

Slovenia VAPING FLAVOUR BAN

METHODOLOGY & SAMPLE



METHOD



Quantitative Research

CAPI (Computer assisted personal interview) + CAWI (Computer assisted web interview) data collection

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

SAMPLE



N=180

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

FIELDWORK



22.02. - 1.03.2024.

Logic and data quality control done on 100% of sample



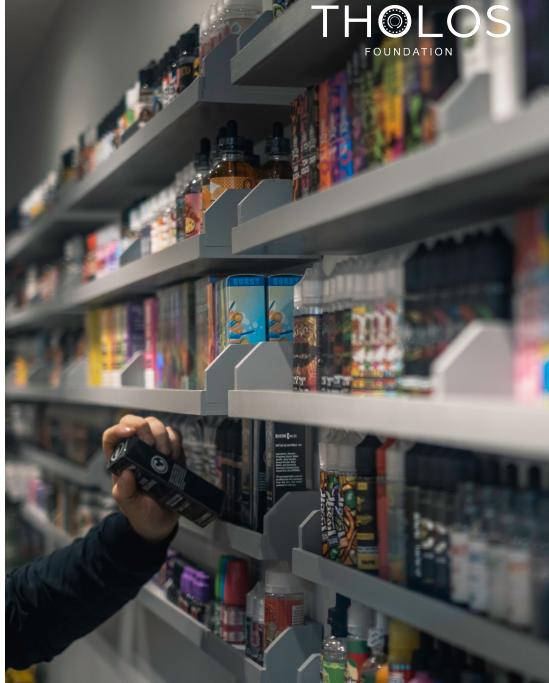
KEY FINDINGS

- More than a half of Slovenian vapers use them for health reasons, including to reduce or stop smoking. I.e. the majority of consumers use fruit flavors.
- The vast majority of users highlight that flavors are important to them when it comes to their decision to vape.
- Fruit and Tobacco flavors are seen as the most important for switching from smoking. For keeping vapers away from smoking, Fruit and Menthol are seen as the most promising flavors.
- A flavor ban will push half of Slovenian vapers back to smoking, to the black market or to mix their own liquids.



KEY FINDINGS

- 40% of vapers are against the ban, while one-third are neutral. This may be due to a lack of confidence in a ban being enforced.
- 90% of Slovenian vapers think the flavor ban could push vapers back to smoking. Half of them consider this very likely.
- Around three quarters of vapers believe the government should support less harmful alternatives to smoking.
- Over 90% of vapers support alternative ways of preventing underaged access, primarily through stricter enforcement of underage access prevention.

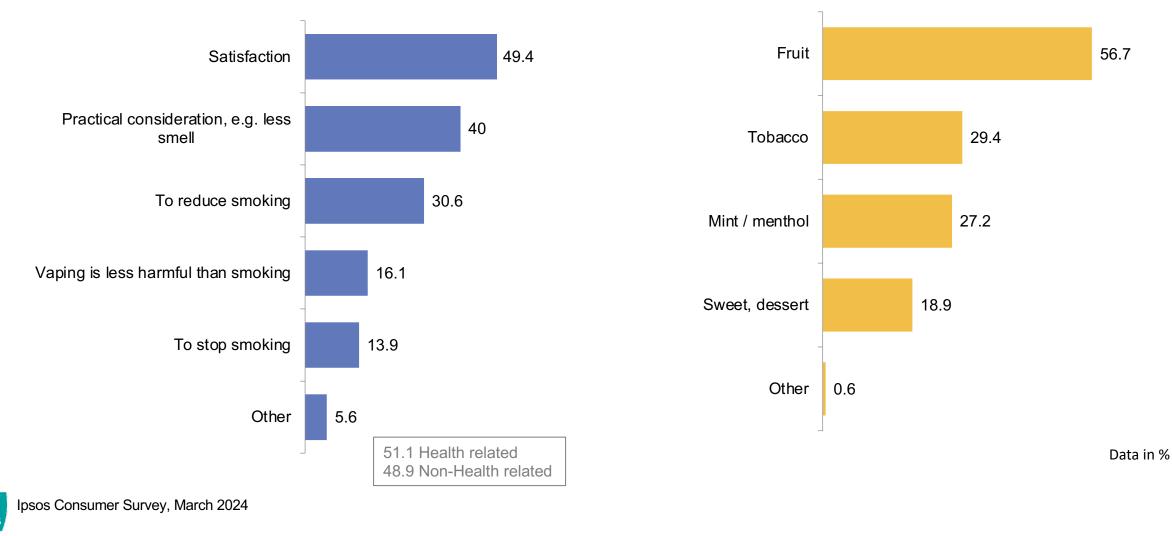


lpso

REASON FOR VAPING AND IMPORTANCE OF FLAVORS

More than a half of vapers use them for health reasons, including to reduce or stop smoking. More than 70% of vapers use flavors other than tobacco. I.e. the majority of consumers use fruit flavors.

