



КИЇВСЬКИЙ МІЖНАРОДНИЙ ІНСТИТУТ СОЦІОЛОГІЇ
KYIV INTERNATIONAL INSTITUTE OF SOCIOLOGY

Вул. Іллінська, 9, Київ, 04070, Україна; тел. (+38 044) 337-3376, ел-пошта: office@kiis.com.ua

9, Illinska St., Kyiv, 04070, Ukraine; phone (+38 044) 337-3376, e-mail: office@kiis.com.ua

www.kiis.com.ua

CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS: FEBRUARY-MARCH 2025

ANALYTICAL REPORT



March 2025

CONTENT

SURVEY METHODOLOGY	3
MAIN SURVEY RESULTS, CONCLUSIONS, AND RECOMMENDATIONS	5
Main survey results	5
Conclusions and recommendations	7
CHAPTER I. CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS	9
CHAPTER II. WHICH TOBACCO AND NICOTINE PRODUCTS CONSUME	12
II.1 Which tobacco products consume	12
II.2 Consumption of two or more different products	16
ANNEX A. SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS OF THE SAMPLE AS A WHOLE AND OF INDIVIDUAL CATEGORIES	19



The All-Ukrainian survey “Consumption of tobacco and nicotine products” was conducted by Kyiv International Institute of Sociology in February-March 2025 as part of the regular “Omnibus” commissioned by the NGO Advocacy Center “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 Advocacy Center “Life” Dmytro Kupyra, Oksana Levytska, and Olha Masna 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 – Donetsk, Luhanska, and Kharkivska oblasts.

The field stage of the research lasted from February 14 to March 4, 2025. In total, 2,029 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 levels 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

- 31% of respondents currently consume tobacco or nicotine products (either every day or not every day). Of these, 27% consume such products daily, while the remaining 4% consume them non-daily.
- Compared to October 2024, the proportion of those who consume tobacco or nicotine products has increased from 27% to 31% (daily consumption rose from 23% to 27%).
- Tobacco and nicotine product consumption is still significantly more prevalent among men than women, with 45% of men reporting consumption compared to 19% of women. Since October 2024, consumption among men has increased from 39.5% to 45%. Among women, the difference is within the margin of error, although there is also a slight upward trend (19% currently versus 17% in October 2024).
- There's a general trend of higher consumption among younger and middle-aged respondents, both males and females. Consumption is highest among those aged 18-29 (45%) and gradually decreases with age, reaching 11% among those aged 70+. Those aged 18-39 present the group that is characterized by the consumption increase.



WHICH TOBACCO AND NICOTINE PRODUCTS CONSUME

- Among those who consume tobacco or nicotine products, the overwhelming majority (73%) smoke industrially manufactured cigarettes. Following cigarettes are heated tobacco products (19%), electronic cigarettes (17%), hookahs (9%), and roll-your-own-tobacco (8%). Nicotine pouches are the least prevalent, with only 3% of consumers reporting this consumption.
- For all products except roll-your-own-tobacco, current consumption rates are consistent with those observed in 2024 (i.e., all differences fall within the margin of error). Notably, roll-your-own tobacco consumption has increased from 4% to 8% (primarily driven by aged respondents).

- Consumption of HTPs, electronic cigarettes and hookahs is more prevalent among younger respondents. This is particularly evident among respondents aged 18-29 who currently consume tobacco and nicotine products. 37% consume heated tobacco products, 39% use electronic cigarettes, and 24% use hookahs.
- Among current tobacco or nicotine product consumers, 79% consume only one product, while 21% – two or more.

Conclusions and recommendations

The conclusions and recommendations based on the survey results were prepared by experts from the NGO Advocacy Center “Life”.

Conclusions

In comparison to the positive dynamics observed in the previous round of research, this year's survey indicates a resurgence of the negative trend towards increasing daily consumption of tobacco and nicotine. The most significant rise in the consumption of tobacco and nicotine products has been recorded among young adults aged 18-39, both male and female. This suggests that young people remain the primary target demographic for the tobacco industry's marketing efforts.

The research approach enabled the identification of poly-tobacco and nicotine consumption among consumers. Currently, one in five (21%) tobacco and nicotine consumers prefer two or three different product types. The most prevalent combination of poly-tobacco consumption is cigarettes and heated tobacco products (HTPs). Notably, within the 18-29 age group, the rate of poly-tobacco consumption reaches 45% (with 23% consuming two types of products and 22% – three).

On the example of Ukraine, the tobacco industry's promotion of emerging tobacco and nicotine products (specifically e-cigarettes, heated tobacco products, and nicotine pouches) has not led to a decrease in overall tobacco consumption. Instead, one may observe a growing prevalence of both traditional tobacco and novel nicotine product consumption.

Poly-tobacco consumption raises concerns regarding escalating health risks and deepening nicotine addiction among consumers, which requires further investigation. Given that data on poly-tobacco consumption has been systematically collected in Ukraine for the first time, ongoing monitoring and analysis are crucial.

E-cigarettes and heated tobacco products remain most prevalent among the youngest age group (18-29), with 37% and 39% of current consumers respectively, pointing towards targeted marketing of these products at young people.

