smoke?	11	100%
	None	8	72.73%
	Less than one a week	2	18.18%
	Less than one a day	0	0%
	From 1 to 4 a day	1	9.09%
	From 5 to 9 a day	0	0%
	From 10 to 19 a day	0	0%
	From 20 to 30 a day	0	0%
	More than 30 a day	0	0%
	Prefer not to answer	0	0%

How many cigarettes vapers currently smoke ?



EU Nicotine Users Survey

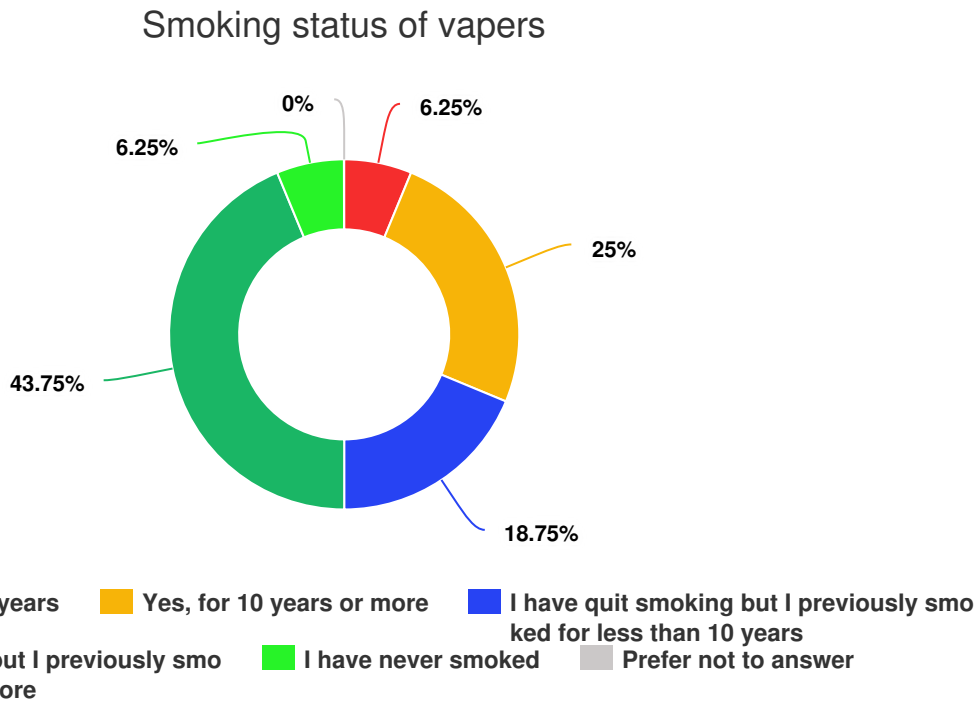
A tecnical problem in the spanish version biased the results of the Q 29 (How many cigarettes did you smoke before vaping). Sorry.

Next page, Q 7 smoking status filtered by current vaping status allows to calculate the information that was asked in the Q 29 ;)

EU Nicotine Users Survey

Q 7 'do you smoke' filtered by yes to Q 18 'do you vape'

	Vapers		
#	Question	No.	%
7	Do you smoke?	14	100%
	Yes, for less than 10 years	1	7.14%
	Yes, for 10 years or more	3	21.43%
	I have quit smoking but I previously smoked for less than 10 years	3	21.43%
	I have quit smoking but I previously smoked for 10 years or more	6	42.86%
	I have never smoked	1	7.14%
	Prefer not to answer	0	0%



	Vapers		
#	Question	No.	%
8	How much do you currently smoke?	4	100%
	Rarely, less than once for month	1	25%

EU Nicotine Users Survey

	Vapers		
#	Question	No.	%
	Occasionally, less than once for week	0	0%
	Once or more per week but not every day	0	0%
	From 1 to 4 cigarettes a day	0	0%
	From 5 to 9 cigarettes a day	1	25%
	From 10 to 14 cigarettes a day	0	0%
	From 15 to 19 cigarettes a day	2	50%
	From 20 to 30 cigarettes a day	0	0%
	More than 30 cigarettes a day	0	0%

EU Nicotine Users Survey

Ask only to vapers who declared smoke currently (Q 28)

#	Question	No.	%
30	What is preventing you from switching to vaping and quitting smoking? Multiple answers possible	2	100%
	I like smoking, I don't want to quit completely	0	0%
	Vaping does not satisfy my need for nicotine.	1	50%
	Cost of e-liquid is too high in my country of residence	1	50%
	The availability of vape products is uncertain or complicated where I live.	2	100%
	I haven't found a vaping flavour that suits me.	1	50%
	Vaping products are not simple enough to use	0	0%
	I do not know	0	0%
	I prefer not to answer	0	0%

Results for various EU countries at the same question to vapers who smoke.

We can note differences between countries without or with vape excises and flavours ban (Finland) or sales State monopoly (Hungary)... For some countries, the panel is really little and can be not statistically significant...

EU Nicotine Users Survey

#	Question	No.	%
31	What kind of flavours do you vape? Multiple answers possible.	11	100%
	Unflavoured	4	36.36%
	Tobacco flavour	5	45.45%
	Menthol alone	1	9.09%
	Tobacco mixed with other flavours (nuts, fruits, dessert etc.)	5	45.45%
	Fruit	9	81.82%
	Dessert	5	45.45%
	Drink	4	36.36%
	Other	3	27.27%

	Use at least one flavour other than Tobacco or unflavoured	
#	Question	No.
31	What kind of flavours do you vape? Multiple answers possible.	10
	Unflavoured	3
	Tobacco flavour	4
	Menthol alone	1
	Tobacco mixed with other flavours (nuts, fruits, dessert etc.)	5
	Fruit	9
	Dessert	5
	Drink	4
	Other	3

Note on EU residents vapers :

30,507 vapers - 28,850 vapers use at least one flavour other than tobacco or unflavoured = 1,657 only tobacco or unflavoured users.

1,657 / 30,507 = 5,4 % use only tobacco flavour or unfalvoured e-liquid

EU Nicotine Users Survey

#	Question	No.	%
32	Where do you get your vaping liquids? Multiple answers possible.	11	100%
	In brick and mortar vape shops	10	90.91%
	In online vape shops	8	72.73%
	In other retail channel (tobacco shop, kiosk, supermarket etc.)	4	36.36%
	By purchasing abroad	2	18.18%
	From alternative sources (grey or black market etc.)	2	18.18%
	Prefer not to answer	0	0%

EU Nicotine Users Survey

#	Question	No.	%
33	In your country of residence, what is the cost of vaping compared to smoking?	11	100%
	Vaping is much cheaper than smoking	2	18.18%
	Vaping costs less than smoking	4	36.36%
	Both have about the same cost	2	18.18%
	Vaping costs a bit more than smoking	2	18.18%
	Vaping is much more expensive than smoking	1	9.09%
	I do not know	0	0%
	I prefer not to answer	0	0%

EU Nicotine Users Survey

#	Question	No.	%
34	Is there a surtax currently applied to vaping in your country of residence?	11	100%
	Yes	4	36.36%
	No	2	18.18%
	I do not know	4	36.36%
	Prefer not to answer	1	9.09%

EU Nicotine Users Survey

TPD and TED potential changes on vape

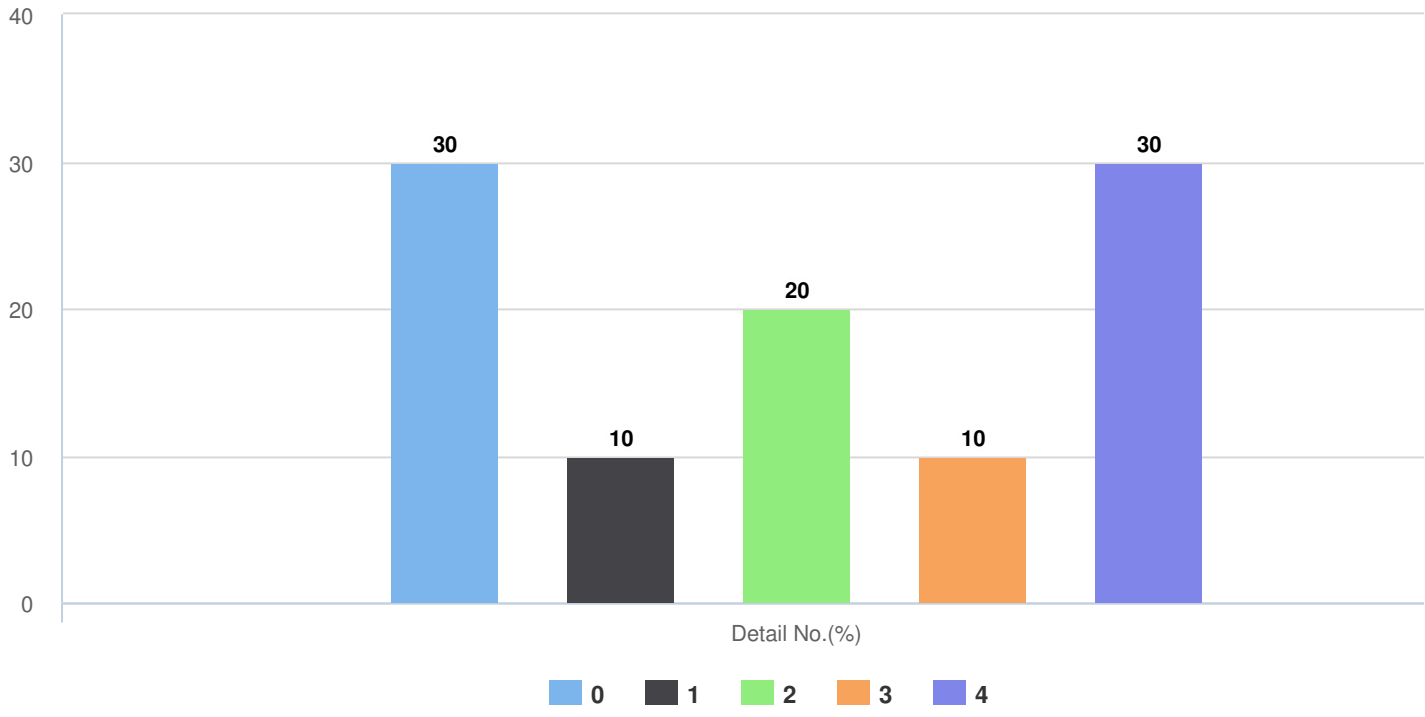
EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do ?

