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CONSUMPTION AND ATTITUDES TOWARDS HEATED TOBACCO PRODUCTS IN UKRAINE

Sociological Survey Results

ANALYTICAL REPORT

March 2025

KEY FINDINGS on HTP

Consumption

- 5.0% of respondents reported using heated tobacco products (HTPs), or 16.2% of all consumers.
- HTP use is most common among the youngest age group: 9.9% of those aged 18–29 currently use HTPs.
- The use of heated tobacco products is equally prevalent among women and men.
- On average, a daily user of heated tobacco products (HTPs) consumes 15.8 heated tobacco sticks per day.
- 63.1% of HTP users prefer flavored products, and this figure is even higher among young people aged 18–29 — 81.1%.

Marketing of heated tobacco products

- In the month before the survey, 43.3% had seen some promotion of HTP or devices for their use
- Young people exposed more to such advertising information: 75.1% of those aged 18-29 noticed advertisements of heated tobacco products or devices. The main places where advertisements of HTP appear are retail outlets (30.3%) and the Internet (27.1%).

Awareness of health harms

- While the vast majority (82.1%) of respondents agree that direct use of HTPs is harmful to health, a quarter (24.3%) were unable to name specific diseases that can be caused by smoking HTPs.
- Every third respondent (31.3%) believes that using HTPs is less harmful to health compared to smoking traditional cigarettes, with the youngest group (aged 18–29) being more likely to hold this belief (38%).
- According to 43.0% of respondents, smoking HTPs is a sign of modern and stylish behavior.

Attitudes towards regulation

Majority supported that HTP should be stronger regulated on par with tobacco products and e-cigarettes:

- 69.7% of respondents support raising taxes on heated tobacco products to the same level as cigarettes.
- 71.0% support a ban on display of any tobacco and nicotine products and devices for heating them at the points of sale and about the same – 70.0% support a ban on advertising
- 81.0% of respondents supported the introduction of pictorial health warnings on the HTP packs.
- 64.7% believe that HTPs with characterising flavours should be banned.

Findings on other tobacco and nicotine products

- About one third (30.7%) of adults are current users of any tobacco or nicotine products, and traditionally they are more men than women (47.2% vs. 17.0%). The youngest age cohort (aged 18-29) has the highest number of current users (44.3%).
- The vast majority of users (86.7% of users or 26.6% of all respondents) are daily tobacco / nicotine users, while the remaining 13.3% (4.1% of all respondents) are occasional users.
- One in five adults is a former tobacco / nicotine user. Half of adults in Ukraine (49.5%) have never used tobacco or nicotine on a regular basis.
- Manufactured cigarettes are the most popular tobacco and nicotine product smoked by 23.3% of adults in Ukraine or 75.9% of all users.
- 4.5% of adults (14.7% of all users) are daily or occasional users of e-cigarettes or vapes.
- The use of water pipes (1.0%) and nicotine pouches (0.2%) is not widespread.

- The majority (86.8%) of tobacco / nicotine users use only one product but 13.2% combine the use of several types of products.
- Traditional manufactured cigarettes are the only tobacco and nicotine products whose users prefer flavourless varieties, while more than half of new product users use them only with flavours.

Conclusions and recommendations based on the survey findings have been prepared by experts of Advocacy Centre “Life”

CONCLUSIONS

The survey shows that the highest prevalence of use of heated tobacco products (HTPs) is among young people aged 18-29 — 10%. These data correlate with the level of exposure of young people to advertising of HTPs and devices for heating them: 75% of Ukrainians aged 18-29 are exposed to such advertising. This may particularly indicate that young people are the main target audience for the tobacco industry. In general, the most common places where Ukrainians of all ages see advertisements of HTPs are retail outlets and the Internet. Young people aged 18-29 are most exposed to banner ads on the Internet and in-store advertising.

The majority of respondents who consume HTPs use these products with flavours (63%), and this figure is even higher among young people aged 18-29 — 81%. This may indicate the potential role of flavours as one of the factors influencing youth involvement in HTP use. It is worth noting that, according to the amendments to Directive 2014/40/EU, all EU Member States have introduced a ban on flavoured HTPs by 23 October 2023. For Ukraine, as a candidate country for accession to the EU, the implementation of this regulation is part of its obligations under the Association Agreement and an important step in the process of harmonising national legislation with the EU law.

The survey also shows that 37% of HTP users cited the convenience of using them where and when smoking usual cigarettes is not allowed. This data may indicate that the population is not sufficiently aware that smoking of heated tobacco products is prohibited in public places on a par with traditional cigarettes, e-cigarettes and waterpipes.

The survey shows that the majority of respondents are aware that the use of HTPs is harmful to health (82%), while 31% of respondents falsely believe that the use of such products is less harmful than smoking traditional cigarettes. The youngest respondents aged 18-29 showed a greater tendency to believe this myth (38%). Again, these data may indicate that the target audience of the tobacco industry is primarily young people. At the same time, 43% of adults surveyed believe that a person who smokes a HTP looks modern and stylish. This level of perception may indicate that almost half of the respondents have a positive image of HTPs created by advertising.

Despite the complete ban on the sale of flavoured e-cigarettes and e-liquids, 85% of e-cigarette users reported using flavoured e-cigarettes, which may indicate a systemic violation of the law and insufficient control over the ban on the sale of flavoured e-cigarettes. At the same time, the share of e-cigarette smokers among the adult population is only 4%, but the highest concentration (18%) is observed in the youngest age group — those aged 18-29.

The survey shows high public support for stricter regulation of heated tobacco products and devices: at least two-thirds of respondents tend to support any of the proposed measures (introduction of pictorial health warnings on HTPs and tobacco heating devices, ban on advertising tobacco products in retail outlets and advertising of tobacco heating device brands, ban on flavoured HTPs and increase in excise tax on a par with cigarettes).

RECOMMENDATIONS

To deepen the implementation of MPOWER policies in tobacco control in accordance with the WHO Framework Convention on Tobacco Control, its guidelines and decisions of the Parties, as well as to fulfil Ukraine's European integration obligations under Directive 2014/40/EU, in particular:

- Eliminate the 25% excise preference (compared to cigarettes) for heated tobacco products (HTPs), which increases their affordability for youth, and introduce a uniform excise rate increase for both cigarettes and HTPs to at least €120 per 1,000 units, given that the average cigarette excise rate in EU countries is €177 per 1,000 units.
- To ban all flavoured tobacco and nicotine products (as required by Directive 2014/40/EU);
- To ban on display of any tobacco and nicotine products and devices for heating them at the points of sale;
- To eliminate preferences for advertising tobacco heating devices and e-cigarettes;
- To introduce combined (text and pictorial) health warnings on the packaging of heated tobacco products and devices for their use, with information on the free tobacco cessation website STOPSMOKING.ORG.UA;
- To inform the public about the real consequences of using the emerging tobacco and nicotine products;
- To inform the public about the ban on the use of tobacco and nicotine products, including HTPs, in all public spaces;
- To strengthen control over the implementation of the legal ban on advertising and sponsorship of tobacco and nicotine products;
- To ban the sale of e-cigarettes, given the complexity of regulation and the highest level of consumption among the youngest age group.