The prevalence of nicotine pouches remains low (around 1% of all respondents). However, an upward trend in consumption is evident, likely fueled by aggressive advertising campaigns by tobacco companies for these products. The lack of regulation on nicotine pouches may lead to a further rise in nicotine consumption by attracting new consumers.

Recommendations:

- strengthen the implementation of MPOWER policies by aligning tobacco control measures with the WHO Framework Convention on Tobacco Control to reduce tobacco consumption.
- harmonize excise tax on heated tobacco products (HTPs) to match that of cigarettes.
- ensure robust enforcement of anti-tobacco legislation.
- ban nicotine pouches.

- increase public awareness on the health risks of tobacco and nicotine product consumption.
- promote the free tobacco cessation website «STOPSMOKING.ORG.UA».
- continue monitoring and analyzing poly-tobacco and nicotine product consumption.

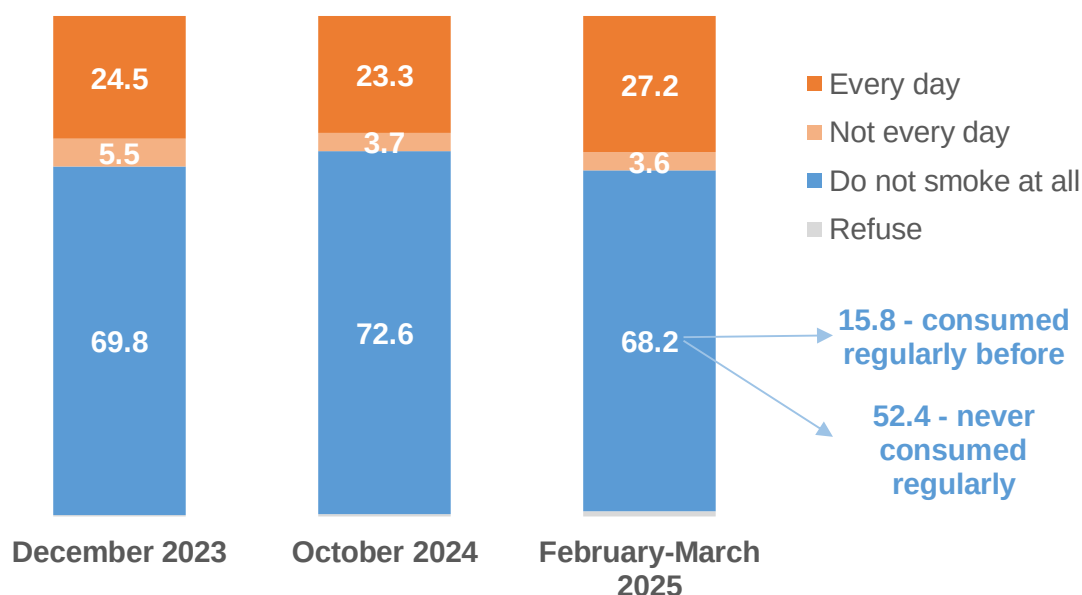


According to the survey results, almost one-third of respondents (31%) currently consume tobacco or nicotine products (either every day or not every day). Of these, 27% consume such products daily, while the remaining 4% consume them non-daily.

Compared to October 2024, the proportion of daily consumption of tobacco or nicotine products has increased from 23% to 27% (the total number of consumers, whether daily or not, also rose from 27% to 31%).

The current survey differs from previous ones. If a respondent currently doesn't consume these products, we inquired whether they had regularly consumed them in the past. Among the 68% of respondents who do not currently consume tobacco or nicotine products, 16% reported prior regular consumption, while 52% reported never having regularly consumed them.

Graph 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, Ploom), 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, do not currently consume, but consumed regularly before, or have never smoked and consumed regularly?

The data presented below in the tables is broken down by socio-demographic categories.

Tobacco and nicotine product consumption is significantly more prevalent among men than women, with 45% of men reporting consumption compared to 19% of women. Since October 2024, consumption among men has increased from 39.5% to 45%. Among women, the difference is within the margin of error, although there is also a slight upward trend (19% currently versus 17% in October 2024).

Across all age groups, tobacco/nicotine product consumption is higher among men. The breakdown is as follows: respondents aged 18-29 (51% – men, 38% – women); respondents aged 30-39 (57% – men, 23.5% – women); respondents aged 40-49 (45% – men, 25.5% – women); respondents aged 50-59 (39% – men, 15% – women); respondents aged 60-69 (36% – men, 11% – women); respondents aged 70+ (25% – men, 5% – women).

There's a general trend of higher consumption among younger and middle-aged respondents, both male and female. Consumption is highest among those aged 18-29 (45%) and gradually decreases with age, reaching 11% among those aged 70+.

Compared to October 2024, increased consumption is observed among the 18-29 age group (from 33% to 45%) and the 30-39 age group (from 32.5% to 40%). The increase within the 30-39 age group is driven by men, while women's rates remain relatively unchanged. For the 18-29 age group, an upward trend is present for both men and women. Differences in other (older) age categories fall within the margin of error.

Residents of larger settlements often talk about the consumption of tobacco and nicotine products. In villages, 24% reported consuming tobacco or nicotine products. This figure rises to 34.5% in cities with populations over 100,000. Compared to October 2024, these changes are within the margin of error.

