

ENDS users and smokers: usage data from representative national surveys

EVIDENCE FROM POLAND 2016

SOURCES OF DATA AND INFORMATION:



LEVEL 1

CATI survey 2016 - telephone interviews on a representative group of Poles 18-65 N = 3000

(3x standard representative group of Poles N = 1000)



LEVEL 2

CAWI survey 2016 - on-line interviews on representative group of Polish ENDS users 18-64 N=731

SMOKERS

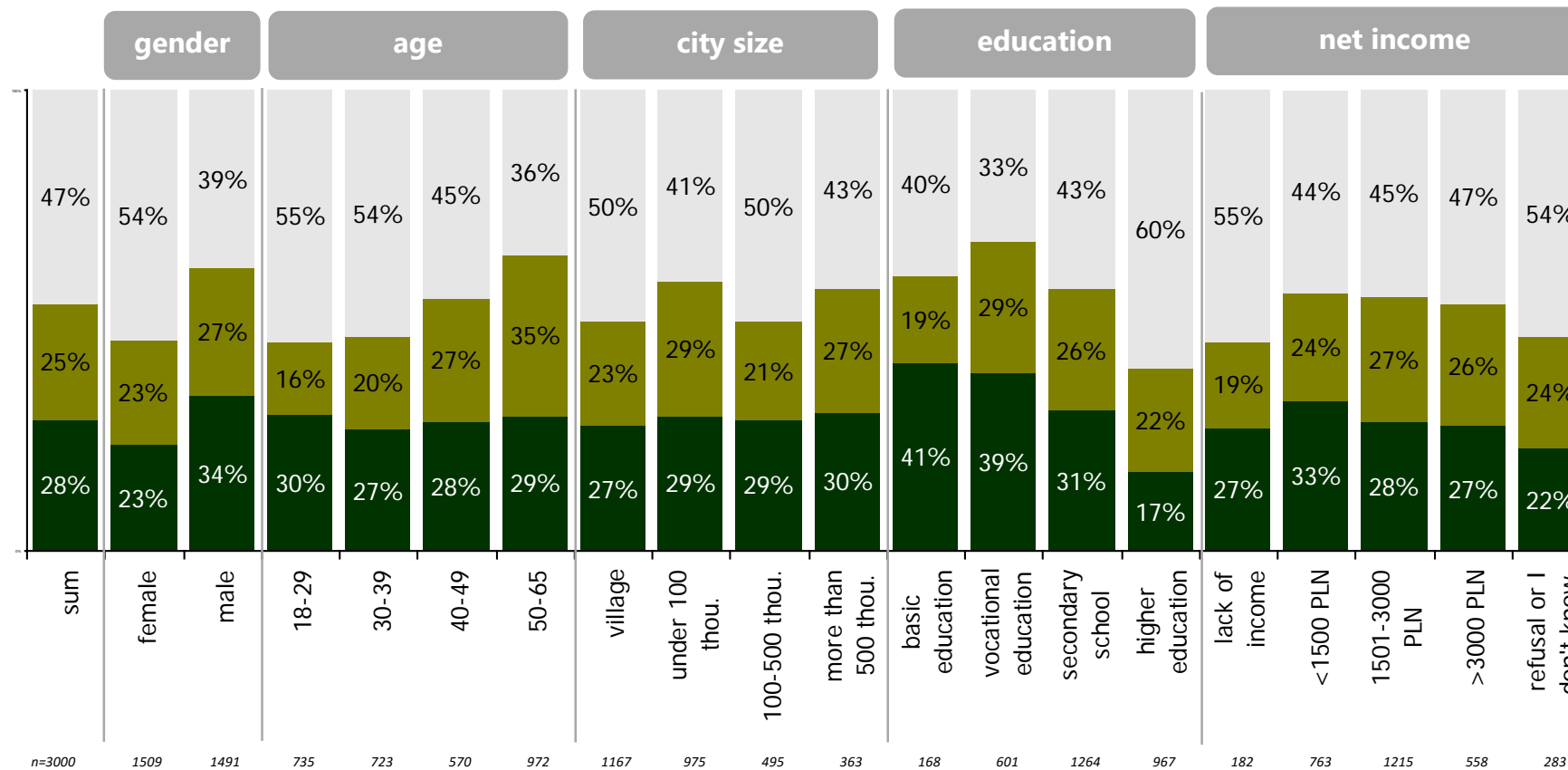
Regular smokers basic profile

- **More than half of Poles aged 18-65 years are present (28%) or former smokers (25%)**
- **Regular smokers typically consume 17 cigarettes per day**
- **In all age groups the percentage of regular smokers is about 27-30%**
- **The largest group of smokers in Poland: lowest income (60%), primary education (41%), basic professional education (39%)**