INFORMATION ABOUT THE SURVEY

This report presents the results of the survey of the population of Ukraine held by Social Indicators Centre in cooperation with Kyiv International Institute of Sociology (KIIS) mandated by the global public health organization “Vital Strategies” and Advocacy Centre “Life”. The survey studies the behaviour and opinions of the population of Ukraine related to consumption of tobacco and nicotine products, as well as attitudes towards a number of issues related to the use of heated tobacco products (HTPs).

The survey was carried out on 15-17 March 2025 through a telephone interview. Total 735 adult residents of Ukraine aged 18 and older were interviewed. Random sampling of mobile phone numbers generated via random digit dialling was used. At the data processing stage, the findings were weighted in order to correspond to the gender and age structure of the permanent residents according to the data of the State Statistics Service of Ukraine as of 1 January 2021¹. The survey sample is representative of the adult population of Ukraine (aged 18 and older). The population living in the temporarily occupied territories, where the Ukrainian mobile operators do not work, did not participate in the survey.

SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Among the respondents, 54.7% were women and 45.3% — men. By age, 16.5% of respondents were people aged 18-29, 29.1% — those aged 30-44, 25.4%, — those aged 45-59, and 29.0% — people aged 60 and older.

At the time of the interview, 36.7% of respondents lived in the central regions (34.8% of respondents lived in this macro-region before Russia's full-scale invasion), 28.8% — in the western regions (27.2%), 25.4% — in the southern regions (24.7%), and 9.1% — in the eastern regions (13.4%)². Total 70.3% of respondents live in urban areas (66.2% before February 2022), and 29.7% live in rural areas (33.8%).

Among the respondents, slightly less than half (46.1%) are people with higher education; 53.9% have no higher education (30.7% have incomplete higher education — secondary specialised education or junior specialist level after a technical school or college, 22.0% have vocational education after a vocational school or lyceum, complete secondary education or have no complete secondary education).

According to self-assessment of the family's financial situation, 7.3% do not have enough money even for food, 30.4% have enough money only for food but it is difficult to buy clothes (low level of well-being), 39.1% have enough money for food, clothes and small savings (medium level of well-being), 16.8% can afford buying expensive things or save significantly (high level of well-being).

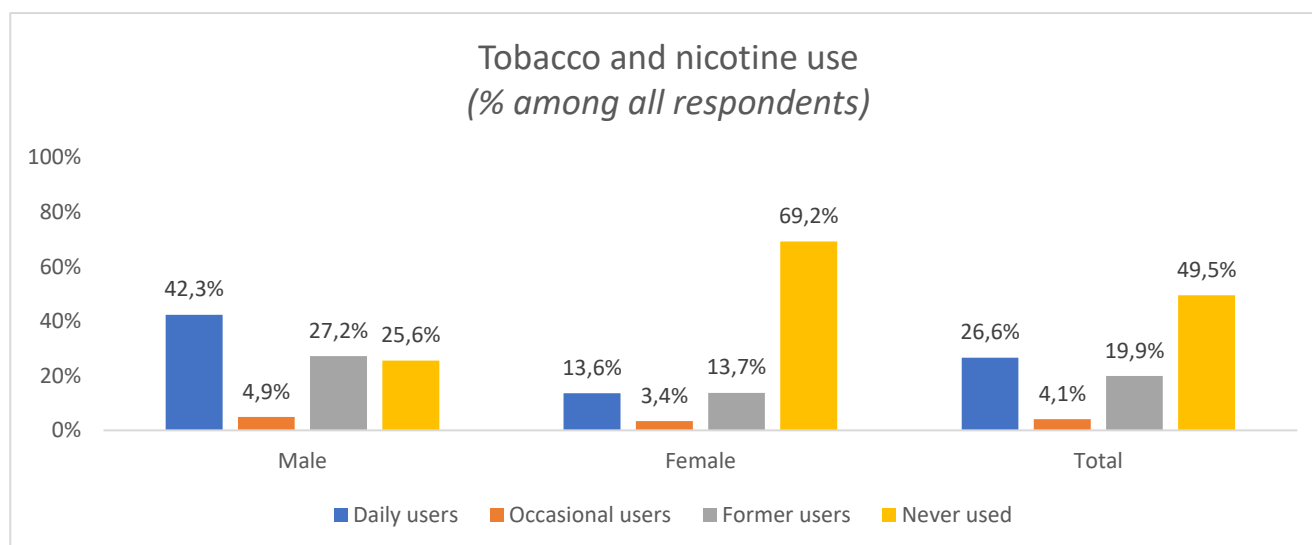
¹ For the purpose of weighing, the respondent's place of residence (macroregion and settlement type) before 24 February 2022 was used. For the purpose of analysis, the respondent's place of residence (macroregion and settlement type) at the time of interview was used.

² *Western region:* Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Khmelnytsky, Chernivtsi regions;
Central region: Kyiv city, Kyiv, Vinnytsia, Zhytomyr, Kirovohrad, Poltava, Sumy, Cherkasy, Chernihiv regions;
Southern region: Dnipro, Zaporizhzhia, Mykolaiv, Odesa, Kherson regions;
Eastern region: Kharkiv, Donetsk, Luhansk regions.

USE OF TOBACCO AND NICOTINE PRODUCTS

About a third (30.7%) of respondents reported currently using some form of tobacco or nicotine products (Chart 1).

Chart 1



There are more users among men than women (47.2% vs. 17.0%) (Table 1). The share of users decreases as the age of the respondents increases; thus, the lowest number of users is in the oldest age group — 13.8% among people aged 60 and older (compared to 44.3% among those aged 18-29, 37.8% — those aged 30-44, 33.0% — those aged 45-59). The vast majority of users (86.7% of users or 26.6% of all respondents) use tobacco / nicotine daily, while the remaining 13.3% (4.1% of all respondents) use it less than daily.

