



Smokeless Tobacco Products User Survey 2022

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INTRODUCTION

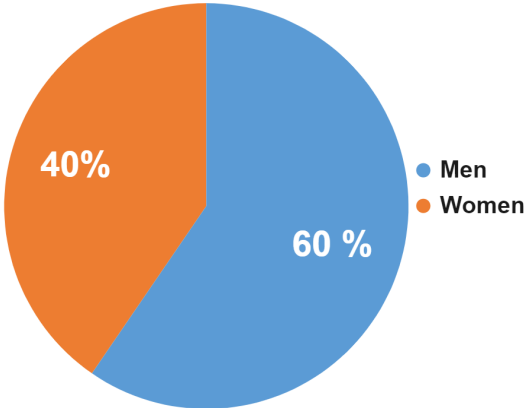
Overview of the survey and its participants

Between 21 Jan 2022 and 18 April 2022, NNA Smokefree Estonia conducted a survey among users of smokeless tobacco products such as e-cigarettes, tobacco-free snus and heated tobacco products. The survey was conducted online. The call for participation was spread on social media, on various related websites, as well as in community and store newsletters.

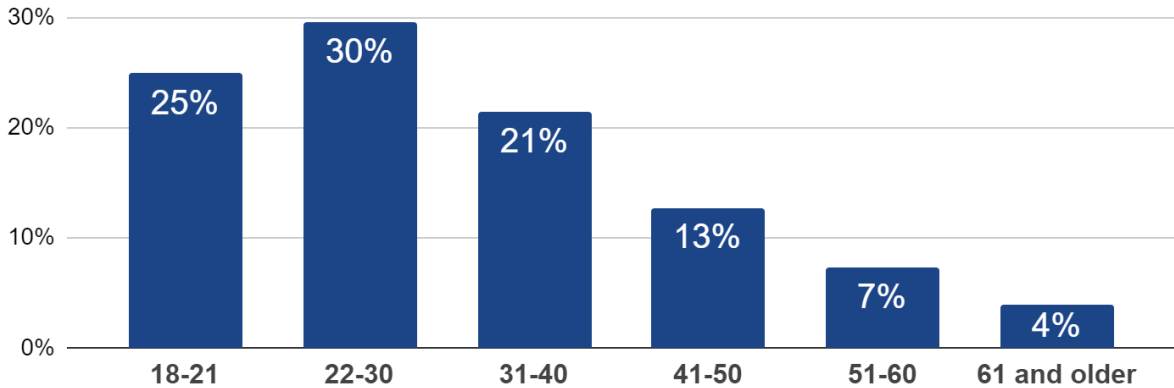
The survey involved 517 people, 60% of whom were men and 40% women. 32% of the participants lived in Tallinn, 15% in Tartu, 13% in Harju County, 11% in Tartu County and 7% in Pärnu County. The total share of participants from other counties was 22% of all respondents.

People aged 22–30 were the largest age group, accounting for 30% of all respondents. They were followed by people aged 18–21, accounting for 25% of all respondents. People aged 31–40 accounted for 21% of respondents, those aged 41–50 for 13% and those aged 51–60 for 7%. 4% of the respondents were aged 61 and above.

Gender distribution of participants



Age distribution of study participants



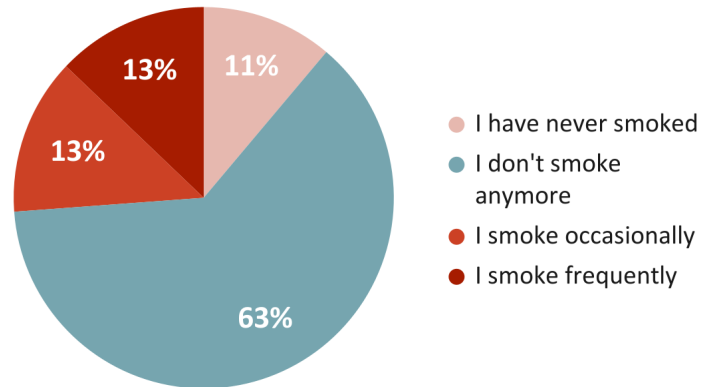
Survey participants' experiences with smoking

Participants were asked what their experience with smoking was. 63% of the respondents stated that they no longer smoked. 13% said they smoked infrequently, and the same number said they smoked often. 11% of the respondents said they had never smoked.

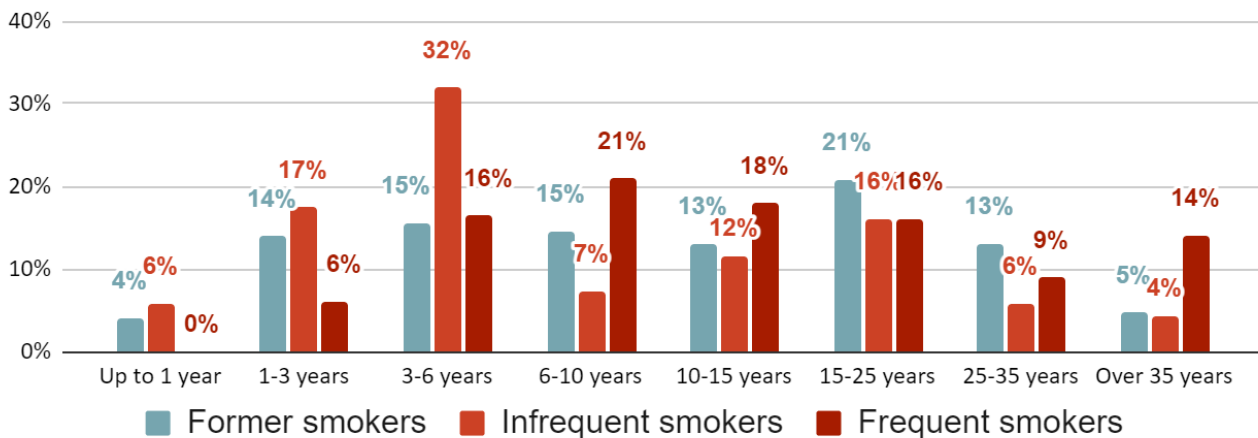
Current and former smokers were asked how long they smoked or had been smoking. 39% of former smokers had smoked for more than 15 years. 15% had smoked for 6–10 years. The same number had smoked for 3–6 years. 14% had smoked for 1–3 years and 13% for 10–15 years. 4% of former smokers had smoked for more than one year.

39% of frequent smokers had more than 15 years of smoking experience. 21% of frequent smokers had 6–10 years of smoking experience, 18% had 10–15 years and 16% had 3–6 years. 6% of frequent smokers had smoked for 1–3 years. Among infrequent smokers, 32% had smoking experience for 3–6 years, 26% over 15 years. 17% of infrequent smokers had 1–3 years of smoking experience, 12% had 10–15 years and 7% had 6–10 years. 6% of people who rarely smoked had less than one year of smoking experience.

Participants' experience with smoking



Smoking experience among former and current smokers

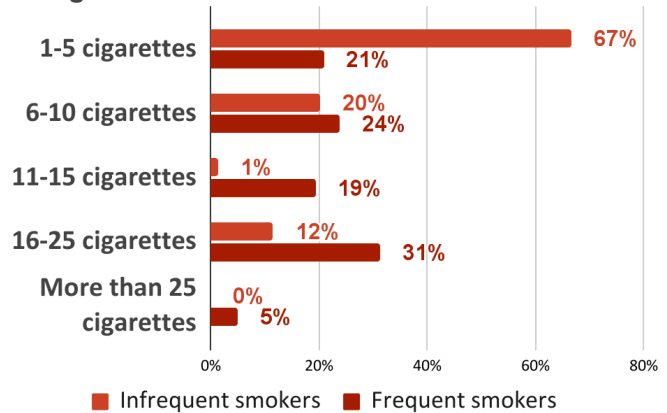


Among former smokers, 17% used to smoke 1–5 cigarettes a day, 28% smoked 6–10 cigarettes, 21% smoked 11–15 cigarettes, 30% smoked 16–25 cigarettes and 4% smoked more than 25 cigarettes a day.

The responses of current smokers revealed that while some estimated the number of cigarettes smoked per day for rare smoking, others found that the same number of cigarettes meant frequent smoking. 67% of rare smokers smoked an average of 1 to 5 cigarettes a day. 20% of rare smokers smoked an average of 6–10 cigarettes a day and 13% more than 10 cigarettes a day.

Among frequent smokers, 21% smoked 1 to 5 cigarettes on average every day, 24% smoked 6 to 10 cigarettes, 19% smoked 11 to 15 cigarettes and 31% smoked 16 to 25 cigarettes. 5% of frequent smokers smoked more than 25 cigarettes a day on average.

