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CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS AND ATTITUDE TOWARDS ANTI-TOBACCO MEASURES: DECEMBER 2023

ANALYTICAL REPORT

December 2023

CONTENT

SURVEY METHODOLOGY

The All-Ukrainian survey "Consumption of tobacco and nicotine products and attitude towards anti-tobacco measures" was conducted by Kyiv International Institute of Sociology in November-December 2023 as part of the regular "Omnibus" commissioned by the NGO "Life". During the research, we studied the opinions and views of Ukrainian adult residents (aged 18 and older) on various issues related to the consumption of tobacco and nicotine products. The following are the main research stages: developing and programming a questionnaire (we used OSA for CATI), generating mobile phone numbers, conducting interviews with respondents, quality control of the work performed, preparing the final data set, weighting the data set, preparing one-dimensional distribution tables and an analytical report. Anton Grushetskyi, KIIS executive director, prepared the analytical report. Experts of the NGO "Life" Oksana Levytska and Dmytro Kupyra analyzed the results and suggested additions and corrections that were included in the report.

The survey was conducted via computer-assisted telephone interviews (CATI) method. According to KIIS survey conducted via personal (face-to-face) interviews method using a random sample in July 2021, 96% of Ukrainian adult residents had personal mobile phones. To conduct the survey, at the initial stage mobile phone numbers (for all major mobile operators of Ukraine) were generated in a completely random way. The share of generated numbers belonging to each mobile operator was roughly proportional to the share of the total mobile numbers belonging to each mobile operator (according to KIIS surveys). To eliminate invalid numbers from the generated database, an "invisible" SMS message was sent to the generated numbers. Then the interviewers called the generated numbers and offered respondents (who answered the call) to take part in the survey. The survey was conducted only with respondents aged 18 and older and with those who at the time of the survey lived on the territory controlled by the Ukrainian government. Ukrainian residents who left abroad after February 24, 2022 and did not return were not surveyed. The interview was conducted in Ukrainian or Russian at the choice of the respondent.

After conducting the planned number of completed (full) interviews, the distribution of respondents in the sample by macro-region of residence (West, Center, South, East – see details below), type of settlement (urban or rural), sex, age was compared with official statistics sources. During the interview, respondents reported their place of residence until February 24, 2022, as well as their current (at the time of the interview) place of residence. We used the place of residence until February 24, 2022 for further procedures. The distribution of the entire adult population by macro-regions and type of settlement was based on data from the Central Electoral Commission upon the results of the 2019 parliamentary elections (by the number of registered voters). The age structure was based on the data from the State Statistics Service of Ukraine as of January 1, 2021. To bring the structure of the sample in line with the structure of the Ukrainian population as a whole, we designed special statistical weights. In addition, these weights consider the different probability of various respondents getting into the sample (depending on the number of mobile phone numbers at use of a particular respondent).

The composition of the macro-regions is as follows: *Western* macro-region – Volynska, Rivnenska. Lvivska, Ivano-Frankivska, Ternopilska, Zakarpatska, Khmelnytska, Chernivetska oblasts; *Central* macro-region – Vinnytska, Zhytomyrska, Sumska, Chernihivska, Poltavska, Kirovohradska, Cherkaska, Kyivska oblasts, Kyiv city; *Southern* macro-region – Dnipropetrovska, Zaporizka, Mykolaivska, Khersonska, Odeska oblasts; *Eastern* macro-region – Donetska, Luhanska, and Kharkivska oblasts.

The field stage of the research lasted from November 29 to December 9, 2023. In total, 2,009 interviews were conducted as part of the research.

Formally, for standard conditions, the statistical margin of error (with probability of 0.95 and design effect of 1.1) does not exceed:

- 2.4% for indicators close to 50%
- 2.1% for indicators close to 25 or 75%
- 1.5% for indicators close to 10 or 90%
- 1.1% for indicators close to 5 or 95%
- 0.5% for indicators close to 1 or 99%

Comments on the report structure

For macro-region and settlement type the report contains respondents’ answers as to where they are currently living, which means at the time of the interview. When it comes to family welfare, these are the categories and their meaning: “very low” – households that don’t have enough money even for food; “low” – those who have enough money for food, but no longer enough for clothes; “average” – those who have enough money for both food and clothes, but who don’t have enough money to buy some expensive things (television, etc.); “high” – those who can buy some expensive things or can generally afford everything.

At the same time, when interpreting the results among separate categories (separate regions, respondents with different income levels, etc.), it should be considered that since this category has fewer respondents than the sample as a whole, accordingly, the margin of error for this category is higher. It is also necessary to consider the “intersection” between some socio-demographic categories. For example, among younger respondents there are also more people with higher level of wealth. For this purpose, a separate Appendix A has been prepared in the report, where each category – which is the basis for all data provided – has its own number of respondents, margin of error, and socio-demographic profile.

MAIN SURVEY RESULTS

CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS

- **30% of respondents are currently consuming tobacco or nicotine products** (daily or not daily). At the same time, 24.5% of them consume it daily, and the remaining 5.5% consume it not every day. Compared to May 2022, we can reasonably talk about a decrease in the share of those who consume tobacco or nicotine products.
- Among current consumers of tobacco or nicotine products, the absolute majority (75%) smoke manufactured cigarettes. They are followed by heated tobacco products (18%), electronic cigarettes (16%), hookahs (11%), tobacco (7%). The fewest respondents spoke about nicotine pouches (0.5%) and snuff (0.4%).
- Consumption of tobacco or nicotine products is significantly more common among men than women. Thus, 42.5% of men consume such products, women – 20%. Moreover, there is a tendency for younger respondents to consume tobacco or nicotine products more: 37-39% consume such products among those aged 18-49, 29% among those aged 50-59, 22% among those aged 60-69, 8% among those aged 70+.

ADVERTISING OF TOBACCO AND NICOTINE PRODUCTS

- **43% of respondents** have seen tobacco or nicotine products advertisement somewhere **during the last month**. **73% of respondents aged 18-29 have seen tobacco or nicotine products advertising, and further this indicator decreases to 19% among the oldest respondents (aged 70+)**. Besides, if among men 52.5% saw any advertisement of such products, then among women – 35%. The largest number of respondents **(32% of all respondents) saw such advertising in sales areas**. This is followed by banner advertising on the Internet (23%) and personal pages in social media (20%). 14% saw street tobacco advertising.
- Respondents most often saw tobacco products
a
d
v
- Both those who are currently consuming such products (48%) and those who don't (41%) saw tobacco or nicotine products advertisement almost to the same extent.
- Respondents were also asked separately whether they had seen any tobacco or nicotine products advertisement on the Internet in separate formats. In total, 13% recalled some kind of advertising: 5% talk about podcasts or interviews, 4.5% – digital art works, 4% – marketing or sports activities of music, sports, and other brands, 3% – video games. **Among respondents aged 18-29, 31% saw such advertisements**.

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ATTITUDE TOWARDS ANTI-TOBACCO MEASURES

- **No less than 61% of the respondents support the mentioned five measures** to prevent young people from beginning to consume tobacco. At the same time, no more than 20% don't support these measures.
- **Most of the respondents support the ban on advertising brands of HTP devices and e-cigarettes (79%) and visible placement of tobacco product packs in sales areas (77%)**. Slightly fewer respondents support the ban on flavored tobacco products (67%) and tax increases (65%). 61% of respondents support introduction of standardized packs.
- **Respondents who are not currently consuming any tobacco or nicotine products are in almost all cases more supportive of the mentioned anti-tobacco measures**. Only in the case of the standardized cigarette pack introduction we see identical support (60.5% among consumers and 61% – non-consumers). At the same time, although current consumers are less "optimistic" about anti-tobacco measures, among them half or more support almost all measures from the list. In addition to the cigarette pack standardization, 74% support the ban on advertising brands of HTP devices and e-cigarettes, 72% – ban on visible placement of tobacco product packs in sales areas, 51% – ban on flavored tobacco products (29% – don't support). An increase in taxes on tobacco products is supported by 75% of non-smokers and 41% of those who consume tobacco or nicotine products.