Table 1

Tobacco / nicotine user status (% among all respondents, n=735)

	Current daily users	Current occasional users	Former users	Never used
TOTAL	26.6	4.1	19.9	49.5
<i>Gender</i>				
Male	42.3	4.9	27.2	25.6
Female	13.6	3.4	13.7	69.2
<i>Age</i>				
18-29	37.1	7.2	19.7	36.0
30-44	32.1	5.7	22.6	39.5
45-59	29.7	3.3	17.7	49.3
60+	12.4	1.4	19.0	67.2
<i>Education</i>				
No higher education	29.4	3.6	19.1	48.0
Higher education	22.7	4.9	21.2	51.3
<i>Wellbeing</i>				
Low	25.9	3.1	11.3	59.7
Middle	27.1	3.9	24.8	44.2
High	23.0	8.5	25.4	43.1
<i>Type of residence</i>				
Urban	27.1	5.4	20.2	47.3
Rural	25.5	1.1	18.9	54.5

A fifth of adults (19.9%) used tobacco or nicotine in the past but have now stopped using it. The number of former users is higher among men (27.2% vs. 13.7% among women).

Half of adults in Ukraine (49.5%) have never used tobacco or nicotine on a regular basis. The respective share is higher among women (69.2%), representatives of the oldest category (67.2%), and the respondents with the lowest income (59.4% in the group of those who have enough money for basic things — food and clothing).

Traditional tobacco products

Manufactured cigarettes remain the most popular tobacco and nicotine products, with 23.3% of adults in Ukraine or 75.9% of all users smoking them (*Chart 2*). The number of cigarette smokers is higher among men (39.6% vs. 9.8% among women), middle-aged people (29.2% in the group of respondents aged 30-44 and 28.1% in the group aged 45-59 vs. 22.8% in the group of those aged 18-29 years or 13.5% in the group of those aged 60 years and older), and people without higher education (28.5% vs. 16.3% among those with higher education) (*Table 2*). There are significantly more daily cigarette smokers (20.2% of all adults) than those who do it less than daily (3.0%).

The average number of cigarettes smoked by a daily smoker is 17.7 cigarettes per day (17.9 for men, 16.9 for women). Despite the insignificant difference between the averages, women smoke less: 73.4% of male daily smokers smoke more than 10 cigarettes per day (53.5% of women), and vice versa, there is a higher share of those who smoke 10 cigarettes or less per day among women (46.5% vs. 26.6% of men).

Smoking other traditional products (such as roll-your-own tobacco or pipe with tobacco) is much less common, with 2.0% of respondents reporting this in the “other” category (1.3% smoke them daily, and 0.7% smoke them less often).

Heated tobacco products

The use of HTPs was reported by 5.0% of respondents or 16.2% of all users ($n=36$) (*Chart 2*). The use of HTPs is equally common among women and men but more common among the youngest category (9.9% among those aged 18-29 vs. 3.3% among those aged 45-59; there were no such respondents aged 60 and older in the survey), urban residents (6.2% vs. 1.9% in rural areas), people with higher education (7.1% vs. 3.3% among those without), and people with a medium or high level of income (6.8% and 8.0%, respectively, vs. 1.8% among the poorest) (*Table 2*). Everyday 3.0% of adults use HTPs, and 1.8% use them less regularly.

The average daily HTP user smokes 15.8 sticks per day. When asked about additional reasons for using HTPs, the users most often mentioned the convenience of using them where and when smoking regular cigarettes is not allowed (37.2%, $n=14$) and attractive aromas or flavours (28.1%, $n=10$) or acknowledged their addiction to them (20.8%, $n=8$). Although HTP users were mostly aware that this novel product was no less harmful than regular cigarettes (only 3 users gave this reason for their choice of HTPs), some still shared the view that HTP use could help them quit smoking (24.7%, $n=9$).

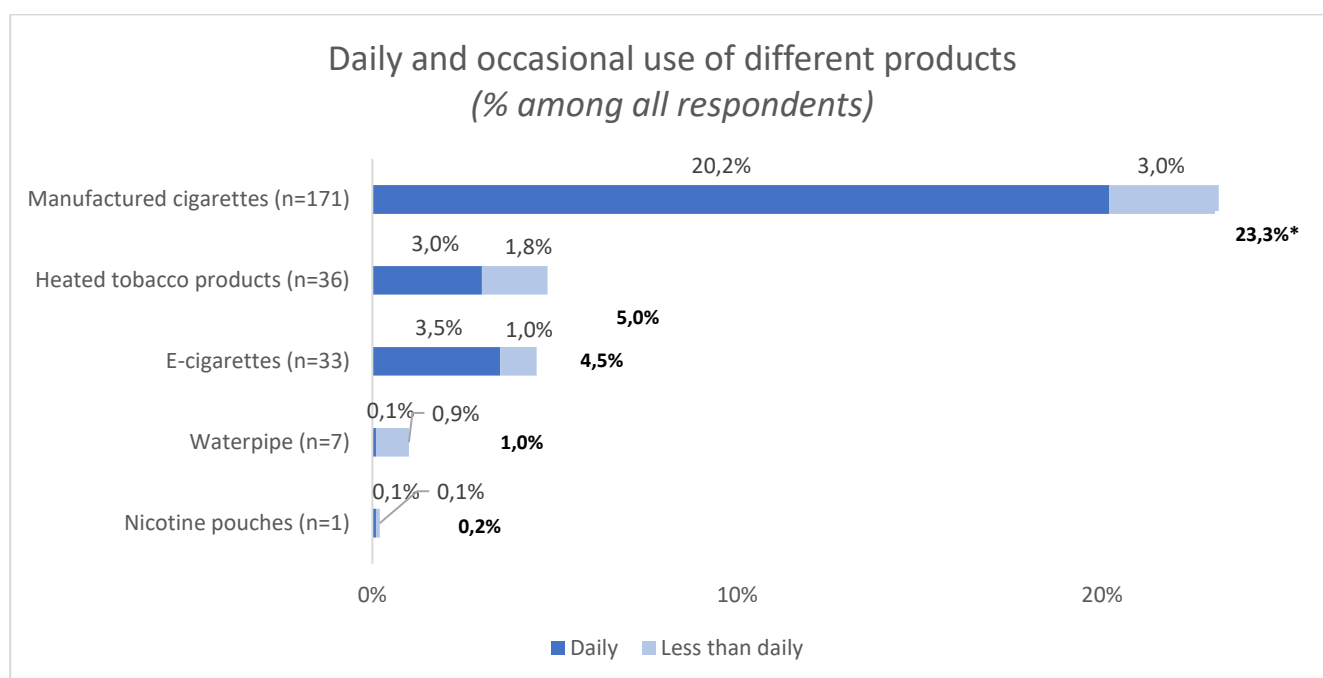
E-cigarettes, vapes

The prevalence of e-cigarette or vape use is similar to that of HTP: 3.5% of respondents use them daily, 1.0% use them less than daily, and the overall level of use is 4.5% among the total population or 14.7% among users ($n=33$) (*Chart 2*). Women and men use e-cigarettes almost equally, but young people are relatively more likely to use them (18.2% among those aged 18-29 vs. 5.0% among those aged 30-44 or 0.2% in the group aged 45-59; the study did not find such users among those aged 60 and older), urban residents (6.2% vs. 0.5% among rural residents), and those with a medium or high level of income (7.3% and 6.3%, respectively, vs. 0.6% among the poorest citizens) (*Table 2*).