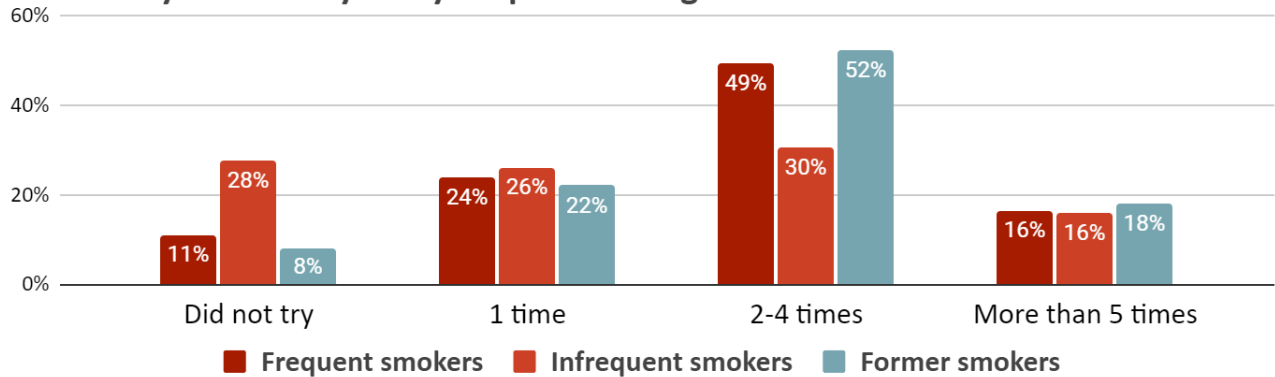
How many cigarettes do you smoke a day on average?



Quitting smoking

28% of rare smokers had never tried to quit. 10% of frequent smokers had not tried to quit. 8% of former smokers said they did not try to quit smoking. Slightly more than half (52%) of former smokers tried to quit smoking 2-4 times. Almost half (49%) of frequent smokers had tried to quit smoking 2-4 times.

How many times did you try to quit smoking?



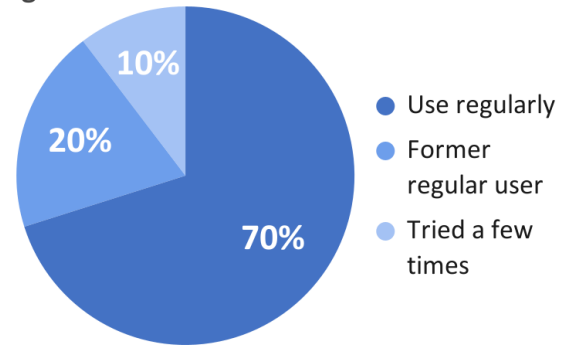
USING E-CIGARETTES

Experience with e-cigarettes

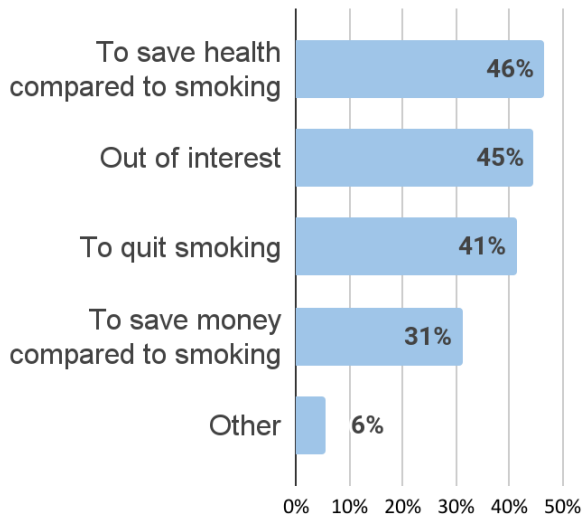
95% of the participants in the survey had experience with e-cigarettes. Of these, 70% were e-cigarette users, 20% were former users and 10% had tried them a few times.

They were asked why they tried e-cigarettes for the first time. Several answers could be given to that question. 46% of the respondents stated that the reason for smoking an e-cigarette for the first time was the desire to save health compared to smoking regular cigarettes. For 13% of all respondents, this was the only reason for smoking an e-cigarette for the first time. 45% of the respondents smoked an e-cigarette for the first time out of interest. For 26% of all respondents, interest in e-cigarettes was the only reason they tried e-cigarettes for the first time.

Experience of the participants with e-cigarettes



Why did you try e-cigarettes for the first time?



41% mentioned the desire to quit smoking with e-cigarettes as the reason for trying for the first time. For 12% of respondents, trying to quit smoking was the only reason they tried e-cigarettes for the first time. 31% cited the desire to save money compared to smoking regular cigarettes as the reason for using an e-cigarette for the first time. The desire to save money was the only motivation for 3% of respondents to use e-cigarettes for the first time.

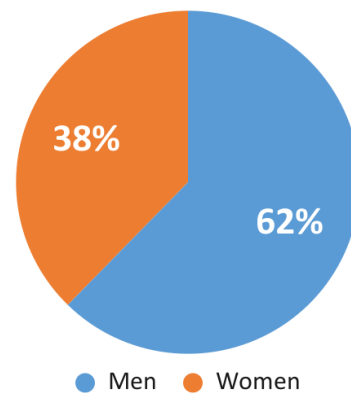
Other reasons were that smoking e-cigarettes did not cause an unpleasant smell like regular cigarettes, nor did e-cigarettes leave an unpleasant odour on clothes, fingers and hair. In addition, it was pointed out that a spouse or friend had already used e-cigarettes and recommended them instead of smoking.

Regular e-cigarette users

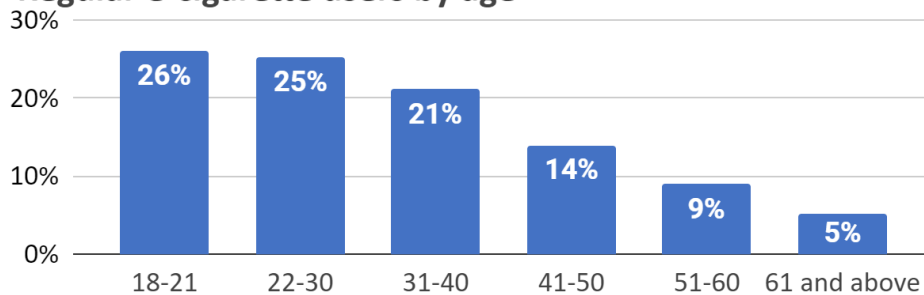
67% of the participants in the survey were regular e-cigarette users. 62% of them were men and 38% were women. 27% of regular e-cigarette users lived in Tallinn, 15% in Tartu, 13% in Harju County, 13% in Tartu County, 8% in Pärnu County, and the remaining 24% elsewhere in Estonia.

Among regular e-cigarette users, the largest number were those aged 18–21 (26%). They were followed by 22–23-year-olds (25%), 31–40-year-olds (21%), and 41–50-year-olds (14%). 9% of regular e-cigarette users were aged 51–60 and 5% were aged 61 and above.

Regular e-cigarette users

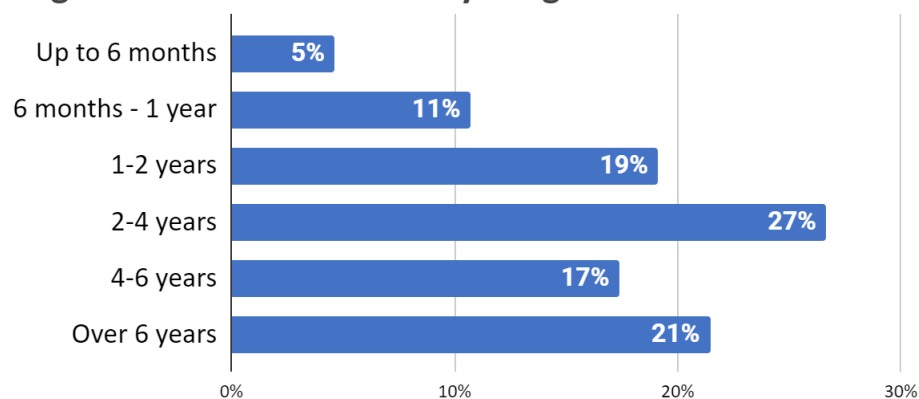


Regular e-cigarette users by age

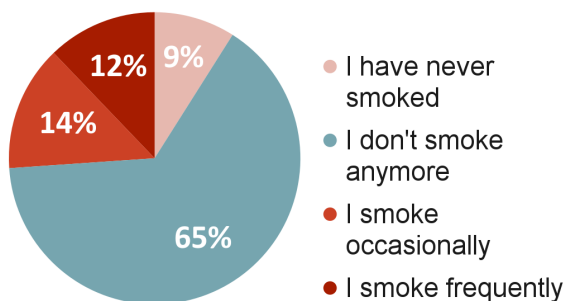


5% of regular e-cigarette users had used e-cigarettes for less than 6 months. 11% had used e-cigarettes for 6 months to 1 year. 19% of regular e-cigarette smokers had used them for 1–2 years, 27% for 2–4 years, 17% for 4–6 years, and 21% for more than 6 years.