Regarding welfare, increases in consumption since October 2024 are seen among individuals with low income (from 24% to 31%) and medium income (from 26% to 33%). For individuals with a very low and high income, changes are within the margin of error, and there is even a downward trend.

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

% in row	December 2023			October 2024			February-March 2025		
	T o t a l	E v e r y d a y	N o t e v e r y d a y	T o t a l	E v e r y d a y	N o t e v e r y d a y	T o t a l	E v e r y d a y	N o t e v e r y d a y
Sex									
Male	42.5	36.2	6.2	39.5	34.9	4.6	44.6	40.6	4.0
Female	19.7	14.8	4.9	16.7	13.7	3.0	19.2	16.0	3.2
Age									
18-29	38.3	29.7	8.6	32.9	27.4	5.5	44.8	36.0	8.8

% in row	December 2023			October 2024			February-March 2025		
	T o t a l	E v e r y d a y	N o t e v e r y d a y	T o t a l	E v e r y d a y	N o t e v e r y d a y	T o t a l	E v e r y d a y	N o t e v e r y d a y
30-39	38.8	30.9	7.9	32.5	27.1	5.4	40.4	35.7	4.8
40-49	37.0	31.1	5.8	29.5	25.3	4.2	34.9	32.2	2.8
50-59	29.0	23.8	5.2	30.7	27.7	3.0	26.0	24.2	1.8
60-69	22.3	18.8	3.5	20.5	18.6	1.9	21.2	19.6	1.6
70+	7.8	7.4	0.4	11.1	9.9	1.2	11.1	9.9	1.2
Sex-age categories									
18-29 – males	39.6	30.8	8.8	40.8	34.9	5.9	51.2	42.9	8.3
18-29 – females	36.8	28.4	8.4	24.5	19.5	5.1	38.1	28.7	9.4
30-39 – males	49.7	43.3	6.5	44.7	38.4	6.3	57.0	52.0	5.0
30-39 – females	27.9	18.5	9.4	20.1	15.6	4.5	23.5	19.0	4.5
40-49 – males	48.3	42.3	6.0	37.9	31.9	6.0	44.8	42.4	2.3
40-49 – females	26.3	20.6	5.7	21.7	19.1	2.5	25.5	22.4	3.1
50-59 – males	46.3	39.0	7.3	43.4	40.6	2.8	39.3	36.5	2.7
50-59 – females	14.5	11.0	3.4	20.0	16.9	3.2	15.1	14.2	1.0
60-69 – males	40.3	34.9	5.4	37.8	34.6	3.2	36.3	33.9	2.4
60-69 – females	9.7	7.5	2.1	8.4	7.4	1.0	10.6	9.6	1.1
70+ – males	14.5	14.5	0.0	22.7	22.7	0.0	24.4	22.6	1.8
70+ – females	4.9	4.4	0.6	6.1	4.4	1.7	5.1	4.2	0.9
Region									
West	24.7	20.1	4.6	21.5	17.1	4.4	25.6	22.9	2.7
Center	27.5	22.3	5.2	26.6	23.2	3.4	31.7	27.4	4.4
South	38.3	31.7	6.6	32.0	28.1	3.9	33.7	30.5	3.2
East	34.2	27.5	6.7	32.3	30.4	1.9	35.7	31.6	4.1
Settlement type									
Village	25.7	22.4	3.3	22.7	19.0	3.7	24.8	22.8	2.0
UTV / town up to 20K	34.9	29.8	5.1	24.6	21.2	3.4	29.7	27.9	1.8
Town 20-99K	26.1	18.5	7.6	27.6	26.2	1.4	32.0	29.8	2.3
City 100K and more	32.7	26.1	6.7	30.6	26.2	4.4	34.5	29.2	5.3
Family welfare									
Very low	35.8	32.3	3.6	27.4	22.7	4.7	25.1	22.8	2.3
Low	31.6	27.5	4.1	24.0	20.3	3.7	30.9	27.9	3.0
Average	28.7	21.7	7.0	26.4	24.0	2.4	32.8	29.3	3.5
High	28.8	22.9	5.9	33.0	26.8	6.2	30.5	25.6	4.9