for each of these option...

From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.1	Consume only authorised e-liquids	10	10 (100%)
	0	3	3 (30%)
	1	1	1 (10%)
	2	2	2 (20%)
	3	1	1 (10%)
	4	3	3 (30%)

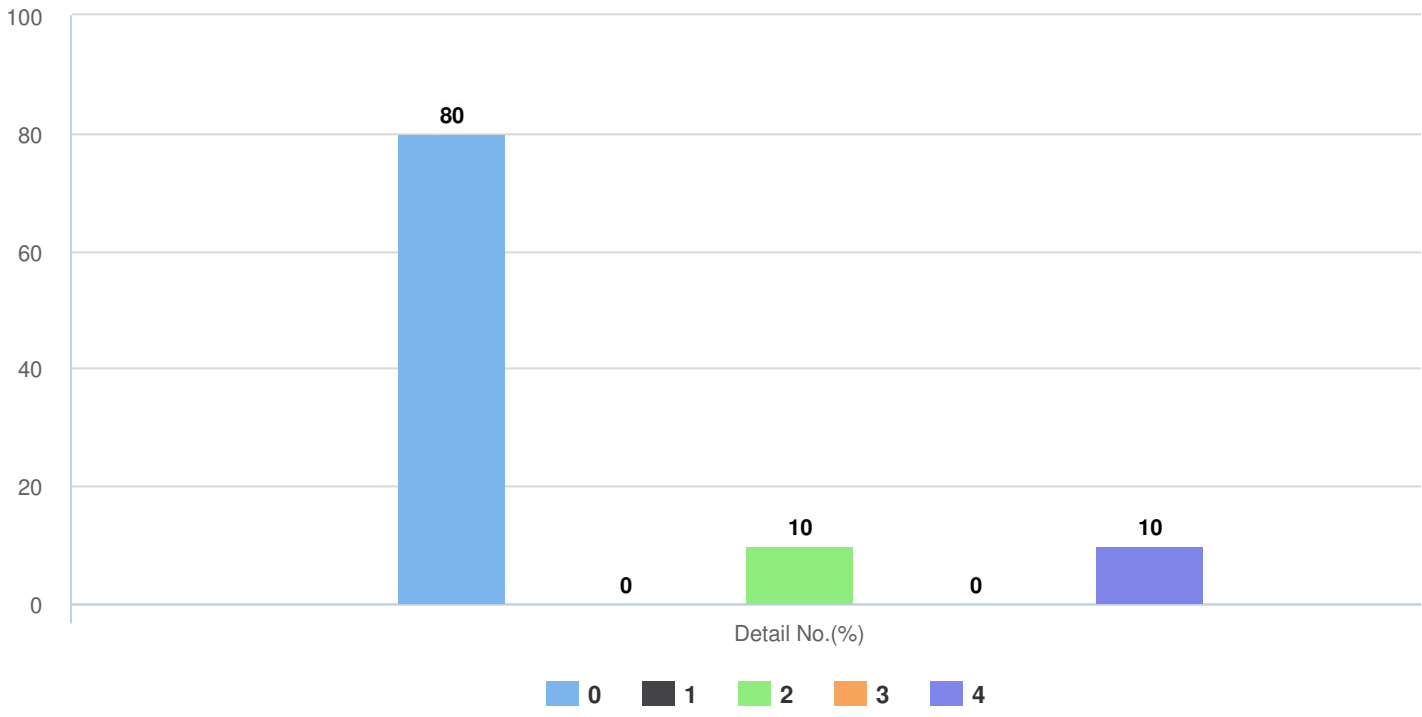


EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do?

From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.2	Quit vaping	10	10 (100%)
	0	8	8 (80%)
	1	0	0 (0%)
	2	1	1 (10%)
	3	0	0 (0%)
	4	1	1 (10%)

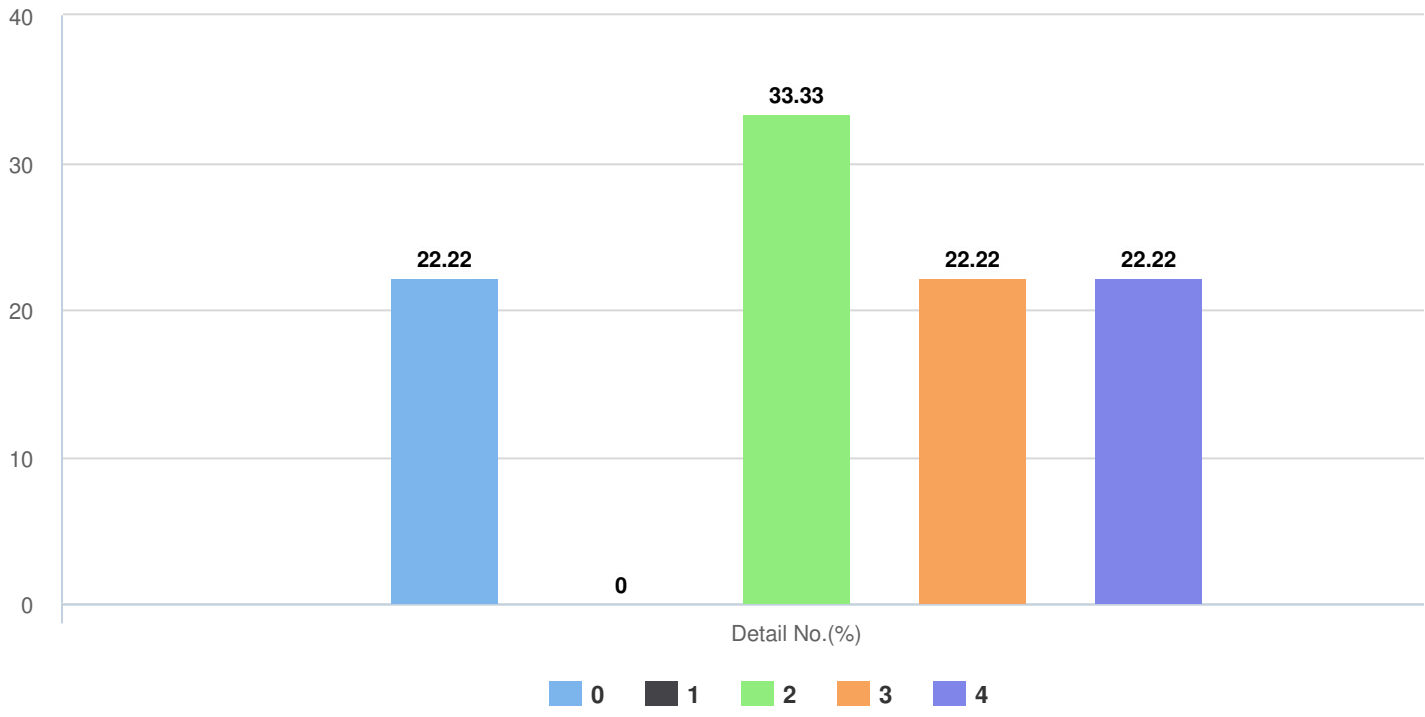


EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do?