INFORMATION ABOUT HARMFUL EFFECT OF SMOKING ON CIGARETTE PACKS

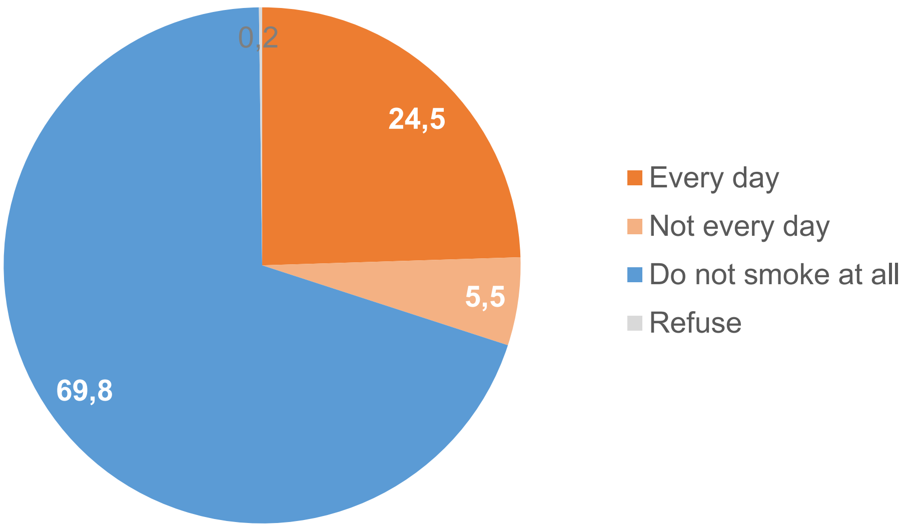
- Among respondents who consume tobacco or nicotine products, 70.5% had packs of cigarettes with them during the interview. **87% of respondents who carry a pack of cigarettes say that the warning about harmful effect is written in Ukrainian**. Other 8% said about the English language, 3% – about some other Latin characters. Other languages were mentioned less often.
- **81% of respondents who carry a pack of cigarettes say that inscriptions on the excise stamp are written in Ukrainian**. 3% speak about other language, and 12% answered that there is no excise stamp.

CHAPTER I. CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS

Almost every third respondent – 30% – is currently consuming tobacco or nicotine products (daily or not daily). At the same time, 24.5% consume it daily, and the remaining 5.5% consume it not every day.

In May 2022, to a similar question, 32% answered that they smoke tobacco products, while of them 28% specified that they smoke tobacco products every day. At the same time, it should be considered that in May 2022, the wording of the question was “Are you currently smoking tobacco products (for example, cigarettes) every day, not every day, or not at all?”. Compared to the current question, the previous wording was narrower (we asked about “smoking” and only listed classic cigarettes as an example). If the previous wording were broader (smoking and consuming products plus a list of different types of products), then the share of consumers would also be bigger. Therefore, it is reasonable to say that **compared to May 2022, the share of smokers has decreased**.

Chart I.1 Current consumption of tobacco or nicotine products

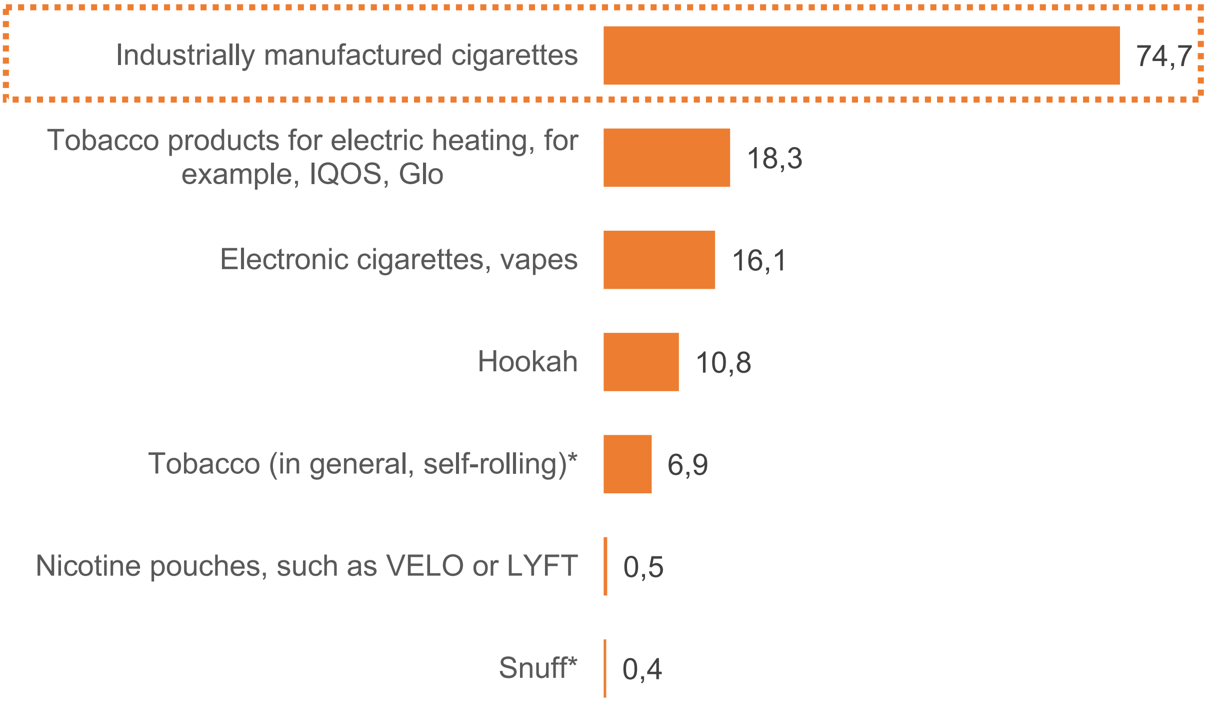


Question wording: As you know, some people smoke / consume tobacco or nicotine products, such as manufactured cigarettes, electrically heated tobacco products (such as IQOS, Glo), electronic cigarettes, vapes, hookah, nicotine pouches (such as VELO or LYFT). Do you currently smoke / consume any tobacco or nicotine products every day, not every day, or don't smoke at all?

Among consumers of tobacco or nicotine products, the absolute majority (75%) smoke manufactured cigarettes. This is followed by heated tobacco products (18%), electronic cigarettes (16%), hookahs (11%), tobacco (7%). The fewest respondents spoke about nicotine pouches (0.5%) and snuff (0.4%).