Regular smokers basic profile

Have you smoked regular cigarettes / other tobacco products in the past?
n=3000

■ Non-smokers
■ Former smokers
■ Current smokers

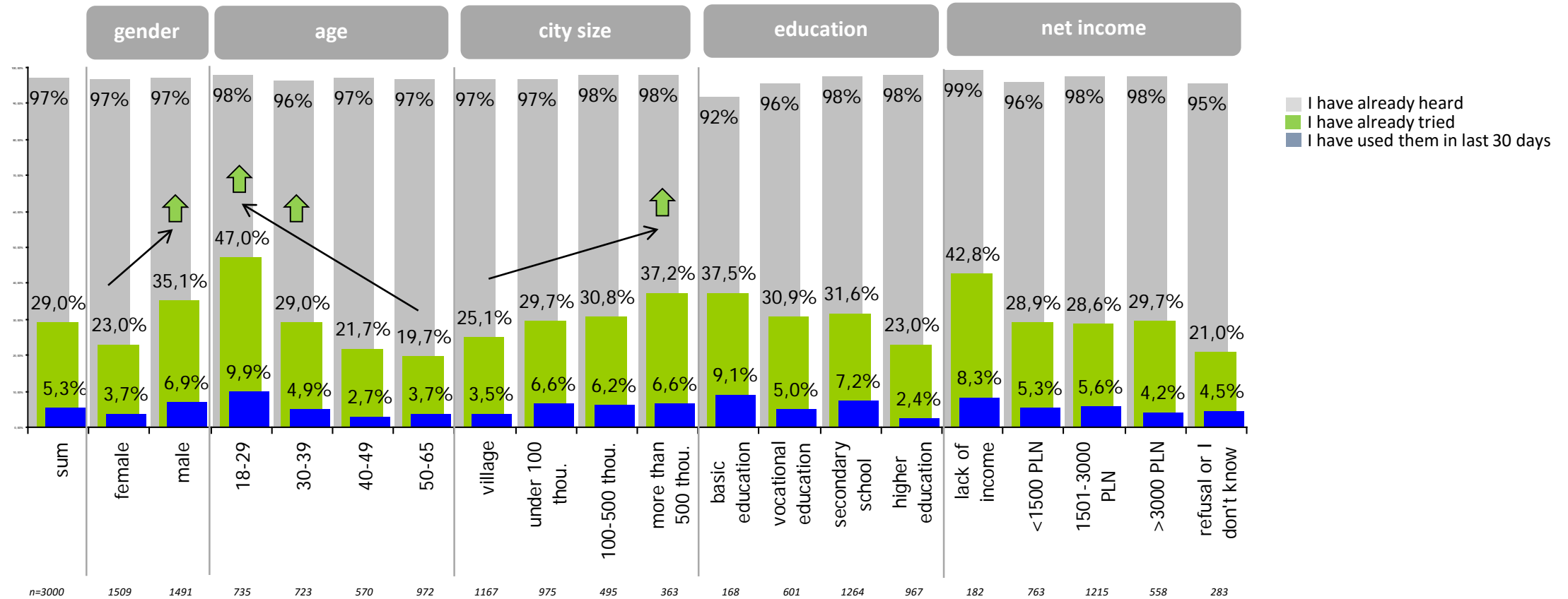


ENDS Users

ENDS users basic population

- **ENDS users, defined as people using ENDS within last 30 days, make up around 5-6% of population of Poles (1.385 million) VS 28% REGULAR SMOKERS**
- **Around 3% (0.78 million) use ENDS regularly** at least once a week
- **More than 90% of ENDS users have tried regular cigarettes first**
- **In all education groups the percentage of regular ENDS users is the same**