From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.3	Reacquaint myself to tobacco taste	9	9 (100%)
	0	2	2 (22.22%)
	1	0	0 (0%)
	2	3	3 (33.33%)
	3	2	2 (22.22%)
	4	2	2 (22.22%)

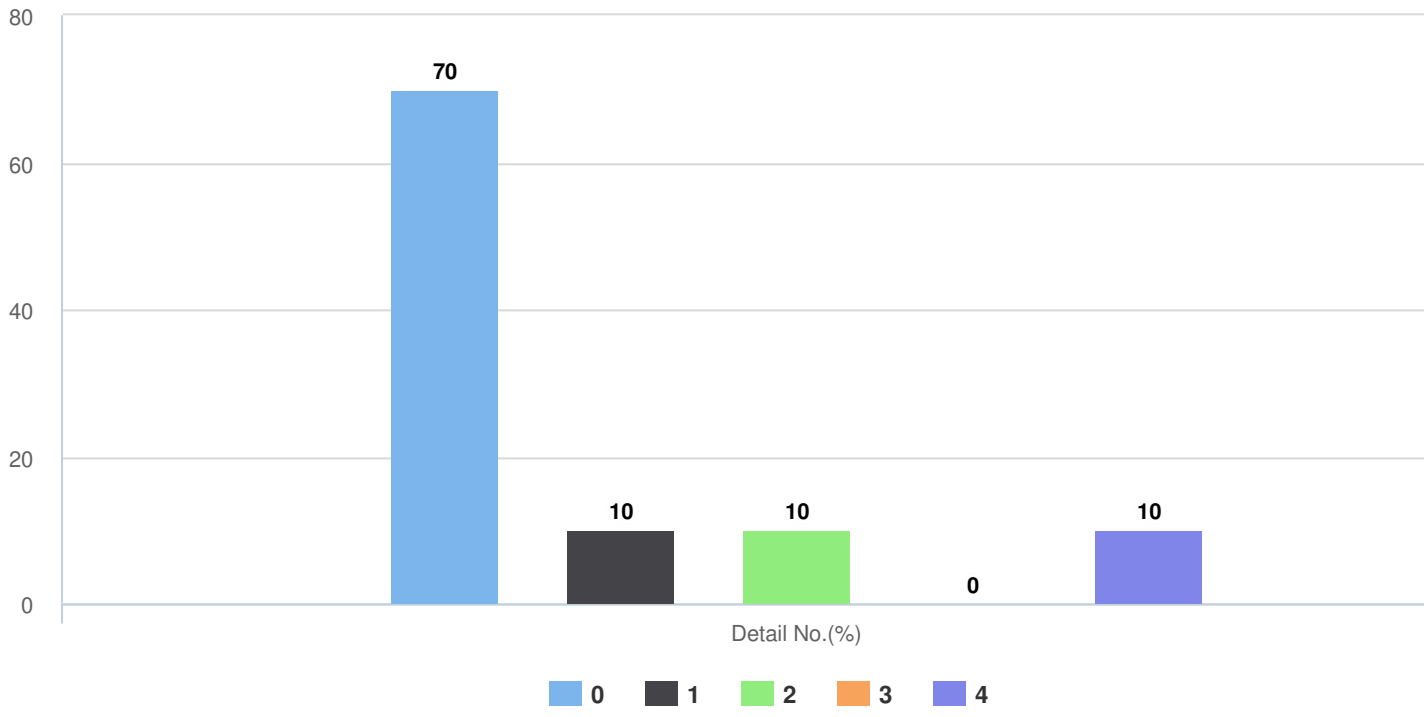


EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do?

From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.4	Restart smoking or smoke more	10	10 (100%)
	0	7	7 (70%)
	1	1	1 (10%)
	2	1	1 (10%)
	3	0	0 (0%)
	4	1	1 (10%)

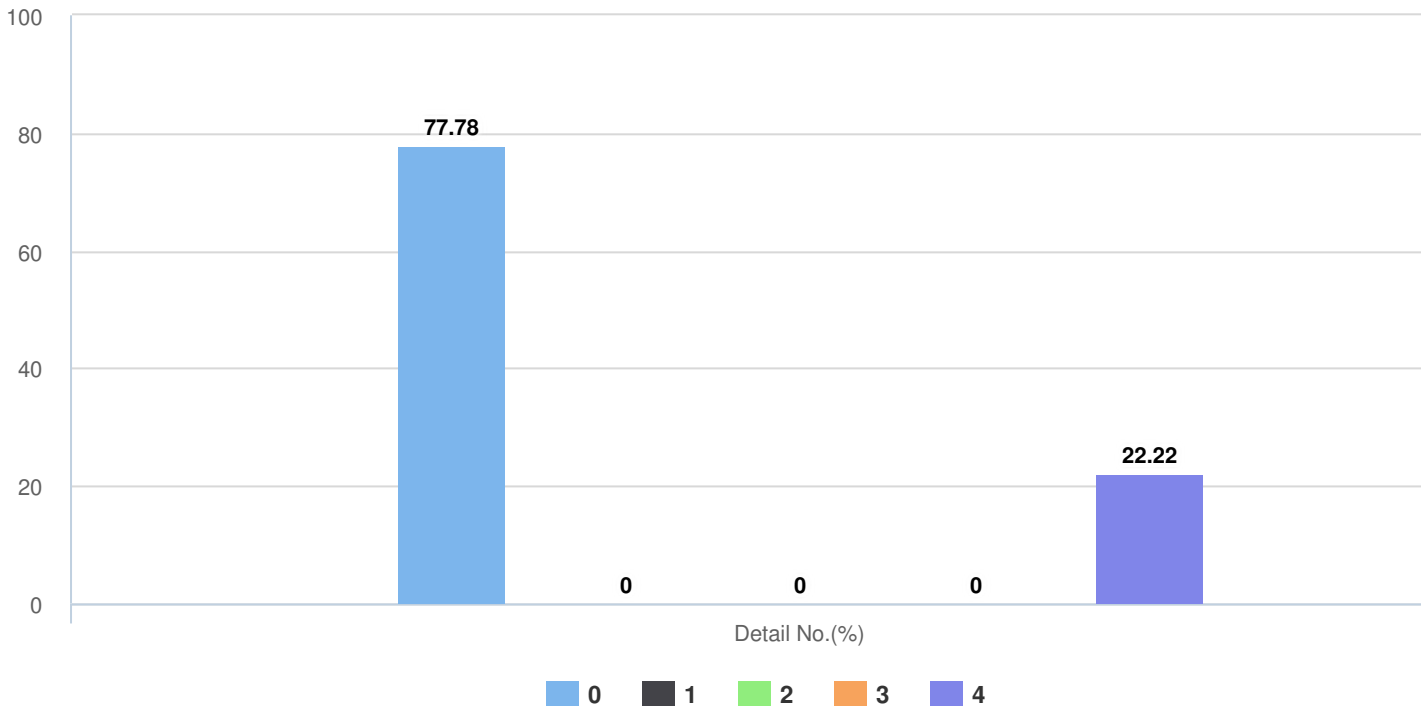


EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do?

From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.5	Try out other nicotine products less harmful than smoking	9	9 (100%)
	0	7	7 (77.78%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	2	2 (22.22%)

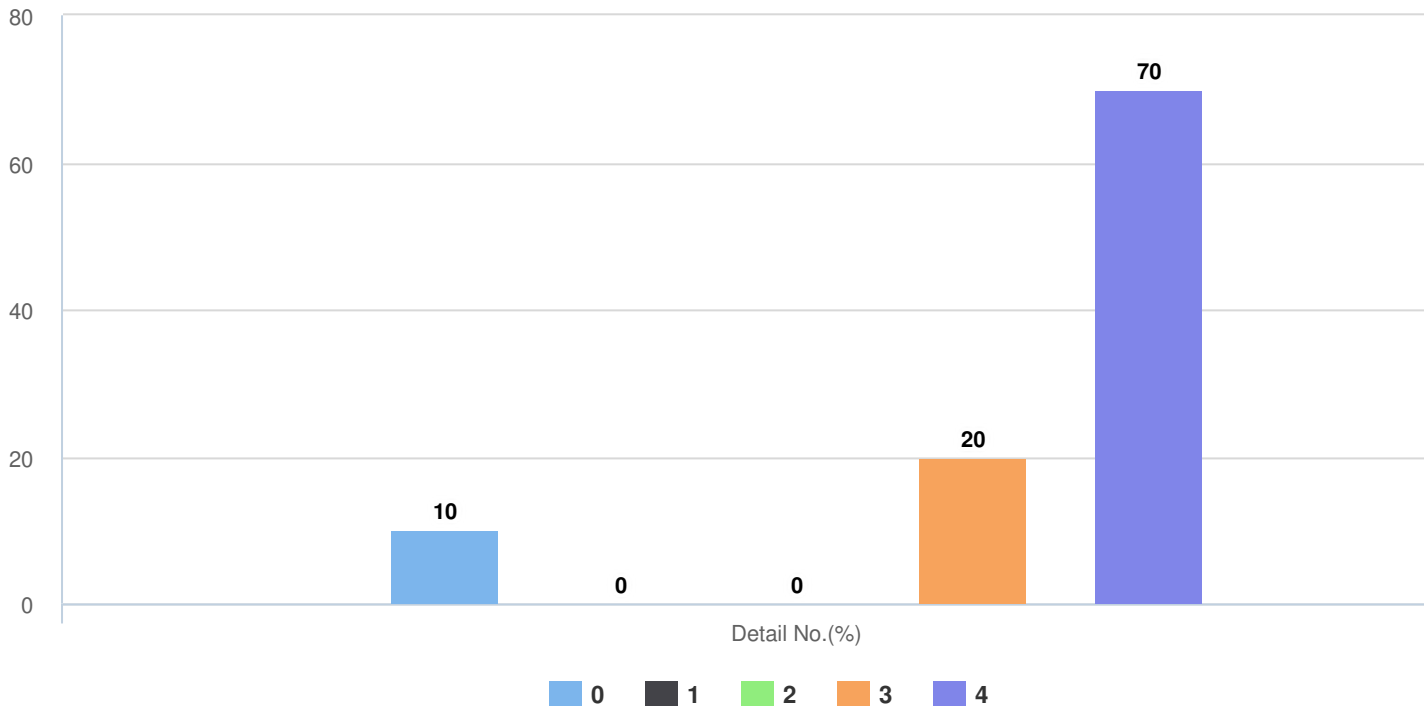


EU Nicotine Users Survey

If only tobacco flavour was allowed in the future for vpaoing products, what do you imagine you would do?