Chart I.2 Which tobacco or nicotine products respondents currently consume

% among respondents who use tobacco products every day or not every day



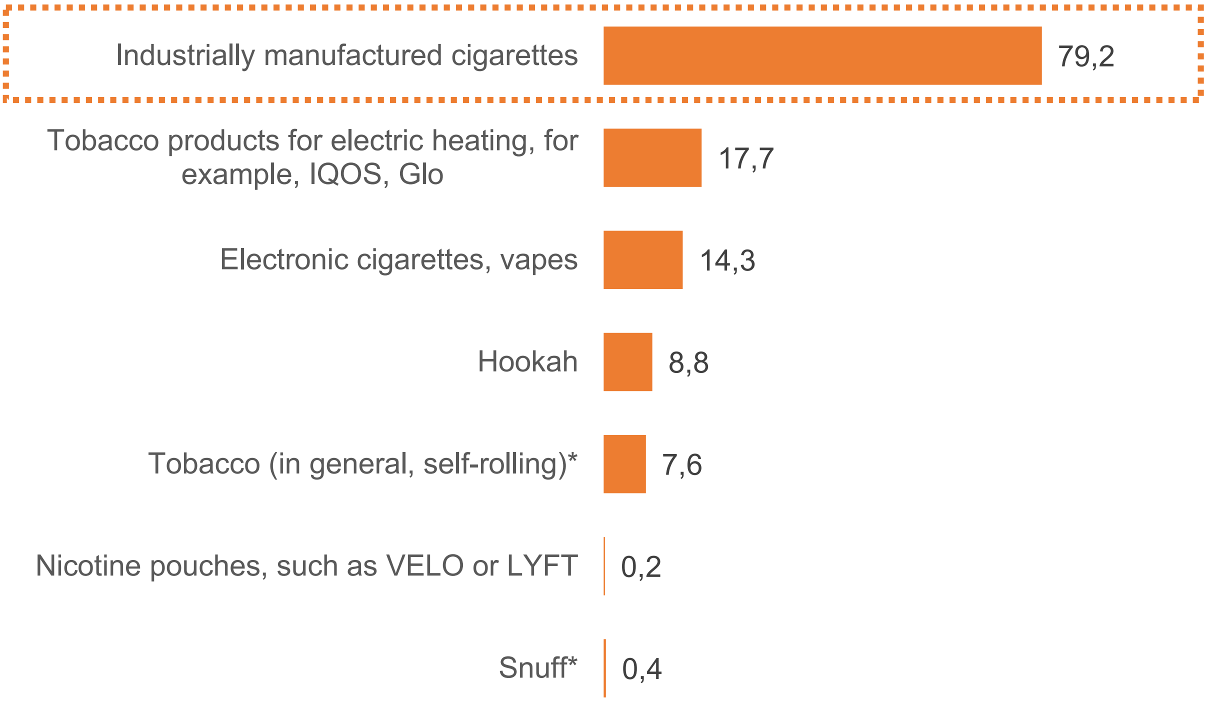
Question wording: What tobacco or nicotine products do you smoke / consume? (multiple answers possible)

** These options were not read but were coded from "other" answers. Perhaps if they were read out, more respondents would choose them.*

The chart below shows the data only for those respondents who consume tobacco or nicotine products every day. As you can see, **79% of daily consumers smoke manufactured cigarettes**. This is followed by heated tobacco products (18%) and electronic cigarettes (14%).

Chart I.3 Which tobacco or nicotine products daily tobacco consumers currently consume

% among respondents who use tobacco products every day



Question wording: What tobacco or nicotine products do you smoke / consume? (multiple answers possible

** These options were not read but were coded from "other" answers. Perhaps if they were read out, more respondents would choose them.*

The table below shows the data broken down by individual socio-demographic categories. **Consumption of tobacco or nicotine products is significantly more common among men than women. Thus, 42.5% of men consume such products, among women – 20%**. Only among those aged 18-29 the results are almost equal between men and women – 40% of men aged 18-29 consume tobacco products, 37% – among women aged 18-29. When it comes to both men and women aged 30-39, the corresponding indicators are 50% and 28%. Among those aged 40-49 – 48% and 26%, among those aged 50-59 – 46% and 14.5%, among those aged 60-69 – 40% and 10%, among those aged 70+ – 14.5% and 5%.

There is also a general tendency for younger respondents (both younger men and younger women) **to consume tobacco or nicotine products more**. Thus, 37-39% consume such products among those aged 18-49, among those aged 50-59 – 29%, among those aged 60-69 – 22%, among those aged 70+ – 8%.

There are some patterns regarding socio-demographic categories and what products they consume. Men are somewhat more likely to speak about manufactured cigarettes (80% among male consumers vs. 64% among female consumers), however, women more often consume heated tobacco products (27% vs. 13% among men), electronic cigarettes (25% vs. 11 %).

Cigarette smoking is somewhat less common among the youngest respondents (61% among those aged 18-29 and 73% among those aged 30-39 versus 77-89% among older respondents). **At the same time, the use of HTPs, electronic cigarettes and hookahs is more common among younger respondents**. The most common consumption of such products is among those aged 18-29, of them 37% consume heated tobacco products, 36% – electronic cigarettes, and 25% – hookahs.

In addition, **there is a trend that smoking heated tobacco products, electronic cigarettes, and hookahs is more common among residents of larger cities**.

Table I.1 Current consumption of tobacco or nicotine products disaggregated by socio-demographic categories

% in row	Currently consume			►	Which products consume				
	Total	Every day	Not every day		Cigarettes	HTP	Electronic cigarettes	Hookah	Tobacco*
Sex									
Male	42.5	36.2	6.2	►	80.4	13.2	11.1	12.3	9.3
Female	19.7	14.8	4.9	►	64.4	27.4	25.1	8.3	2.7
Age									
18-29	38.3	29.7	8.6	►	60.8	37.0	36.1	25.0	0.8
30-39	38.8	30.9	7.9	►	73.4	25.0	16.5	14.2	2.1
40-49	37.0	31.1	5.8	►	81.5	10.4	13.9	6.1	5.3
50-59	29.0	23.8	5.2	►	80.6	6.7	5.2	3.3	13.7
60-69	22.3	18.8	3.5	►	76.9	5.8	2.2	0.6	20.3
70+	7.8	7.4	0.4	►	88.7	0.0	3.9	0.0	13.9
Region									
West	24.7	20.1	4.6	►	79.0	12.9	15.3	8.0	7.6
Center	27.5	22.3	5.2	►	72.0	17.8	17.0	12.0	12.3
South	38.3	31.7	6.6	►	73.9	22.3	14.7	11.2	1.0
East	34.2	27.5	6.7	►	76.2	19.6	19.2	12.3	5.9
Settlement type									
Village	25.7	22.4	3.3	►	72.6	11.0	2.1	8.5	16.9
UTV / town up to 20K	34.9	29.8	5.1	►	82.7	10.4	13.8	4.6	4.9
Town 20-99K	26.1	18.5	7.6	►	78.3	10.0	15.3	17.7	4.5
City 100K and more	32.7	26.1	6.7	►	72.3	26.8	25.1	12.7	2.4
Family welfare									
Very low	35.8	32.3	3.6	►	98.9	5.0	0.0	0.0	1.1
Low	31.6	27.5	4.1	►	75.2	15.6	11.3	4.3	11.5
Average	28.7	21.7	7.0	►	74.4	16.9	20.1	12.3	5.4
High	28.8	22.9	5.9	►	65.7	25.8	23.1	23.8	3.2

The table below shows the data about smoking broken down by sex-age categories.