CHAPTER II. WHICH TOBACCO AND NICOTINE PRODUCTS CONSUME



II.1 Which tobacco products consume

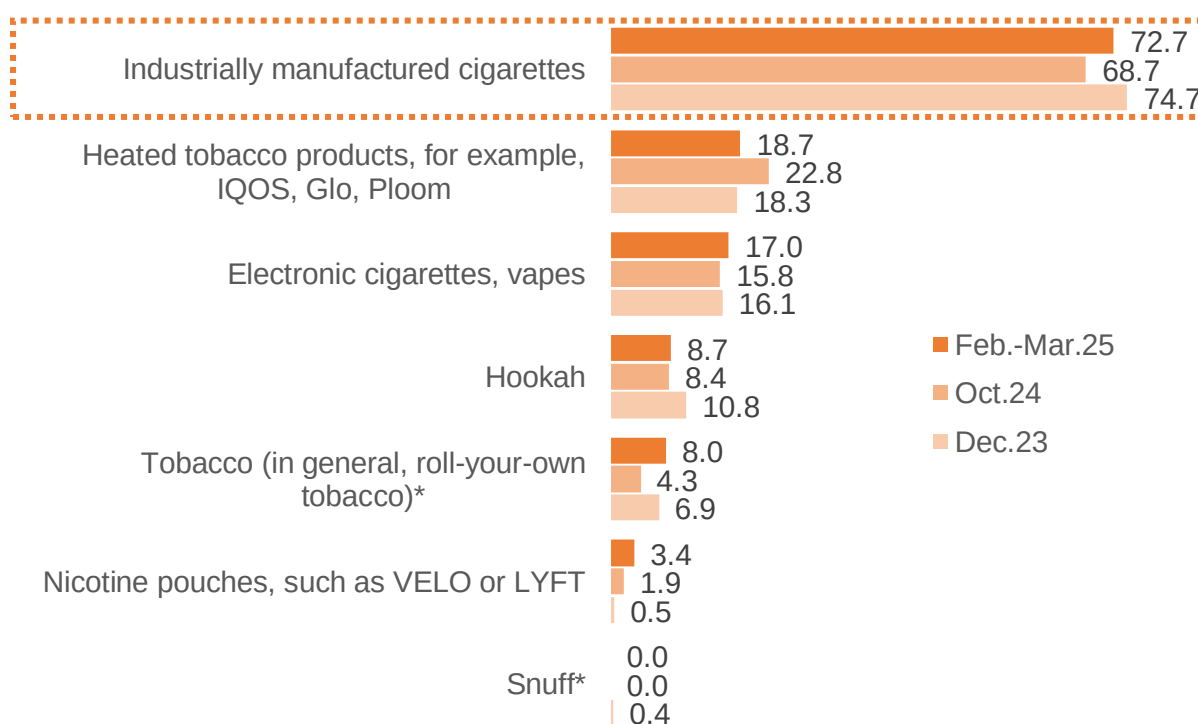
Among those who consume tobacco or nicotine products, the overwhelming majority (73%) smoke industrially manufactured cigarettes.

Following cigarettes are heated tobacco products (19%), electronic cigarettes (17%), hookahs (9%), and roll-your-own tobacco (8%). Nicotine pouches are the least prevalent, with only 3% of consumers reporting this consumption.

For all products except roll-your-own tobacco, current consumption rates are consistent with those observed in 2024 (i.e., all differences fall within the margin of error). Notably, roll-your-own tobacco consumption has increased from 4% to 8%.

Graph II.1.1 Which tobacco or nicotine products respondents currently consume

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



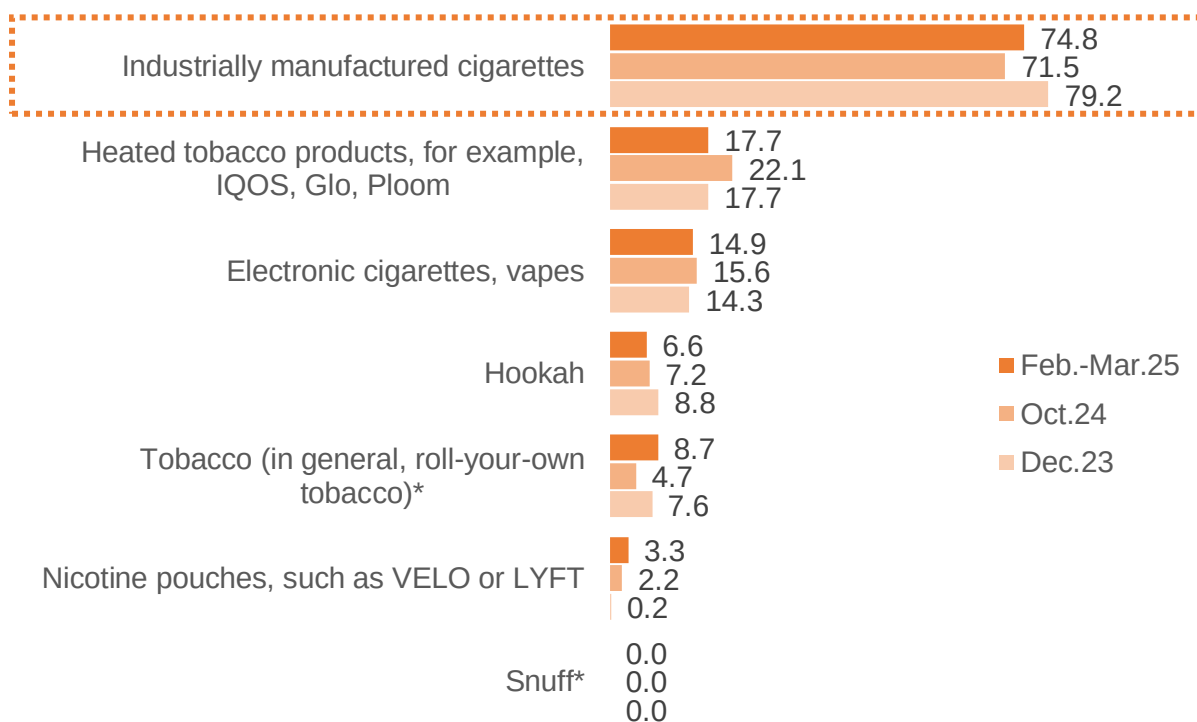
Question wording: What tobacco or nicotine products do you smoke / consume? (multiple answers possible)

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

The graph displays data exclusively for respondents who consume tobacco or nicotine products *daily*. **Among these daily consumers, 75% smoke industrially manufactured cigarettes.** Heated tobacco products account for 18% of daily consumption, followed by electronic cigarettes at 15%.