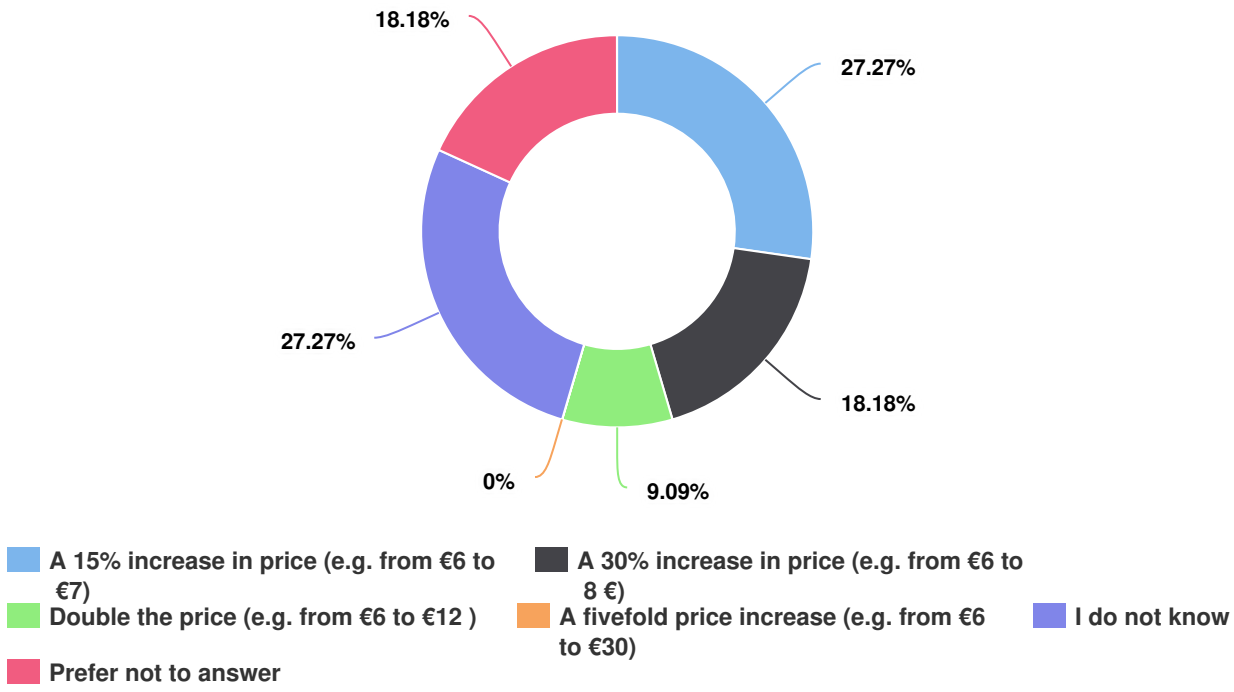
From 0 = very unlikely - 1 = unlikely - 2 = neutral - 3 = likely - to 4 = very likely

#	Question	No.	Detail No.(%)
37.5	Go through alternative sources to obtain the flavours	10	10 (100%)
	0	1	1 (10%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	2	2 (20%)
	4	7	7 (70%)



EU Nicotine Users Survey

#	Question	No.	%
38	At what level of increase in the price of vaping would you consider changing your behavior?	11	100%
	A 15% increase in price (e.g. from €6 to €7)	3	27.27%
	A 30% increase in price (e.g. from €6 to 8 €)	2	18.18%
	Double the price (e.g. from €6 to €12)	1	9.09%
	A fivefold price increase (e.g. from €6 to €30)	0	0%
	I do not know	3	27.27%
	Prefer not to answer	2	18.18%

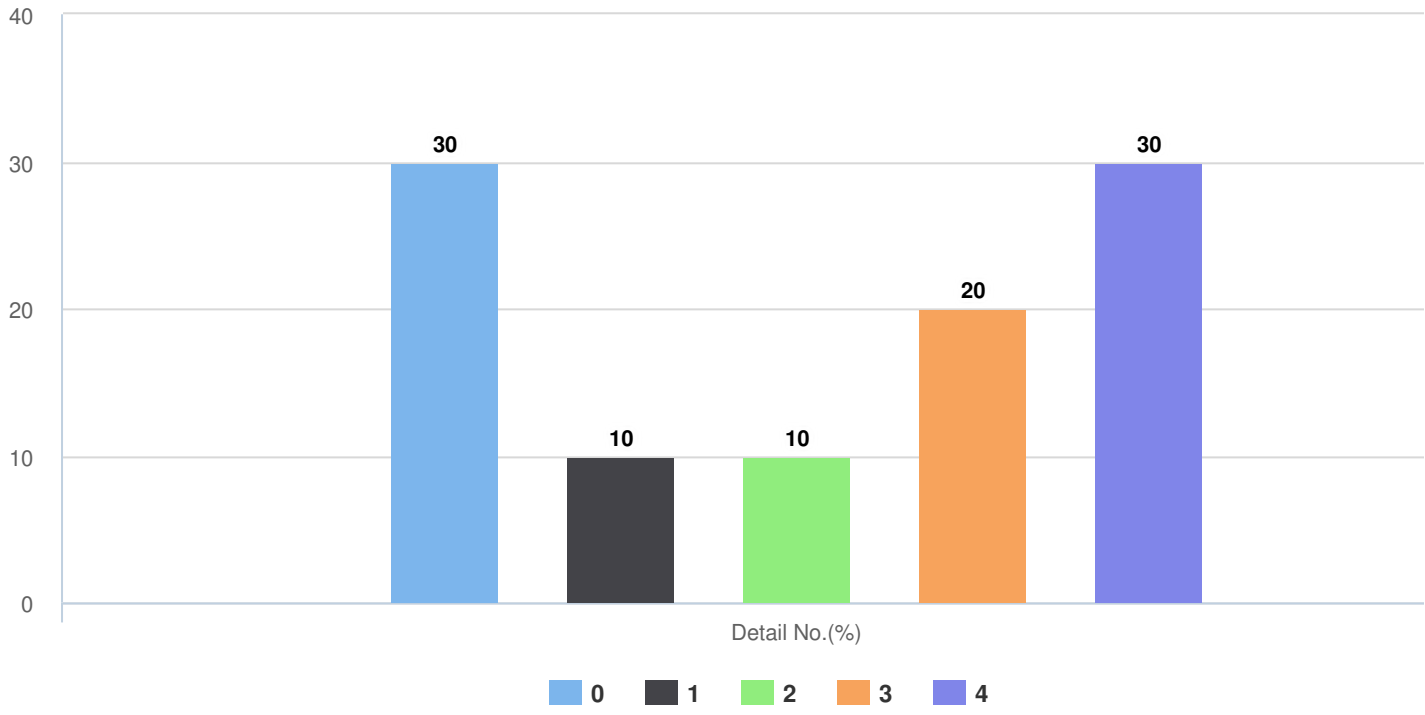


EU Nicotine Users Survey

If a high tax on vaping was applied in EU, what do you think you would do?