Other tobacco or nicotine products

The study showed a low level of use of waterpipes (1.0%, $n=7$) and nicotine pouches (0.2%, $n=1$).

Chart 2



*The total share is higher than the sum of daily and occasional use due to a small share of missing answers to the question about regularity of use

Table 2

Tobacco / nicotine products use

	Manufactured cigarettes		Heated tobacco products		E-cigarettes, vapes	
	% among all respondents, n=735	% among users, n=226	% among all respondents, n=735	% among users, n=226	% among all respondents, n=735	% among users, n=226
TOTAL	23.3	75.9	5.0	16.2	4.5	14.7
<i>Gender</i>						
Male	39.6	84.0	5.2	11.1	5.0	10.6
Female	9.8	57.3	4.7	27.7	4.1	24.0
<i>Age</i>						
18-29	22.8	51.5	9.9	22.4	18.2	41.1
30-44	29.2	77.2	8.6	22.6	5.0	13.2
45-59	28.1	84.9	3.3	10.0	0.2	0.7
60+	13.5	97.7	0.0	0.0	0.0	0.0
<i>Education</i>						
No higher education	28.5	86.6	3.3	10.1	4.3	13.0
Higher education	16.3	59.2	7.1	25.8	5.0	18.1
<i>Wellbeing</i>						
Low	25.5	88.0	1.8	6.3	0.6	2.0
Middle	20.4	65.8	6.8	22.0	7.3	23.5
High	21.2	67.3	8.0	25.3	6.3	20.1
<i>Type of residence</i>						
Urban	23.3	71.8	6.2	19.3	6.2	19.1
Rural	23.4	87.8	1.9	7.2	0.5	2.0

Combined use

Although the vast majority (86.8%) of tobacco / nicotine users choose only one product, 13.2% combine the use of several types of products: for 10.1% ($n=23$) it is 2 types of products, for the rest ($n=7$) — more than two. The most common combinations are traditional cigarettes and HTPs ($n=15$), traditional and e-cigarettes ($n=7$), and HTPs and e-cigarettes ($n=6$).

Previous use

The survey provides a general picture of the products previously used by both former users (those who have stopped using, $n=146$) and current users, i.e., those who have switched from one type of product to another ($n=70$).

Thus, the majority (87.5%) of former users were smokers of traditional cigarettes. In addition, 13.0% of former users had previously smoked HTPs, 11.9% had smoked e-cigarettes / vapes, and 10.2% had smoked waterpipes.

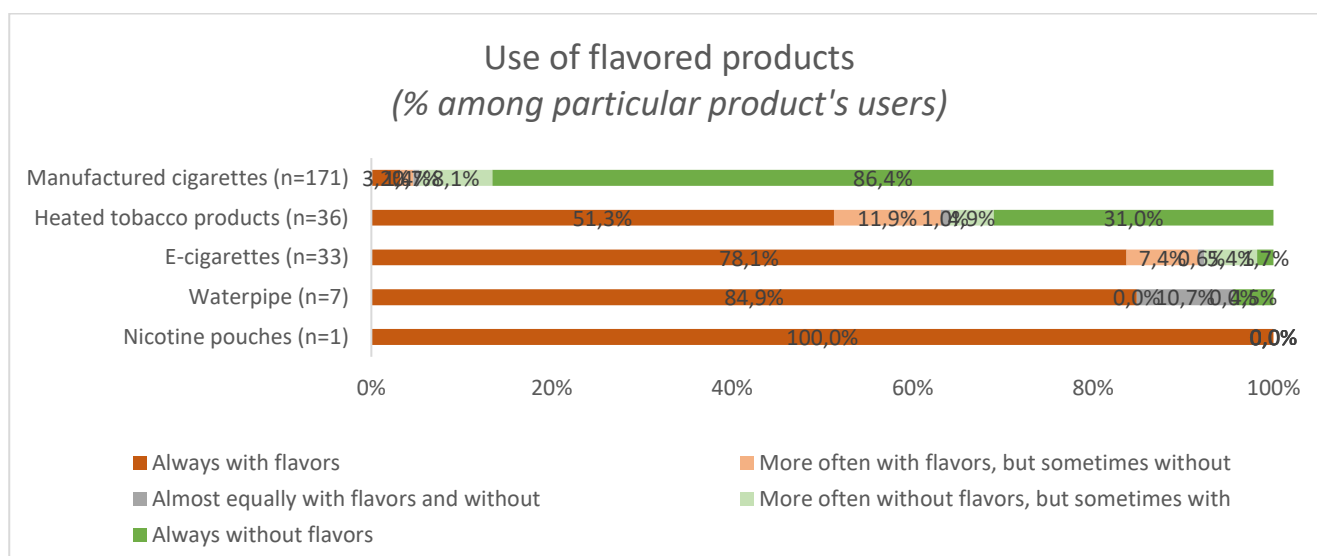
The majority (68.8%) of current users did not regularly use other products in the past but one third (31.2%, $n=70$) changed their main product. For example, current users of HTPs who had used other products in the past were more likely to quit using traditional cigarettes ($n=16/20$), as were current e-cigarette users ($n=11/15$).

Consumption of flavoured products

Traditional manufactured cigarettes are the only tobacco and nicotine products whose consumers prefer flavourless varieties: 86.4% (89.6% among men and 75.7% among women) smoke exclusively unflavoured cigarettes, and 8.1% (7.5% among men and 9.9% among women) smoke mainly unflavoured cigarettes. Thus, this statement is true for smokers of both genders, although the percentage of women who prefer unflavoured cigarettes is significantly lower than among men, and, in contrast, significantly more women than men (12.7% vs. 0.4%) always choose flavoured cigarettes.

More than half of the users of novel products surveyed use them exclusively with flavour additives (*Chart 3*). Overall, among those who currently use HTPs or e-cigarettes ($n= 63$), the vast majority (77.7%, $n= 49$) use these products with flavours at least sometimes, and while differences between men and women are almost imperceptible (75,6% ($n=23$) vs. 79.7% ($n=26$)), the youngest consumers are definitely more attracted to flavours than the older ones (93.0% ($n=27$) among those aged 18-29 compared to 66.2% ($n=19$) among those aged 30-44 or 59.7% ($n=4$) among those aged 45-59).