FOUNDATION



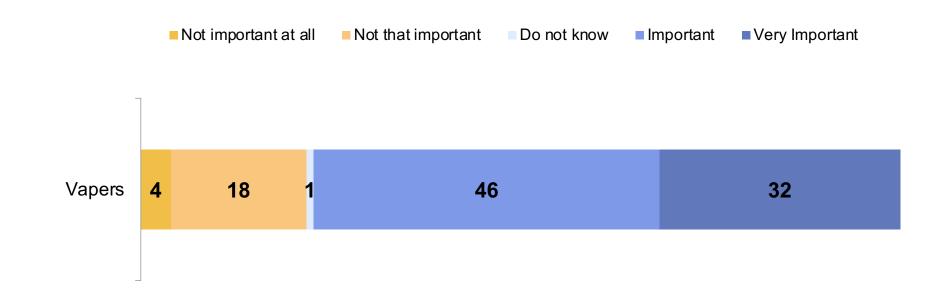
N=180 A2 Why do you vape?

psos

IMPORTANCE OF VAPING FLAVORS



The vast majority of vapers highlight that flavors are important to them when it comes to their decision to vape.



Ipsos Consumer Survey, March 2024

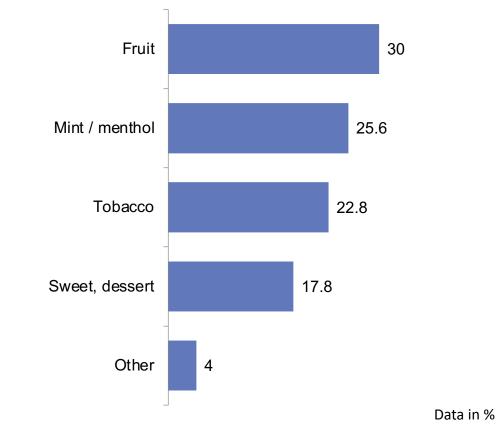
N=180 A4. How important are flavors in your decision to vape?

Data in %

SWITCHING AND STAYING AWAY FROM SMOKING

Fruit and Tobacco flavors are seen as the most important for switching from smoking. For keeping vapers away from smoking, Fruit and Menthol are seen as the most promising flavors.

Switching from smoking to vaping Fruit 32.2 Tobacco 29.4 Mint / menthol 23.3 Sweet, dessert 13.3 Other 2



Staying away from smoking

FOUNDATION

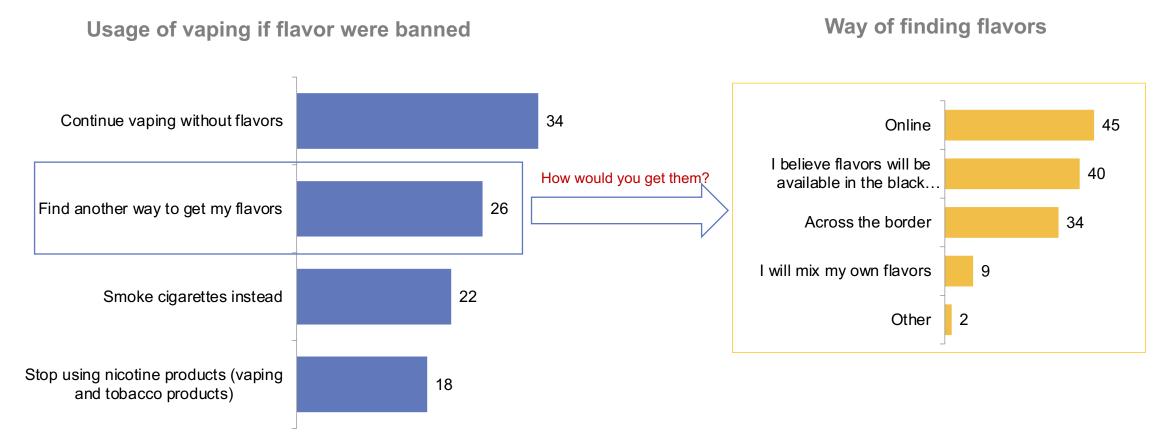
Ipsos Consumer Survey, March 2024

lpsos

N=180 A5. What flavor helps switching from smoking to vaping A6. In your view, what flavor helps switching from smoking to vaping?