Regular users' distribution by e-cigarette use duration



E-cigarette users' distribution by their experience with regular smoking

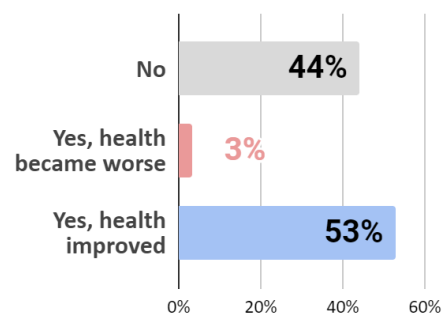


E-cigarette users were asked about their experience with regular smoking. 65% of e-cigarette users said they no longer smoked. 14% of e-cigarette users stated that in addition to vaping, they smoked, but rarely. 12% of e-cigarette users said that in addition to vaping, they smoked frequently. 9% of e-cigarette users said they had never smoked.

Health effects of e-cigarettes

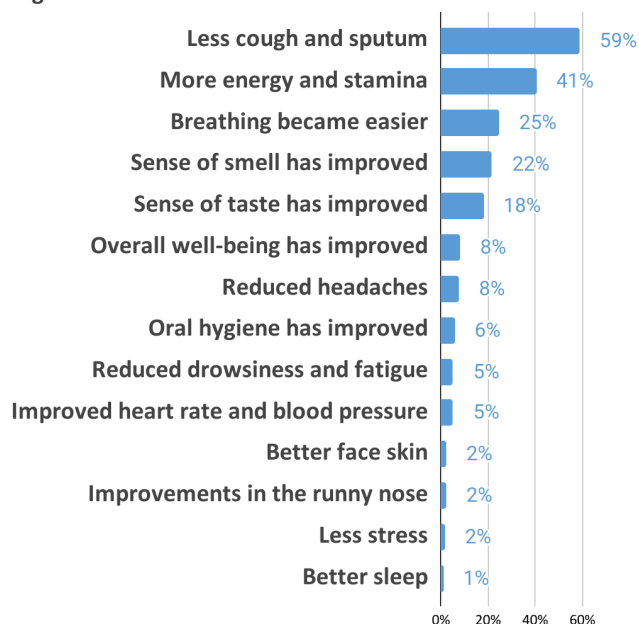
44% of current and former e-cigarette users stated that they did not notice any changes in their health after starting vaping. According to 3%, their health deteriorated. It was pointed out that vaping irritated the throat and caused coughing. Higher blood pressure, poor oral hygiene and allergies to the facial skin were also reported. It was pointed out that they moved around less because they vaped also indoors. 53% said they noticed an improvement in health after the introduction of e-cigarettes.

Did you notice any changes in your health after starting vaping?



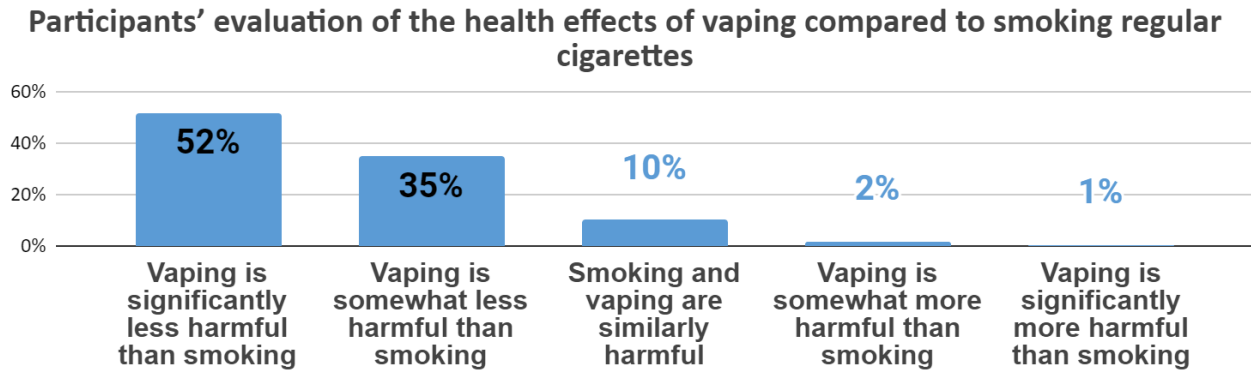
Several answers could be given to the question of the improvement in health after the introduction of e-cigarettes. 59% of those who noticed an improvement in health said that they had less cough and sputum after introducing e-cigarettes, and 41% said that they had more energy and stamina. 25% said that breathing became easier, 22% said that their sense of smell improved and 18% that their sense of taste improved. Other examples of improved health included improved overall well-being, reduced headaches, improved oral hygiene, reduced drowsiness and fatigue, and improved heart rate and blood pressure.

How did your health improve after the introduction of e-cigarettes?



Health effects of e-cigarettes compared to smoking

Participants were asked about the health effects of vaping compared to smoking regular cigarettes.



52% of all respondents found vaping to be significantly less harmful than smoking. 35% found that vaping was somewhat less harmful than smoking. 10% found smoking and vaping to be similarly harmful. 2% found that vaping was somewhat more harmful than smoking, and 1% found that vaping was significantly more harmful than smoking.

The survey revealed that attitudes towards e-cigarettes were more positive among regular e-cigarette users. 63% of regular e-cigarette users found that vaping was significantly less harmful and 30% thought that it was somewhat less harmful than smoking. 6% of e-cigarette users found harmfulness to be the same and 1% thought that e-cigarettes were somewhat more harmful than smoking.

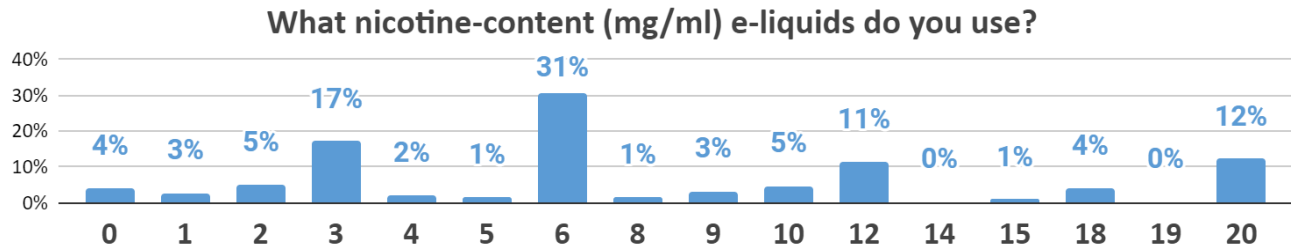
Using e-cigarettes in smoking rooms

30% of e-cigarette users never used a smoking room for vaping. 11% vaped in secret. The majority of e-cigarette users (55%) agreed to go to a smoking room if there were no other options for vaping. 12% of users used a smoking room to vape. A small proportion (3%) used smoking rooms, but often smoked regular cigarettes there.



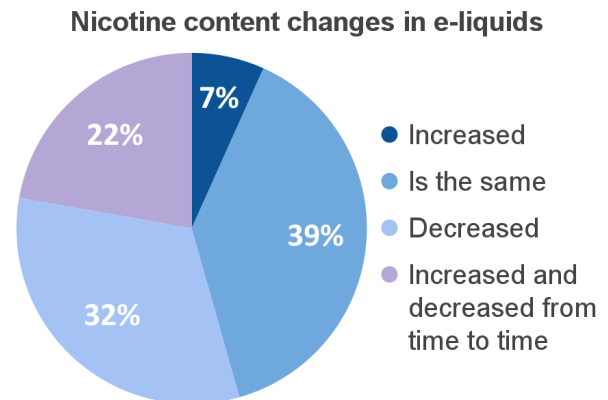
Nicotine content of e-liquids

E-cigarette users were asked what nicotine-content e-liquids they used. In Estonia and the European Union, it is permitted to sell e-liquids with a maximum nicotine content of 20 mg/ml, but e-liquids can also be nicotine-free.



The survey found that 31% of e-cigarette users used e-liquids containing 6 mg/ml of nicotine. 17% used e-liquids with a nicotine content of 3 mg/ml, 12% with a nicotine content of 20 mg/ml and 11% with a nicotine content of 12 mg/ml. 5% of users said that their e-liquids contained 2 mg/ml of nicotine, and the same number used e-liquids containing 10 mg/ml of nicotine. Nicotine-free e-liquids were used by 4% of e-cigarette users.