Chart 3



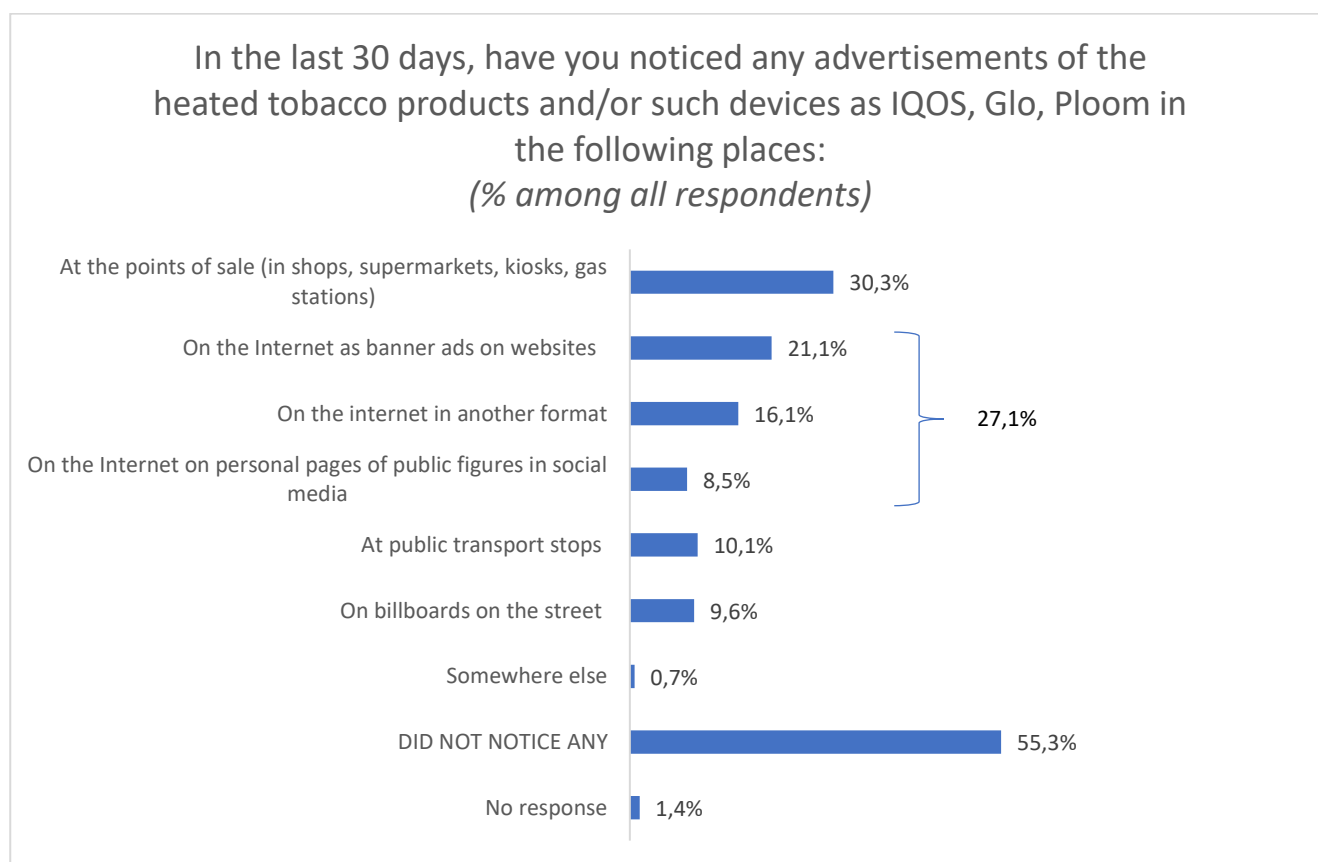
HTP users who use flavoured products at least occasionally ($n=25$) were asked an additional question about their taste preferences. Most often, these users opt for fruit and berry (65.7%) or mint and menthol (42.8%) flavours.

MARKETING OF HEATED TOBACCO PRODUCTS

Almost half of respondents (43.3%) noticed some information that would promote the sale of HTPs or devices for their use in the month before the survey. The youngest respondents noticed such information more often (75.1% among those aged 18-29 vs. 58.1% among people aged 30-44, 30.6% among people aged 45-59, or 21.5% among people aged 60 and older), as well as those who use any tobacco or nicotine products (56.2% vs 37.6% among non-users), people with a middle or higher level of income (51.0% and 48.0%, respectively, vs. 35.2% in the lowest income group) and with higher education (48.5% vs. 40.1% among those without higher education), and also men (48.0% vs. 39.4% among women) and urban residents (47.9% vs. 32.2% in rural areas).

Most often, respondents saw advertising information that helps to promote HTPs in retail outlets (30.3%) (*Chart 4*).

Chart 4



Men are more likely to pay attention to advertisements at the points of sale than women. The Internet is an equally important source of advertisements (27.1%), and this source is more important for the youngest respondents, tobacco / nicotine users, those with higher income and education, and urban residents (*Table 3*). More specifically, the majority of online advertisements appear in the form of banners on websites (21.1%), 8.5% saw it on personal pages of public figures or in social media, and 16.1% saw it in some other format.

Other important advertising sources include public transport stops (10.1%) and outdoor billboards (9.6%), both of which were selected more frequently by men than women. Respondents under 45 noticed advertisements in any media without exception significantly more often than older respondents.

Table 3

Observation of heated tobacco products advertisements (% among all respondents, n=735)