From 0= very unlikely to 4 = extremely probable

#	Question	No.	Detail No.(%)
39.1	Consume only legal products with taxes	10	10 (100%)
	0	3	3 (30%)
	1	1	1 (10%)
	2	1	1 (10%)
	3	2	2 (20%)
	4	3	3 (30%)

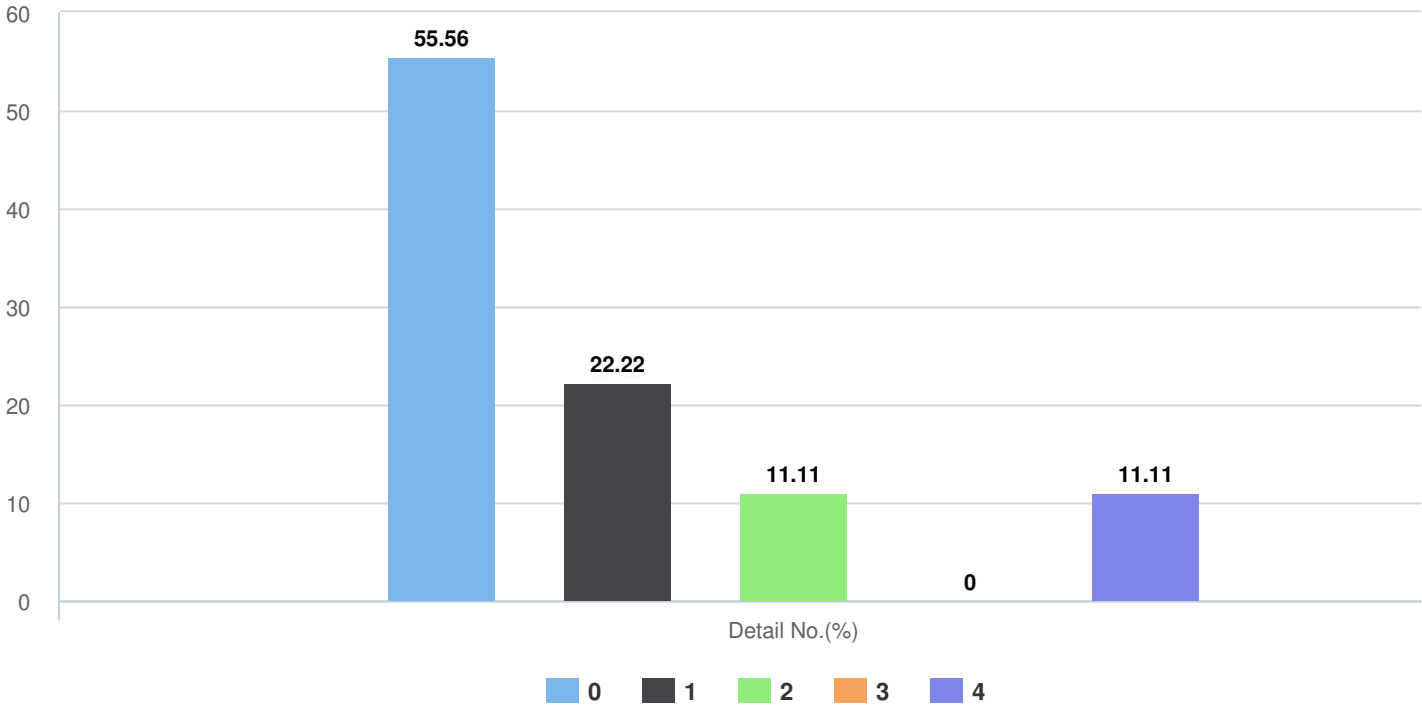


EU Nicotine Users Survey

If a high tax on vaping was applied in EU, what do you think you would do?

From 0= very unlikely to 4 = extremely probable

#	Question	No.	Detail No.(%)
39.2	Quit vaping	9	9 (100%)
	0	5	5 (55.56%)
	1	2	2 (22.22%)
	2	1	1 (11.11%)
	3	0	0 (0%)
	4	1	1 (11.11%)

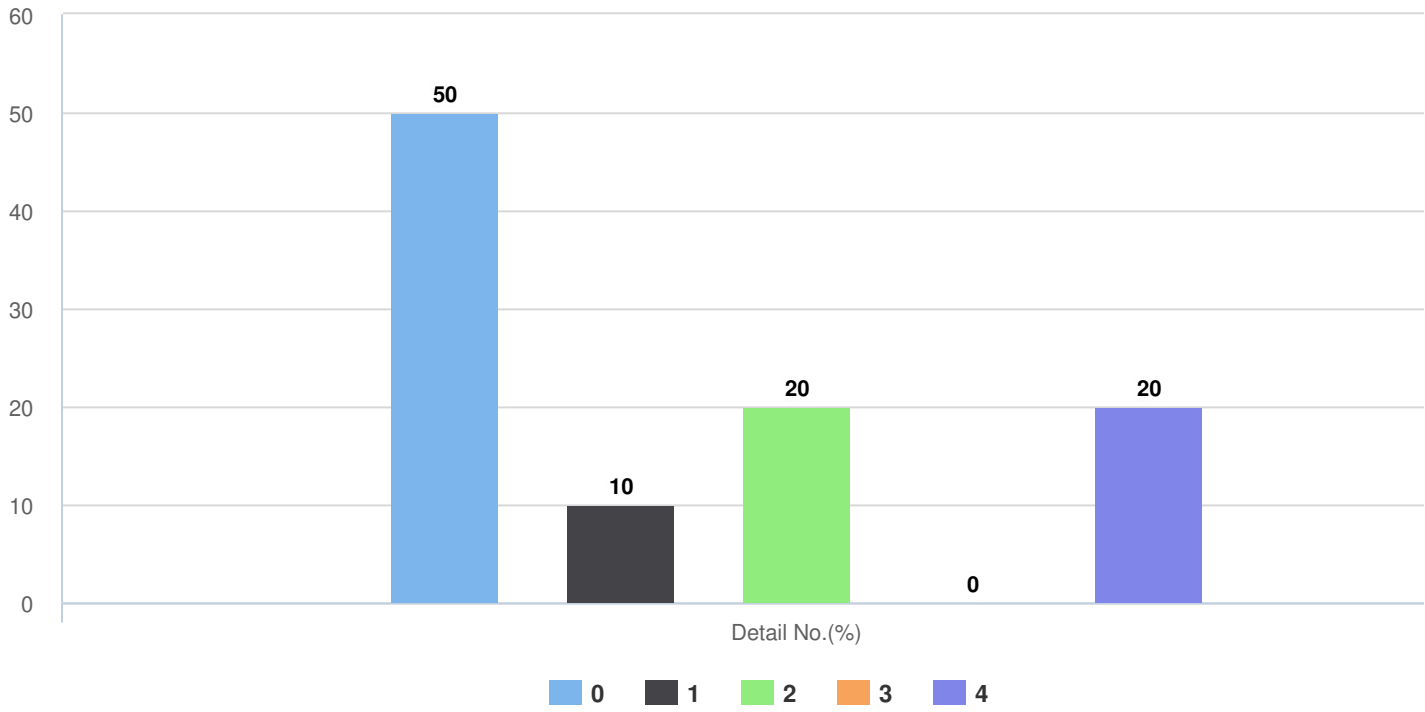


EU Nicotine Users Survey

If a high tax on vaping was applied in EU, what do you think you would do?

From 0= very unlikely to 4 = extremely probable

#	Question	No.	Detail No.(%)
39.3	Restart smoking or smoke more	10	10 (100%)
	0	5	5 (50%)
	1	1	1 (10%)
	2	2	2 (20%)
	3	0	0 (0%)
	4	2	2 (20%)

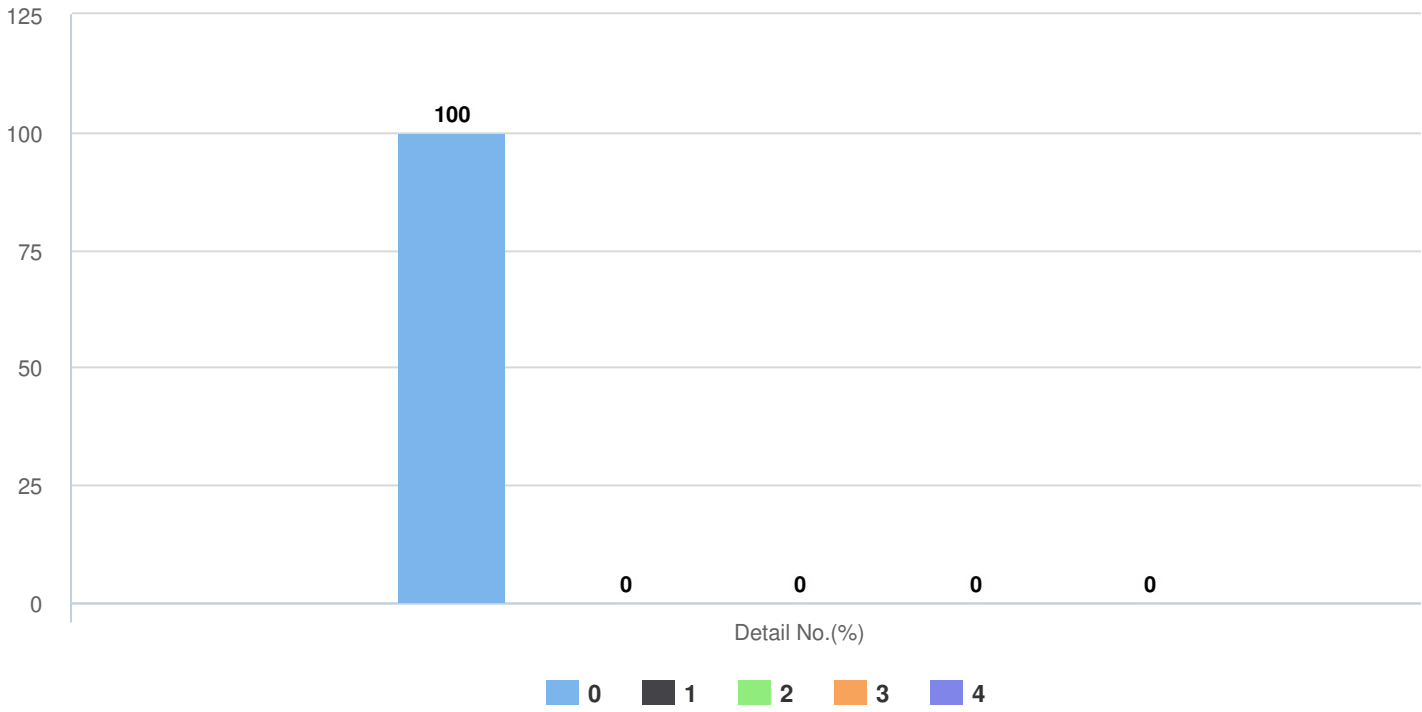


EU Nicotine Users Survey

If a high tax on vaping was applied in EU, what do you think you would do?