Graph II.1.2 Which tobacco or nicotine products daily tobacco consumers currently consume

% among respondents who use tobacco products every day

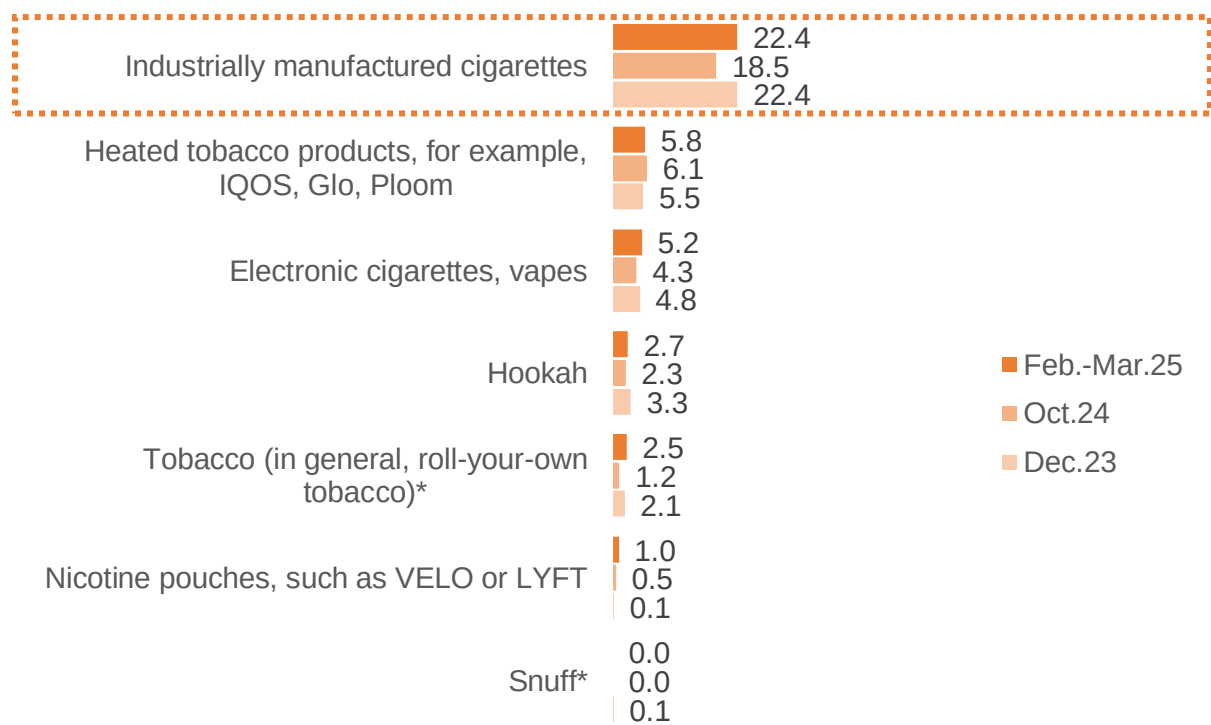


Question wording: What tobacco or nicotine products do you smoke / consume? (multiple answers possible)

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

The following graph represents data extrapolated to the entire adult population of Ukraine in government-controlled territories. It shows that 22% of all respondents smoke industrially manufactured cigarettes. This represents a statistically significant increase from 18.5% in October 2024. Heated tobacco products are consumed by 6% of respondents, and electronic cigarettes by 5%. Roll-your-own tobacco consumption has also seen a statistically significant rise, increasing from 1% in October 2024 to 2.5% currently.

Graph II.1.3 Which tobacco or nicotine products respondents currently consume
% among all respondents (regardless of the current tobacco or nicotine products usage or non-usage)



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.

There are notable differences in product preferences across various socio-demographic categories. Men are more likely to smoke industrially manufactured cigarettes (76% of male consumers versus 67% of female consumers), while women more frequently use electronic cigarettes (27% compared to 12%). Interestingly, compared to October 2024, women report consuming heated tobacco products less often. While women previously consumed these products more frequently than men, consumption rates are now similar between genders.

Smoking industrially manufactured cigarettes is somewhat less common among the youngest respondents (57% among those aged 18-29), with the rate increasing to 90.5% among those aged 70+. Older respondents also consume roll-your-own tobacco more often (and there’s even an increase in roll-your-own tobacco consumption compared to October 2024). **Conversely, the consumption of heated tobacco products, electronic**

cigarettes, and hookahs is more prevalent among younger respondents. This is particularly evident in the 18-29 age group, where 37% consume heated tobacco products, 39% use electronic cigarettes, and 24% use hookahs.