Demographic profile of ENDS users



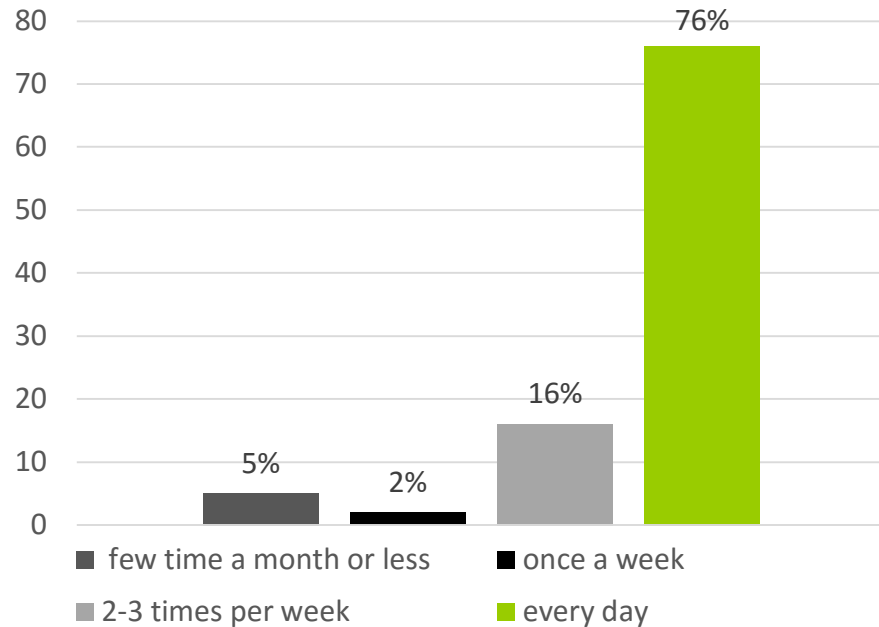
Usage of e-cigarettes is greater among men and decreases with age

ENDS users and dual usage

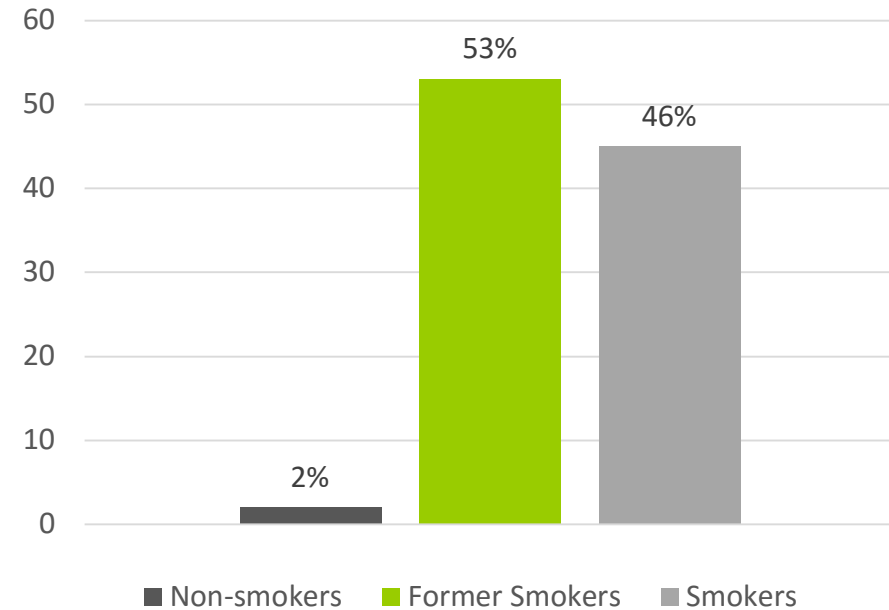
- **76% of ENDS users use their ENDS every day**
- **46% of ENDS users are dual users**
- **53% of ENDS users quit smoking**