Table I.2 Current consumption of tobacco or nicotine products disaggregated by sex-age categories

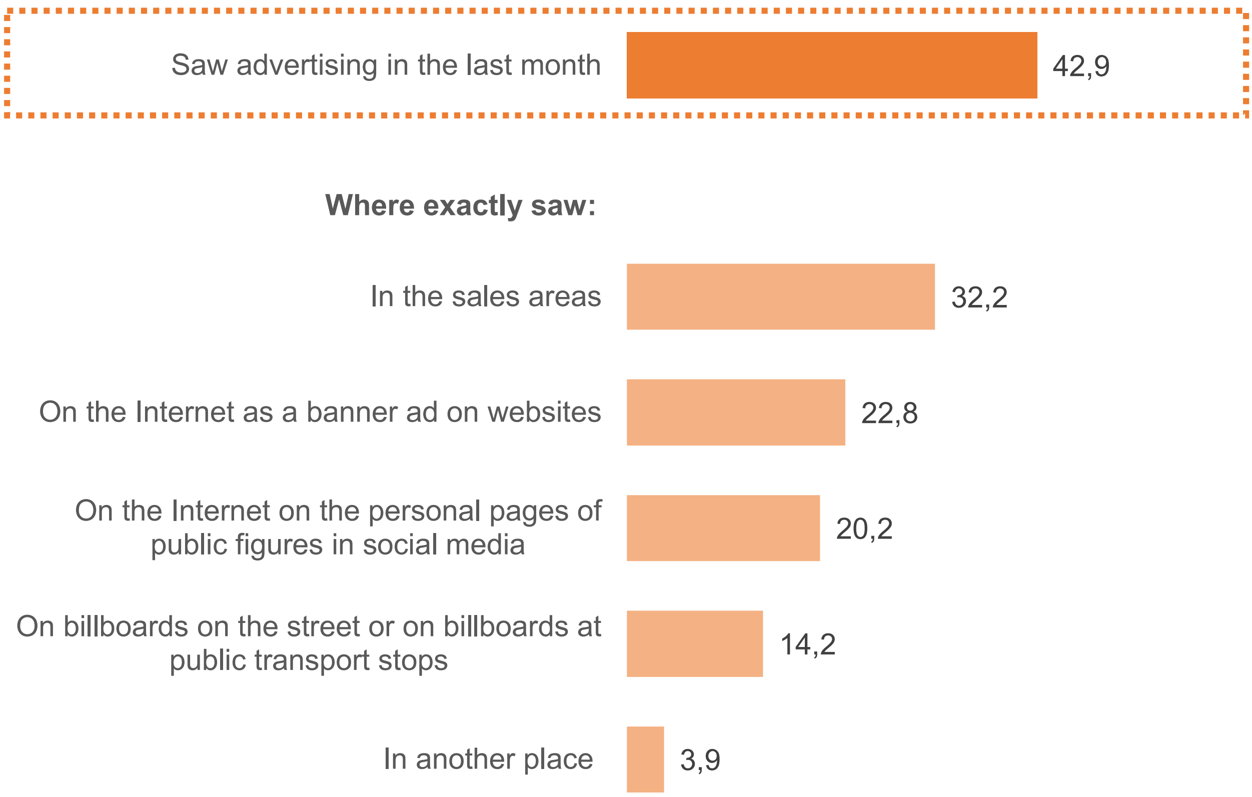
% in row	Currently consume		
	Total	Every day	Not every day
18-29			
Male	39.6	30.8	8.8
Female	36.8	28.4	8.4
30-39			
Male	49.8	43.3	6.5
Female	27.9	18.5	9.4
40-49			
Male	48.3	42.3	6.0
Female	26.3	20.6	5.7
50-59			
Male	46.3	39.0	7.3
Female	14.4	11.0	3.4
60-69			
Male	40.3	34.9	5.4
Female	9.6	7.5	2.1
70+			
Male	14.5	14.5	0.0
Female	5.0	4.4	0.6

CHAPTER II. ADVERTISING OF TOBACCO AND NICOTINE PRODUCTS

II.1 Saw advertising of tobacco or nicotine products in the last month

During the last month, two out of every five respondents (43%) saw tobacco or nicotine products advertisement somewhere. The largest number of respondents (32% of all respondents) saw such advertisements in sales areas. This is followed by banner advertising on the Internet (23%) and personal pages in social media (20%). 14% saw street advertising.

Chart II.1.1 Saw advertising of tobacco or nicotine products in the last month (regardless of the product type)



The table below provides detailed elaboration of experience broken down by specific tobacco or nicotine product. Most often, respondents saw tobacco advertisements in the format of classic cigarettes or heated tobacco products (35% of all respondents) or HTP devices (31%). 24% saw advertisements of electronic cigarettes and 10% – nicotine pouches.

Table II.1.1 Saw advertising of tobacco or nicotine products in the last month (details for individual products)

% in column *Question wording: During the past month, have you noticed any advertisements or announcements promoting the sale of…?*	**Tobacco products (such as cigarettes or HTP)**	**HTP devices**	**Electronic cigarettes**	**Nicotine pouches**
Saw advertising in the last month:	**35.0**	**31.0**	**23.9**	**9.8**
In the sales areas	23.6	21.4	15.9	6.5
On the Internet as a banner ad on websites	17.3	15.8	12.7	5.3
On the Internet on the personal pages of public figures in social media	15.4	13.0	11.0	4.6
On billboards on the street or on billboards at public transport stops	9.6	7.9	5.8	2.3
In another place	2.2	1.2	1.0	0.4
Haven't seen	**61.9**	**65.8**	**72.9**	**86.4**
Hard to say	**3.1**	**3.2**	**3.3**	**3.9**

Tobacco or nicotine product advertisements were seen almost equally by those who are currently consuming such products (48%) and those who aren't (41%).

Chart II.1.2 Saw advertising of tobacco or nicotine products in the last month (regardless of the product type) disaggregated by consumers and non-consumers

The table below shows the data broken down by individual socio-demographic categories. Advertising of any products was more often noticed somewhere by men (52.5% vs. 35% among women), younger respondents (the indicator decreases from 73% among those aged 18-29 to 19% among those aged 70+), residents of the largest cities with 100-thousand population and more (51% vs. no more than 42% in smaller settlements) and more wealthy respondents (the indicator decreases from 55% among persons with high wealth to 22% among persons with the lowest wealth).

Table II.1.2 Saw advertising of tobacco or nicotine products in the last month (regardless of the product type) disaggregated by socio-demographic categories