From 0= very unlikely to 4 = extremely probable

#	Question	No.	Detail No.(%)
39.4	Try other nicotine products which are less harmful than smoking	8	8 (100%)
	0	8	8 (100%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	0	0 (0%)
	4	0	0 (0%)

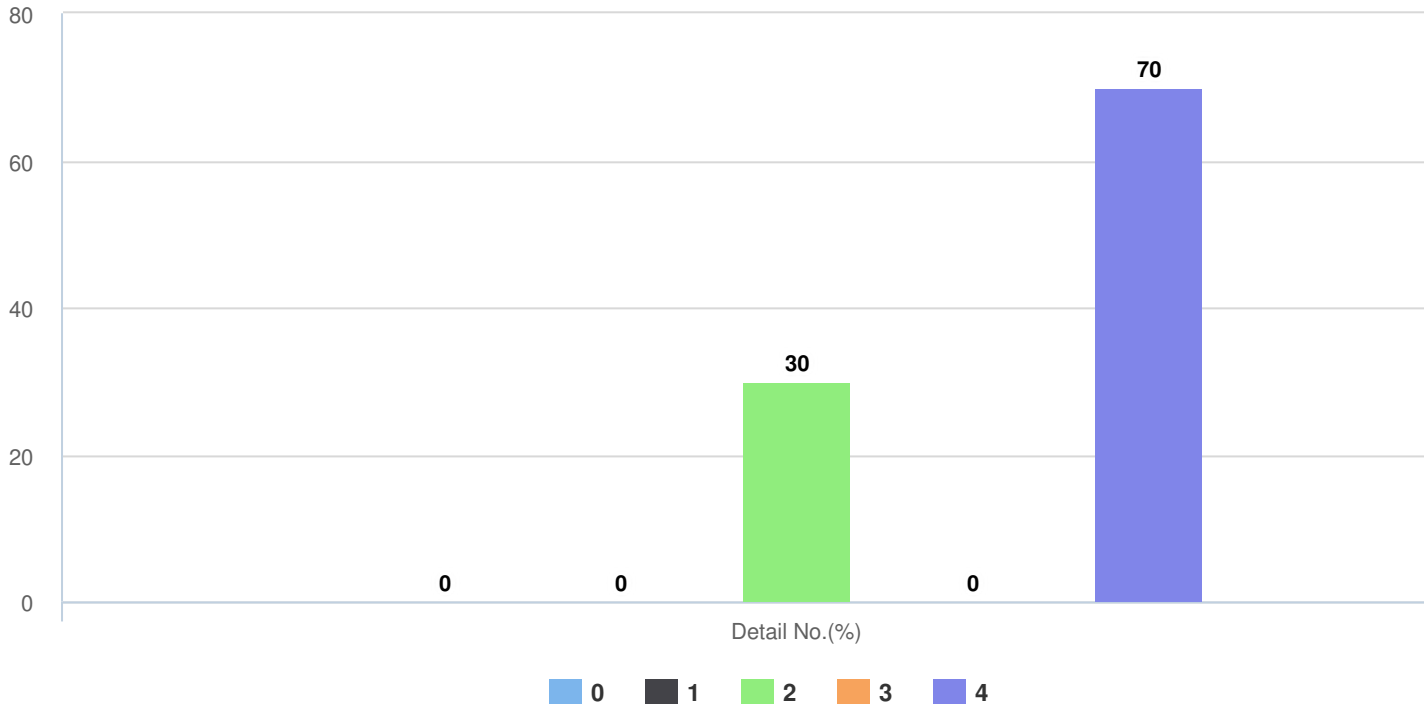


EU Nicotine Users Survey

If a high tax on vaping was applied in EU, what do you think you would do?

From 0= very unlikely to 4 = extremely probable

#	Question	No.	Detail No.(%)
39.5	Buy products from alternative sources (e.g. black or grey markets)	10	10 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	3	3 (30%)
	3	0	0 (0%)
	4	7	7 (70%)

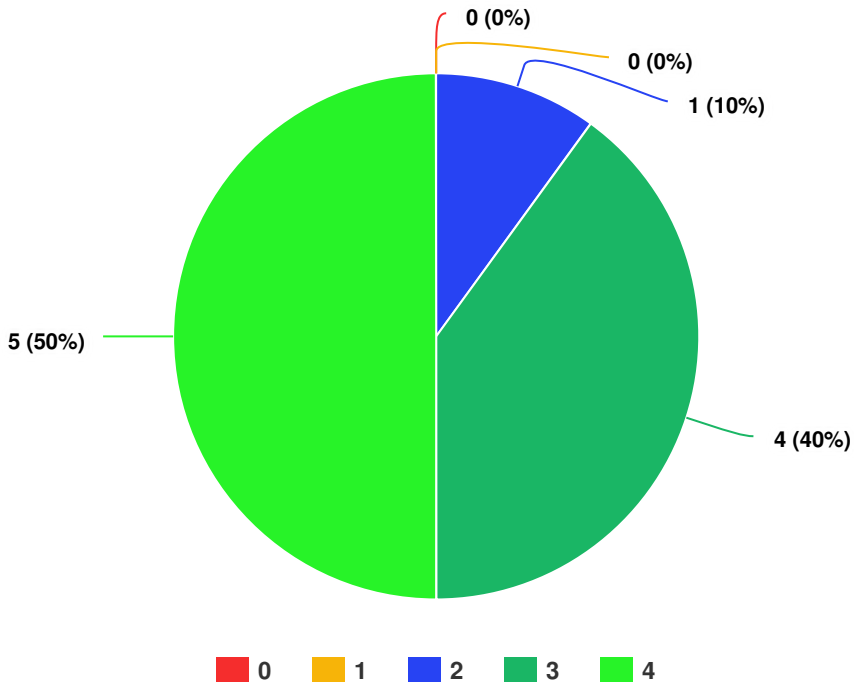


EU Nicotine Users Survey

If bottles of nicotine containing e-liquids were no longer limited to 10 ml, what do you think you would do?

From 0 = very unlikely to 4 = very likely

#	Question	No.	Detail No.(%)
40.1	Buy larger bottles to avoid plastic waste	10	10 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	1	1 (10%)
	3	4	4 (40%)
	4	5	5 (50%)