Furthermore, **there is a trend of higher heated tobacco product consumption among residents of larger cities.**

Table II.1.1 Which tobacco or nicotine products respondents currently consume disaggregated by socio-demographic categories

% in row	October 2024					February-March 2025				
	Cigarettes	HTPs	Electronic cigarettes	Hookah	Tobacco*	Cigarettes	HTPs	Electronic cigarettes	Hookah	Tobacco*
Sex										
Male	72.9	17.0	13.4	9.1	6.1	75.8	19.0	11.7	8.4	10.1
Female	60.5	34.2	20.4	7.1	0.7	66.8	18.1	27.3	9.3	3.8
Age										
18-29	43.7	44.6	44.2	21.2	0.6	57.0	37.0	39.0	24.2	2.9
30-39	59.6	34.6	21.7	12.3	0.7	69.2	21.2	19.7	7.1	2.7
40-49	76.1	14.4	6.0	4.7	8.1	80.8	16.8	9.3	4.4	7.7
50-59	84.3	9.5	3.2	1.7	3.3	80.7	4.8	2.7	1.6	14.2
60-69	82.9	5.7	0.0	0.0	11.4	81.4	2.8	3.9	0.0	23.7
70+	87.2	4.7	0.0	0.0	8.1	90.5	0.0	0.0	0.0	9.5
Sex-age										
18-39 – Males	60.6	32.1	28.5	17.4	0.6	68.6	29.4	20.5	14.7	3.5
18-39 – Females	36.1	53.2	38.2	13.9	0.8	53.6	27.3	44.6	16.2	1.4
40-59 – Males	81.5	6.5	1.9	3.7	9.1	83.6	13.2	3.7	3.3	13.2
40-59 – Females	77.8	21.6	9.3	2.5	0.0	75.6	9.9	12.0	3.4	5.0
60+ – Males	84.9	1.7	0.0	0.0	13.4	81.0	0.0	2.2	0.0	23.3
60+ – Females	82.7	14.7	0.0	0.0	2.6	91.8	6.4	3.9	0.0	9.7
Region										
West	70.4	14.3	15.1	10.4	1.7	74.7	24.7	18.7	8.1	3.2
Center	72.7	22.1	15.1	8.7	2.5	69.0	19.7	15.5	8.1	12.2
South	62.9	29.7	20.8	8.7	4.0	73.4	13.6	20.7	10.0	6.0
East	66.8	24.8	6.1	2.6	16.4	80.1	13.9	8.9	8.8	8.9
Settlement type										
Village	79.0	10.5	15.2	5.4	4.5	83.6	5.3	8.6	3.3	13.2
UTV / town up to 20K	83.7	14.9	7.4	12.3	1.4	69.4	7.9	15.9	3.5	11.6
Town 20-99K	72.9	20.8	14.4	9.9	6.2	81.3	13.7	16.6	3.3	6.9
City 100K and more	58.9	31.6	18.0	8.9	4.3	66.4	28.0	21.2	13.4	5.1
Family welfare										

% in row	October 2024					February-March 2025				
	Ci g a r e t t e s	H T P s	E l e c t r o n i c c i g a r e t t e s	H o o k a h	T o b a c c o*	Ci g a r e t t e s	H T P s	E l e c t r o n i c c i g a r e t t e s	H o o k a h	T o b a c c o*
Very low	61.7	8.6	8.5	0.0	17.6	72.7	15.2	6.3	0.0	21.2
Low	81.0	15.0	9.3	3.0	5.6	81.1	9.6	11.2	6.6	11.7
Average	68.8	25.4	15.2	9.3	1.5	71.8	20.1	20.0	8.7	6.2
High	55.2	33.3	26.9	16.5	2.3	62.8	30.2	23.0	12.5	3.6

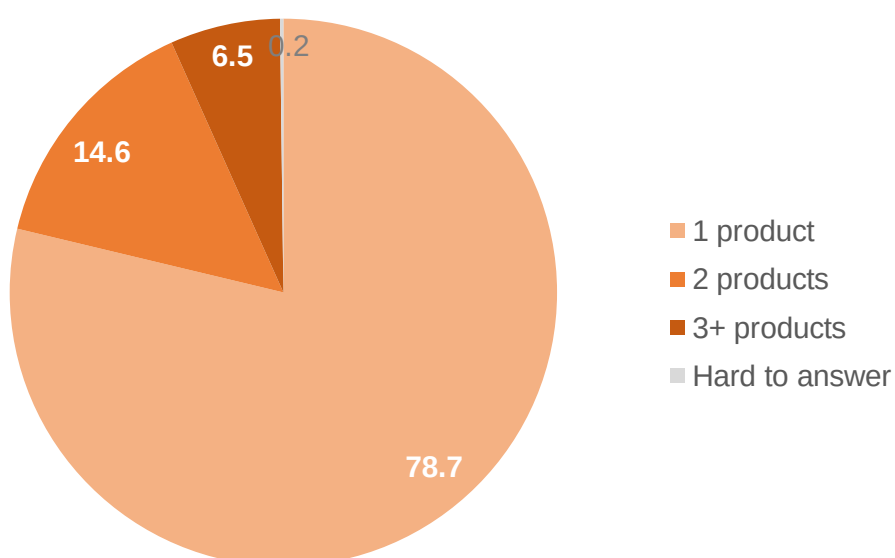
II.2 Consumption of two or more different products

Among current tobacco or nicotine product consumers, 79% consume only one product, while 21% – two or more.