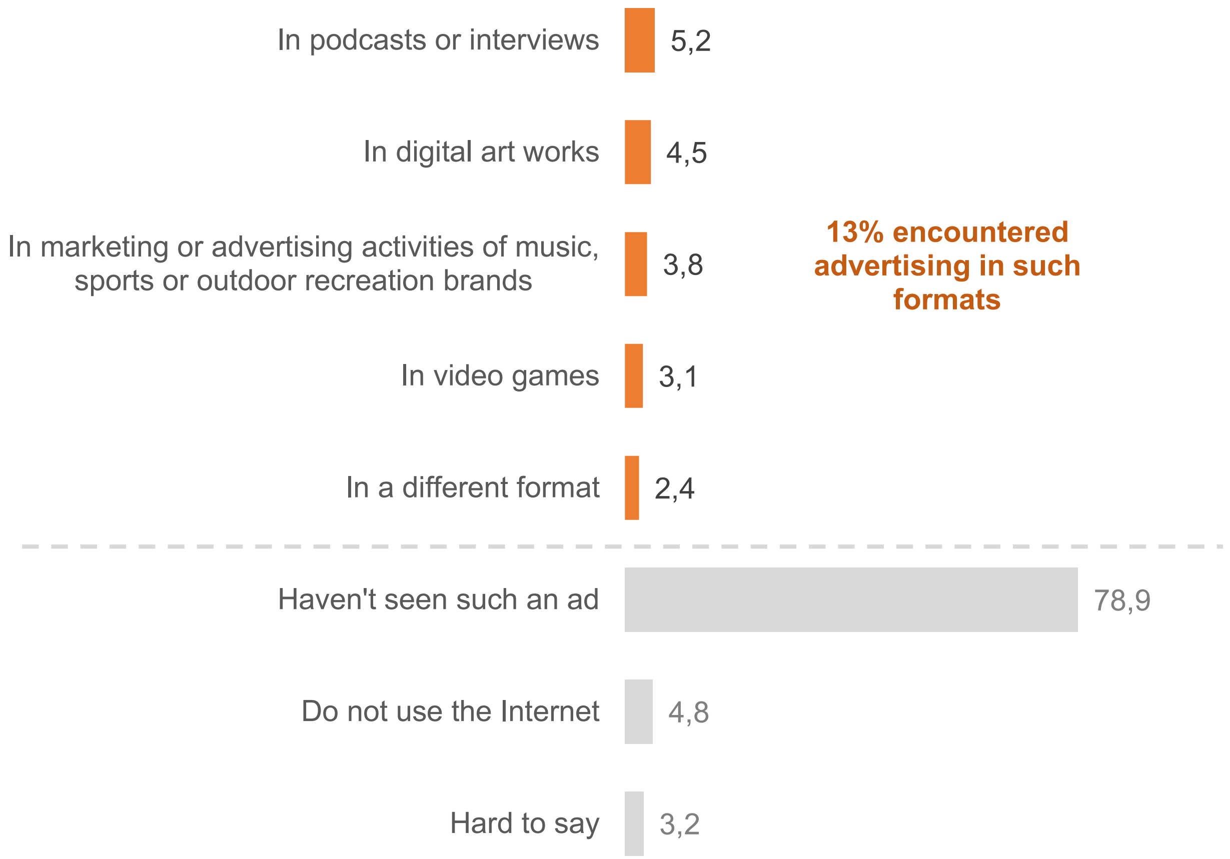
% in row	**% saw:**	*Sales areas*	*Banners on the Internet*	*Social media*	*Street*	*Other*
Sex						
Male	**52.5**	*39.5*	*28.7*	*26.4*	*16.0*	*4.3*
Female	**34.9**	*26.2*	*18.0*	*15.0*	*12.8*	*3.5*
Age						
18-29	**72.9**	*61.5*	*47.3*	*42.5*	*28.3*	*9.8*
30-39	**52.6**	*41.9*	*29.6*	*23.7*	*17.6*	*5.0*
40-49	**43.4**	*35.0*	*20.1*	*17.0*	*11.6*	*2.5*
50-59	**36.5**	*22.9*	*16.6*	*15.7*	*11.0*	*2.2*
60-69	**25.6**	*14.7*	*9.8*	*11.6*	*7.8*	*2.2*
70+	**19.1**	*10.3*	*9.5*	*7.6*	*7.0*	*0.8*
Region						
West	**44.6**	*33.9*	*27.5*	*25.3*	*17.7*	*5.6*
Center	**42.0**	*32.0*	*18.1*	*15.5*	*13.6*	*2.9*
South	**44.0**	*31.9*	*27.6*	*23.6*	*14.0*	*2.5*
East	**38.5**	*28.7*	*14.9*	*14.5*	*6.3*	*6.1*
Settlement type						
Village	**34.6**	*25.1*	*19.7*	*20.6*	*11.8*	*3.5*
UTV / town up to 20K	**42.2**	*29.3*	*22.7*	*19.2*	*11.5*	*2.3*
Town 20-99K	**34.8**	*23.0*	*15.3*	*15.4*	*9.6*	*2.7*
City 100K and more	**51.4**	*40.9*	*27.3*	*21.6*	*18.1*	*4.9*
Family welfare						
Very low	**21.8**	*12.4*	*9.1*	*11.5*	*8.9*	*3.1*
Low	**34.4**	*24.6*	*16.8*	*15.9*	*10.9*	*3.2*
Average	**46.6**	*35.6*	*26.6*	*21.5*	*17.7*	*4.5*
High	**55.1**	*43.2*	*29.1*	*26.9*	*13.8*	*4.2*

II.2 Advertising of tobacco or nicotine products on the Internet in separate formats

Respondents were specifically asked whether they had seen any tobacco or nicotine products advertisement on the Internet in separate formats. In total, 13% recalled some kind of advertising: 5% speak about podcasts or interviews, 4.5% – digital art works, 4% – marketing or sports activities of music, sport, and other brands, 3% – in video games.

Among tobacco consumers and non-consumers, the situation is similar – 15% and 12%, respectively, saw advertisement in such formats.

Chart II.2.1 Saw advertising of tobacco or nicotine products in the last month (regardless of the product type) on the Internet in separate formats



Question wording: During the past month, have you noticed any advertising or announcement promoting the sale of any tobacco and nicotine products on the Internet in the following formats: (multiple answers possible)

The table below shows the data broken down by individual socio-demographic categories. It is important to note that 31% of respondents aged 18-29 recalled such advertising (further on, the indicator decreases – among those aged 30-39 it stands for 17%, among those aged 40-49 – 12%, and further on no higher than 7%).

Table II.2.1 Saw advertising of tobacco or nicotine products in the last month (regardless of the product type) on the Internet in separate formats disaggregated by socio-demographic categories

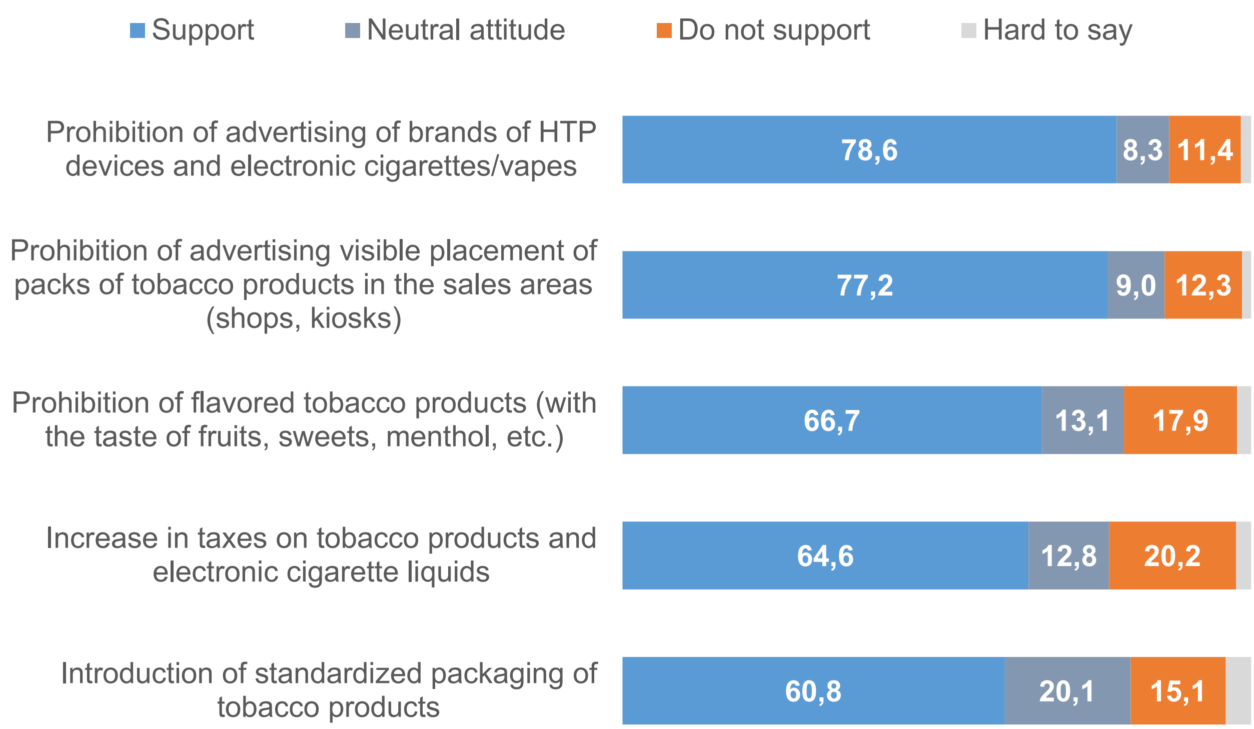
% in row	Podcasts or interviews	Digital art	Music, sport, etc.	Video games	Other	Haven't seen	Do not use the Internet	Hard to say
Sex								
Male	6.0	6.3	3.9	3.8	2.8	76.9	4.0	3.5
Female	4.5	3.0	3.8	2.5	2.1	80.7	5.6	3.0
Age								
18-29	14.6	12.0	8.3	8.0	2.3	66.1	0.8	2.0
30-39	8.0	6.2	5.1	3.8	4.8	79.4	1.0	2.7
40-49	3.1	3.8	2.3	2.0	3.6	80.9	3.1	3.7
50-59	2.3	2.0	3.6	2.2	1.1	85.6	3.9	3.3
60-69	0.6	1.1	1.7	1.2	1.1	81.1	9.5	4.7
70+	1.3	0.6	1.3	0.9	0.6	80.5	13.7	3.1
Region								
West	7.4	5.7	5.4	5.4	2.1	77.6	3.8	2.1
Center	4.2	4.4	3.2	3.3	1.9	79.0	5.5	3.7
South	4.8	3.1	3.4	0.8	3.3	80.8	3.8	3.6
East	3.2	4.9	2.5	1.1	2.9	78.0	8.1	3.8
Settlement type								
Village	4.6	3.6	4.2	3.4	1.6	78.1	6.6	4.1
UTV / town up to 20K	5.3	2.8	3.1	3.1	5.0	77.3	7.1	2.6
Town 20-99K	5.7	5.1	5.1	4.1	2.2	82.6	4.4	0.9
City 100K and more	5.4	5.4	3.4	2.6	2.3	79.0	3.0	3.4
Family welfare								
Very low	6.9	2.8	2.5	0.6	2.5	73.1	13.1	3.5
Low	4.4	2.0	3.6	3.5	1.1	80.7	6.5	3.3
Average	5.3	5.1	4.2	3.0	3.7	78.4	3.9	3.7
High	6.0	8.1	3.8	3.5	2.3	78.1	2.1	1.9