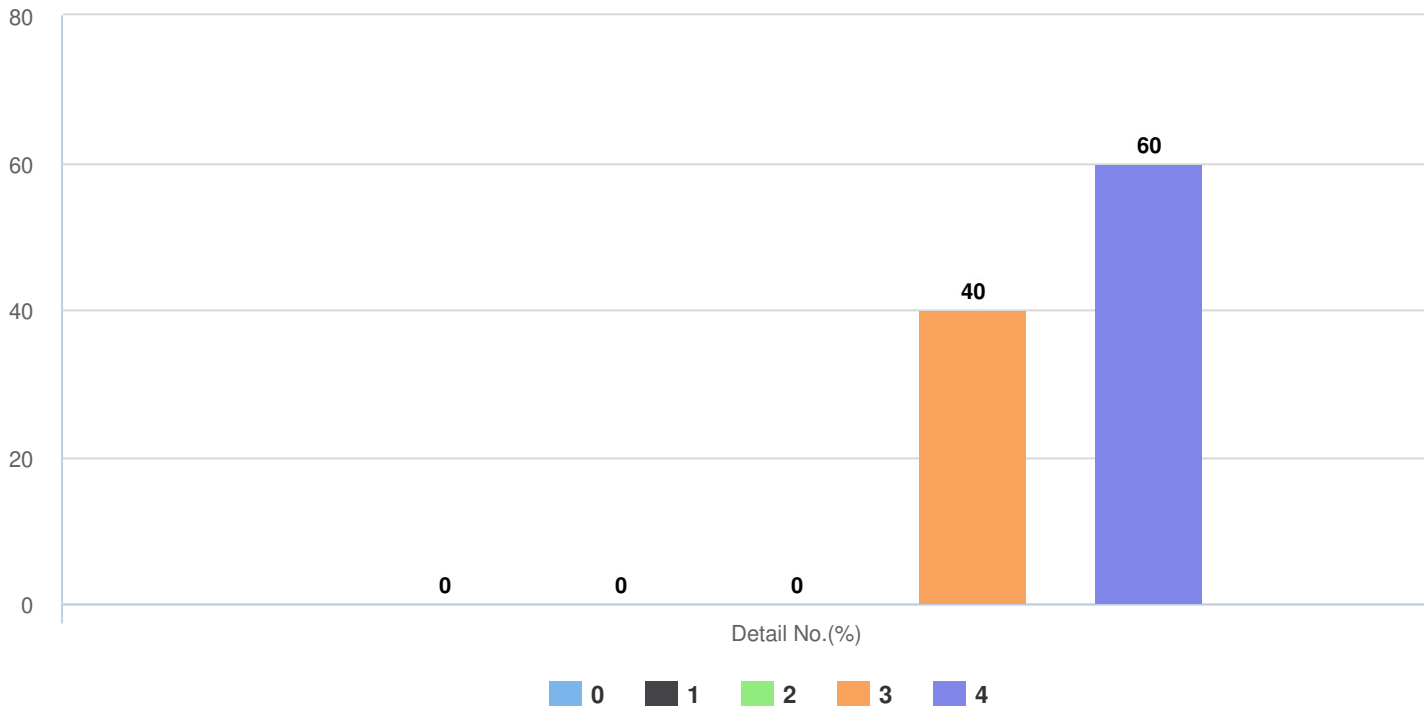


EU Nicotine Users Survey

If bottles of nicotine containing e-liquids were no longer limited to 10 ml, what do you think you would do?

From 0 = very unlikely to 4 = very likely

#	Question	No.	Detail No.(%)
40.2	Buy larger bottles to reduce cost per ml	10	10 (100%)
	0	0	0 (0%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	4	4 (40%)
	4	6	6 (60%)

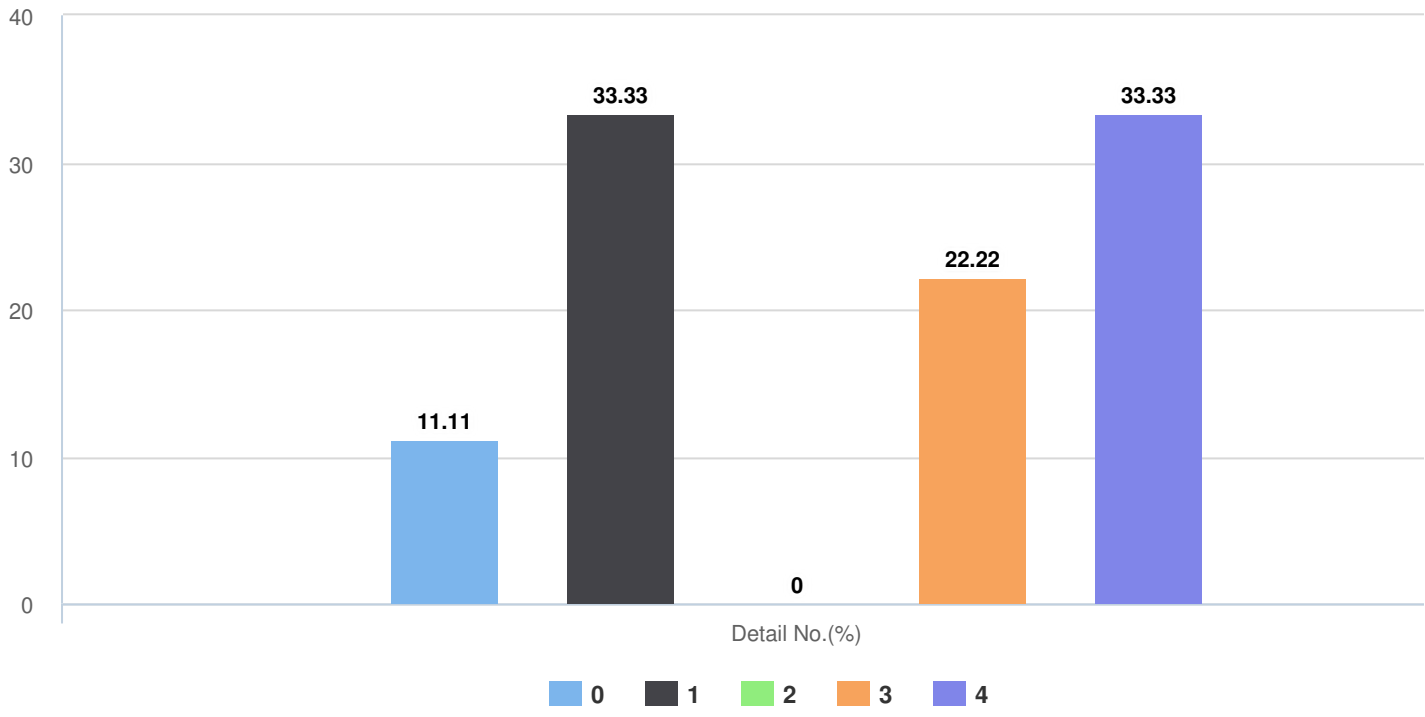


EU Nicotine Users Survey

If bottles of nicotine containing e-liquids were no longer limited to 10 ml, what do you think you would do?

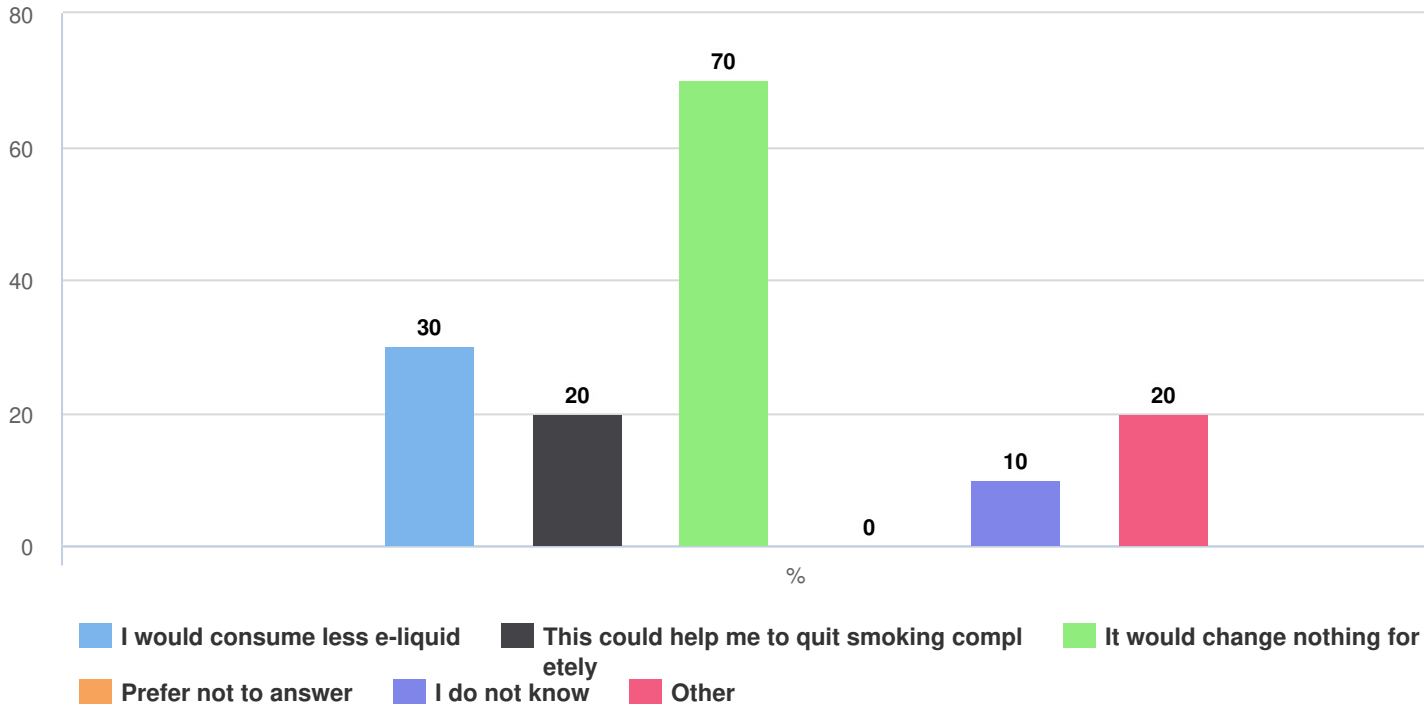
From 0 = very unlikely to 4 = very likely

#	Question	No.	Detail No.(%)
40.3	Continue to buy shortfills and add the nicotine myself	9	9 (100%)
	0	1	1 (11.11%)
	1	3	3 (33.33%)
	2	0	0 (0%)
	3	2	2 (22.22%)
	4	3	3 (33.33%)



