

VAPING FLAVOR BANS - ESTONIA

April 2022

METHODOLOGY & SAMPLE

METHOD



Quantitative Research

CAWI (computer assisted web interview) data collection

Respondents collected from online panels

Respondents were compensated for their participation, ensuring proper motivation level

Respondents were not aware what would be subject of research going in

SAMPLE



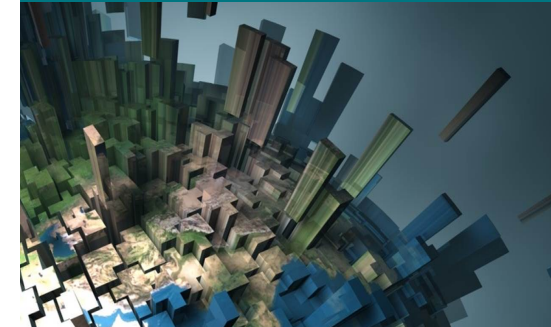
N=300 adults

Nationally representative on base of gender

Current vapers - defined as person that uses e-vaping device at least once a month: N =207

Ex-vapers: Person that used e-vaping but has stopped in meantime: N = 93

FIELDWORK



08.04. – 13.04. 2022.

Logic and data quality control done on 100% of sample

KEY FINDINGS

- Flavors other than Tobacco and Menthol were banned in Estonia in 2020.
- In spite of the ban, almost 60% of Estonian vapers still use flavors other than Tobacco and Menthol.
- The banned flavors come from Estonian vapers mixing their own liquids or from the black market.
 - This could potentially lead to a crisis similar to EVALI in the USA.
- Only 10% of Estonian vapers support the flavor ban.
- Almost everyone would support alternative ways of preventing underaged access, including stricter enforcement, education campaigns, and restricting some flavors to adult-only retail channels.

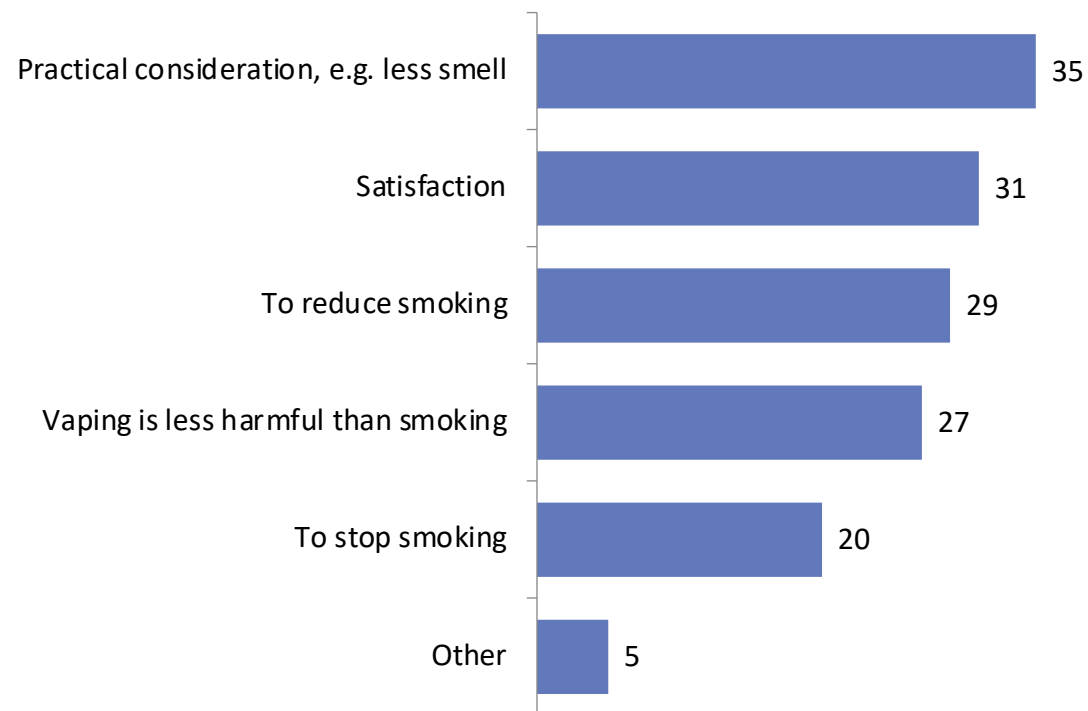


REASONS FOR VAPING

In addition to satisfaction and practical considerations such as less smell, most Estonian vapers vape to reduce and quit smoking, even though Estonia does not endorse vaping.

Data in %

Main reason for vaping – Total



WHAT HAPPENED AFTER THE FLAVOR BAN

In 2020, Estonia banned all flavors other than Tobacco and Menthol.

Today, in 2022, almost 60% of Estonian vapers continue to use Fruit and Sweet flavors.