CHAPTER III. ATTITUDE TOWARDS ANTI-TOBACCO MEASURES

The majority of respondents (at least 61%) support the proposed five measures to prevent young people from beginning to consume tobacco. At the same time, no more than 20% don't support these measures.

Respondents mostly support the ban on advertising brands of HTP devices and electronic cigarettes (79%) and the ban on visible placement of tobacco product packs in sales areas (77%). Slightly fewer respondents support the ban on flavored tobacco products (67%) and tax increases (65%). 61% of respondents support the introduction of standardized packaging.

Chart III.1 Attitude towards separate anti-tobacco measures



Question wording: Certain possible legislative changes are currently being discussed to protect young people and children from being involved in the initiation of smoking. Some support them, some do not for various reasons. Do you support or not support these changes?

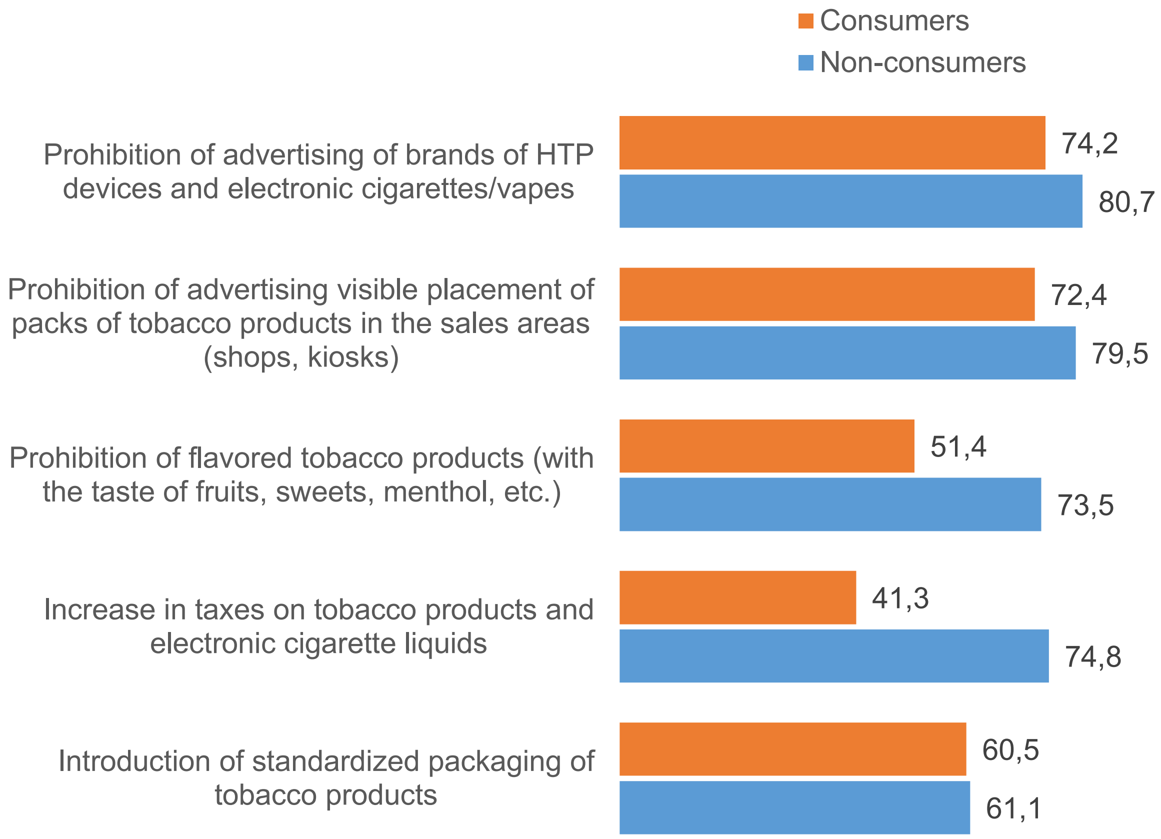
Respondents who are not currently consuming any tobacco or nicotine products are almost always more supportive of these anti-tobacco measures. Only in the case of the introduction of standardized packaging do we see identical support (60.5% among consumers and 61% among non-consumers).

At the same time, **although current consumers are less "optimistic" about anti-tobacco measures, among them from half or more support almost all measures from the list**. In addition to the standardization of packages, 74% support the ban on advertising brands of HTP devices and electronic cigarettes, 72% – the ban on visible placement of tobacco product packs in sales areas, 51% – the ban on flavored tobacco products (29% – don't support).

The only exception for current consumers is tax increase. 41% support this measure, while 44% don't. Among those who are not currently consuming tobacco or nicotine products, 75% support tax increases.

Chart III.2 Attitude towards separate anti-tobacco measures disaggregated by consumers and non-consumers

% support the anti-tobacco measure



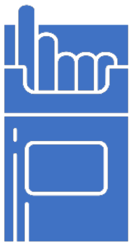
The table below shows the data broken down by individual socio-demographic categories. Among all categories, the majority support all the mentioned anti-tobacco measures.