When extrapolated to the entire population, of the 31% who currently consume these products (daily or non-daily), 24% consume a single product, while the remainder – two or more.

Graph II.2.1 How many different tobacco or nicotine products consume

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



The table below presents data broken down by different socio-demographic categories.

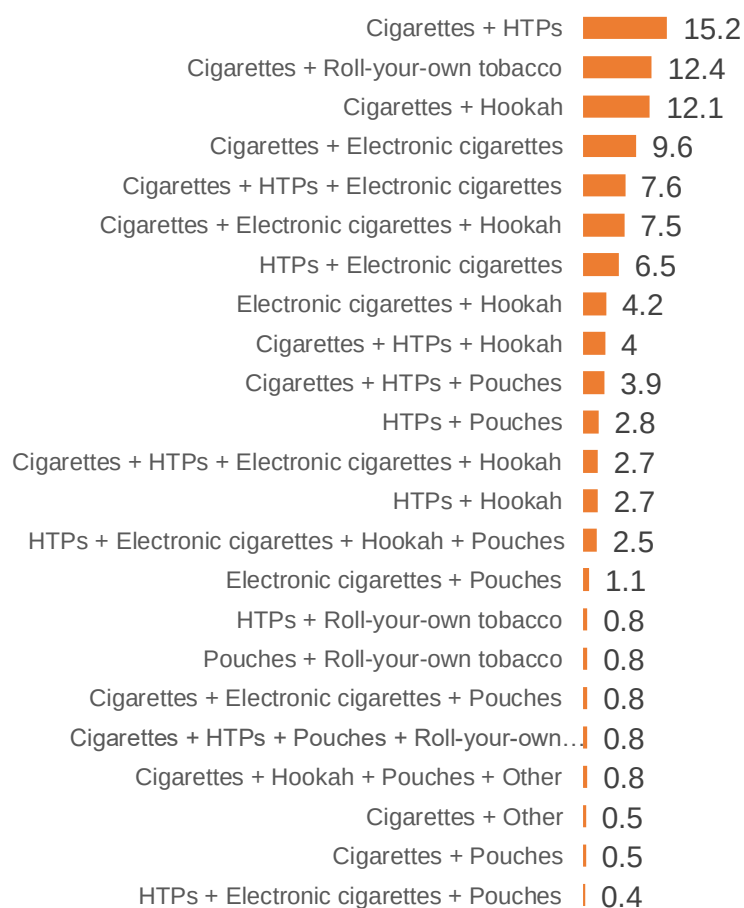
Table II.2.1 How many different tobacco or nicotine products consume by socio-demographic categories

<i>% in row</i>	1	2	3+	Hard to answer
Sex				
Male	78.9	15.7	5.5	0.0
Female	78.5	12.4	8.5	0.6
Age				
18-29	54.8	22.9	22.3	0.0
30-39	80.5	17.3	2.2	0.0
40-49	82.5	13.2	3.4	0.9
50-59	95.4	4.6	0.0	0.0
60-69	88.2	11.8	0.0	0.0
70+	100.0	0.0	0.0	0.0
Region				
West	76.5	14.0	9.4	0.0
Center	77.9	15.9	5.8	0.5
South	81.9	11.5	6.6	0.0
East	79.0	19.0	2.0	0.0
Settlement type				
Village	91.1	5.4	3.5	0.0
UTV / town up to 20K	89.3	10.7	0.0	0.0
Town 20-99K	77.5	14.3	8.2	0.0
City 100K and more	71.4	19.6	8.7	0.4
Family welfare				
Very low	86.5	7.2	6.3	0.0
Low	84.8	7.1	8.1	0.0
Average	74.7	20.1	4.8	0.5
High	74.8	17.6	7.6	0.0

Those who consumed two or more products reported 23 different combinations of tobacco or nicotine products. The most popular combinations are: cigarettes + HTPs, cigarettes + roll-your-own tobacco, cigarettes + hookah, and cigarettes + electronic cigarettes.

Graph II.2.2 «Combinations» of tobacco or nicotine products

% among respondents who consume two or more such products



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 tobacco and nicotine products

% in column	To tal sa m pl e	C on su m er s	N on - co ns u m er s
Number of respondents	2029	594	1418
Margin of error	2.4	4.4	2.9
Sex			
Male	45.3	65.8	36.0
Female	54.7	34.2	64.0
Age			
18-29	16.1	23.5	13.0
30-39	19.8	26.0	16.8
40-49	18.5	21.0	17.4
50-59	16.4	13.9	17.3
60-69	15.6	10.7	17.7
70+	13.7	4.9	17.7
Region			
West	29.7	24.8	32.0
Center	37.1	38.3	36.6
South	24.5	26.9	23.4
East	8.7	10.1	8.1
Settlement type			
Village	30.3	24.4	32.7
UTV / town up to 20K	10.5	10.2	10.7
Town 20-99K	11.7	12.2	11.6
City 100K and more	47.5	53.2	45.0
Family welfare			
Very low	5.3	4.3	5.8
Low	32.1	32.2	32.3
Average	36.1	38.5	35.4
High	23.8	23.6	24.2
Refuse	2.7	1.4	2.2