ENDS users and dual use

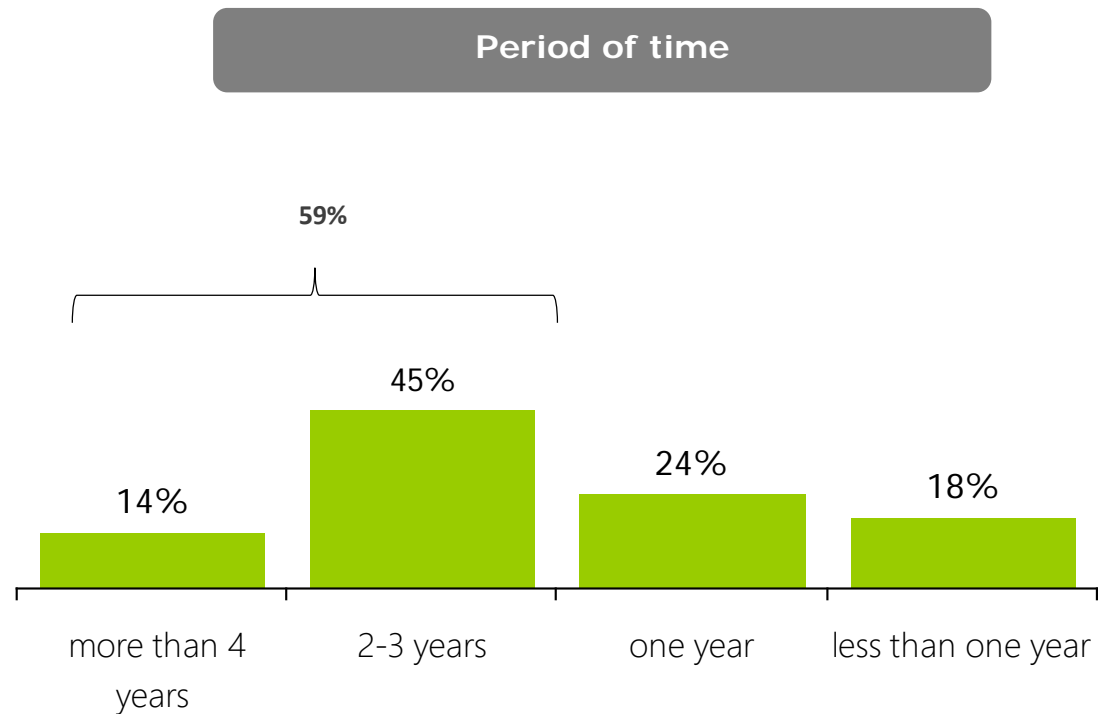
Frequency of ENDS use



ENDS Users



How long have ENDS users been vaping?



Majority of ENDS users (59%) have been using ENDS for more than 2 years.

GATEWAY to smoking or a way out ?

ENDS use and its impact on smoking

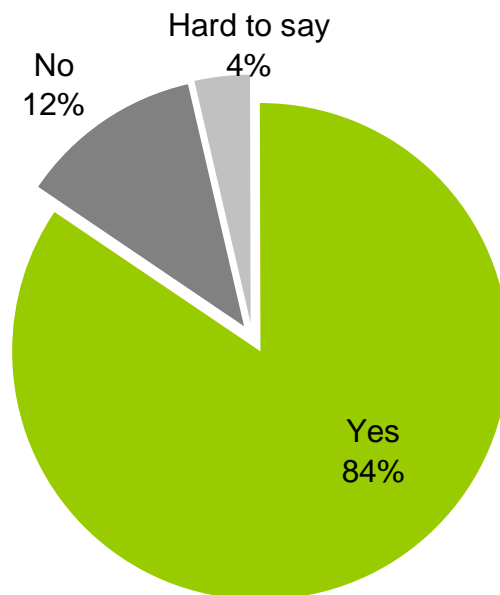
- **53% of ENDS users completely quit smoking**
- **84% of ENDS users reduced the number of cigarettes smoked**
- **ENDS users reduced their average daily consumption of cigarettes by 75%**
 - **from 17 to 4 cigarettes per day**

* CATI / 30 d.