EU Nicotine Users Survey

#	Question	No.	%
41	What would you do if the maximum nicotine concentration, currently limited to 20 mg/ml by the EU TPD, was increased? Multiple answers possible.	10	100%
	I would consume less e-liquid	3	30%
	This could help me to quit smoking completely	2	20%
	It would change nothing for me	7	70%
	Prefer not to answer	0	0%
	I do not know	1	10%
	Other	2	20%

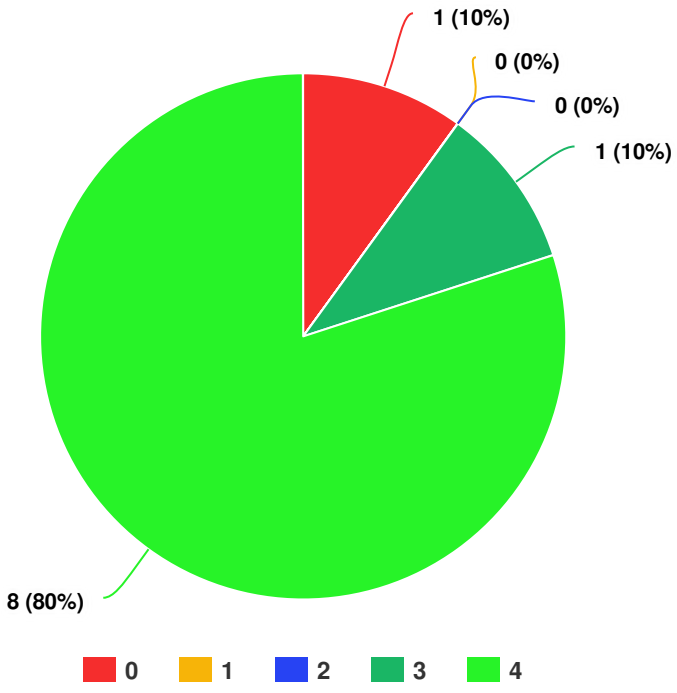


EU Nicotine Users Survey

If the European Union were to create a public database for vaping products, would it be useful for you to have access to?

From 0= no use at all to 4 = extremely useful

#	Question	No.	Detail No.(%)
42.1	The detailed list of ingredients of e-liquids	10	10 (100%)
	0	1	1 (10%)
	1	0	0 (0%)
	2	0	0 (0%)
	3	1	1 (10%)
	4	8	8 (80%)

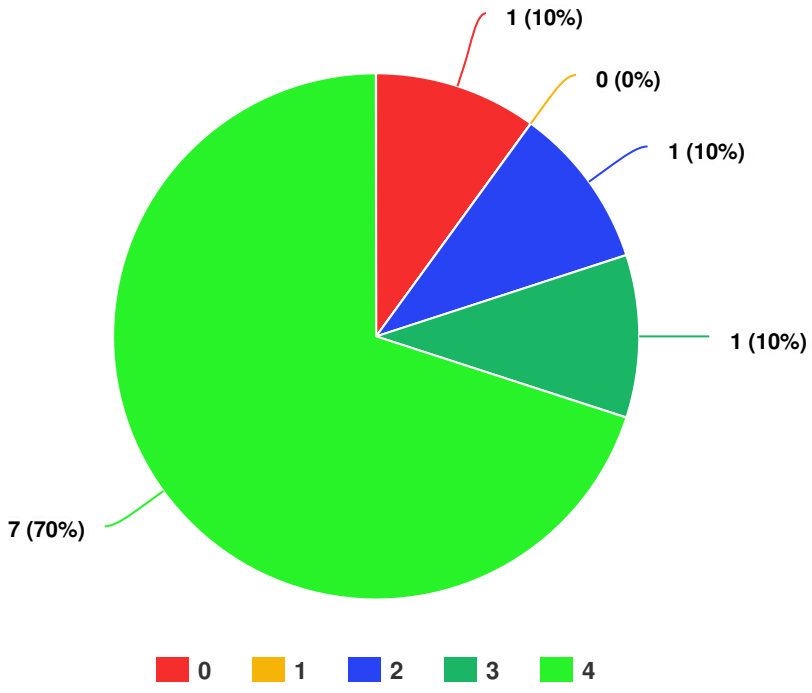


EU Nicotine Users Survey

If the European Union were to create a public database for vaping products, would it be useful for you to have access to?

From 0= no use at all to 4 = extremely useful

#	Question	No.	Detail No.(%)
42.2	Data on integrated circuits of devices and chargers	10	10 (100%)
	0	1	1 (10%)
	1	0	0 (0%)
	2	1	1 (10%)
	3	1	1 (10%)
	4	7	7 (70%)

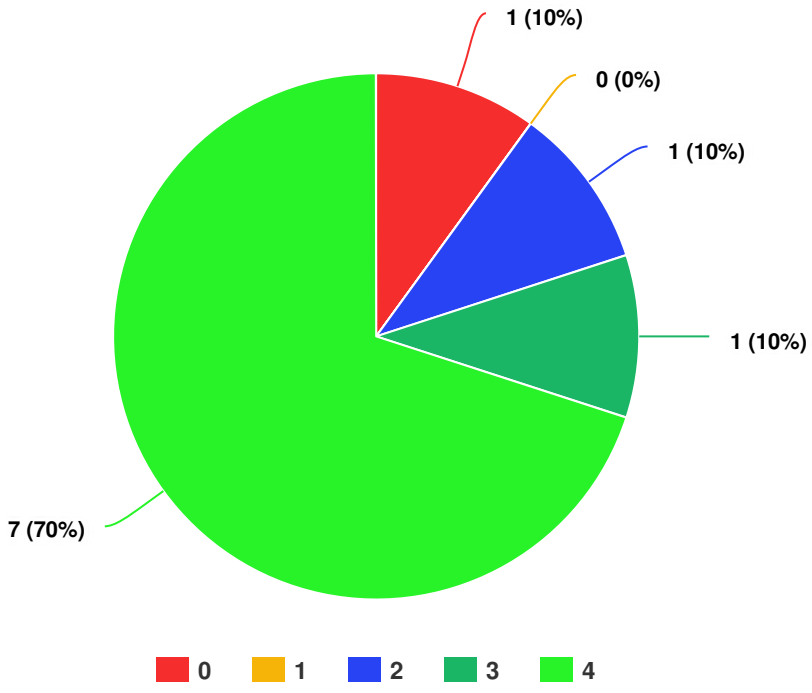


EU Nicotine Users Survey

If the European Union were to create a public database for vaping products, would it be useful for you to have access to?

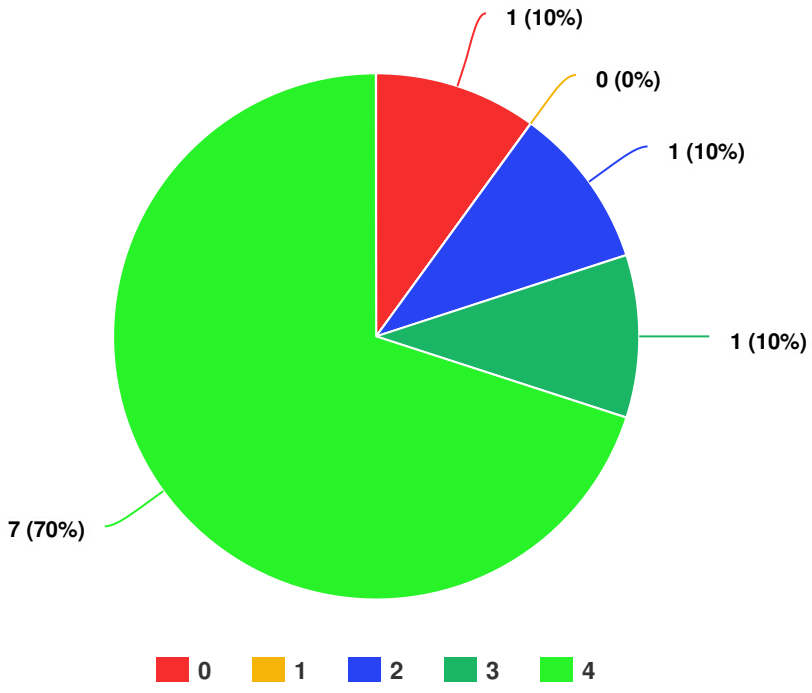
From 0= no use at all to 4 = extremely useful

#	Question	No.	Detail No.(%)
42.3	Resistance data (heating elements, compatability etc.)	10	10 (100%)
	0	1	1 (10%)
	1	0	0 (0%)
	2	1	1 (10%)
	3	1	1 (10%)
	4	7	7 (70%)



EU Nicotine Users Survey

If the European Union were to create a public database for vaping products, would it be useful for you to have access to?

From 0= no use at all to 4 = extremely useful

#	Question	No.	Detail No.(%)
42.4	Information of good practices for using vaping products	10	10 (100%)
	0	1	1 (10%)
	1	0	0 (0%)
	2	1	1 (10%)
	3	1	1 (10%)
	4	7	7 (70%)