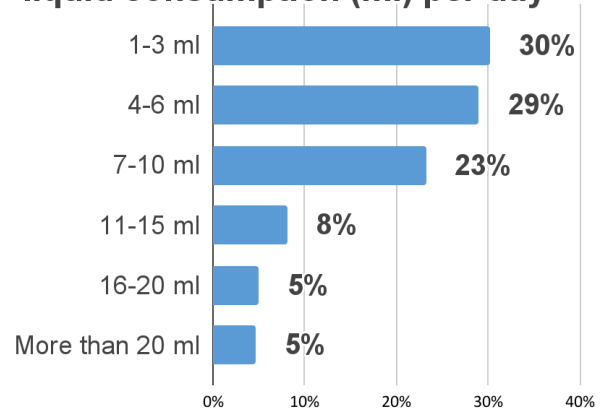
22% of e-cigarette users said they had used e-liquids with higher and lower nicotine content. 7% said they had started to use e-liquids with a higher nicotine content over time. 39% said they had used e-liquids with the same nicotine content and 32% said they had started to use e-liquids with lower nicotine content over time.



E-liquid consumption

Half of e-cigarette users consumed up to 6 ml of e-liquid per day. 30% of e-cigarette users consumed an average of 1–3 ml of e-liquid per day. 29% of e-cigarette users said that they consumed an average of 4–6 ml of e-liquid per day, 23% of users said that their daily e-liquid consumption was between 7 and 10 ml. 8% of users consumed 11–15 ml of e-liquid per day. 5% of users consumed 16–20 ml of e-liquid per day and the same number of people consumed more than 20 ml of e-liquid per day.

E-cigarette users divided by e-liquid consumption (ml) per day



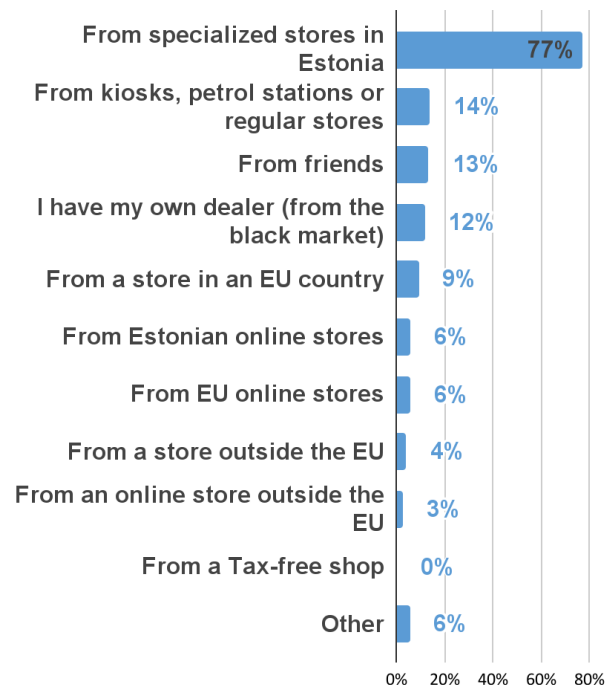
Purchase of e-liquids

E-cigarette users were asked where they purchased their e-liquids. Respondents had the opportunity to mark multiple answers and add additional ones if they wished. Most, 77% of e-cigarette users had bought e-liquids from specialized stores. 49% of e-cigarette users stated that they only bought e-liquids from specialized e-cigarette stores.

14% of users bought e-liquids from kiosks, petrol stations or regular stores. 13% had bought e-liquids from friends and 12% from the black market. 9% had bought e-liquids from a store in an EU country and 4% from a store outside the EU.

6% of users said that they had bought e-liquids from Estonian online stores and 6% from EU online stores. As distance selling of e-cigarettes and e-liquids is prohibited in Estonia, this might have been a situation where an e-cigarette user had ordered e-liquid components from an online store and mixed their own e-liquid, or it was a secret e-commerce. It can also mark a former place of purchase that is no longer used.

Where did you purchase your e-liquids?

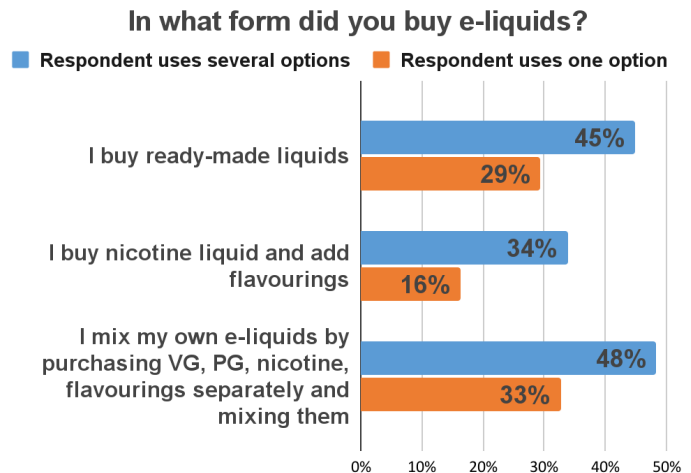


In what form are e-liquids purchased?

The survey inquired in what form the users of e-cigarettes had bought their e-liquids. Respondents had the opportunity to indicate several options. 48% of the respondents stated that they had mixed their own e-liquids by purchasing the necessary components (plant glycerin, propylene glycol, nicotine, flavourings) separately. 33% of the respondents always bought all the components and mixed their own e-liquid without using other options.

45% of users said they had bought ready-made e-liquids. 29% of users only bought ready-made e-liquids, they did not use other options.

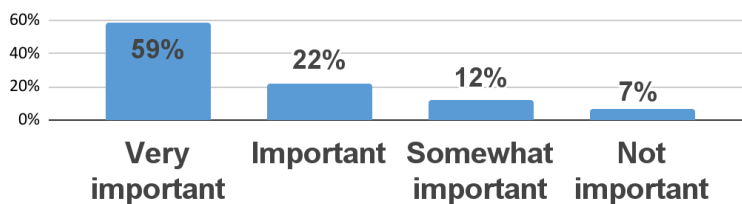
34% of the respondents stated that they had purchased nicotine liquid and flavourings separately and used the e-liquid obtained by mixing them. 16% used only the option where they bought nicotine liquid and added flavourings, they did not use other options.



Flavours of e-liquids

People with experience in using e-cigarettes were asked how important it was to have flavours in e-liquids. For 59%, flavours in e-liquids were very important. Flavours were important for 22% of e-cigarette users and somewhat important for 12%. 7% stated that flavours in e-liquids were not important for them.

How important is the availability of flavoured e-liquids?



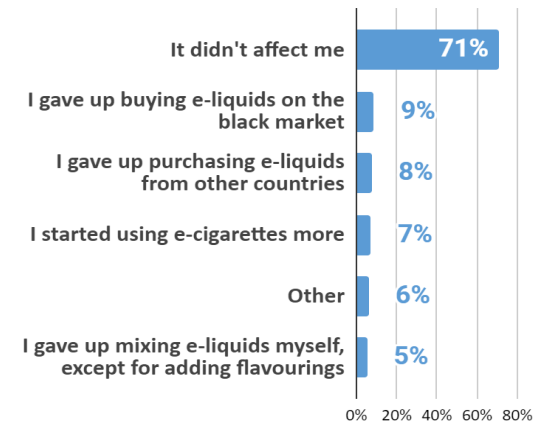
Among current e-cigarette users, there were slightly more respondents (63%) for whom flavours were very important, and there were fewer e-cigarette users with a different opinion.

Effect of exemption of e-liquids from excise duty

As of 1 April 2021, the collection of excise duty on e-liquids has been suspended in Estonia. Participants were asked what effect this break had had on them. Respondents had the opportunity to mark multiple answers and add their own additional one if they wished.

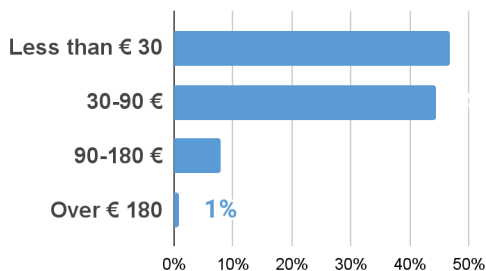
9% of respondents stated that they had stopped buying e-liquids on the black market and 8% had stopped buying them from other countries. 5% had stopped mixing the various components of e-liquids (excluding the addition of flavouring). 7% said they started using e-cigarettes more. 6% of respondents chose another answer. Most of them said that they had only recently started using e-cigarettes, so they were not affected by the exemption from excise duty, and some stated that they were not aware of the exemption.

How did the excise duty break for e-liquids that started on April 1, 2021 affect you?



71% of users stated that they were not affected by the exemption. One of the reasons was that almost half of them mixed e-liquids from various components, so they were not affected by the change in the price of finished products.

How much do you spend on e-cigarettes per month on average?



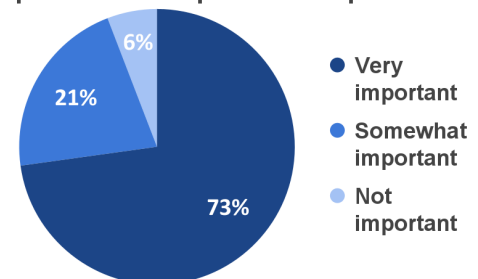
The cost of purchasing e-liquids

47% of e-cigarette users said they spent less than € 30 a month on e-liquids. 44% of users said that their average monthly cost for e-liquids was between € 30 and € 90. 8% of users spent € 90-180 per month on e-liquids and 1% said they spent over € 180 per month on e-liquids.