Table A2. Profile of respondents by sex and age

% in column	M a l e	F e m a l e	18 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 +
Number of respondents	964	1065	240	322	343	352	442	330
Margin of error	3.5	3.3	7.0	6.0	5.8	5.7	5.1	5.9
Sex								
Male	---	---	51.4	50.5	48.7	45.0	41.3	31.0
Female	---	---	48.6	49.5	51.3	55.0	58.7	69.0
Age								
18-29	18.3	14.3	---	---	---	---	---	---
30-39	22.1	17.9	---	---	---	---	---	---
40-49	19.9	17.3	---	---	---	---	---	---
50-59	16.3	16.5	---	---	---	---	---	---
60-69	14.2	16.7	---	---	---	---	---	---
70+	9.4	17.3	---	---	---	---	---	---
Region								
West	30.5	29.0	36.4	30.8	28.6	29.6	26.4	25.8
Center	36.2	37.9	33.6	39.2	36.9	37.6	36.8	38.6
South	24.5	24.5	24.8	24.4	24.7	23.3	25.2	24.6
East	8.8	8.6	5.3	5.7	9.8	9.5	11.7	11.0
Settlement type								
Village	30.2	30.3	21.6	27.0	30.9	34.0	31.8	38.2
UTV / town up to 20K	10.2	10.8	5.3	10.1	11.6	11.7	16.0	8.0
Town 20-99K	11.6	11.8	10.3	11.2	12.3	12.7	11.7	12.2
City 100K and more	48.0	47.1	62.8	51.7	45.2	41.5	40.5	41.6
Family welfare								
Very low	2.9	7.3	2.3	2.6	3.5	6.3	11.6	7.1
Low	27.5	35.9	14.3	23.9	28.1	35.5	45.4	51.1
Average	38.9	33.7	39.2	45.2	38.2	38.0	27.0	24.4
High	27.7	20.5	42.9	25.4	26.9	17.7	13.9	13.1
Refuse	3.0	2.6	1.4	2.9	3.3	2.5	2.1	4.3

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

% in column	W es t	C en te r	S ou th	Ea st	Vil la ge	U T V / up to 20 K	To wn 20 - 99 K	Ci ty 10 0 K
Number of respondents	485	895	490	159	424	261	285	1059
Margin of error	4.9	3.6	4.9	8.5	5.2	6.7	6.4	3.3
Sex								
Male	46.5	44.2	45.3	45.8	45.2	43.8	45.0	45.8
Female	53.5	55.8	54.7	54.2	54.8	56.2	55.0	54.2
Age								
18-29	19.7	14.6	16.3	9.8	11.5	8.2	14.1	21.3
30-39	20.5	20.9	19.7	13.0	17.7	19.1	18.9	21.5
40-49	17.8	18.4	18.7	20.9	18.8	20.4	19.5	17.6
50-59	16.3	16.6	15.6	18.0	18.4	18.3	17.8	14.3
60-69	13.8	15.4	16.0	20.9	16.3	23.7	15.5	13.3
70+	11.9	14.2	13.7	17.4	17.3	10.3	14.3	12.0
Region								
West	---	---	---	---	43.0	26.9	25.8	22.8
Center	---	---	---	---	33.1	40.5	49.9	35.8
South	---	---	---	---	18.8	19.8	13.3	31.9
East	---	---	---	---	5.1	12.8	11.0	9.5
Settlement type								
Village	43.8	27.0	23.2	17.8	---	---	---	---
UTV / town up to 20K	9.5	11.5	8.5	15.5	---	---	---	---
Town 20-99K	10.2	15.7	6.4	14.9	---	---	---	---
City 100K and more	36.5	45.8	61.9	51.8	---	---	---	---
Family welfare								
Very low	3.3	6.0	4.6	11.4	5.5	6.5	6.2	4.7
Low	31.3	29.7	35.2	36.4	40.5	31.0	36.1	26.0
Average	37.5	36.3	37.9	25.0	34.0	40.5	35.7	36.5
High	25.2	24.7	19.5	26.5	16.8	19.8	20.2	30.0
Refuse	2.6	3.3	2.9	0.8	3.3	2.1	1.7	2.8

Table A4. Profile of respondents by family wealth

% in column	Very low	Low	Average	High
Number of respondents	122	633	724	494
Margin of error	9.8	4.3	4.0	4.9
Sex				
Male	24.8	38.8	48.9	52.8
Female	75.2	61.2	51.1	47.2
Age				
18-29	6.9	7.2	17.5	29.0
30-39	9.9	14.7	24.8	21.2
40-49	12.0	16.2	19.6	20.9
50-59	19.3	18.1	17.3	12.2
60-69	33.8	22.0	11.6	9.1
70+	18.1	21.8	9.3	7.5
Region				
West	18.6	29.0	30.9	31.6
Center	41.9	34.4	37.3	38.6
South	21.0	26.9	25.7	20.1
East	18.6	9.8	6.0	9.7
Settlement type				
Village	31.0	38.1	28.5	21.4
UTV / town up to 20K	12.9	10.2	11.8	8.8
Town 20-99K	13.7	13.2	11.6	10.0
City 100K and more	42.4	38.5	48.1	59.9
Family welfare				
Very low	---	---	---	---
Low	---	---	---	---
Average	---	---	---	---
High	---	---	---	---
Refuse	---	---	---	---