** CAWI

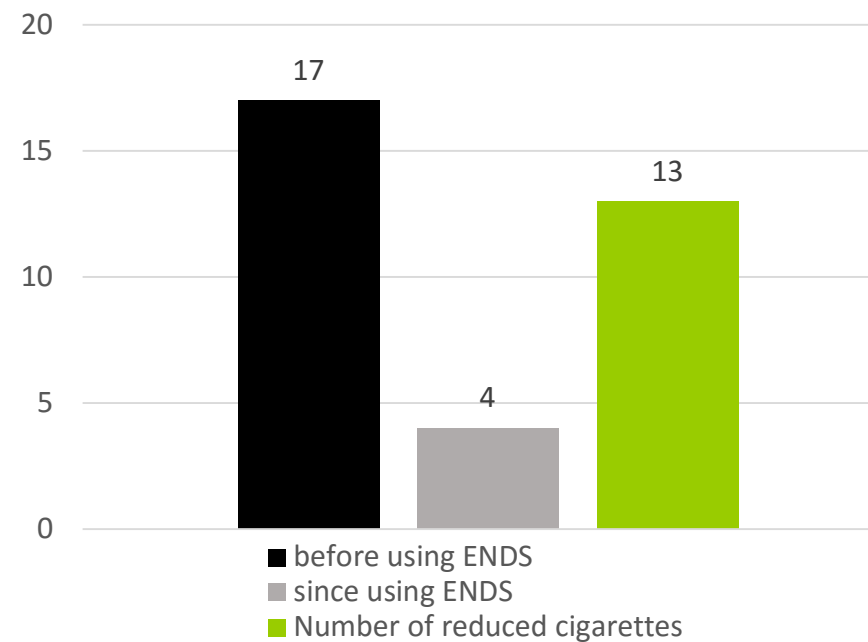
ENDS and traditional cigarettes

Do ENDS have an influence on the amount of cigarettes smoked?



Source: CATI

Average daily consumption of cigarettes before and after ENDS



Source: CAWI

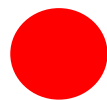
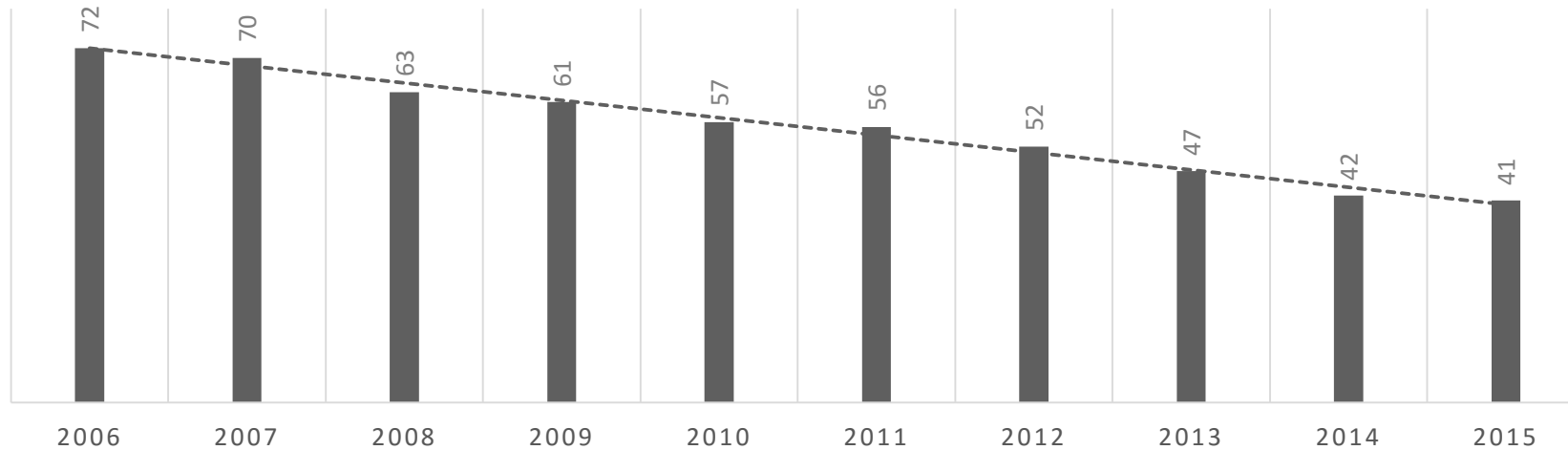
- Over 80% of ENDS users reduced their average daily consumption of cigarettes
- ENDS users reduced their average daily consumption of cigarettes by 75%
 - from 17 to 4 cigarettes per day

The impact of ENDS use on the consumption of traditional tobacco products

TRENDS ON THE MARKET

The growing popularity of ENDS **has not caused an increase in tobacco consumption.**

CIGARETTE CONSUMPTION IN POLAND



2006 ENDS introduced
into Poland

Thank you for your attention...

biuro@esmokingassociation.com