Importance of the prices of e-liquids

73% of e-cigarette users said that the amount spent on e-liquids was very important to them. 21% said that the amount spent on e-liquids was somewhat important to them. 6% stated that the amount spent on e-liquids was not important to them.

Importance of the prices of e-liquids



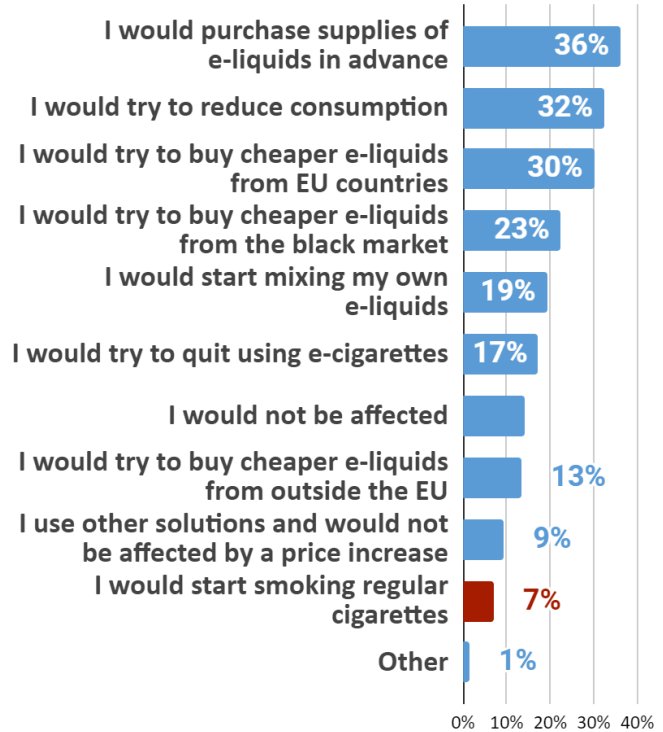
Impact of possible price increases on e-cigarette use

Several answers could be given to the question of how to act if the price of e-liquid was to increase significantly.

In the event of a significant price increase, 36% of users would purchase supplies of e-liquids in advance. 32% would try to reduce consumption should the prices rise. 30% would try to buy cheaper e-liquids from EU countries and 23% from the black market. 19% thought that they would start mixing their own e-liquids if prices rose. 17% said that in the event of a price increase, they would try to stop using e-cigarettes altogether.

14% stated that they would not be affected by a price increase. 13% would try to buy cheaper e-liquids from outside the EU. 9% stated that they already used other solutions and would not be affected by an increase in e-liquid prices in stores. 7% of e-cigarette users said that if prices rose, they would start smoking regular cigarettes.

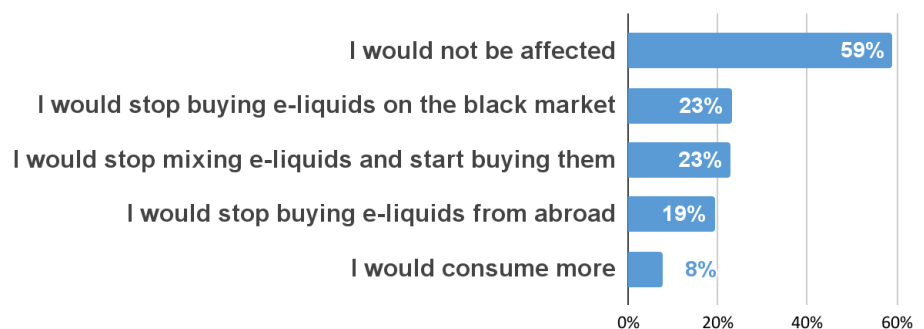
How would you act if the price of e-liquid would increase significantly?



Impact of a possible price drop on e-cigarette use

Several answers could be given to the question of how to act if the price of e-liquid was to drop significantly. 59% of e-cigarette users thought that they would not be affected by a possible price drop. 23% said that they would stop buying e-liquids on the black market, and the same number would stop mixing e-liquids and start buying them in store. 19% would stop buying e-liquids from abroad. 8% thought they would consume more.

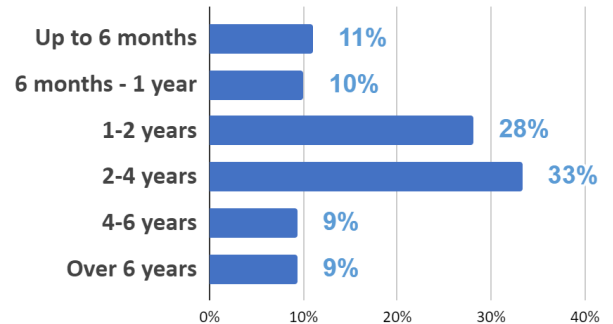
How would you act if the price of e-liquid would drop significantly?



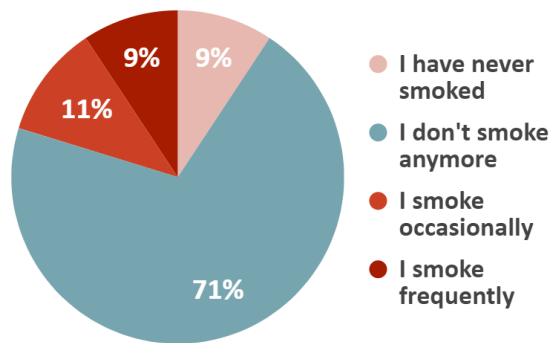
Former e-cigarette users

33% of former e-cigarette users used to vape for 2–4 years, 28% for 1–2 years. 11% used to use e-cigarettes for up to 6 months. 10% of former users used to vape for 6 months to 1 year, the same number used to vape for 4–6 years and the same for more than 6 years.

Former e-cigarette users by time of vaping



Former e-cigarette users by smoking experience



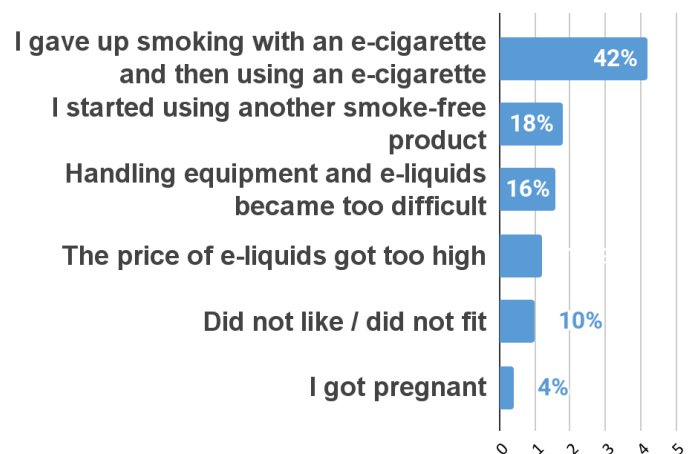
71%

of former e-cigarette users marked that they no longer smoked. 11% of former e-cigarette users said they smoked infrequently and 9% smoked often. 9% of former e-cigarette users had never smoked regular cigarettes.

Why did you stop using e-cigarettes?

Former e-cigarette users were asked why they had given up using them. Of those who answered this question, 42% said they had quit smoking by means of e-cigarettes and then had also quit using e-cigarettes. 18% said they had introduced some other smokeless product. 16% said that it became too difficult for them to deal with e-cigarette equipment and e-liquids, among other things, they were not ready to add flavourings to e-liquids. 12% cited the high price of e-liquids as the reason for giving up e-cigarettes. 10% said that they did not like e-cigarettes and gave up using them. 4% said they gave up using e-cigarettes because they got pregnant.

Why did you stop using e-cigarettes?



USING TOBACCO-FREE SNUS

Experience with tobacco-free snus

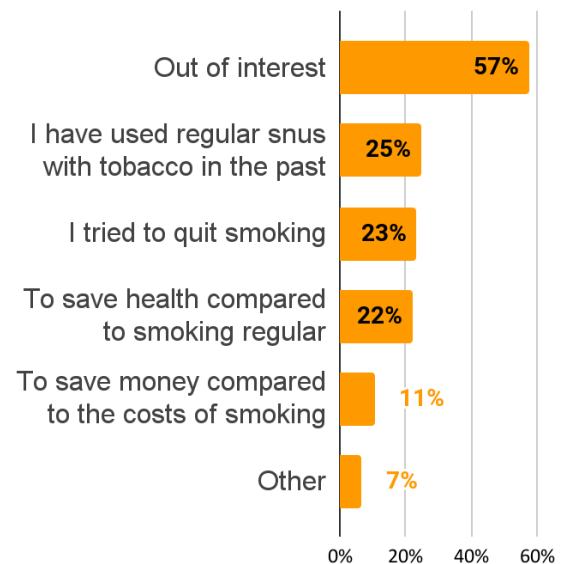
43% of survey participants had had experience with tobacco-free snus. 70% of them were men and 30% were women. The age groups of people with experience in using tobacco-free snus were as follows: 39% were aged 18–21, 38% were aged 22–30, 17% were aged 31–40, 5% were aged 41–50 and 1% were over 50.