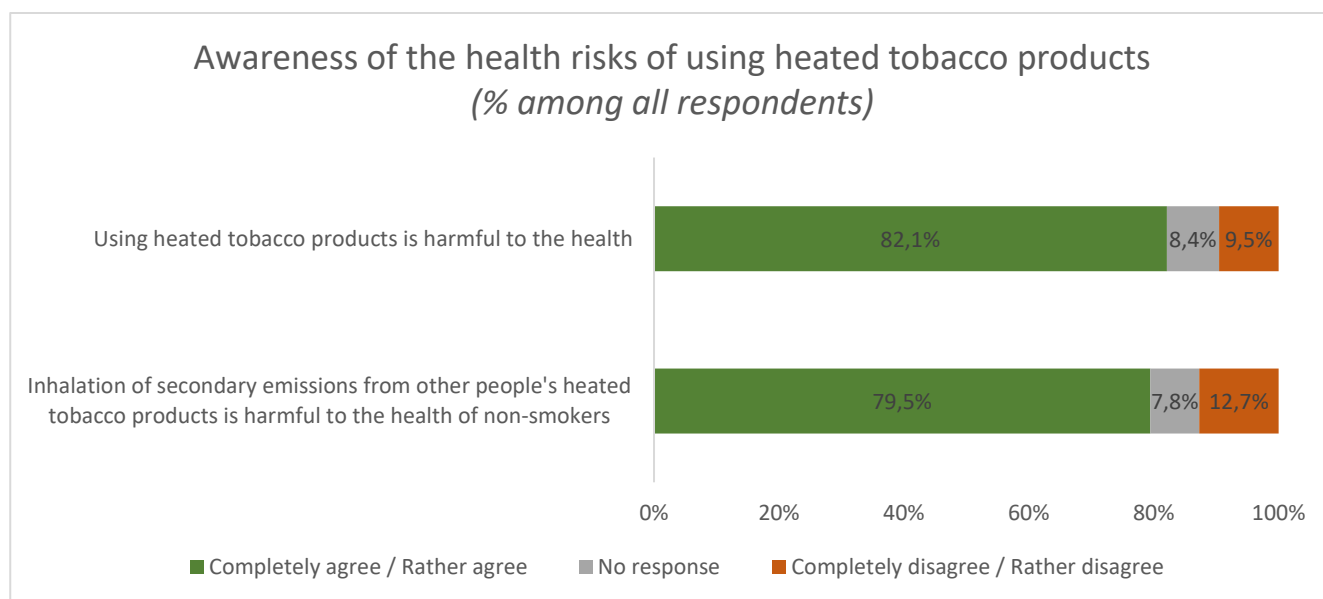
	At the points of sale	On the Internet (overall)	At public transport stops	On billboards on the street	DID NOT NOTICE ANY
TOTAL	30.3	27.1	10.1	9.6	55.3
<i>Gender</i>					
Male	37.2	28.2	12.8	12.0	51.0
Female	24.6	26.2	7.9	7.6	58.9
<i>Age</i>					
18-29	52.3	58.8	18.6	20.5	24.9
30-44	45.6	33.4	16.8	13.9	40.8
45-59	20.5	17.8	3.6	4.1	68.4
60+	11.2	10.9	4.3	3.9	75.6
<i>Education</i>					
No higher education	24.3	24.3	10.2	8.1	59.0
Higher education	38.3	31.4	10.0	11.5	50.2
<i>Wellbeing</i>					
Low	23.4	19.5	10.4	6.3	63.4
Middle	35.0	33.1	5.7	10.2	47.7
High	35.4	37.0	16.2	16.6	51.8
<i>Type of residence</i>					
Urban	34.3	30.8	11.8	10.8	51.0
Rural	20.8	18.4	6.1	6.6	65.5
<i>User status</i>					
User	42.1	39.7	12.5	10.1	43.0
Non-user	25.1	21.5	9.1	9.4	60.7

AWARENESS OF HARMFULNESS OF HEATED TOBACCO PRODUCT USE

Monitoring of public awareness of the harmful effects of tobacco / nicotine on both active and forced (passive) users provides grounds for timely assessment of the need for information campaigns to raise such awareness.

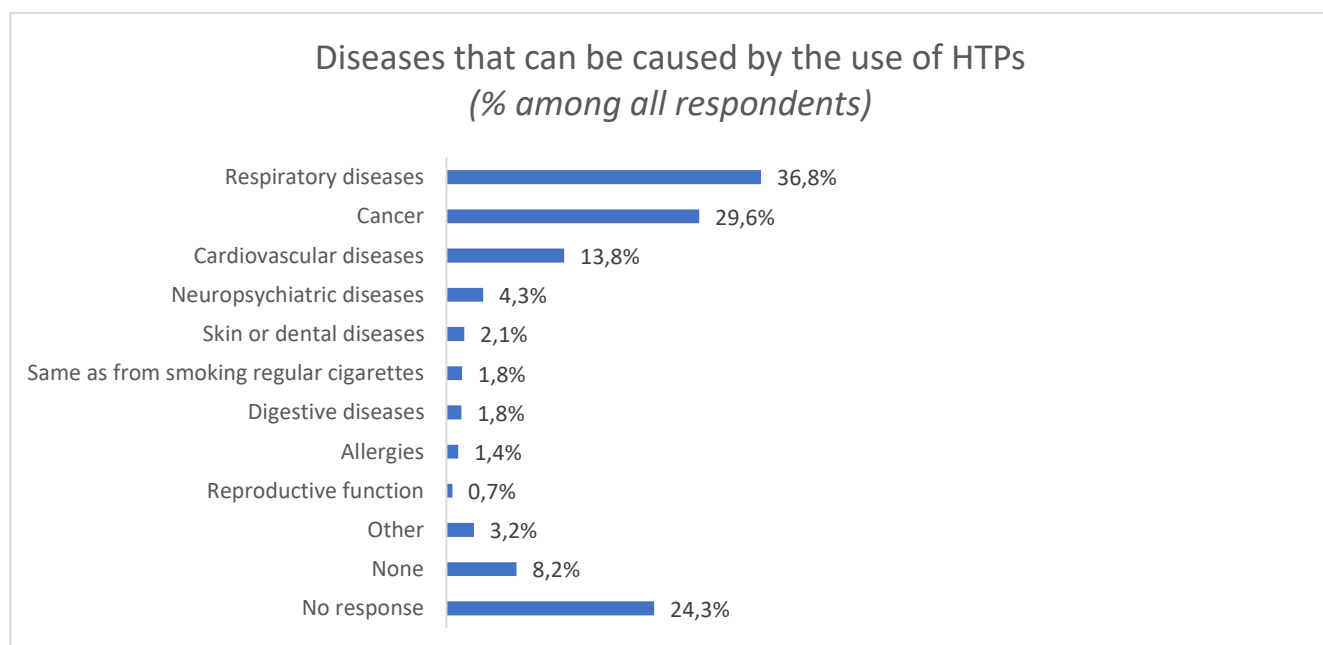
The vast majority of respondents agree with the statement that both direct use of HTPs (82.1% agree) and inhalation of emissions from other people's smoking (79.5%) are harmful, with no significant difference (*Chart 5*). Both statements are more likely to be shared by women, and views on the harmfulness of second-hand smoke do not differ by all other socio-demographic characteristics (*Table 4*). Non-users are also more likely to point out the harmfulness of HTP smoking: 85.3% of them share this opinion (compared to 74.7% of users). In addition, respondents under 45 demonstrate better awareness (about 90%), while those over 45 are significantly more likely to disagree with this statement (about 75%).

Chart 5



In addition, the respondents were asked an open question about possible diseases that smoking of HTPs can lead to.