Table III.1 Attitude towards separate anti-tobacco measures disaggregated by socio-demographic categories

% support the anti-tobacco measure

% in row	Prohibition of advertising brands of HTP devices and electronic cigarettes	Prohibition of advertising visible placement of packs of tobacco products in sales areas	Ban on flavored tobacco products	Increase in taxes on tobacco products and e-cigarette liquids	Introduction of standardized packaging of tobacco products
Sex					
Male	77.4	75.8	64.8	62.0	64.8
Female	79.6	78.4	68.3	66.7	57.5
Age					
18-29	75.7	72.3	58.8	62.7	63.5
30-39	83.8	81.5	66.5	62.9	63.3
40-49	78.7	80.7	68.3	64.6	65.0
50-59	80.2	78.4	71.4	69.8	60.2
60-69	76.8	74.9	68.9	62.4	59.5
70+	74.4	73.2	66.1	65.6	50.3
Region					
West	78.5	77.3	68.7	69.2	64.9
Center	79.8	78.7	68.6	68.4	60.9
South	78.0	78.0	64.9	56.4	57.0
East	75.5	68.3	57.8	57.1	57.6
Settlement type					
Village	77.8	75.4	68.6	68.7	60.8
UTV / town up to 20K	78.9	74.6	67.0	62.9	59.2
Town 20-99K	83.1	80.8	70.0	65.4	65.2
City 100K and more	77.8	78.4	64.3	61.9	60.0
Family welfare					
Very low	78.8	67.0	63.3	56.0	54.5
Low	76.0	75.0	65.3	60.1	56.7
Average	80.3	79.1	69.4	67.2	65.4
High	82.0	82.0	66.5	70.0	62.4

CHAPTER IV. INFORMATION ABOUT HARMFUL EFFECT OF SMOKING ON CIGARETTE PACKS

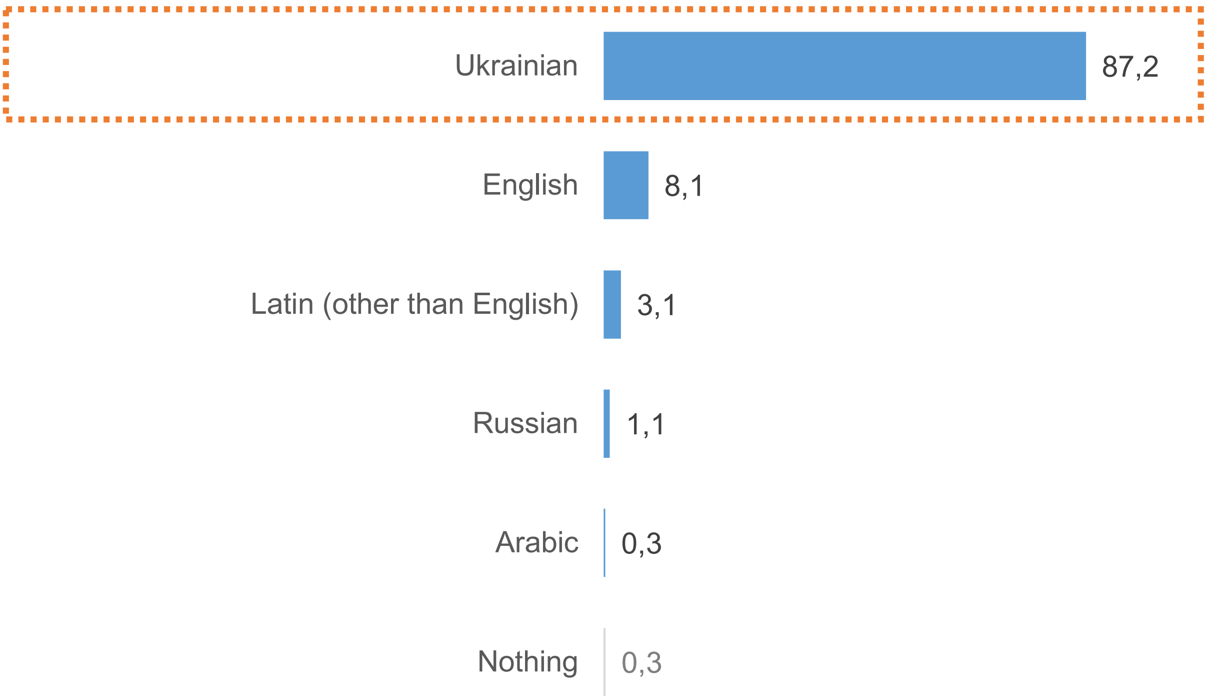


Among respondents who consume tobacco or nicotine products, 70.5% had a pack of cigarettes with them during the interview. Among respondents who smoke manufactured cigarettes, 80% had a pack of cigarettes with them during the interview.

87% of respondents who carry a pack of cigarettes say that the warning about harmful effect is written in Ukrainian. Other 8% mentioned the English language, 3% – other Latin characters. Respondents mentioned other languages less often.

Chart IV.1 In what language is the warning about the dangers of smoking written on a pack of cigarettes

% among respondents who use tobacco products every day or not every day, and who had a pack of cigarettes with them at the time of the interview

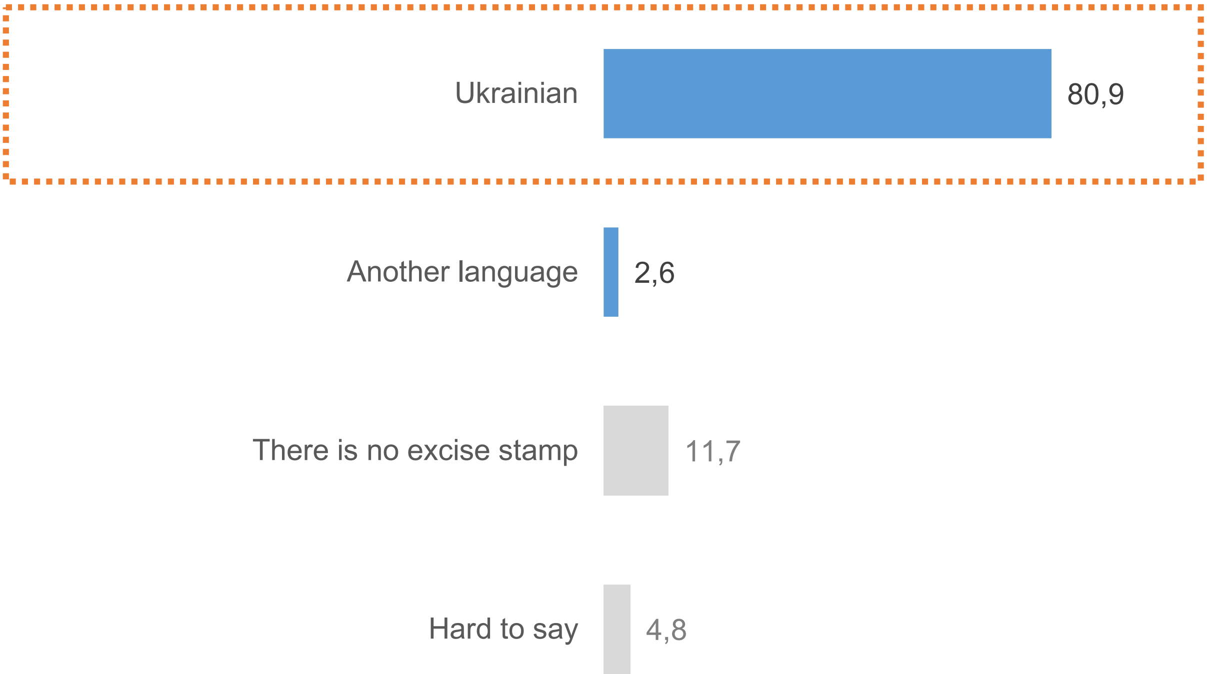


Question wording: Do you currently have a pack of tobacco products (cigarettes or other tobacco products) with you? Please read the warning about the harm of smoking to health written on the pack. In what language?