Those exposed to tobacco-free snus were asked why they had tried the product for the first time. Participants were able to provide several answers.

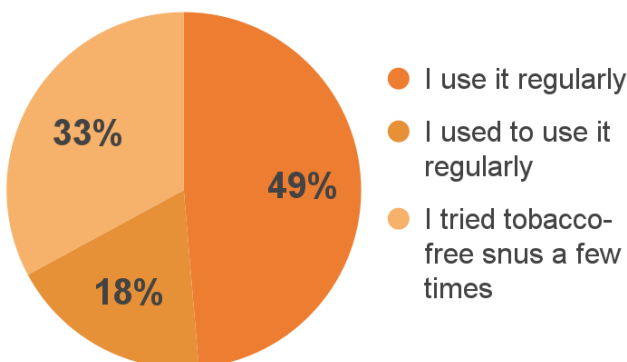
57% stated that they tried tobacco-free snus for the first time out of interest, being the only reason for 43%.

25% stated that they had used regular snus with tobacco in the past and then tried tobacco-free snus. 23% said they tried tobacco-free snus with the aim of quitting smoking, and 22% said they tried it for the first time to save health compared to smoking regular cigarettes. 11% said they tried tobacco-free snus in order to save money compared to the costs of smoking regular cigarettes. 7% mentioned another reason, being mostly the possibility to use tobacco-free snus indoors or a friend had given them the product to try.

Why did you try tobacco-free snus for the first time?



Use experience of tobacco-free snus



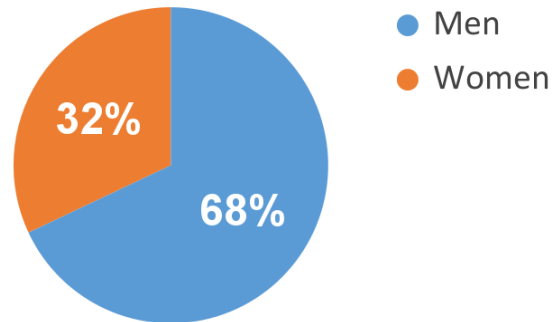
49% of tobacco-free snus consumers used it regularly and 18% used to use it regularly. 34% of the respondents tried tobacco-free snus a few times.

Regular users of tobacco-free snus

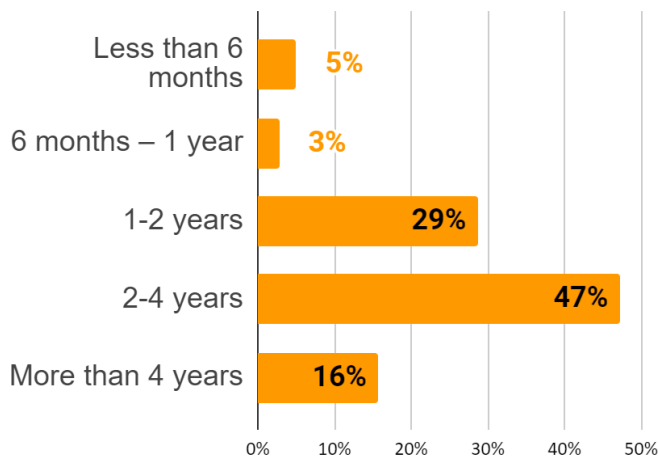
68% of regular users of tobacco-free snus were men and 32% were women. 49% of regular tobacco-free snus users were aged 18–21, 39% were aged 22–30, 16% were aged 31–40, and 5% were older than 40.

The largest share was accounted for by users of tobacco-free snus living in Tallinn (35%). They were followed by Tartu (14%), Harju County (13%) and Tartu County (13%). 9% of regular tobacco-free snus users lived in Pärnu County, 4% in Saare County and 3% in Viljandi County. Regular users of tobacco-free snus living in other counties accounted for 9% of all users.

Gender distribution of regular users of tobacco-free snus

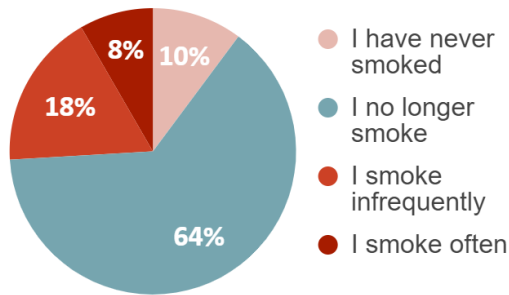


Distribution of regular users of tobacco-free snus by use duration



47% of tobacco-free snus users had used it for 2–4 years. 29% of users had used tobacco-free snus regularly for 1–2 years. 16% stated that they had used tobacco-free snus regularly for more than 4 years. 5% stated that their regular experience with tobacco-free snus was less than 6 months, and 3% had been regular users for 6 months to 1 year.

Distribution of regular users of tobacco-free snus by smoking experience

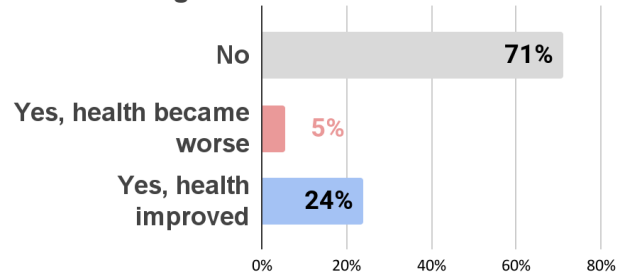


64% of tobacco-free snus users stated that they no longer smoked. 18% said they smoked infrequently and 8% admitted that they smoked often. 10% of tobacco-free snus users said they had never smoked.

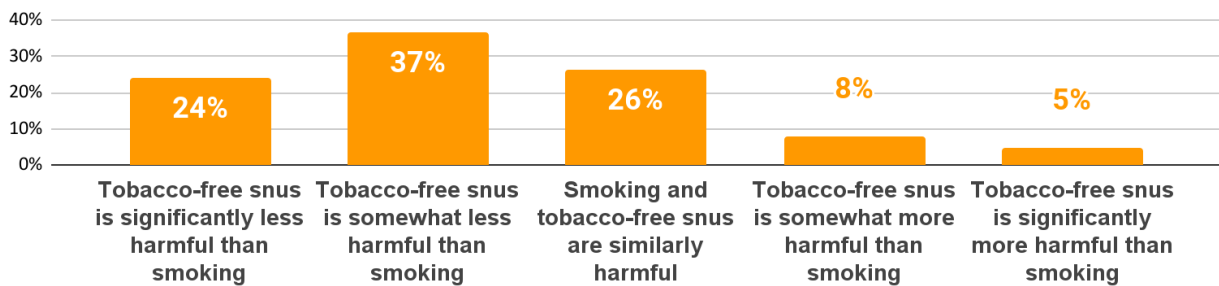
Health effects of tobacco-free snus

Current and former users of tobacco-free snus were asked if they noticed any changes in their health after starting to use it. 71% stated that they did not notice any changes in their health. 5% said that their health was getting worse and that the main problem was poor oral hygiene. 24% stated that their health had improved after the introduction of tobacco-free snus. It was most often pointed out that breathing improved and they had more stamina. It was also noted that coughing inherent in smokers disappeared, oral hygiene improved, skin improved and the sense of taste and smell was restored.

Did you notice any changes in your health after starting to use tobacco-free snus?



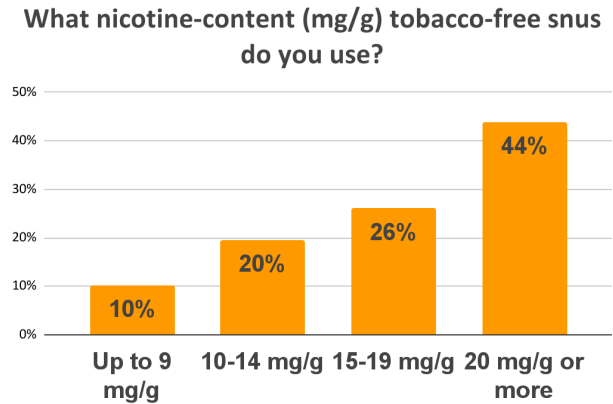
Participants' evaluation of the health effects of tobacco-free snus compared to smoking regular cigarettes.