Chart 6

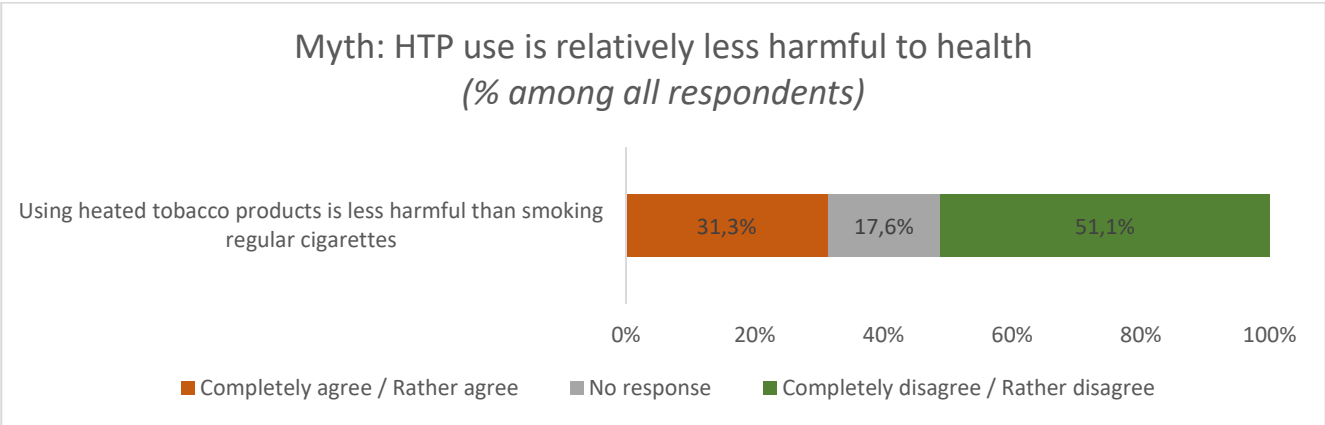


Thus, a quarter (24.3%) of respondents were not able to name such diseases, and men, those with the lowest income and the oldest ones, were more likely to hesitate. The other 8.2% do not consider HTP use to be a cause of serious health deterioration, and this opinion is more often shared by current users, the oldest respondents, and those without higher education (*Chart 6*). Among the diseases mentioned by the rest of the survey participants, various respiratory problems (36.8%) and neoplasms (29.6%) were the most frequently mentioned, with lung cancer being in the top of the latter. Women mentioned respiratory, cardiovascular, and allergic effects of HTP use more often than men. Younger respondents also showed better awareness: 45.6% of respondents aged 18-29, 44.3% of those aged 30-44, 31.8% of those aged 45-59, and 28.7% of those aged 60 and older named respiratory diseases as consequences of HTP use; cancer — 41.7% of respondents aged 18-29, 35.1% of those aged 30-44, 26.4% of those aged 45-59, and 19.9% among those aged 60 and older. HTP use as a cause of cardiovascular diseases was most often mentioned by respondents aged 30-44 (23.1% vs. 8.5%-11.9% in other age groups).

Two other proposed statements contained misconceptions about HTP use, and the study showed that, although the majority of respondents did not share them, there is a significant proportion of the population that does.

Thus, one-third of respondents (31.3%) believe that HTP use is less harmful to health compared to traditional cigarettes, half (51.1%) disagree with this false statement, and 17.6% are unsure of the answer (*Chart 7*).

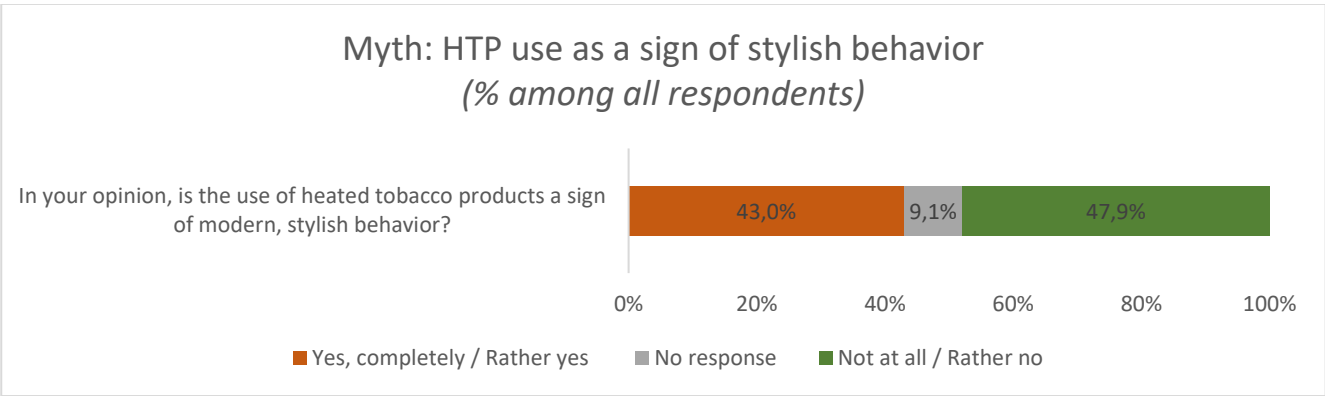
Chart 7



People with higher education, medium and higher income, as well as the youngest respondents (18-29 years old) are more likely to believe in this myth, while older groups show more hesitation in answering this question (*Table 4*). There are no significant differences in the views of users and non-users.

According to 43.0% of adults surveyed, a person who smokes HTPs looks modern and stylish, and slightly more (47.9%, the difference is not statistically significant) do not share this view (*Chart 8*).

Chart 8



The respondents without higher education and rural residents were more likely to support this idea (Table 4). Similar to the previous question, the views of users and non-users do not differ significantly.

Table 4

Awareness of the health risks of using heated tobacco products (the sum of responses «Completely agree» and «Rather agree», % among all respondents, n=735)