81% of respondents who carry a pack of cigarettes say that the inscriptions on the excise stamp are written in Ukrainian. 3% mentioned other language, and 12% answered that there is no excise stamp.

Chart IV.2 What language are the inscriptions on the excise stamp written in

% among respondents who use tobacco products every day or not every day, and who had a pack of cigarettes with them at the time of the interview



Question wording: Tell me, please, in what language are the inscriptions on the excise stamp?

ANNEX A. SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS OF THE SAMPLE AS A WHOLE AND OF INDIVIDUAL CATEGORIES

Table A1. Profile of all respondents, consumers and non-consumers of non-consumers of tobacco and nicotine products

% in column	Total sample	Consumers	Non-consumers
Number of respondents	**2009**	**540**	**1466**
Margin of error	**2.4**	**4.6**	**2.8**
Sex			
Male	45.3	64.1	37.2
Female	54.7	35.9	62.8
Age			
18-29	16.3	20.9	14.5
30-39	20.0	25.9	17.4
40-49	18.0	22.2	16.3
50-59	16.6	16.0	16.9
60-69	15.5	11.5	17.1
70+	13.5	3.5	17.9
Region			
West	28.4	23.4	30.5
Center	37.6	34.4	39.0
South	24.9	31.8	21.9
East	9.1	10.4	8.6
Settlement type			
Village	31.5	26.9	33.3
UTV / town up to 20K	13.3	15.5	12.4
Town 20-99K	12.1	10.5	12.8
City 100K and more	43.1	47.0	41.5
Family welfare			
Very low	5.2	6.2	4.8
Low	33.9	35.7	33.1
Average	38.7	37.0	39.5
High	20.9	20.1	21.4
Refuse	1.3	1.0	1.3

Table A2. Profile of respondents by sex and age

% in column	Male	Female	18-29	30-39	40-49	50-59	60-69	70+
Number of respondents	**884**	**1125**	**225**	**221**	**343**	**403**	**466**	**351**
Margin of error	**3.6**	**3.2**	**7.2**	**7.3**	**5.8**	**5.4**	**5.0**	**5.8**
Sex								
Male	---	---	52.1	50.0	48.6	45.7	41.1	30.3
Female	---	---	47.9	50.0	51.4	54.3	58.9	69.7
Age								
18-29	18.8	14.3	---	---	---	---	---	---
30-39	22.1	18.3	---	---	---	---	---	---
40-49	19.3	16.9	---	---	---	---	---	---
50-59	16.7	16.5	---	---	---	---	---	---
60-69	14.0	16.7	---	---	---	---	---	---
70+	9.0	17.3	---	---	---	---	---	---
Region								
West	27.9	28.9	31.9	28.0	30.1	28.1	27.2	24.5
Center	37.1	38.0	37.8	37.6	39.8	36.0	35.6	38.5
South	25.4	24.4	22.8	26.8	23.2	25.9	24.8	25.7
East	9.6	8.7	7.5	7.7	6.9	9.9	12.5	11.3
Settlement type								
Village	31.9	31.1	28.4	29.1	28.5	35.1	32.5	36.9
UTV / town up to 20K	12.8	13.7	9.2	12.4	16.0	16.1	14.8	11.0
Town 20-99K	11.7	12.4	9.0	15.6	10.5	12.2	14.2	10.5
City 100K and more	43.5	42.7	53.4	42.9	44.9	36.6	38.5	41.6
Family welfare								
Very low	3.3	6.8	0.5	2.7	4.7	2.8	9.0	13.7
Low	26.3	40.1	21.9	29.9	31.4	33.6	46.1	43.8
Average	38.8	38.6	41.2	41.8	40.6	44.1	32.9	28.4
High	30.0	13.5	34.7	24.9	22.6	18.7	11.2	10.1
Refuse	1.6	1.1	1.7	0.6	0.6	0.9	0.9	4.0

Table A3. Profile of respondents by region and type of settlement

% in column	West	Center	South	East	Village	UTV / up to 20K	Town 20-99K	City 100K
Number of respondents	**429**	**899**	**494**	**187**	**432**	**309**	**278**	**990**
Margin of error	**5.2**	**3.6**	**4.9**	**7.9**	**5.2**	**6.1**	**6.5**	**3.4**
Sex								
Male	44.4	44.7	46.3	47.8	45.9	43.6	43.9	45.8
Female	55.6	55.3	53.7	52.2	54.1	56.4	56.1	54.2
Age								
18-29	18.3	16.5	15.0	13.4	14.8	11.3	12.1	20.3
30-39	19.7	20.0	21.5	16.8	18.5	18.6	25.7	19.9
40-49	19.1	19.1	16.8	13.6	16.3	21.7	15.6	18.8
50-59	16.4	15.9	17.3	18.1	18.5	20.0	16.7	14.1
60-69	14.8	14.7	15.4	21.3	16.0	17.2	18.1	13.8
70+	11.7	13.9	14.0	16.8	15.9	11.1	11.7	13.1
Region								
West	---	---	---	---	42.7	25.8	28.2	18.9
Center	---	---	---	---	35.5	37.9	38.1	38.8
South	---	---	---	---	16.5	25.5	19.8	32.3
East	---	---	---	---	5.3	10.8	13.8	10.0
Settlement type								
Village	47.2	29.7	20.9	18.5	---	---	---	---
UTV / town up to 20K	12.1	13.5	13.6	15.8	---	---	---	---
Town 20-99K	12.0	12.3	9.7	18.4	---	---	---	---
City 100K and more	28.6	44.5	55.8	47.4	---	---	---	---
Family welfare								
Very low	4.5	4.7	6.6	5.2	6.8	5.9	5.8	3.6
Low	26.1	34.7	38.3	42.4	37.5	42.4	30.0	29.7
Average	44.1	38.0	34.3	36.6	40.1	34.0	41.0	38.4
High	23.6	21.5	19.1	15.2	14.5	16.6	22.0	26.7
Refuse	1.6	1.0	1.7	0.5	1.2	1.1	1.2	1.6

Table A4. Profile of respondents by family wealth

% in column	Very low	Low	Average	High
Number of respondents	**99**	**715**	**768**	**403**
Margin of error	**10.8**	**4.0**	**3.9**	**5.4**
Sex				
Male	28.5	35.2	45.5	64.9
Female	71.5	64.8	54.5	35.1
Age				
18-29	1.4	10.6	17.4	27.1
30-39	10.5	17.7	21.6	23.8
40-49	16.5	16.7	18.9	19.4
50-59	8.9	16.5	18.9	14.8
60-69	26.9	21.1	13.2	8.3
70+	35.8	17.5	9.9	6.5
Region				
West	25.0	21.9	32.4	32.0
Center	34.2	38.5	36.9	38.6
South	31.6	28.1	22.1	22.7
East	9.2	11.4	8.6	6.6
Settlement type				
Village	41.2	34.8	32.6	21.8
UTV / town up to 20K	15.2	16.7	11.7	10.6
Town 20-99K	13.6	10.7	12.9	12.7
City 100K and more	30.0	37.8	42.8	55.0
Family welfare				
Very low	---	---	---	---
Low	---	---	---	---
Average	---	---	---	---
High	---	---	---	---
Refuse	---	---	---	---