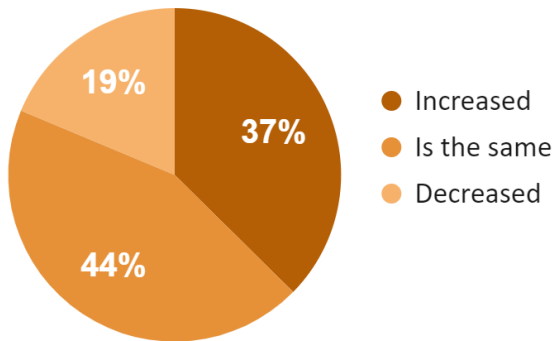
37% of the participants found that tobacco-free snus was somewhat less harmful than smoking regular cigarettes. 24% found tobacco-free snus to be significantly less harmful. 26% found tobacco-free snus and regular cigarettes to be similarly harmful. 8% found that the use of tobacco-free snus caused somewhat more harm and 5% thought that it caused significantly more harm.

Tobacco-free snus pouches

44% of tobacco-free snus consumers used pouches with a nicotine content of 20 mg/g or more. 26% of consumers used pouches containing 15-19 mg/g of nicotine and 20% used pouches containing 10-14 mg/g of nicotine. 10% used pouches with a nicotine content of up to 9 mg/g.



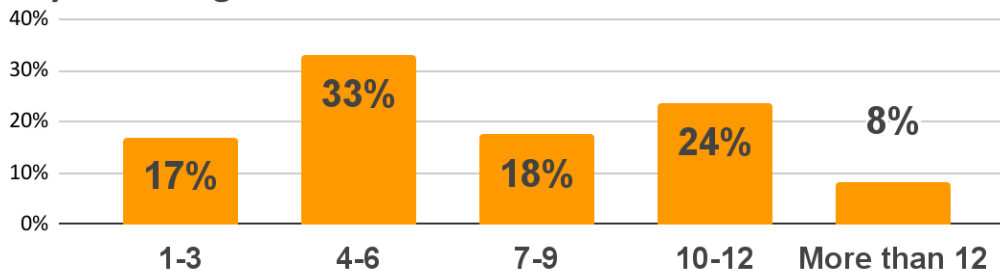
Nicotine content changes in tobacco-free snus



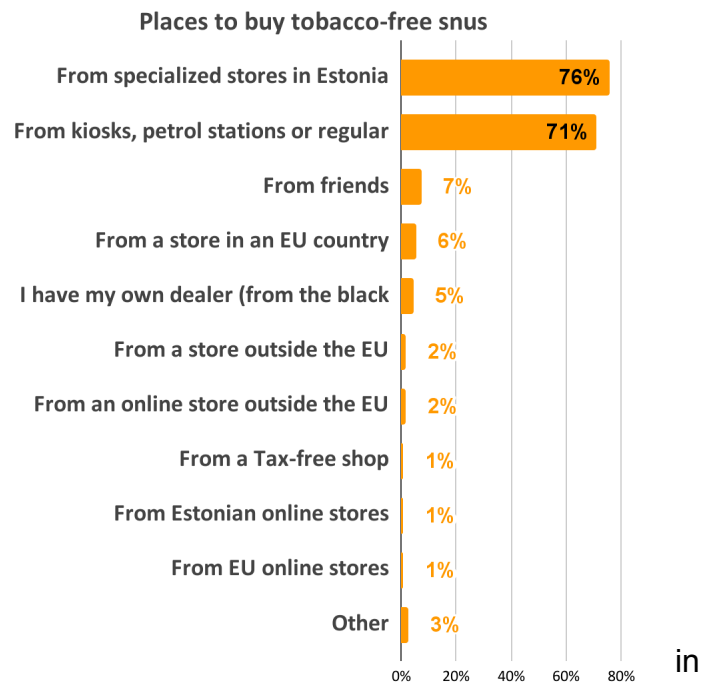
Users were asked how the amount of nicotine in their tobacco-free snus pouches had changed over time. 44% stated that they had been using pouches with the same nicotine content. 37% said they had started to use higher nicotine-content pouches and 19% said they now used lower nicotine-content pouches.

Half of tobacco-free snus users (51%) used an average of up to 6 pouches per day. 33% of users reported using an average of 4-6 pouches per day and 24% used 10-12 of those per day. 18% of users consumed an average of 1-3 pouches per day and 17% consumed 7-9 pouches per day. 8% of users said they consumed more than 12 pouches every day.

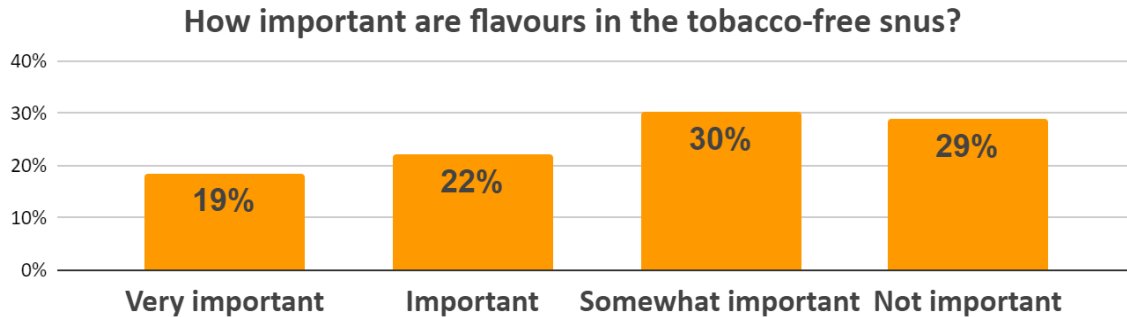
How many pouches of tobacco-free snus do you consume a day on average?



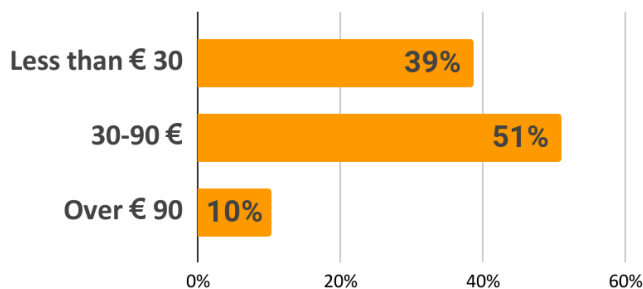
Users of tobacco-free snus were asked where they bought their products. Several options could be marked. 76% stated that they had bought tobacco-free snus from specialized stores and 71% had purchased tobacco-free snus from a kiosk, petrol station or regular store in Estonia. 7% had bought tobacco-free snus from friends, 6% from other EU countries. 5% said they had bought tobacco-free snus on the black market.



Tobacco-free snus users were asked how important flavours in the product were for them. 30% said that flavours in tobacco-free snus were somewhat important for them. 29% said that flavours tobacco-free snus were not important to them. For 22%, the presence of flavours in tobacco-free snus was important, and for 19% it was very important.



How much do you spend on tobacco-free snus per month on average?



51% of users spent 30–90 euros on tobacco-free snus a month on average. 39% of users spent less than € 30 and 10% more than € 90 a month on tobacco-free snus.

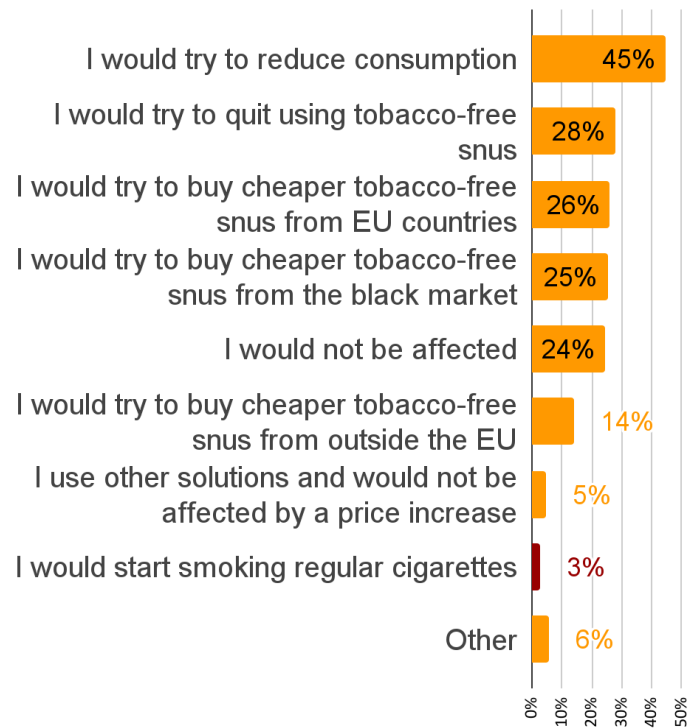
Expenditure on tobacco-free snus was important for 33% of users, very important for 27% and somewhat important for 25%. For 15% of users, the amount of money spent on tobacco-free snus was not important.