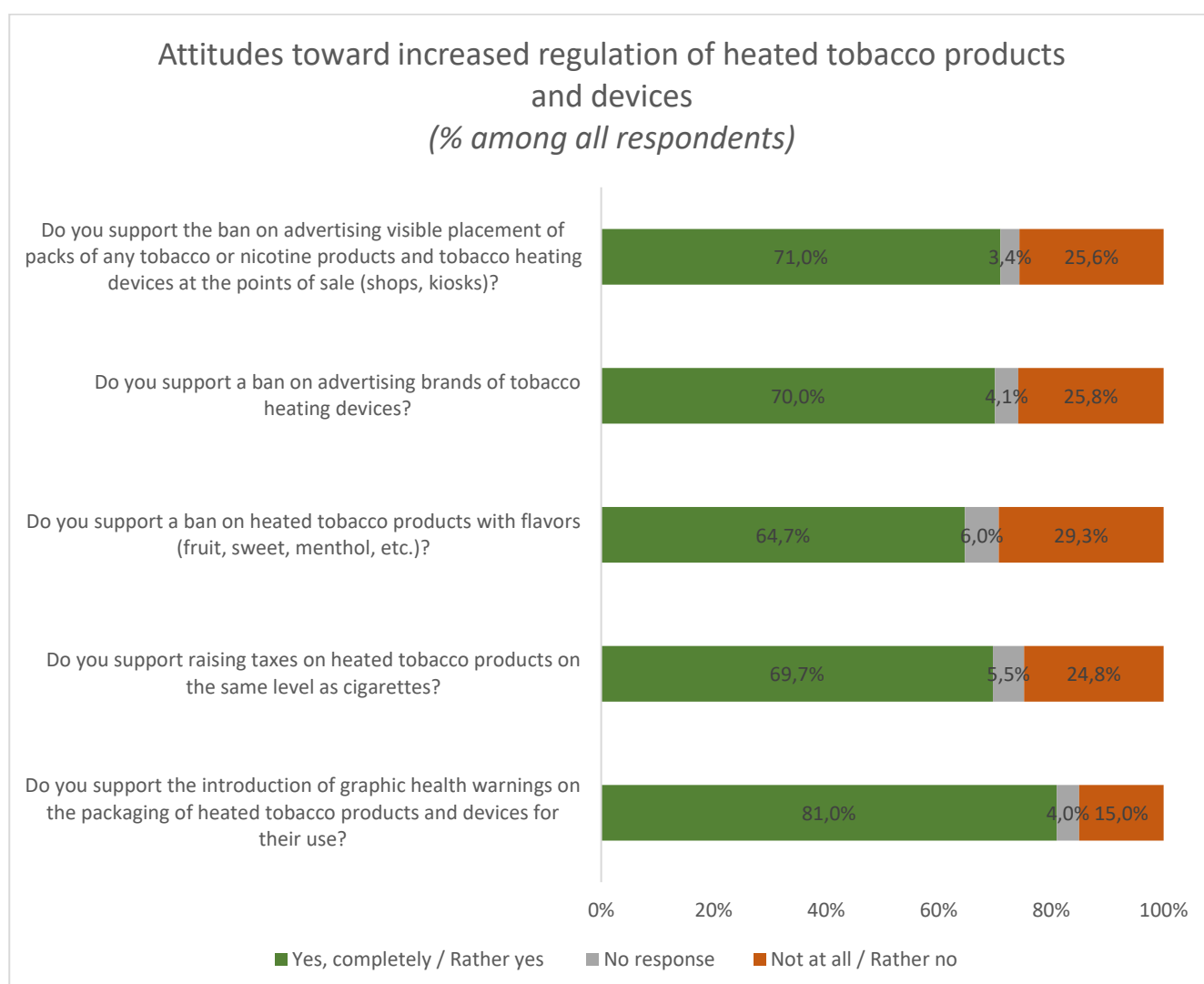
	Using heated tobacco products is harmful to the health	Inhalation of secondary emissions from other people's heated tobacco products is harmful to the health of non-smokers	Using heated tobacco products is less harmful than smoking regular cigarettes	The use of heated tobacco products is a sign of modern, stylish behaviour
TOTAL	82.1	79.5	31.3	43.0
<i>Gender</i>				
Male	76.7	75.5	32.8	39.5
Female	86.5	82.7	30.0	45.9
<i>Age</i>				
18-29	90.7	84.8	38.3	41.3
30-44	89.3	78.4	33.0	43.5
45-59	74.5	78.1	32.9	47.0
60+	76.6	78.7	24.2	39.9
<i>Education</i>				
No Higher education	80.9	78.8	28.3	47.8
Higher education	84.6	81.4	35.2	37.8
<i>Wellbeing</i>				
Low	78.3	79.8	24.9	46.6
Middle	87.0	81.9	34.6	45.5
High	83.4	76.5	43.6	36.7
<i>Type of residence</i>				
Urban	83.5	79.6	30.7	39.8
Rural	78.7	79.1	32.7	50.5
<i>User status</i>				
User	74.7	75.2	35.0	42.3
Non-user	85.3	81.3	29.6	43.3

ATTITUDES TOWARDS REGULATION OF HEATED TOBACCO PRODUCTS

The last section of the survey was aimed at assessing respondents' support for certain measures aimed at regulating the sale of tobacco products and heating devices. The study showed that at least two-thirds of respondents tend to support any of the proposed measures to control tobacco products (*Chart 9*).

The introduction of pictorial health warning about the dangers of using HTPs was the most supported by respondents — 81.0% of affirmative answers (including 67.2% who strongly support it). The ban on display of any tobacco and nicotine products and devices for heating them at the points of sale (shops, kiosks) is supported by 71.0% (57.6% strongly support), 70.0% (54.5% fully support) support the ban on advertising of tobacco heating devices, 69.7% (50.2% strongly support) are in favour of raising taxes on HTPs to the same level as cigarettes, and banning HTPs with characterising flavours is supported by 64.7% (48.9% strongly support).

Chart 9



Support for all of the proposed measures is higher among those who do not currently use any tobacco or nicotine products (*Table 5*). Most measures are also more supported by women than men (except for tax increases, where support is equal) and respondents with higher education (education does not affect support for the introduction of pictorial health warnings on heating devices). Urban residents are relatively more likely to support the ban on brand advertising and introduction of pictorial health warnings on packages compared to rural residents. The oldest respondents are the most likely to hesitate in answering the question about the necessary tobacco / nicotine control measures.

Table 5

Support of regulation of heated tobacco products and devices (the sum of responses «Yes, completely » and «Rather yes», % among all respondents, n=735)

	Do you support the ban on display of any tobacco and nicotine products and devices for heating them at the points of sale (shops, kiosks)?	Do you support a <u>ban on advertising brands</u> of tobacco heating devices?	Do you support a <u>ban</u> on heated tobacco products <u>with flavours</u> (fruit, sweet, menthol, etc.)?	Do you support <u>raising taxes</u> on heated tobacco products on the same level as cigarettes ?	Do you support the <u>introduction of pictorial health warnings</u> on the packaging of heated tobacco products and devices for their use?
TOTAL	71.0	70.0	64.7	69.7	81.0
<i>Gender</i>					
Male	65.5	65.1	59.3	66.5	77.4
Female	75.5	74.1	69.1	72.3	84.0
<i>Age</i>					
18-29	62.6	71.2	61.1	67.8	78.4
30-44	73.0	73.8	68.2	69.8	81.7
45-59	71.8	68.7	63.7	67.9	84.0
60+	73.1	66.8	63.9	72.2	79.3
<i>Education</i>					
No Higher Education	66.4	62.8	59.1	65.2	80.3
Higher Education	77.4	80.2	72.4	75.9	84.0
<i>Wellbeing</i>					
Low	72.0	70.9	62.1	68.2	81.7
Middle	72.0	71.3	68.5	73.1	82.9
High	74.9	71.0	68.6	74.1	84.5
<i>Type of residence</i>					
Urban	72.7	72.7	66.4	70.1	83.9
Rural	66.9	63.7	60.5	68.6	74.2
<i>User status</i>					
User	59.8	61.7	54.4	50.6	70.6
Non-user	76.0	73.7	69.2	78.1	85.7