WHAT HAPPENS AFTER A FLAVOR BAN

A flavor ban will push half of Slovenian vapers back to smoking, to the black market or to mix their own liquids.



Data in %

Ipsos Consumer Survey, March 2024

lpsos

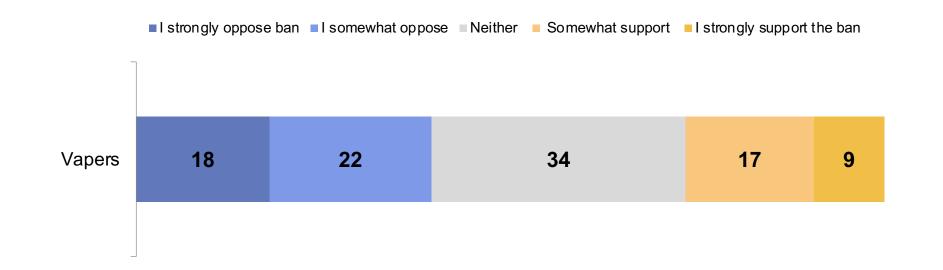
N=180 B11 If such ban came to be and vaping flavors were banned, what would you do? B1a. How would you expect to get them?

THOLOS

OPINION ON FLAVOR BAN



40% of vapers are against the ban, while around one-third have a neutral opinion. One reason for this may be a lack of confidence in a ban being enforced.



Data in %

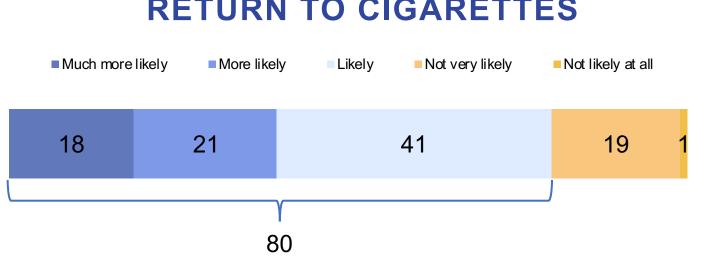
Ipsos Consumer Survey, March 2024

lpsos

N=180 A7 Your government might ban the use of vaping flavors other than tobacco. How do you feel about the proposed ban?







RETURN TO CIGARETTES

Ipsos Consumer Survey, March 2024

lpsos

N=180 How likely do you think vapers will be to return to smoking because of the state-wide vaping flavor ban?

Data in %

THOLOS

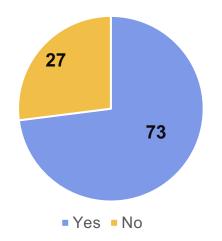
FOUNDATION



SUPPORT TO ALTERNATIVES TO CIGARETTES

Around three quarters of Slovenian vapers believe the government should support less harmful alternatives to smoking.

Government support for tobacco alternatives



Ipsos Consumer Survey, March 2024

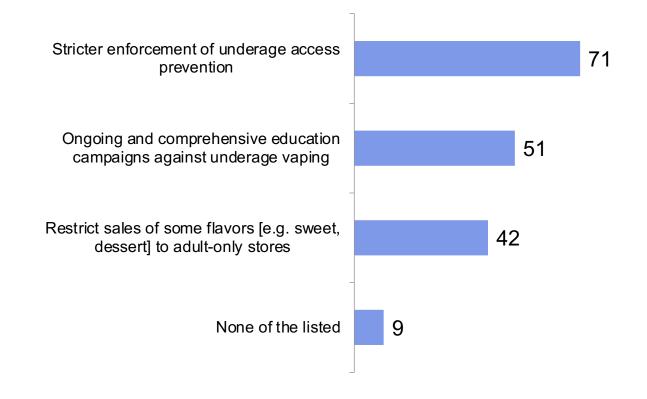
N=180 How likely do you think vapers will be to return to smoking because of the state-wide vaping flavor ban?

Data in %

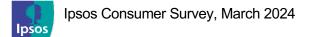


SUPPORTS FOR ALTERNATIVES TO FLAVOR BAN

Over 90% of Slovenian vapers support alternative ways of preventing underaged access, primarily through stricter enforcement of underage access prevention.



Data in %



N=180 A8 Would you support any of these alternatives to flavors bans?



THANK YOU