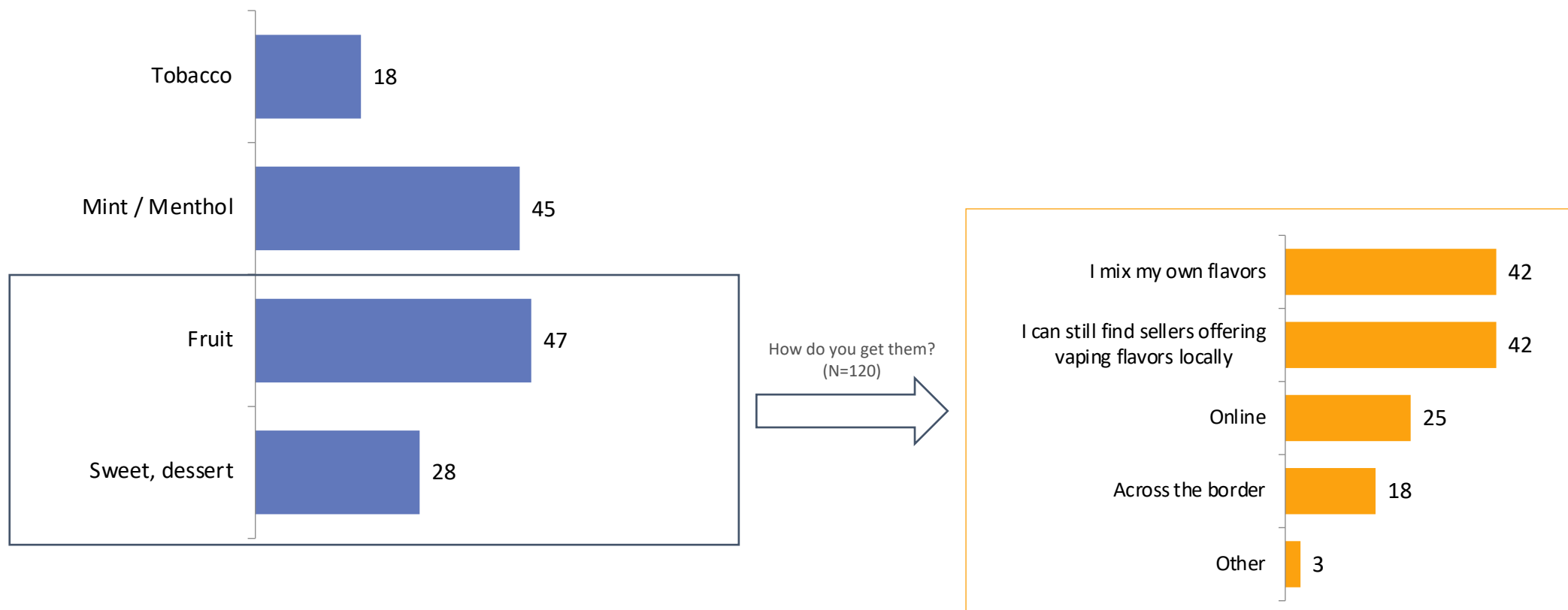
Data in %



WHAT HAPPENED AFTER THE FLAVOR BAN

As a consequence of the ban, almost 60% of Estonian vapers started mixing their own liquids or turned to the black market, which has developed since.

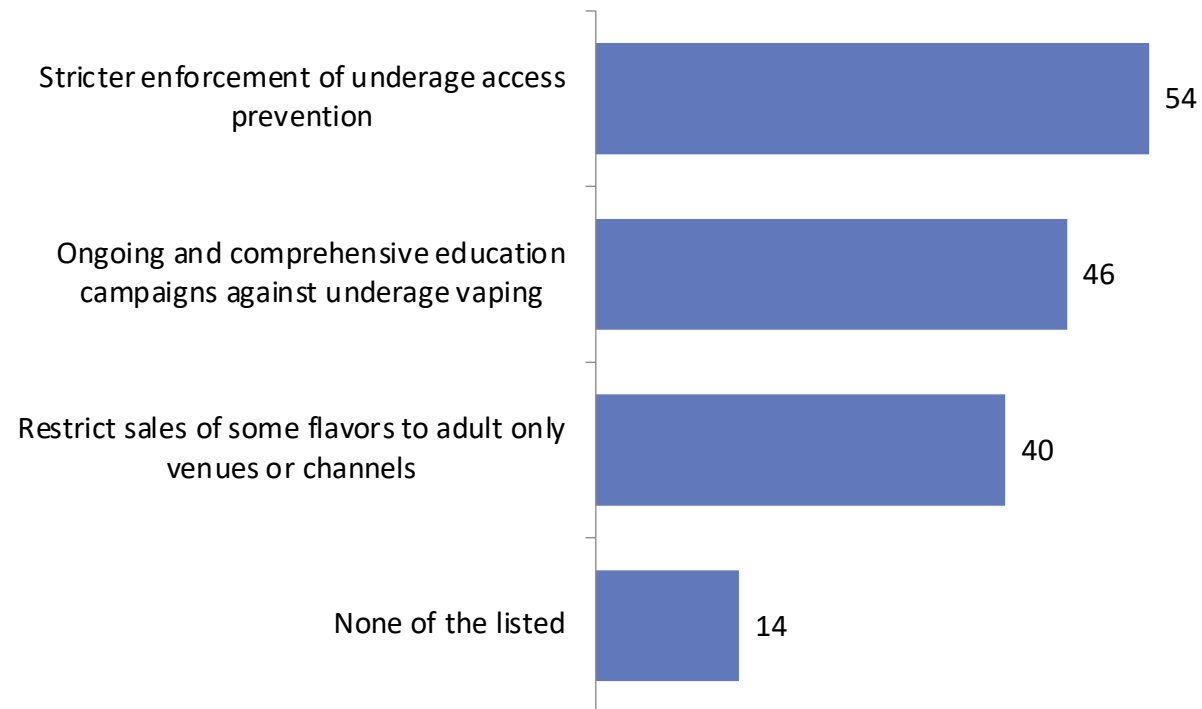
Data in %



SUPPORT FOR ALTERNATIVES TO FLAVOR BANS

86% of Estonian vapers support alternative ways of preventing underage access, including stricter enforcement, education campaigns, and restricting some flavors to adult-only retail channels.

Data in %



THANK YOU