Impact of a possible change in prices

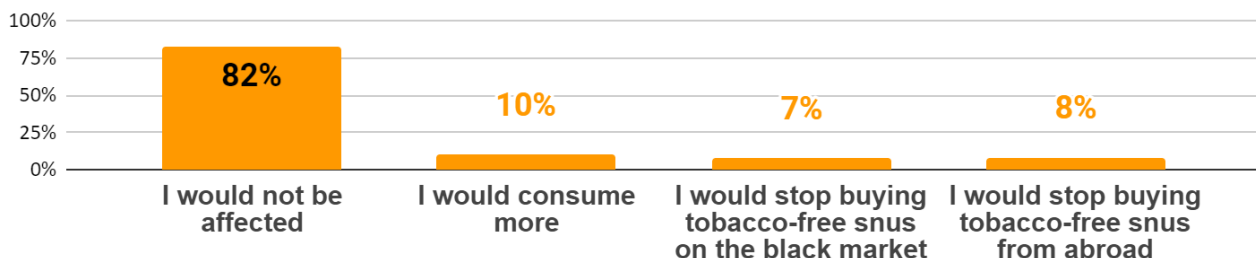
Users were asked how they would react in the event of a significant price increase. Several options could be marked. 45% said they would try to reduce consumption and 28% would try to stop using tobacco-free snus. 26% would try to buy cheaper snus from other EU countries and 25% on the black market. 24% stated that they would not be affected by a price increase. 14% would try to buy cheaper tobacco-free snus outside the EU. 5% said they were already using other solutions and would not be affected by the price increase of tobacco-free snus sold in stores. 3% thought that if prices rose, they would start smoking regular cigarettes. 6% chose other options.

Users were asked how they would be affected by a significant drop in the price of tobacco-free snus. Respondents were able to indicate several answers. 82% said they would not be affected by a drop in tobacco-free snus prices. 10% thought that they could start consuming more tobacco-free snus if prices fell sharply. 7% of the respondents indicated that they would stop buying tobacco-free snus on the black market should the prices drop, and 8% would stop getting it from other countries.

How would you react in the event of a significant price increase of tobacco-free snus?



How would you act if the price of tobacco-free snus would drop significantly?



Giving up tobacco-free snus

The former tobacco-free snus users who participated in the study were asked why they gave up using the product. The most frequently mentioned answer was the desire to stop using nicotine-containing products altogether, or another smokeless product was introduced. Tobacco-free snus was given up also due to health concerns, deterioration in oral hygiene and nausea during use. The reasons were also the excessive price of the product and the loss of interest in using the product.

Indication of nicotine content on product packaging

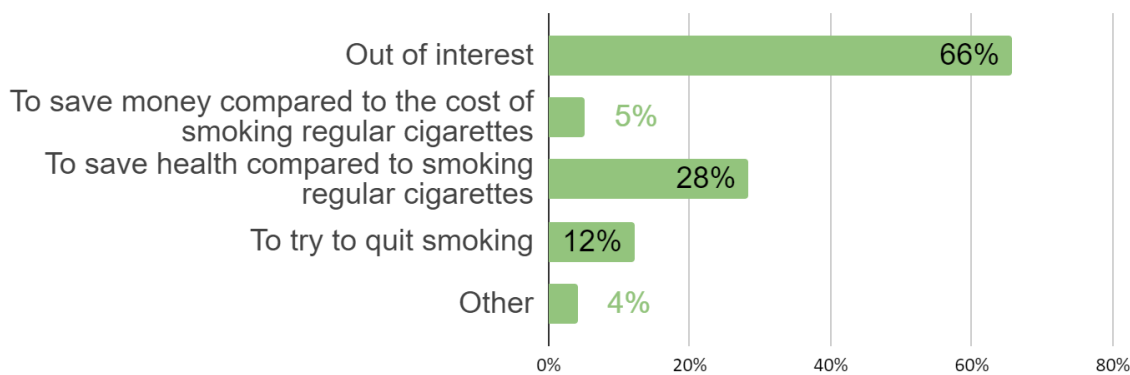
Users were asked whether the packaging of tobacco-free snus should indicate the nicotine content of the product. 95% found that the nicotine content of the product should be indicated on the packaging. 3% could not say whether it was necessary and 2% did not consider it necessary.

USING HEATED TOBACCO PRODUCTS

Experience with heated tobacco products

19% of the participants in the survey had had experience in using heated tobacco products. 51% of them were men and 49% were women. Of those exposed to a heated tobacco product, 30% were aged 22–30, 29% were aged 31–40, 19% were aged 18–21, 11% were aged 41–50, and 11% were over 50.

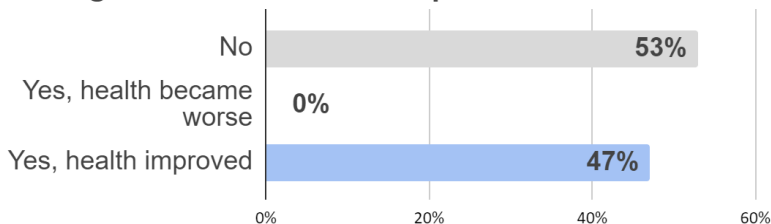
Why did you try heated tobacco products for the first time?



66% cited that they used a heated tobacco product for the first time out of interest. 28% wanted to use a heated tobacco product to save health compared to smoking regular cigarettes. 12% tried a heated tobacco product to try to quit smoking. 5% wanted to save money with heated tobacco compared to the cost of smoking regular cigarettes.

26% of those who had experience in using heated tobacco said that they were regular users of heated tobacco. 9% said they had been regular users for some time. 65% said that their experience with a heated tobacco product was limited to a few times.

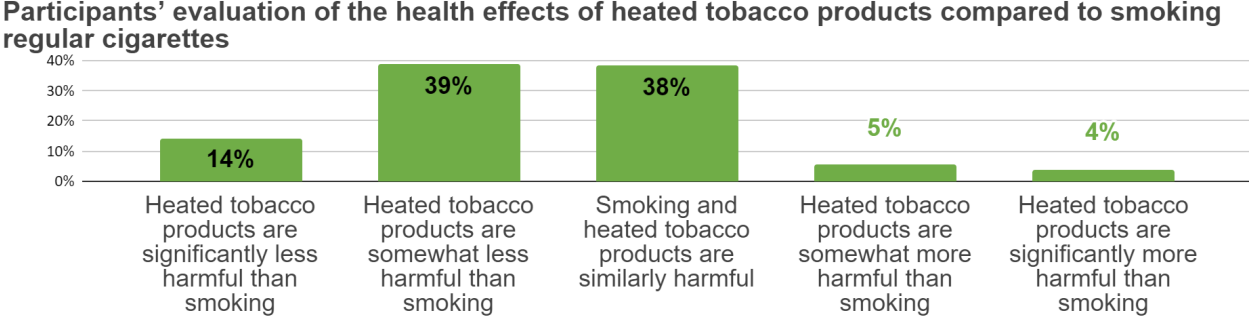
Did you notice any changes in your health after starting to use heated tobacco products?



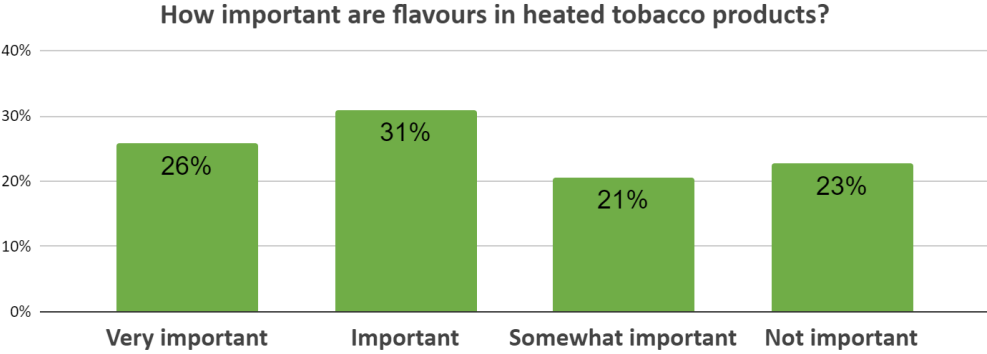
53% of current and former users said they did not notice any change in their health after starting to use heated tobacco products. 47% noticed said that their health improved after the introduction of heated tobacco. A positive change in health was the disappearance of smoker's cough. In

addition, they said they had more stamina, it was easier to breathe, and oral hygiene and the sense of smell improved.

Participants in the survey were asked how they assessed the health effects of using heated tobacco products compared to smoking regular cigarettes. 39% of the participants found that heated tobacco was somewhat less harmful than smoking regular cigarettes. 38% found that the harmfulness of both products was the same. 14% found that the use of heated tobacco products was significantly less harmful than smoking regular cigarettes. 5% found that heated tobacco products were somewhat more harmful than regular cigarettes, and 4% considered that heated tobacco products were significantly more harmful than regular cigarettes.



Users of heated tobacco products were asked how important the presence of flavours in heated tobacco was to them. 31% said that flavours in a heated tobacco product were important to them, and 26% said that flavours were very important. 21% considered flavours to be somewhat important, and for 23% the presence of flavours in the products was not important.



Everyday users most often buy heated tobacco products from kiosks, petrol stations and regular stores. There are somewhat fewer users who buy heated tobacco products from specialized stores.